

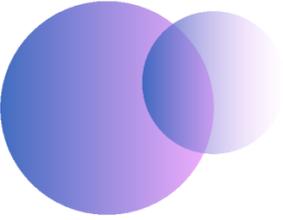


People-First Marketing Strategy





People-first Motivators



Using motivator maps as a springboard, define your audience and capture their motivations and barriers to buying your product or service. Consider situations or seasonal moments where you can solve a specific problem for people.

MOTIVATORS

- Inclusive sizing
- Unique pieces
- Versatile styling options for different occasions
- Authentic reviews & social proof

BARRIERS

- Unsure of fit
- Higher price points
- Trouble deciding between items

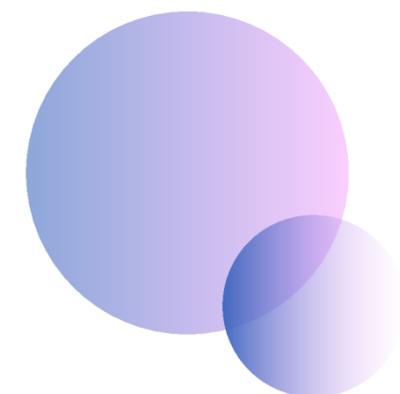
SITUATION OR SEASONALITY

- Gift guides
- Fast shipping
- Special occasion or seasonal event edits





People-first Motivators



Using motivator maps as a springboard, define your audience and capture their motivations and barriers to buying your product or service. Consider situations or seasonal moments where you can solve a specific problem for people.

MOTIVATORS

BARRIERS

**SITUATION OR
SEASONALITY**



From motivator to Message

Match your product or service benefits to the motivators or barriers of your audience. Your messaging themes should resonate with audience needs to create an authentic connection between people and product

MOTIVATORS

Audience Insight

I want to express my style with unique pieces that make a statement.

Product or Service Benefit

Exclusive range of limited edition apparel & accessories from independent designers



Message theme

Stand out from the ordinary

BARRIERS

Audience Insight

I am unsure about fit and am concerned about choosing the wrong size

Product or Service Benefit

Online sizing guide, virtual try-on, free returns



Message theme

Fashion that fits

SITUATION OR SEASONALITY

Audience Insight

I need a budget-friendly gift idea ASAP

Product or Service Benefit

Gift guides curated by occasion and price point, express delivery



Message theme

Thoughtful & affordable gifts

From motivator to Message

Match your product or service benefits to the motivators or barriers of your audience. Your messaging themes should resonate with audience needs to create an authentic connection between people and product

MOTIVATORS

Audience Insight

Product or Service Benefit



Message theme

BARRIERS

Audience Insight

Product or Service Benefit



Message theme

SITUATION OR SEASONALITY

Audience Insight

Product or Service Benefit



Message theme

Create a platform-first concept

Adopt a storytelling mindset to communicate your messages using the language of the platform. Capture attention with a compelling hook that will draw your audience in. Consider trends or visual styles that will signal relevance.

MOTIVATORS

Message theme

Stand out from the ordinary

Hook

How to shop like a stylist



Concept

Expert voice Creator talks through product range, top picks, styling tips

BARRIERS

Message theme

Fashion that fits

Hook

POV: you finally found your perfect fit



Concept

Demo Highlight innovative fit-finding features, visualize the feeling with try-on/unboxing

SITUATION OR SEASONALITY

Message theme

Thoughtful & affordable gifts

Hook

5 personalized gift ideas under \$50



Concept

Listicle Showcase curated gift ideas with native-style text overlay to signal categories & price point

Create a platform-first concept

Adopt a storytelling mindset to communicate your messages using the language of the platform. Capture attention with a compelling hook that will draw your audience in. Consider trends or visual styles that will signal relevance.

MOTIVATORS

Message theme

Hook

⇓

Concept

BARRIERS

Message theme

Hook

⇓

Concept

SITUATION OR SEASONALITY

Message theme

Hook

⇓

Concept

Creative Diversification

Cheat Sheet

MESSAGE

Use different motivators and barriers to reach different and new audiences beyond BAU.

Human need related

- Motivators and Barriers
- Emotional Benefits
- Situational Identification

Product or Brand related

- Functional Benefits
- Service Benefits
- Product use/Demo

Promotion related

- Deals
- Sales Events

MEDIA FORMAT

Use mixed assets, combining video and static in your campaigns.

Core formats

- Static image
- Video (short form)
- Carousel
- Catalog ads

- Carousel
- Collection
- Single image

Additional formats

- Shop ads (US only)
- Ads with product tags

Optimize aspect ratios for most impact

- 1:1
- 4:5
- 9:16

CREATIVE APPROACH

Use different creative approaches to maximize differentiation and reach new audiences across platform.

Lo-Fi

- Creator-led
- Language of Reels
- UGC (User generated)

Hi-Fi/Polished

- Product-focussed
- Lifestyle-focussed
- Illustration/Animation

Other

- Animated static

PLACEMENT

Enable automatic placement to maximize reach and power of Meta ecosystem.

Facebook & Instagram

- Feed
- Stories
- Reels
- Search
- In-stream (video only)

Audience Network

- Native Banner/ Interstitial
- Rewarded ads

BEST PRACTICES

Follow these best practices while you are building your assets.

- Highlight the brand early, within the first 3s
- Start your video with a strong visual hook to draw people in
- Showcase how your product/service supports people in their lives
- Incorporate a strong CTA
- Keep your video short in duration (6-15 secs)
- vertically and to more than one aspect ratio (6:16, 4:5, 1:1)
- Use static and video in your campaigns for better results
- Design for sound off, delight with sound on
- Use overlays in your Advantage catalog ads to drive better results

Thank You.

Get In Touch With Us



+123-456-7890



hello@thelondondigital.com



www.thelondondigital.com