

Creating Compelling Ads

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Presentation Topics

- Research to understand your market
- Know your company's USPs
- Create compelling ad copy
- Bonus Section: multivariate ad testing (lucky you!)

Understanding Your Market: “Free Shipping” Example

Sponsored Links

[Creative Zen V 4GB MP3](#)
Buy a 4GB Digital Multimedia Device
New to G Checkout. Get \$10 off Here
www.Buy.com


[MP3 Players: Circuit City](#)
Official Site. Free Shipping on
orders \$24 & up or pick up in store
www.CircuitCity.com

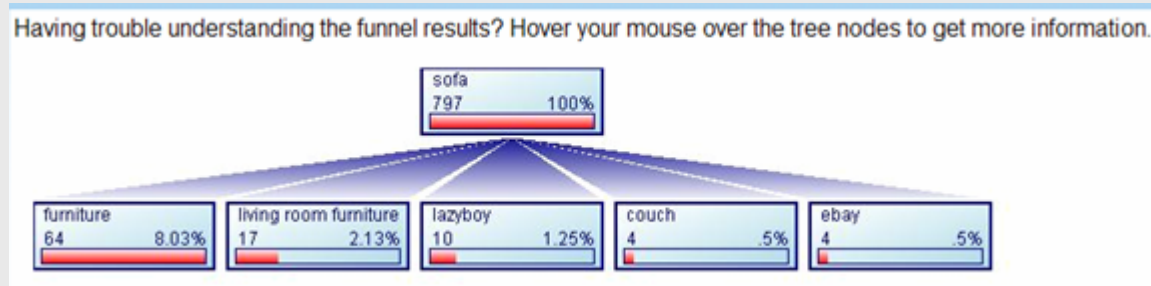
[Zen Mp3 Player](#)
Low Prices on Audio & Video Players
Top Brands, Always Low Prices.
www.walmart.com

[Creative Zen Accessories](#)
Creative MP3 Accessories \$0.99 UP!
Save. Huge Selection. Free Shipping
www.AccStation.com/CreativeZenMP3


[Creative Zen Accessories](#)
Creative Zen MP3 Accessory \$1.99 UP
\$10 Off Promotion w/ Free Shipping
www.EforCity.com/CreativeAccessory

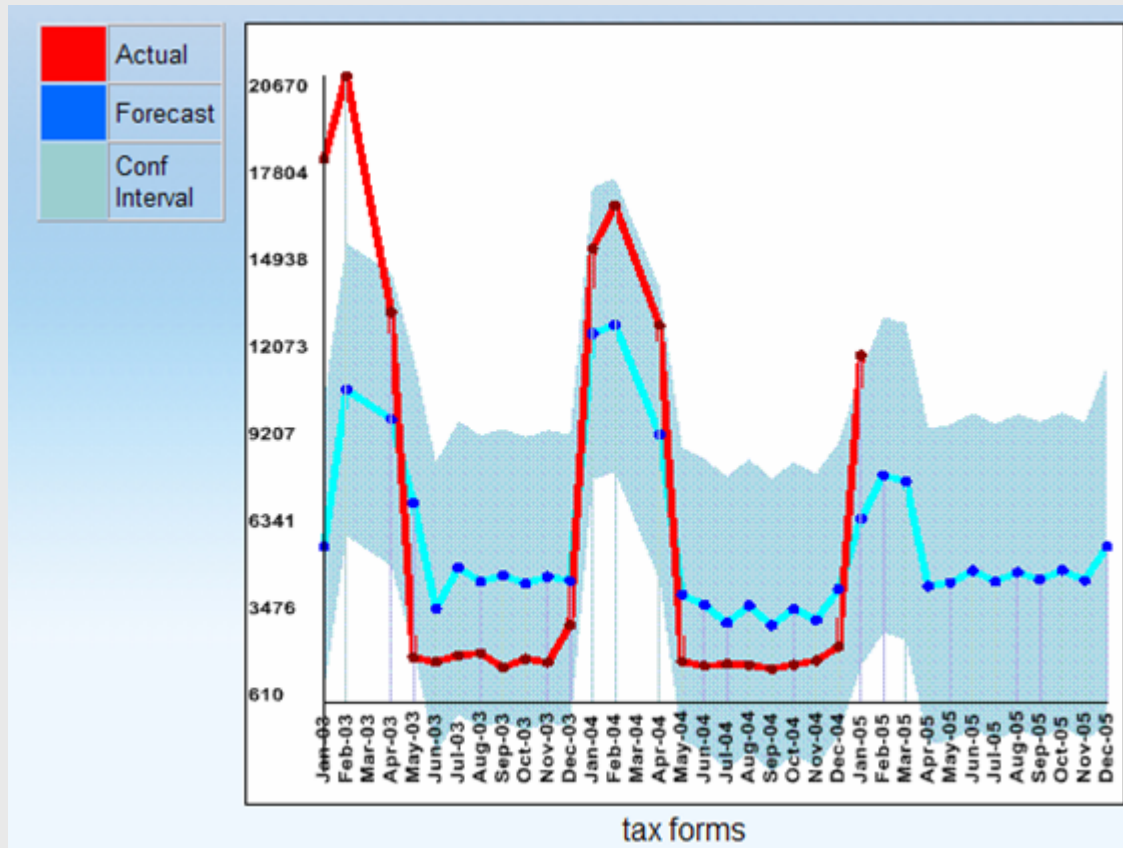

Understanding Your Market

MSN Labs (search funnel tool)



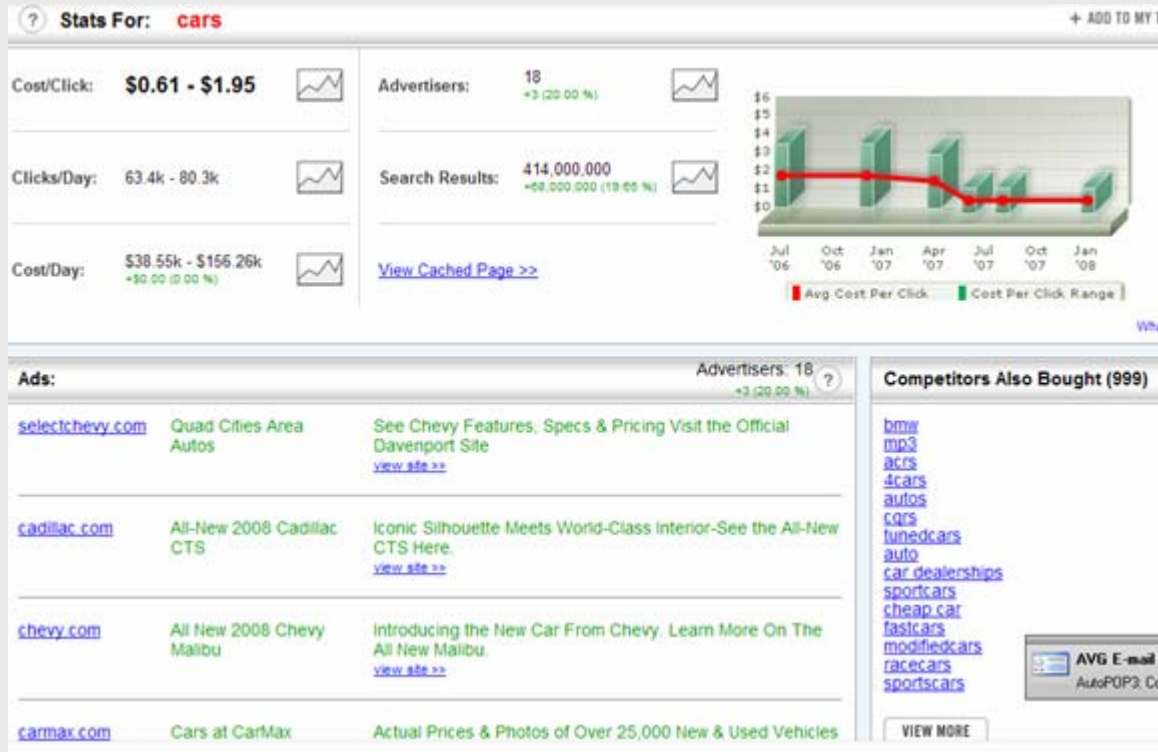
Understanding Your Market

MSN Labs (seasonality tool)



Understanding Your Market

SpyFu.com



More on SpyFu.com...

At the domain level:

- Average cost per click
- Average clicks per day
- Total clicks per day
- Average ad competitors
- Average ad position
- Estimated daily advertising budget
- Alexa rank
- Top 10 ads
- Top 20 ad competitors

At the keyword level:

- Cost per click
- Click per day
- Cost per day
- Number of advertisers
- Top 5 Ad Words results with ad

Tip #1 – Creating Compelling Ad Copy

Cater Ads to Different Buyer Needs

Try testing the following:

- Price
- Information that reassures buyers i.e. official site or 24/7 phone support (if applicable)
- Time sensitivity like a deal or offer ending soon

Tip #2 – Creating Compelling Ad Copy

Ad copy should be appropriate “in feel” to the industry category.

[Need Thermal Oxidizers?](#)

Thermal, catalytic oxidizers & more
New & used. Get more info today!
www.intellishare-env.com/Oxidizers

[Get Thermal Oxidizers](#)

Thermal, catalytic oxidizers & more
New & used. Get more info today!
www.intellishare-env.com/Oxidizers

Tip #3 – Creating Compelling Ad Copy

Consider the “Buy Cycle”

For terms like financial planning, financial planner, financial plans, try:

***Financial Planning Services
Long-term growth with a
margin of safety. Try this quiz.
www.bank.com***

For terms like IRA, get IRA, buy IRA, try:

***Need to Invest in an IRA?
Growth, income & balanced funds
for 160+years. No commissions.
www.bank.com***

Multivariate Ad Testing



APP.com Example

Variations	Actions	Status	% Served	Clicks	Impr.	CTR ▼	Cost	Conv. Rate	Cost/Conv.
GE Dishwasher Parts Same day shipping. Order now. Huge selection of appliance parts. AppliancePartsPros.com/Parts	Edit	Active	10.8%	199	12,382	1.60%	\$160.35	8.5%	\$9.44
Get GE Dishwasher Parts Good prices on GE dishwasher parts. Ships same day. Order today! www.AppliancePartsPros.com/Parts	Edit	Active	22.6%	353	26,033	1.35%	\$255.13	7.6%	\$9.45
Get GE Dishwasher Parts Ships same day. Order today! Huge selection of appliance parts. www.AppliancePartsPros.com/Parts	Edit	Active	23.1%	321	26,618	1.20%	\$232.23	8.4%	\$8.61
GE Dishwasher Parts Same day shipping. Order now. Huge selection of appliance parts. www.AppliancePartsPros.com/Parts	Edit	Active	24.2%	299	27,826	1.07%	\$250.12	7.0%	\$11.92
GE Dishwasher Parts Huge selection of appliance parts. Same day shipping. Order today! www.AppliancePartsPros.com	Edit	Active	2.7%	30	3,125	0.96%	\$25.56	6.7%	\$12.78
GE Dishwasher Parts Great prices on GE Dishwasher Parts Ships same day. Order today! www.AppliancePartsPros.com/Parts	Edit	Active	16.6%	105	19,045	0.55%	\$86.89	6.7%	\$12.42

Multivariate Ad Testing Ideas

Elements to test:

- Headlines
- Offers
- “Buy” words like try, get, etc.
- URL with www vs. URL with no www
- URL with sub domain vs. URL with no sub domain

** For Keeners: test different landing pages too!

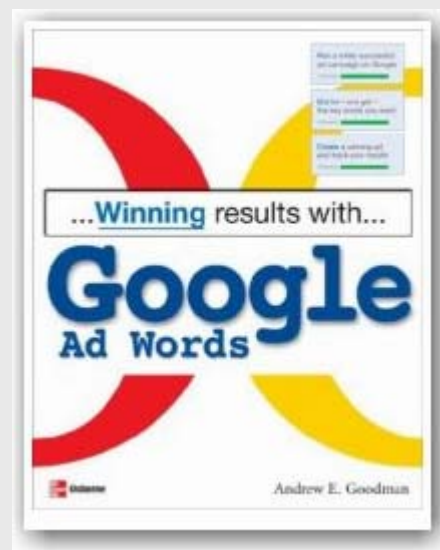
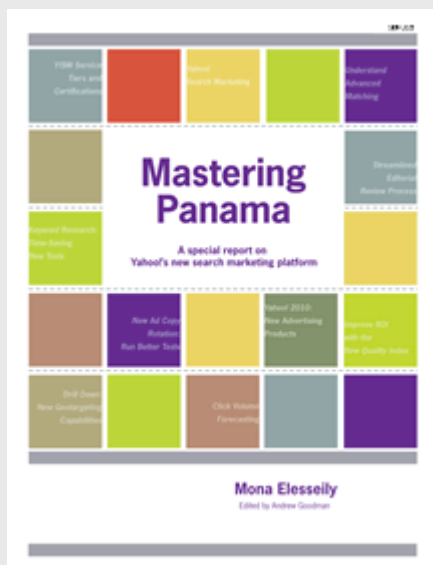
Multivariate Ad Testing Tool

Free tool: www.adcomparator.com

Need More Information?

New “Mastering Panama” Report – By Mona Ellesseily
(available at www.pagezero.com)

Winning Results with Google AdWords – By Andrew
Goodman (available at Amazon)



Thanks!

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