

12 Ad Copy Strategies
That'll Double Your CTR and
Increase Your ROI

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Let's get started with ad copy strategies for Adwords.

Google Adwords

- Google was expected to collect 30% of the global net ad revenue by the end of 2015.
- The reason for receiving a chunk that large was how lucrative AdWords has proven for businesses:
- Spending \$1 can earn you an average of \$2 in revenue. But, if you communicate your offer accurately, you can expect a higher ROI.
- Here are 3 more specific strategies to help you convey your offer accurately.

1. Scan your competitor's ad copy with **Spyfu**

- Spyfu is a great tool for discovering the most profitable keywords and ads of your competitors.
- Using the tool is simple:
- Enter your target keyword and scroll to the bottom.
- You can also go to the tool's homepage and enter your competitor's website directly.
- This will give you a list of paid and organic keywords that your competitor is using.
- By clicking on the paid keywords tab, you'll get the CPC and keywords your competitor is bidding for.
- You can quickly scan the copy with the keywords that are a good fit for your business.

2. Obsessively test those 25 characters: They'll make or break your ad

- Internet users don't read. They scan, in an F-shaped pattern.
- If you simply copy your competitors, you're only going to get lost in the noise.
- Dynamic keyword insertion (DKI) in your headline will help make your ad more relevant to many search queries.
- It's more important, though, to make your ad unique and compelling. To make your headline stand out, you can include your value proposition in the headline.
- Always research your target audience's intent. If your customers are looking for solutions to get rid of acne, then "Dealing with Acne?" is an ineffective headline.

- If you're running out of creative fuel, fall back to the evergreen copywriting foundation – focus on your product's benefit for the customer.
- Next, try to use the words 'you' and 'your' in your ad copy. They're the bread and butter, when talking about customer benefits and these two words can significantly enhance your ad's performance.
- Finally, stay away from making false promises. Back up your claims with data and testimonials on your landing page/ad copy.
- Otherwise, you'll end up damaging your brand image, opening yourself to litigation and losing prospects.

3. Don't use industry jargon. Talk numbers and data to increase your credibility.

- Stay away from making hollow claims. Rather, include data and statistics to prove your worth.
- Test specific numbers (like 1542) in your ads, to make them more authoritative and persuasive.
- As you might know, Adwords ads get stale quickly, experience a decrease in CTR and die. Use updated data to remain current and come up with convincing new copy regularly.

Facebook

Here are copywriting techniques you can use to craft seductive copy.

1. Include social proof in your ad copy

- This is an old school technique to earn credibility and to influence your customer to take action.
- Brands use numbers of customers, testimonials from an influencer or opinions of other customers as proof of their product's effectiveness.
- Record label RCA Victor used the strategy to get more sales on the ninth album by Elvis Presley. They titled it "50,000,000 Elvis Fans Can't Be Wrong".
- You need to use the word "review" in your ad copy. Here are 3 practical examples of integrating social proof.
- You can share links to your major media mentions in your ad and pull a relevant quote from the article.
- Or, you can use your site reviews to retarget someone who clicked on your website once.

- Or, include numbers to show your impressive customer base.

2. Communicate your value clearly (while keeping your target audience in mind)

- On Facebook, you can't expect a user to applaud clever copy. Because users are scrolling quickly, your ad should immediately communicate to the user what he or she gets for clicking. Be simple and direct in your headline.
- Create ad that directly offers solution behind a CTA.
- You might need to change your ad copy and image, based on your target demographic.
- You may also need to adjust your tone of voice, to appeal to your target audience.

3. Ask questions and use emotions to engage your audience

- Questions are a powerful instrument to stop the user and make them think.
- Similarly appealing to your customers' emotions will help them like you.
- Put yourself in their shoes and think of their fears, objections and motivations.
- You can also present your product as a solution to their problems.
- Besides the above 3 strategies, here is another official cheat sheet by Facebook for crafting effective ad copy.

Twitter

The microblogging platform has 130,000+ active advertisers. Here are 3 copywriting strategies by Twitter experts, based on [analysis of 9,000 websites click or conversion campaigns](#).

1. Don't stuff your promoted tweet with hashtags

- Tweets with hashtags receive 2X more engagement than those without hashtags.
- Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.
- Tweets that use more than two hashtags actually show a 17% drop in engagement.
- In Twitter's analysis, promoted tweets with hashtags saw a 24% higher CPA (cost-per-acquisition) and a 3% lower LCR (link click rate).
- The probable reason is that hashtags draw attention and become another avenue for the user to click in your ad (besides your CTA).

- Like a high-converting landing page, your Twitter ad should ideally have a single place to click.
- So, you might want to avoid using hashtags in your promoted tweet.

2. Communicate your message succinctly

- You get only 140 characters for communicating your message on Twitter.
- But, with promoted tweets, pay extra attention to ensure that you convey only the most important information.
- 40-60 character tweets get a much lower CPA than longer ones.
- If you can't keep it short, use questions to engage your audience. Tweets with a question have 9% lower CPLC (cost-per-link-click) and a 16% higher LCR.

3. Create urgency and freshness in your copy using these words...

- Urgency is a classic psychology-based marketing technique used to compel your customers to take action.
- OnePlus built a strong desire for its mobile phone using the tactic.
- Similarly, on Twitter, using words like “hurry”, “fast”, “now” or “limited time” were found to lower CPA and increase LCR by 10% each.
- Are you announcing sales on new products or services?
- Then, use the word ‘new’ in your Tweet copy. It lowers your CPA by 10% and CPLC by 26%.

LinkedIn

- This is the hangout abode for businesses and professionals. It's the most effective social media platform for generating leads for B2B businesses.
- Here are 3 effective copywriting strategies to help you drive more customers from LinkedIn ads.

1. Directly address your audience's pain points (using negative superlatives will get you brownie points)

- Don't forget that businesses are run by people.
- If you can evoke emotions, you will win over your prospects. This works because human beings make decisions emotionally, not logically.

- So, a great strategy for engaging your audience is to directly address their challenges.
- Also, negatives in your headline (like stop, avoid, never or worst) can help you attract higher a CTR.

2. Precisely target and qualify your buyers

- Knowing specific traits of your audience can help in tailoring your copy to pre-qualify them.
- An example is the **Bizable** ad below. It gets a 600% ROI, because it qualifies their buyers in the first sentence.
- Pro tip – The campaign cast a narrow net, targeting 2,000 LinkedIn users. That's the level of targeting you should also aim for.

3. Include a direct and persuasive call-to-action

- You can use a bunch of techniques to persuade your customers. But, you cannot assume that they know the next step.
- There's always a place for. Simple, clear and direct instructions.
- On LinkedIn, you can instruct your audience, by using words like 'download', 'get started' and sign up' in your ad copy.