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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Proven Tips for Boosting Ad Response

By Marty Foley

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Your ad copy can mean the difference between profitable and unprofitable results from your marketing efforts. There are many ways to boost ad response. Here are ten tips to help you achieve that goal...

— Ad Copy Tip #1:

Your headline is very crucial. Yes, headlines can even affect response to your web pages. Many copywriters spend more time on headlines than they do on all other elements of an ad combined.

The purpose of a headline is to catch your targeted prospect's eye and motivate them to continue reading the rest of the ad (or other type of marketing communication). If the headline doesn't do its job, the ad will most likely fail.

— Ad Copy Tip #2:

Instead of trying to appeal to anyone and everyone with your headlines, they should be targeted toward the prime interests of your best prospects. There is little point in drawing the attention of those who have no interest in your offer.

— Ad Copy Tip #3:

Since people tend to delay action, ad response can be improved by making special limited-time offers that encourage them to act NOW. (For the sake of honesty and credibility, use a real deadline.)

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-- Ad Copy Tip #4:

Your ads should include a clear "call to action," which encourages your prospects to take ACTION toward buying your product or service. Yes, make it unmistakably clear exactly what the next step prospects should take in order to benefit from your product/service: place an order, request more information, or whatever the next step in the sales process may be.

-- Ad Copy Tip #5:

For maximum response you should constantly test and refine your ads in order to determine which approaches work best. Once you have a proven "control" ad, you should continue testing in order to increase response even further.

To test various elements of your web marketing efforts, check out my new tool that now lets you do scientifically accurate split run testing on the world wide web:
<http://ProfitInfo.com/catalog/v4.htm>

-- Ad Copy Tip #6:

Build and use a "swipe file." This shady-sounding term refers to a file or collection of winning ad copy that others have used successfully. No, I'm not advocating that you plagiarize the work of other copywriters. What I'm suggesting is that you creatively adapt the winning elements of other proven ads to your own situation. Sure beats trying to reinvent the wheel from scratch.

Better yet, Yanik Silver has developed a collection of winning, ready-made sales letters you can use as your own swipe file. Check it out at: <http://profitinfo.com/success/isl.htm>

-- Ad Copy Tip #7:

Real testimonials in ad copy can be effective at helping prospects overcome sales resistance. Testimonials are more believable when the full name, city, state, and – if possible – contact information, are used in ad copy. (Ask permission before publishing someone's testimonial.)

-- Ad Copy Tip #8:

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Ads that look like ads draw less readership than those that look like editorial material. Think of ways you can take advantage of this in your marketing campaigns, in order to increase response. For example, can you make them more informative, while doing an effective selling job?

— Ad Copy Tip #9:

When writing ad copy, keep it simple. Break up long paragraphs and sentences into smaller ones and include only one main thought per sentence. Streamline by cutting out unneeded words.

— Ad Copy Tip #10:

Use enough ad copy in your sales letters to fully describe your product or service. Some have the impression that people won't read long sales letters. Real prospects *will* read long sales letters, as long as they find interest in them. But they will not read long BORING sales letters.

Marty Foley. His highly-rated book, *Internet Marketing Goldmine*, reveals powerful Internet success strategies and is available at (<http://ProfitInfo.com/>). Check out his directory of only *proven* money-making affiliate programs at: (<http://AffiliateProfitInfo.com/>).

9 More Writing Tips for Successful Email Marketing

By Steve Slaunwhite

A few months ago, I wrote a guide entitled: *101 Writing Tips for Successful Email Marketing*. In fact, many COPY TIPS subscribers have a copy. Since that time, I have worked on dozens of successful projects and have discovered some additional tips for boosting response.

1. Ask a question in the Subject line. This almost always gets the email opened. I suspect this is because questions are so much a part of everyday email between friends and colleagues. It's a natural way to begin a conversation. Just be sure your question is honest and straightforward — not cryptic, hyped, or suspicious.

2. Write a letter, not an ad. With the growing use of graphics in email, a lot of marketers are experimenting with formats that look more like an ad than a personal message. The fact is, an "email ad" is more likely to be deleted on sight than one that appears to be a personal message - even if that message is obviously promotional.

3. Don't be afraid to go long. In the early days of email marketing, short copy was the rule. But this is

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changing. For some offers at least, longer copy that tells a more complete story is doing better. This is especially true when a transaction is involved, such as a subscription or sign up.

4. Beginning, middle, and end. Most click-through responses will come from the hyperlink at the top, bottom, and middle of your email message - in that order. A lot of marketers forget the middle hyperlink. Don't. Your response rates will suffer.

5. Show a picture. For graphics-enhanced email, consider including a picture of your product. This will tend to lift response. Of course, if your product is intangible, you'll have to think of an interesting way to present it as an image. But, trust me, it's worth the effort.

6. Link the images. If your email contains pictures and other graphics, be sure to hyperlink them. You'll be surprised how many prospects will click on these to respond.

7. Drop-text images. A drop-text is a text message that appears when your cursor hovers over a graphic. This is common on web pages. In email, this technique works like a picture caption or sidebar that displays as your prospect interacts. Very powerful.

8. Bribes work well. An offer of free shipping, a discount, an invitation, or a free gift is extremely effective in email marketing. For my money (and my clients') information premiums -- white papers, guides, checklists, downloads -- work best.

9. Add a toll free number. Most prospects will click thru and respond to your offer online. But some prefer to call and speak with someone live. A toll free number will often boost response.

An award-winning copywriter, Steve Slaunwhite helps companies achieve their direct mail and email marketing objectives. He can be reached at

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How To REALLY Use Google Part One

7 Proven Tips To Market Your Cleaning Business

The Immediacy of the Child's World

How To REALLY Use Google Part Two

Success Secrets

Copywriting Crash Course

Killer Conversion Tactics

Reply Email Automator

The Art of Kissing



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