

The secret weapon of every successful ad-campaign

You have probably heard the phrase "less is more". But why is this actually the case, especially in the marketing world?

The efficacy of straightforward advertisements correlates positively with superior outcomes.

What does that mean? Well, basically it means nothing other than: Simple ads are more successful. But all these unnecessary words along with the complicated wording, make the text tiring to read and incomprehensible to the general public.

This is exactly why it is important that your ads are simple and that your advertising cuts straight through the clutter. In the following article, I will show you why simple ads work better and how you can implement them for your company.

Nothing is self-evident

Experience shows that most people struggle with understanding texts correctly.

A real estate agent from Norway once conducted an experiment. He was looking for new staff and it was important to him that they were able to follow instructions. So he told the people who wanted the job exactly how they should apply.

For example, he told them not to send an application by email, but to send it by post. The letter should not arrive on Thursdays or Fridays. The letter should also contain a certain word in the text.

And well, many sent him an application by email, letters arrived on Friday and the desired word was often nowhere to be found. Some letters were even sent to the wrong address.

This experiment shows us something important: although we often assume that our own texts are comprehensible and that many things are self-evident, unfortunately this is often not the case.

And for the Norwegian real estate agent, it was not a problem that many people were unable to follow these instructions. After all, he was looking for people who could follow his exact instructions, and wouldn't have hired the ones who couldn't either way.

But it's different for us - after all, we want our ads to be seen and understood by as many people as possible.

So how can we ensure that the readers of our ads are not confused, but that it is easy for them to understand and react to them?

Occam's Razor

Occam's Razor is a principle that states that explanations must not be multiplied beyond what is necessary. You can think of it as a super-sharp blade that cuts away all words and phrases in a sentence that are not absolutely necessary

You should use Occam's Razor when writing your ads. For every sentence you write, ask yourself what is really necessary so that everyone can understand it, and cut out all the unnecessary words.

Note also: All good ads should contain a call to action. But you have to be careful not to overdo it.

If you want to encourage leads to do different things, for example visit your website, download your e-book and subscribe to your newsletter, you should split this between different advertisements*. That way you'll make sure that nobody gets confused.

If you apply these tips, you will avoid the risk of confusing potential customers and losing them. If you want to learn more tips and tricks to improve your ads, [click here](#) (Link to Lead Magnet page).

*The meta-retargeting tool is very suitable for this, allowing you to retarget users who have seen your ad but didn't react to it.