



## How to do basic Ad Copywriting for Google / Facebook Ads?



With Ilya Gurman

# What is copywriting?



- Writing for the purpose of making someone click your Ad / Link or buy a product that you are selling.
- Every word, emoji & sentence has a reason, purpose & goal.
- Why **Copy**? Since we (and the top professionals) aren't re-inventing the wheel. Copywriters always have a 'bank' of sentences they use and a Script that they have, upon which they build.

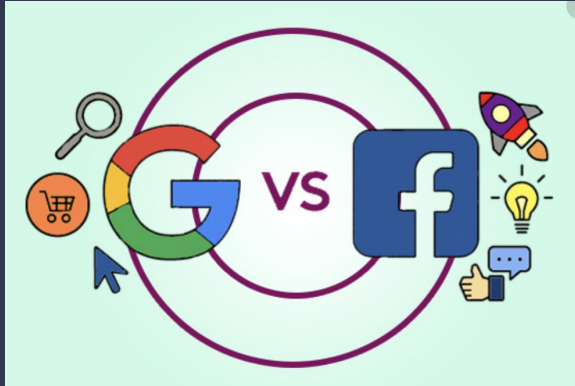
# Why do I need to do copywriting if I have Ad swipes??



## 4 reasons!

- You want to fool Google's/Facebook's bots, that are crawling through each ad online, identifying repetition.
- You want **an edge** over everybody else (valid for every single step of your funnel, that's why you're part of the SAS Program). - Unlike 95% of advertisers online.
- You want to sharpen your skills so you can promote **anything** you want **any time** you want, and not be dependent on swipes, and others' writing abilities.
- Because it's really, NOT that difficult :)

# Google vs Facebook



Difference in Ad text copywriting needs between Google & Facebook

- **Slightly** different compliance requirements (Facebook is much less forgiving for discrepancies with Weight Loss, MMO/bizzop, Crypto offers)
- **On Google**, we target direct purchase/interest intent, while **on Facebook** we actually 'interrupt' the person's browsing, therefore our goal is evoke so much curiosity, to 'trick' someone into believing they need to click somewhere or they need to get something, which they don't necessarily wanted to do now.
- **On Facebook**, we better use 'stories', 'testimonials', other people's experience, while on Google we can/should be more direct.

## 4 Principles of Ad Copywriting



### General principles to keep in mind

#### 1) Purpose

Make sure you have a purpose, that you're not writing a random slogan. Does every word/sentence has a reason to be there? What is the emotion/thought it triggers?

#### 2) Emotion

Most purchases are made through emotions. Emotions can be good (excitement, motivation) or negative (Stress, highlighting problem).

#### 3) Problem

You are trying to solve a problem. Ask yourself, what problem is the customer having that we can solve? Remember we're not Nike. We can't just say "It's the next big thing, get it now". We need to dig deep and be specific with what we deliver.

#### 4) Proofreading

Re-read your ad and put yourself in the potential customer's shoes. Do I have errors? Is it personal? Informal? Say it aloud and make sure it sounds interesting, convincing, and tells a certain story. Don't use "big words". Third grade language!

# HEADLINES

- **Headlines are the most important part of your Ads and presell pages, everybody sees it, and many people don't read anything else.**

## 4 elements of a good headline:

- Grab Attention! ('breaking!')
- Emotional - Work on the feelings more than on logic.
- Wordsmithing - try to exchange words and play around with punctuation, and read it out loud.
- Congruence - Ad + Presell Page + Product: Take the visitor through a 'funnel' that makes sense and each step delivers what the previous one promised.

## Important extra 'Hook' methods



Urgency + Scarcity (limitation of quantity) + Social Proof

- These are more important for Presell Page text considerations but keep them in mind when constructing your ads as well.
- Social Proof specifically is something that **works** better than ever and better than all the rest, as social proof is the most reliable way to assume quality.

Numbers: People love numbers, percentages and figures.

Curiosity and interest: Think WHY would they click? What is interesting enough in your ad, so the person clicks?



## **HOMEWORK**

**Next week we will maybe give some example and review the ads**

**Please submit an ad or two, based on the principles above [on the following document.](#)**

**I will check them and give you remarks.**