

How To Write Ad Copy That Sells

Your [Ultimate Guide](#) To Writing High-Converting Ad Copy for Every Stage of Awareness

Steal duo's proven, 8-step process to writing kick-ass ad copy that educates, builds trust, convinces, and—most importantly—converts! Complete with a deep dive into our 5-stage ad copy methodology and exclusive access to our literal [Paid Ads Playbook](#) that we're just giving away for FREE.

Writing effective ad copy is an artform

But, it's a unique artform—in that, it actively strives **not** to draw attention to itself with the prettiest words or cleverest phrases.

In fact, 'clever' is a dirty word when it comes to copywriting.

At the end of the day, time and again, the clearest, most simply stated copy wins.

In this eBook, we're discussing all-things ad copy.

Beginning with our 5-stage copy methodology, and ending with my 8-step copy creation process—complete with a million and a half examples (give or take).

Strap in.

The duo Strategy Ad Copy Methodology

When I first started writing ad copy, I had no particular direction.

Every campaign was a smorgasbord of somewhat random concepts thrown at the proverbial wall.

Few stuck. Most were garbage. (It's all garbage in the beginning, no?)

After refining our copy process at duo over the last few years, we've developed a system that produces incredibly consistent results for our clients.

And it's all structured around Eugene Schwartz's '5 Stages of Awareness' copywriting framework.

The 5 Stages of Awareness Copywriting Framework

Depending on your product or service, your ideal prospects are all over the map in terms of their awareness about the problem your product solves... let alone knowing about your product itself.

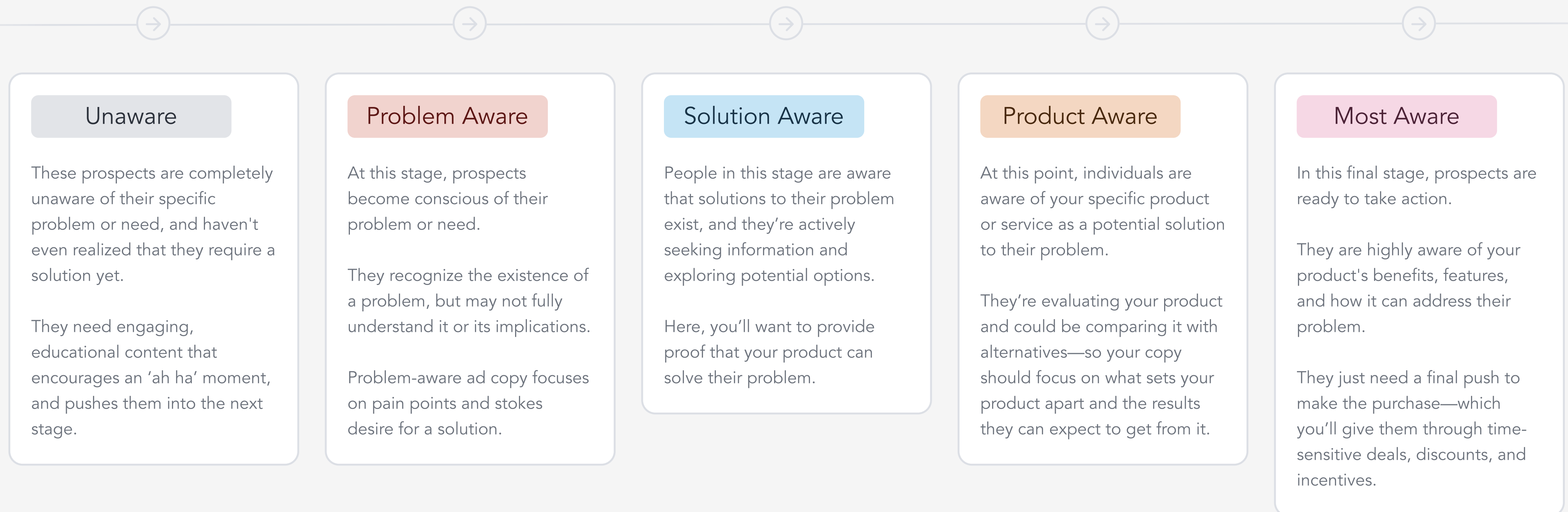
Tip: It's crucial to understand your audience's awareness level and tailor your messaging accordingly.

Legendary copywriter [Eugene Schwartz](#) published the '5 Stages of Awareness' copywriting framework in his bestselling book [Breakthrough Advertising](#).

Eugene Schwartz's 5 Stages of Awareness Copywriting Framework 🙄

- 1 **Unaware** Completely oblivious to the problem, and their need to solve it.
- 2 **Problem Aware** Conscious and frustrated by the problem, but unaware solutions like yours exist.
- 3 **Solution Aware** Actively seeking information and exploring solutions to their pain points.
- 4 **Product Aware** Recognize your product as a solution, and want to learn more.
- 5 **Most Aware** Completely educated on your product's key benefits, and ready to buy.

So, here they are, the 5 Stages of Awareness:



Writing Ad Copy for Each Awareness Stage

You can think of the stages as a spectrum.

Similar to a customer journey map or a sales funnel, prospects range from completely oblivious to the problem your product solves... to thoroughly aware of the problem and multiple solutions to it—including yours.

And it's the copy's job to meet each prospect where they're at... no matter the stage of awareness, step of the journey, or phase of the funnel.

We've mapped every asset we create for our clients to the 5 Stages of Awareness.

Let's go over each in detail with examples.

The **Unaware** Stage of Awareness

Blissfully unaware of how much better life could be with your product, prospects at this stage aren't looking for a solution...


Because they don't know they have a problem—yet.

You need to write ad copy that shows them how bleak the status quo truly is, and opens their eyes to a better reality.

Tip: Ad copy at this stage does not sell. It educates.

It's important to plant the seed early and 'water' it with follow-up ads as prospects become more and more aware.

Take this ad, for example, for our client that provides short-term financing for roofing contractors.



The advertisement is set against a dark blue background. At the top, the headline reads "Don't Let **Unhealthy Cash Flow** Be The Death Of Your Roofing Business" in white and green text. Below the headline, it says "Get your FREE copy of The Ultimate Guide To Cash Flow Management for Roofing Business Owners". The central image is a stylized illustration of a person's torso, appearing to be in pain or sick, with a thermometer in their mouth and a feverish glow. The SquareDash logo is in the bottom left corner, and a yellow "Get Your Guide" button is in the bottom right corner.

Unaware Ad Copy Example

Here, we're calling out a BIG problem: the death of the Ideal Customer Profile's (ICP) business.

Remember, unaware ads are education only—no selling.

All you're trying to do here is create engagement so you can build a remarketing audience, and continue educating your ICP until they're ready to make a purchase.

And you do that by giving away a free resource. Any resource—so long as it's providing value.

In this case, it's a guide. Oh, excuse me... an ultimate guide.

This ad is a good example of the unaware stage because it...

- 01 Calls out the Ideal Customer Profile specifically
- 02 Makes the prospect aware of a problem they might not know they have
- 03 Positions SquareDash as a trusted source of information

Now it's time to ruffle some feathers with a pain-point ad or two.

The **Problem Aware** Stage of Awareness


Prospects in the problem-aware stage are, as the name suggests.. ahem.. aware of the problem they're facing.

They're usually frustrated with the specific pain points your product solves. But, they don't know solutions exist yet.

So, as you might have guessed, ads in this stage still need to educate the prospect on the problem—and you can do that very effectively by calling out the main pain points.

On the following page, you'll see an example of a pain-point-centric carousel ad we put together for a client that helps companies retain more customers with their anti-churn product.

We find that carousel ads perform particularly well for calling out pain points, because the frustration just keeps building and building as the slides progress.

 **Tip:** This is a good example of the 'slippery slide' concept in copywriting, the idea that **every scrap of copy exists to get the prospect to read the next scrap of copy and compel them to act on the call to action.**

Problem-Aware Carousel Ad Copy Example

ProsperStack

It's 7X cheaper to retain your current customers than acquire new ones

1 / 8 →

Research shows...

- ✓ The average churn rate is **5.6%**
- ✓ Existing customers spend **67% more** than new ones
- ✓ Increasing customer retention by just 5% **increases profits by 25-95%**

2 / 8 →

The problem?

Most companies pour marketing dollars into acquisition and barely stop to think about customer retention

3 / 8 →

The solution:

- ✓ **Understand your churn**
Understand your churn rate and collect data on why your customers leave
- ✓ **Keep your best customers**
Focus retention efforts on your best customers

4 / 8 →

The solution:

- ✓ **Develop win-back strategies**
Use your cancellation data to create irresistible offers and incentives
- ✓ **Keep adding value**
Find ways to make your current customers feel they are getting a good deal for the price

5 / 8 →

The best part?

You can automate the entire customer retention process

6 / 8 →

Learn more:

Churn Management Guide

How To Keep Your Customers Coming Back for More

Get the Guide

7 / 8 →

ProsperStack

Control Your Churn. Grow Your Revenue.

8 / 8

In this case, all we're hoping for is some form of engagement.

Because, again the goal in the problem-aware stage isn't to sell, it's to...

Move the prospect into the solution-aware stage; drive engagement through clicks, likes, and comments; and build your remarketing audience.

If you'll notice, slides 1-3 call out specific pain points; 4 and 5 share solutions; 6 builds mystique around a way to automate the process; and 7 prompts them to learn more in the free resource.

This ad is a good example of the problem-aware stage because it...

- 01 Starts with an 'open loop' in the first slide that encourages engagement to 'close the loop'
- 02 Uses third-party statistics to legitimize and emphasize the problems the ICP faces
- 03 Teases an automated solution (that just so happens to be what we're selling)

Now that you've riled them up with pain points, it's time to highlight the solution to all their problems (your product).

The **Solution Aware** Stage of Awareness

At this point, your ICP should be hyper-aware they have a problem that needs solving—so it's time to hit them with an ad highlighting the main service you offer.

These prospects are actively seeking out solutions to their problems, so you need to clearly state exactly what it is you do.

But just like math class, the solution isn't enough.

You need to show your work. You need to **prove** why your product is the best possible solution to their problems.

For example, here's one of duo's solution-aware ads highlighting the main service we offer.

Solution-Aware Ad Copy Example

The copy is clear and concise—promising a benefit and simply stating exactly what we do (and for who)... helping to further personalize the ad so it will better resonate with our ICP.

At this point, we've moved out of the spoon-fed-education portion of the awareness stages.

However, most prospects in the solution-aware stage likely aren't ready to buy yet, which is why the CTA invites them to 'Learn More.'

Tip: It would be completely inappropriate to have a 'book a call' or 'buy now' CTA at this point in the awareness funnel.

Like asking someone to marry you on (at best) the third date. Timing is everything, and (for most people) that ain't it.

Instead, solution-aware ads like this one should route to your homepage—or, better yet, to a hyper-targeted landing page.

This ad is a good example of the solution-aware stage because it...

- 01 Makes a big, bold, benefit-based promise
- 02 Says exactly what the product is
- 03 Calls out the Ideal Customer Profile
- 04 Invites them to learn more about the product

From here on out, your CTAs can (and should!) get more and more direct.

The **Product Aware** Stage of Awareness

At this point, your ICP is aware of your product as a potential solution to their problems.

Now they're looking for reasons to trust you over the other guys.

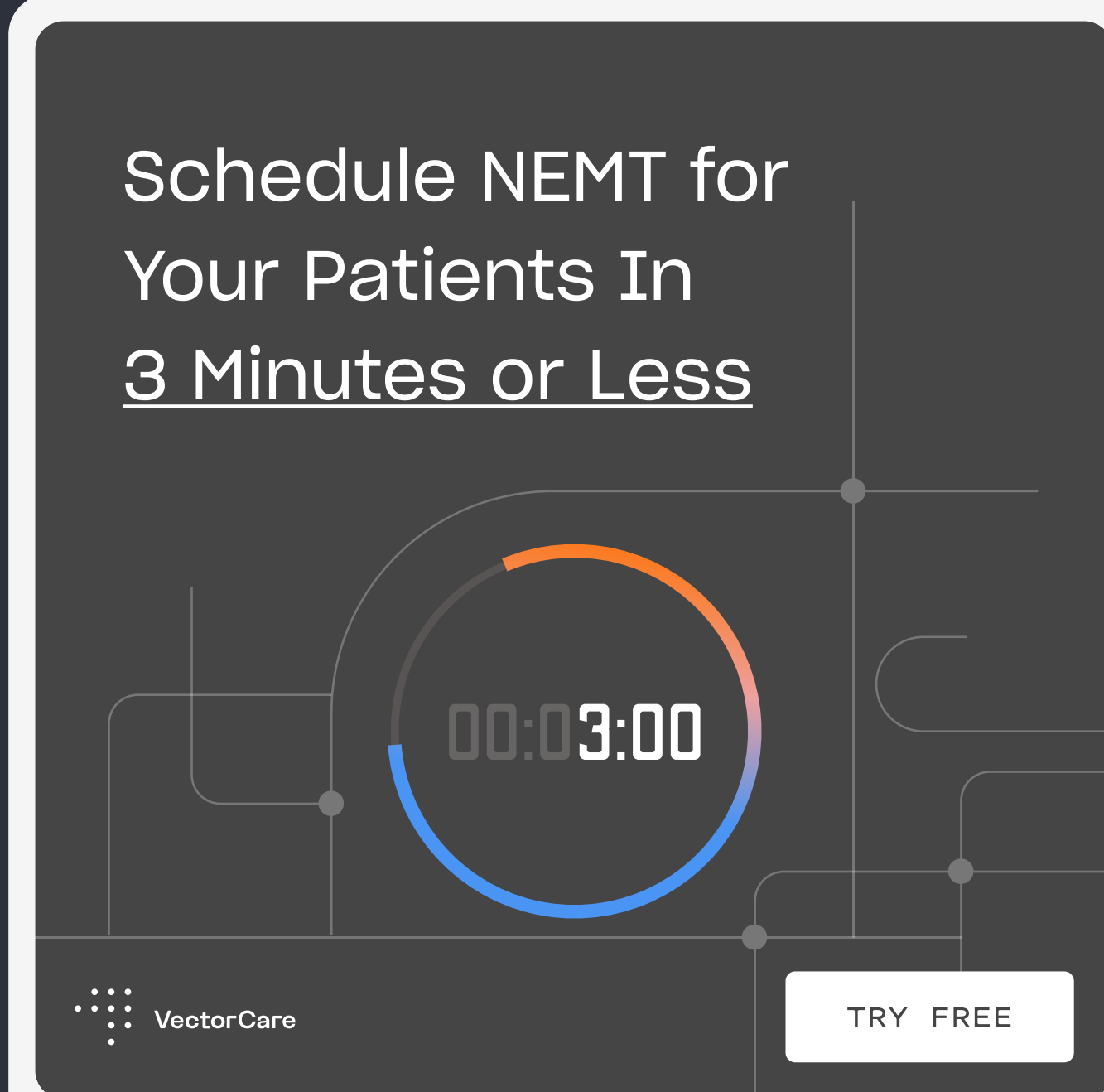
Your copy needs to differentiate your product from the competition, and show your ICP how they will benefit from choosing you.

Your ad copy should highlight what sets your product apart, and the kinds of results they can expect from using it.

Stay away from features. Nobody cares about them.

Think of it this way: people don't buy cameras because they have a particular number of pixels. People buy cameras to take the most beautiful photos of their kids, pets, adventures, and loved ones possible—people buy cameras to collect memories.

Tip: You want to communicate how your prospect stands to benefit from what your product does—**not what it literally does.**



The image shows a dark-themed advertisement for VectorCare. At the top, the text reads "Schedule NEMT for Your Patients In 3 Minutes or Less". Below this is a circular progress indicator with a digital timer showing "00:03:00". The VectorCare logo is in the bottom left, and a "TRY FREE" button is in the bottom right. The entire ad is framed by a white border.

Product-Aware Ad Copy Example

Here's an example of a product-aware ad for a non-emergency medical transportation booking software.

For you to understand the punch this ad packs, you need to know that booking NEMT is usually a 30-45 minute process.

So telling the ICP they can do it in 3 minutes or less is astonishing and irresistible.

By this point, your prospects have gotten to know you enough that your ad copy can comfortably use a more direct CTA. In this case, the product is free for this particular audience, so we went with the always-compelling 'Try Free.'

You might use something like 'Get Started' instead.

Regardless, effective product-aware ad copy makes a big promise for what your ICP stands to gain by using the product.

Testimonials are also great to include at this stage of awareness—especially if you have quotes from customers that showcase your expected results.

This ad is a good example of the product-aware stage because it...

- 01 Tells the ICP exactly how they will benefit from the product
- 02 Juxtaposes the expected result of using the product with a well-known pain point
- 03 Makes a big promise about how quickly the product will deliver results

And now we've reached the selling stage of the 5 Stages of Awareness.

The **Most Aware** Stage of Awareness

Finally, your prospects are ready to buy!

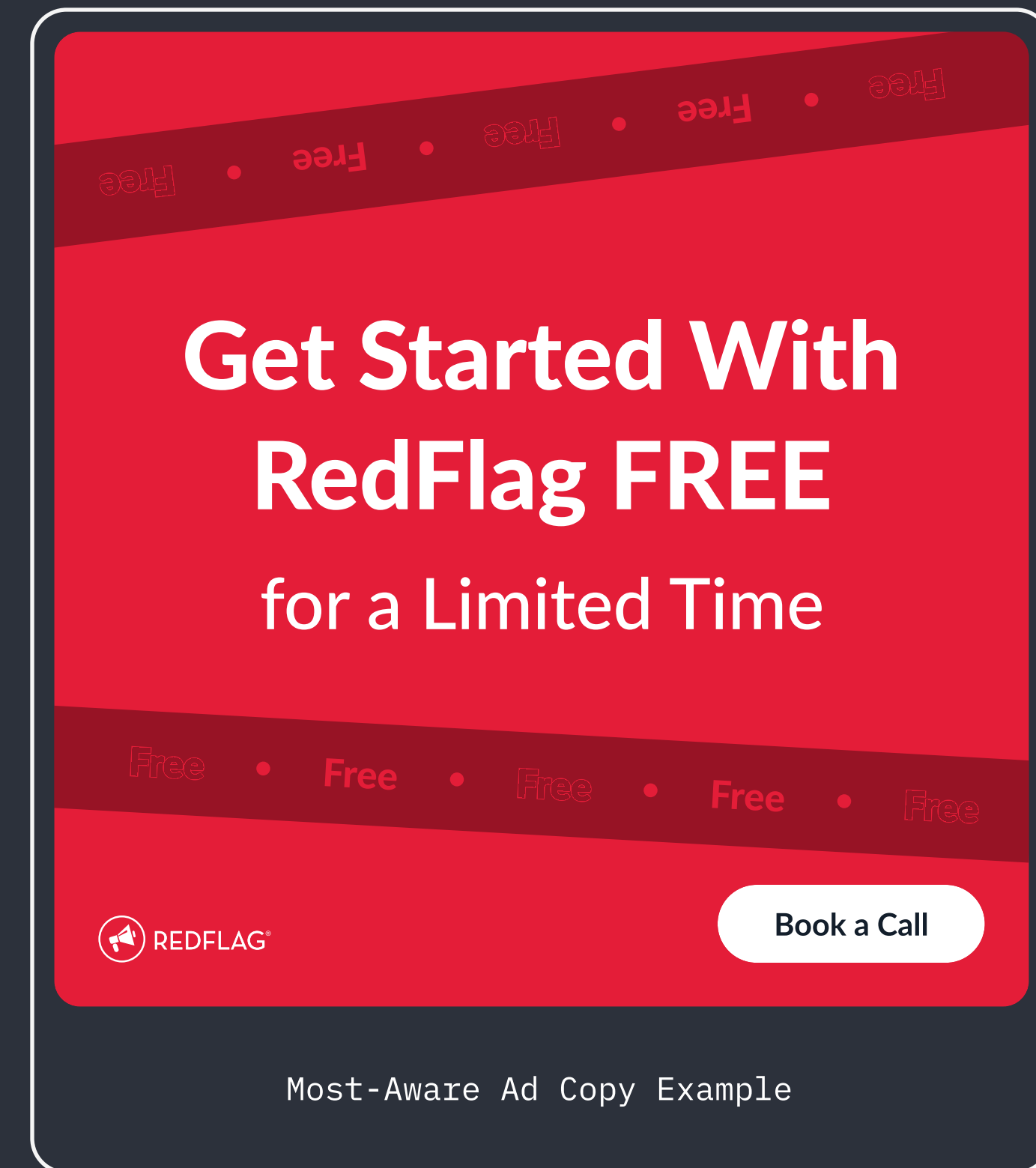
They know your product. They know the benefits. They're ready to make a decision...

All they need is a good enough reason to buy **now**. A little push. And you can push them with offers.

FREE trials, LIMITED-TIME discounts, the promise of BONUS features for the first 50 people that click on the ad—whatever it is, just make it juicy enough for them to ACT NOW!

Tip: Keep in mind, just because you say the deal is for a limited time... **doesn't mean it really has to be for a limited time.**

You can simply use artificial scarcity to trigger their FOMO and knock those fence-sitters solidly onto your side.



Here's an example of an artificial-scarcity-driven 'act now' ad from another client of ours.

Just super direct, no nonsense, scarcity-driven copy, emphasizing the incentive (it's free for a limited time).

You'll notice the CTA is to 'book a call' rather than to 'buy now.' The majority of times in B2B, this will be the case.

Often, B2B companies have custom pricing and packages, so the conversion we're delivering there is a demo, rather than a purchase.

Still, the same principles apply.

This ad is a good example of the most-aware stage because it...

- 01 Directs the ICP to complete our most desired conversion action
- 02 Uses artificial scarcity to compel the ICP to act immediately
- 03 Says 'free' eleven times, highlighting the value of getting started now

At this point, the copy has done its job, and it's sales' time to shine and close the deal.

 Free Giveaway:

Steal our entire Paid Advertising Playbook—built around the 5 Stages of Awareness—[right here](#).

Now you may be thinking, that's all well and good, but what is your actual, nuts-and-bolts, step-by-step, ad copy writing process?

Let's break it down now.

How To Write Ad Copy Step-By-Step

Now that we've gone over the methodology behind duo's copywriting process, it's high time I move on to my step-by-step process for writing an ad.

Step 01

Do more research than you think you need

The key in the research phase is really just to do way more than you think you need.

Tip: This is the step where you'll be uncovering all those irritating pain points and irresistible benefits that will drive clicks and conversions down the line.

You want to immerse yourself in the product, competitor products, customer reviews (the good, the bad, and the meh)...

And anything else you can get your hands on that will be helpful to understanding what messaging that will resonate best with your ICP.

Here is the 4-Step pre-copy research process we recommend doing before you write any copy:

01 Get to know your product backward and forward

You should be intimately familiar with what you're selling prior to attempting any copy—ad or otherwise.

Pour over any existing product copy, documentation, style guides, past marketing messaging (things that worked, things that didn't), and refresh your memory on your website messaging overall.

Essentially, whatever's already written down about your product—read it.

As you go, start noting down the benefits your product provides your ICP, key words and phrases, and anything else that pops out during this process.

Sometimes you'll find great copy ideas during this step.

But it's important to remember all this is just a jumping off point.

You have to understand how the product works and what sets it apart in the marketplace—so you can spin those up into benefit statements that will appeal to your ICP.

However, the real insight and copy direction comes right from the horse's mouth, so to speak—the customers—which is why next you need to...

02 Consider the product from your ICP's point of view

As important as it is to know your product, it's just as important to consider it from your ICP's point of view.

They **don't** know your product. And, they **don't** care about it, either. Why the hell would they?

Tip: **It's your copy's job to tell them what your product is in a way that will matter to them.**

To do that, you need to find out what they do care about (in relation to your product... not about how they like bonsai trees or something).

Scroll socials.

Figure out what popular influencers or thought leaders on social media are saying about products like yours or the problems they solve.

Your prospects are in the comments.

Stalk forums.

More and more, people are crowdsourcing problem solving using sites like [Reddit](#) and [Quora](#) to access people who might be going through the same thing and have some insight.

Note down what they're saying—especially the specific questions they have. Answering these questions will be invaluable to the copy drafting process later.

Here are 2 exercises to step into your ICP's frame of mind:



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01 The Jobs-To-Be-Done (JTBD) Framework

According to the JTBD framework, people 'hire products' to do a job.

So in this exercise you simply ask yourself: what job would your ICP hire your product to do?

Once you have the answer, try to answer questions like...

- What outcome might your ICP be hoping to achieve with a product like yours?
- What other solutions might they have tried?
- What do they need to know before trying your solution?

Keep in mind: good JTBD questions are open ended, so the answer isn't influenced by the question in any way.

02 The 5 Whys Framework

The 5 Whys Framework is exactly as it sounds.

Ask a question, and follow it up with 5 whys (or however many whys it takes) until you've uncovered the deeper reason behind the initial answer.

We recommend starting out with a question like, 'how does our product solve {XYZ major pain point} for our ICP?'

Recommended Reading:

More on these frameworks and getting to know your ICP in **[How To Create an Ideal Customer Profile in 5 Steps.](#)**

By the end of this part of the research process, you should have a ton of insight into the unaware and problem aware segments of your ICP.

03 Find out what customers are saying about your product (and products like yours)

My favorite place to find customer voices are in the reviews. Both reviews of your product and competitor reviews.

Tip: Don't focus exclusively on your 5-stars and your competitor's 1-stars and ignore everything else.

Read the 5-stars to find out what people love, the 3-stars to hear pain points and alternatives, and the 1-stars for some really juicy insights into what people hate.

If you have time, read them all.

Make notes, jot down messaging themes—or even copy entire reviews to adapt into ad copy later on.

You can get some great copy ideas for your ads just by doing this alone.

Turn negatives about your product into positives, and position positives about your competitors as negatives.

Just try not to get completely boxed in by their messaging. While it's important to know what's being said about competitive products in the market...

At the end of the day you should always focus your messaging around the benefits of your own product.

Tip: Aside from a competitor campaign where you're directly comparing your product to a competitor to poach their prospects, **we wouldn't recommend presenting an alternative product in your ad copy.**

It will only draw attention away from your product to theirs.

Instead, focus on (you guessed it) the benefits of your product—especially those benefits that highlight the weaknesses of your competitors.

So, for example, you could compare and contrast using an 'us versus them' format rather than a '{your brand} versus {competitor brand}' format.

For a less aware audience, they'll just see the benefits you offer over a nebulous 'other'—while those more aware may recognize which competitor(s) you're referencing.

But regardless of how aware they are, this style of ad should alert them to your biggest edges over the competition.

04 Look at what your competitors are doing

Your competitors are after the same prospects you are—so it stands to reason their ads are a great source of inspiration.

Don't cop their words exactly.

But take note of the benefits and pain points they're hitting on over and over.

You should also take notice of which concepts they've been running for the longest time, since it's safe to assume those pull the most leads.

You can see all of the ads your competitors are running using these 4 great tools:

[Google Ad Transparency](#) →

Simply paste a competitor domain into the search bar, and see every past and current ad they've run on Google.

[Facebook Ad Library](#) →

Similarly, just type your competitor's name into the search bar and see all past and current ads on Facebook.

[LinkedIn Ads](#) →

Slightly more tricky here. First, navigate to your competitor's page, then select "Posts" followed by "Ads" to see their LinkedIn ads.

[SpyFu](#) →

Get even more insight into your competitor's paid and organic SEO traffic, how much monthly ad spend you're competing with, and more.

Tip: We do all of this research **before** writing any copy whatsoever.

Your process might be different.

But, I think you'll find that when you start working on a new ad campaign, if you fill your head with every bit and scrap of information you can find...

Sitting down to write the copy is a whole heck of a lot easier than if you started from scratch.

Step 02

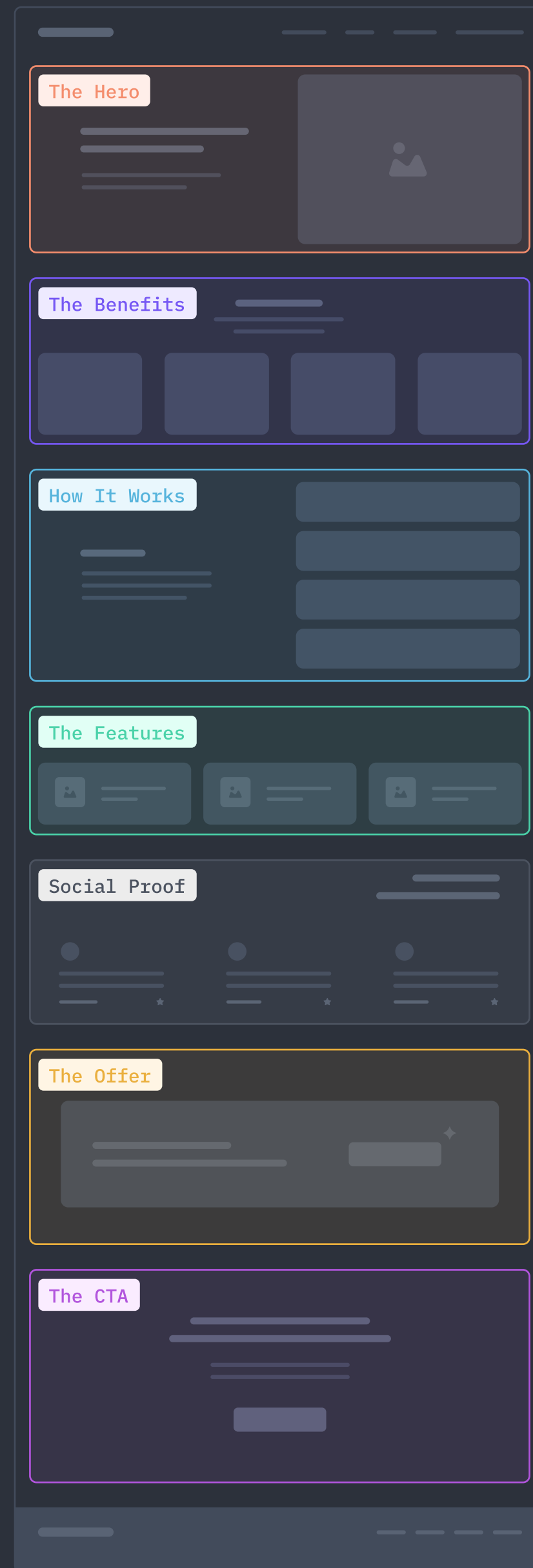
Write a Landing Page

Okay, it's finally time to write! But not the ad copy (whomp whomp).

Ideally, your ads will link to a hyper-targeted landing page. You need somewhere for your future conversions to go, after all.

So, before writing any ad copy, you've got to spin up a landing page.

Writing a landing page is a whole article in and of itself, so I won't be getting into too much detail here.

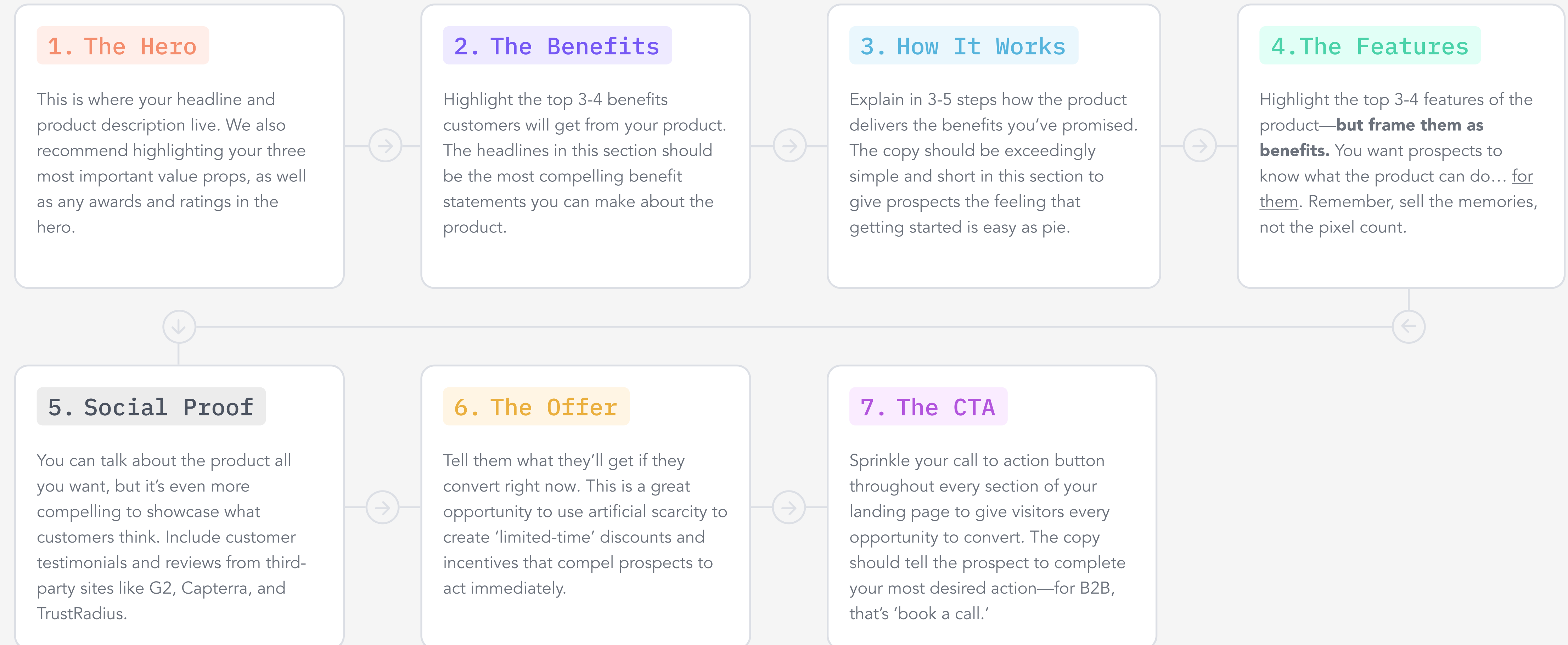


Landing Page Wireframe

In the future, this will turn into a call out for a 'how to write a landing page' article, but for now it's just me saying: **I hope you have a great day, and thank you for reading.**

Here is a list of the 7 must-have components of a conversion-driven landing page:

Depending on the product, you may need to add or adapt sections, but these are the core components we recommend creating for any landing page.



Step 03

Determine what stage of awareness you want your ad to target

So, to preface, we don't determine the awareness stage of each individual ad.

We already did that, and built out an entire Notion database dedicated to all things copy.

It's got an asset repository with 33 ad concepts built out, a project roadmap where those assets will populate as you add rollout dates, an ad awareness storyboard, and more—all FREE for the taking.

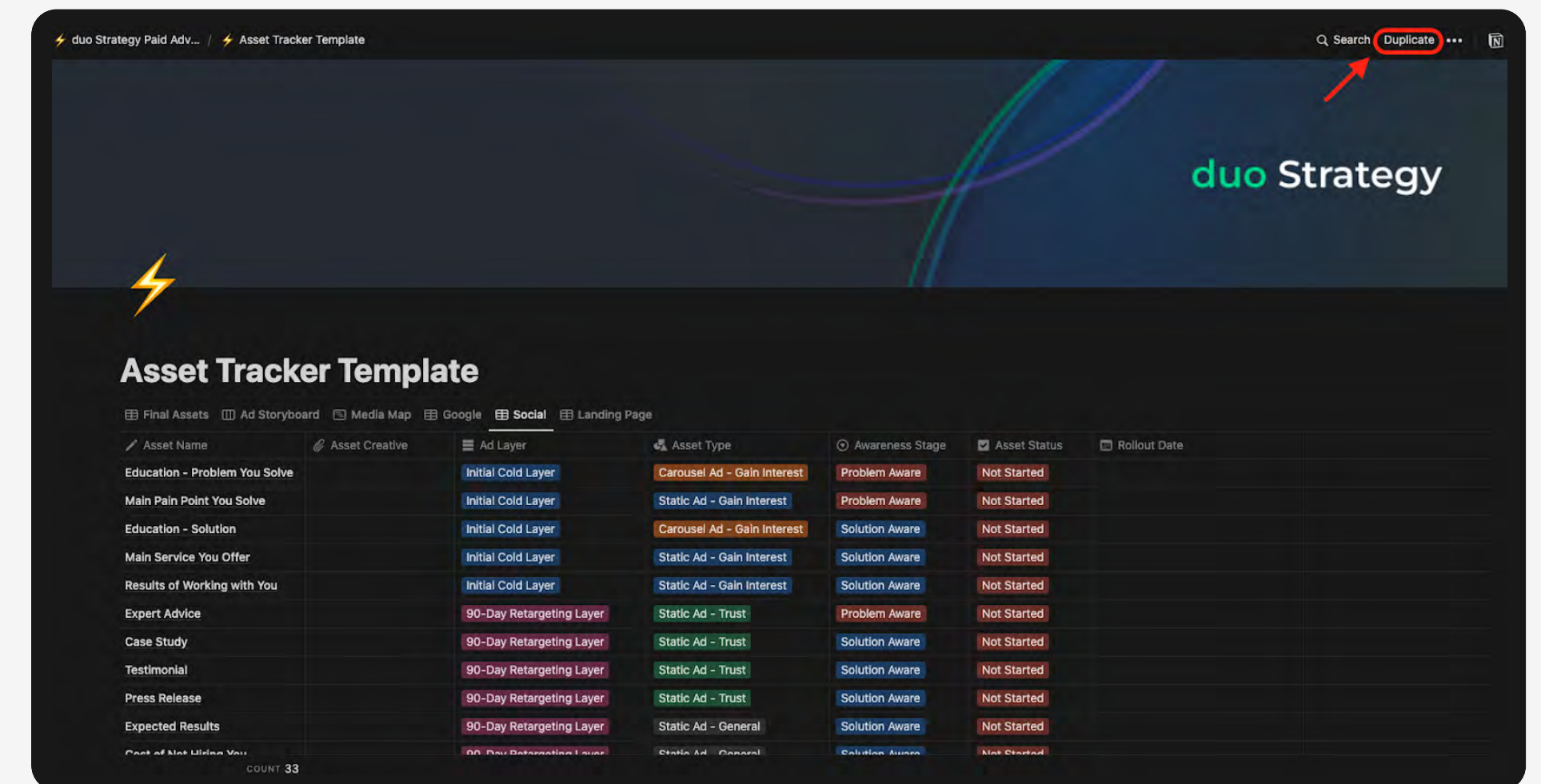
You can see a sneak peek in the example on the right.

Since I already spent the first half of this eBook on the 5 Stages of Awareness Framework, there's no need to reiterate the concepts here.

Suffice it to say, writing your copy for each awareness level will ensure your ICP is thoroughly educated about...

- The problem and pain points you solve
- How your product will benefit them
- Why your product is better than the competition
- The expected results of using your product

Et cetera, et cetera, et cetera.



Sneak Peak of the duo Strategy Paid Ads Playbook

 Free Giveaway:

You can spend a ton of time making your own Paid Ads Playbook... or you can just copy ours right now for FREE.

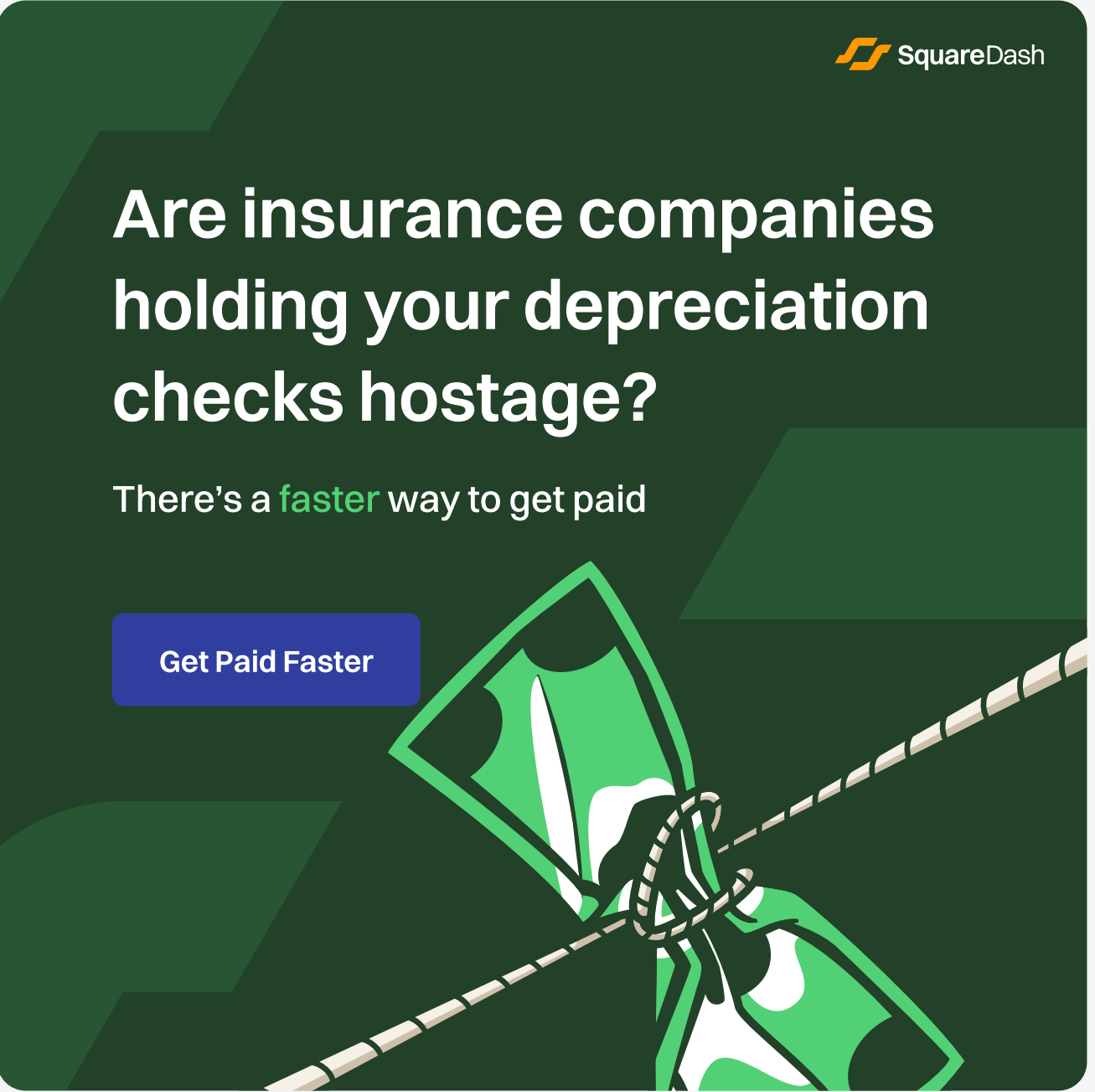
Finally, we've made it to the ad-copy-writing portion of the how-to-write-ad-copy eBook. 🙄

To help illustrate the rest of the process, I'll frame the last four sections around a single example of how I wrote a pain-point-centric ad (about how insurance companies take too long to pay out claims) from start to finish.

This is that ad.

Just to set the scene... this ad is running at the top of the funnel for prospects in the 'problem aware' awareness stage. Its goal is to make the ICP solution aware.

Now let's write some ad copy.



SquareDash

Are insurance companies holding your depreciation checks hostage?

There's a **faster** way to get paid

Get Paid Faster

'Main Pain Point You Solve' Problem-Aware Ad

Step 04

Freewrite all of your ideas

I'll admit... that's a LOT of lead up... 4,140 words of lead up...

But, it'll all be worth it when you're finally sitting down to write the ad copy.

Because by this point in the process you'll be so familiar with the product, its benefits, the ICP, and their pain points—that the copy will practically write itself.

First things first is the brain dump. This is your chance to freewrite all of your ideas.

I recommend defining the ad concept or starting with a question at the top, so you have a bit of a prompt to go off of.

The goal here is just to get started.

Don't try to write the best headlines ever off the get; just get down some ideas to refine later.

As you can see, I didn't land on the 'insurance companies holding your money hostage' concept until three-quarters of the way down the page in the example.

During my brain dump, I let myself write whatever comes to mind—gold, garbage, and everything in between.

You should too.

After that's out of your system, you should have at least a couple decent jumping off points.

Brain Dump

- This campaign will be TOF but everyone here will be aware they have issues with their cashflow or the direct problem SD is solving. They have a need for solutions to their cashflow issues and we are there to save them.
- Ads focused on the problems roofers are likely facing. For example:
 - HATE dealing with seamlessly endless mortgage company problems?
 - HATE driving hours a day just to pick up checks?
 - HATE running around town to get signatures?
- Squaredash is the solution.
- There's an easier way to get paid
- Stop driving all over town chasing checks
- Stop wasting time, gas, and energy chasing checks
- **Hate Chasing Checks?**
- What if you never had to chase checks again?
- What if there's a way you could stop chasing checks... forever?
- Never Chase Checks Again
- The secret to never chasing a single check ever again
- With SquareDash, cash flow isn't a guessing game.. change the rules to the game.. something something
- Insurance job revenue shouldn't be a guessing game. With SquareDash, you do the work, and get paid. It's that simple
- Tired of staying stuck.. tired of drowning in accounts reci.. tired of your cash flow being tied up with mortgage brokers
- Tired of mortgage brokers holding your cash flow hostage?
- Don't let mortgage companies hold your cash flow hostage
- Free your cash flow from the mortgage companies
- You can't be cash flow negative AND grow your business
- Are you buried in accounts receivables? Thinking that if you can just sell more you'll claw your way into cash flow positive... but selling more just digs you deeper?

Example of a Freewriting Brain Dump Session

Step 05

Edit and refine your ideas

Choose the best of the brain dump and refine.

We recommend aiming for 2-3 really strong image headlines and rewriting them several different ways until you're happy with them.

In this case, I used the well-known industry term 'depreciation checks' to specifically speak to the ICP.

In layman's terms, that's the final check an insurance company issues after a job is completed. The ICP can wait 60-90 days for that check, sometimes even longer, so they are intimately acquainted with the pain of waiting for that check to arrive.

If I had kept the copy more broad, using the original draft copy 'cash flow,' this ad would not be as engaging to the ICP.

Final Ad Copy

Image Headline	Image
The <u>secret</u> to never chasing a paper check ever again	bright light bursting out of slightly ajar door with CASH
Is your roofing business buried in accounts payables?	construction hat or worker buried in bills/invoices
Get cash flow positive in <u>30 days or less</u>	
Are insurance companies holding your depreciation checks hostage?	Money held hostage/tattered/beat up/tape over mouth/rope around it/black eye
There's a <i>faster</i> way to get paid	

Final Ad Copy and Image Direction Example

This is compelling product-aware ad copy because it does these 5 things:

- 01 Calls out a single, painfully familiar problem
- 02 Speaks to the audience in their language
- 03 Introduces the ICP to a solution
- 04 Frames the solution as a mysterious secret
- 05 Teases the answer with a compelling CTA

Tip:

If you're using an account-based marketing strategy, you can call out the ICP in the ad copy, as well. In this case, we would simply add 'Roofing Contractors:' or the like to the beginning of the ad copy.

So you've got an ad headline, but what's going on behind the copy?

You can make your ads even more compelling by adding a striking image, which leads us to...

Step 06

Come up with an image to pair with the ad


Let me first say... I am not a designer. But, thankfully, we have one on staff, so that's not a problem.

That said, I always include a direction for the design along with my ad copy (as seen in the last example), and recommend you do too.

Sometimes one just comes to me; but more often than not, I ask my brainstorm buddy ChatGPT for a few ideas.

Most are bad—bless his little AI heart—but usually spark a pretty solid idea after he gives me ten or fifteen crummy ones.

Then it's up to our designer to bring the whole thing to life. As you can tell by this eBook... she's pretty damn good at it.

 **Tip:** Make sure the branding, typography, and messaging are congruent with the landing page.

If the ad and landing page don't look like they belong together, prospects might get confused and bounce without even considering converting on your CTA.

One simple way to ensure congruence is by prominently displaying your logo in both places, but whoever's designing the ad should work off the same style guide used to create the landing page (and website as a whole).

Step 07

Write the headline

For the most part, the headline will display right below your ad. So, depending on where your ad falls in the awareness funnel, the headline could...

- Say what the product is or does
- Offer a discount or incentive
- Be a compelling call to action

For problem-aware ads, we recommend just stating what the product is or does in the simplest way possible.

Keep in mind, max length for these is somewhere between 30-45 characters, depending on the ad platform, so you don't have a ton of room to play with here.

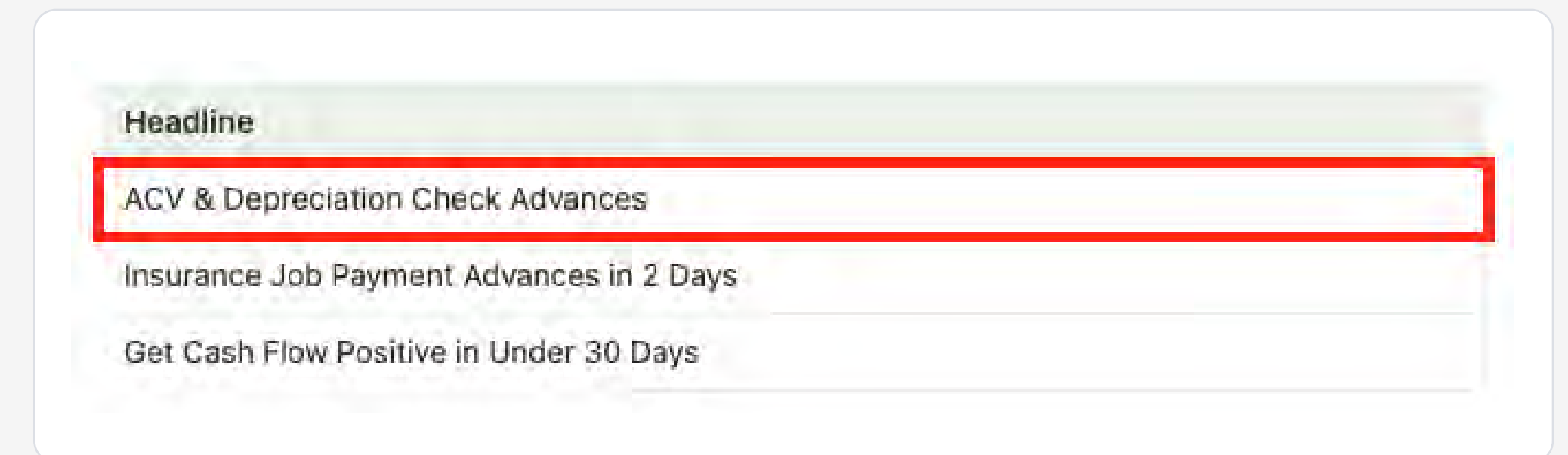
Remember, in the problem-aware stage, your prospects don't know that a solution like yours exists.

While, on the one hand, you're trying to build mystique in the ad copy, you also need to balance that out with a simple explanation of what the heck you're selling.

For example, in the main ad copy, I tease that 'there's a faster way to get paid.' The natural response is, 'Okay, how? What's the faster way?'

The headline answers that question: 'ACV & Depreciation Check Advances.'

For a warmed-up audience in the solution or most aware stages, we'd recommend a direct, call-to-action headline instead.



Ad Headline Example

Step 08

Write the description

You have by far the most room to write in the description, in terms of character limits—plus it's prominently displayed above your ad.



And, yeah, most people aren't reading the description.

But think about it... for those that **are** reading, there's pretty significant intent there.

Depending on which platform and whether you're running an image or video ad, you have anywhere from 150-600 characters to play with.

Tip: The text usually truncates around the **125-character mark**, especially on mobile. So for a longer description, that opening line has to be compelling enough to get your prospects to click the 'See More' button.

I recommend having (at least) one long and one short description option.

My favorite format for descriptions is a list of benefits or pain points with a  or an  in place of bullets because they're more eye catching than a little-old dash.

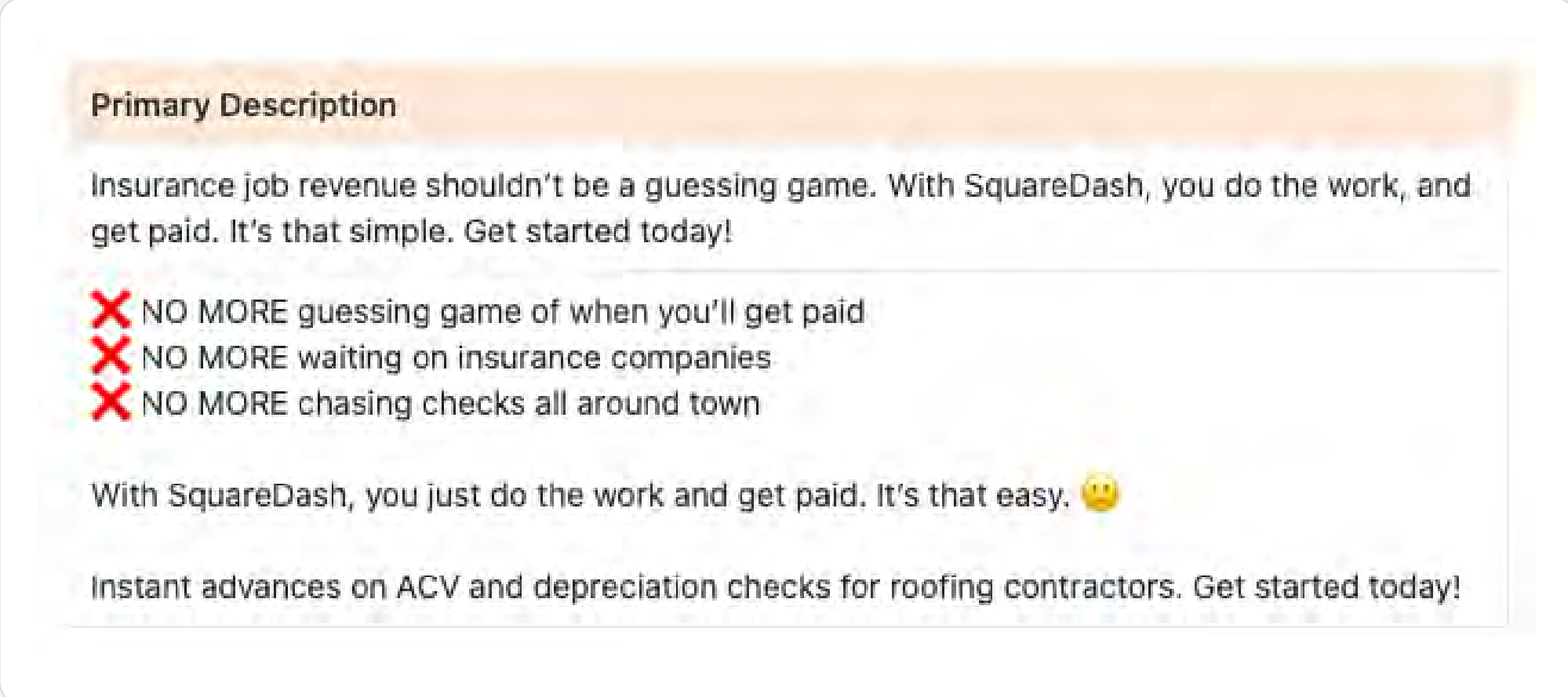
For top-and-middle-of-the-funnel assets like this one, we suggest sticking to one short description that reinforces the overall concept...

And one list-based description designed to drive some more engagement.

However, for bottom-of-the-funnel assets made for the most-aware audience, we'd encourage you to use the full 600 characters so you have room to be as persuasive as possible.




Generally, you can upload multiple headlines and descriptions, and the ad platform will responsively mix-and-match them to determine the best performing combination for you.

So you can easily test out different lengths and formats to see what works best for each awareness stage.



Primary Description

Insurance job revenue shouldn't be a guessing game. With SquareDash, you do the work, and get paid. It's that simple. Get started today!

-  NO MORE guessing game of when you'll get paid
-  NO MORE waiting on insurance companies
-  NO MORE chasing checks all around town

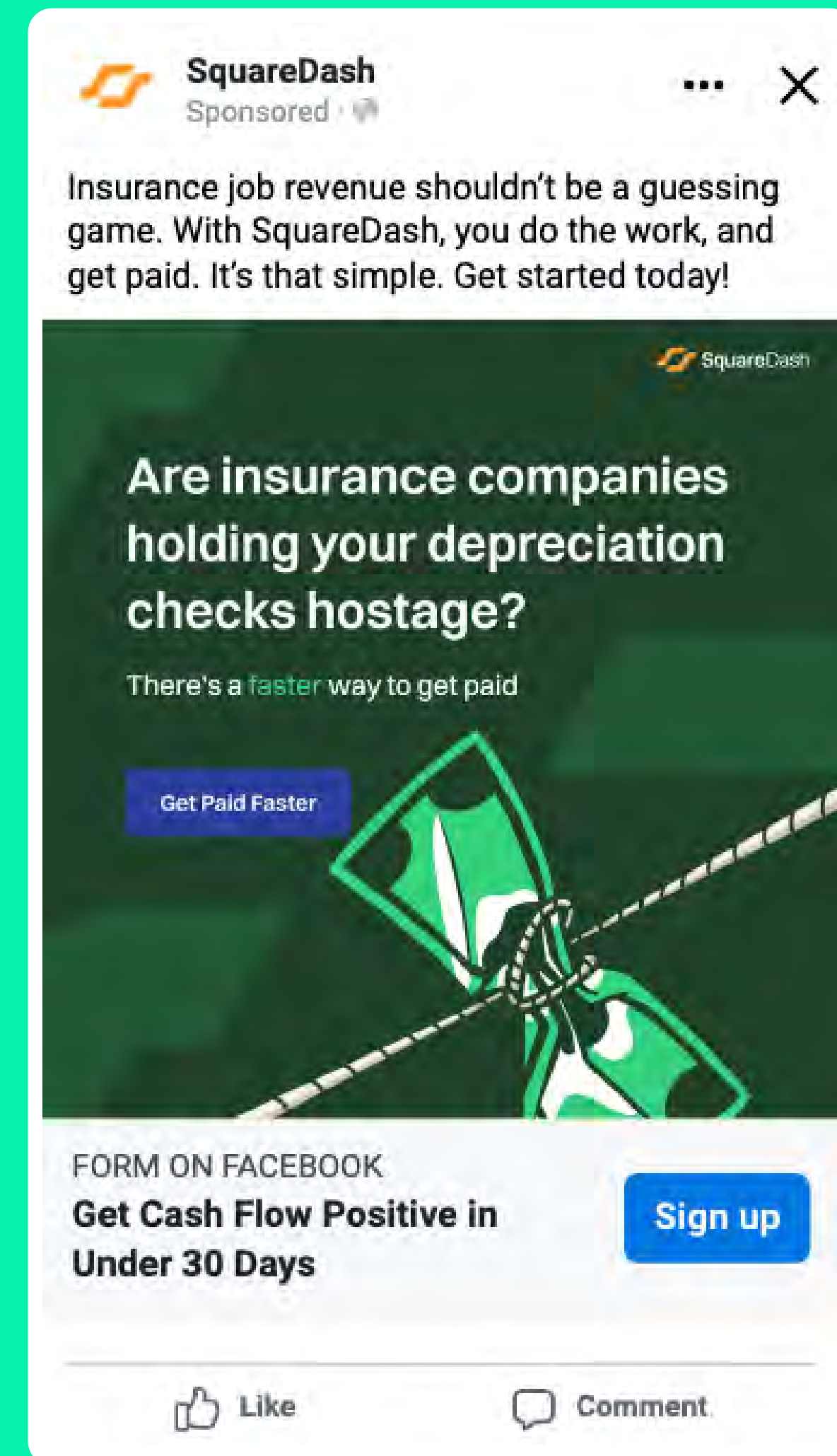
With SquareDash, you just do the work and get paid. It's that easy. 😊

Instant advances on ACV and depreciation checks for roofing contractors. Get started today!

Ad Description Example

And bing, bang, boom, you've got yourself a killer ad.

Here's what it looks like in the wild.



Problem-Aware Ad Displayed on Facebook

Just repeat the process over and over again until you've filled out your entire paid advertising funnel with hyper-targeted ads for each stage of awareness.

 Free Giveaway:

As promised, you can snag a FREE copy of our entire Paid Advertising Playbook—complete with an asset repository, project roadmap, and awareness ad storyboard—[right here](#), **right now** for the low-low price of your email address.

Bonus—then you'll get to see more great content like this in your inbox. Now, won't that be nice? 😊

Better yet, [Hire Us](#), and I'll write your ads for you.

[Book a call](#)

To see how duo can completely transform your paid advertising funnel with remarkable strategy, creative, and execution.



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