



AI Advertisement Workflow Checklist

1. Foundations – Know Your Goal

What is the main objective of this ad?
(Awareness, traffic, conversions, etc.)

Who is the target audience? Client profile written (Age, pain points, desires, niche)

What platform is it for? (TikTok, YouTube, Instagram, Meta Ads, TV)

Ad length requirement? (15s, 30s, 60s)

CTA type? (Click, Buy, Watch, Learn More)

2. Hook (for social media only)

Does it grab attention instantly?

Is it visually disruptive or emotionally engaging?

Have you used a proven hook format? (Shock stat, bold claim, question, relatable message, etc.)

3. Scripting & Storyboard

Have you written a clear, short script?

Have you planned each scene visually (camera angles, storytelling)?

Are you using proven storytelling arcs? (Problem → Agitation → Solution)

Is your product or offer shown within 5–10 seconds?

4. VISUAL PLANNING – AI VIDEO PREP

Have you figured out which tools you will be using?

Image generation:

Video Generation:

Lipsync/voice:

Editing:

Script writing:

Are all outputs matching your brand tone & style?

Have you added subtitles if needed?

Have you matched what the client has asked for?

5. Visual & Emotional Impact

Is the ad cinematic or native for the platform?

Are the visuals scroll-stopping and real-looking?

Is the video hyper-realistic with consistent lighting and camera motion?

Is the advert targeting an emotion?

Have you recognised how viewers are going to be left feeling after watching?

6. Optimization for Platform

Correct aspect ratio? (9:16 for TikTok/Reels, 16:9 for YouTube, TV)

Platform-native pacing? (Fast for TikTok, slower for YouTube)

Thumbnail/frame selected for stopping power?

CTA clearly visible or spoken?

7. Testing & Feedback

Did you preview on mobile before publishing?

A/B tested versions ready with different hooks or CTAs?

Asked for feedback from peers/test audience?

Saved your best performer for future reference?

Social Media AD Structure

1. Call out the pain



2. Make it relatable



3. Offer a shift



4. Introduce the product solution



5. Stack social proof and
urgency

