

Headlines:

1. We're officially done with overly-complex advertising.
2. Why we're not buying into the complex marketing scam.
3. The best marketing advice our team's ever received.

Outline:

- Subject: **We're Officially Done With "Complex" Advertising.**
- Problem: Most e-commerce store owners use complex advertising strategies, but they fall flat on their face and don't reach NOWHERE NEAR the results they want to have.
- Agitate: What's worse, is that not only are they burning their money and spending countless hours of work on ads that go to waste, but they're also confusing potential customers and driving them AWAY.
- Solve: Create the ad with one end goal in mind. Everything can only do one thing.
- Close: Get in touch with us and we'll take a look at your ads for free.

1st draft - revised, ready to be shoved to the world:

We once worked with a client who found us after an AWFUL first experience with a marketing agency.

The poor guy's business was managed by "professionals" who thought that advertising was as simple as putting a few "advertising words" and a picture together.

(Bonus points if you make it sound "professional" and tell everyone that YOUR client's product is "the best.")

Oh, and don't forget to mention to the client that you are going to help him using "complex marketing solutions."

I mean, what does that even mean?

Do YOU know what it means?

That's right, we didn't either.

Neither did the agency guys who sold this idea to the business owner.

And when we were fixing up the mess they made, about halfway through, we finally got fed up with it and decided to end this once and for all...

So after we finished cleaning up the mess left by the agency by running our ads and getting the business back on its feet,

we realized the problem had much deeper roots than we thought.

Not only was the strategy the guys that came before us used burning the business's money, but they caused something FAR WORSE than that...

They made ALL of his potential clients go away.

How did they do it, you ask?

Well, they ran ads without any goal whatsoever.

They made their ads "sound" professional and "look" representative, but there was one core issue.

They LACKED an offer.

The agency created an overly complex ad strategy, using different kinds of engagement ads, traffic ads, and awareness ads...

But they completely forgot about the primary goal of their work.

Which was to DRIVE MORE SALES.

And so when we came,

And we got to work -

(and just for your information, we only tested the first, roughest versions of our ads)

we outperformed THE WHOLE AGENCY by 110% in THE FIRST MONTH.
(That's about 2x more results.)

So, what caused such a vast difference?

I mean, 2x more sales is a lot, isn't it?

Well, we outperformed them just because our ads HAD an irresistible offer.

Because we created them with the end goal in mind.

And what ALL of your marketing assets - be it social media posts, ads, or an email for your newsletter - SHOULD BE CREATED WITH.

A simple, clear, and measurable goal.

Be it getting more sales or traffic to your website.

But even that can be a challenging task to perform sometimes because, let's face it - marketing isn't that simple.

So, if you would like us to take a look at your marketing strategy for free -

Get in touch with us, and we will be happy to look at it.

2nd draft:

We once worked with a client who found us after an AWFUL first experience with a marketing agency.

The poor guy's business was managed by "professionals" who thought that advertising was as simple as putting a few "advertising words" and a picture together.

(Bonus points if you make it sound "professional" and tell everyone that YOUR client's product is "the best.")

Oh, and don't forget to mention to the client that you will help him using "complex marketing solutions."

I mean, what does that even mean?

Do YOU know what it means?

That's right, we didn't either.

Neither did the agency guys who sold this idea to the business owner.

And when we were fixing up the mess they made, about halfway through, we finally got fed up with it and decided to end this once and for all...

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Přeložená verze:

Oficiálně jsme skončili s "komplexní" reklamou.

Jednou jsme pracovali s klientem, který nás našel po příšerné první zkušenosti s marketingovou agenturou.

Jeho firmu řídili "profesionálové", kteří si mysleli, že reklama je tak jednoduchá, jako dát dohromady pár "reklamních slov" a obrázek.

(Bonusové body, pokud to zní "profesionálně" a všem potenciálním zákazníkům na trhu tvrdíte, že produkt VAŠEHO klienta je "ten nejlepší").

Jo, a nezapomeňte se klientovi zmínit, že mu pomůžete pomocí "komplexní marketingové strategie".

Popravdě, co to vůbec znamená?

Víte to?

Přesně tak, my jsme to také nevěděli.

Nevěděli to ani lidé z agentury, kteří tento nápad majiteli firmy "prodali".

A když jsme napravovali nepořádek, který nadělali, tak asi v polovině jsme toho nakonec měli plné zuby a rozhodli se s tímhle nešvarem skoncovat jednou pro vždy...

Poté, co jsme dokončili úklid nepořádku po agentuře tím, že jsme spustili naši reklamu a postavili firmu na nohy,

jsme si uvědomili, že problém má mnohem *hlubší* kořeny, než jsme si mysleli.

Nejenže strategie, kterou používali marketáři, kteří přišli před námi, vyhodila spoustu firemních peněz, ale způsobila něco DALEKO HORŠÍHO...

Způsobila, totiž, že firmě odešli VŠICHNI potenciální klienti.

Ptáte se, jak se jim to povedlo?

No, spouštěli reklamy bez jakéhokoli cíle.

Jejich reklamy "zněly" profesionálně a "vypadaly" reprezentativně, ale byl tu jeden zásadní problém.

Chyběla jim nabídka.

Agentura vytvořila příliš složitou reklamní strategii, v níž používala různé druhy kampaní na povědomí, zájem a návštěvnost...

Ale úplně zapomněli na hlavní cíl celé jejich spolupráce s naším klientem.

A tím bylo ZVÝŠIT TRŽBY.

A tak když jsme přišli my,

a dali jsme se do práce -

(a jen tak pro vaši informaci, testovali jsme pouze první, nejhrubší verze našich reklam).

Tak jsme v PRVNÍM MĚSÍCI překonali CELOU agenturu o 110 %.

(To je asi 2x více výsledků.)

Co tedy způsobilo tak obrovský rozdíl?

(No, jen si představte, že se do *vašeho* e-shopu valí 2x více tržeb).

Hlavní rozdíl, díky kterému jsme je překonali byl...

že naše reklamy MĚLY nabídku.

Vytvářeli jsme je s ohledem na klientův hlavní cíl.

A právě s tím by měly být vytvořeny všechny vaše marketingové prostředky - ať už jde o příspěvky na sociálních sítích, reklamy nebo e-mail pro váš newsletter.

Jednoduchý, jasný a měřitelný cíl.

Ať už jde o získání více tržeb nebo návštěvnosti vašeho e-shopu.

Ale i to může být někdy náročný úkol, protože přiznejme si to -.

Marketing *není* tak jednoduchý.

Pokud tedy chcete, abychom se zdarma podívali na vaši marketingovou strategii -

Kontaktujte nás a my se na ni rádi podíváme.