

On a scale of 1-10, how would you rate the headline? Anything you would change?

I would give it a 6/10.

It's pretty solid. A little bit long. I like the "work anywhere in the world" angle but I wonder whether it's a bit too much for the headline. So I would experiment with a few different headlines on the same theme. I would also add specifics - surely there's some data around typical earnings if this allows me to work anywhere in the world?

I think it would be worth experimenting with a warmer audience too, who already want to learn to code:

Looking for the best course to become a full-stack developer in 6-months?
...we have a 95% graduate placement that typically puts our students in the top 20% of earners.

Shorter:

Do you want a high-paying job that allows you to work from anywhere in the world?

More specific:

Do you want to work remotely and earn \$70k+?

What's the offer in this ad? Would you change anything about that?

30% off & a free english course...

1. The english course

First of all the english course is too random, and irrelevant... perhaps it appeals to the demographic but it seems like a long shot. If we're going to offer that I think we need to sell the benefits better through the ad.

So if we HAVE to stick with the English course angle, let's grab the wifm:

P.S. if you feel like your English skills could get in the way of your career.....

Do not let this hold you back.

We include a free English course to develop the fluency you need to work with your new English-speaking employers and colleagues.

2. 30% off

So they're competing on price right away with 30% off.

I'm sure this angle can work.

But there must be other angles.....

One way would be to run a "free laptop" offer with the course...

you charge more and that covers the laptop.

So instead of 30% off you use that extra cash to pay for the laptop.

It partners together well because if you're going to be a super coder...

Then you'll need the best laptop for the job.....

You may as well get a new fast one that does everything you need for your course....

Perhaps it's pre-installed with all the software you need to get up and running and discounts are available on old student laptops.

There's a reciprocity elements here.

Let's say someone clicked on the ad, visited the page and didn't buy. Because you were smart you recorded this audience with your Meta pixel so you get a chance to 'retarget' them and show them ads over the next few days. What are two different ads/messages you would show this audience?

Ad Copy 1

1. Learn to code at your own pace with **EVERYTHING** done for you..... (case study style ad)

Study online and get Full Stack qualified in as little as 6 months!

We will throw in (/bundle) the exact laptop you need, complete with all required software **pre-installed**.

You can become an expert in as little as 10-hours per week.....

Study from home in the evenings, lunch breaks or weekends.

- Join a community of other enthusiastic/ students.
↳ *we help each other along the way!*
- full support from our professional professors 24/7.
↳ not just lecturers, they work in the industry and reslessly work to bring you the most relevant skills and knowledge you need to succeed.
- Expected earnings of \$XK p/ month in 6 months time...
↳ ... so what really matters is you increase your earnings. And full stack is the perfect way to develop high-level in-demand skills to do this fast.

>>>testimonial<<<

>>>Or if no testimonial available..... <<<

X% of students last year are now working on their own terms.

It's a new career that pays back multiples.

You can join them...

Grab a FREE laptop when you sign up today!

CTA: Learn More.

Ad Copy 2

HL: We've gone a little MAD..... Join the FULL-STACK developer course, and GET A FREE LAPTOP BUNDLE ON US! 🤪

..... but there is one catch.

You only have this week left to join the next intake!

Could you see yourself earning \$XK p/month in 6 months time?

CTA: Learn more

DMM Assignment Notes

For our next example we're going to... Learn To Code.

Nah, no worries, we're just going to cover the marketing for a course on how to do it.

Fellow student sent this in and was kind enough to add a translation:

Headline:

Do you want to have high-paying job that allows you to work from anywhere in the world?

Copy:

Become full-stack developer in only 6 months, our course is designed for anyone regardless of your age or gender.

This course is for you if you want:

- manage your time and income
- Work from anywhere in the world
- Smooth transition to a new high-paying job.

CTA:

Sign-up for the course NOW and get a 30% discount + a free English language course.

Targeting:

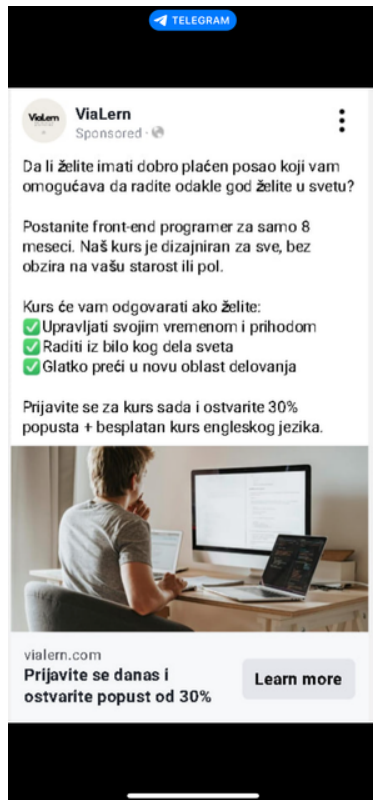
Male and female, 18-35yo.

Location:

Top 10 biggest towns in the country.

This is advertising an educational platform that sells programming courses. Let's see if we can help out.

Arno



There are more creative ways to make ads than to just give a 25% discount:

Ad angles that are more creative than a 25% discount:

1. Testimonial
2. Small “tripwire” offer
3. Extra bundle thrown in for “free”
4. Run retargeting that reminds people of your ad
5. Join mailing to learn x, y, z - daily emails upsell
6. Video:
 - a. Day in the life
 - b. Dream state
 - c. Problem state
 - d. Roadblock state
7. Shorter form ad
8. Long form sales page-esque ad
9. 25% off today / this week / month etc.

10. 25% off today when you grab the laptop bundle (basically add a companion product)
11. Bonuses
 - a. 1-on-1
 - b. Early access
 - c. Free hat / other companion product
 - d. Yearl long discount to other related products
 - e. First shot at an offer you would want to be first to claim
12. Paid for 3-course dinner for 2 at a local restaurant
 - a. Other similar ideas:
 - i. haircut
 - ii. Massage
 - iii. Physio
 - iv. Sauna
 - v. Swim
 - vi. Tickets to
 1. An event
 2. A monument
 3. An experience
 - vii. Deliveroo voucher / food voucher
 - viii. Free physical book
 - ix. Free ebook
 - x. Free online course
 - xi. Or discount or bundle on the above
13. A local “ticket” that unlocks bonuses with other partnered businesses in the area
14. Pure entertainment with a transition to the product offer

Arno's notes:

So let's talk about the most recent example, which was the ad for the programming course, learn the code. And I asked you guys, I'm like, what do you think of the headline? How much would you rate it? And, uh, it went everywhere between like a five and an eight. And I actually quite liked it. I thought it was pretty good.

I think it was, uh, it, it talked to the target audience. I think that was a great thing. So I don't think, like the major issue is with the headline. I think that was pretty solid. I thought, I thought the major issue was mostly with the body copy, which started to veer off into sort of vague territory. And still it wasn't bad, but it, it just went sort of all over the place at the end.

Now, the reason why I asked about the, the offer was because I think asking them to sign up for the co, for the, for the course right away is obviously. That's a way to go. Uh, if this was me, if I had to do it, I would definitely go for the two step approach. Basically telling them, hey, here's a, here's an overview on how to get high paying positions, uh, and sort of turn yourself into, I don't know, let's say a six figure income earner or whatever, you know, whatever is normal in that industry.

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7:33AM

And then one of the things in that. Ebook. Ebook would be yeah, uh, you know, you could do a programming course and we do a programming course something like that I would definitely do a two step in this case To get opt ins to build a list to to do that Instead of just saying yeah follow, you know sign up for the course.

I'm not sure if that's the best way to go Also the the whole idea of you know sign up now and get like an english course that was kind of random Maybe that's, you know, that that's the thing in your country where that's a very big value add. I don't know. Could be. But it was, it just felt kind of random for me.

Now where things went completely off the rails was when I asked you guys, hey, let's say you want to retarget these people. Let's say we could, you know, show them other messages. What would you do? And a lot of you sort of figured out, yeah, let me just give discounts. You know, one guy said, yeah, I'll give a 40 percent discount.

If they don't reply to that, I'll give a 50 percent discount. And you know, to me, it's just, you're just wondering like, where does this end? Like, are we going to get like a 95 percent discount? What's going to happen, right? You don't, like, giving discounts is not the only way to sell someone on something. A lot of the times, it's one of the worst ways to sell someone on something.

Because they might feel cheated. You know, you tried to sell me at 100%, now you're telling me it's 50 percent off? Now you're telling me it's 60 percent off? What is going on? Like, if I keep waiting, do I get like 80 percent off? What's going on here? This is bullshit. So, not sure about the discount thing. If you wanted to do like creative ways of retargeting, you could show them, uh, an ad with a testimonial.

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Saying, hey, you know, I did this course. And within six months I got a new position, paying me six figures, it was amazing. Something like that, that could possibly work. Could also hit it from another angle, saying hey if you're, I don't know, if you're in this situation and you want to get like a, uh, you want to boost your income position, we got a course especially for you.

It's fast and it's easy and you can do it right now. You can also say, Hey, finish your, uh, you know, you, if you're, if you're interested in this, uh, check out this video that we made of a, of a student, or check out this video that we made of our course, how easy it is, anything just basically to remind them that you exist, you don't have to start giving 50 percent off that that's not the way.

Let's just remind them of our existence and try to sell them with that. Instead of just blindly giving enormous discounts. Because that's usually not the way. High margins is the way, because it gives you options. And um, you can do lots of cool stuff when you have profit. You can do very little cool stuff when you have no profit.

