

SL: How can I improve my advertising?

Good Sunday

Today we've got a great question about advertising an Iris photography service.

Check out the photos - they look really cool.

But as you'll see, this isn't the easiest service to sell.

Here's the question:

"I run an ads for my clients and it's been three weeks in. It's an ad for Iris's photos.

I've already retargeted my audience.

I'm targeting men and women aged 45 to 65 and over.

Here's my headline:

Turn YOU into an unforgettable memory!

And my text:

Get the perfect photo of your iris for years to come!

You want to create a unique memory, alone or with your loved ones, but the usual photos aren't enough anymore, are they? They don't really show who you are. Imagine a photo that reveals the beauty of your eyes and tells your story in an authentic way.

Our iris photography service lets you discover your eyes as you've never seen them before. In less than a day, you'll have a unique portrait that truly represents you.

If you're one of the first 20 to contact us, you'll get an appointment within 3 days. If not, we'll be happy to schedule a session for you within 20 days!

CTA Call

With his number

An estimated 31 people called, yet only 4 new clients.

How can I improve my advertising?"



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Here's the Tear Up...

So the results he's getting are 31 calls in 3 weeks with 4 closes.

Now I don't know how much this sells for, but turning 31 calls into 4 closes is actually not bad at all.

And the fact that 31 people actually took the time to call is a very positive result.

Having said that, I'm not too keen on the copy.

Few things here... Here's the headline again:

"Turn YOU into an unforgettable memory!"

- Am I the only one who finds this a little bit creepy?

But it's the rest of the copy where the ad gets lost. Couple of very common mistakes here...

#1 Assuming too much about the target market:

"You want to create a unique memory, alone or with your loved ones, but the usual photos aren't enough anymore, are they?"

This just isn't a problem people are really trying to solve, especially on a conscious level. So it's kind of weird.

#2 Over complicated offer / explaining too much

If you're one of the first 20 to contact us, you'll get an appointment within 3 days. If not, we'll be happy to schedule a session for you within 20 days!

Remember your customers don't care about you. Keep details like this very short and to the point:

"First 20 to call get an appointment within 3-days."

You don't have to explain any more than that."

Alternative ad copy

So since this ad is actually performing quite well, I would test something alongside this ad to see if we could get a better result.

There's the video approach which I've been testing for my clients lately.

And then there are ways to rewrite the copy like this:

Headline:

Beautifully Curated Iris Photography

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Body copy:

Would you like a unique photography experience?

Using the power of close-up eye recording technology, we make STUNNING photos of the iris.

The process is completely unobtrusive.

And the results are fascinating.

See how unique each iris is up close.

First 20 to call get an appointment within 3 days.

Call us today to reserve your spot.

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Now THINK. Are you making these mistakes in YOUR advertising?

If not, perfect. I'll see you on the next one.

But chances are if you're a business, you could use more customers or get more money out of your customers.

We're here to help if you need it.

Got a couple of slots for calls next week. Reply this email to this email to request a consult.

Have a great Sunday,

Sam Terrett