

ADVERTISING PORTFOLIO

Space2Be

Facebook lead-generation advertising

Turning uncertainty about Yoga or Pilates into 168 guide requests.

THE BRIEF	Generate leads from local prospects interested in improving their health but unsure whether Yoga or Pilates would be right for them.
MY ROLE	Lead magnet proposition, Facebook ad copy, campaign messaging and conversion journey.
AUDIENCE	Local adults considering Yoga or Pilates, including people managing aches, pains or other health concerns.
APPROACH	Start with the decision the prospect is already trying to make, offer an easy-to-follow guide as the answer, reinforce local credibility and use a direct download CTA.

RESULT / EVIDENCE

168 guide requests at £4.98 each.

PORTFOLIO NOTE

This PDF contains selected extracts and campaign visuals from a larger advertising project. They have been chosen to demonstrate the strategy, offer, copy and results without reproducing the complete campaign.

01 / ADVERTISING SAMPLE

Answer the question already in the prospect's mind

The ad is built around a simple choice - Yoga or Pilates? - and uses the guide to reduce uncertainty before asking the prospect to take a class.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Are You Considering Pilates or Yoga, but you're not sure which one is right for you?

Are you struggling with a nagging health condition which is stopping you getting on with your life?

Have you heard that yoga and pilates would be good for you but you're not sure which one is right for you? If so, find out more with this FREE easy to follow guide that provides all the answers.

[FREE GUIDE] WHY YOGA AND PILATES ARE SO GOOD FOR YOUR HEALTH, AND WHICH ONE IS RIGHT FOR YOU...

We have helped over 300 people locally find the answers they need so they can take that next step to improving their health.

CLAIM YOUR FREE easy to follow guide without obligation

END OF COPY EXTRACT



The Space 2 Be
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Struggling with aches and pains and want to become fitter and healthier ?
Heard that yoga and pilates would help but not sure how or which one to choose?
If Yes, find out the answers with my FREE easy to follow guide

YOGA OR PILATES
WHICH ONE IS BEST FOR YOU?

[FREE GUIDE] WHY YOGA AND PILATES ARE SO GOOD FOR YOUR HEALTH, AND WHICH ONE IS RIGHT FOR YOU...

YOGA OR PILATES? LEARN WHICH ONE IS RIGHT FOR YOU...

Download

17 Likes · 2 Comments · 2 Shares

THE THINKING BEHIND THE AD

The original ad creative is reproduced alongside selected copy so the proposition, message and response mechanism can be assessed in context.