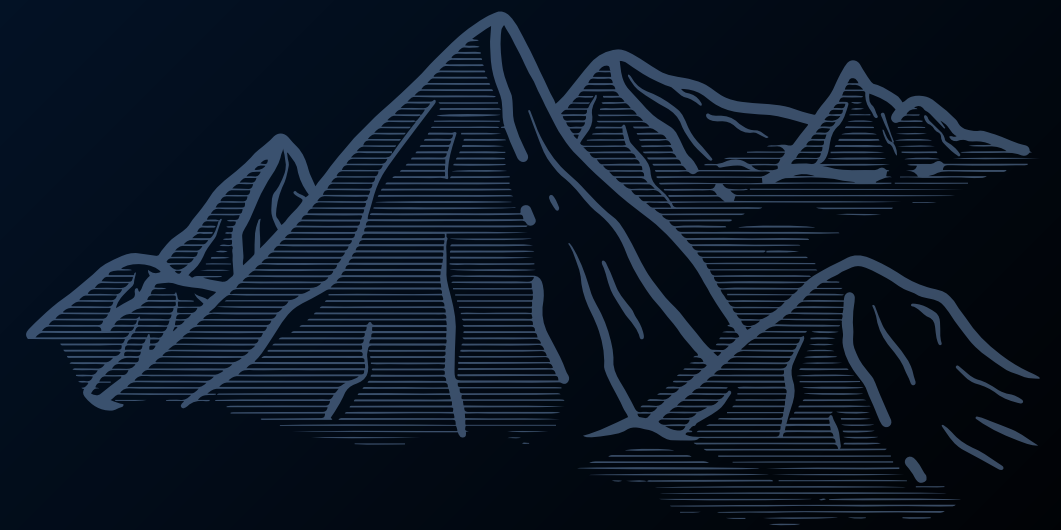




LITTLE ROCKS PLAYBOOK

THE SMALL CONTENT STRATEGY
THAT DRIVES BIG RESULTS





A QUICK NOTE FROM EZRA:

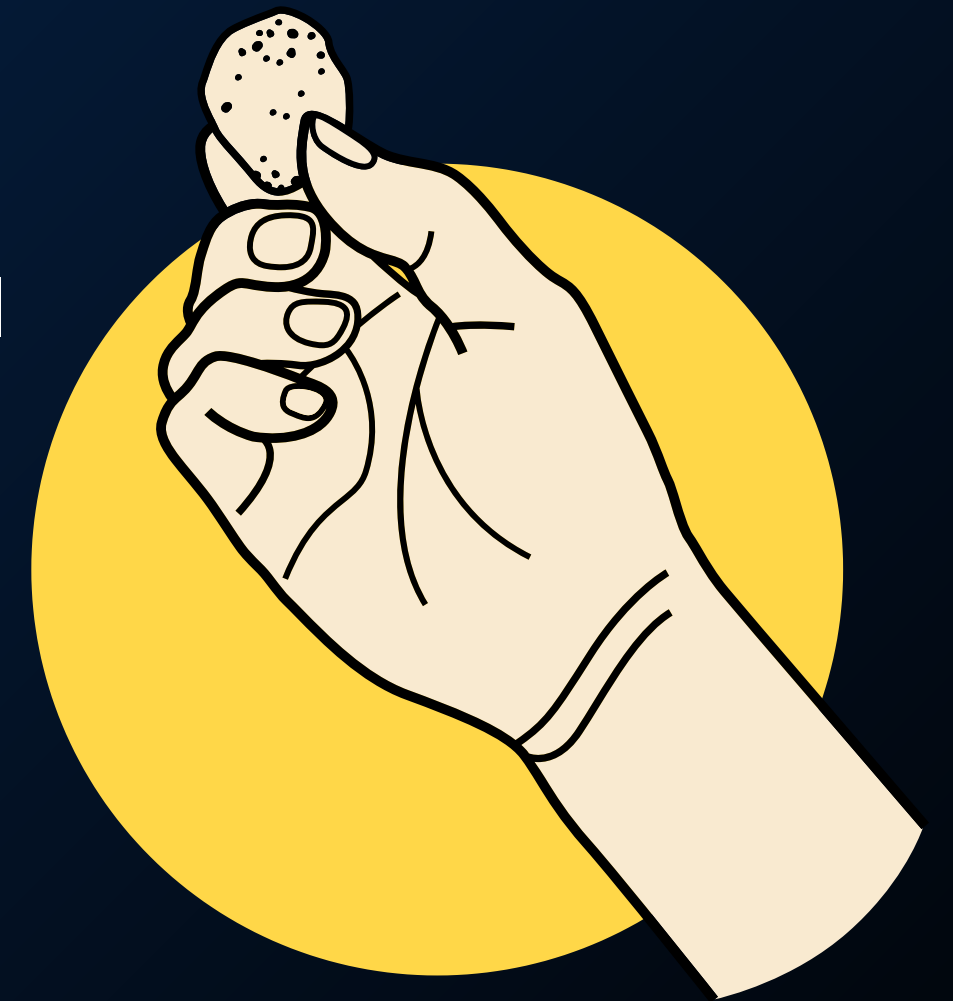
***“If you execute this well,
you will win in business.
You’ll be unstoppable.”***

-Ezra Firestone

WHY THE "LITTLE ROCKS" MATTER

Running an eCommerce brand can be overwhelming, especially when it comes to marketing. Big campaigns sound great, but most Shopify merchants don't have massive budgets or teams. Instead, the key to success lies in **consistent, small efforts that add up over time**—we call these The **Little Rocks**.

This playbook will walk you through **how to create, repurpose, and amplify small content pieces** while leveraging **the Engage & Filter Method**—a low-cost advertising strategy that nurtures leads and drives sales.



STEP 1:

THE LITTLE ROCKS FRAMEWORK

Q: What Are Little Rocks?

A: Bite-sized content pieces that are quick to create and drive engagement:

- **Blog posts** (e.g., "5 Ways to Style Our Best-Selling Jacket")
- **Short-form videos** (Instagram Reels, TikToks, YouTube Shorts)
- **Social contests & giveaways**
- **Repurposed Facebook Lives** (into blog posts, reels, stories)
- **Customer testimonials & UGC** (User-Generated Content)
- **Quick product tutorials & demos**

The collage features four main content pieces:

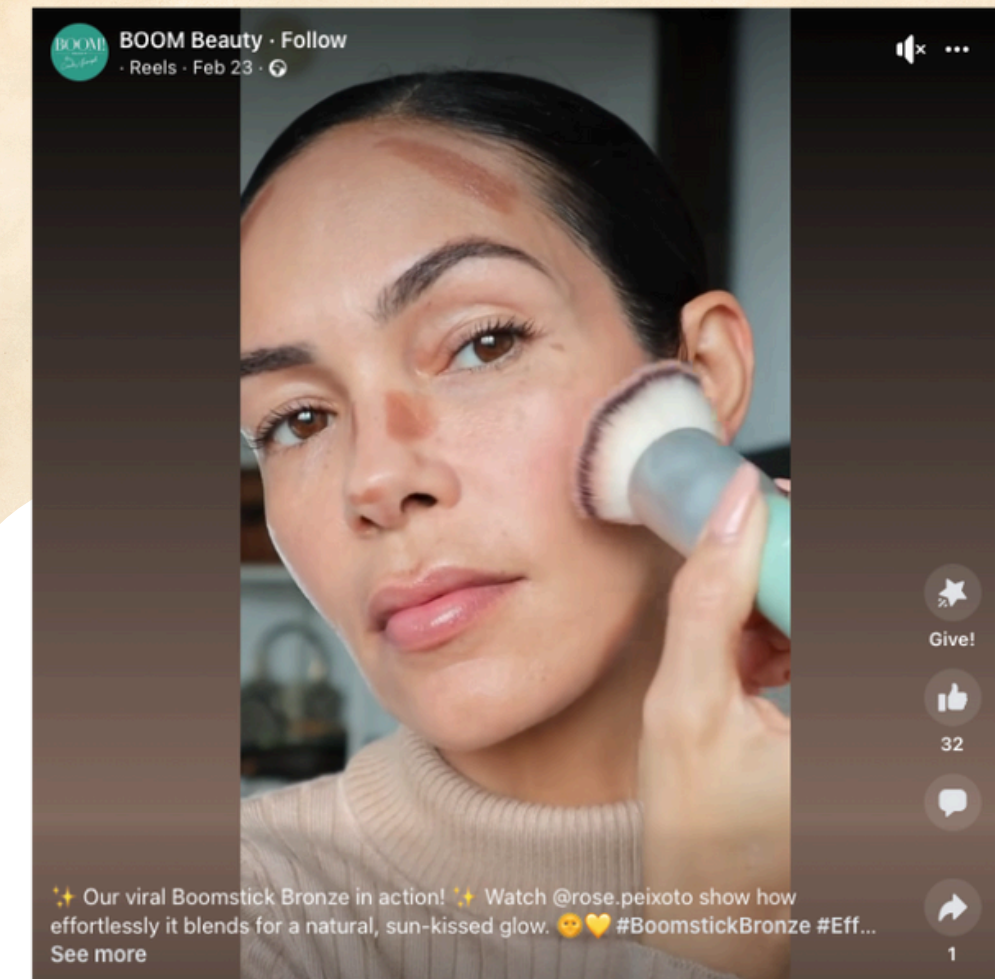
- Social Media Post:** A screenshot of a post from @makeupbyjaneladee showing a woman applying makeup, with text: "@makeupbyjaneladee shows us how to create an easy contour and a pretty pop of color using Boomsticks Bronze and Parisian Red! 🌟 Fast, easy, and naturally glowing. 🧡 #BoomBeauty #FullFaceGlow #EffortlessMakeup".
- Testimonial:** A quote from LISA M. stating: "This trio is perfect for my busy mornings. It's so easy to look polished and put-together!"
- Blog Post Snippet:** A snippet titled "Eye Makeup Looks for Over 50: How to Use Pure Precision Eyeliner" featuring a woman's face and three green eyeliner pencils.
- Video Thumbnail:** A thumbnail for a video titled "Silver Hair and Inner Strength" featuring a woman with grey hair.

Surrounding these are icons: a video camera, a heart, a fountain pen, and a play button.

GOAL:
KEEP SHOWING UP IN FRONT OF YOUR AUDIENCE WITH VALUABLE, ENGAGING CONTENT WITHOUT BURNING OUT.

THE POWER OF CONSISTENCY OVER PERFECTION

- Many brands **struggle with consistency** because they think every piece of content needs to be perfect. Ezra Firestone emphasizes that **consistent engagement is what truly builds momentum.**
- Focus on **daily, weekly, and monthly efforts** rather than massive launches.



EXAMPLE:

A SHOPIFY BEAUTY BRAND POSTS A 30-SECOND SKINCARE TIP DAILY RATHER THAN WAITING TO RELEASE A HIGH-PRODUCTION VIDEO ONCE A MONTH.

STEP-BY-STEP **CONTENT CREATION EXAMPLE:**

Let's say you do a Facebook Live Q&A about your best-selling product:

- **Repurpose it into a blog post** summarizing key takeaways.
- Create **Reels** and **TikToks** from most the engaging moments.
- **Extract quotes or insights** and turn them into **social media posts**.
- **Email a summary to your list** with key points & a link to the replay.
- Compile **multiple Lives** into a longer **YouTube video** or **guide**.



STEP 2:

THE ENGAGE & FILTER METHOD

Once you've built your Little Rocks, it's time to **amplify them with smart, low-cost ads.**



STAGE 1

RUN LOW-COST ENGAGEMENT ADS

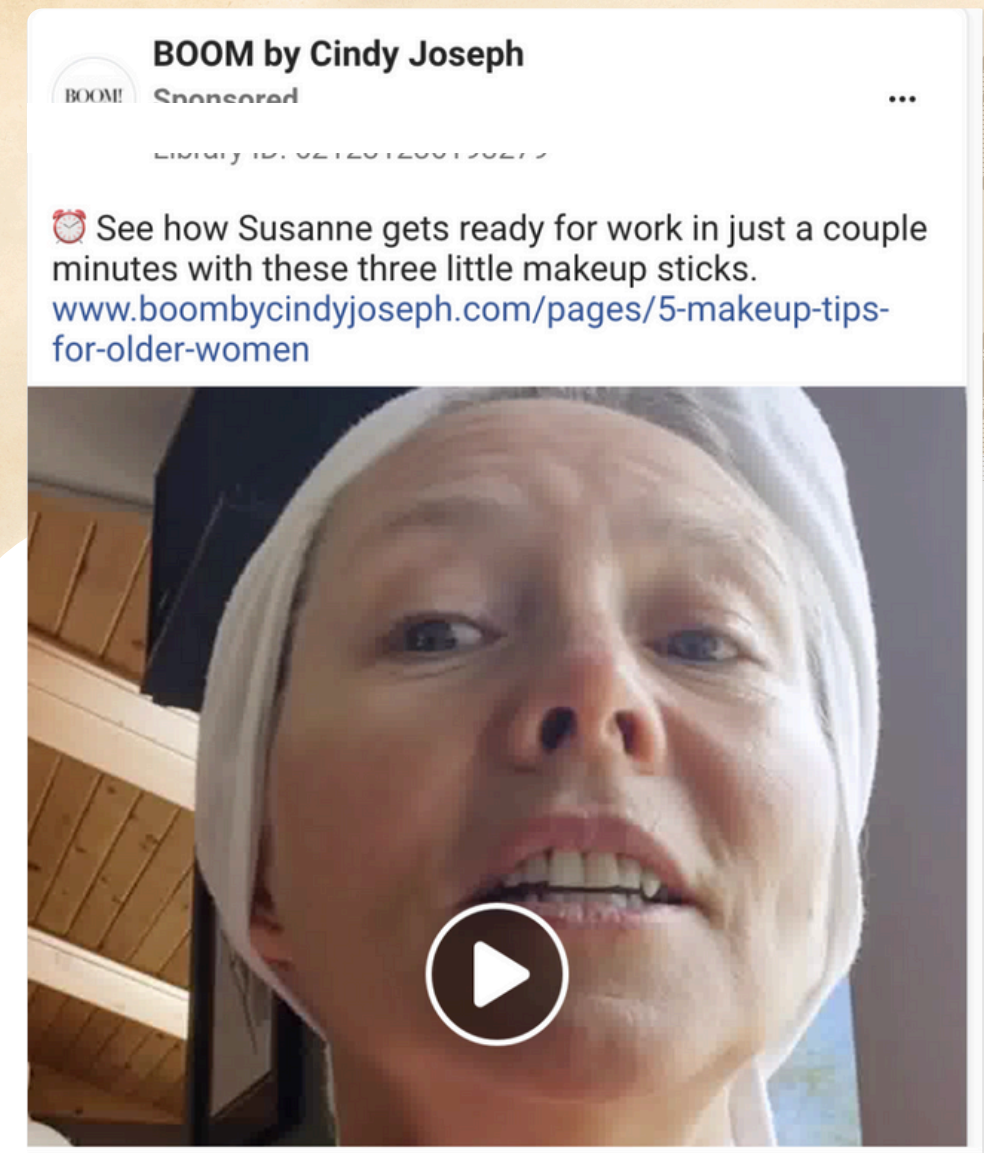
(FOR JUST \$5/DAY)

Promote your best Little Rock content to a broad audience (cold & warm traffic).

Objective: Engagement (likes, comments, shares, views).

Why? Social proof builds trust.

Benchmark: Aim for \$0.05 - \$0.10 per 30-second view.



EXAMPLE:

EZRA GOT 800,000 VIDEO VIEWS ON AN ENGAGEMENT AD, AND IT ONLY COST \$4,500!

STAGE 2

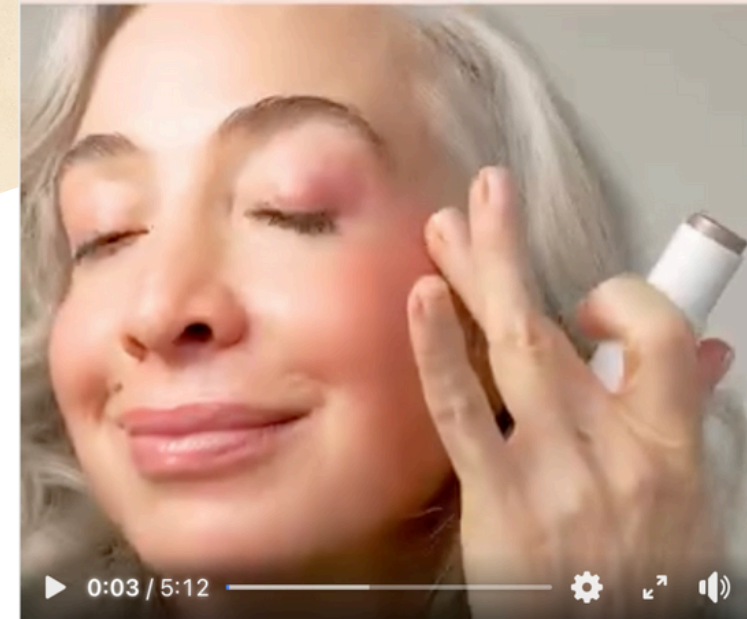
RETARGET ENGAGED USERS WITH DEEPER CONTENT

- Target users who interacted with Stage 1 ads.
- Show them more in-depth content (case studies, behind-the-scenes, educational videos).

👉 The Boomstick Trio is a simple 3-step makeup system in three little cosmetic sticks. 3 Sticks, 3 steps, it's all you need.

<https://boombeauty.com/pages/5-makeup-tips-for-older-women-2025>

ARE YOU FEELING LOST IN THE
WORLD OF MAKEUP AS YOU AGE?



BOOMBEAUTY.COM
3 Little Makeup Sticks Starting A
Revolution...

Learn mo...

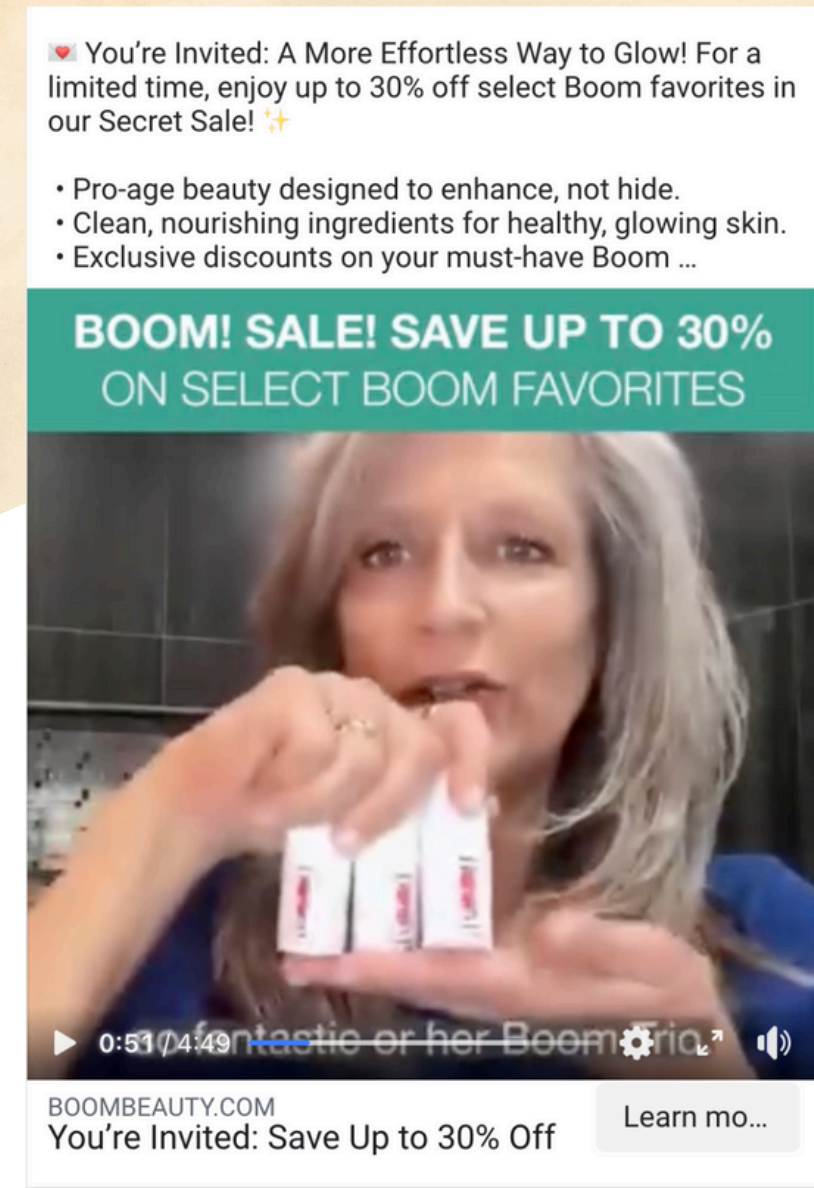
EXAMPLE:

RETARGET PEOPLE WHO WATCH
YOUR BITE-SIZED VIDEO WITH A
LONGER VIDEO AD SHOWCASING YOUR
BRAND STORY AND SOCIAL PROOF.

STAGE 3

MOVE TO CONVERSION ADS

- Target users who watched 50%+ of your content.
- Show them a direct-response offer (free shipping, limited-time discount, product bundle, Zipify Pages landing page).



EXAMPLE:

RETARGET YOUR NEW WARM AUDIENCE WITH A LIMITED-TIME DISCOUNT.

ORGANIC PAID VS. AMPLIFICATION

Organic strategy:

Post consistently, encourage engagement, leverage collaborations & influencer shoutouts.

Paid strategy:

Use low-cost engagement ads to boost reach before retargeting warm audiences with an offer.

TIP: Organic reach is increasing in 2025, so focus on engaging content first before running paid ads.

8 Must Know Skin Care Tips For Women Over 40 By Super Model Cindy Joseph!



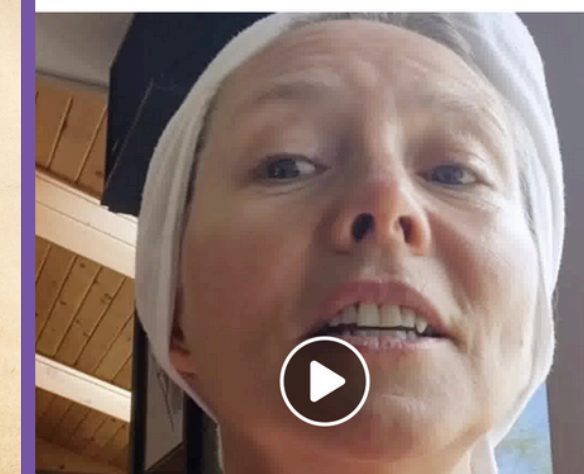
1. Clean your face in the evening just before you go to sleep.

2. Don't use cleanser in

4. Use pure, non-toxic moisturizer for all areas of your face (i.e. eye cream, a face cream, a night cream)



See how Susanne gets ready for work in just a couple minutes with these three little makeup sticks.
www.boombycindyjoseph.com/pages/5-makeup-tips-for-older-women



REPLAY: BOOM LADIES' NIGHT! 🌟

137.2K views · a year ago



REPLAY: Holiday Boom Ladies' Night! ❤️🌟

7.1K views · a year ago

zipify

STEP 3:

EXECUTION PLAN

CONTENT CALENDAR & CHECKLIST

Day 1: Record or repurpose one short piece of content.

Day 2: Post organically on social media.

Day 3: Run a \$5/day engagement ad.

Day 4: Repurpose into a blog or email.

Day 5: Run a retargeting ad to engaged users.

Day 6-7: Monitor & tweak performance.

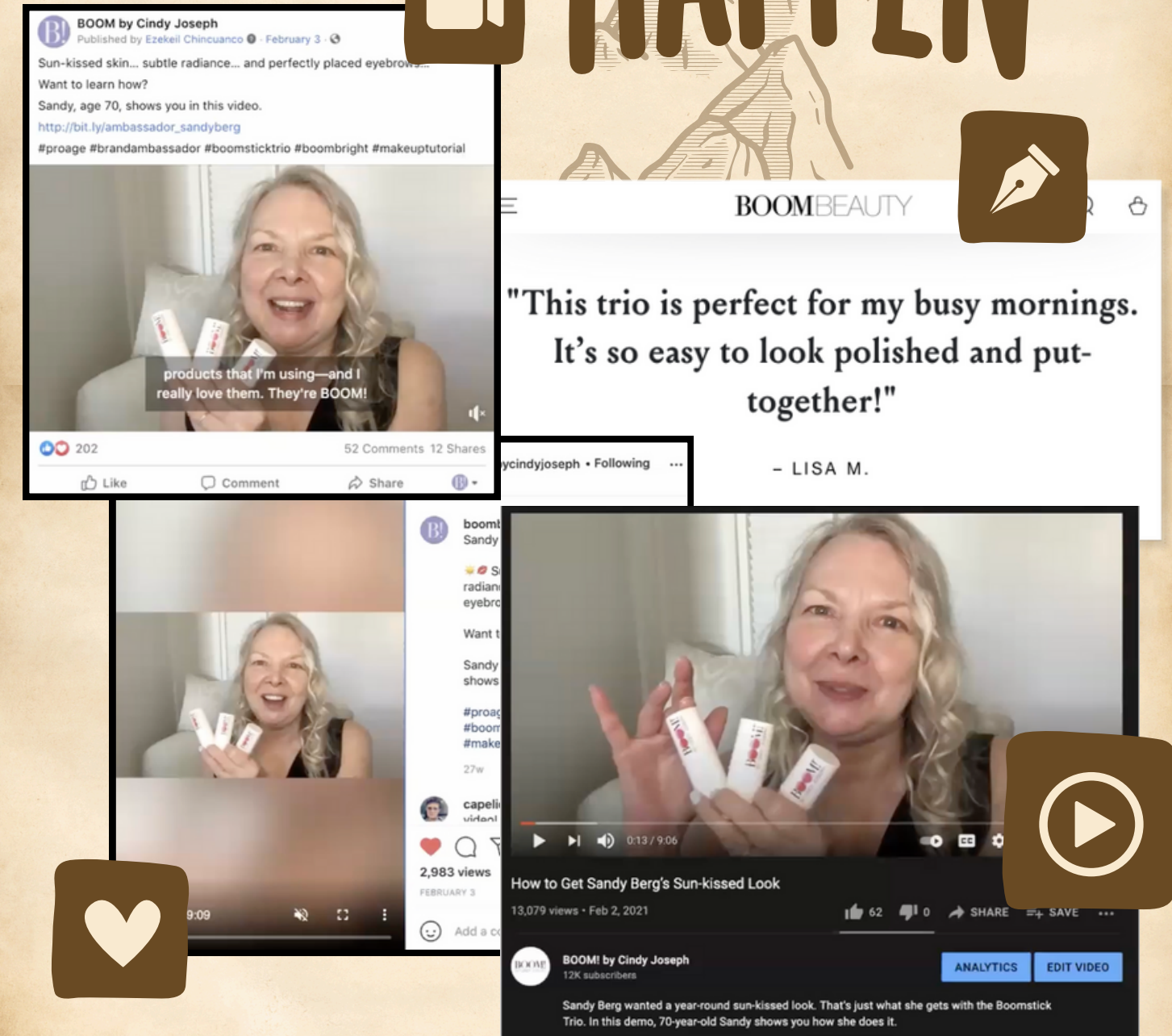
30 DAY ROADMAP

Week 1: Post 3-5 pieces of content & test engagement ads.

Week 2: Identify top-performing content & expand.

Week 3: Start retargeting engaged users.

Week 4: Introduce conversion ads & track results.



zipify

CASE STUDY

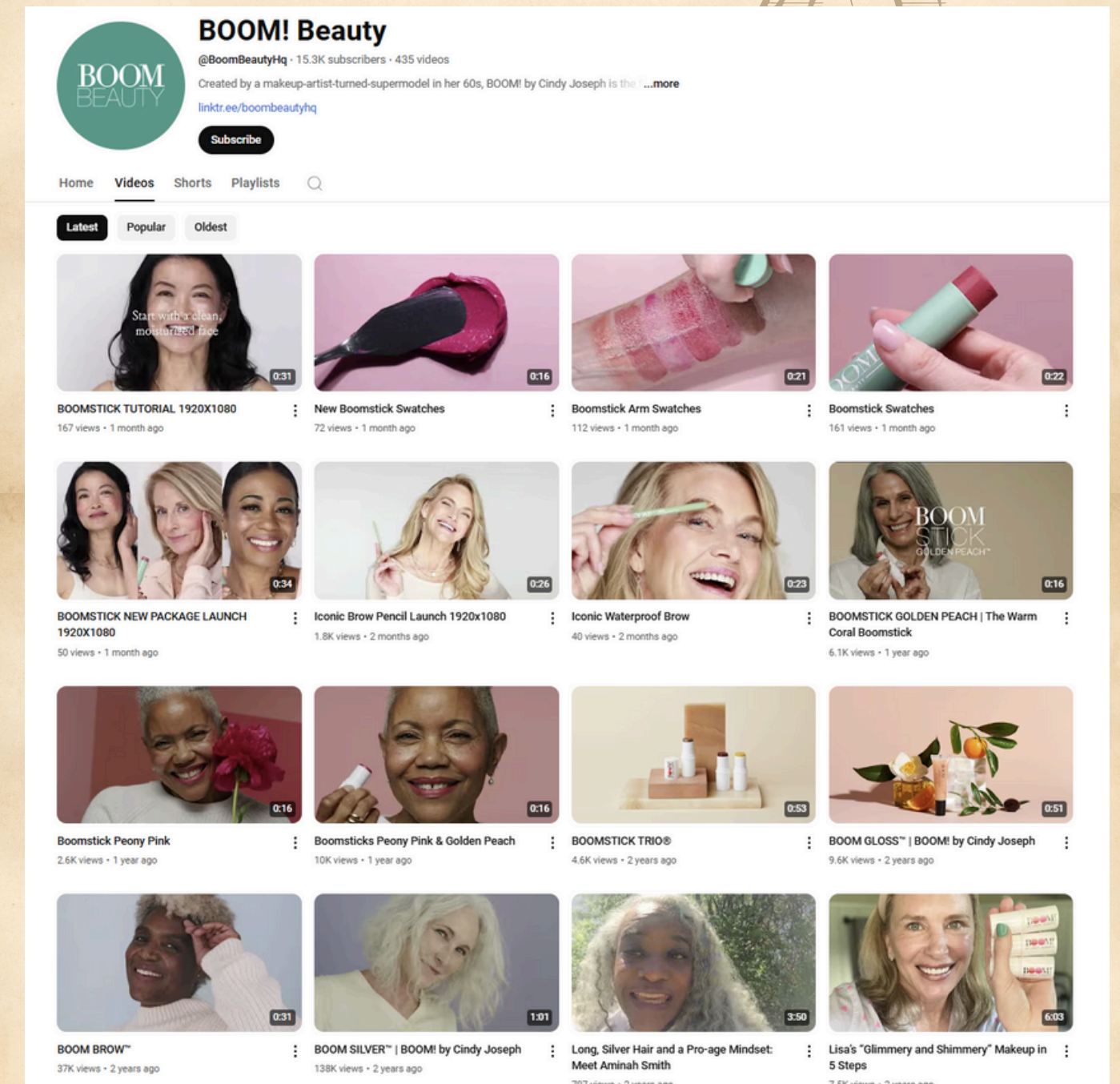
HOW EZRA SCALED BOOM! BEAUTY W/ ENGAGE & FILTER

You don't need millions of followers to build a multi-million dollar brand. Ezra Firestone turned a small but engaged audience into an 9-figure powerhouse.

- **935K** followers & email subscribers
- Low-cost engagement ads to build warm audiences
- Retargeting engaged users for premium sales

RESULTS:

+\$2.7M IN REVENUE AT **22%** PROFIT—
WITHOUT A MASSIVE AUDIENCE.



SEE IT IN ACTION

The Little Rocks Strategy works because it meets customers where they are—engaging them first, then nurturing them into buyers.

Next, review the Little Rocks infographic for a step-by-step breakdown of this ad funnel with content examples.



We scaled to \$200 million not by spending more, but by getting more from the same traffic. Better engagement, better retargeting, better conversion rates, better AOV—that's where the real money is.

"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

DOWNLOAD THE INFOGRAPHIC

DON'T GET
SWEEPED AWAY