



TryFunnnrl

— TRYFUNNRL / GROWTH PLAYBOOK

Funnel Fix *Playbook*

Why your ads get clicks but no sales, and how to fix the funnel behind them.

A practical guide for Malaysian eCommerce brands running Meta and TikTok ads.

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Your ads are not always the problem.

When sales are flat, the first instinct is usually to increase the budget. That can help when the funnel is already working. But when the message, proof or offer is weak, more budget only sends more people into the same leak.

The better question is:

Where does the customer lose interest?

Maybe the ad gets attention, but it speaks to the wrong audience. Maybe people understand the product, but do not see why they need it now. Maybe they are ready to buy, but the offer does not give them a clear reason to act.

These are different problems. They need different ads.

Use this playbook to

- Find the weak stage in your funnel.
- Separate audience, angle and creative problems.
- Choose one practical test for this week.

Built from operator experience

Mike, founder of TryFunnrl, has worked across creative strategy, livestream and ads operations, and brand-side eCommerce growth.

The focus is what happens inside real campaigns: what earns attention, what creates belief and where people stop moving.

Better creative, matched to the right funnel stage, gives your budget a better chance to work.

People do not all see your brand with the same level of intent.

A first-time viewer needs a reason to stop. Someone comparing options needs proof. Someone already interested needs a clear reason to buy.

Stage	Goal	What the customer needs	What you fix
TOFU	Stop the scroll	A relevant problem, desire or curiosity gap	Audience and hook
MOFU	Build the want	A strong angle, proof and a reason to believe	Angle and evidence
BOFU	Close the sale	A clear offer and low-friction next step	Offer and conversion creative

A simple Malaysian example

Imagine a hypothetical skincare brand selling a daily sunscreen online.

TOFU

A short video opens with, "Your sunscreen may be the reason your makeup looks patchy by lunch."
The goal is to earn attention.

MOFU

A product demo shows texture, finish and use under makeup. Customer questions are answered clearly. The goal is confidence.

BOFU

A retargeting ad presents the starter bundle, delivery information and a direct call to action. The goal is action.

The product is the same. The job of the ad changes by stage.

Who is most likely to care about this message right now?

A first-time scroller and a ready-to-buy customer should not receive the same ad. One needs context. The other needs confidence and a reason to act.

New people

They have not bought yet and may not know your brand. Lead with a recognisable problem, desire or situation.

Engaged people

They have watched, clicked, visited or interacted. They need more detail, proof and answers.

Warm buyers

They have viewed a product, added to cart or started checkout. They may need a clear offer or reassurance.

Quick audience check

Can a viewer tell within the first few seconds that the ad is relevant to them?

If not, the problem may be audience-message fit, not budget.

Before writing a new ad

- ☐ Name the audience and their current level of intent.
- ☐ Write down what they already know.
- ☐ Choose one problem, desire or objection to lead with.
- ☐ Give them one clear next step.

Make the message specific before you make it clever.

Complete this worksheet for one audience group. If one ad is trying to speak to everyone, split the message.

Question	Your answer
Who is this message for?	
What have they already seen or done?	
What do they want to achieve?	
What is frustrating them today?	
What have they already tried?	
What might make them hesitate?	
What should they do next?	

Rule of thumb: a clear message for one audience usually beats a vague message for everyone.

Use your answers to brief the creative

- 1 Choose the audience group: new, engaged or warm.
- 2 Choose one tension: pain, desire or objection.
- 3 Choose one proof point or demonstration.
- 4 Choose one next step that matches the stage.

What makes the right person care?

An angle is the reason your product matters in this particular message. It is not the product feature. It is the meaning behind the feature.

Pain

What problem is the customer tired of dealing with?

Desire

What better result do they want?

Objection

What is stopping them from buying?

Why it matters

One strong angle can give you several creative executions.

“Lightweight fabric” is a feature. “Stay comfortable during a full day in Malaysia’s heat” is an angle.

Fill-in template

For **[specific audience]** who are tired of **[pain or frustration]**, **[product]** helps them **[desired result]** by **[credible reason]**.

Pressure-test the angle

- ☐ Is the audience specific enough?
- ☐ Is the problem real and recognisable?
- ☐ Is the desired result clear?
- ☐ Is the reason to believe visible?
- ☐ Does the message fit the funnel stage?

One product can carry more than one useful story.

For a hypothetical Malaysian sunscreen brand, the same product could be framed five different ways.

Angle	Example starting point
Pain	If your sunscreen pills under makeup, start with the texture.
Desire	A fresh, comfortable finish for days when you want your skin to look like skin.
Objection	Worried sunscreen will feel sticky? See how this one applies in real time.
Routine	The two-minute morning step that fits between skincare and makeup.
Proof	See the finish, application and wear test before you decide.

These are starting points, not claims of performance. Test the angle with appropriate evidence and honest wording.

Your next three angles

Angle type	Draft
Pain	
Desire	
Objection	

The right idea still needs the right format.

A Facebook static and a TikTok hook do not follow the same rules. Let the platform and funnel stage shape the execution.

Format	Strong use	Best-fit stage	What to show
UGC	Make the product feel familiar	TOFU, MOFU	A real-looking situation, reaction, routine or demonstration
VSL	Explain a problem, mechanism or offer	MOFU, BOFU	A clear narrative with proof and a logical next step
Educational	Answer a question or reframe a problem	TOFU, MOFU	One useful lesson, not a lecture
Founder-led	Build trust and explain the why	MOFU	A direct point of view, origin or product decision
Static image	Communicate one idea quickly	All stages	One headline, one visual focus and one action
Reels / TikTok	Earn attention through pace	TOFU, MOFU	A strong opening, captions, visual change and payoff

Keep

- Main idea near the beginning.
- Product in use.
- Hook readable without sound.
- One main angle per ad.

Remember

- Build variations around the same learning.
- Start with the stage that is leaking.
- Choose the format that communicates the missing piece.

Hooks that stop the scroll.

These are templates, not guaranteed winners. Replace the brackets with a specific problem, desire or objection from your customer research.

01 "If you are still struggling with [problem], look at this."

03 "Before you buy another [product category], check this."

05 "For anyone who wants [desired result] without [trade-off]."

07 "Three signs that [problem] is costing you more than you think."

09 "A simple test for [product or claim]."

11 "What we learned after testing [format, angle or message]."

13 "If [objection] is holding you back, start here."

15 "Save this if you are comparing [category] options."

02 "The reason [common attempt] is not working may be simpler than you think."

04 "Here is what we would change if we were starting with [situation]."

06 "The part of [routine or process] most people skip."

08 "Watch how this changes from [before] to [after]."

10 "You may not need a bigger budget. You may need this first."

12 "The honest answer to: 'Will this work for [specific person]?'"

14 "This is how [product] fits into a normal day."

Make the context feel local

Keep it grounded in an everyday commute, office day, school run or weekend outing. Use heat, humidity, rain or air-conditioning where relevant. Mention clear RM pricing or bundle context when the offer is the main point. Specificity creates relevance. It does not require slang.

The 10-minute funnel self-audit.

Answer each question with Yes or No. Be honest. A “not sure” is a No for now.

Audience and message

- 1 Can you name the exact audience for your current ad?
- 2 Does the opening make sense to someone who has never heard of your brand?
- 3 Do new people and warm visitors see different messages?
- 4 Does the ad address a real problem, desire or objection?
- 5 Is the language clear enough to understand without extra context?

Angle and proof

- 1 Does each ad focus on one main angle?
- 2 Is the angle based on customer or competitor research?
- 3 Does the creative show why the product is credible?
- 4 Are you answering the main reason someone might hesitate?
- 5 Do you have more than one angle in active testing?

Circle the section with the most No answers. That is your first workstream.

Finish the audit, then use the score.

Creative and conversion

- 1 Does the format fit the platform and funnel stage?
- 2 Is the hook clear in the first few seconds or first line?
- 3 Is the product easy to see or understand?
- 4 Is the next step obvious?
- 5 Does the landing page or product page continue the same message?

Score your funnel

Yes answers	What it usually means
0 to 5	Start with the basics. Clarify the audience, angle and next step before increasing spend.
6 to 10	You have useful pieces, but one or more stages are disconnected. Look for the biggest cluster of No answers.
11 to 13	The foundation is reasonable. Focus on testing stronger variations and improving proof.
14 to 15	Your next gains are likely to come from disciplined testing, offer strength and execution quality.

The score is a starting point, not a diagnosis. Use the lowest section as your first workstream.

Common mistakes and quick fixes.

01 / Increasing budget first

Fix: Identify the stage where attention or intent drops. Make the next test solve that problem.

02 / Making every ad different

Fix: Keep the audience and angle constant while changing one creative variable.

03 / Selling too early

Fix: Give new viewers a reason to care before asking them to buy.

04 / Relying on attractive design

Fix: Write the headline first. If the idea is weak in plain text, better design will not rescue it.

05 / Showing features only

Fix: Translate every feature into a use case, benefit or objection answered.

06 / Sending every click to one place

Fix: Make sure the landing page continues the ad's promise and answers the visitor's questions.

07 / Testing too much at once

Fix: Choose one priority: audience, angle, hook, format or offer.

You do not need to rebuild everything at once. Choose the clearest leak and make the next test useful.

Turn the audit into a test plan.

Day 1 / Map the journey

Write down what a new person, engaged person and warm visitor see. Note where the message changes, or does not change.

Day 2 / Collect evidence

Review comments, customer questions, reviews, competitor ads and campaign data. Look for repeated pains, desires and objections.

Day 3 / Choose one stage

Pick the stage with the clearest weakness. Do not rebuild the whole funnel at once.

Day 4 / Write three angles

Create one pain angle, one desire angle and one objection angle. Choose the clearest one for your first test.

Day 5 / Build two formats

Turn the same angle into one short video concept and one static concept.

Day 6 / Check the handoff

Make sure the ad, product page and offer tell the same story. Remove unclear steps.

Day 7 / Set the learning goal

Write down what the test should tell you. Review performance against that question.

Phase 1 is often about three months of structured learning and testing. The goal is to build a repeatable process, not chase one lucky ad.

Fix the stage that is leaking.

TryFunnrl helps eCommerce brands build the creative system behind better Meta and TikTok campaigns.

Creative strategy

Customer and competitor research, angle and hook mapping, and a monthly testing roadmap.

Creative production

Static image ads, video and UGC, Reels and TikTok edits.

Launch + ads management

Meta and TikTok campaign setup, daily optimisation and a simple weekly report.

Our focus is reaching people who have not bought yet and bringing them to your shop. We do not run Shopee or Lazada marketplace ads.

700+ ads launched across UGC, VSL, educational, founder-led, branding and static image formats. Experience across Malaysia, Singapore, Thailand, Vietnam, the Philippines and the USA. One brand grew revenue 400%, from 6 to 7 figures in USD.

Want an outside view?

Book a free 45-minute funnel audit. No hard selling. Just an honest look at what is working and what can be improved.

Book your free audit:

<https://tryfunnrl.pages.dev>



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