

Digital Marketing Strategies

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What to Expect?

- A strategy foundation: the SHIFT framework, where every customer goes.
- Content that maps to each stage, hooks included.
- An omnichannel and ads strategy built on top of it.

About the Trainer

- 14+ years of experience in social media & digital marketing
- Experience across industries: retail, B2B, real estate, insurance, electronics, technology, corporate services, and more
- Entrepreneur - Training, Performance & SEO
- Experience across the MENA region, Europe, Latin America, Africa & Australia



Elie Sarkis
Entrepreneur
Digital Marketing Trainer
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The Reality

Most businesses are active on social media. Almost none are making money from it.

91%

of businesses post on social media

Source: HubSpot

1-2%

average organic reach on Facebook
pages, up to 5% on Instagram

Meta internal data

78%

of boosted posts generate zero leads

The problem isn't effort. It isn't budget. **It's that most businesses have no system, they're posting, not strategizing.**

Let's Start with the Strategy – **the Full Framework.**

The SHIFT Framework

Every customer goes through 5 stages. Your job is to show up at each one.

S
SPARK
Get Found

Awareness

H
HOLD
Earn Their Curiosity

Consideration

I
INFLUENCE
Tip the Decision

Consideration

F
FINALIZE
Convert Without Friction

Decision

T
TRIBE
Buyers Into Believers

Retention

© Elie Sarkis, SHIFT Framework



Get Found

At this stage your potential customer doesn't know you exist. Your content, SEO, and ads exist for one reason: interrupt the scroll and make them stop.

Short-form video

Reels and TikToks built around pain points, not your product

Cold paid ads

1% lookalike + interest targeting, SPARK campaigns in Ads Manager

SEO content

Google and YouTube searches by people looking for solutions you solve

Hashtag & discovery

Platform-native discovery tools: hashtags, Explore, suggested posts



Earn Their Curiosity

They found you. Now they're judging you in 3 seconds. Your profile, bio, pinned content, and first scroll impression either earns the follow, or loses them forever.

Bio that converts

One clear sentence: who you help, how, and what to do next

Pinned content

Pin your 3 best-performing posts, first impression = pinned posts

Profile audit

Consistent visual identity, proper highlights, keyword in name field

Value-first hook

Every post earns the next second of attention before selling

I

Tip the Decision

They're comparing you to others. This stage is about building enough trust that choosing you feels like the obvious call, not a risk. Proof, authority, and consistency do the heavy lifting.

Social proof that converts

Client results with real numbers, not just testimonials

Retargeting ads

INFLUENCE ad set: target video viewers + IG engagers (60 days)

Carousel deep-dives

Show your thinking, 10-slide carousels outperform 1-liners

Live Q&As / Saves

High-save content signals authority to both algorithm and audience

F

Convert Without Friction

The decision is nearly made. The only thing stopping them is friction. Remove the hesitation, make the next step obvious, and close without pressure.

Bio link funnel

One link, one offer, one CTA, not a Linktree with 12 options

FINALIZE ad set

Retarget website visitors (30 days), show the offer with a specific CTA

DM automation

“DM me [word]” triggers an instant reply with offer or booking link

Objection content

Address the top 3 reasons people don't buy, in your Stories



Buyers Into Believers

A customer who buys once is valuable. A customer who talks about you to others is priceless. TRIBE turns the end of a sale into the beginning of your marketing engine.

Post-purchase content

Results, onboarding tips, community, make buyers feel like insiders

Referral loops

Give buyers a reason to share: exclusive content, discounts, recognition

UGC and testimonials

Ask for reviews right after the win, prompt with a specific question

TRIBE ad set

Custom audience of buyers, excluded from acquisition, targeted with loyalty

SHIFT in Action: What to Post at Each Stage



Every post you create maps to exactly one stage.

S SPARK	Reels on pain points	TikTok tutorials	Cold ads to lookalike	SEO blog → IG cut-down
H HOLD	Bio + first 9 posts	Story highlights	Pinned carousels	Profile keyword SEO
I INFLUENCE	Client result posts	Deep-dive carousels	Live sessions	Retargeting ads (60d engagers)
F FINALIZE	DM automation offers	Objection-busting Stories	CTA Reels	Website visitor ads (30d)
T TRIBE	Behind-the-scenes	Buyer spotlights	Community posts	Loyalty exclusives

Ask yourself before every post: which SHIFT stage does this serve?

Where Does Your Audience Live?

Pick one platform. Own it. Expand later.

Instagram

18–44

B2C, visual, F&B, fitness, retail, personal brand

All 5 SHIFT stages, strongest for HOLD & INFLUENCE

LinkedIn

28–55

B2B, consulting, SaaS, recruitment, corporate training

Best for INFLUENCE & FINALIZE with high-ticket offers

TikTok

16–35

B2C, education, products, entertainment, young demos

SPARK machine, unmatched organic cold reach

Facebook / Meta

30–55

B2C, local, communities, events

Primary SPARK + FINALIZE paid ads platform

Content Formats: Ranked by What Works

Most businesses post the wrong format for their stage.

Short Video / Reels

SPARK → HOLD

Hook in 2 seconds or die. The hook IS the content. Write it last.

Carousels

HOLD → INFLUENCE

Slide 1 stops the scroll. Slide 10 is the CTA. Saves are algorithm gold.

Stories

FINALIZE → TRIBE

Daily touch. Use polls, countdowns, question boxes, not just reposts.

Text / Thread posts

HOLD → INFLUENCE

LinkedIn gold. Start with a controversial statement. No intros.

Live / Real-time

INFLUENCE → FINALIZE

Highest trust builder. Commit to 1 per month minimum. Announce it.

Choosing Hashtags: Keep It to 5

- Treat hashtags like search keywords, not a reach hack.
- Every hashtag has to describe what is actually in the post, not a generic tag such as #love or #viral.
- Mix one broader category tag with 2 to 4 niche, specific tags.
- If a tag would not help someone find this exact post, leave it out.

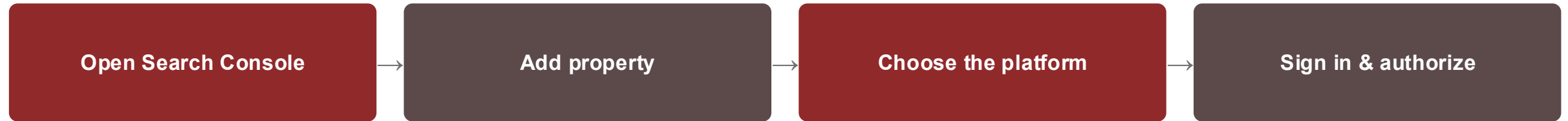
3-5

hashtags per post

not 30

Instagram & TikTok Have Their Own SEO Now

Google Search Console added **Platform Properties** in July 2026: connect Instagram, TikTok, X or YouTube directly, no website required.



What it shows: clicks, impressions, CTR, and the exact search queries bringing people to your posts and profile.

- Why it matters here: it is proof that a specific caption or topic is being discovered outside the app itself, not a vanity metric.

Keywords Belong in the Caption Too

- Google indexes the caption text itself, not only the hashtags.
- Open with the exact phrase your audience searches, in plain language, in the first line.
- The same logic applies on TikTok: captions and on-screen text are searchable too.
- **Hashtags categorize the post. Captions are what rank it.**

WEAK CAPTION

“New drop ✨ link in bio #skincare #glow #ootd”

KEYWORD-LED CAPTION

“Best niacinamide serum for oily skin, now in the new 30ml size. Link in bio.”

Your Content Production Stack

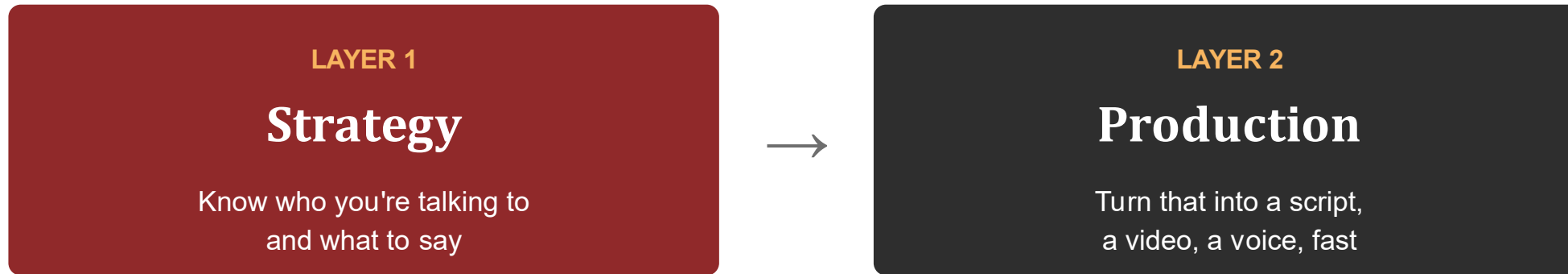


5 steps. Batch once a week. Publish all week.

1	Ideation	Find content ideas aligned to the stage	<i>Claude · ChatGPT · Meta Ad Library · XMind</i>
2	Write / Script	Captions, hooks, video scripts, carousel copy	<i>ChatGPT · Claude · Notion</i>
3	Design	Graphics, carousels, thumbnails, ad creatives	<i>Canva · CapCut</i>
4	Video Editing	Reels, TikTok, Shorts, hooks & captions	<i>Captions · CapCut · Opus Clip</i>
5	Schedule & Publish	Batch-schedule a full week in under 30 minutes	<i>Buffer · Later · Meta Suite</i>

Create on Mondays. Publish Tuesday through Saturday. Engage daily. That's the system.

Two Layers, Not One Tool



The most common mistake: opening a video tool first and typing a vague prompt. Strategy first, tool second.

Prompt 1: Build the Customer Profile

PROMPT 1 OF 3, CUSTOMER PROFILE — SHIFT: SPARK + HOLD

```
Describe the typical customer  
interested in [PRODUCT / SERVICE  
/ TOPIC] in [COUNTRY / MARKET].  
Include their:  
Main problems or needs  
Pain points and fears  
Desired results, daily struggles  
Common mistakes they make  
What influences their decision  
What proof they trust
```

- One prompt, used exactly as written, for any product, service, or market.
- Reveals the language your customer actually uses, not the language you assume.
- Live in session: run it for a real participant's business, on screen.

Prompt 2: Turn Insight Into a Messaging Table

PROMPT 2 OF 3, MESSAGING TABLE — SHIFT: INFLUENCE + FINALIZE

```
Based on the customer summary
above, create a table with:
Problem
How [COMPANY NAME] helps
Proof (simple, credible)
Call-to-action
Rules:
Each cell under 12 words
Focus on real, practical value
Keep the CTA simple
```

- Forces a clear, honest value statement before any content gets written.
- The rule that matters most: each cell under 12 words.

If you can't explain the value in under 12 words, the message isn't clear yet, that's not the AI's fault.

Prompt 3: Content Ideas by Journey Stage

PROMPT 3 OF 3, CONTENT IDEAS — SHIFT: ALL 5 STAGES

Create content ideas for
[PRODUCT OR SERVICE] based on
customer journey stages:
First Contact, Curiosity,
Comparison, Decision, Retention

Give 15 ideas per stage.
Adapt for: Reels, Carousels,
LinkedIn, TikTok, Shorts

- 15 practical ideas per stage, ready to become a Reel, carousel, or post.
- One added line adapts the same ideas to any platform's format.

Exercise: run all 3 prompts on your own business before the next session.

From Script to Screen, Without a Studio



Tool	Best for	Free tier	Watch-out
HeyGen	Avatar-led video, instant multilingual dubbing	Yes, limited	Best for a presenter tone, not cinematic footage
Kling AI	Text/image-to-video, strong human motion, native audio	No commercial use	Confirm the commercial license before publishing
Higgsfield	Aggregator: Kling, Veo, Sora, Seedance, plus Soul ID & Marketing Studio	Yes, limited credits	Video only, credit system burns fast on premium models
ElevenLabs	Voiceover, voice cloning, multilingual dubbing	Yes, 10,000 credits/mo	Single-user workflow at lower tiers

Verify pricing before your session, these tools update every few months.

Which Tool for Which Job

- | | | |
|----------|--|---|
| 1 | Someone talking on camera | HeyGen, or Higgsfield's UGC mode |
| 2 | Cinematic or product footage, no shoot | Kling, or Higgsfield's Cinema Studio |
| 3 | Localize one ad into several languages | ElevenLabs dubbing, or HeyGen dubbing |
| 4 | Need 20+ ad variations to test | Higgsfield Marketing Studio with Soul ID |

Why this matters next: the volume and variety of creative you can now produce is exactly what the algorithm rewards.

Writing Hooks That Stop the Scroll

A hook is not clever, it's specific. Name the exact person, problem, or moment in the first line.

1

“The mistake most [audience] make...”

Calls out a habit they recognize in themselves

2

“Nobody tells you this about [topic]...”

Promises information, not opinion

3

“I tried [thing] for 30 days...”

Personal, documentary tone, low guard

4

A direct question naming the exact pain

Makes them answer in their head before they scroll

Test 3 different hook angles per idea, not 3 different videos.

Weak Hook vs Strong Hook

WEAK

“Check out our new skincare line!”

STRONG

“Oily skin at 30 is not the same as oily skin at 18. Here's what actually changed.”

Every ad in the next section starts with exactly this beat.

Meta Changed How Targeting Works

Andromeda: Meta's AI ad retrieval engine, decides which ads are even considered before ranking and the auction. Global rollout completed October 2025. By 2026 it is the default behavior behind every campaign, not a setting you switch on.

THE OLD MODEL

You build the audience, interests, lookalikes, demographics. Meta shows your ad to it.

THE MODEL NOW

Andromeda reads the ad creative itself and predicts who is likely to respond.

What This Means for How You Run Ads

- Audience settings are now signals, not gates. Interests and lookalikes still exist, but the algorithm treats them as suggestions.
- Creative diversity is the new targeting lever, different angles and formats matter more than manually stacking interests.
- Fewer, broader ad sets tend to outperform many narrow ones, splitting the budget slows the system's learning.
- Signal quality matters more than ever: clean Pixel and Conversions API setup, one prioritized conversion event.

Paid Ads: The Rules Nobody Tells You

Ads amplify what's working. They don't fix what isn't.

DO THIS

Map every ad to a stage of the funnel before creating it

Test video vs image, video wins about 80% of the time

Start small and scale what hits your cost-per-lead target

Retarget engagers separately from cold audiences

Review results weekly, kill losers in 3 to 4 days

DON'T DO THIS

Boost a post with no audience targeting or objective

Run ads to a profile with under 12 posts or an inconsistent grid

Target “everyone” or an audience over 5 million (too broad)

Run one ad with no variations, always test 2 to 3 creatives

Ignore cost-per-lead and chase low cost-per-click, clicks don't pay bills

The 6-Beat Ad Structure

Because Andromeda now reads your creative to decide who sees it, the structure of the ad matters more than the audience around it.

1

Hook

Stop the scroll in 2-3 seconds

2

Problem or desire

Name it in their own words

3

Position the solution

Introduce it as the next step

4

Proof

Testimonial, result, demo

5

Offer

Make the value concrete

6

Call to action

One action, one link

From Hook to CTA: One Ad, Start to Finish

Worked example, a wellness app onboarding new users

1. Hook	<i>“Oily skin at 30 is not the same as oily skin at 18.”</i>
2. Problem	<i>“Most routines still target 18-year-old skin.”</i>
3. Solution	<i>“This app builds your routine around your actual skin age.”</i>
4. Proof	<i>“40,000 users, 4.8 average rating.”</i>
5. Offer	<i>“Free skin analysis, no card required.”</i>
6. CTA	<i>“Start your analysis.”</i>

Same 6 beats, every time, only the words change with the audience.

The Same Structure, Different Formats

Video or UGC-style ad

All 6 beats play out across the full clip, usually 15-30 seconds.

Static image ad

Hook = visual + headline.
Proof = badge or rating.
Offer + CTA on the button.

Carousel

Hook on card 1, problem on card 2, proof across the middle, CTA on the last.

How Many Ads Is Enough Now

Andromeda rewards diversity, not repetition. 20 versions of the same headline is not diversity, it's noise.

A starting point

3 to 5 genuinely different concepts, not just different colors or music

Per concept

2 to 3 formats: video, static, carousel, so the algorithm can match format to placement

Refresh cadence

Watch frequency and comment sentiment, refresh a concept once it fatigues, not on a fixed calendar

What “different” means

A different hook angle, a different proof type, or a different offer, not just a re-edit

Same Structure, Different Emphasis by Industry



Industry	Strongest hook angle	Strongest proof type	CTA style that works
Consumer app / SaaS	The daily friction the app removes	Live product demo, user growth	Try it free, start now
Health & wellness product	The routine or result they want	Ingredients, real-user results	Shop now, subscribe
HealthTech / care platform	A relatable, human moment	Credentials, patient story	Book a consultation
B2B services / AI consulting	The problem they're quietly facing	Case study, measurable result	Book a call
Travel & experience tech	What the experience feels like	Real user itineraries, reviews	Plan yours, explore now
Sustainability-driven B2B	The impact, made visible	Verified metrics, partner logos	See the impact, request info

A teaching pattern based on how each audience decides, adapt it, this is not a verified case study.

The Objection to Solve First, by Industry

Industry	Objection to pre-empt	Where to address it
Consumer app / SaaS	"Will I actually stick with this?"	Proof beat: retention or usage stat
Health & wellness product	"Is this worth the price?"	Offer beat: trial size or bundle
HealthTech / care platform	"Is this safe and legitimate?"	Proof beat: credentials, not hard sell
B2B services / AI consulting	"Will this work for a business like mine?"	Proof beat: a case study close to their size
Travel & experience tech	"Is this worth planning around?"	Proof beat: a real itinerary or review
Sustainability-driven B2B	"Is this real impact or marketing?"	Proof beat: verified, third-party metrics

Pair with the previous slide: same 6 industries, same order.