

would you change anything about the ad?

- Fix the grammar.
- Shorten down the creative text.
- Use imagery in the creative.
- Ideally run a video instead of a static creative.
- Put the marketing message upfront in the body copy:

Need Waste Removed?

We specialise in waste removal in >location<

>list differentials<

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- Take out all mention of “reasonable price”.
- I would filter down by city to GRAB attention.

The static creative could be

Waste Removal In >City<

Fully licensed. Disposed correctly. Evidence Provided.

Guaranteed.

CTA separate from creative: Call Jordan for a free quote.

Basic Video Script Creative:

Hey I'm Jordan from Waste Removal

And if you need waste removed from your business or home... we would be happy to help you.

We tidy up the the waste so you're left with a lovely space.

We are fully licensed and dispose of all waste using the correct methods.

So fill out this simple form and we'll get back to you with a free quote.

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- I would experiment with a form / different response mechanism.

how would you market a waste removal business using a shoestring budget?

Taskrabbit

Flyering

Could contact local businesses via email and phone

My brother bought a flatbed van and wants to start a waste removal business.

Me being a BM student and a loving brother I generously offered to run his Facebook page and run some ads.

For now I plan to post ads organically on local Facebook pages of towns within 20 miles of us in order to reduce costs and test the market until we make an ad budget.

Let me know what you guys think.

Post copy:

"Get your FREE quote on the removal of your items by calling or texting Jord on 00000000000"

WASTE REMOVAL

do you have items you need
taken of your hands?

Our licensed waste carriers **GUARANTEE**
your items are safely removed and
disposed of for a reasonable price.

**Just Call or txt Jord on
000000000000**

