

IG SCRIPT (Viral Marketing Strategy)

Script:

1. Kanye West may have revealed the most invaluable ecommerce marketing secret of 2024 - when he spent exactly \$0 to film his Super Bowl commercial...
[Kanye's video in the background]
2.and still took home \$19 million in sales. Like how????
3. Well... there are ways to hack into an **infinite** market with **minimal** marketing cost IF ONLY you knew how to stand out.
4. It's what we call the Butterfly Effect Marketing Strategy.
5. So, if you think YOUR starting capital is not enough to make \$20-30k/month, you're wayyyy wrong!!
6. And just to prove our point -- we're offering a PROVEN roadmap of *normal* people (not just Kanye) successfully using this strategy to earn in days...
...what they previously made in months.

Just comment BUTTERFLY and grab your free pdf.

RATIONALE BEHIND IDEATION:

My content idea revolves around the educational topic of divergent thinking in marketing ecommerce products to get more eyes on the product and more sales; and uses the authority and sensation of a relevant celebrity source.

The formula has already been tested for virality by top players in the same market like Side Hustle Craze and Ecommerce Empire Builders, gathering thousands of views and lots of engagement.

However, most of the current reels **focus only on the celeb angle** and not enough on the viewer's personal dream outcome. It's a weakness we can target with our content.

If given an opportunity, I can come up with multiple ideas for the same trend/topic that's currently working and test what works best.