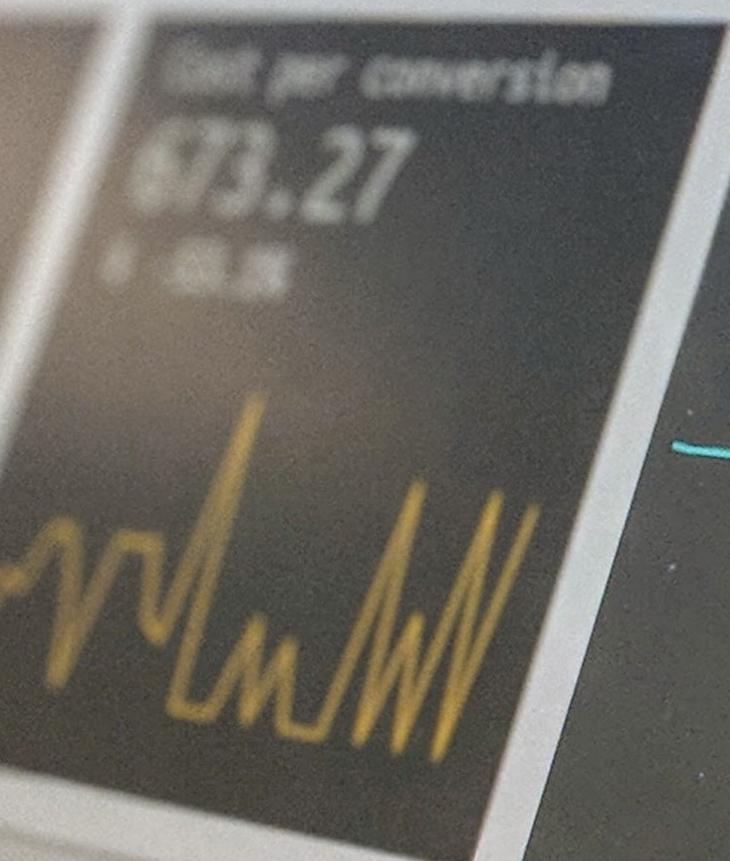


5 POWERFUL TIPS THAT WILL HELP YOU CREATE EFFECTIVE ADS

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5 Powerful Tips That Will Help You Create Effective Ads

Recently I was reviewing ads in a newspaper publication—a habit I’ve developed to hone my own copy writing skills. I was struck by one ad in particular, it had the company name in large bold letters at the top of the creative followed by verbiage of the service being offered—and that was all there was to it. That’s right, there was absolutely no phone number, no email address, no website or any form of contact information provided. I wondered how this business could have made such a glaring mistake, consequently losing a grand opportunity along with the money spent on the ad. However truth be told, mistakes like this one and others similar to it are not uncommon; sometimes they are picked up only after an ad has been published (print) or gone live (online). I won’t even go into detail on the lack of a call-to-action, as that was of lesser importance in the scheme of things. To help you avoid making similar mistakes, and at the same time beef up your ability to create attention grabbing ads—whether for use online or offline, here are 5 tips you can implement now.

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- 1 Nobody cares about your company name or brand.** Use an attention grabbing headline that is relevant to your message. As a small business, you are not engaged in a branding exercise—that is for companies with multi-million dollar ad budgets. Your focus should be on targeted advertising—reaching a specific customer demographic. Use your limited ad space to deliver a compelling message. Your message should be clear and concise, and should spur the viewer to take the next step.
- 2 Don't forget to include a call-to-action.** The aim of your ad should be to get the viewer to do something, however, you will need to clearly state what that action should be. Simply divulging information about your product or service, then leaving the viewer hanging, is a sure way to have low conversions (poor response rate). Unfortunately most ads are actually written this way.
- 3 Focus on your customers needs.** Ever been in one of those conversations where the other person talks endlessly about himself? It gets old fast, and you'll soon find yourself looking for nearest exit. This is how viewers feel, when in your ad copy, you go on and on about how you are #1 in your industry, have the highest quality products or best service, your impeccable attention to detail has won you 7-star awards—but you fail to highlight to the viewers how using your product or service can be beneficial to them. The lesson here is, your ad should focus on addressing the needs of your audience, not on trying to make you look good. Almost everyone does the latter, and if you do it too, you'll just blend in with the noise.
- 4 Be personal—talk to the person in front of you.** When writing your ad copy, you should write as if you're talking—for example: use “you're” instead of “you are”. To the viewer, this feels more conversational and is more likely to resonate on a personal level. Also, decide specifically what demographic you want to target, visualize a persona from that demographic and speak directly to that person. Converse with an individual, not a group. Again, this is how you connect on a deeper personal level, and though your message will filter out some prospects, for those with whom it resonates, it will be so precisely targeted—it will be a home run.

5 Focus on achieving one objective with your ad. If you're offering a service or selling a product that you want customers to buy, be very clear about this. If for example your business sells 50 different products, don't try to sell 10 of them or even 3 of them in 1 ad—especially if they are not related. Likewise, don't try to sell your product or service and invite signups for your newsletter or email list all in the same ad. Too many instructions lead to paralysis on the part of viewers, and more often than not, they won't do anything. Focus on one objective, make it as clear and simple as possible. Remember, you are competing for viewers attention at a time when there are multiple distractions and people typically have very short attention spans—the odds are not stacked in your favor.

BONUS

While I promised you 5 tips, there is actually one more. The last tip however, goes way beyond advertising and has far more to do with your overall approach to marketing your business.

6 Don't try to be a low price leader. How many times have you seen, or probably you have done this yourself: “5% discount”, “10% discount”, “lowest prices around”, or “we'll beat any price”?

STOP!

Do you only want cheapskate customers? If your answer is yes then you can stop reading now; if not, understand this:

- 5% and 10% are not enticing discounts for anyone, anymore.
- You are simply not being creative in figuring out and then articulating what your Unique Selling Proposition is. What makes your business stand out among your competition? What allows you to command value that your competitors can't? It's because you haven't figured this out, why like so many others, you resort to claiming to have the lowest prices.
- The cheaper you make your products or services, the more you hurt your business, because you leave more money on the table. In effect, you are voluntarily giving money away!
- There will always be someone else who can and will under-price you. That is a race to the bottom. My advice to you is, get out—fast.

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- You will never be able to get everybody as a customer. If low prices are the only determining factor that a customer uses to decide whether or not to purchase from you, he doesn't understand your USP, or he's just not the right customer for your business. Additionally, some people will avoid doing business with you if your prices are too low, because they will perceive that this is due to poor quality products or services.

In one the ventures I started, I was able to charge 5x the average market rate for the service I was offering at the time. How was I able to do this? By creating a USP and positioning the business properly through marketing. I never used words like "Cheap" or "Lowest Prices", in my marketing or ads. If you want to be able to charge higher prices, you will need to position your products or services as being worth a higher value.

P.S.

Every week I aim to release a new cheatsheet/ hack to help you power through bottlenecks you may encounter in your business, especially those relating to marketing, systemization, and customer experience.

Stay tuned for more.

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