

This is my Meta Guide Ad and my Meta Ads Guide, from Business In A Box.

Basically the guide is my social proof since I do not have any client testimonials yet. If people want the free guide they give me their email and I send it to them but then I can retarget them etc.

The ad itself is supposed to be simple and attention grabbing to get people to get the free guide and test audiences and get potential leads for myself. For example, Prof. Arno's ad was a picture of him with the blurb I have at the bottom of mine.

Any suggestions for the title?

I had, instead of drive more sales, mastering meta ads.

I changed it because nobody wants to "master" Meta Ads, they want more sales, leads, etc.

I still am struggling with the design and wording of the title. It is not terrible but could definitely be better.

My main concern is that there is too much text for a title.

Also, thoughts on the ad itself?

Should I use the title or should I condense it to just a call to action similar to Arno's that I have at the bottom?

The reason I used the title is because it is simple and direct and is literally what the guide is about.

Design thoughts?

I used the yellow because it stands out and the blue and gray are my business colors.

I used the graphic to break up the text.

Any input is appreciated on the ad and or the guide.

Thanks.

(If you want to review the entire guide design let me know and I can like the PDF, but my main concern is the title and the ad. The rest is pretty close to Arno's)

Guide Ad

THE 4 SIMPLE STEPS TO DRIVE MORE SALES USING META ADS



**READ THIS IF YOU WANT MORE CLIENTS USING
FACEBOOK/INSTAGRAM**

CLEAR PATH CREATIVE

**THE 4 SIMPLE STEPS TO
DRIVE MORE
SALES USING
META ADS**

HOW TO EASILY ATTRACT THE PERFECT CLIENTS
FOR YOUR BUSINESS ON AUTO-PILOT.

APOLLO PERCIC

FOUNDER & CEO

