AD COPY FRAMEWORK

HOOK

This is what draws interest and glues eyeballs to your page, so be intriguing. Start with a thought-provoking question, compelling fact or personable hook to generate interest.

GOODIES

Reveal the offer in a way that entices your audience. Showcase benefits, WIFM, features and other notes of interest to propel your audience to take action now before they scroll away from the ad.

CALL TO ACTION

Be concise and direct about what the reader needs to do to get the information. This is no time for a wimpy request. Be firm and direct in letting people know you have the solution they've been looking for.

OPT-IN BUTTON

About 80% of your ads will use the LEARN MORE button. This option has proven to convert higher than the others. But test different buttons to see what works best with your audience.