



Episode 125 - "I Saw Your Ad—But Didn't Buy": Fixing the Fan Follow-Up Funnel

Stop Sending Everyone the Same Ad

Top of Funnel (TOFU): Focus on attracting new *qualified* fans — use lookalikes of buyers, not just general interest audiences. Avoid sending discounts here.

Objectives: Landing page views, add-to-cart, or video views.

Exclude: Anyone who's engaged with your site, socials, or purchased.

Middle of Funnel (MOFU): This is where most teams drop the ball. Serve content that builds intent — hype videos, testimonials, theme night previews.

Retarget: Video viewers, 30-day site visitors, cart abandoners.

Test creative matched to what action they've taken.

Bottom of Funnel (BOFU): Laser-targeted and lean. These fans are warm, so be specific. A clear ticket offer with urgency.

Retarget: Cart abandoners (1–3 days), product page viewers, recent site visitors, and email list audiences.

Monitor *frequency* closely — anything above 5 needs fresh creative.

@ Takeaway: *Align message to funnel stage — not every fan is ready to buy now, but many will be if you warm them up the right way.*