Ad Copy Template

Section 1: Ad Overview

1. **Campaign Name:**

   - Clearly define the name of your ad campaign to keep your efforts organized.

2. **Target Audience:**

   - Describe your target audience, including demographics, interests, and pain points.

Section 2: Ad Headline

1. **Primary Headline:**

   - Craft a compelling and attention-grabbing headline that captures the essence of your ad.

2. **Secondary Headline (if applicable):**

   - Use a secondary headline to provide additional information or a teaser that encourages further reading.

Section 3: Ad Body Copy

1. Introduction:

- Start with a hook that draws the reader in and introduces the main message of your ad.

2. Main Message:

- Clearly communicate the benefits of your product or service. Focus on how it solves a problem or meets a need.

3. Emotional Triggers:

- Incorporate emotional triggers that resonate with your audience's desires or pain points.

4. Features and Benefits:

- Highlight key features and the benefits they provide. Use bullet points for easy readability.

5. Call to Action (CTA):

- Include a strong and clear call to action that tells the reader exactly what to do next.

Section 4: Visual Elements

1. **Image/Video Description:**

   - Describe the visuals you will use in your ad and how they support the message.

2. **Visual Headline/Text Overlay:**

   - If your visual elements include text, ensure it complements the main headline and message.

Section 5: Ad Format and Placement

1. **Format:**

   - Specify the format of your ad (e.g., single image, carousel, video).

2. **Placement:**

   - Determine where your ad will be placed (e.g., Facebook Feed, Instagram Stories, Google Display Network).

Section 6: Additional Elements

1. **Social Proof:**

   - Include testimonials, reviews, or case studies that build credibility and trust.

2. Offers and Discounts:

- Highlight any special offers, discounts, or incentives to encourage action.

Section 7: Review and Approval

1. Review Checklist:

- Ensure all elements of your ad are aligned with your goals and branding guidelines.

2. Approval Process:

- Outline the steps for getting your ad reviewed and approved by relevant stakeholders.