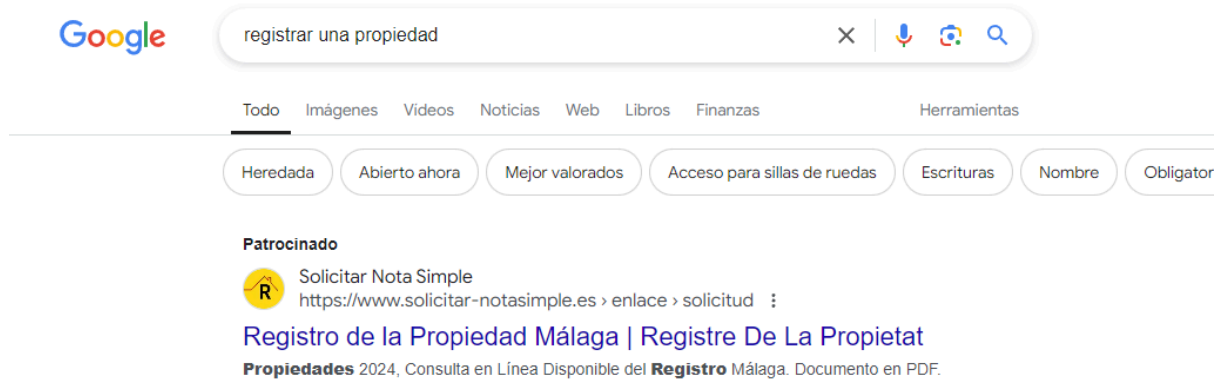


First Mission - Marketing 101



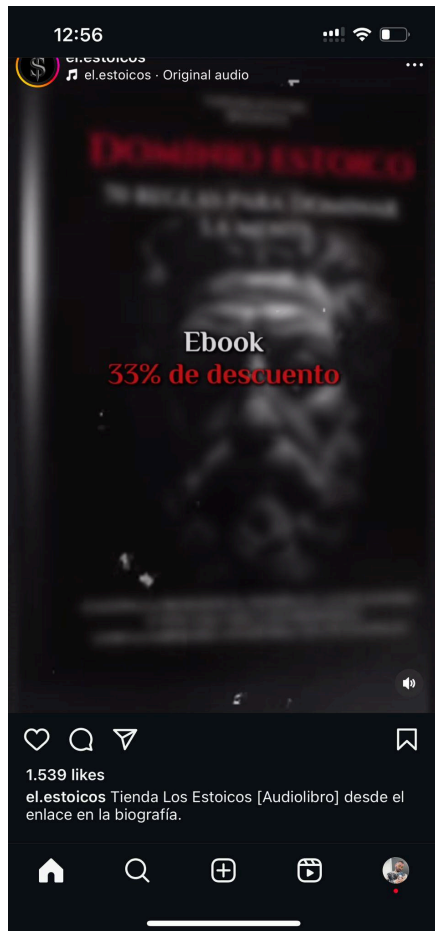
Active Attention: my mom said she needs to register a property she inherited recently and asked me to look for it. After searching it, only one ad comes up. Maybe not the best copy for the ad, but as it is alone in the top, for sure is going to work.



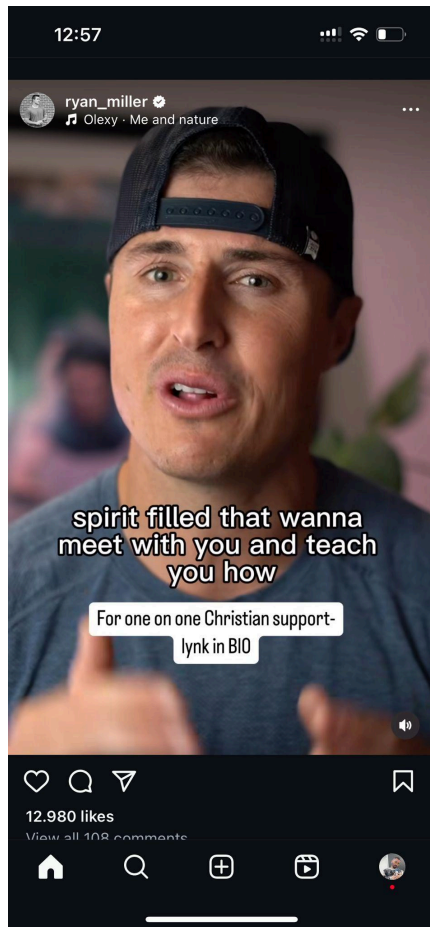
Passive attention: This ad sells you a course on how to get your videos in social media viral. It shows how little differences can make the same video hit millions. It shows a lot of examples and sells how their students have achieved the results.



Increase desire: the target avatar is clear, people who need orthodontics. The ad shows the difference between the old methods (brackets) and the new one (impress). It sells how your mouth is going to look better, it is cleaner, painless and for the same price. The ad closes with a 850€ discount offer.



Increasing trust: This post is not an ad, is organic content where this account shares diary stoic knowledge, at the end of the video they sell an ebook with a discount. It builds trust because if tomorrow I want to buy a stoic book I will think about them first.



Increasing belief in idea: The video starts with this guy saying there are two things the bible says to do always, every day, it is a very good engagement for a christian watching the video. During the video explain those things and why they are really important. At the end sells a one to one mentoring plan for christians. A person will be more open to the plan after watching how he explain something really useful directly from the bible.