

FREE GUIDE

Social Media + Doodle Ads

The Doodle Ads Lead Guide

10 practical tips (with action steps + examples) for pet care brands and small businesses who want more calls, DMs, and downloads—without posting 24/7.

What you'll get

A clear, repeatable system for creating doodle-style content that holds attention, builds trust, and drives action—plus examples for pet care and general small businesses.

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Quick start

Pick Tip #1 and Tip #2 first. Build one simple doodle ad this week. Post it twice with two different hooks. Track DMs/calls for 48 hours after each post.

What's inside

Jump to the tip you need, or run them in order for the fastest results.

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CTA you can copy-paste

Comment **DOODLE** and I'll send you a free 7-day content starter plan tailored to your business.

Tip 1: Pick one clear outcome per campaign

Most ads fail because they try to sell everything at once. One offer, one audience, one next step = higher conversions.

Action steps

- Choose a single goal: **call**, **book**, **download**, or **get a quote**.
- Write a one-sentence promise: “I help *[who]* get *[result]* without *[pain]*.”
- Make the CTA match the goal (don’t say “Learn more” if you want calls).
- Run it for 7 days before changing anything.

Examples

Pet care example: “Book a grooming slot this week” (not “grooming, daycare, treats, and training”).

SMB example: “Get a same-day estimate” for a contractor—one button, one action.

Mini-CTA

Want this done-for-you? I build the plan, write the hooks, and create the doodle ads so you can focus on the business. Call/Text **917-203-5019** or email **mindfulaimedia@gmail.com**.

Tip 2: Use doodle ads as a pattern interrupt

Feeds are full of polished content. Doodle animation feels fresh, simple, and easy to follow—so people stop scrolling.

Action steps

- Start with a 3-5 second hook that calls out the pain.
- Show a doodle 'chaos' scene (sticky notes, missed appointments, confusion).
- Switch to a clean 'solution' scene with 1-2 benefits.
- End with a single CTA and your contact info.

Examples

Pet care example: Doodle: "Forgot flea meds again?" → "Set reminders in MyPetWellnessApp.com."

SMB example: Doodle: "No-shows killing your day?" → "Simple booking + follow-up system."

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Tip 3: Tell one short story: Problem → Fix → Result

People don't buy features; they buy outcomes. A tiny story gives your offer context and trust.

Action steps

- Problem: show what's frustrating your customer.
- Fix: show the simplest step they can take with you.
- Result: describe the benefit in plain English.
- Keep it tight: 30-45 seconds for the main message.

Examples

Pet care example: "Missed vaccines" → "track visits" → "peace of mind."

SMB example: "No leads" → "weekly posting" → "more calls and DMs."

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Tip 4: Make the first line a punch (not a warm-up)

You have about one second to earn the next second. Lead with the most relatable sentence.

Action steps

- Write 5 hook options, then pick the bluntest one.
- Use customer language: 'too busy', 'no time', 'confusing', 'no-shows'.
- Avoid generic openings like "In today's world..."
- Test 2 hooks in the same week and keep the winner.

Examples

Pet care example: "If you've ever Googled 'is this normal for my dog' at midnight..."

SMB example: "If your business isn't posting, your competitors are."

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Tip 5: Add proof with micro-case studies

Proof reduces risk. Even small wins build trust faster than big promises.

Action steps

- Share 1 measurable win (even small): calls, bookings, clicks, saves.
- Keep it specific: '3 calls in 48 hours' beats 'great results'.
- Use a screenshot or a simple doodle 'result card'.
- Ask for quick testimonials right after a win.

Examples

Pet care example: "Reminder sequence reduced missed appointments this week."

SMB example: "Local shop: 12 DMs from 1 doodle explainer + a pinned CTA."

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Tip 6: Local trust signals beat ‘big brand’ vibes

Small businesses win by being real. Local cues make you feel familiar and safe to choose.

Action steps

- Mention your area or service radius (even in one line).
- Show real-life photos occasionally (team, storefront, behind-the-scenes).
- Use customer questions as post topics (it proves you’re active).
- Pin a post that explains exactly how to contact you.

Examples

Pet care example: “Brooklyn pet parents—here’s the 60-second wellness checklist.”

SMB example: “Serving Brooklyn/Queens—same-day estimates available.”

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Tip 7: Turn FAQs into a weekly content engine

FAQs are basically pre-sold content. If customers ask it, other customers are thinking it.

Action steps

- Collect your top 10 questions (DMS, calls, reviews).
- Make one doodle video per question (30-60 seconds).
- End every FAQ with the same CTA.
- Recycle the best ones every 6-8 weeks.

Examples

Pet care example: "How often should I groom?" "What's a normal appetite change?"

SMB example: "How much does it cost?" "How fast can you start?"

Mini-CTA

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Tip 8: Use a frictionless CTA (one tap, one step)

If the next step feels complicated, people bounce. Make contacting you ridiculously easy.

Action steps

- Pick one primary CTA: call, text, DM, or link click.
- Put it on-screen *and* in the caption (same words).
- Use a short link or QR code if needed.
- Reply fast for the first hour after posting.

Examples

Pet care example: “Download MyPetWellnessApp.com and start the 7-day routine.”

SMB example: “Comment ‘PLAN’ and I’ll send your 7-day posting plan.”

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Tip 9: Repurpose one doodle ad into five posts

Consistency wins, but you don't need to create from scratch every time.

Action steps

- 1 doodle video → cut into 3 short clips (hook, solution, CTA).
- Turn the script into a carousel post (same points).
- Pull one quote for a single-image post.
- Turn the FAQ into a quick story/post.
- Schedule the set across one week.

Examples

Pet care example: One 'missed meds' video becomes reminders, tips, and a checklist post.

SMB example: One 'no-shows' video becomes booking tips + testimonial + CTA.

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Tip 10: Measure the right signals, then optimize

You don't need a PhD in analytics. Track the few numbers that predict leads.

Action steps

- Weekly: saves + shares + profile visits (attention + intent).
- Leads: DMs, calls, form fills, downloads (the real scoreboard).
- Keep a simple tracker: post link, hook used, CTA, result.
- Double down on what produces leads; kill what doesn't.

Examples

Pet care example: Track downloads + reminder feature usage after posts.

SMB example: Track DMs and calls within 48 hours of posting.

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Bonus: 3 plug-and-play doodle ad scripts

Use these as your next three videos. Keep the visuals simple. Keep the CTA the same.

Script A: “Too Busy to Post” (SMB)

Hook: “If you run a business, social media shouldn’t be job number two.”

Problem: “When posting is random, leads are random.”

Fix: “We build a weekly plan + scroll-stopping doodle ads that explain what you do in plain English.”

CTA: “Comment **PLAN** and I’ll send your 7-day starter plan.”

Script B: “Pet Wellness Reminders” (Pet Care)

Hook: “Ever forget a vaccine date or flea meds day?”

Problem: “Life gets busy—your pet’s care shouldn’t slip.”

Fix: “Use **MyPetWellnessApp.com** to track routines and set reminders.”

CTA: “Download now and start the 7-day routine.”

Script C: “No-Shows” (Appointments)

Hook: “No-shows are stealing your time and your money.”

Problem: “You shouldn’t have to chase customers to confirm.”

Fix: “We create a content + reminder strategy that brings better-fit clients.”

CTA: “DM **DOODLE** for the system.”

Next step

Post one script this week. Reply to every comment/DM within the first hour. Then repeat with a new hook.

Ready for a free starter plan?

Call/Text **917-203-5019** or email **mindfulaimedia@gmail.com**. I’ll send a 7-day plan tailored to your business, plus the first doodle ad outline.