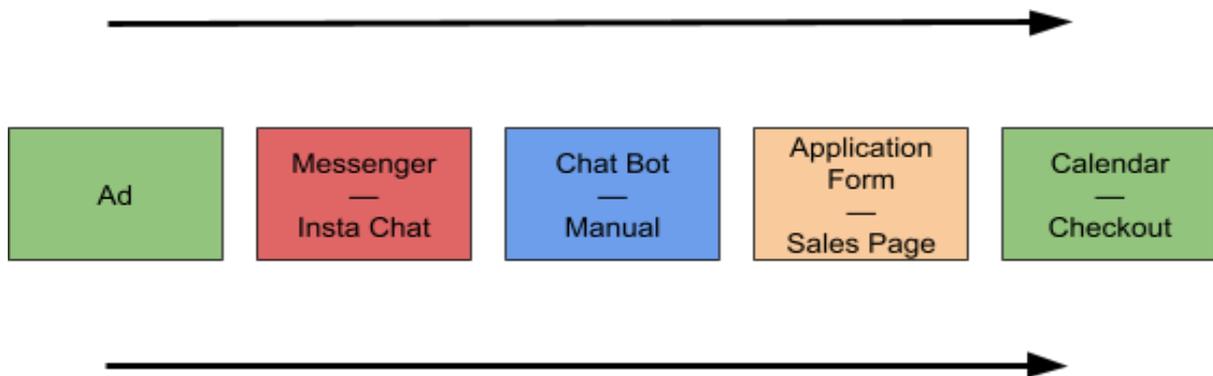


# Types of Ads

## 1. Leading to Conversation.



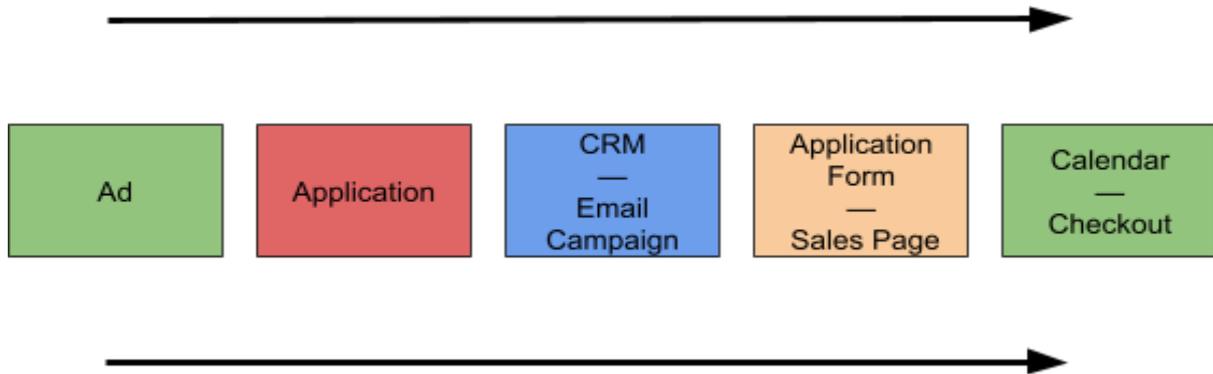
### **Positives:**

1. Direct contact with client
2. Do not need a Website

### **Negatives:**

1. Need Strong Offer
2. Long Video
3. Need heaving lifting in Ad Copy
4. Can not offer Free training or Book

## 2. Leading to fill in a form



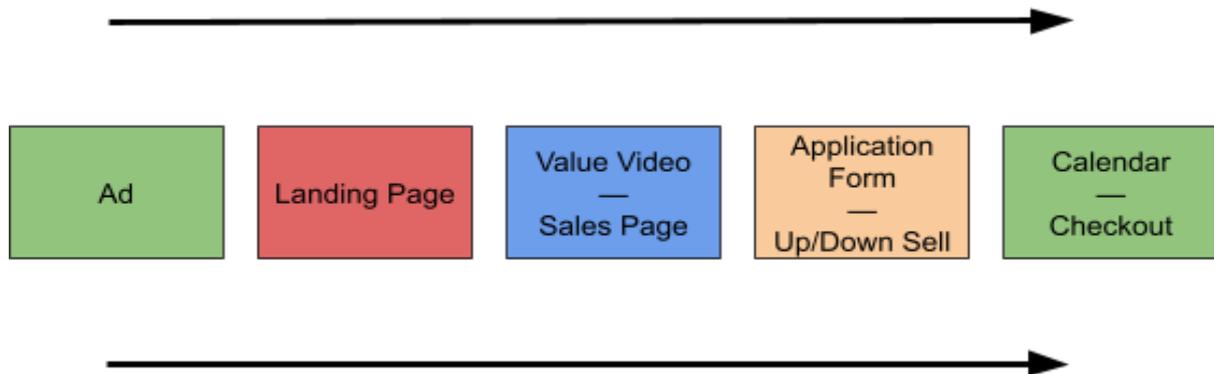
### **Positives:**

1. Build Email List Quick
2. Do not need a Website
3. Cheap

### **Negatives:**

1. No Instant Sales
2. Need a System to Run email automation to sell as a second step
3. Can not offer Free training or Book
4. Managing CRM or handling CSV file
5. Create a Form [creative thinking]

### 3. Leading to website



#### **Positives:**

1. High Quality Leads
2. Can Build Buyer's Journey [Upsell / Downsell]
3. Improve Domain Rating
4. Instant Sales
5. Can Track Data to learn and improve

#### **Negatives:**

1. Need Web landing page [funnels & website]
2. More Effort for tracking and testing