



The Anatomy of An Effective Ad

This is where we will create a two part advertisement that converts way better than your standard cold-email.

We'll cover how to create a killer headline and what copy to use within your description.

Effective ads yield reasonable cpc or cost per click, a good ctr or click through rate, and... of course... leads.

Throughout this training I will show you how to optimize all of these.

Know that the results are subjective to many factors. For example, your competition may have a lower CPC, but you may be converting more leads. And overall your lead cost is lower based on your conversions.

For example...

Competitor has: 89 cent CPC @ 3 leads/wk - with 211 clicks(\$188)

You have: \$1.21 CPC @ 12 leads/wk - with 180 clicks(\$217)

This means: Competitor cost per lead is \$62 (\$188/3)

Your cost per lead is \$18 (\$217/12)

Based on this, who came out on top?

But guess what?

With Bing Ads you are going to most likely see a cpc of 20-25 cents (this is insane for the offline space)... in moderately competitive niches WITHOUT any tweaking!! And even lower with some periodic monitoring and adjusting or your settings.

This is huge for not only you, but also your clients because now your investment will go much much further!

What most consultants don't consider is the end product - Leads. They do their best to get the cost per click down while totally forgetting about conversions.

They often point the buyers who click on the ad to the homepage of the client's site. Little do they know that the cost per lead is SKY HIGH, while the cost per click may be reasonable. This does nothing but hurt the client.

This is why the theory we teach is behind a truly effective Bing Ad.

Now you know the TRUE meaning of an effective ad.

Since I love marketing for business owners, let me give you some examples of business owner ads that work and don't work. It's no surprise since a lot of business owners subconsciously advertise for an ego trip.

You've seen the billboards, the facebook ads, and car sign-riders with their wannabe "celebrity" status photo yelling "look at ME" ME ME ME.....

This often runs over onto other advertising streams like online Ads. Unfortunately, that approach doesn't work for either platform.

Sorry to burst that bubble...

So instead of making the ad headlines all about "me"/your client" why not make it more about what clicking on the ad can do for the prospect?

Here's what I mean:

The Lawyer niche: Instead of *"I'd love to represent you for traffic tickets"....* Use ***"Find out how to ERASE your ticket WITHOUT court!"*** (If someone has been to court, you can bet they know what a terrible process it is... and their fingers with "itch" to click on this ad)

Here's another

Business Broker niche: Instead of *"let me be your broker agent"...* Use ***"Using the wrong broker can cost you THOUSANDS!"*** (Yes, the fear of loss is a powerful thing here.)

One more...

Roofer niche: Instead of *"Get a free quote for roof repair"...* Use ***"Did you know Your Insurance Co can REPLACE your ROOF totally on them?..."***

and your rates WON'T increase?" (See how this is much more specific. Although this won't fit in your title you can still use in in the description...)

Here's another one just for the hell of it...

"37% of businesses don't know that their website is costing them thousands every month" (this works well with free site audits that any offliner can offer in minutes.)

Some of these ad examples will not work in some markets. Also, Some of these headlines will not fit in the Ad, I know. But I think you understand the purpose of the examples.

They need to be *different, specific, stick out, and pose a benefit to the consumer.*

I hope this is starting to make sense because...

...this idea is almost a universal tactic that you can apply to niches like offline services, any type of digital product, Contractor services, dental services, interior designers, photographers, lawyers and much much more.

Just remember the ad has to convey an effective message in very few words. And these words need to touch "pressure points" that make your prospects take action.

Here are some examples:

"Envy" - Your neighbors will **envy** you.

"Unfair" - Have an **unfair** advantage...

"Stand out" - **Stand out** from the crowd...

"Unique" - This **Unique** approach will drive sales...

"Respect" - Command **respect** from your clients by...

“Life Changing” - Our **life changing** methods have helped home buyers...

Note: *The copy examples above can be used in the headline or body portion of your ad. This is also a generic training and some lines will not fit certain platforms, but the concept and ideas are the same. Adjust as needed.*

Sample Ads: Getting Leads For Your Business

In the spirit of keeping it simple, we’re laying out some sample ads that are being used right now with success. Each ad follows the guidelines explained in the training manual.

- A compelling headline that makes the prospect click on the ad
- A brief but adequate description
- Multiple calls to action including call capture

These ads are examples only and should not be copied and pasted. Use them as a guide, but put your own twist on them.

Get creative with other niches while using these examples as a guide.

1 Web Design and SEO Services

With this type of service it is important to show a few example of your work. 3-4 Screenshots will suffice along with a landing page url that entices them to view more examples if your goal is to capture leads and build an email list.

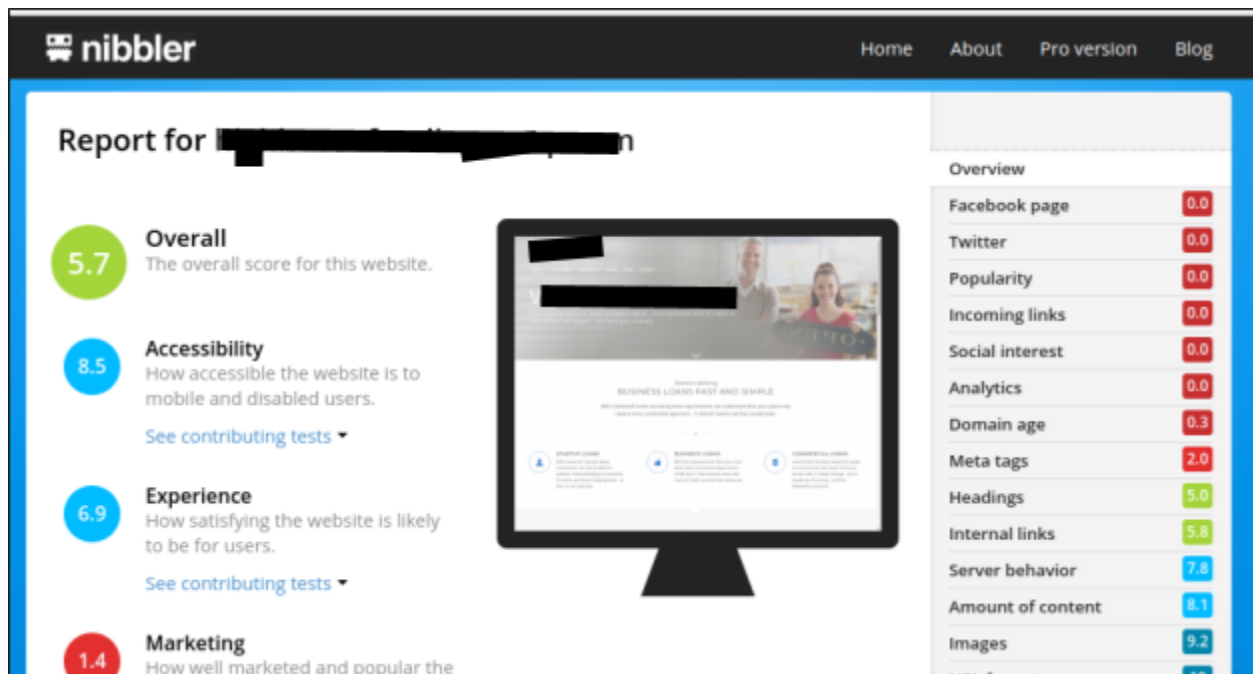
Headline:

Grade your website in 30 seconds for free

Body:

Are you getting enough customers from your website? No obligation evaluation fast!

Note: Try this ad for an across the board lead generating weapon. You will find websites owners from the restaurant, beauty salon, real estate, and many other niches reach out for “free evaluations”. The consultant can direct the prospect to any free web evaluation site like Nibbler. These evaluate reports are usually very impressive and can be used for any niche. Take a look.



2 Lead Gen Services

Every business, whether professionals or small business restaurant owners, want new customers. And if the consultant can show them a way to get new customers in their doors or new signed client relationships... this could be the only ad type you use.

Headline:

Rapid business growth for Dummies?

Body:

Eradicate your competition and stand out in your local community with simple and fast leads for Your Business.

Note: The trigger words here are “competition” , “stand out”, “simple” & “fast. Words like this will attract the attention of potential clients better than your average ad.

3 Social Media Management Services

Again, we will use the FREE Evaluation hook along with recorded info. No need to talk to a sales person or telemarketer! Just call the line... while you create high quality consultant leads for social media services.

Remember with this approach is it more important to use the “less is more” philosophy along with the “take-away” in order to make the most of your ads.

Headline:

30 Sec. Social Media Evaluation

Body:

Trying to manage all your social media accounts yourself? Call our 24hr Free Recorded infoline to change your business forever!

Note: Couple this example with a non-call ad to test which performs the best for your market.

4 Reputation Management Services

This example again utilizes the FREE hook. Remember, your job is not to sell the service in the ad, but rather to just generate a lead. And with a FREE Complaint Analysis you will find that many prospects will convert into leads much easier than if you were to try and “Sell” within the ad.

Headline:

You Biz Rep is at stake!

Body:

Free business complaint analysis. See what your customers, prospects, and competition is saying about you?

Note: To perform a complaint analysis for any business go to <https://gofishdigital.com/complaint-search/>. This free service will analysis over 40 review websites to find complaint on your potential clients.

5 Local Video Services

Video is hot right now, but most business owners do not utilize this one important tool. With this ad you can generate leads for video commercial services, video press releases, video editing services and much more.

Headline:

Video grows your Biz?

Body:

Makeover your biz image and stand out from your competition with Video.

Note: As for any of these examples, tweak them to make them your own. Each market will yield different results base on many factors.