

# What all successful ads have in common

There are a lot of misconceptions about what makes an ad successful. Most people look for some “hidden secret” and start trying out all sorts of fancy tactics in the hopes of finding the magic formula. But the truth is that you don’t need any complicated tricks to create highly profitable ads time and time again, and the “secret” to doing so is in fact really simple.

By the end of this article, you will know exactly what the 3 pillars of every successful ad are, and be equipped with everything you need to start consistently creating ads that convert.

Let’s get started.

## 1. What is your message

As with any human interaction in life, what you say is the most important aspect of your ad. And even though this seems obvious, 99% of ads mess this part up without knowing it.

For every ad, we have to be very deliberate with what we want to say that will actually reach the right people. We can’t just take the first thing that comes to mind and run with it.

With all the information we’re constantly bombarded with these days, it’s harder than ever to get a message through to someone without it going in one ear and out the other.

So if your message is boring or vague or says the exact same thing everyone else is saying, people will scroll past it before their brains can even register it.

The days of putting together a generic message and expecting to see results are over.

Instead, you need to be extremely clear and precise about what you want to convey in your ad from the very beginning.

It needs to be unique and interesting in order to catch attention and persuade people.

The message is what has to cut through this onslaught of information. That's why it can't be just like everything else - it has to stand out.

And the best way of doing that is by getting very specific on your target audience, because then you'll know what you have to talk about to catch that attention. Which brings us to the second pillar:

## 2. Who are you talking to

This is a crucial part of ad creation that far too many people don't pay enough attention to, and it's what separates mediocre ads from highly successful ones.

You need to know what you have to talk about that is going to grab the attention of a particular group of people.

There is a simple truth, and the sooner you start applying it to your ads, the sooner you will start seeing results, and that is that there is no message that is interesting to everyone.

Even in less obvious cases where it may seem like a product or service is useful to everyone - there is always a group of people that is most interested in it.

And this is reflected in the performance of your ads and your audience.

Now, in order to know exactly what you need to say in your ad that will attract attention, you need to know exactly who you want to reach.

Because once you do, you'll be able to talk about their specific interests in their specific language, and by doing so turn your message from just another ad into something your target audience can't help but pay attention to.

In order to maximize the results you get from marketing, you need to aim at the people that have the highest chance of buying from you.

And this brings us to our final point:

## 3. How will you reach them

After determining the first two elements of your ad, you now need to decide on the best way to reach those people with your message.

Reaching the people that might fit your target audience used to be much more difficult, involved significantly more effort and had a lot of unknown variables.

And while there are still plenty of different ways to reach potential customers that work well for different products and businesses, this task has become easier than ever thanks to social media.

Because not only is it safe to assume that your target audience is among the billions of people that use platforms such as Instagram or Facebook every day.

But the best thing about it is that with today's tools you can set up your ads to reach those very people with almost pinpoint accuracy.

And if you want to take advantage of this opportunity while avoiding the most common (and costly) pitfalls, we've put together a free guide for you here that will teach you everything you need to know to start creating successful ad campaigns on Meta for your business today.