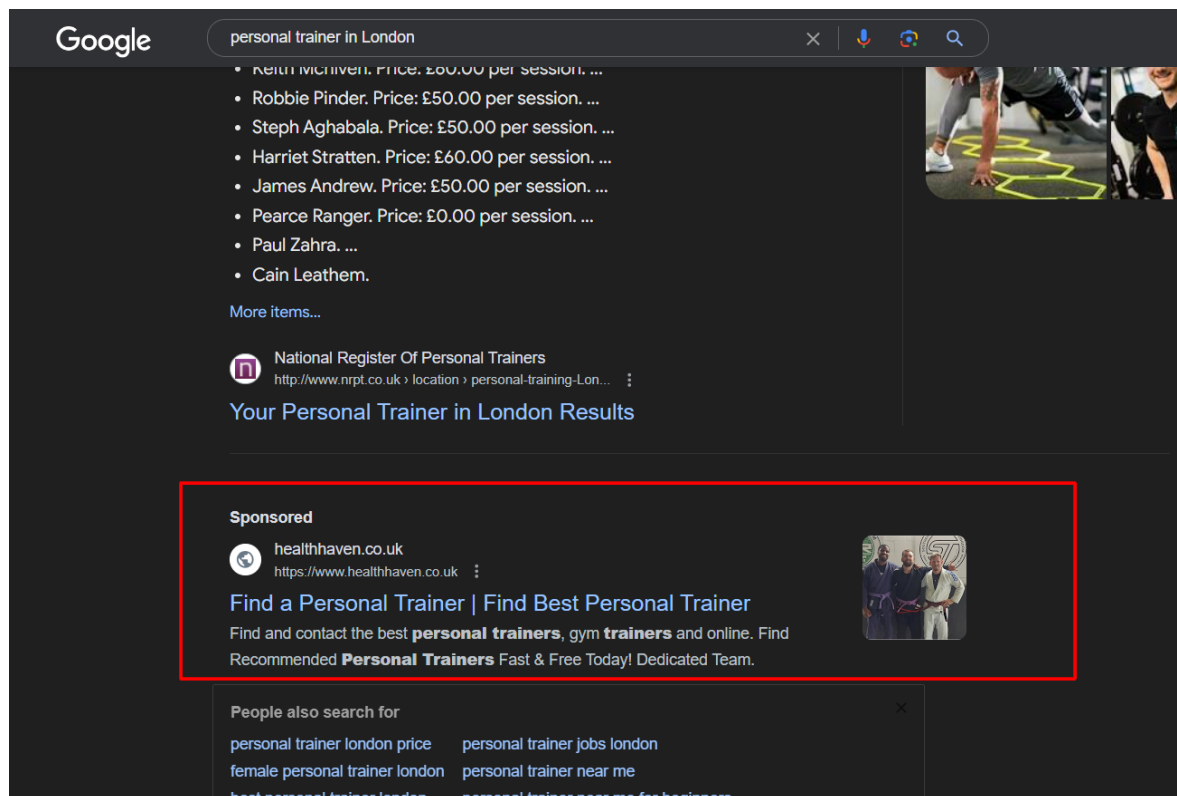
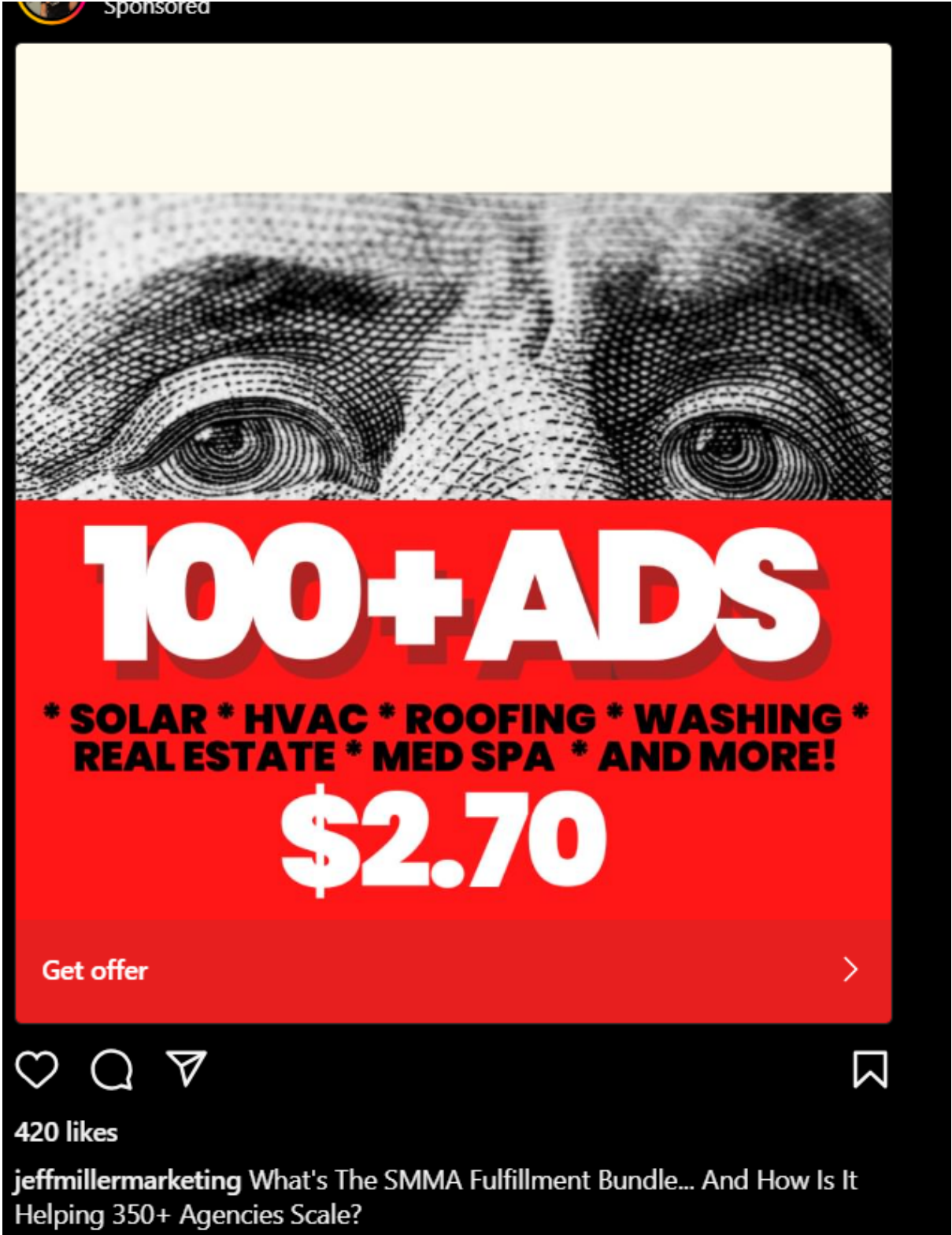


Business receiving active attention:



I saw this business as being effective for attracting active attention. It is the second site in the search results and they suggest that they will find me the best personal trainer which sounds much easier than me having to look through the entire list of personal trainers which was shown on the 1st site of the search results and can be seen above the red box I've made.

Business Getting Passive Attention:



The image is a screenshot of an Instagram post. At the top, there is a 'Sponsored' label. The main visual is a black and white close-up of a person's eyes, which appear to be looking directly at the viewer. Below the eyes, there is a large red rectangular area containing white text. The text reads: '100+ ADS' in a very large, bold font. Below that, in a smaller bold font, it says '* SOLAR * HVAC * ROOFING * WASHING * REAL ESTATE * MED SPA * AND MORE!'. At the bottom of the red area, the price '\$2.70' is displayed in a large, bold font. Below the red area, there is a red button with the text 'Get offer' and a right-pointing arrow. At the bottom of the post, there are icons for a heart, a comment bubble, a paper plane, and a bookmark. Below these icons, it says '420 likes'. At the very bottom, the username 'jeffmillermarketing' is followed by the text 'What's The SMMA Fulfillment Bundle... And How Is It Helping 350+ Agencies Scale?'.

Sponsored

100+ ADS

*** SOLAR * HVAC * ROOFING * WASHING *
REAL ESTATE * MED SPA * AND MORE!**

\$2.70

Get offer >

420 likes

jeffmillermarketing What's The SMMA Fulfillment Bundle... And How Is It Helping 350+ Agencies Scale?

This Ad instantly got my attention whilst scrolling through Instagram due to the bold writing suggesting I'll get over 100 Ads for \$2.70 which from my perspective is an insanely, almost unrealistically good offer. The bold white text and the eyes caught my attention and is what ultimately stopped me from scrolling. I find this ad to be effective for acquiring passive

attention as if someone is in a situation where they feel their marketing processes could be improved they would definitely be intrigued by this offer and since the post itself is built to bring attention to the offer almost instantly it would be highly effective in stopping the target avatar from endless scrolling.

A Factor That increases Desire:

Sponsored



100+ ADS

*** SOLAR * HVAC * ROOFING * WASHING *
REAL ESTATE * MED SPA * AND MORE!**

\$2.70

Get offer >

420 likes

jeffmillermarketing What's The SMMA Fulfillment Bundle... And How Is It Helping 350+ Agencies Scale?

This Ad is effective when it comes to increasing desire due to the price in the offer being significantly low in proportion to what you are getting out of it. This makes it way easier for the target avatar to make the decision to buy as they are giving very little for what is stated they will get back.

Increasing Trust and the belief in the idea:

Example 1:

Sponsored



100+ ADS

*** SOLAR * HVAC * ROOFING * WASHING *
REAL ESTATE * MED SPA * AND MORE!**

\$2.70

Get offer >

420 likes

jeffmillermarketing What's The SMMA Fulfillment Bundle... And How Is It Helping 350+ Agencies Scale?

With this offer being one that many people will see as “too good” and will find it hard to trust that what this business is offering will actually work for them, it is important for this business

to make sure they put extra emphasis on trust in this ad. They have done so in the caption of the post where it states: “What’s The SMMA Fulfilment Bundle... And How Is It Helping 350+ Agencies Scale?”.

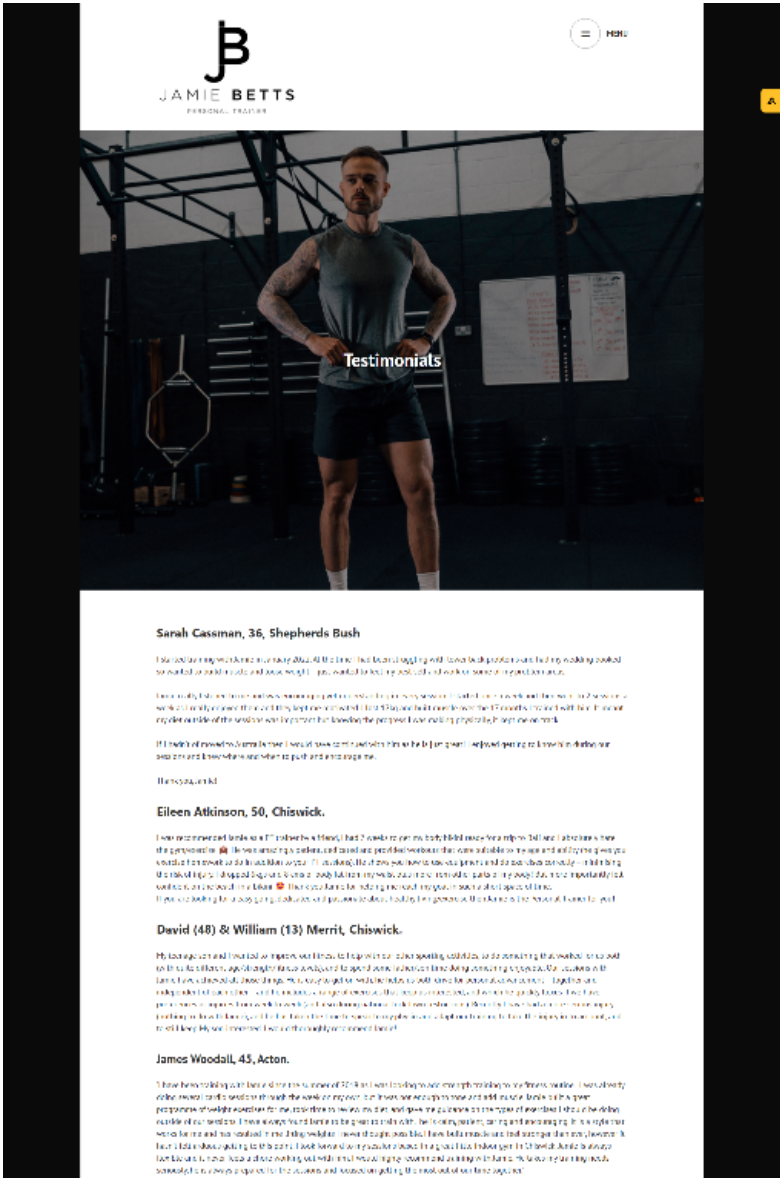
Them stating that this bundle has already helped 350+ agencies scale is a good way to make the target avatar believe that what this business is doing would actually work, although this could be improved by linking actual tangible proof to this working like testimonials/case studies which this ad has not done.

Logically most people would not trust this ad but the desire to answer the question of how the business made this offer possible is still there which will encourage people to click the link to their sales page .

There are far too few elements showing credibility in the brand to counter the effect of the insane offer reducing the belief in the idea and the trust the customer would have for this business.

I decided to still show this ad despite this and analyse what I think could have been done better, which was to link the potential customer to actual tangible proof.

Example 2:



The screenshot shows the website for Jamie Betts, a personal trainer. The header features a logo with a stylized 'JB' and the text 'JAMIE BETTS PERSONAL TRAINER'. Below the header is a large image of Jamie Betts in a gym setting, with the word 'Testimonials' overlaid. The testimonials section contains three reviews:

Sarah Cassman, 36, Shepherds Bush
I've lost an impressive 10kg in 12 weeks! All thanks to Jamie's support and guidance. I've gained confidence and my body is feeling much better. I've also learned a lot about nutrition and how to stay motivated. I highly recommend Jamie's services to anyone looking to lose weight and improve their health.

Eileen Atkinson, 50, Chiswick
I've lost 10kg in 12 weeks! I've also gained confidence and my body is feeling much better. I've also learned a lot about nutrition and how to stay motivated. I highly recommend Jamie's services to anyone looking to lose weight and improve their health.

David (48) & William (13) Merrit, Chiswick
My teenage son and I have lost 10kg each in 12 weeks! We've also gained confidence and our bodies are feeling much better. We've also learned a lot about nutrition and how to stay motivated. I highly recommend Jamie's services to anyone looking to lose weight and improve their health.

James Woodall, 45, Acton
I've lost 10kg in 12 weeks! I've also gained confidence and my body is feeling much better. I've also learned a lot about nutrition and how to stay motivated. I highly recommend Jamie's services to anyone looking to lose weight and improve their health.

This is the website from a personal trainers website. On their page he has an entire section dedicated to written testimonials where people speak about how he has helped them reach their dream state. This is highly effective for building trust with the target avatar as they can see that Jamie Betts can actually help them like how he has helped all the people in the testimonial section. Although video testimonials or text screenshots would be seen as more credible than just plain text written on the website.

