

# Ollie's Fb Ads

## Context:

- These ads were written to promote a 50% off offer on starter boxes.
- These ads are intended to get clicks and convince people that Ollie is the best brand for their dog's food.

## Writing copy: My Thoughts—:

I have written a medium copy that's neither too short nor too long, because this type of ad copy has proven that it gets more clicks.

The medium-sized copy not only generates more clicks but also pre-frames prospects about Ollie's credibility, increasing conversion chances when they land on the sales page.

## Target Audience:

- + People who have a dog as a pet

## Level of Awareness:

- + Problem-Aware Audience

## Reader:

The person scrolling Facebook has a dog as a pet, and he already uses a brand to feed their pet.

## Idea:

- Ollie's food contains **all the nutrients** that make your **dog healthy**.
- You get food for your dog on time and right at your door with **amazing services**.
- **AAPCO standards** are met and it is **better than others**.

## Offer:

Prospect get 50% OFF your starter box!

## Action:

Click on the "Try Now" button and visit the sales page for more information.

# Ad#1

What if your dog's food doesn't satisfy their nutritional needs? Yes, it's a concerning issue.

Ollie addresses the problem by offering your dog a fresh and nutritious meal that adheres to AAFCO quality standards.

Our customers endorse Ollie when they observe their dogs experiencing:

- Improved Digestion
- Softer Coats
- Consistent Energy Levels

Doubtful? **Get your starter box at a 50% discount.** — And if your dog doesn't love it, we'll fully refund your starter box.

**Try Now** to ensure your dog's health and happiness.

***(Image copy)***

**Smile with Health**

- Meets AAFCO standards
- Nutritional powerhouse
- On-time delivery

**Get Your Starter Box  
50% OFF!**

# Smile With Health!



*(Visual example)*

## ***Title:***

Get Your First Box 50% OFF!

## ***Description:***

Healthy Food for Your Dog

## ***Button Copy:***

**Try Now**

## Ad#2

Eat well, Feel well. Same goes for your Dog. Ollie offers nutritious food that promotes your dog's health and makes you a happy pet parent.

Dogs that enjoy Ollie experience:

- Improved Digestion
- Soft Coats
- Always Energized

And many other health benefits.

**Get 50% OFF on your starter box! Click to discover what's in your Box.**

\*\*\* If your dog doesn't love it, we'll fully refund your starter box.

Transform the well-being of those you care for. — Click now to create a personalized meal plan for your dog.

**(Image copy)**

### **Smile with Health**

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**Get Your Starter Box  
50% OFF!**

# Smile With Health!



## ***Title:***

Get Your First Box 50% OFF!

## ***Description:***

Healthy Food for Your Dog

## ***Button Copy:***

Try Now