

Collecting Ad Copy From Customers -- Best Practices

Guiding Principles:

- Be Confident -- Reassure the client that we are the expert for their marketing needs and we have a design team ready to create a beautiful, effective ad for them.
- Remember the Purpose of the Ad - Our goal is to help them bring in more customers and grow their business
- Guide the conversation toward what makes a good ad - simple, clean, generic offers.
- Ask specific questions – be in control of the conversation by avoiding open-ended generic questions.
- Manage client expectations – help them understand what is possible, and what to expect through the production process

Example Script:

Hi, I'm _____, your CEA and I work with (sales rep). I'll be working one on one with you regarding the ad you are running with us. I'd like to guide you through our ad copy process today. We have a team of talented designers and creative specialists who will create your ad, so I have just a few questions that I'd like to ask so that we can give them some direction. Then I'll go over where we go from here.

- Is there a type of business you're looking to attract, or a goal you have in mind for this ad?
- Can you give me one or two facets of your business or copy points that you'd like to include on the ad?
- We recommend offering two simple offers, such as \$2 off \$10, \$5 off \$25, or \$10 off \$50. Would you like to use our recommended offers, or did you have something else in mind?
- We also suggest using a stock image that will best represent your business. We have a huge library of options; do you have a type of image in mind or would you like to let our designers choose an image that will best market your business?
- Review location information: business logo, hours, website, address, phone, credit cards accepted, social media
- Explain next steps – when to expect a proof, how to request changes, deadlines, etc.

Troubleshooting:

Client wants too much information to be put into the ad:

- Consumers won't spend a lot of time reading the ad, so grabbing attention with a great photo and offer is the best way to go. Less is more!
- Focus on minimal, short callouts if needed
- Suggest focusing on one aspect in this issue, and then using their next ad to change the focus.

Client wants coupons for very specific items, package discounts or lackluster savings:

- Our research shows that consumers want a good value and the ability to choose what they'd like to purchase.

Client wants to use their own or too many images:

- Advertising is designed to get people in the door. Once they're in, you'll impress them with your product.
- Unless you are a professional photographer with a food stager, stock food images will always look better
- Suggest using the client's images as inset images instead of the main image
- Review their images upfront for possible issues or releases needed

Client wants to "design" the ad:

- Remind them that just like how they are the best at running their business, we have award winning designers who know how to create well-marketed, beautiful ads.

Client wants to supply the ad:

- Review ad specs
- Review the supplied ad to make sure it has all the correct business information