

The client tells you: "I ran this ad, reached 5000 people, 35 people clicked the link... no one bought! Is there something wrong with my product? Landing page? Ad? I don't get it!?"

How do you respond? Answer as if you're actually talking to her on the phone.

"So you and I know that you're selling a bespoke photo print & frame product... isn't that right?"

"OK, and how popular is it, do you sell this in other places? And how many do you sell in a typical month?"

Then, ***** listen ***** ... *go from there*

If the the product sells well in other channels:

"Ok so, given those details and the disconnect, lets start with the ad and the very small click rate..."

Let's start there.

- Basically consult, probe more -

Do you see a disconnect between the copy and the platforms this ad is running on?

Meta audience network doesn't really make sense for this ad.

Yes... people tend to use social media to keep their photo memories. If I had to run the ad, I would limit it to FB and Insta only. Because in Messenger, I don't think anyone will pay attention. And

The INSTA15 code is silly for an ad running all those other channels. It's also a bit of a gay code.

What would you test first to make this ad perform better?

1. Test the video caption. Try a couple of different captions.
 - i. Make the cover bigger - so that it at least grabs attention.
 - ii. And I would change the copy. Starting with a belief, perhaps in the caption image too: "The best memories are worth printing."

2. Primary text:

Keep them close.

Get 15% off bespoke photo print & framing.

HL: Frame Your Best Memories

CTA: Learn More / Shop Now

This time we're looking at a Polish ecom store. They sell custom posters.

<https://www.facebook.com/ads/library/?id=359135347091372>

Here's the copy of the ad:

OnThisDay's illustrated commemorative posters are the perfect way to commemorate your day

Check out onthisday.pl and use the code INSTAGRAM15 to get 15% off your entire order!

#personalizedgift #poster #onthisday #poster #homedecor #giftidea #giftidea #illustration

The ad leads to this page:

<https://www.onthisday.pl/>

Questions:
