

Headline:

Increase the conversions on your Facebook ad

Body copy:

Hey,

I saw your ad on facebook that offers to eliminate joint discomfort and your presentation video does a really good job on teasing the product, which is hard to do. Congrats on that.

There's an emerging company called 'Amalfi Devices' (which also treats knee and joint pain) and they're taking a different approach when it comes to the writing of their ad, which is focused more on the daily struggles of their audience with joint discomfort and it has been shown to significantly increase their conversions.

If applied, it will definitely benefit your brand. So, are you interested in knowing how you can use this strategy on your ads?

PS: [Here's an example on how your ad could look like.](#)