



\$200 MILLION ECOMMERCE AD FUNNEL

STRUGGLING WITH HIGH AD COSTS AND LOW CONVERSIONS?



Switch to this **"Little Rocks"** ad funnel and start scaling with just \$5 a day.

This is the same traffic strategy we used to grow a \$200M Shopify store—the result? Cheaper leads, a higher conversions rate, and a massive jump ROAS.

HERE'S HOW IT WORKS



"LITTLE ROCKS"

A STEP-BY-STEP GUIDE TO LOWER ACQUISITION COSTS AND MORE SALES.

MAP KEY



BIG ROCKS

Your quarterly promotions that drive revenue and monetize your audience.

LITTLE ROCKS

Your daily/weekly content that drives engagement and grows your audience.



LITTLE ROCK 1

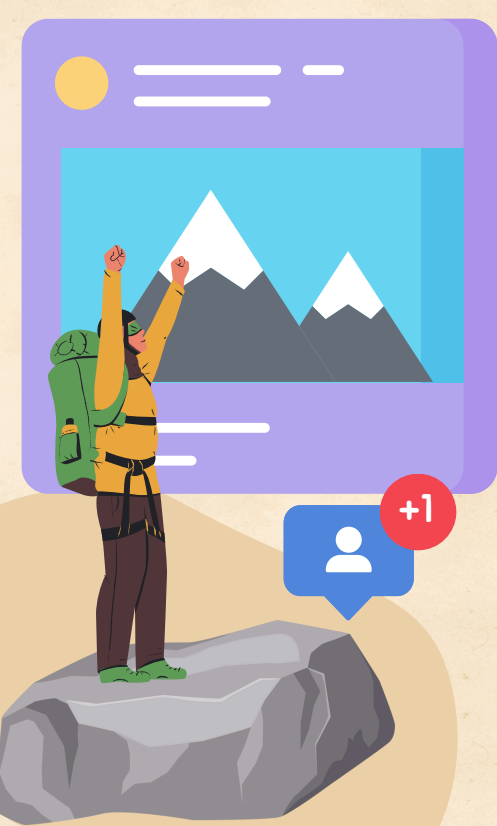
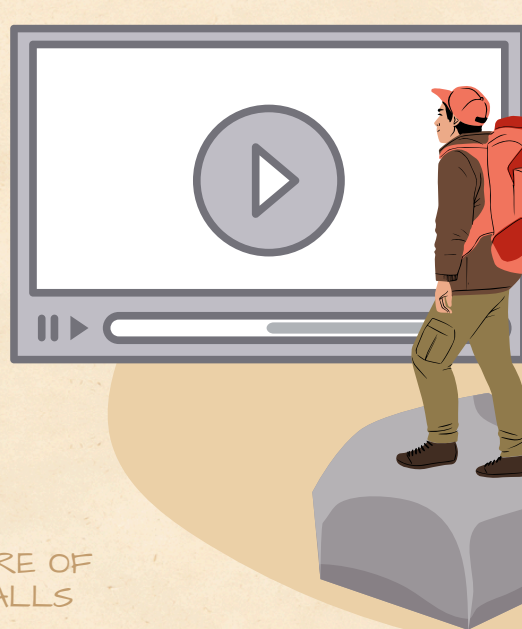
TIKTOK VIDEO

60-second attention grabbing clip that entertains, surprises, and/or offers a quick tip to solve a pain point related to your product.

Audience: Cold traffic
Campaign objective: Video Views



START



BEWARE OF PITFALLS

LITTLE ROCK 2

META / YOUTUBE VIDEO

5-minute video that blends entertaining brand storytelling, customer testimonials, and the ownership benefits of your product.

Audience: Warm traffic
Campaign objective: Video Views



DON'T GET SWEEPED AWAY

LITTLE ROCK 3

BLOG POST

Value-packed video or article featuring tools, checklists, or tutorials to educate and position your product as a solution to their problem.

Audience: Warm traffic
Campaign objective: Video/Page Views



GETTING WARMER

LITTLE ROCK 4

EMAIL & SMS

Actionable messages featuring education, product demos, and real customer success stories—designed to nurture and build desire.

Audience: Warm traffic
Campaign objective: Click-through rate



BEWARE: WARM TRAFFIC ONLY!

BIG ROCK

BIG PROMOTION

Run a 5-day sale event every 4-6 weeks to all warm audiences: social channels, email, sms, etc. Target only leads who engaged with "Little Rock" content.

Audience: Warm traffic
Campaign objective: Conversion



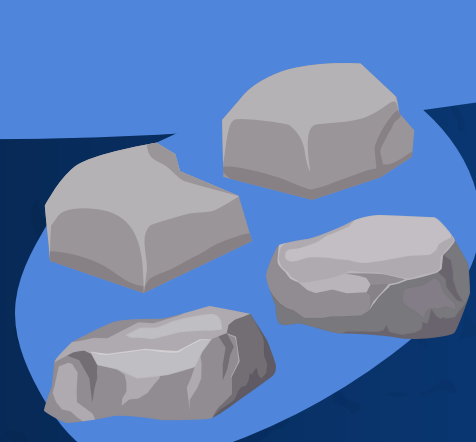
RINSE & REPEAT TO SCALE ANY BRAND.

"LITTLE ROCKS" CONTENT STRATEGY A CHEAPER WAY TO RUN ADS IN 2025

To make this work, you need the right mix of **Little Rocks** content to drive engagement and **Big Rocks** promotions to drive revenue.

- **The key is that Little Rocks aren't about selling**—they're about building trust, so when your next big promotion drops, the audience is primed to buy.
- **TikTok, Meta, X, LinkedIn, YouTube**—they make money keeping users on the platform. If you want cheaper ads, stop fighting the algorithm and give it what it wants: content for people to engage with.

CONTENT TYPES: LITTLE ROCKS



SHORT VIDEOS

- Quick Tips
- Success stories
- Influencer videos

(4-7 per week)



BLOG

- Tools & checklists
- Brand storytelling
- Tutorials

(2-4 per week)



EMAIL + SMS

- Education
- How-to's
- Success stories

(1-2 per week)



SOCIAL POSTS

- Answering DM's
- Interactive posts
- Facebook groups

(Daily)



BRAND CONTENT

- Customer videos
- Product demos
- Influencer collabs

(1 per week)



LONG VIDEOS

- Podcasts
- Webinars
- Livestreams

(1 per quarter)

USE EZRA'S ENGAGE & FILTER METHOD

It automatically filters out the people who watched 50%+ of your Little Rocks content, so you can run conversion ads only to them.

BIG ROCKS



MAJOR HOLIDAY SALE

(3-5x Per Year)



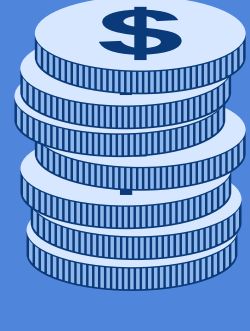
PRODUCT LAUNCHES

(1-2x Per Year)



QUARTERLY PROMOTIONS

(3-5x Per Year)



BUILD THIS FUNNEL FOR YOUR BRAND GET THE LITTLE ROCKS PLAYBOOK

Get step-by-step instructions on how to set up Ezra's **Engage & Filter Method** inside your own ad account—including the exact **ad types**, **audiences**, and **retargeting filters**.

DOWNLOAD THE PLAYBOOK

