

Tips to Create Ads that Convert

“THE GUIDE”



Targeting

Know your target audience

This is the foundation of building an ad that will get you the right customers. You need to have clarity on the kind of person you're selling your product to. To find out how you can identify this person you can look at our resources.

Knowing who your target audience is means that you will know what their pains are and what their pains is and their desired future state is. When you have these two in place, you can then position your product as a solution to taking your customer from their pain to their desired future state.

How to identify your customers pains

Ask yourself the following questions to have clarity on this

- *What does your persona struggle with when it comes to business/the area you work in*
- *What does your person complain about?*
- *What does your persona wish was different in their lives?*
- *If your persona had one wish what would they change?*

How to identify your personas future state

- Ask yourself the following questions to have clarity on this
 - *What is your persona working towards?*
 - *What does their ideal life look like?*

Different Ad templates you write your Ad

1. *[Persona pain point] + [Persona future state] + [How your product/service will take them from pain to future state]*
2. *[Persona pain point] + [How your product/service will take them from pain to future state]*

Examples from Facile Agency Ads

1. *[Persona pain point] + [Persona future state] + [How your product/service will take them from pain to future state]*
2. *[Persona pain point] + [How your product/service will take them from pain to future state]*

Ad 1

Script

Yes, business is hard, but some struggles are not necessary. If you're spending more than Ksh. 3,000 per month on ads and you're not making at least Ksh.15,000 you need a different strategy.

→ **PERSONA PAIN POINT**

We help entrepreneurs in Nairobi that are looking to grow their business by investing in ads. This is for small business owners that want to see their small business grow and are willing to put in the work. If you'd like to stop the unnecessary struggle in your business and start seeing that cash flowing in. Send us a WhatsApp message now so we can give you more information on how we can help. Pricing details are in the captions

**HOW YOUR PRODUCT/SERVICE WILL TAKE
THEM FROM PAIN TO FUTURE STATE**

Ad 2

Script

Are you stressed by how inconsistent sales are for your small business? Do you feel like there must be a better way to fix it?

→ **PERSONA PAIN POINT**

We help small business owners in Nairobi by creating and running ads that attract the right customers. This is for small business owners that want their side hustle to give them the freedom and financial stability that their 9 - 5 doesn't. If you'd like to start getting more predictable sales for your small business, send us a WhatsApp message now so we can give you more information on how we can help. Pricing details are in the captions

**HOW YOUR PRODUCT/SERVICE WILL TAKE
THEM FROM PAIN TO FUTURE STATE**

Ad 3

Script

Keep scrolling if you do not want to grow your small business, keep scrolling kama running a side hustle plus working a 9 -5 is not overwhelming, keep scrolling if your small business is getting you consistent sales.

→ **PERSONA PAIN POINT**

We help small business owners in Nairobi by creating and running ads that attract the right customers. This is for small business owners that want their side hustle to give them the freedom and financial stability that their 9 - 5 doesn't.

PERSONA FUTURE STATE ←

If you'd like to start getting more predictable sales for your small business, send us a WhatsApp message now so we can give you more information on how we can help. Pricing details are in the captions

→ **HOW YOUR PRODUCT/SERVICE WILL TAKE THEM FROM PAIN TO FUTURE STATE**

Creatives

This is a what will make people stop scrolling and pay attention to your Ad. Again put yourself in the shoes of your persona when they are getting your ad and create something that would make them stop in their tracks.

What you must have in your Ad

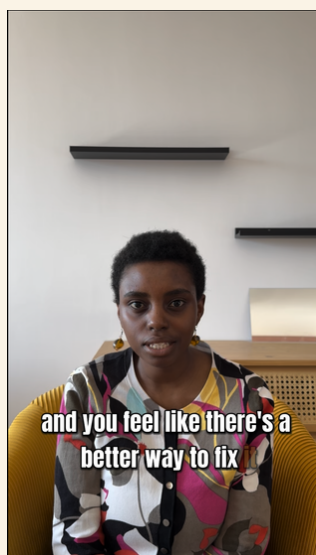
1. A hook, find a catchy phrase that will build curiosity eg before you keep scrolling?
2. Talk about the pain, the future state and the solution you're providing
3. Make it short
4. Make sure the video, image and audio quality is good
5. Converting CTA have a clear call to action

Examples of the Ad creatives from Facile Agency



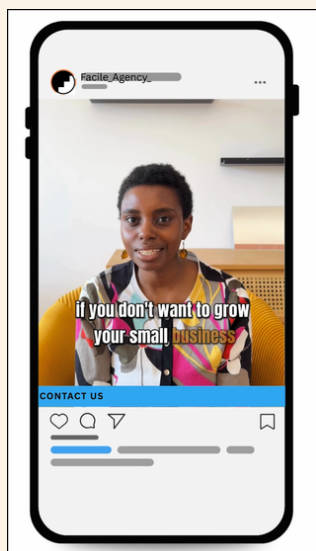
Creative 1

<https://youtube.com/shorts/E5BLkbbkXO4Q?feature=share>



Creative 2

<https://youtube.com/shorts/8clSnEaatcE>



Creative 3

<https://youtube.com/shorts/wfUHDzMBLEo>

Monitoring

Building a successful is a trial and error process. That is why it's important to have multiple Ads to check which one does well so and which one doesn't. The objective of this Ad will be to make a sale through receiving a WhatsApp message, therefore the final metric we will be tracking is the number and quality of WhatsApp messages and ultimately the conversions.

Example of results from the Ads we're running

| | | | | |
|-------------------------------------|-------------------------------------|---------------------------------|----------------------|------------------------|
| <input checked="" type="checkbox"/> | Off/On | Campaign | Results | CPM (cost per 1,000... |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | FA - Nairobi Clients - 11 April | 1,128 Link Clicks | ₹1.13 |

| | | | | |
|-------------|-----------|-------------|------------|---------------|
| Impressions | CTR (all) | Link clicks | Delivery ↑ | Budget |
| 17,131 | 6.81% | 1,128 | Active | ₹12.7K 10d |

| | | | |
|-----------------|--------|-----------|-----------|
| Budget | Reach | Frequency | CPC (all) |
| ₹2,000 Daily | 12,675 | 1.35 | ₹0.02 |

The Ads have been running for about 10 days, and we have spent about Ksh.2000 received about 20 messages and no sale so far. To make our Ad more effective, we will be making the following changes

- *Change the CTA*
- *Make more creatives that are similar to the one that's performing best*