



RETARGETING AD COPY FRAMEWORK

HOOK

Remember that this audience already landed on your site but did NOT follow through with the investment. Use your hook to remind them what they'll miss out on if they don't complete their purchase, register or otherwise take action.

Sample hooks:

You came. You saw, buuut I don't see you on the list ...

Uh oh, looks like you're gonna miss out on this one ...

Talk about giving you what you want ..

P.S. Sometimes, the hook is all you need if you couple it with a great image and description copy like Hubspot did here.

HubSpot
Sponsored ·

Like Page

Talk about a good time investment:

The CRM That Takes 25 Seconds To Set Up, But Saves Up to 124 Hours Per Year

Discover a brand new sales tool that takes seconds to install, but saves you more time than you can imagine.

WWW.HUBSPOT.COM/CRM

3K

264 Comments 582 Shares



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ENGAGE, REMIND + INTRIGUE

Showcase your personality and remind your audience what they're about to miss out on in a way that intrigues them to complete their purchase. Something like:

Now, if you got caught up talking to your bestie on the phone or playing another round of "Rock, Paper, Scissors" with your kid, trust me ... I get it.

But remember, I'm giving you a chance to XYZ so you can spend more uninterrupted time talking to your bestie on the phone and playing with your kid.

After all, that IS what you said you wanted, right? More family time, more freedom, less hustle. Well inside XYZ, I'll give you the guidance and strategies to get all of that.

So are you in? I'm saving a spot for you - click SIGN UP now to claim it. But you gotta move fast because folks are beating down my virtual doors to get in so I'm not sure how long I'll be able to hold a seat for you. See you inside!

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 reminding people how to take the first step to overcoming their struggles.

OPT-IN BUTTON

These are the 20% of ads where opt-in buttons OTHER than "Learn More" will work. Use a more direct opt-in that speaks to the action - SIGN UP ...