

Our first ad:

The screenshot shows a Facebook sponsored advertisement. At the top left, there is a blurred profile picture and the word "Sponsored" in bold. Below this, the headline reads "Paperwork piling high?" followed by a small icon of a document. The main body text says "At [blurred] Accounting we act as your trusted finance partner, so you can relax!". Below the text, there is a call to action: "Contact us today for a free consultation." The central part of the ad is a video player. The video shows a desk with a large stack of papers, a pen, and a clock. The text "Paperwork piling high?" is overlaid on the video. The video player has a play button, a progress bar showing 0:03 / 0:26, a settings gear icon, a share icon, and a volume icon. At the bottom left of the ad, there is a blurred name and the text "Free Consultation". At the bottom right, there is a button that says "Learn more".

Where do you think the problem lies here?

First, we have a headline: "Paperwork piling high?"

In this case, it sounds quite vague and we need to make sure that our ad has a headline where we move towards something that we are selling.

So when it comes to paperwork, we could say have a headline such as:

"Save at least 4 hours every week by getting rid of your paperwork"

Next is the body copy: "At <company name> we act as your trusted finance partner, so you can relax."

This sentence does not really tell the reader why they should take action or trust the company.

It shows a problem in marketing where a lot of ads have just "words" and it does not move the needle.

It's something AI could say.

Adding to our new headline above, we could say:

“We help business owners like you save time and money by handling your paperwork.

The only thing you need to do is click the link below and fill in the short form(will take you less than a minute) and we will either give you a call or email you within 24 hours.

So you can free your time and focus on what you want to do.

Which we assume is not paperwork.”

Last thing is the offer: “Contact us today for a free consultation”.

Instead, we could add more information to what was said above:

“Tax season is upon us, save at least another £1000 off your tax bill.”

Focus on speaking directly to your audience, such as business owners and use a simple language

So, in the case above, follow these rules:

1. Speak of saved money and time, give figures to make it easy to visualise.
2. Give simple instructions on how to get in touch with you.

The final ad looks like this:



Business Accounting Services

Sponsored ·



Save at least 4 hours every week by getting rid of your paperwork.

We help business owners like you save time and money by handling your paperwork.

The only thing you need to do is click the link below and fill in the short form(will take you less than a minute) and we will either give you a call or email you within 24 hours.

So you can free your time and focus on what you want to do.

Which we assume is not paperwork.



Tax Season is upon us

Save at least another £1000 off your tax bill

Contact us