

Context: The prospect is a local eye clinic and shop I found through Google Maps. Of course, the target market/avatar is people who struggle with vision and may need their glasses repaired. Or are just shopping for new glasses/shades to wear (which I focus on in this particular Facebook ad). The reason why the topic is about colored tinted sunglasses, specifically yellow, is because of a FB ad that I saw in the prospect's FB post explaining the benefits of how colored lenses scientifically benefit someone's mood. So I decided to expand on that and tell them more about yellow lenses. Writing copy on this sub-niche may be difficult, but I believe I can add value to this business.

Facebook Ad

How yellow glasses give you a feeling of gratification and happiness

A Study by the NIH & Frontiers organization has shown that specific colors, like yellow, benefit your mood and even help with disorders like bipolar disorder. These colors cause hormonal responses in your body, generating arousal in the brain for better mental health and mood. Bolder and brighter worlds are seen as you slip on a new pair of yellow-tinted glasses.

Visit <https://www.eyesontrade.com/> for an experience of a happier and more vibrant you.



Product Description

Erker's 1879 (Model: Woods)

Available colors: Blue Crystal



The Woods model has a round but rectangular look that matches multiple face types, such as oval, round, or heart shapes. This model of Erker can also be paired with darker-toned clothes for the best fashionable effect. These transparent frames are covered in a crystalized blue and have a minimalistic style. If you're looking for a simplistic and convenient frame, these can be one of your best options!