

Points to be noted:

1. The copy on the ad creative and the header of the landing page are similar to keep the communication consistent and relevant
 2. Target audience is SMBs and agencies who send emails in bulk every month
 3. Referred to <https://mailgorilla.com/> for the execution of the assignment
 4. Copy is relevant and coherent the copy on the above-mentioned website for consistency of the brand voice and tone
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1. Create a social media campaign for Facebook with the objective of establishing MailGorilla as a worthy contender in the space

Facebook Ad copies options (text on the creative/graphic)

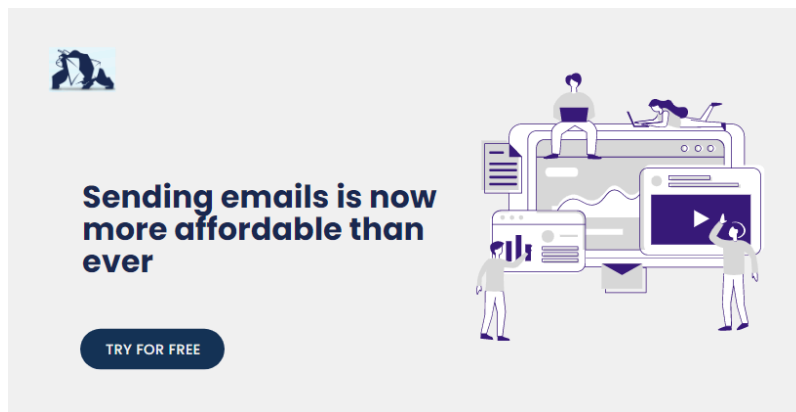
Goal is to A/B test and run the ad with graphic that worked best

1. Sending emails is now more affordable than ever
2. Send millions of emails without burning a hole in your pocket
3. Maintain 50k - 100k email subscriber list at just \$100

CTA (on the graphic):

Try for FREE

Example:



Ad Description:

Option 1:

Are you tired of overpriced and complicated email-sending tools? Look no further because Mail Gorilla is here to help.

Finally, an email tool that doesn't cost an arm and a leg!

Our easy-to-use tool allows you to send unlimited emails at a fraction of the cost of other options on the market. Plus, our user-friendly interface makes it simple for even the most tech-challenged individuals to send professional-looking emails.

But don't let our affordability and simplicity fool you - Mail Gorilla also comes with advanced features -

- ✓ personalize emails,
- ✓ A/B testing,
- ✓ track opens and clicks,
- ✓ auto-detect spam and spam reputation improver,
- ✓ pause and edit in between a send,

and more to help you maximize the effectiveness of your email campaigns.

Whether you're a small business owner, SMB, or an agency, Mail Gorilla has everything you need to reach your audience and drive results successfully.

Try Mail Gorilla today and save time and money on your email campaigns.

Option 2:

Are you tired of overpriced and complicated email-sending tools? Send emails to 50K to 1 Million contacts starting at just 100\$ per month.

No burning holes in your pocket to send emails.

Sign up today.

Features -

- ✓ personalize emails,
- ✓ A/B testing,
- ✓ track opens and clicks,
- ✓ auto-detect spam and spam reputation improver,
- ✓ pause and edit in between a send,

and more

CTA:

Get Started

(or a relevant option available in the dropdown menu while setting up the ad)

Title:

Email Marketing tool for SMBs, Agencies

Link Description:

Get started today for FREE

2. Create a landing page explaining why MailGorilla is better than MailChimp

Link to a make-shift landing page I've created - <https://hk.swipepages.net/mailgorilla>

(Ofcourse, focus is on the copy)