

Ad 1

If you had to improve the copy, how would you do it?

I would change the headline first and foremost.

I would make this copy the creative:

Looking for a local dentist?

- I would also add some sort of offer for their first consult or appointment
- I would put the testimonial in the body copy and/or turn it into a carousel, adding the testimonial to the second swipe.

Those are the quick improvements.

The other obvious thing is to create a VSL.

If you had to improve the creative, how would you do it?

As Above.

Ad 2

Question 1:

If you had to improve the copy, how would you do it?

I think the copy is pretty solid.

We could change the headline:

“Free Whitening in >location< and run the ad in different local areas to make it feel a bit more personalised.

If you had to improve the creative, how would you do it?

It doesn't fit into frame.

Make it fit into frame.

If you had to improve the landing page, how would you do it?

There's some weird grammatical errors. Fix those.

Change the headline

Claim \$850 worth of whitening treatment with your free invisalign consult

cta: book now

alright, new example from a fellow student:

Check out this ad and landing page:

Hey Gs, I'm from CC+AI campus.

Just trying to get some feedback on some ads I run for my client...

<https://fb.me/2Sz55HEFfPCU3DJ>



Dr. Steven B. Johnson, DDS

Sponsored ·



Free whitening, worth \$850, with your Invisalign consult.

No charge for the consult—that's why it's filling up fast.

Book while spots are still open.

AND INVISALIGN
CONSULT



<https://fb.me/23x8FDLUOVjbXXh>



Dr. Steven B. Johnson, DDS

Sponsored ·



Book your appointment now and experience quality care from a dentist you can trust.

Trusted By 10,000+
New Yorkers



Great Dentist and his staff is friendly and professional. I have been a patient for over 30 years.



sjohnsondds.com

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1 comment

Here is conversion and click rates as well.

and here's the landing page and website they land on

<https://sjohnsondds.com/invisalign/>

Draft 1

Daily Email

quick marketing wins

Oftentimes, when it comes to ads, it's the quick wins that are going to make your ads sell more.

Just this weekend we received an example from a dentist based in New York.

There were two obvious fixes.

1. Improving the headline
2. Making sure the "creative" (image) fit into the frame.

So next time you run an advertising campaign, make sure you get the fundamentals correct.

That's often the difference between a decent return on ad spend... and none at all.

P.S. This is just the start... and you can't expect a campaign to perform for you unless you put expertise effort into it. If you're looking for that kind of help, reach out to us at tearitupmarketing.co.uk/contact

SL: brutally rejected by a Shadow Person?

This was a first! We meet up in Soho. Sit down. And get to chatting.

Now, I don't know whether the girl was genuinely not feeling ok or whether she was a straight-up hypocrite, or a Shadow Person set on stealing my soul.

See, she was STARING wide eyed at me with more eye contact than a lorry driving in your direction with full beams coming your way in the dead of night.

And I called her out on it, politely.

Anyway, 5-minutes into the date she had to go because of a "cough"... Strange considering she'd dressed up so nicely and we'd both traveled into central for the evening.

At least we got it over with quickly. Better than a slow marathon figuring out we aren't compatible. And that's the main takeaway I have for you in today's email:

quick marketing wins

When it comes to improving ads, websites and other marketing messaging... Oftentimes, quick wins are enough to make them work quite well.

Whether you're looking to:

- attract more patients to your dental practice
- attract more clients to your yoga studio
- or sell more umbrellas via your ecomm store

... There's frequently obvious errors that are an 'easy' fix.

Just this weekend we received an ad from a dentist based in New York.

There were two obvious problems, and two obvious fixes:

3. Improving the headline (and making the campaign a little bit more strategic in terms of location messaging)
4. Making sure the "creative" (image) fit into the frame.

So next time you run an advertising campaign, make sure you get the fundamentals correct.

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