Brand Kits and Product Ads

SCORE IT BEFORE YOU POST

Lesson 5 · Lesson guide

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The *goal*

> Run Virality score on your ad, read the report, fix the weakest moment and score it again.

Step by *step*

1. **Open Virality score**

   Check a post before it posts.

2. **Open Virality score**

   Add the content. Upload it, or From Library.

3. **Open Virality score**

   Platform: where it's going.

4. **Open Virality score**

   Context is optional, and it makes the report way sharper.

5. **Open Virality score**

   What does it actually read?

6. **Open Virality score**

   Open on motion, not a logo.

7. **Open Virality score**

   Check the estimate under Analyze.

8. **Read the report**

   Pick the top one, change that shot, score again. Change five things and you've learned nothing.

9. **Read the report**

   Keep everything that already works exactly as it is.

10. **Fix it and score again**

    I regenerated the sip on the canvas, mug and logo in frame, and recut.

11 **Fix it and score again**

When do you stop?

12 **Fix it and score again**

Keep the winning cut.

Prompts and *settings*

```
Instagram Reel for coffee lovers who buy beans online. Caption: Rainy mornings, sorted.
```

Instagram | To improve | History

- Open Virality score: https://tryflowy.ai/video/virality-analysis

Common *mistakes*

- Scoring a different cut than the one you'll post.
- Leaving Platform on the default. Each platform rewards different hooks and pacing.
- Fixing every suggestion at once. Change the top issue, then score again.
- Skipping Context. Audience and caption make the report sharper.