

## Sample Ad Copy: Tech

### Brief

#### BRAND STATEMENT

InSpeed Networks is a next-generation technology that makes business phone and Internet flawless, while improving and automating regulation of the network.

#### TOPIC

What is bufferbloat?

#### PROJECT CHALLENGE

The most common search terms for advertising their product were competitive and expensive. Additionally, their previous landing page had a low relevancy score, drastically reducing the likelihood of Google showing their ads over a competitor (winning the ad auction).

My solution to this is to replace the previous landing page with a pillar page that explains everything about a common issue the product fixes (what is bufferbloat). Because many consumers who don't fit the audience personas also search for this phrase, the ads were then filtered to people who searched for the phrase but also showed an interest in topics related to business ownership or network administration.

#### PRIMARY GOAL

leads from business owners/IT searching for solutions to bufferbloat problem

#### SECONDARY GOALS (IN PRIORITY ORDER)

1. Improve relevancy score of Google ads
2. Create useful content relevant to brand
3. Claim top spot for "what is bufferbloat" search term
4. Decrease bounce rate

#### AUDIENCE PERSONAS

- Owner of small business with multiple locations having traffic lag issues
- CIOs & CTOs
- IT directors

#### KEY METRICS

- Improved relevancy score (Google Ads)
- Ad clicks
- white paper downloads
- emails gathered
- page rank

#### KEY MESSAGE

Bufferbloat is frustrating. InSpeed Networks can fix it.

## RESULTS

- Increased clickthroughs by 80%
- Cost per click reduced 95% (\$17.72 to .91)
- Landed a google snippet for search phrase "what is bufferbloat"

## Ad Copy & Images

The chosen strategy was to find emotive images that viscerally capture the frustration of tech issues (or show its alleviation, as in the first ad). Secondly, the images were chosen to stand out and grab attention by deviating from the typical graphics of the tech & business space (e.g. time-lapse freeway traffic, suits using a sci-fi interface). Images were color matched to the company's brand.

View The Pillar Landing Page At [BIT.LY/BUFFERBLOATKARMA](https://bit.ly/bufferbloatkarma)

## LinkedIn Ads

For text ads. Maximum words: 25 words title, 75 words text. Three ads below, followed by an ad and image for LinkedIn Sponsored content.

### **Bufferbloat?**

Why even high broadband connections slow to a crawl, and how to fix it.

#### ALTERNATE AD 1

### **Fix BufferBloat Forever**

Free guide to understanding and fixing bufferbloat.

#### ALTERNATE AD 2

### **What Is Bufferbloat?**

Even fast connections get sluggish. Learn why, and how to fix it forever.

#### LINKEDIN SPONSORED CONTENT



Even big businesses with lots of bandwidth get bufferbloat, slowing VoIP and Internet to a crawl. Learn what it is and what you can do about it.

## Facebook Ads

Facebook ads allow 25 words in the headline, 30 words in the link description and 125 words in the text copy. Images should be rotated among ads. There are other color backgrounds for the cable-head. Text of any of the LinkedIn ads can also be used with Bing.



### Bufferbloat Issues?

Does your Internet slow to a crawl, even with high bandwidth? Changing ISPs won't help. Here's what will.

**Link description:** Free guide to fixing bufferbloat

#### ALTERNATE AD 1

### Fix Bufferbloat Forever

Bufferbloat makes even the fastest connections slow to a crawl. Learn what it is, and how to fix it.

**Link Description:** Streamline Your Internet

#### ALTERNATE AD 2

### What Is Bufferbloat?

It makes Internet & VoIP painfully slow, even on fast connections. Don't let your business suffer.

**Link Description:** Fix bufferbloat forever



## Bing Ads

Bing text ads allow 30 words in the headline and up to 80 words in the text.

### **Static? Jitter? Buffer bloat?**

What bufferbloat is; why it slows even fast connections & how to fix it forever.

#### ALTERNATE AD 1

### **Bufferbloat slowing your VoIP?**

Even businesses with fast broadband get hit by bufferbloat. Fix it forever.

#### ALTERNATE AD 2

### **Fix BufferBloat Forever**

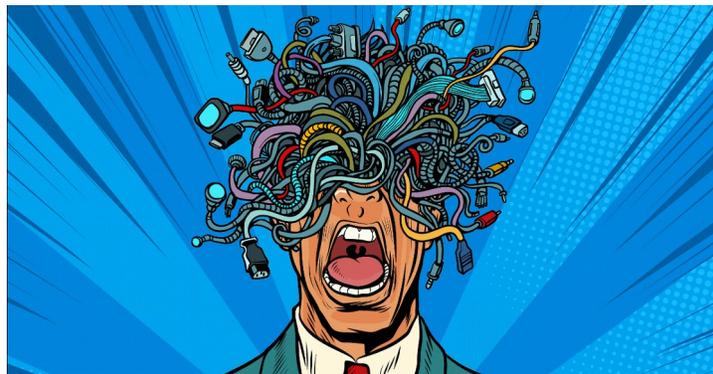
Free guide to understanding and fixing bufferbloat.

### **What Is Bufferbloat?**

Even fast connections get sluggish. Learn why, and how to fix it forever.

## Yahoo Gemini Stories PPC

Yahoo permits a headline between 20-50 Characters and the text body can be 20-150 characters. Text is not allowed in the image.



### **Slow Internet Got You Down? Could be Bufferbloat**

Even big businesses with lots of bandwidth get bufferbloat, slowing VoIP and Internet to a crawl. We explain what it is and what you can do about it.

#### ALTERNATE AD TITLE

### **Fix bufferbloat forever**