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E-COMMERCE AD SAMPLE

[SHORT-FORM >75 WORDS]

Headline (50 Characters / 10 Words):

Because Boss Chicks Do NOT Work for Free

Alt Headline (50 Characters / 10 Words):

For the Boss Chick Who Is About Her Coins (money bag emoji)

Ad Body Text (74 Words):

“It won’t take long ...”

“Sis, you’re gonna get so much exposure ...”

“Girl, we go way back ...”

You’ve heard it all before from the freebie finessers who think your rates are just a cute suggestion. (face with rolling eyes emoji)

Boss chicks like us know that no bank accepts exposure or friendship as currency, so neither do we. (person gesturing no emoji)



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Make sure no one else misses the memo with our “Pay Me” tee. (woman tipping hand emoji)

Click [Buy Now] and say it with your chest: no dolla bills, no service.

Newsfeed Link Description (not available for all ad types):

Favors and exposure? Nah, it’s all about the Benjamins over here. (dollar banknote emoji) Tap [Buy Now] to get your “Pay Me” tee and scream it loud.