

ADVERTISING PORTFOLIO

Common-Sense Marketing

Meta lead-generation advertising

Testing different offers to turn paid social traffic into identifiable business prospects.

THE BRIEF	Use Meta advertising to generate leads for Common-Sense Marketing through two different propositions: a free marketing guide and a risk-reversal email marketing offer.
MY ROLE	Offer development, campaign strategy, ad copy, creative concept and lead-generation advertising.
AUDIENCE	Owners and decision-makers in small and local businesses looking for more enquiries and sales.
APPROACH	Build each campaign around a concrete reason to respond: useful information in the guide campaign, and a free first email campaign in the service campaign.

RESULT / EVIDENCE

Free-guide campaign: 104 leads at under £5 each. Latest email-marketing campaign: quality business leads at £10.58 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

Lead generation through useful content

The first campaign uses a specific guide as the value exchange, contrasting proven marketing fundamentals with distracting trends and technology.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

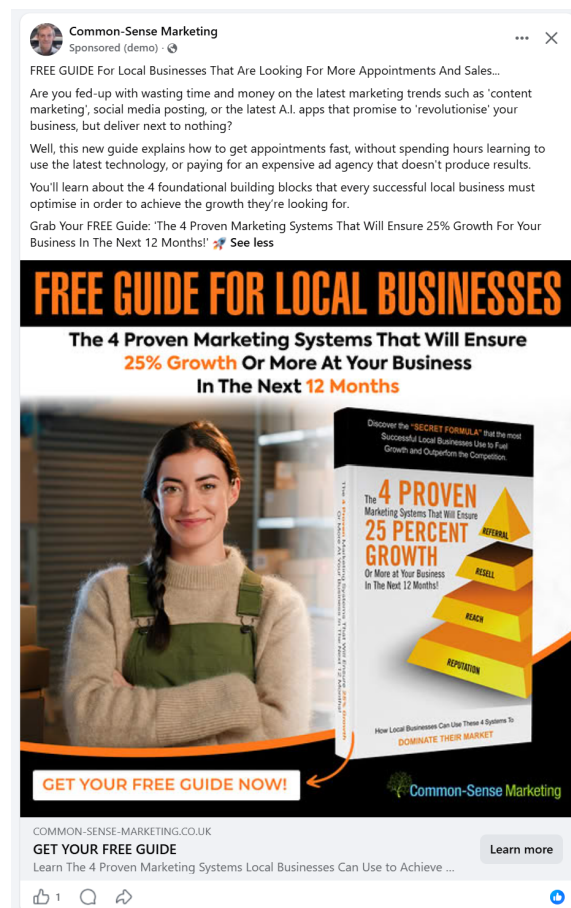
FREE GUIDE For Local Businesses That Are Looking For More Appointments And Sales...

Are you fed-up with wasting time and money on the latest marketing trends such as 'content marketing', social media posting, or the latest A.I. apps that promise to revolutionise your business, but deliver next to nothing?

This new guide explains how to get appointments fast, without spending hours learning to use the latest technology, or paying for an expensive ad agency that doesn't produce results.

Grab Your FREE Guide: 'The 4 Proven Marketing Systems That Will Ensure 25% Growth For Your Business In The Next 12 Months!'

END OF COPY EXTRACT



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.

02 / ADVERTISING SAMPLE

Risk reversal as the offer

The second campaign removes the initial buying risk by offering to write and send the prospect's first email campaign free.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

We'll write and send your first email campaign completely FREE.

No obligation. No contract. No risk.

Because once business owners see what's possible with consistent email marketing, they rarely want to stop.

If you have an existing database of customers, prospects or contacts, we'll show you how to turn it into a reliable source of enquiries.

The first campaign is on us.

END OF COPY EXTRACT

The image shows a Facebook advertisement for Common-Sense Marketing. At the top, it says 'Common-Sense Marketing' and 'Sponsored (demo)'. The main text of the ad is: 'We'll write and send your first email campaign completely FREE. No obligation. No contract. No risk. Why? Because once business owners see what's possible with consistent email marketing, they rarely want to stop. If you have an existing database of customers, prospects or contacts, we'll show you how to turn it into a reliable source of enquiries. The first campaign is on us. See less'. Below the text is a large image of a man in a blue shirt. To the left of the man, there is a list of benefits: 'A 6-month email marketing programme that generates more enquiries from your existing contacts.', 'First campaign written & sent FREE', 'Full 6-month campaign roadmap', 'We handle writing, design, sending & reporting', and '30-day opt-out for peace of mind'. At the bottom of the ad, there is a blue banner with a shield icon and the text 'No Contract • No Risk'. Below the banner, there is a link 'HTTPS://WWW.COMMON-SENSE-MARKETING.CO.UK/BOOK_YOUR...' and the text 'Your First Email Campaign Is Free See what email marketing could do for your business.' and a 'Learn more' button. At the bottom of the Facebook post, there are icons for likes and comments.

THE THINKING BEHIND THE AD

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