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# The Retargeting Stack Framework

With Claire Hunter

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# Quick Recap

By now you should have:

1. Clarified Your Offer
2. Decided on who you want to sell to
3. Built 3 x 3- 5 min power content videos
4. Set up your KPI's
5. Tested your video content
6. Set up your invisible list from people who have viewed over 25% of your video content



# The Retargeting Stack

Today I want to talk you through my retargeting stack.

1. 60 second reel inviting them to work with you.
2. A 90 second value bomb video asking them to raise their hand for your freebie/class pass/consultation/lead magnet
3. A conversion ad to your webinar/lead magnet/book a call or a messenger ad



# 60 second reel

**Start with a hook, I've shared a list of  
30**

**What your solution is to their problem.**

**Invite them to take some action by  
commenting below or dropping you a  
message to work with you/get your  
solution**

# 90 second value bomb

What is your prospects problem

What solution do you have that will give them an instant quick win to something they need help with right now.

Base this on a short term problem, which will help them today

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**Ask them to raise their hand  
to get your solution.**

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**I would also recommend boosting a few pieces of content per week to your invisible list, even if you just spend £1 per day**

This weeks tasks are to record your 60 second reel video and your value bomb video.

What resources do you have to offer for your value bomb video? Lead magnets? Free training? A video?





# How Can You Work With Me?

1. Coaching Program - One Off Fee £99
2. One To One Hours - Packages Available
3. Ads Management Retainers - From £500

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