NoOr

QUICK CHECKLIST

Breakthrough Advertising: Eugene Schwartz's awareness levels for Instagram and Meta ads in Muscat

https://noorsocial.com/en/journal/breakthrough-advertising-schwartz-content-muscat/

A quick checklist before your next shoot

- [ ] **Name the desire**: one line, in the customer's words, not yours.
- [ ] **Pick the awareness level**: who is this video for, cold viewers or followers?
- [ ] **Write the first three seconds for that level**: product first only for warm audiences.
- [ ] **Check sophistication**: if competitors make the same claim, show your mechanism or your people instead.
- [ ] **Plan three versions**: one per funnel stage, and let Meta Ads show each to the right audience.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304