

Outline: PAS

Headline: This View On Ads Will Level-Up Your Marketing Campaigns

Problem: A lot of business owners run ads with no objective.

Agitate: If you don't have an objective, how can you keep track of what happens?

Solve: Start giving your ads a defined objective and keep track → will help with testing.

Close: (Usual close)

Article:

This Perspective On Ads Will Level-Up Your Marketing Campaigns

Let's cut to the chase - if you've been struggling with getting your ads to make you money almost INSTANTLY, you'll definitely want to keep reading.

Now, I'm not going to tell you how to start testing different headlines and different media, but what I am going to show you is a different view on ads...

...a view that will leave you speechless and wide-eyed as you look at the numbers start rolling in.

It's not even complicated - most business owners just don't have time to understand this. But by the end of this article, you will be ahead of 94% of other business owners in terms of marketing and running ads. You will be the man who can make it rain from the sky on demand (yes, like Cloudy With A Chance Of Meatballs).

So without wasting any time, let's dive straight into the sauce.

No Objective = No Sales

First of all, what you need to understand is that running an ad without an objective is like putting a blindfold on a chicken and telling it to go find the corn - this is problematic as the chicken can't see (obviously) and the chicken doesn't understand what you're saying.

Anyway, enough about chickens...

...you need to hold your ads accountable. Yes, an ad may have helped you with 'branding' or it may have got thousands of eyes looking at your media, but that's no use to us is it?

It certainly doesn't bring any money in.

And let's go back to rule 1 - your ads **MUST** come back to you in multiples. Now, if you cannot hold your ads accountable for whatever reason, you'll have a few problems:

- 1) You won't know what works and what doesn't work.
- 2) You'll be bleeding your budget dry.
- 3) You'll notice your ads are giving you diminishing returns by the day.

Obviously, you don't want any of those things - you want to get rich and make money from your ads, and this perspective I'm about to present to you is going to change your view on marketing and ads FOREVER.

Let's Talk Testing.

Testing is the epitome of perfecting and optimising your ads to the peak of their ability, but there's a HUGE problem that lies within that...

...you need a number.

"What is this guy talking about? A number? Of what?"

It doesn't matter - whatever your objective is, it needs to be ultra-measurable.

This is why we need a number. Numbers are specific, concise and easy to deal with - branding on the other side of things is just a hole that you cannot fill with your marketing budget.

So instead of branding, we need to focus on numbers.

Now, what happens if you don't get a number? Well, it's simple - you become the blindfolded chicken running around trying to find the corn. Not exactly optimal is it?

Whether you're running an ad to generate leads, make sales, get people on your email list or even if it's just so see how many alligators are viewing your ads - you need a NUMBER.

How Do You Track Numbers?

First of all, we need to go back to the beginning and define your objective for the ad. Is it generating leads? Making sales? Or even getting people to join your email list? Define your objective and write it down.

Secondly, what you'll need to do is find which number is attached to that metric. If your goal is to make sales from your ad, then you'll be tracking the amount of money each ad makes you. If your goal is to generate leads, then you'll be noting down how many leads each ad got you.

Everything else - forget it!

Your ad has to have one measurable objective and one only.

But these results can take a very long and draining amount of time to come in. And on top of that, to actually act on top of that, you need to know what part of your ad actually corresponds to your end goal.

So what can you do?

You can have us do your marketing for you, run your ads and bring clients in for you. The best part is that...

...if our ads don't beat yours, you don't even have to pay us! That's right, we're so confident in our ability to craft relentless ads that will generate clients for you on-demand, that we're happy risking not getting paid.

Think about it - we handle the marketing, we get you money in. You focus on what you do best - running your business.

If this is something you'd like to discuss then get in touch.