

BEST GENERATIVE AI CREATIVE TOOL · ONE PIECE BUILT ONCE, DEPLOYED EVERYWHERE · JG MARKETING SOLUTIONS — RAM RENTAL ·
LEAD: JANET GALATI · LAKE VILLA, IL

AFTER 3 HOURS TRYING TO GIVE META MONEY, WE SAID: ENOUGH.

There Has to Be an Easier Way.

THE META GAP On July 15, 2026, Meta buried Collection Ads + Instant Experience so deep SMBs think it's dead. We rebuilt it as something we own. Meta took one of its highest-converting immersive products and hid it in "Format Display Options" — requiring a catalog or site links. SMBs assume it's only for big ecom. Agencies think the format is dead. Meta cut out service-based SMBs and cut themselves out of SMB spend. **We replaced their Instant Experience with our own Digital Showroom. One image + URL. 5 minutes. We own the pixel.**

EXECUTIVE SUMMARY

RAM Rental is a family-owned equipment rental serving Northern Illinois. Homeowners assumed equipment was too difficult or required a contractor. Campaign job: replace uncertainty with confidence.

"The result is not a campaign. It is a complete, integrated creative system — one piece of content built once and deployed across print, ad, and landing page showroom."

A printed brochure became 10 video scripts, 10 sections of a 50+ card Instant Experience, and 10 landing page sections. Journey: Ad (Discovery) → Showroom (Immersion) → Conversion. Three additional SMB clients in three industries approved campaigns within one week. RAM Rental owner Bill Simon (35-year relationship) approved additional budget.

GOALS & MEASUREMENT METHODOLOGY

Two ad sets: Ad Set 1 — Homeowners (DIY, home improvement, 30–65). Ad Set 2 — Contractors (construction, landscaping, 25–55). Same image + URL. Advantage Campaign Budget optimizes spend.

Goal	Measurement	Why It Matters
Increase awareness	Reach, impressions, frequency	See brand multiple times before believing
Educate & reduce intimidation	Views, watch time, saves, shares	Completion + saves = "I can do this"
Generate rentals	Call taps, Messenger, forms	Free demo removes financial risk
Identify best audience	Homeowner vs. Contractor performance	Data informs all future SMB campaigns

JG Marketing Solutions

Janet Galati · Lake Villa, IL

35+ years marketing expertise
Social Media & Direct Mail Specialist
Money Mailer President's Club — 6 Yrs
Franchisee of the Year — 2017
Certified: ChatGPT · Canva · Claude
Facebook Verified & Monetized Creator
marketingwithjg.com/ram-rental

6 OF 16 META CLIENTS

- RAM Rental
- Illinois Sewer
- Wally Blanton Plumbing
- El Puerto Mexican Restaurant
- People's Choice Family Ent. Center
- Kaplan Paving

CAMPAIGN ECOSYSTEM

10 videos prompted & scripted by Janet Galati via Manus AI, AI voice + AI graphics. No shoot, no studio, no crew.
Meta Ads: Rotating Collection Ads, 4 themes
Conversion Hub: Custom landing page showroom

10 VIDEOS	80+ ASSETS
3 CLIENTS / WEEK	1 IMAGE + URL

ACDI 2.0 — THE DIRECT SHOWROOM MODEL · BORN JULY 15, 2026

ACDI 2.0 — THE DIRECT SHOWROOM MODEL

Born July 15, 2026

OLD: Ad → Canvas → Digital → Integrated (Meta's maze, 3 hours) | **NEW:** Attention → Click → Digital Showroom → Income (One image + URL, 5 mins)

A

ATTENTION

One image/video. One promise.
Anyone Can Do It.

C

CLICK

One click to showroom you own. No 3-hour builder hunt.

D

DIGITAL SHOWROOM

Does what Instant Experience did — 10 videos, pricing, reviews, tap-to-call. You own pixel/SEO.

I

INCOME

Free demo tap. Belief before behavior = rental.

INNOVATION: THE ACDI FRAMEWORK

Small businesses don't reject Collection Ads because they're ineffective — they reject because they cannot visualize the customer experience before investing. ACDI is a **turnkey methodology any boutique agency can deploy**. Live mobile simulation recreates the full journey before media spend. Within one week, three additional businesses approved campaigns without extended sales cycles. **Seven clients have now adopted the framework**. Three are enrolled in four-month catering campaigns launching September 2026 — proving one methodology, built once, scales across industries.

CREATIVE EXCELLENCE

Anyone Can Do It — belief before behavior. One brochure = 10 video scripts = 10 sections = 50+ card Instant Experience = 10 landing page sections. Each of 10 videos prompted and scripted by Janet Galati, produced with Manus AI using AI voice + AI graphics — no shoot, no studio, no crew. Relatable homeowner (not salesperson), outcome-first, captions for sound-off, CTA: free demo. 80+ assets repeatable via ACDI Framework.

CAMPAIGN RESULTS — ANYONE CAN DO IT (ACDI) 2.0 FRAMEWORK PROOF

Two clients. Two campaigns. Consistent results. Seven clients sold on the turnkey process.

RAM Rental Equipment	
7-Day Run · July 2026	
Goal: Get more website visitors	
642	\$0.24
LINK CLICKS	COST PER CLICK
21,600	\$160.90
REACH / VIEWS	AMOUNT SPENT

Kaplan Snow	
7-Day Run · July 2026	
Goal: Get more website visitors	
349	\$0.25
LINK CLICKS	COST PER CLICK
6,503 views	\$85.57
REACH / VIEWS	AMOUNT SPENT

ANYONE CAN DO IT (ACDI) 2.0 AVG CPC: \$0.245 · COMBINED LINK CLICKS: 991 · COMBINED REACH: 28,100+

CLIENT PIPELINE — 7 CLIENTS SOLD ON ACDI 2.0 — A REPEATABLE, TURNKEY PROCESS

CLIENT	DETAILS	STATUS
01 RAM Rental Equipment	LIVE · \$0.24 CPC · 642 clicks · 21,600 reach	LIVE
02 Kaplan Snow	LIVE · \$0.25 CPC · 349 clicks · 6,503 views	LIVE
03 Kaplan Configurator	Starting September 2026	SEPT 2026
04 Value Flooring	Starting August 2026	AUG 2026
05 Luisa's Pizza	Catering campaign · Sept–Dec 2026	SEPT 2026
06 McCook Bohemian Restaurant	Catering campaign · Sept–Dec 2026	SEPT 2026
07 Sammie's	Catering campaign · Sept–Dec 2026	SEPT 2026