Twitter Thread by Taylor Holiday



Taylor Holiday
@TaylorHoliday

1/ What causes long term sustained performance in an ad account?

■featuring real examples ■■

If you explore the source of FB ad growth and subsequently revenue growth for eCom brands it is almost never a function of iterative improvements to ad creative or tactics over time.

2/ More often it is a series of moments that unlock an order of magnitude increase in awareness, engagement, traffic and performance.

These moments can be caused by:

A single ad
A big PR moment
A breakthrough campaign
A change in market dynamics
A new product release
Etc.

3/ The problem is they are very hard to predict and create.

I'll give you an example of a few that happened for us @QALORing that changed our trajectory (and ad account performance) each time...

4/ The first was @andydalton14 wearing a ring on @HBO hard knocks. It was the peak of the series popularity and they did a :30 piece on the ring he was wearing while playing.

See screenshot

Notice the traffic before and after the peak.



5/ This increased organic traffic let us alter our AdWords strategy, extract more post intent demand from new searchers and pull clips of the show to supplement our ad credibility.

6/ The next major moment was an ESPN article that we turned into a FB ad.

This article: https://t.co/yQ4Jopt0IE

Was turned into this ad:
https://t.co/b1JvPJThKx

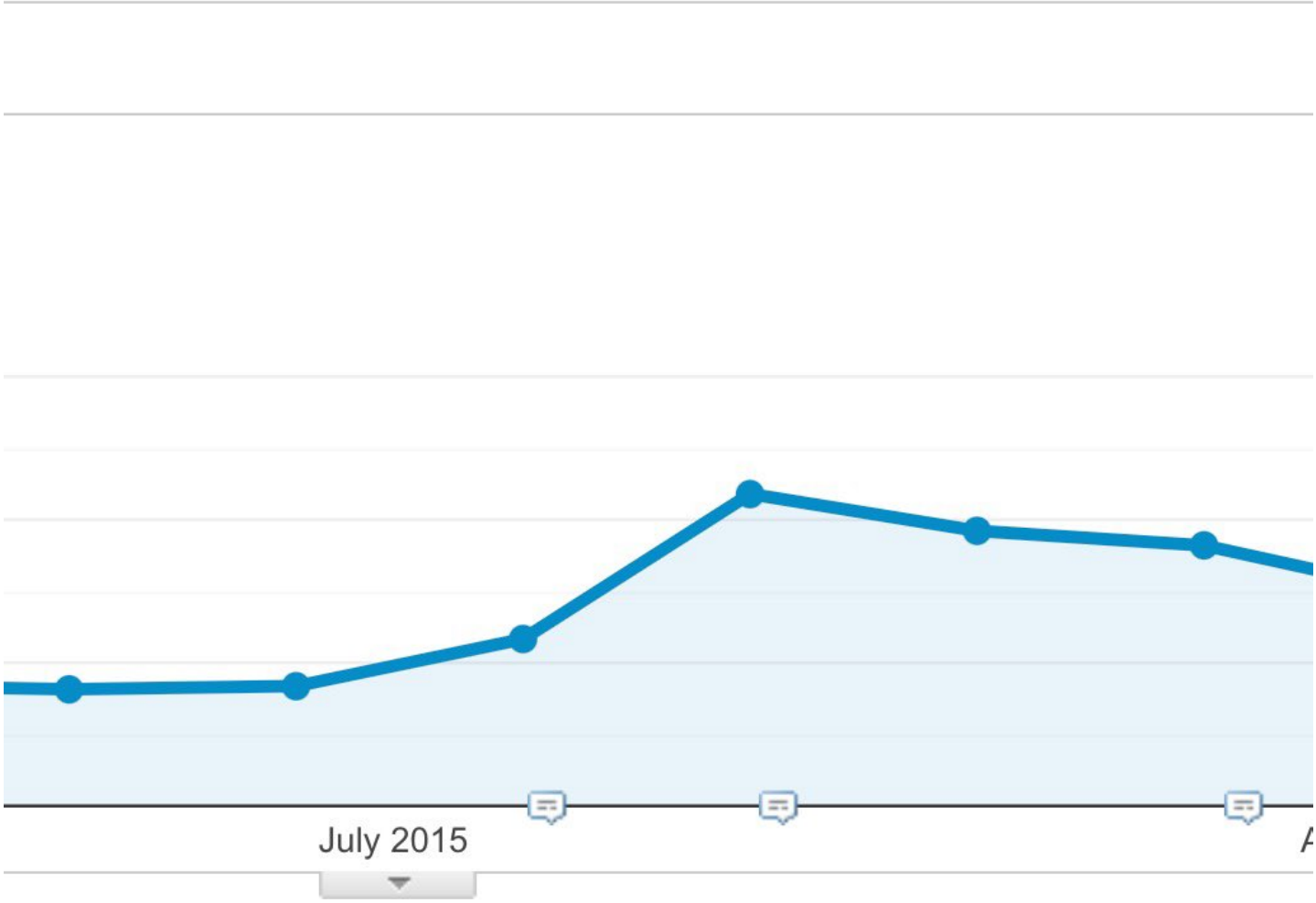
That DOUBLED our prospecting performance for 2 months during Holiday.

We didn't solicit the ad, we just responded

6/ Another step factor growth came from a campaign/product release we did in partnership with Crossfit and a charity called @barbells_usa.

It was an awesome multi channel campaign.

And again you can see the spike in traffic that is sustained from that moment on.



7/ I have seen this “progressive peaking” play out over and over for brands that sustain growth and efficiency.

It’s these observations that form the foundation for my “4 Peaks Theory”

https://t.co/Ea71pFWc11

8/ Many see small iterative creative changes and tactical improvement over time as how you win.

And that can help.

But time and time again I see the causal chain move the other way.

Great marketing, stories, products and moments drive ad account success. Not the other way.