

What does my account need to *learn* next?

Brand: _____
 Quarter: _____ Date: _____
 Strategist: _____

Use this after your **monthly retro** to turn what you found into a clear testing direction. Three steps: **spot the gap** → **write your diagnosis** → **set your pillars**. Ship that before you plan anything else.

1 SPOT THE GAP

Who are your ads targeting vs. who is actually buying?

WHO YOUR ADS ARE TARGETING NOW



WHO IS ACTUALLY BUYING (REVIEWS, CRM, RETRO DATA)

The gap between these two answers is your opportunity. If they match, great. If they don't — that's your diagnosis waiting to happen.

2 WRITE YOUR DIAGNOSIS

1–2 sentences. The WHY behind everything you're testing this quarter.

Complete this sentence before you name a single pillar:

“This account needs to _____ because _____. The next 90 days of testing should focus on _____ in order to _____.”

If you can't write this sentence, your pillars aren't ready yet. Go back to step 1.

3 SET YOUR PILLARS

3–5 things the account needs to learn this quarter. Tag each one.

01

PERSONA FORMAT

USE CASE

TENTPOLE

02

PERSONA FORMAT

USE CASE

TENTPOLE

03

PERSONA FORMAT

USE CASE

TENTPOLE

04

PERSONA FORMAT

USE CASE

TENTPOLE

05

PERSONA FORMAT

USE CASE

TENTPOLE

↑ RANK BY EVIDENCE

Lead with what you can prove. Save the big swings.

HIGH	Iterations on proven winners · New format for a winning message · Partnership ads for proven creative
MEDIUM	New hook angles for a proven persona · New personas backed by research

\$ SPLIT YOUR BUDGET

Testing vs. scaling. Depends on account health.

DEFAULT 70 / 30 <small>Test / Scale</small>	NEW, STALE, OR VOLATILE 80 / 20	STRONG EVERGREEN WINNERS 60 / 40	PROMO WINDOW 50 / 50
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LOW

Competitor-inspired · "Everyone else is doing it" · Big format swings with no proof point

Rebuild signal first

Scale what's working

Execute, don't reinvent

MY SPLIT THIS QUARTER

Low-confidence ideas belong on the roadmap. They just don't lead the quarter.

Remember: one ad set is one concept. Not a test. A pillar needs multiple hooks, formats, and angles before you can call it dead.

**MOTION CREATIVE STRATEGY
BOOTCAMP**