

What is the main issue with this ad, in your opinion?

The “is your phone screen cracked” copy is in the wrong place.

I would change this to the headline, and add an offer to the HL text.

What would you change about this ad?

As above.

Plus I would change the copy to talk about the biggest problem with a cracked phone screen:

Take 3 minutes max and rewrite this ad.

Is your phone screen cracked?

You could order an online kit and spend hours trying to fix it yourself.

You could ignore it, but unfortunately, the longer you leave it, the more cracks appear... and this can cause further issues like a dead screen.

Or you could take it to the closest repair shop, but they'll see you from a mile away and charge you a premium.

We promise to beat any local repair shop in >city<.

HL: Get a free fast quote now

Arno notes:

We can fix that for you within, 24 hours.
Make it look nice and fresh and clean.

Don't have to worry about moisture coming in.

Don't have to worry about the problem getting worse, a little piece of plastic or glass sticking in your face.

That can't be nice.

Save your screen, make sure it doesn't get worse.

~~Call us today and you'll get a you don't even have to call.~~

Text us today and we'll immediately give you a quote. to let you know what a new screen costs or screen replacement costs or screen repair costs. You can be walking around with a brand new looking phone.

New example:

Phone repair shop ad

Headline:

Not being able to use your phone means, you're at a standstill.

Body:

You could be missing out on important calls from family, friends and work.

CTA:

Click below to get a quote.

Ads targeting:

local area within 25 km radius

Age:

18 - 60

Gender:

Men and women.

Daily budget

\$5

Response mechanism

Prospect fills out form on Facebook, leaves name and number, he follows up with them through Whatsapp with a quote.

Results

Ads been running for 4 days only got one lead which didn't close yet.

Goal

Goal of the ad is to get people to fill out the form on Facebook about their Broken phones or laptops, give them a online quote & close them by telling them to come down at any time we are open 7 days a week at x to x time.

You take to the client and he provides you with the info you've just read.

How do we fix / improve this ad?

Couple questions and this time I'll leave it a bit broader to see what you guys come up with:



MOBILE FEED

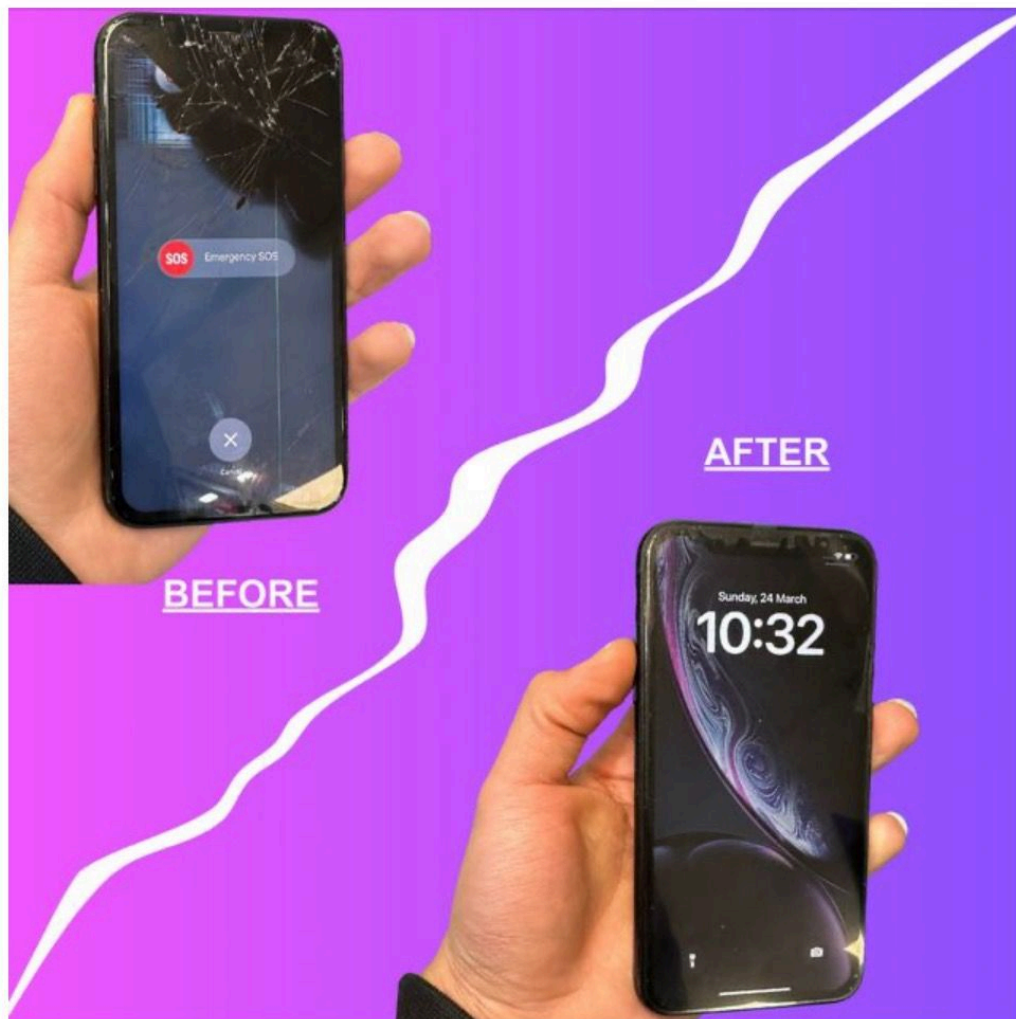


~~iPhone 11 Pro Max~~
Sponsored by [redacted]



Not being able to use your phone means,
you're at a standstill ⚠️.

...see more



FORM ON FACEBOOK
**Is your phone screen
cracked?**

Get quote