

ADVERTISING PORTFOLIO

Closed Bridging Finance

Meta advertising for webinar registrations

Turning a specialist finance problem into a low-cost webinar registration.

THE BRIEF	Promote a webinar to property developers who had viable development opportunities but insufficient capital to make them work.
MY ROLE	Campaign angle, ad copy, creative direction and lead-generation advertising.
AUDIENCE	Property developers looking for funding to progress development opportunities.
APPROACH	Open with the funding problem in the prospect's own terms, contrast it with the reluctance of conventional lenders, then position the webinar as the route to understanding alternative development finance.

RESULT / EVIDENCE

256 webinar registrations at £2.19 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

From funding frustration to webinar registration

The ad starts with a recognisable commercial problem and creates curiosity around why suitable finance can be difficult to secure.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

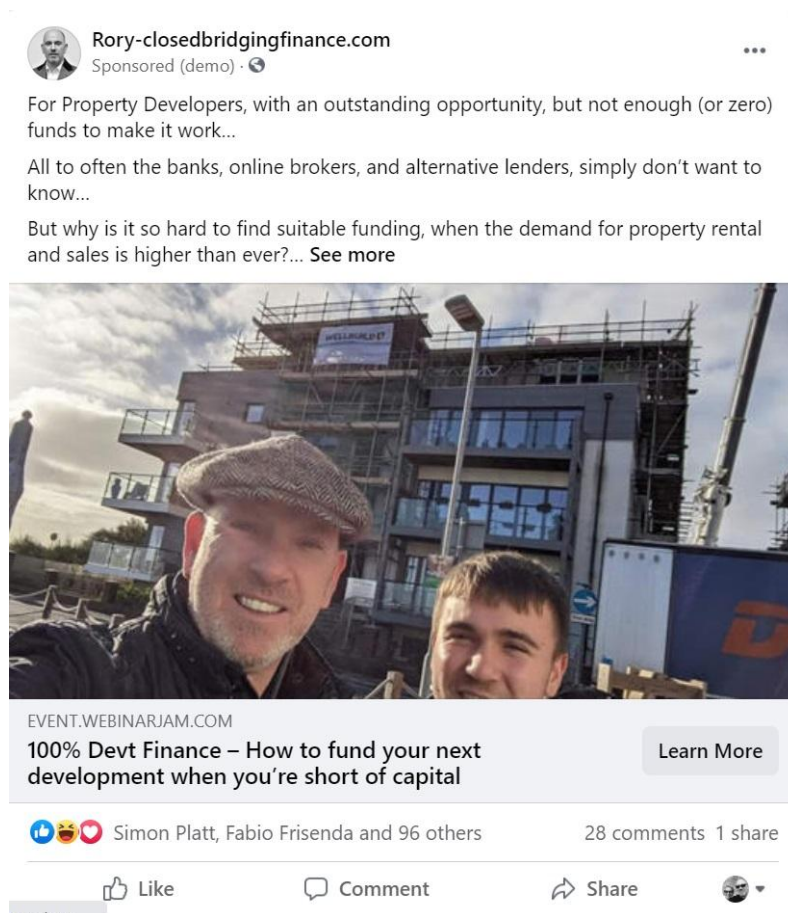
For Property Developers, with an outstanding opportunity, but not enough (or zero) funds to make it work...

All too often the banks, online brokers, and alternative lenders, simply don't want to know...

But why is it so hard to find suitable funding, when the demand for property rental and sales is higher than ever?...

100% Devt Finance - How to fund your next development when you're short of capital

END OF COPY EXTRACT



The image shows a Facebook advertisement. At the top, the profile picture of 'Rory-closedbridgingfinance.com' is shown next to the name and 'Sponsored (demo)'. The ad text is identical to the 'ACTUAL PROJECT COPY' section above. Below the text is a large image of a construction site with a multi-story building under development, with two men in the foreground. Below the image, the URL 'EVENT.WEBINARJAM.COM' is visible, followed by the headline '100% Devt Finance – How to fund your next development when you're short of capital' and a 'Learn More' button. At the bottom, there are icons for like, comment, and share, along with the text 'Simon Platt, Fabio Frisenda and 96 others' and '28 comments 1 share'.

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.