

YOUR 40 OVER 50 OR 50 OVER 50 FACEBOOK & INSTAGRAM ADS

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(Be a good human.)

Step 1: **Have this tab open:** <https://business.facebook.com/adsmanager>

Step 2: **Open this tab too** <https://business.facebook.com/settings>

Step 3: In another tab, **have your landing page open**

Here is a copy for you to modify for your campaign.

40 Over 40 Or 50 Over 50 CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 40 women — 40s, 50s, 60s+ to join me for a one-of-a-kind portrait experience. Enjoy professional hair & makeup, a personal style consultation including pieces from our collection, and your own luxurious magazine-style photo shoot at my (insert your town studio. You'll receive one complimentary matted print and have the opportunity to buy them all! Feel like a celebrity-for-a-day while we create photographs you'll love forever. You'll be featured in my upcoming celebration and gallery exhibition.

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

"That photoshoot changed my life! I haven't felt this beautiful in years. Thank you Dina!" — Sally R.

Details:

Feel like a celebrity-for-a-day with your own luxurious photo shoot.

BRANDING CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 40 women in business — in their 40s, 50s, 60s+ to join me for a one-of-a-kind portrait experience. Build your brand and be featured alongside our other local business leaders in my YOURNAMEHERE magazine. Enjoy professional hair & makeup, a personal style consultation including pieces from our collection, and your own luxurious celebrity-style photo shoot at my (insert town studio) You'll receive one complimentary matted print and have the opportunity to buy them all! Feel like a celebrity-for-a-day while we create photographs you'll love forever. You'll be featured in my upcoming networking celebration and magazine release party.

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

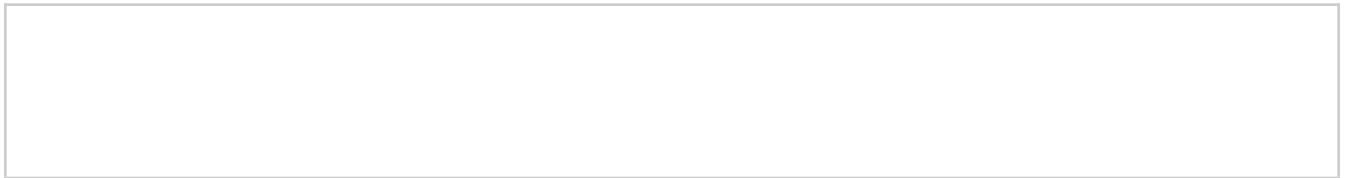
"My business portraits are fabulous! Thank you NAMEHERE!" — Sally R.

Details:

Your branding portraits are your first impression. Make them unforgettable!

HEADSHOT ONE-DAY CAMPAIGN PRIMARY TEXT TRAFFIC AD:

Are you ready to transform your business image and make a lasting impression? Your time is NOW! Join me for this branding and headshot event! With high-quality, expertly-retouched,



headshots, we will unveil your BRAND BRILLIANCE together. You will receive a focused 30-minute photo session, 2 high-resolution digital images, up to 3 outfit changes, and my signature professional retouching. Say goodbye to mediocre headshots and hello to head-turning portraits! Visit my site to get more information and schedule a quick call.

www.yoursitehere.com

Headline:

"Wow! Best headshots I've ever had! Thank you NAMEHERE!" — Sally R.

Details:

Your headshots are your first impression. Make them unforgettable!

SENIOR CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 24 Seniors of the Graduating Class of 2024 to join me for a one-of-a-kind portrait experience. Enjoy professional hair & makeup, a personal style consultation, and a fully guided magazine-style photo shoot at my portrait studio or location of choice.

You'll receive one complimentary matted print and have the opportunity to buy them all! Feel like a celebrity-for-a-day while we create photographs you'll love and share forever. This is a great way to honor your milestone and celebrate your next exciting chapter!

You'll be featured in my upcoming magazine featuring Graduating Seniors and their stories.

Visit my site to get more information and schedule a quick call. (www.yoursitehere.com)

Headline:

"That photoshoot changed my life! I haven't felt this beautiful in years. Thank you Dina!" — Sally R.

Details:

Feel like a rock-star-for-a-day with your own photo shoot. I'm photographing 24 seniors of the Graduating Class of 2024 and would love you to be one of them!

DANCERS CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 50 dancers to join me for an exciting portrait experience. They will enjoy professional hair & makeup, a customized styling consultation, access to my dreamy dancer wardrobe, and their own magazine-style photo shoot at my portrait studio in (insert your town). You will receive three complimentary images and have the opportunity to buy them all! Give your dancer a celebrity-style photoshoot experience, while I create portraits that capture their most breathtaking and epic moments. They will also be featured in my upcoming celebration and gallery exhibition celebrating these extraordinary dancers and their accomplishments.

Visit my site to get more information and schedule a quick call. (www.yoursitehere.com)

Headline:

"YOURNAMEHERE took the most gorgeous portraits of our daughter, namehere. We will treasure these forever. Thank you so much!" — Sally R.

Details:

Gift your dancer with a celebrity- style photoshoot, while I capture gorgeous portraits of them in action!

WOMEN AND THE ONES THEY LOVE CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 24 Women and their loved ones to join me for a lavish & luxurious photoshoot experience. She will enjoy a personal styling consultation, access to our dream wardrobe, a customized portrait session with me, one matted high-quality print of your choice, and an invitation to my gallery exhibition featuring all of the incredible women and their loved ones, that I have photographed. Pamper the wonderful woman in your life with a beautiful photoshoot experience, while I capture stunning images that you will share and love for a lifetime! Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

"Hands down, BEST photosession ever! Highly recommend!" — Sally R.

Details:

Gift the wonderful woman in your life, with a luxurious photoshoot experience.

PETS CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 24 furbabies and their parents— to join me for a one-of-a-kind pet portrait experience. This will include a complete customized consultation where we will discuss how you'd like your pet to be photographed; what colors, themes, moods, that you'd like me to include. A fully guided photoshoot with two outfit changes (if you decide you'd like to join the fun!) As well as a feature in my upcoming gallery exhibition celebrating all of the adorable pets I

have photographed. You will receive one complimentary matted print of your choice, and have the opportunity to purchase more! Treasure your furbaby this 2024 with a luxurious pet photoshoot experience! (your site here)

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

"I'm OBSESSED with our new portraits of namehere. Thank you name!" — Sally R.

Details:

Treasure your furbaby 🐱🐶 this 2024 with a luxurious pet photoshoot experience!

MATERNITY CAMPAIGN PRIMARY TEXT TRAFFIC AD:

I'm inviting 24 new moms of 2024 — to join me to celebrate this incredible time of your life with a one-of-a-kind maternity portrait experience. Enjoy professional hair & makeup, a personal style consultation including pieces from our collection, and your own luxurious magazine-style photo shoot at my (insert town her studio. You'll receive one complimentary matted print and have the opportunity to buy them all! Feel like a celebrity-for-a-day while we create photographs you'll love forever and pass down to your new baby. You'll be featured in my upcoming celebration and gallery exhibition featuring other local new mothers and their stories.

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

ALT: MATERNITY & NEWBORN "RAINBOW BABIES":

Introducing the Maternity & Newborn Special: A Gift from One Rainbow baby mama to another. As a photographer with a deep understanding of the struggles of infertility myself, I'm offering a special package designed specifically for IVF parents. I understand what you've been through and how important it is to capture the journey of pregnancy and the first moments of your newborn's life.

With the Maternity & Newborn Special, you'll receive professional photography sessions before and after the baby is born. These sessions will document every step of the pregnancy journey and create lasting memories of the newborn's first moments. With my expertise in capturing these special moments, you'll have a beautiful collection of tangible memories to treasure for years to come.

By taking advantage of this special offer, IVF parents can relax and enjoy their pregnancy journey and the moments that follow. They can trust that their memories will be captured in a way that is authentic and beautiful.

If you're an IVF parent looking to capture these special moments in your life, don't miss out on this opportunity. Visit my site today to learn more about the Maternity & Newborn Special and schedule a quick call.

Headline:

"That photoshoot changed my life! I haven't felt this beautiful in years. Thank you Dina!" — Sally R.

Details:

Cherish this incredible moment forever, while we create gorgeous portraits your family will pass down for generations.

FAMILY HOLIDAY CAMPAIGN PRIMARY TEXT TRAFFIC AD:

Your family is invited to join me for a one-of-a-kind holiday portrait experience. Enjoy a personal styling consultation, a fun and memorable portrait session with me, 50 customized holiday cards, one matted high-quality print of your choice, and an invitation to my gallery exhibition featuring special and funny moments I capture for my wonderful families!

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

“Wow! My family had an incredible bonding moment and we absolutely love our new portraits. Thank you YOURNAMEHERE!” — Sally R.

Details:

Celebrate you and your loved ones with a custom family photoshoot!.

VALENTINE/GALENTINE BESTIES CAMPAIGN PRIMARY TEXT TRAFFIC AD:

💕 Who Needs Cupid? Make Valentine's Day Unforgettable with Your Bestie! I'm inviting besties to join me for a lavish portrait experience. You will both enjoy professional hair & makeup, a personal style consultation including pieces from our collection, and your own luxurious celebrity-style photo shoot at my portrait studio. You will receive one complimentary matted print and have the opportunity to buy them all! Pamper you and your bestie-for-a-day while we create photographs you will both love for a lifetime. Don't miss this lavishly lush day with your best girl! (your site here)

Visit my site to get more information and schedule a quick call. www.yoursitehere.com

Headline:

“Wow! My BFF and I had a blast and we absolutely love our new portraits. Thank you YOURNAMEHERE!” — Sally R.

Details:

Sparkle with your bestie for Valentine's this year with a custom photoshoot!.

LEAD GEN AD:

I'm inviting 40 women in their 40s, 50s, 60s+ to join me for a one-of-a-kind adventure. Enjoy professional hair & makeup, personal styling with fashion from our collection, and your own luxurious magazine-style photo shoot at my **your town here** studio. Feel like a celebrity-for-a-day while we create photographs you'll love forever. You'll be featured in my upcoming celebration and gallery exhibition. Visit my site to get more information and schedule a quick call.

www.yoursitehere.com

Headline: I'm photographing 40 Women in their 40s, 50s, 60s+

FORM THEY FILL OUT:

I'd love you to be one of them. Feel like a celebrity-for-a-day while we create photographs you will love forever. You'll be featured in my upcoming celebration and gallery-type exhibition. Enjoy professional hair & makeup, personal styling with fashion from our collection, and your own luxurious magazine-style photo shoot at my portrait studio www.yoursitehere.com

Question1:

The cost to participate in this amazing opportunity is \$499 and includes professional hair & makeup, style consultation and a fully guided photoshoot with me. You'll be featured in my upcoming gallery exhibit and celebration of women and their stories. Sessions are limited and going fast. Are you ready to save your spot?

MULTIPLE CHOICE ANSWERS:

Yes, absolutely!

Not quite ready, but would like more information

No, thank you

Question2:

How soon would you like to book your custom portrait experience?

In the next few weeks

In the next few month

Not sure, want to find out more

I'd love to hear more about you and share more about this unique offer. Will you hop on a short call with me in the next few days?

Type Yes or No

Thank you! Next, we'd like to get to know you better

The Portrait Experience is all about sharing your story! Next, you'll be guided to answer a few questions, so we may find out more about you and you can learn more about the experience.

Also, please visit my site to see sneak peeks, behind the scenes, read testimonials and view the gorgeous photographs and original artwork I create for my clients and their homes.

I look forward to speaking with you soon.

yoursitehere.com

INTERESTS FOR DETAILED TARGETING:

LUXURY INTERESTS:

Interests: Cosmetics, Luxury Travel, Sephora, Vanity Fair (magazine), Beauty salons, Luxury, Personal care, Luxury real estate, Food & Wine, Shopping and fashion, Fine Dining, Day spa, Spas, Health & wellness, Physical fitness, Yoga, Nail salon, Wine tasting, Beauty Makeup, Life extension, Champagne, Skin, Luxury Resorts, Luxury Lifestyle, Hair products, Pedicure, Vogue (magazine), Anti-aging cream, Luxury vehicle, Physical exercise, Luxury Experiences, Luxury goods

MATERNITY

Motherhood, Infant, Pregnancy, Parent, Parenting, Childbirth, Wife, Breastfeeding, Nursing, Diaper, Diaper Bag, Pampers, Huggies, Obstetrics, Breast pump, Infant formula, BellyBelly - Pregnancy, Birth & Parenting, Home birth, Fit Pregnancy, Nutrition and pregnancy, Birthing center, Pregnancy Exercise, Johnson and Johnson, Co Sleeping, Motherhood, Infant, Pregnancy, Parent, Parenting, Childbirth, Wife, Breastfeeding, Diaper, Pampers, Huggies, Obstetrics, Breast pump, Infant formula, BellyBelly - Pregnancy, Birth & Parenting, Home birth, Fit Pregnancy, Nutrition and pregnancy, Birthing center, Pregnancy Exercise

PET INTERESTS:

Pets, Dogs, Animal, Cats, Horses, Pet food, Dog breed, Puppy, Dog training, Dog food, Dog Lovers, Kennel, Dog walking, Breed, German Shepherd, Pit bull, Pug, Dog grooming, Labrador Retriever, Rottweiler, Golden Retriever, Cesar Millan, Dog behavior, Dog health, i love my dog, Poodle, Pet sitting, Boxer (dog), Dog agility, Dog park, Dog collar, Rescue dog, Dog toy, Sled dog, Herding dog, Working dog, Dog harness, I Love Dogs, Chihuahua (dog), Companion dog, Dog Lover, Toy dog, Hunting dog, Dog breeding, St. Bernard (dog), Dog type, Great Dane, We Love Dogs, Cats & Dogs, Dog meat, Maltese (dog), Dogs Lovers, Cute Dogs, Guard dog, Dog daycare, Therapy dog, Caucasian Shepherd Dog, Australian Cattle Dog, A Dog's Love, CatDog, Dogs World, Life With Dogs, Dog's Life, Shelter Dogs, Dog Whisperer with Cesar Millan, Dog crate, Breed group (dog), Dogs and Puppies!, Modern Dog, Anatolian Shepherd

HEALTH CARE PROFESSIONALS INTERESTS:

People who match: Interests: Nurse education, Doctorate or Primary health care, Job title: Nurse anesthetist, Health Care Manager, Health Care Administrator, Homeopathic Doctor, Doctor of Medicine, Clinic Nurse, Critical Care Nurse, Operating Room Nurse, Family Practice Nurse Practitioner, Oncology RN, Registered Nurse-Oncology, Oncology RN (Oncology Registered Nurse), Certified nurse midwife, Flight nurse, OB/GYN Doctor (Obstetrics/Gynecology Doctor), Doctor of Chiropractic, Pediatric Surgeon, Plastic

**Surgeon, Cardiothoracic Surgeon, Brain Surgeon or Health Care Assistant, Industry:
Healthcare and Medical Services**

BRANDING INTERESTS: Technology, Business, Social network, Sales, Home, Personal finance, Medicine, Marketing, Science, House, Higher education, Engineering, Construction, Architecture, Banking, Investment, Entrepreneurship, Management, Physician, Economics, Hospital, Economy, Dentistry, Small business, Mortgage loans, Lawyer, Real estate broker, Leadership, Specialty (medicine), Luxury real estate, Real estate investing, Small and medium enterprises, Chief executive officer, Startup company, Investor, Postgraduate education, Real estate development, Home business, Business school, LinkedIn, Master of Business Administration, TED (conference), business owner, Management consulting, Female entrepreneur, Sole proprietorship, Venture capital, Creative entrepreneurship, Professional network service, Business plan, Female Entrepreneur Association, Social entrepreneurship, Real estate entrepreneur, Fast Company (magazine), Business networking

ONLINE DATING INTERESTS:

Social networking service, Online chat, Dating, Romance (love), Online dating service, Courtship, Single person, Chat room, Flirting, Investigative journalism, Cupid, Meetic, Collaborative software, Zoosk, OkCupid, MeetMe, Match.com, Matchmaking, EHarmony, Speed dating, PlentyofFish, Dating coach, Dating agency, Hot or Not, iDate Online Interactive Dating, ChristianMingle

BOUDOIR INTERESTS: Beauty, Clothing, Fashion accessories, Cosmetics, Cosmetics, Hair products, Physical fitness, Luxury goods, Physical exercise, Beauty salons, Spas, Dresses, Fragrances, Boutiques, Skin, Yoga, Personal care, Hair care, Massage, Weight training, Lingerie, Make-up artist, Bikini, MAC Cosmetics, Personal trainer, Physical therapy, One Piece, Lipstick, Facial, Cosmetology, Moisturizer, Beauty Makeup, Lace, Brassiere, Manicure, Victoria's Secret, Maybelline, Anti-aging cream, Clinique, Mascara, Nail polish, Lancôme, High-heeled footwear, NARS Cosmetics, Pedicure, Urban Decay (cosmetics), Panties, Fashion and makeup, Permanent makeup, Eye liner, Makeup & hair, Eye shadow, Corset, Revlon, Makeup brush, Foundation (cosmetics), Shiseido, Day spa, Miniskirt, Tights, Bodysuit, Babydoll, Sexy Jeans, Inked and Sexy, Grey: Fifty Shades of Grey as Told by Christian, Fifty Shades of Grey News, Fifty Shades of Grey Movie

40's MOM/ENTREPRENEUR/MANAGER/FOODIE/TRAVEL INTERESTS: Beauty, Food, Travel, Family, Tourism, Restaurants, Education, Motherhood, Physical fitness, Physical exercise, Hotels, Leisure, Higher education, Yoga, Entrepreneurship, Management, Management, College, Meditation, Running, Parenting, Organic food, Marriage, Adolescence, High school, Weight training, Meal, Lunch, Wife, Spirituality, Small business, Educational

technology, Master's degree, Cocktail, Chief executive officer, State school, Natural foods, Bachelor's degree, Chairman, Graduate school, Business school, Master of Business Administration, Happy hour, Brunch, Black Lives Matter, Whole Foods Market, Williams-Sonoma, Planned Parenthood, Charity, Executive director, Trader Joe's, Fine Dining, Chief technology officer, Corporate title, Dining Out

DANCER CAMPAIGN INTERESTS

Location:

United States: Paso Robles (+50 mi) California

Age:

32 - 59

Gender:

Female

People Who Match:

Interests: Motherhood, Ballet tutu, Ballet dancer, Ballet technique, High school, Ballet, Dance, Classical ballet, Family, Middle school, Pointe technique, Barre (ballet), Ballet shoe or Pointe shoe, Parents: Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)

Other Interests you could test:

Family, Motherhood, Woman, School, Higher education, Dance, Theatre, Student, Teacher, Performing arts, Female, Parenting, Adult, Adolescence, Girl, High school, High school, Wife, Ballet, Apple, Primary school, Private school, Secondary education, Gown, Talent show, Vocational education, Salsa (dance), Montessori education, Middle school, Choreography, Ballet dancer, Dormitory, Dance studio, Hip-hop dance, Application essay, Tap dance, I Love My Family, Contemporary dance, Freshman, Pointe shoe, College application, High School Musical, Modern dance, Ballet flat, Ballet flat, Jazz dance, Ballet tutu, Barre (ballet), Classical ballet, Ballet shoe, Ballet shoe, Alternative school, Ballet technique, Contemporary ballet

ARCHITECTURE INTERESTS (PEOPLE WHO MIGHT BE INTO WALL ART)

Age: 39 - 65+

Gender: Female

People who match: Interests: Interior design, Architectural Design, Fine art, Contemporary art, Mid-century modern, Home Design, Victorian architecture, Architecture, Arts festival, Museum, Ballet, Luxury goods, Luxury vehicle,

IF YOUR AD STOPS WORKING, OR YOU'RE GETTING LESS LEADS:

The only way to get really good at Facebook Ads is to test, test, test.
After your ad has been running awhile, it may slow down

#1 Thing to try is duplicate and restart.

OBJECTIVES:

1. Try Lead Gen Ad
2. Try Conversion
3. Try Traffic
4. Start a retargeting ad

AD SET LEVEL:

5. Try Only Women Near Me 50mi
6. Try Interests (Luxury, Shopping and Fashion)
7. Try Interests like yourself. What do you love? Yoga, fine dining, food & wine, magazines, hobbies, etc. Often times our ideal client is just like us!
8. Upload your email list and try a lookalike audience

AD LEVEL:

9. Try a photo -- using your landing page headline
10. Try a video slideshow
11. Try video in Animoto

LANDING PAGE COPY:

For those of you who've been looking for "what's working now" in landing pages and ad copy, it goes like this:

Here is the landing page ad copy that is working well right now. (We need to grab their attention in 3 seconds.

This is a very clear, direct call to action.)

I'm photographing XXX women (insert campaign name here) in 2022.

I'd love you to be one of them.

You're invited to a unique and luxurious photoshoot experience.

You'll be featured in my upcoming celebration and gallery-style exhibition of women and their stories. Let's celebrate (insert campaign concept here)

HOW MUCH DOES IT COST?

I am offering the 40 OVER 40 special promotion package for just \$350. The total value is over \$625 .

WHAT DOES IT INCLUDE?

As one of my '40 OVER 40' women, you will receive:

Pre-consultation with me to discuss how you want to be photographed, what outfits you would like to wear etc.

Hair and makeup on the day of the photo shoot (you will feel amazing!)

Fully guided professional photo shoot where I will pose you down to your expression and fingertips.

A reveal and ordering session where you can see all your beautiful photographs, choose your complimentary print and have the opportunity to purchase more.

Your photos or a video along with your story will be published in social media.

Membership of xxx VIP Group.

TO SHOWCASE THE PORTRAIT EXPERIENCE:

You'll be interviewed by me after the photoshoot to find out your views about being a (campaign concept here). This may include video interviews.

That interview may be shared on my website and social media.

Before and After makeover photos may be shown.

Other conditions may apply.

Sessions are limited and booking up fast:

Fill out the form below and let's have a quick chat about including you in the (insert campaign here)

(Again, my ad language is copyrighted, with Sauce owners having permission to use, so please do not share in any photography groups)

The main part to make unique to you is the "Why this, why me, why now?" section. We all have our own twist and vision on how we bring this experience to life for our clients, so go all out in explaining your "why."

Dancer Campaign:

Lead Ad copy: Intro

✨ Calling all dancers! Step into the spotlight with me for a celebrity-style photoshoot experience. Professional hair, makeup, wardrobe, and a chance to be featured in my upcoming gallery exhibition! Don't miss out on this epic opportunity! 🎉📸 #forthe love of dancesav #forthe love of danceTM
www.whitneycollinsphotography.co/dance

Lead Ad copy: Questions

The cost to participate is \$490 and includes professional hair & makeup, a style consultation, access to our dance wardrobe, and a fully-guided photo session with me. They will also be featured in my upcoming celebration and gallery exhibition. Sessions are limited and going fast. Are you ready to save their spot?

Yes, absolutely

Not quite ready, but would like more information

Which best describes your dancer:

Age 7-10

Age 11-14

Age 15-18

I'd love to hear more about your dancer and share more about this unique offer. What is the best time of day to reach you?

9-12p

12-4p

4-8p

How soon would you like to schedule your portrait session:

In the next few weeks

In the next few months

Not sure, but want to find out more information

In the meantime, please click on the button below to see more of my work and fill out a brief survey to help me get to know you and your dancer better.

<https://whitneycollinsphotography.co/dancesurvey>