

Effective Copywriting - Why is your Ad Copy not getting results?

Use the Message Development Matrix

It has 9 key components all coming together today to make the perfect "message"

This includes headlines, sub headlines, pains, solutions and benefits of solution

Keep asking "so what" throughout your message development - keep challenging yourself to keep getting the best results



10 Quick Social Media Ad Writing Tips From an Expert



The 8 Elements of Persuasive Ad Copy



Writing effective PPC ad copy for a better ROI - Bing Ads

The headline is key!

80% of the decision making process is made at the headline!

Having a strong headline results in people reading the next part of your copy

Research, Research, Research!

You need to know your readers better than they know themselves

Find out what they want and their problems, not their needs!

Top copywriting comes through plenty of RESEARCH

Solve the customers' "pain point"

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1. The headline is key!

- 1.1. 80% of the decision making process is made at the headline!
- 1.2. Having a strong headline results in people reading the next part of your copy

2. Research, Research, Research!

- 2.1. You need to know your readers better than they know themselves
- 2.2. Find out what they want and their problems, not their needs!
- 2.3. Top copywriting comes through plenty of RESEARCH
- 2.4. Solve the customers' "pain point"

3. Use the Message Development Matrix

- 3.1. It has 9 key components all coming together to make the perfect "message"
- 3.2. This includes headlines, sub headlines, pains, solutions and benefits of solution
- 3.3. Keep asking "so what" throughout your message development - keep challenging yourself to keep getting the best results

4. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://digitalmarketingu.com/login/>

5. Articles on top tricks, tips and examples of copywriting for adverts

- 5.1. 10 Quick Social Media Ad Writing Tips From an Expert

Link: <https://blog.hootsuite.com/social-media-ad-writing-tips/>

5.2. The 8 Elements of Persuasive Ad Copy

Link: <https://www.entrepreneur.com/article/304433>

5.3. Writing effective PPC ad copy for a better ROI - Bing Ads

Link: <https://advertise.bingads.microsoft.com/en-gb/blog/post/february-2016/writing-effective-ppc-ad-copy-for-a-better-roi>