

JAMES SCHRAMKO

A 10-Point Checklist for Your Next Video Ad

- 1. Do people want it:** The foundation of a successful ad is offering something people genuinely want. No matter the technical quality of the ad, if there's no demand for the product, the ad won't be effective.
- 2. Hooking them in:** The beginning of an advertisement, especially a video ad, is crucial. The initial 10 seconds will largely determine if the viewer continues watching. A strong hook can engage viewers and make them curious about the content.
- 3. Relatability factor:** It's impactful when viewers can identify with an ad. When they think, "This is me," they're more inclined to be interested in what's being offered.
- 4. Aggravating the problem:** For products that offer solutions, it's effective to emphasize and "twist the knife" on the problem they solve. By making the problem feel urgent, the solution becomes more attractive.
- 5. Relevance in real-life:** Take an ad that talks about frequent bank letters about rising interest rates. Connecting with real-life experiences can make ads more relatable and powerful.
- 6. A clear outcome:** Ads should highlight a clear and specific outcome. For instance, an ad for mortgage refinancing might promise specific savings within a set timeframe.
- 7. Unique Selling Proposition (USP):** It's essential to communicate why someone should choose your solution over others. For example, a mortgage broker might emphasize unique lender relationships or speed of service.
- 8. Showcasing the reward:** Illustrate the benefits and rewards of taking action. Using the mortgage example, this might be emphasizing the financial freedom and lessened stress after refinancing.
- 9. Proof of efficacy:** Evidence of the product or service's effectiveness, like testimonials or before-and-after photos, can significantly bolster an ad's credibility.
- 10. Call to action (CTA) & clarity:** End with a compelling reason to act now and provide clear instructions on the next steps. Eliminating confusion can significantly boost conversion rates.

Score predictable and profitable leads for your business - look up Charley at ValherMedia.com