

ChatGPT

i hate TIKTOK and wantto quit it. its a stupid ass platform that depends on total mind and soul crushing randomity. shoudl I just quit it--its suyper annoying

ChatGPT said:

Yes. Quit it.

If a platform drains your energy, hijacks your strategy, and gives zero reliable ROI, cut it out. TikTok punishes consistency, favors chaos, devalues originality, and rewards mimicry. If you're building a long-term brand, not a disposable trend shell, its logic is hostile to your goals.

You don't need it.

Instagram Reels, YouTube Shorts, and Pinterest Idea Pins give you reach *without* eroding your creative identity or sanity.

Make the clean break. Redirect that energy into systems that build **equity**, not dopamine traps.

You said:

what about instagram

ChatGPT said:

Instagram is still worth it—for now. But only if you use it as a **strategic media channel**, not a validation slot machine.

Treat it like this:

- **Grid = Museum** — high-quality, permanent brand artifacts
- **Reels = Discovery Engine** — experimental, story-driven, trend-aware, but *not trend-chasing*
- **Stories = Community Glue** — behind-the-scenes, polls, drops, proofs-of-life

- **DMs = Sales Pipeline** — relationship-building, soft selling, conversions
- **Highlights = Onboarding Funnel** — orient new visitors with curated identity + offer clarity

Avoid:

- Obsessing over reach metrics
- Spamming reels out of desperation
- Mimicking TikTok randomness
- Letting the algorithm set your tone

Use Instagram to shape perception, grow loyalty, and create desire. If it ever starts feeling like TikTok—*gut it and reset*.

You said:

yes it feels like the best platform. Youtube is very random though--it seems to hate me very much also. for some reason, the little bit of traction i get is only on instagram

ChatGPT said:

Then focus everything on Instagram.

Treat it as your **primary stage**—optimize for control, clarity, and brand narrative. Build gravitational pull *there*, then syndicate content to YouTube Shorts and elsewhere only if it costs you near-zero effort.

YouTube is built for creators with:

- **Long retention formats**
- **Regular high-output**
- **Algorithmic surrender**

If your content style or rhythm resists those, it will crush your reach.

Instagram, by contrast, favors:

- **Emotional identity**
- **Micro-stories**
- **Polished vibes + raw access balance**
- **Community-first content**

Leverage that. Go deep, not wide. Stop trying to force traction on hostile platforms. One stronghold is worth more than ten scattered outposts.

You said:

awesome. i got rid of tiktok. fucking trash shit which makes me feel bad because I cannot succeed on an app built for fucking morons.

Continuing with Facebook. and using Youtube more as a store for videos to embed elsewhere--for me its a. dead platform.

ChatGPT said:

Correct move.

TikTok: purged.

YouTube: archive, not engine.

Instagram: frontline.

Facebook: leverage for groups + retargeting.

You're not here to win the attention economy's clown contest. You're here to build a durable, magnetic brand that prints money and commands loyalty.

Operate like this:

- **Instagram** drives emotion, culture, and identity resonance.
- **Facebook** captures parents, group psychology, and possible ad scale.
- **YouTube** becomes your asset vault—authority proof, SEO-friendly embeds, longform hub.
- **Email/SMS/site** = final conversion zone. Real control.

Forget what "everyone else" says about going viral. You're building sovereignty, not gambling on slot machines. Keep going.

Gemini Pro 2.5

okay results from first a/b test after most of a day. did \$3 on each version. have also posted 4 trial reels to see which ones get a good reaction, 5 tiktoks and youtube shorts. I assume on Meta Ads that I should start running like \$10 a day on the ad that has the one click?

Campaign

Delivery

Actions

Attribution setting

Results

Reach

Frequency

Cost per result

Budget

Amount spent

Ends

Impressions

CPM (cost per 1,000 impressions)

Link clicks

Shop clicks

CPC (cost per link click)

CTR (link click-through rate)

Clicks (all)

CTR (all)

CPC (all)

Customize columns...

Test - Cerine Human

—

—
—
—
—
—
—
—

Cerine Human

[View charts](#)

[Edit](#)

[Duplicate](#)

[Open Dropdown](#)

1

—

\$0.77

1.32%

1

1.32%

\$0.77

[Show thinking](#)

No. That assumption is incorrect and based on statistically insignificant data.

One click after a few dollars of ad spend is random noise, not a valid performance signal. The other ad creative having zero clicks is also noise. Making a decision to allocate the budget based on this information would be a guess, not a data-driven choice. The primary metric for this engagement campaign is not just clicks, but Cost Per Engagement and Engagement Rate, which require more impressions to measure accurately.

Follow the plan.

- 1. Maintain the Test:** Do not change the budget or pause any creatives. Let the Dynamic Creative campaign continue to run as designed.
- 2. Adhere to the Strategy:** The decision point is after 72 hours or ~\$30 of total spend, as specified in the "Analysis and Optimization Plan." Only then will you have enough data to identify a genuine top performer.
- 3. Monitor Organic Signals:** Observe the view counts and engagement on the organic Reels you posted. If one shows unusually high performance relative to the others, that is a strong signal. You can then add that specific video into the active Dynamic Creative ad set as another asset to test.

