

DARRIED PRODUKTIONS

BRAND + GROWTH HACKS

Hack	Description	Why it works
Build The Brand POV First.	Define a strong stance or belief your brand fights for.	People don't follow brands, they follow belief systems.
Create One Signature Content Format.	One recurring format that's instantly recognizable.	Familiarity → Trust → Habit → Retention.
Use "Value-Led Retargeting".	Retarget cold viewers with education, not sales.	Builds goodwill → reduces ad fatigue → increases conversion.
Use AI for Creative Variation Testing.	Generate 10–50 visual/copy variants to test micro-messaging.	Small creative shifts = huge lift in CTR and ROAS.

CREATIVE + CONTENT TIPS

Tips	Description
Design Creative for the Platform First, Not Repurposing.	TikTok ≠ Instagram ≠ LinkedIn. Native-first always wins.
"Cinematic Realism" Beats Over-Producing.	The audience wants taste + authenticity, not polish for polish's sake.
Capture Micro-BTS Moments.	Don't just show work, show process. It builds connection + curiosity.
Stories Need Arc, Not Just Aesthetic.	Every piece of content needs: Setup → Tension → Resolve.

PERFORMANCE TRICKS (*The Obscure, Agency-Level Stuff*)

Trick	Description	Execution move
Post-Purchase Micro-Moment.	Send a thank-you video from a real team member.	Builds unexpected emotional retention.
Community Over Audience.	Turn customers into participants, not viewers.	Start a private WhatsApp / Discord circle.
Identity-Matching Headlines.	Write copy that says "people like you do stuff like this."	This is the #1 persuasion trigger.