LOUIS CHUNG

Outlier Formats



THE FIRST STEP TO ACHIEVING YOUR GOALS IS HAVING THE COURAGE TO TAKE THE INITIATIVE TO LEARN. YOU'RE ALREADY AHEAD OF THE CURVE.

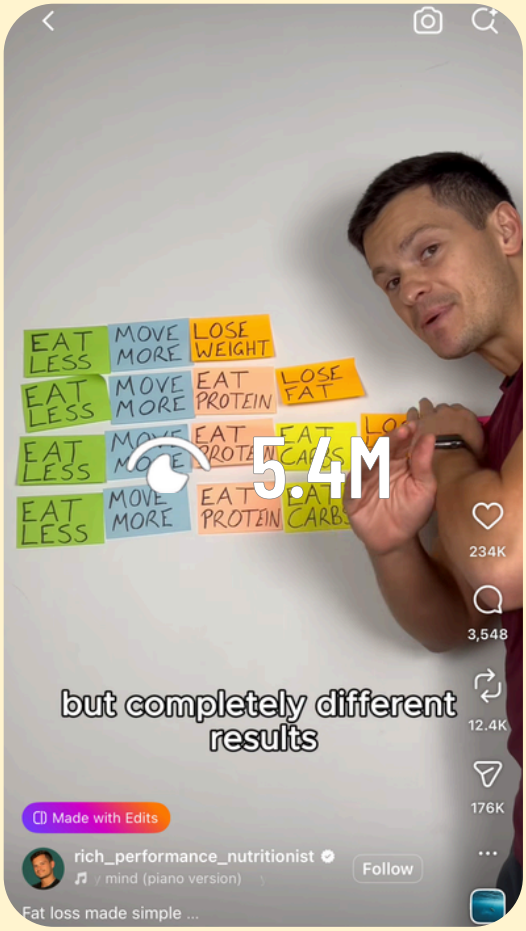
ABOUT *Louis*

(LUVINO MEDIA)

OVER THE LAST HALF DECADE, I'VE BUILT A SIX-FIGURE MARKETING AGENCY AND WORKED WITH CLIENTS LIKE FOUR SEASONS, MARRIOTT, AND RITZ-CARLTON . MY CAMPAIGNS CONSISTENTLY GENERATE 2.5X+ ROAS AND 3%+ CTR.

I STARTED THIS PERSONAL BRAND BECAUSE I'M TIRED OF COURSE SELLERS AND GATEKEEPING. MY GOAL IS TO SHARE EVERYTHING I'VE LEARNED COMPLETELY FOR FREE AND HELP DRIVEN BUSINESS OWNERS, MARKETERS, AND ASPIRING INFLUENCERS TO ACHIEVE REAL RESULTS.

01. POST-IT NOTES







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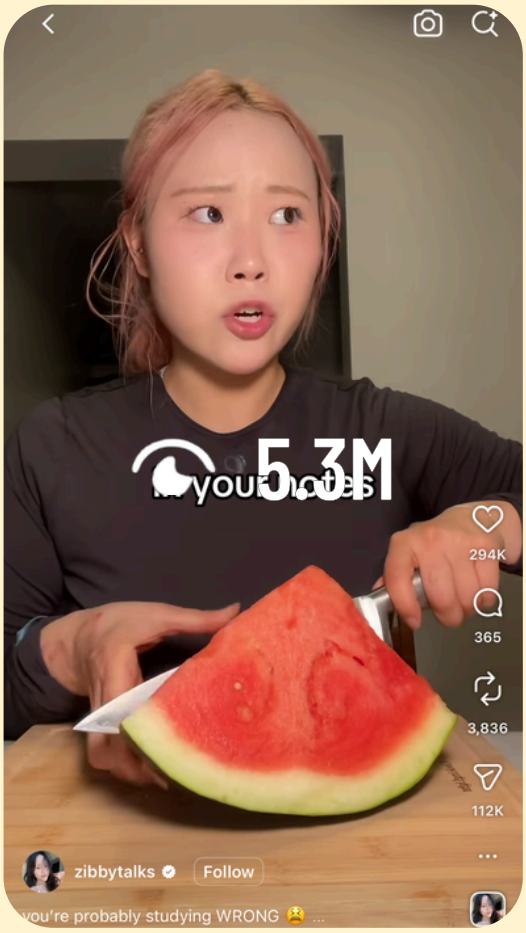
Educational Content

This fits for any niche that wants to provide value.

02. MULTI-TASKING



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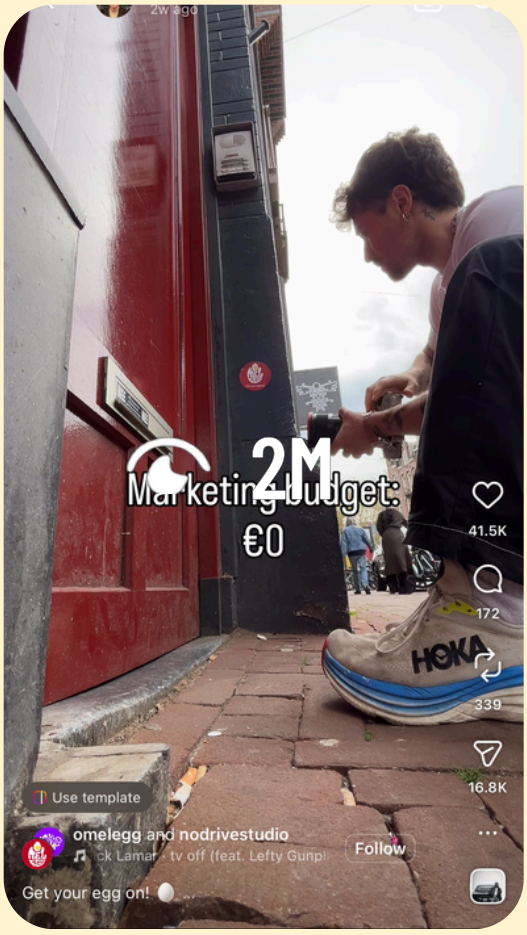


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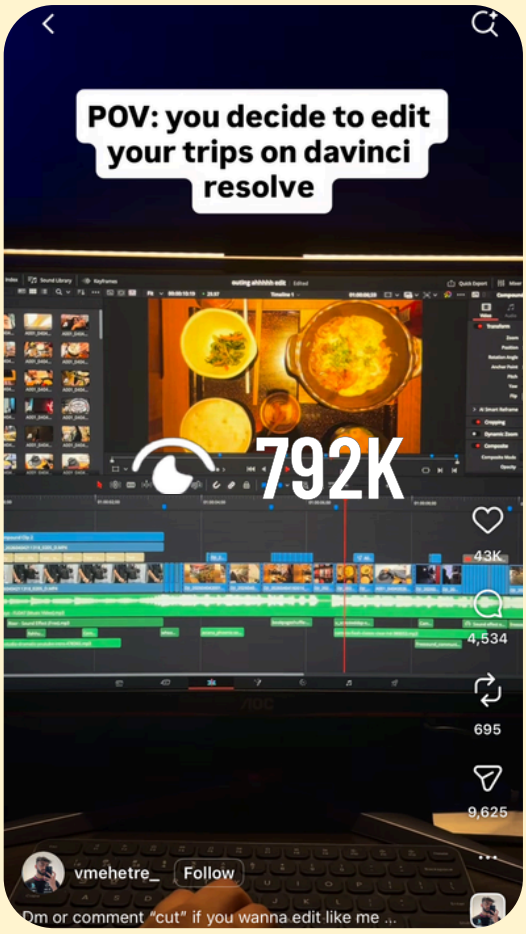
Talking Content

Even though all talking content should be scripted, talking while doing a task feels authentic and retains attention.

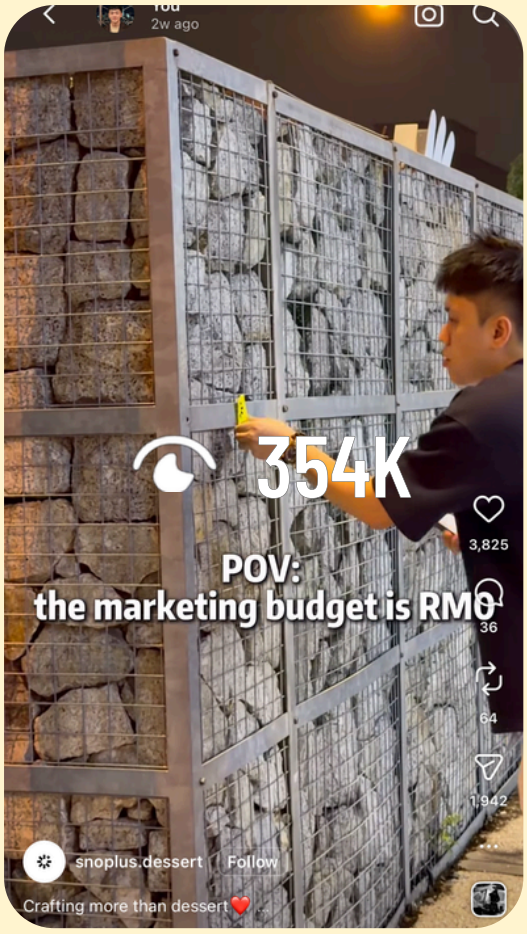
03. THE PROCESS



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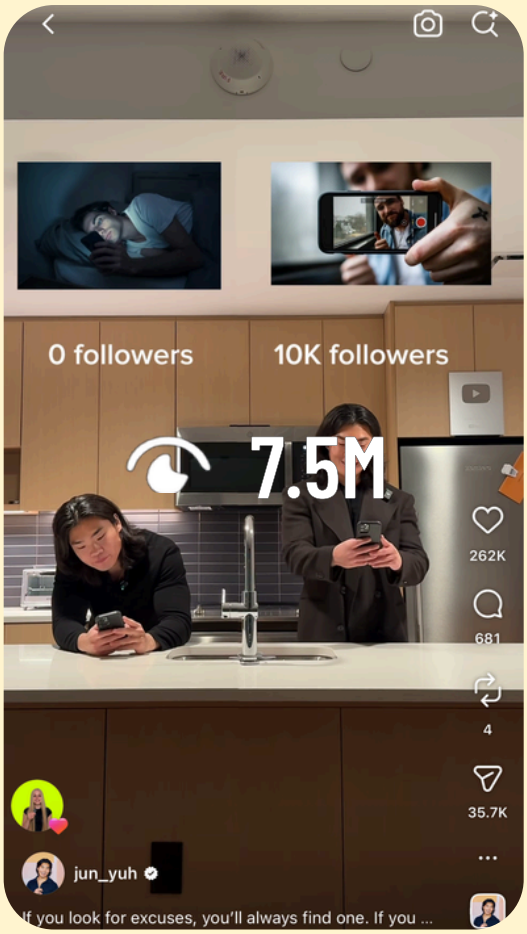


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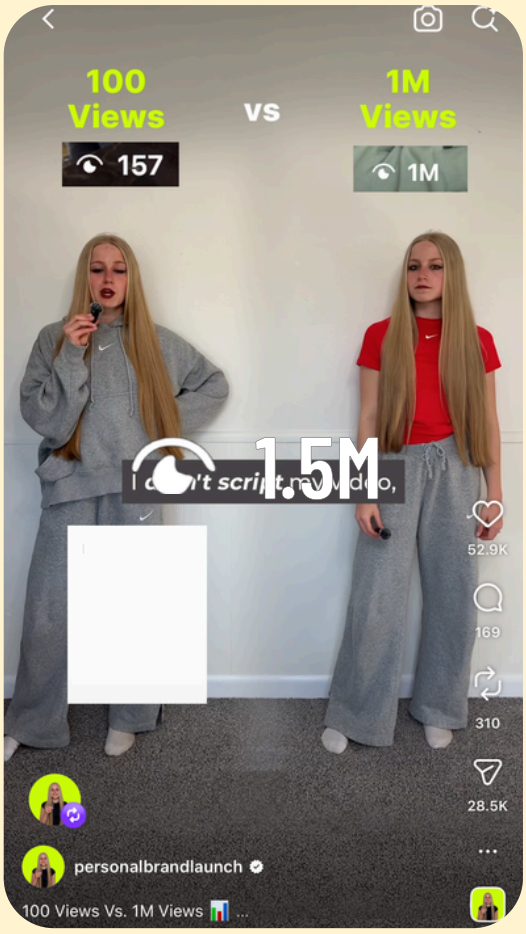
Advertisement Content

Traditional ad creatives are dead, use your process as the hook and the final edit as the pay off.

04. CLONE



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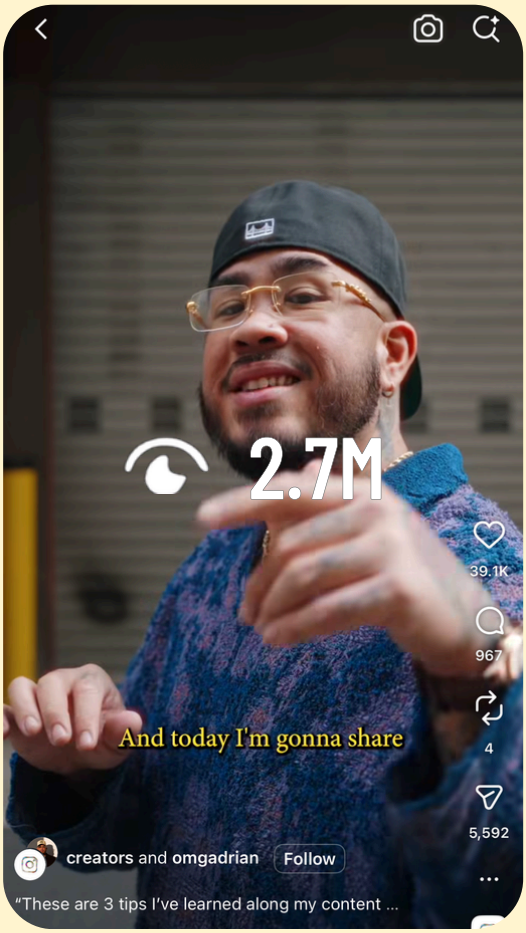


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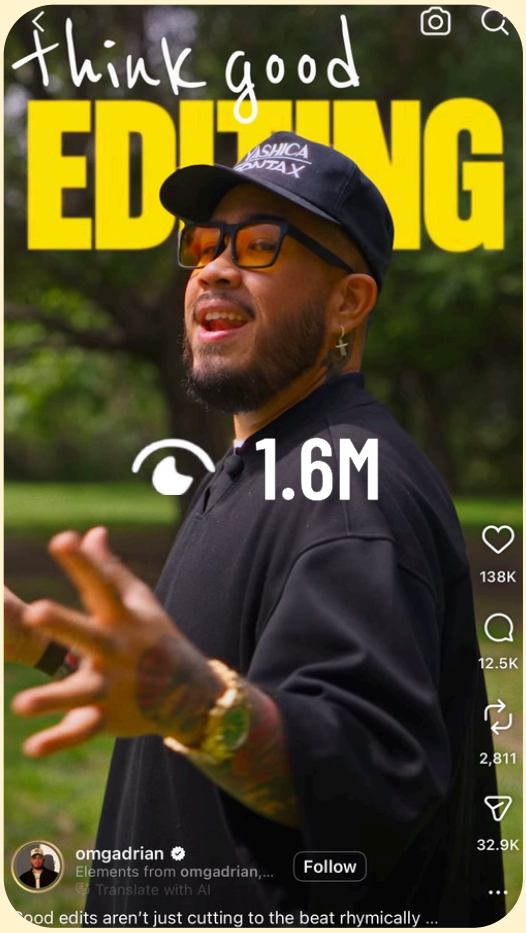
Educational Content

Clone type formats have been relevant for a while, but still the best way to provide value through comparison (the more relatable the better).

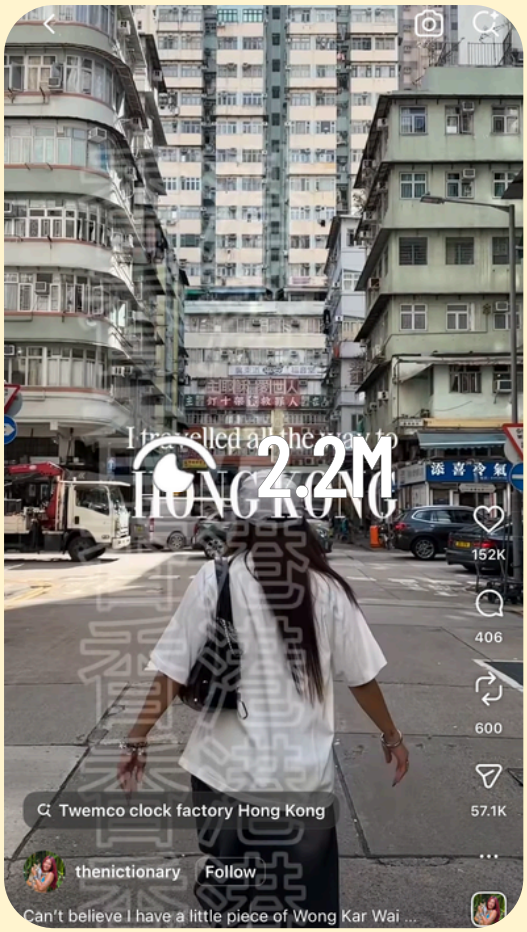
05. ANGLE CHANGE



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Talking Content

More so for hooks, but consistently changing angles and settings are great for retention, just make sure you don't abuse it.

FOLLOW FOR MORE TIPS

PLEASE REMEMBER SUCCESSFUL CREATIVES DON'T ONLY USE ONE TYPE OF FORMAT. A COMBINATION OF DIFFERENT FORMATS ARE SUPER EFFECTIVE FOR AUDIENCE RETENTION. SO BE CREATIVE!

@LOUISBUILDSBRANDS