

153 - How to Create a Perfect Ad

Laura Davis: [00:00:00] In this week's show, we are gonna be discussing with you the elements of a high performing ad.

Laura Moore: Welcome to JFDI with The Two Lauras. This is the weekly show where we dive into all things related to working as a freelance social media manager from marketing content, business tips, ads, you name it, we discuss it here on the show.

Answering all your questions and diving deep into loads of different topics and occasionally having the odd rants or getting stuck down a rabbit hole or of Laura Davis forgetting how to kind of string a sentence together when she's trying to tell us some sort of saying. We've said it all on this show.

Um, so on the show today, we are diving into ads, Meta ads to be specific and we're talking about the elements of a high performing ad. So, there's lots of different pieces that go together with this. Uh, you may have questions afterwards. Feel free to drop into our Instagram DMs. We're @thetwolauras over there. Or leave a comment below if you're watching on YouTube, and we can come back and answer those after the show.

So let's start [00:01:00] then with the most, maybe it's the most important, maybe it's not. I think all of these important, but the first thing that I would think about as the most important element of a scroll stopping high performing ad would be the creative 'cause that's the bit that makes our brain stop, right?

Laura Davis: Absolutely. Yeah. I just think you, there's no point spending hours writing this killer copy and having this amazing ad campaign if no one even stops scrolling.

Laura Moore: Yeah.

Laura Davis: Um, so you've got to have something that jumps out and speaks to your people –

Laura Moore: And that can go for your organic content too, by the way.

Laura Davis: Well, yeah.

Laura Moore: Like if you are only doing organic, that's, that's super important.

Laura Davis: Yeah. Probably some of the, all these comments may be relevant really to organic content, but yeah, it's got to stop the scroll, so you have to think, you know, is, is if

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it's just a photo, it doesn't mean anything. It doesn't call out the people you're trying to speak to.

It doesn't kind of resonate with anybody. There's nothing [00:02:00] identifiable to make someone go, Ooh, what's this? Or, wow, what's this? It's got to create that reaction, doesn't it? It's got to make somebody –

Laura Moore: But it's not even, someone doesn't actually have to think about it. It's subconscious of, scrolling, our brain makes a subconscious decision to stop our thumb from scrolling.

Then our, then we take over and think about why, you know, what we are looking at all of that stuff. So, and it's the subconscious movement or of a video, colours of a photo pattern, kind of the disruptors –

Laura Davis: Animal.

Laura Moore: – maybe text in massive screens. You know, it's all of those things that make our brain trigger to stop our thumbs from moving.

So you have to kind of think about, okay, if I was scrolling, would this stop me? Have a look in your feeds and see what stops you. You know –

Laura Davis: We're all different.

Laura Moore: Different people react to different things. Yeah. But there will be some things that we will all react to. So if we are scrolling through a feed, for example, and it's like, this doesn't really happen these days, but back in the day, Facebook used to be very white.

There was just a lot of text. [00:03:00] People didn't really share a lot of photos. And if they did, they were all very similar. You know, like on Instagram we all used to use filters. Something bright and like, like bright yellow with black text on it would be jarring. We'd be like, whoa, what's that? So we'd stop scrolling.

And you can still create that effect despite there being lots of content on there. Now you just have to think about what's different.

Laura Davis: But there's an, there's an art to it in that you don't want to make it look like an ad.

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Laura Moore: Oh, a hundred percent. Yeah.

Laura Davis: So you want it to stand out and stop the scroll, but you don't want it to stand out because it's an ad. People don't like ads.

Laura Moore: Because remember, people absolutely hate ads. It's not just that they don't like them, they despise them. They're constantly moaning about, there's too many ads on social media, so you don't want yours to look like an ad because they will hate it.

Laura Davis: Yeah. So the over polished, the over like the, the just ads graphics that you can imagine you'd see in your local paper, something like that is not going to stop someone [00:04:00] scrolling.

It's things like maybe someone's face that they think, oh, is that, do I recognise that person? It's, you know, it's the thing, it's the text. You know, like, we'll, we'll often use big, bold text with key words on that text so people will stop. It's not just pretty things, it's not just faint on brand writing that you can't read, but it's, you know, you really have to think in that split second, that that person subconsciously, often will stop the scroll.

Like they, it's got to be quick. It's, it can't be, Hmm, I'm, someone's going to consider this ad and think, am I going to give it my time? It does not work like that. Um, so scroll stopping creative is super important and I'd love to sit here and say, you have to have this, you have to have that. It has to be bright yellow.

It has to be this, it's, as we've said, it's gonna be different to, for every, [00:05:00] every bo-, different brand, your different audiences, maybe within that brand, depending on what you're trying to sell. Different, you know, times of the year, different seasons, there's all sorts of varial-, variables. That will mean that it will make it very difficult for there ever to be a defined, this is the rules of how to create a scroll-stopping creative.

But there's lots of things you wanna bear in mind, but you are going to have to then test it with your audience. With your client's audience and keep testing, never rest on your laurels.

Laura Moore: Yeah. With copy, I would say that's a bit different. I think there are a couple of rules that you could definitely stick to with copy because the, your copy in your ads is super important and it would depend on where that ad is being shown.

But generally, the first few lines of that ad are the most important pieces of your ad copy. Yeah. 'cause on most platforms, that's all somebody will see unless they click to open to

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read the rest of it. So, and it's like the same, if [00:06:00] you're creating LinkedIn content, Facebook content, like whatever, people can only see that top bit.

You've gotta kind of grab them and make them read the rest. So that's really, really important. Your ad copy also really needs to speak to the people you wanna attract because if they're reading through ad copy, they need to know that this is for them most. Like if you think about how different people react with ads and engage with ads, some people will see the creative, that's enough.

They'll click over to the ad, other people will see the first lines. That's enough. They'll click over. If they've done those two things and they still haven't clicked through and they're reading the copy, it's because they don't know it's for them yet. So your content needs to make sure they understand it's for them, so it needs to speak to the audience.

And then like I just said, depending on where you're seeing it, you need to optimise it for the placement because some placements won't, will show less text than others. And you wanna make sure that that works well too.

Laura Davis: Yeah. So imagine you've got a long piece of copy that, that may be brilliant. It's really long, which is what I hate, but it may be working, but you can't put that, you know, five paragraphs on [00:07:00] a, uh, an Instagram stories placement. You've, you've literally just got that graphic, so how can you change it to fit that, those different platforms? Uh, placement, sorry.

It's really, really important and you know, the amount of times I see ads that just, I can imagine work on one platform, but they're not working on the ad, on the platform that I'm seeing it just because they've not tweaked the different placements.

Yeah, definitely just on the copy as well. And again, it's dependent on the placements of where these ads are showing, but that headline is really important. That often is what people will look at. They'll go for the, they'll stop at the creative, they'll look at the headline, and then they'll go up and read the copy, and it's the copy, which will make them obviously take the desired action, but that headline –

Laura Moore: For people who are listening and can't see what you're doing with your hands, where are you talking about in relation to a headline?

Laura Davis: So the headline will sit underneath the image. So this is more likely to be like on your Facebook feed. [00:08:00] It will sit underneath and it will be next to your call to

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action button. So if. And it's only, oh, I can't, I wish I'd checked now. 60 characters maybe, maybe 40.

Actually. It's small, but it's really important. So what can you put in there? And it would depend on where you are in the funnel. It would depend on whether you're trying to appeal to a cold audience or a warm audience. But it's really important that that, again, people can either be pulled in with that because it's a great caption, or it maybe identifies the person or shares an offer.

Maybe it uses it to share some social proof. Like there, there's lots of options in terms of what you can use in that headline, and sometimes you can just test your headline, just keep changing your headline and seeing which one works best. But it's a really important part of a good creative, I think.

Laura Moore: Yeah. When it comes to your copy as well, your call to action is so important. If you remember what I just said, some people, you know, will take action early, [00:09:00] but the people who read through the whole copy, if there isn't a call to action at the bottom of it that tells people what to do next, they may not do anything.

So you wanna make sure you give them a call to action. It needs to be one call to action. And on an ad it'll probably be, you know, click here or go and buy this thing, or download or whatever. It won't be like and comment and share and, et cetera, which it shouldn't be anyway, an organic, but on an ad, it's really, really important that you just give people one thing to do so they can go and do it easily.

Laura Davis: And obviously that thing being aligned with what the goal is of that particular ad.

Laura Moore: Exactly. Yeah, for sure.

Laura Davis: Okay, so we've covered kind of the creative, like what it looks like, but I think what's gonna be, or equally important as to whether something is high performing as to whether you've targeted the right audience and it's the right audience for what you are trying to, to sell or promote.

And that is the key. Like so many people will often be like, oh, you know, I can just target everyone. [00:10:00] No, you can't, um, knowing who you want to speak to and the more you know about that person, the better. And yes, you know, with Meta ads now there is a

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lot more machine learning. There is a lot of AI involved in some of the audience targeting, but knowing who you want to speak to, and this goes for your creative as well.

And the what the, and I'm talking the specifics about these people, not just what they live, where they live, sorry. And whether they're male or female or maybe their age, it's like where do they shop? What do they like to do? Where do they hang out? Where, what kind of holidays do they take? Are they the people who like luxury?

Are they the people who don't? Can they afford luxury, can't they? You know, it's all of these things that if you don't know this stuff, you can't create the right content for them, and you can't build the right audiences in your campaign build. So taking the time to [00:11:00] understand this kind of stuff is so important, having these conversations with your clients.

You know, I've worked with clients for over six years and I still learn new things about the audience as as, as we have these conversations. So you keep wanting to have the conversations, ask the questions. Because the more you know and the more you can get that audience bang on, the more you're gonna get better results. Um, and the most cost effective results.

Laura Moore: For sure. Would you say that this is all the same if people are just retargeting?

Laura Davis: Well, the, some of the element, the elements are all the same. You still gotta have a good, strong creative. You've still gotta have great copy, but it's, what you are saying in a retargeting campaign is gonna be different because you are going to maybe share some offers that you don't want to share to the cold audience, but you want to, for the people who are, have been around for a while, they've checked out your website, maybe checked out your products, but they've gone again, maybe they just couldn't be arsed to get [00:12:00] off the sofa to get their wallet. You can retarget them –

Laura Moore: Story of my life.

Laura Davis: Yeah. You can retarget them with a, you know, free shipping if it's e-commerce or a discount even. Or if you buy something now you get something else. And so you don't want that to go to all and sundry, but you do want it to just go to a small proportion of the audience to, to kind of push them over the edge.

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So things like your offer will be key to share. You don't want that under in the see more area of your copy. You want that in your headline on the actual image maybe, or right at the top of your copy. So you want that, so you would lead with that, I guess.

And also I think in your retargeting, you want your branding, the images, you want it to all be consistent. So if they've been on your website and you know, they then get a retargeting ad that looks completely different.

It, there's so many ads and so much content out there, you kind of, they don't realise that that's retargeting for [00:13:00] what they've just looked at. So you want there to be that kind of seamless consistency so they know straight away, oh look, this is this brand. I'm just on their website, or I've just engaged on their social content. This is kind of the same vibe.

Laura Moore: Yeah, it's like the same products if they've looked at a product. Seeing that same product being used by somebody or in being unpacked or you know, it's in the box or it's out the box. It's like seeing the same thing but in different ways. That's the consistency, isn't it? They're still seeing the same product that it's, but it's not the same image always.

Laura Davis: Yeah. Yeah. So I think it, it is just about thinking a bit further down that funnel, isn't it? When it comes to retargeting ads, like these people kind of know you. They, you know, but they might not know you that well. They might literally have seen your top of funnel ads gone and looked at a product and, and left.

So they don't necessarily know everything about you, and maybe that's why you, you're retargeting maybe does need to help with that. They need to get to know you more. So that's what you do on your retargeting. [00:14:00] So. You are more funnel aware when you get to those re retargeting as to understanding what your audience needs to know to come back to, to then make that conversion. Um, so it's all similar but a bit different.

Laura Moore: Yeah, definitely. And I think if you're creating organic content for your clients. And you are then creating these retargeting campaigns, which spoiler alert you should be doing. Um, 'cause you can get paid for them, you can help your clients get better results. All of that stuff.

That's the sort of thing you need to think about is what, what's been happening in my organic, organic content? What have I been talking about? Where have I been sending them to? So therefore, you know, how can I then bring them back. What have we been focusing on in terms of our goal for the organic content?

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How can the retargeting ads kind of align back with that to help us to achieve that goal?

Laura Davis: Absolutely. Yeah.

Laura Moore: And if all of this sounds like completely alien to you when we're talking about these retargeting campaigns, you may have heard us talk about clickback campaigns. It's the same thing. We've got a training manual that will help you with this.

Um, if you go to [00:15:00] thetwolauras.com/cbc, we'll also put that link below. You can go and grab our clickback campaigns training manual. And that will help to explain all of this in terms of like what these campaigns are, what they look like, the kind of results that your clients can be expecting, the things that your clients need to have set up so you can set these kind of campaigns up and the information that you need to know so you can sell this idea to them in the first place so that then you can obviously charge for these things.

So go and grab that. That will definitely help you to get started with, with these clickback campaigns, these retargeting campaigns. So you can add, layer that into your, your business as another service. It's definitely worth doing.

Laura Davis: Yeah, absolutely. It's where the magic happens.

Laura Moore: Yeah and the money.

Um, so quick recap then. We need to have really good scroll stopping. Imagery video, we need to have great copy that speaks to the right people. Those first few lines are really important. We need to optimise it for the placement. We need to have a strong headline. We need to have a strong call to [00:16:00] action. We need to make sure it's being shown to the right people, and we need to make sure that the right people are being shown the right thing at the right time.

And that, my friends, is how you create a really high converting ad campaign. Simple!

Laura Davis: Woop woop, easy.

Laura Moore: Love it. So yeah, if you've got questions about any of this, come and ask us anything. We're always open for a chat, but for now, that's it.

Laura Davis: Yeah. We'll be back this time next week.

Laura Moore: Yeah, we'll see you then.

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Laura Davis: Ta-ra!

Laura Moore: What, what language am I saying goodbye in today? Auf wiedersehen!

Laura Davis: Arrivederci – is that bye?

Laura Moore: That's Italian, isn't it? I don't know.

Laura Davis: I don't actually know.

Laura Moore: Or is it Portuguese? Who knows? Anyway, toodles!

Laura Davis: Bye!

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