AD SUMER REPORT

2019

CUSTOMER AVATAR: BUSINESS OWNER



LETTER FROM THE EDITOR

Hello Facebook Advertiser.

Welcome, I'm happy to see you here! We built this FB Adsumer report to 'help get the wheels turning' before building your next Facebook campaign. I hope you get as much out of these reports as I do.

Why did we create AdSumer reports? Most media buyers are exhausted from the hamster wheel of constantly having to come up with new ideas for campaigns. When you're 'so close to your work' it can be difficult to see outside of the box to come up with new, creative ideas.

Whenever I'm experiencing 'media buyer's block', I turn to my newsfeed to study ads from other brands. I find that this gives me inspiration and new ideas almost EVERY time, especially when the ads have nothing to do with the market or product I'm selling.

That's why we've hand picked 147 ads from 25 brands for you!
I encourage you to scroll through, study each ad, and take notes.

Love how they've created a list with emoji bullets in their ad copy? Write it down. Try it Later.

Intrigued by a cartoon ad image you see? Screenshot it. Send it to your designer or keep it yourself for inspiration.

Need to improve the conversion rate on your landing page? Click over to the sales page from each ad below for landing page and optimization inspiration, too!

Happy Advertising,

- Molly Pittman
Team Captain
www.teamtraffic.com



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ABOUT THIS ADSUMER REPORT

Each AdSumer report is themed by industry or avatar. **This one focuses on advertising to the business owner avatar**. We thought this one would be most relevant, since most of you are business owners and/or marketers.

You'll see ads from influencers like Mari Smith & Neil Patel, SAAS companies like Slack & Dropbox, Educators like MasterClass, DigitalMarketer, & Harmon Brothers, eCommerce shops Away & Swiss Gear, and Franchises like Papa Murphy's. We told you there's variety!

There are huge takeaways in this report that can be applied to any market, no matter who you're trying to reach. A few to note as you scroll through...

- 1. The use of video. Video isn't new, buts its becoming more important to FB marketers every day. As consumers preference's move towards video, we must too. Video's a great way to tell a story through your creative. It's also a great way to use text in your creative without being penalized by text regulations (just make sure your thumbnail is less than 20%).
- 2. Personal photos. **Notice the use of personal, "real" photos, even from brands (not just influencers).** The more native your ad appears, the more social proof it will receive and the less negative feedback you'll be penalized with.
- 3. _____? I want to hear from you. **What's your takeaway?** Hop over to my Molly Pittman Fan Page on Facebook and let me know!

Want one of these every single month + a community of the smartest media buyers on planet earth? You're recruited to join Team Traffic! Visit www.teamtraffic.com for more information.



Tim Ferriss

Key Details: Every ad has the same text and link, the only difference is the photo he uses along with the ad.





Tim Ferriss



After asking 100+ interviewees about morning routines, I've tested a lot and figured out what works for me.

Here are five things that I attempt to do every morning. Realistically, if I hit three out of five, I consider myself having won the morning

Click here to download the "5 Morning Rituals to Win the Day" guide \rightarrow https://go.tim.blog/10x/



GO.TIM.BLOG

You wake up. Now what?

Here are five things that I attempt to do every morning. Realistically, if I...



Tim Ferriss



• • •

After asking 100+ interviewees about morning routines, I've tested a lot and figured out what works for me.

Here are five things that I attempt to do every morning. Realistically, if I hit three out of five, I consider myself having won the morning

Click here to download the "5 Morning Rituals to Win the Day" guide → https://go.tim.blog/10x/



GO.TIM.BLOG

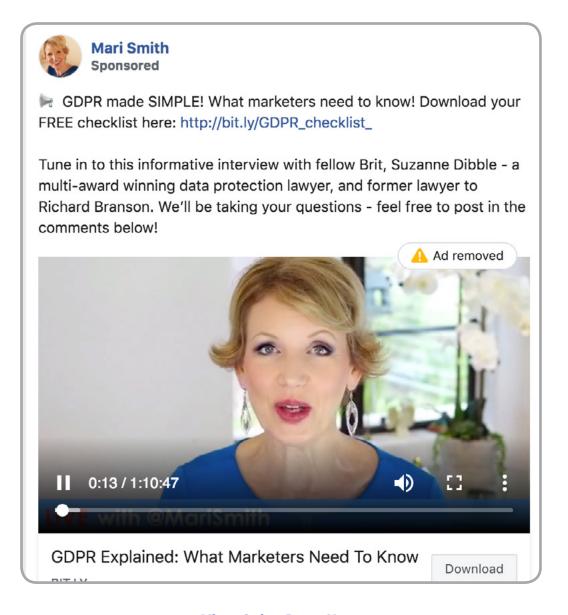
FREE Guide: 5 Morning Rituals to Win the Day

Here are five things that I attempt to do every morning. Realistically, if I...



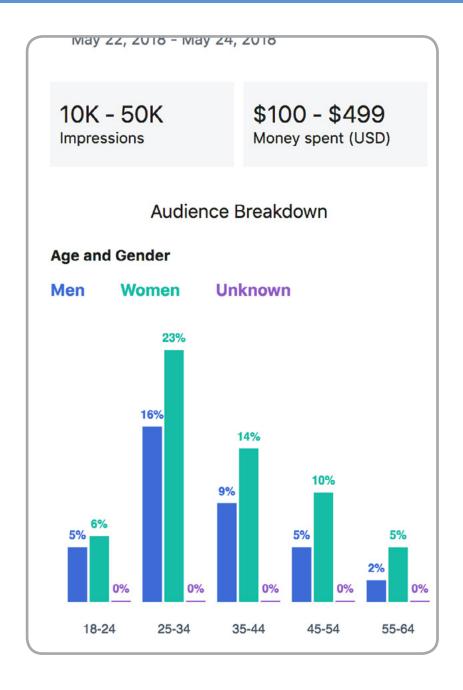
Mari Smith

Key Details: Her ads include her full length hour long videos over different marketing info with various links in the text. Two were flagged by facebook and show her demographic info for each ad.



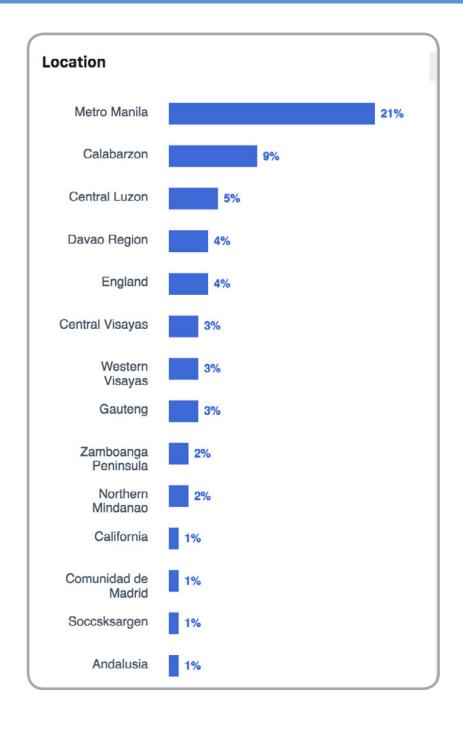


Mari Smith



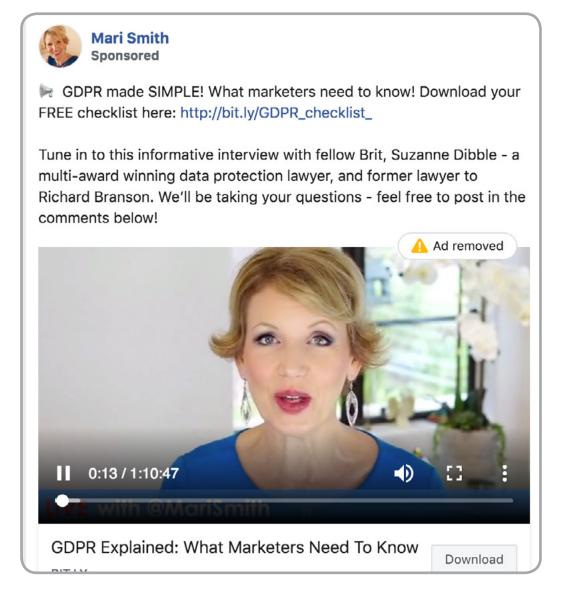


Mari Smith



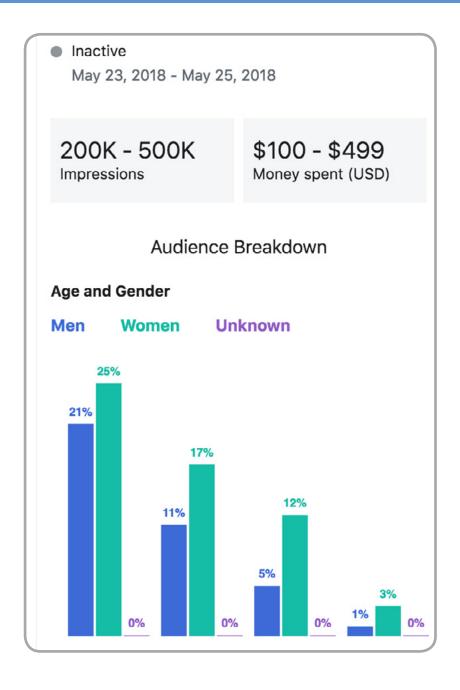


Mari Smith



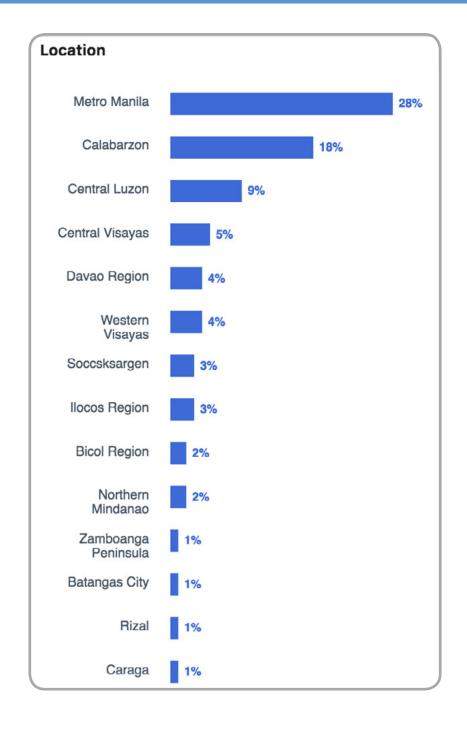


Mari Smith





Mari Smith





Mari Smith



Marı Smith was live.

Sponsored · 🕙

Brand Ambassador Programs: How Small Business Owners Can Find & Work with Ambassadors. Plus, How To Establish Yourself As A Brand Ambassador/Influencer!

Tune in for this information packed session brought to you in partnership with Bank of America Small Business Community!

See my companion article: How to Leverage the Power of Brand Ambassadors

--> https://bit.ly/mari_bofa_ambassador

Visit the Bank of America Small Business Community to access hundreds of articles for SMB owners to help you grow online and offline.

--> http://bit.ly/bofa_sbc

Access my the slides from my talk here:

- --> http://bit.ly/MariSmith_AmbassadorSlides
- with Bank of America.



<u>View Sales Page 1 Here</u> | <u>View Sales Page 2 Here</u> | <u>View Sales Page 3 Here</u>



Neil Patel

Key Details: He has an active ad for "marketing hacks" to use to increase traffic to ads. He also has an inactive ad that was flagged so his demographic info is also in the file.





Neil Patel



The future of SEO is already here.

You don't have to build as many links, which is the good news.

But you are going to have to do this instead.



The Future of SEO: It's Not What You're Expecting

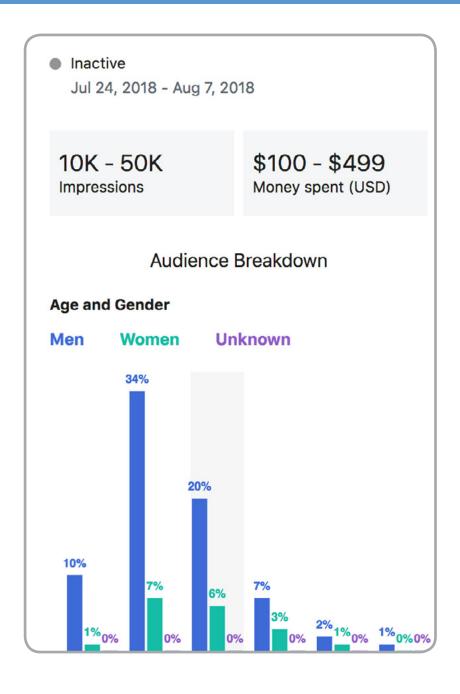
What do you think the future of SEO is? And no, I am not talking about what Google will look like 10 years

Learn More

NEILPATEL.COM

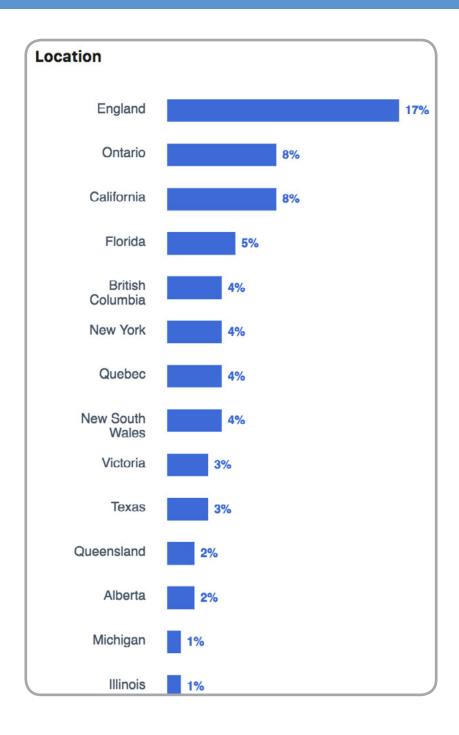


Neil Patel





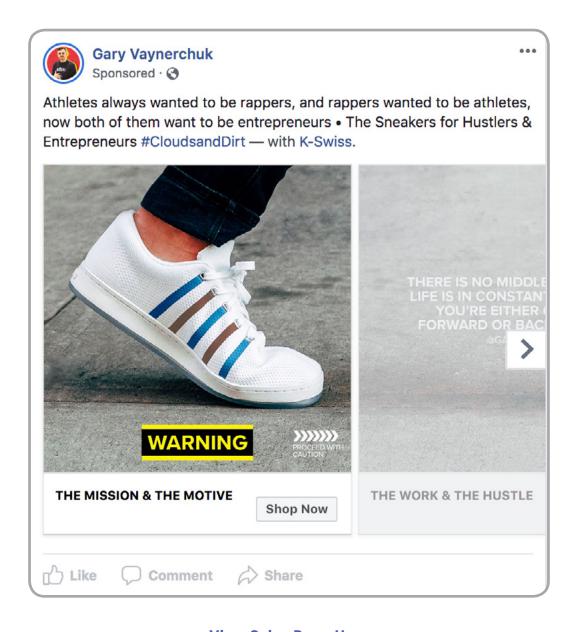
Neil Patel





Gary Vaynerchuk

Key Details: Multiple video ads for a conference he is speaking at, as well as his new shoes with K-Swiss. Social marketing the basis of the conferences.



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Gary Vaynerchuk



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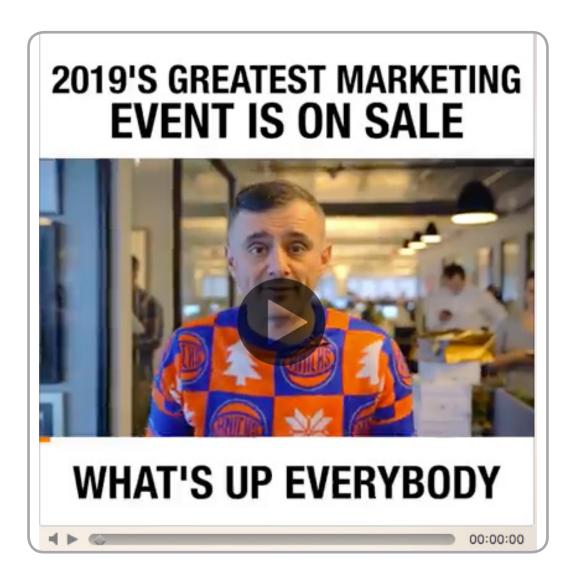


Gary Vaynerchuk





Gary Vaynerchuk



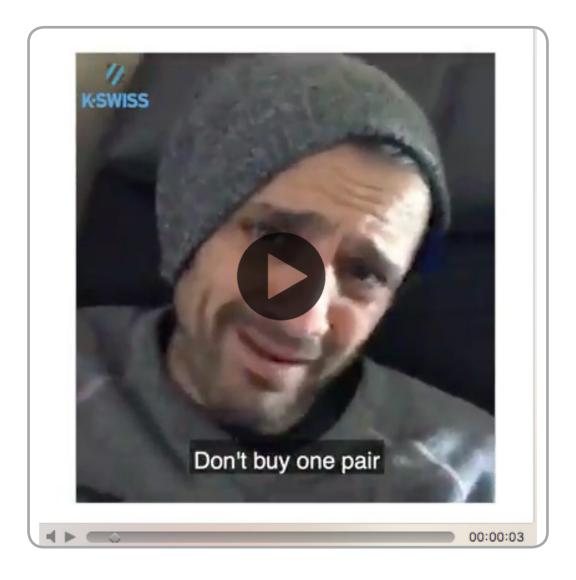


Gary Vaynerchuk



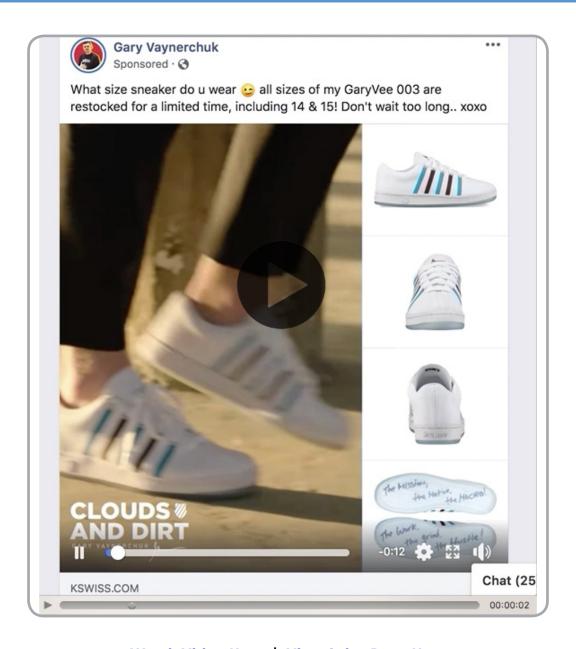


Gary Vaynerchuk





Gary Vaynerchuk





Marie Forleo

Key Details: She has a link for an entrepreneurship type quiz as well as multiple videos for her "Business Tool Checklist." Her ads are marketed toward small business owners as she tailors her guide towards those "dreaming of starting or growing a business."



You don't need \$1000s in the bank or a fancy investor.

If you've been dreaming of starting or growing a business •, this guide is for you...

Download my free checklist and discover 322+ FREE tools you can use to start and grow your dream business—all for zero dollars.

Click to get started NOW >>> http://bit.ly/2LANN5y

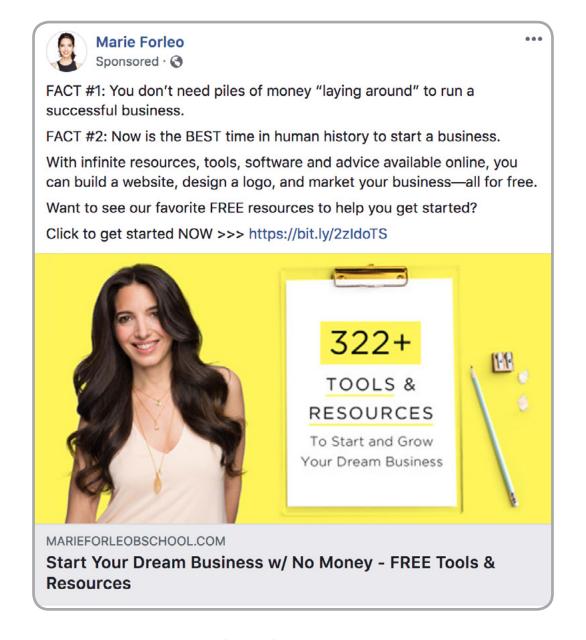


322+
TOOLS & RESOURCES
To Start and Grow
Your Dream Business

MARIEFORLEOBSCHOOL.COM

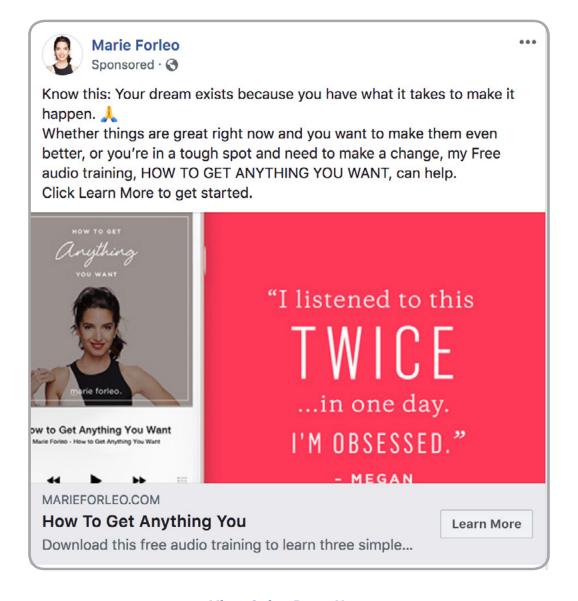
Start Your Dream Business With No Money - Marie Forleo's B-School





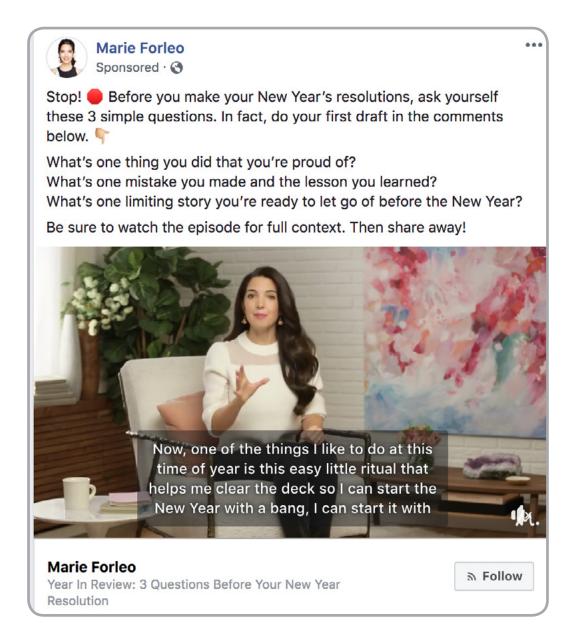
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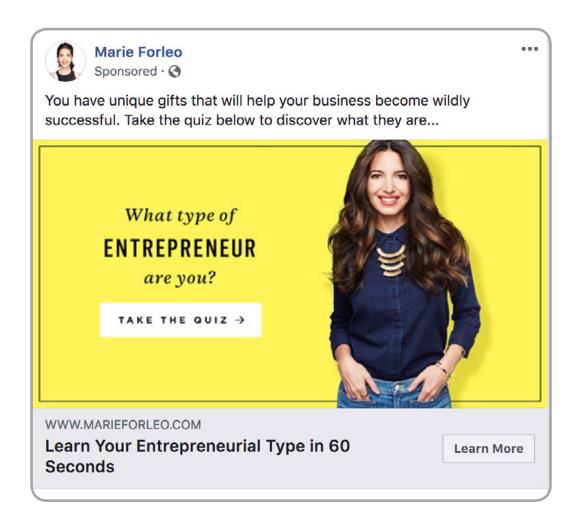




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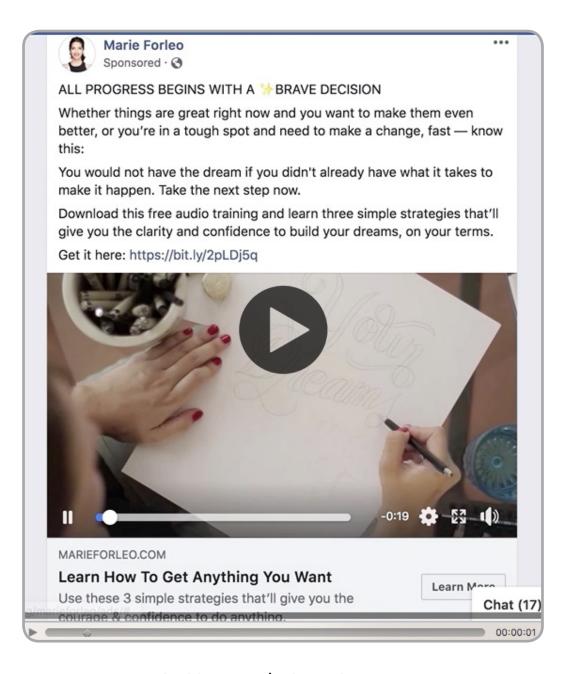


Marie Forleo

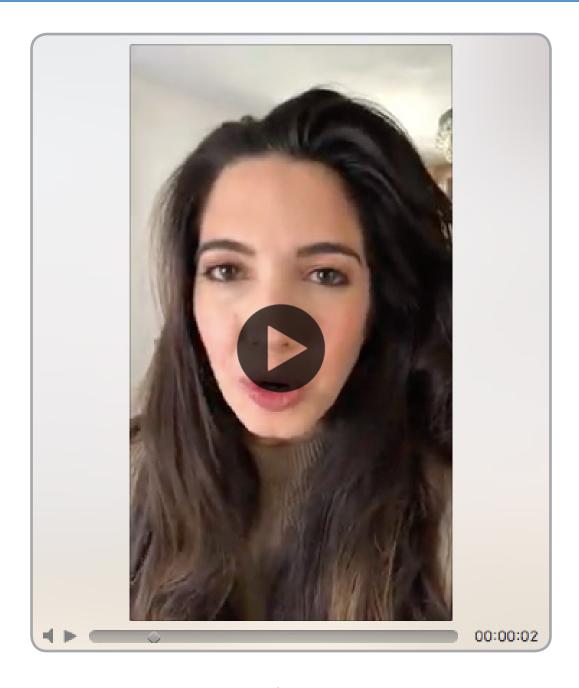




Marie Forleo







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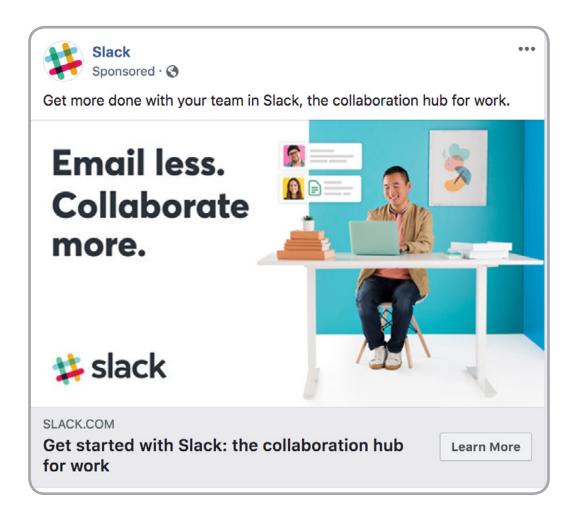




SAAS

Slack

Key Details: Used a lot of statistics of how slack improves productivity and reduces emails. Also had videos to show small glimpses of how the app works with direct links to download it.

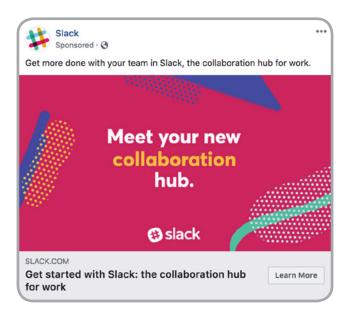


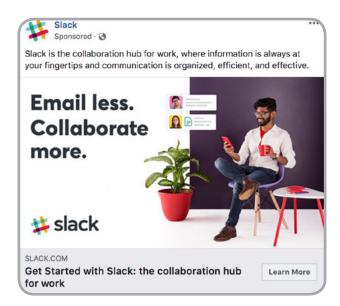
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SAAS

Slack

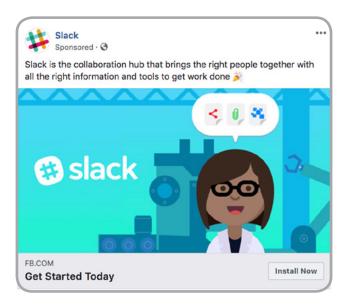


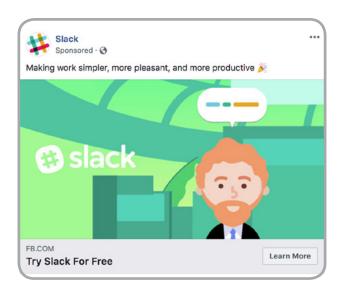


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Slack

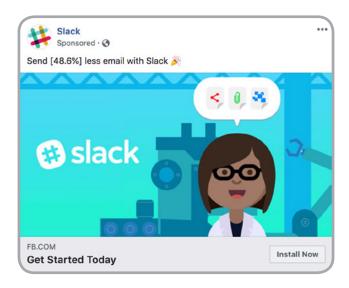


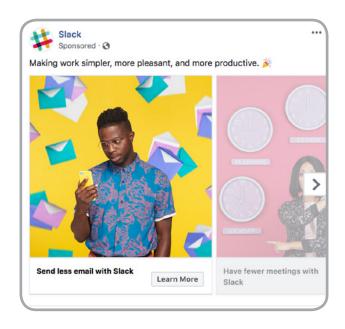


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Slack

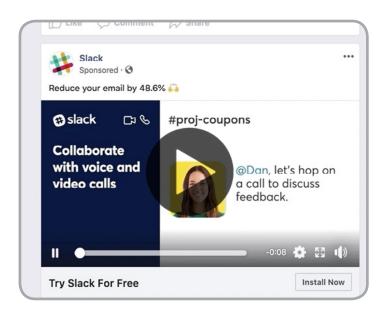




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Slack





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Slack

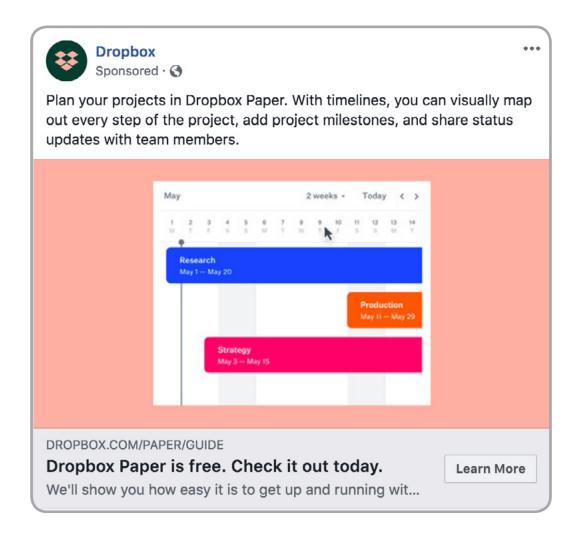


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Dropbox

Key Details: They rely on videos with people explaining how they use it and it has improved their job. They also have links with tips on becoming more efficient unrelated to Dropbox in their blog. Dropbox Paper is a heavy push right now for them.



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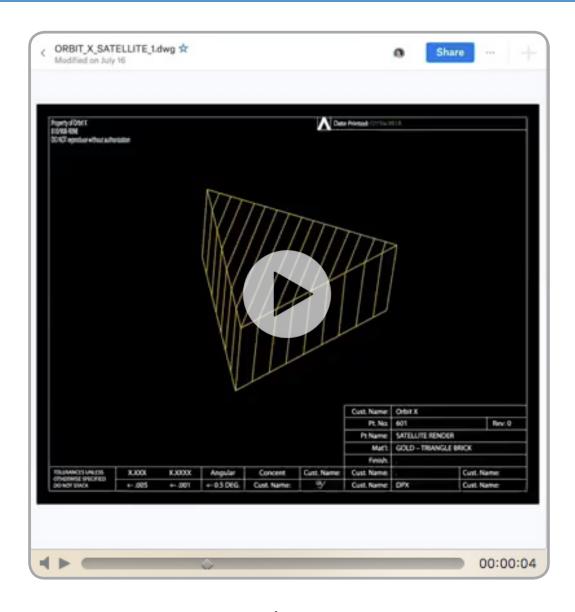


Dropbox





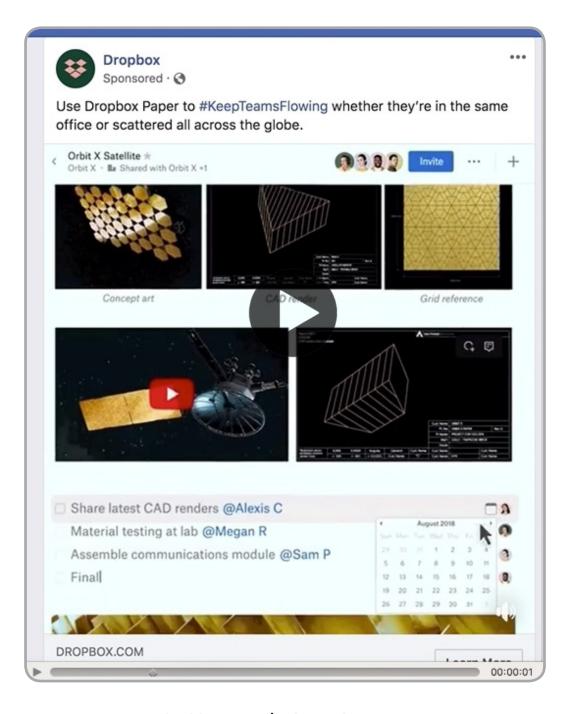
Dropbox



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Dropbox



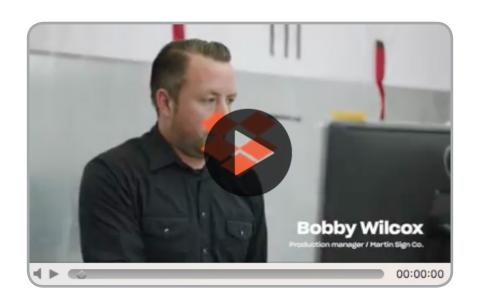
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Dropbox



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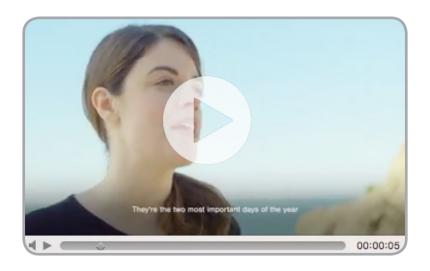


Klaviyo

Key Details: They run two ads with videos of their episodes regarding the Chubbies brand and their market strategies. They are very focused on co-branding their marketing strategies with the humorous/fun advertising used by the creators of Chubbies.



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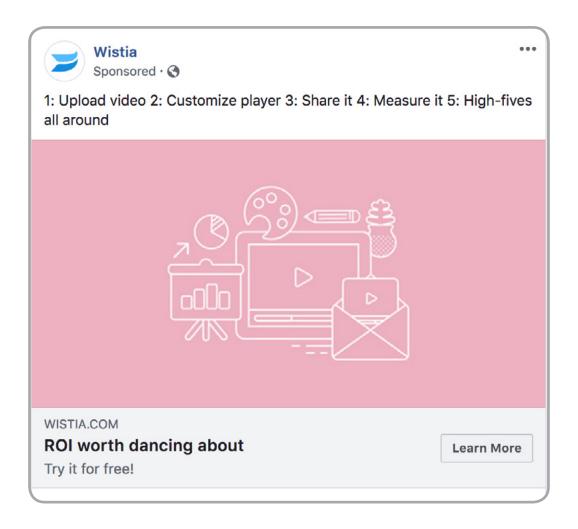


Watch Video Here | View Sales Page Here



Wistia

Key Details: Their videos are light and funny. Also have their own show regarding video production. Soapbox by them is being advertised a couple times as a video production software perfect for sales pitches.

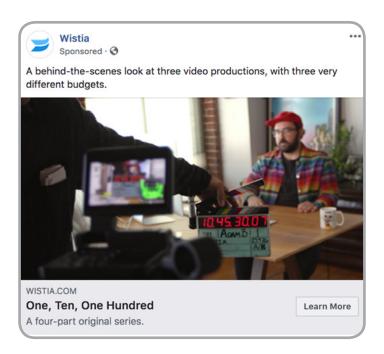


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Wistia

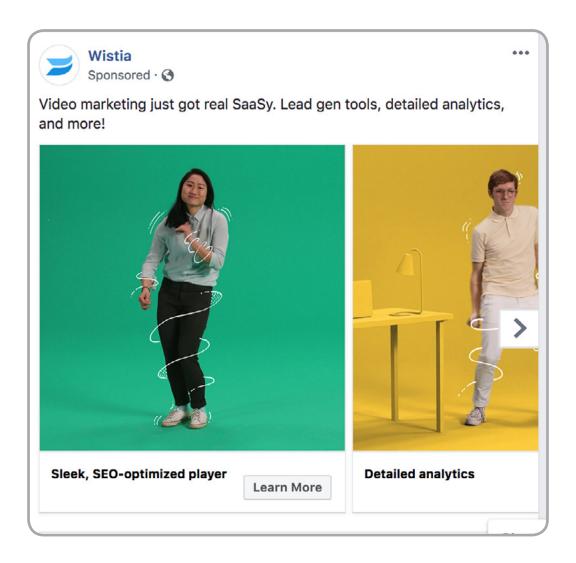




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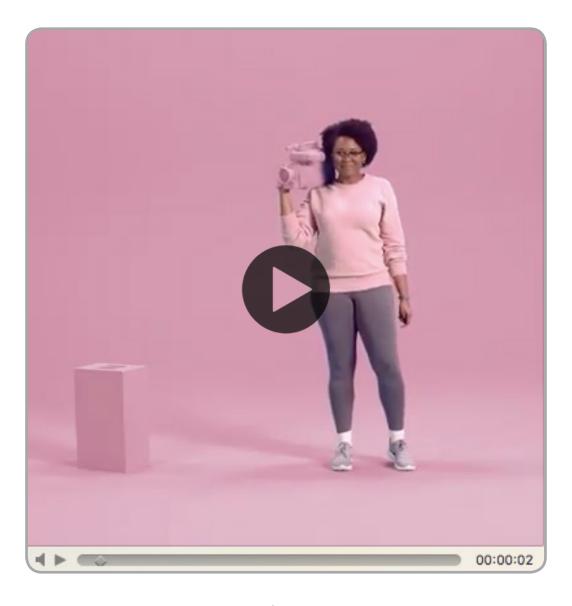
Wistia



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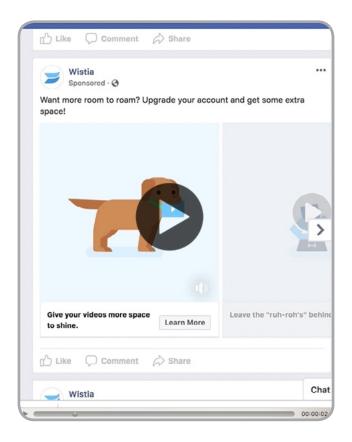
Wistia



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Wistia





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Salesforce

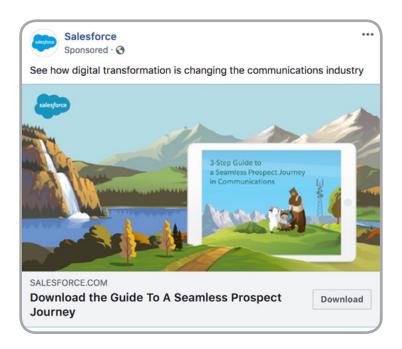
Key Details: Their ad campaign follows a strategy of including cartoon animals in their advertisements and the photos seem like a children's show. They have very intriguing products and have videos showing their usefulness such as rating hot leads and keeping from being bogged down by the bureaucracy of logging everything when trying to make sales calls.



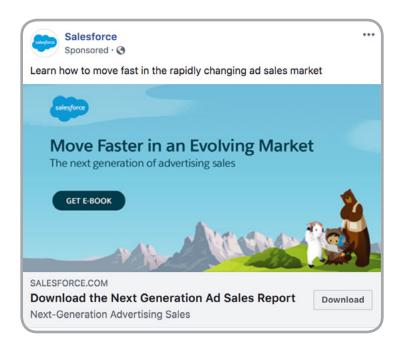
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Salesforce



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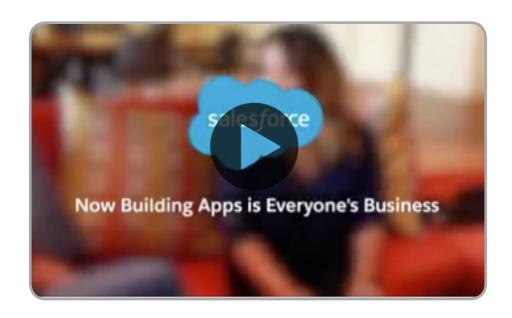




Salesforce



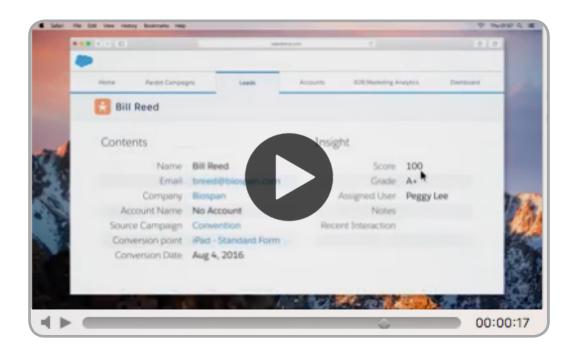
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Salesforce

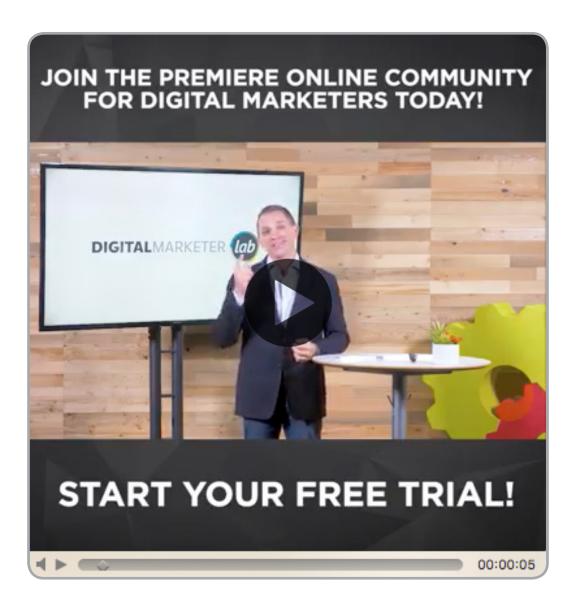


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DigitalMarketer

Key Details: DigitalMarketer uses a lot of videos to tease the topics that would be presented in the upcoming seminars. They also implemented various gifs to summarize the talks to peak interest as well.





DigitalMarketer



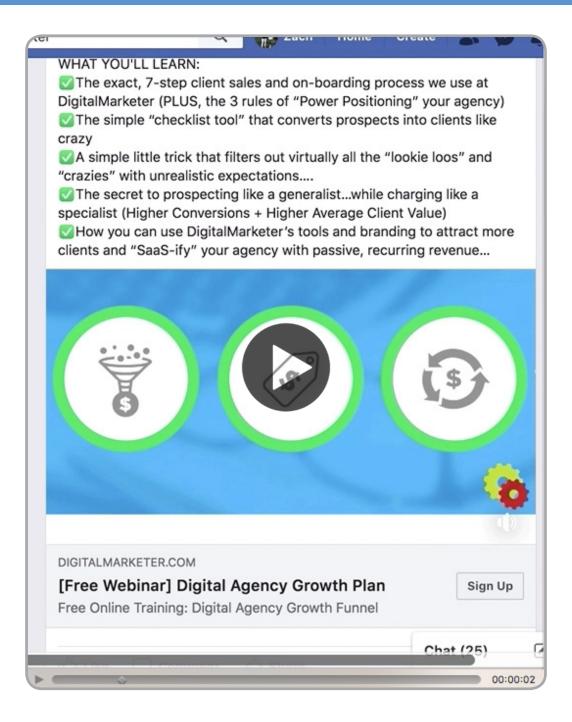
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DigitalMarketer



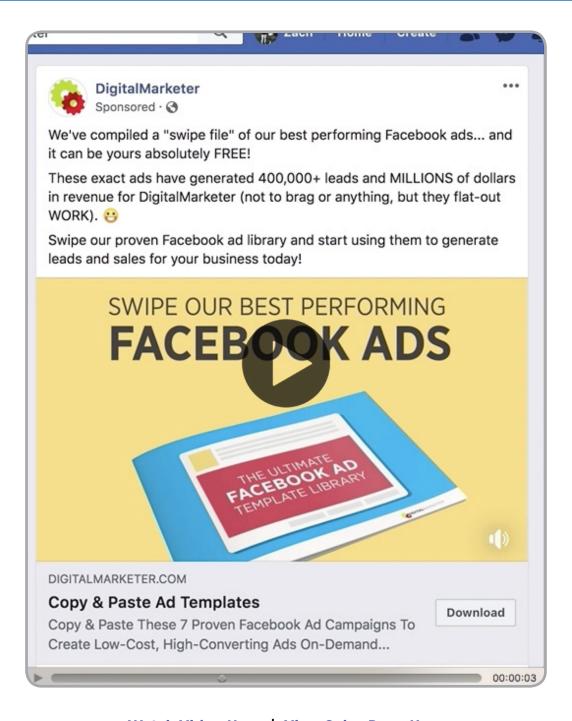


DigitalMarketer





DigitalMarketer



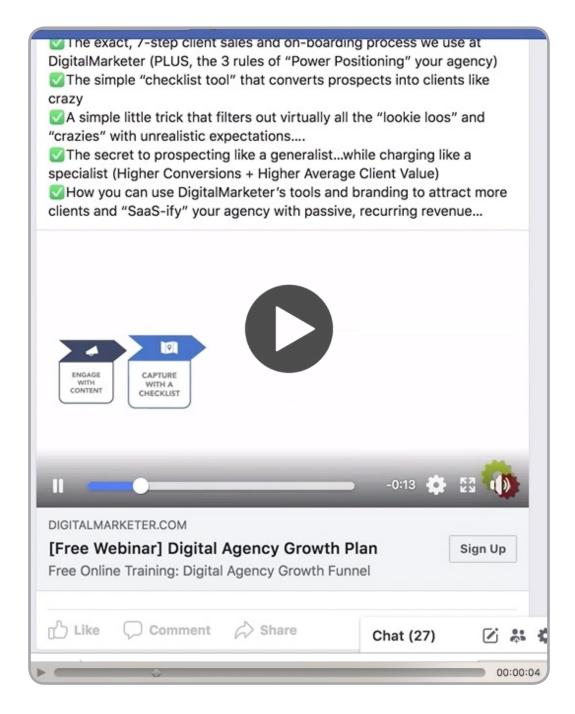


DigitalMarketer





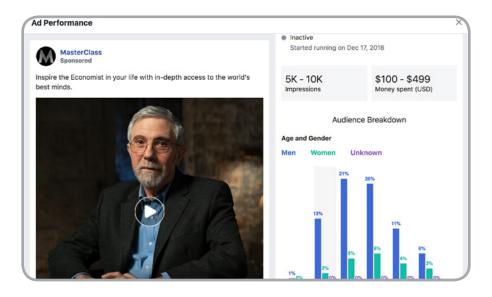
DigitalMarketer

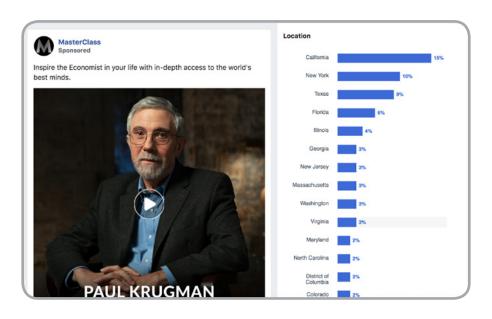




MasterClass

Key Details: While I did not find ads specifically for the ASK Method classes, these photos show their general demographic info from their various classes they offer.

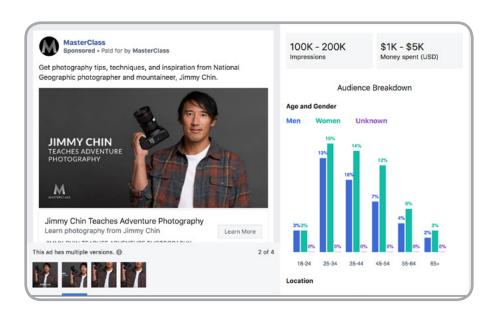


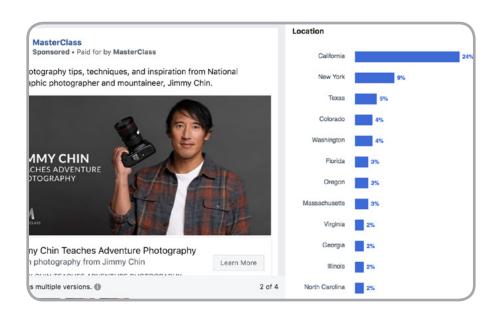


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MasterClass

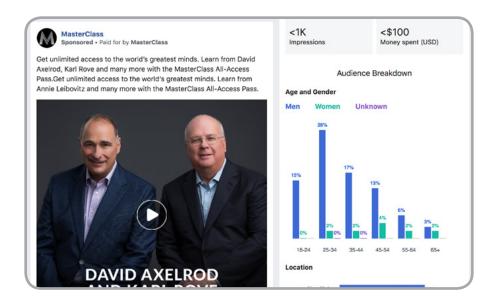


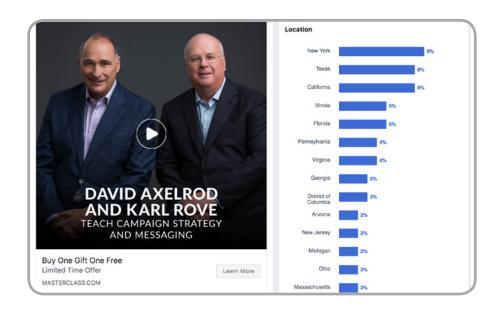


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MasterClass





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Amazing.com

Key Details: They have two ads promoting a webinar showing different products to sell on Amazon to make a profit.



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Amazing.com



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Harmon Brothers

Key Details: Multiple ads to promote their trainings on how to create "Ads that Sell". They have videos with their ads already created that were a viral hit to show their previous success using their methods.



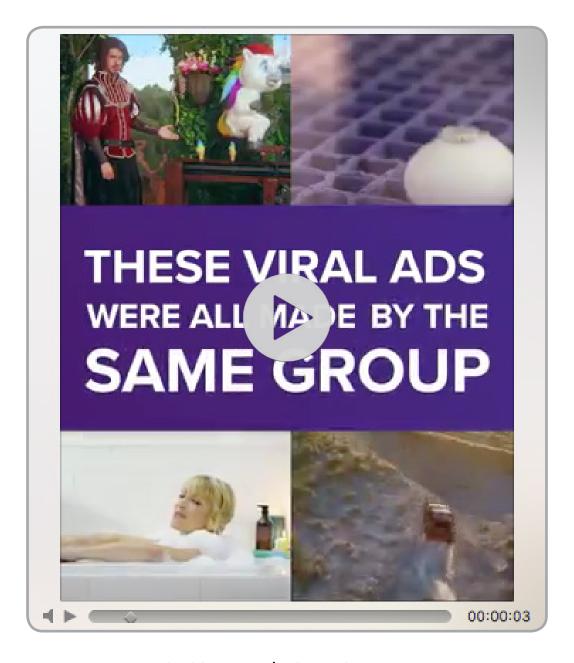


Harmon Brothers



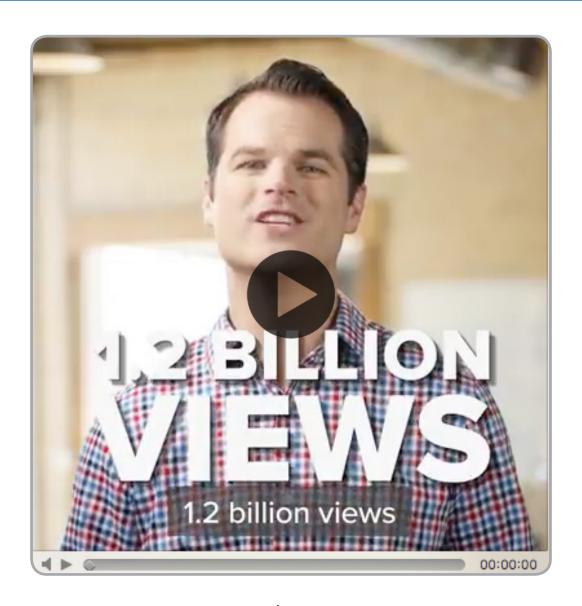


Harmon Brothers





Harmon Brothers



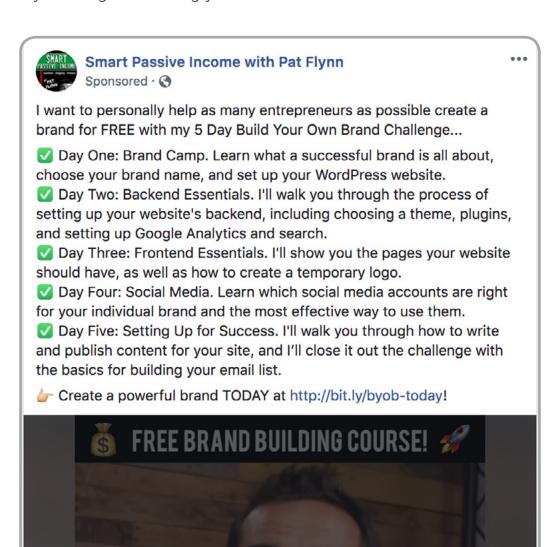
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BUSINESS EDUCATION

Pat Flynn

Key Details: He runs the same video with every ad explaining how he can help with the website production process and brand management. The ads also run with text that have a day-to-day schedule for the 5 day challenge to building your brand.

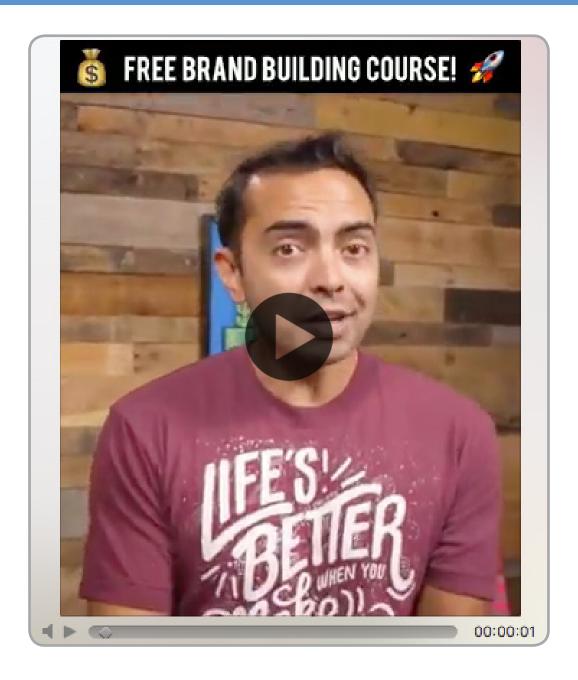


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BUSINESS EDUCATION

Pat Flynn



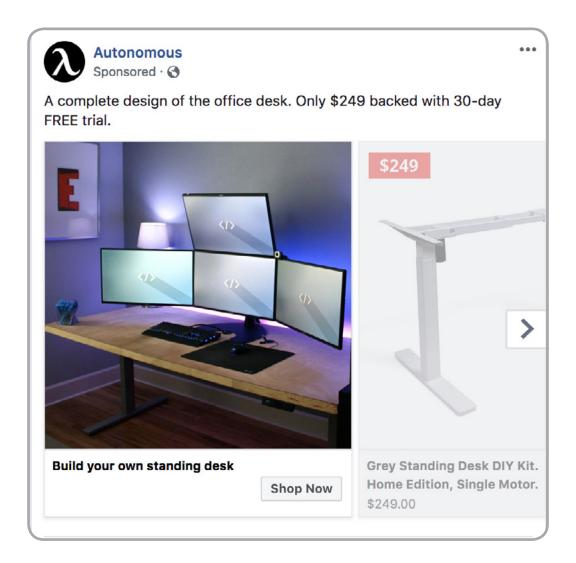
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Autonomous. Al

Key Details: They have multiple videos submitted by customers showcasing their own setup with the Autonomous products in their offices/ various rooms. They also have videos showing the assembly process as well as the various features of the product. They advertise a 30-day trial period for their products as well.



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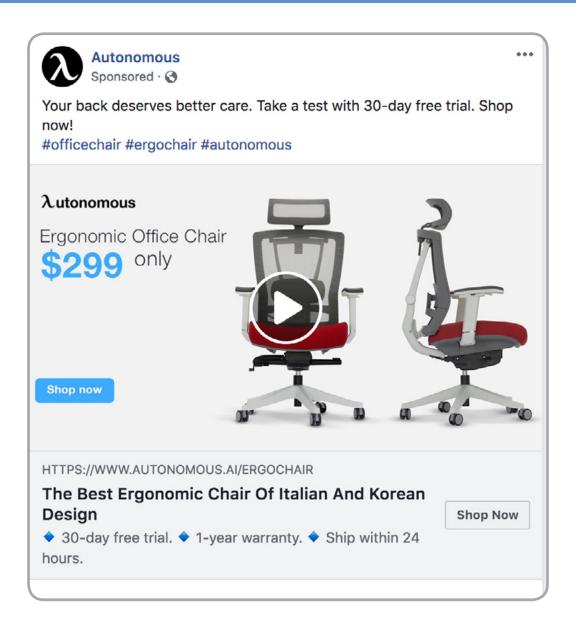


Autonomous. Al





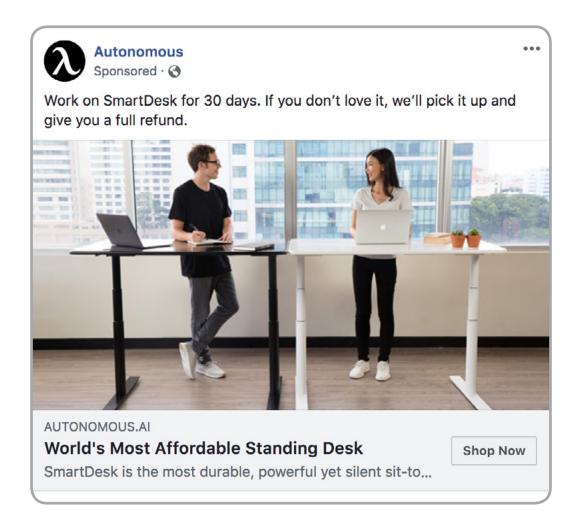
Autonomous. Al



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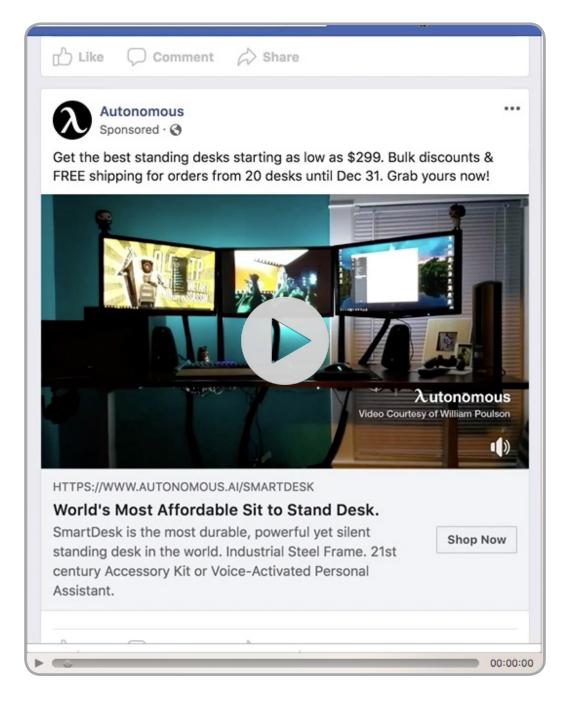


Autonomous. Al





Autonomous. Al



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Autonomous. Al



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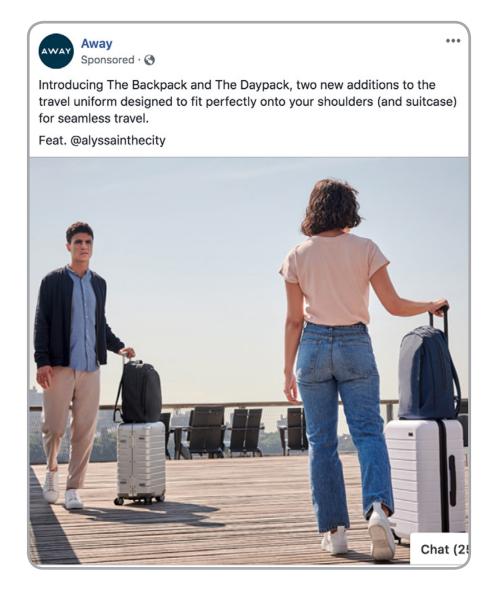


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Away Suitcases

Key Details: They use both customer reviews and other companies'/ organizations' reviews as ads for their product. They have videos showing the product in use and have gifs simulating packing with the product. They have some specific location ads tailored to those areas for their physical stores.

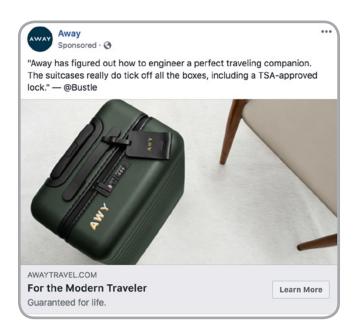


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Away Suitcases

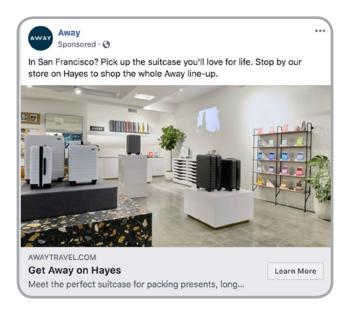




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Away Suitcases

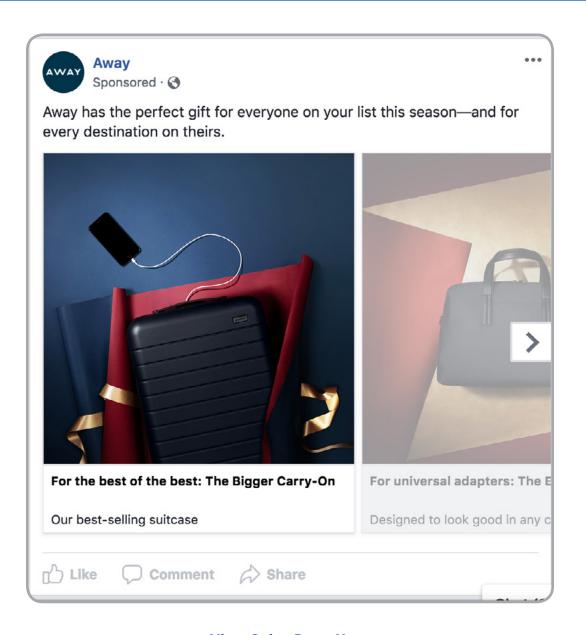




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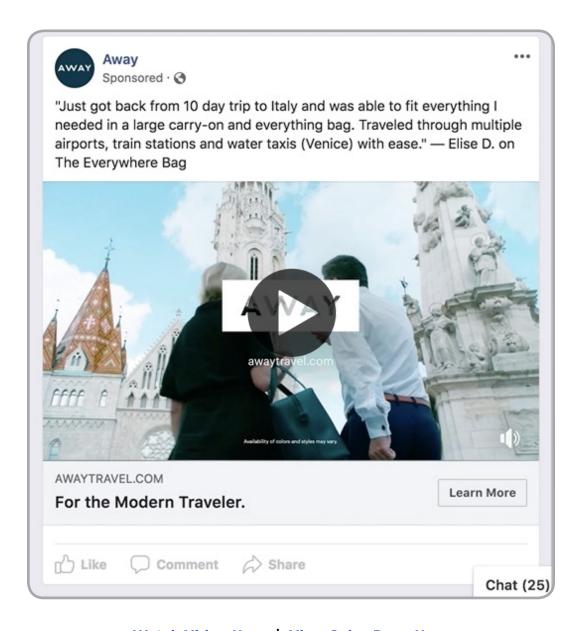
Away Suitcases



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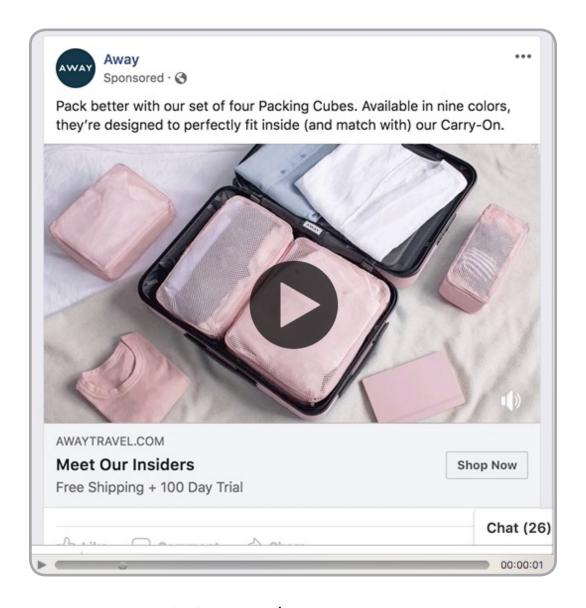
Away Suitcases



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Away Suitcases

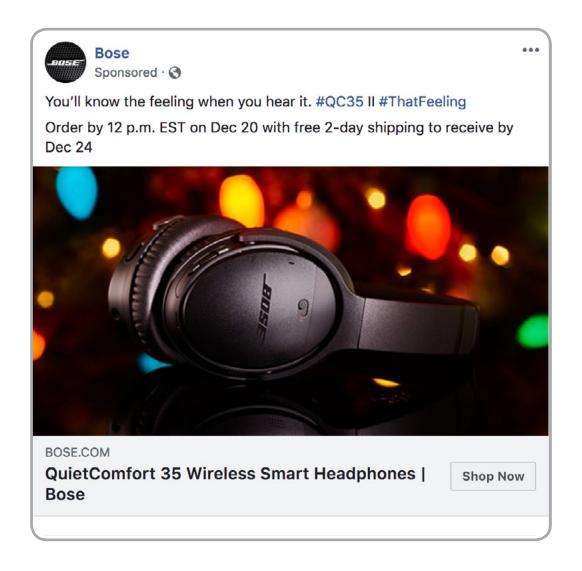


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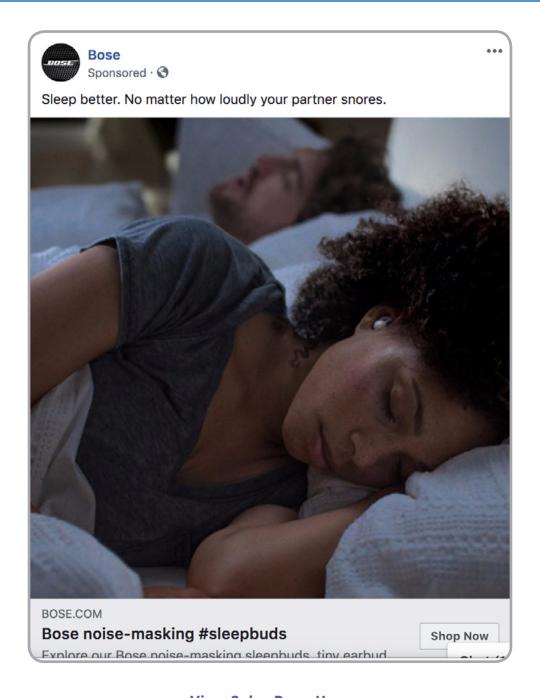
Bose

Key Details: Bose uses their partnership with the NFL as well as other athletes for multiple ads. They have videos that emulate the noise-canceling technology in their headphones and also have holiday tailored ads.



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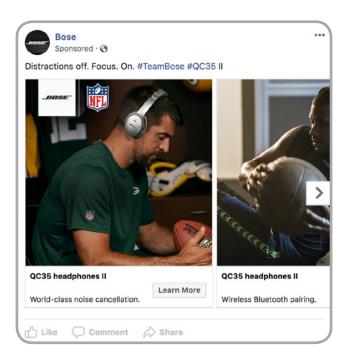




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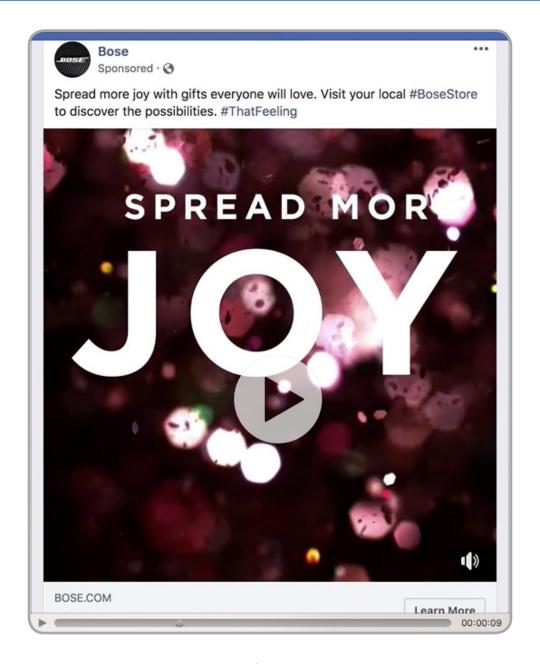
Bose





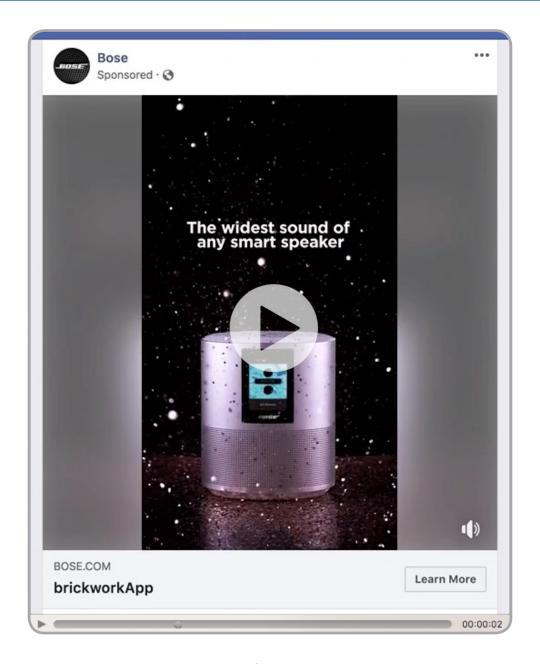
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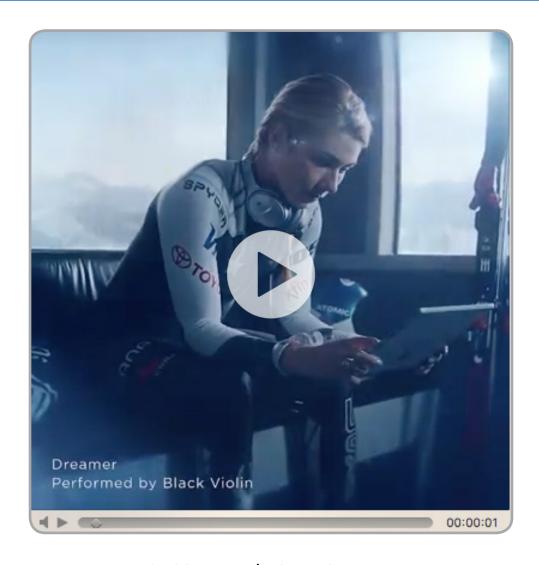
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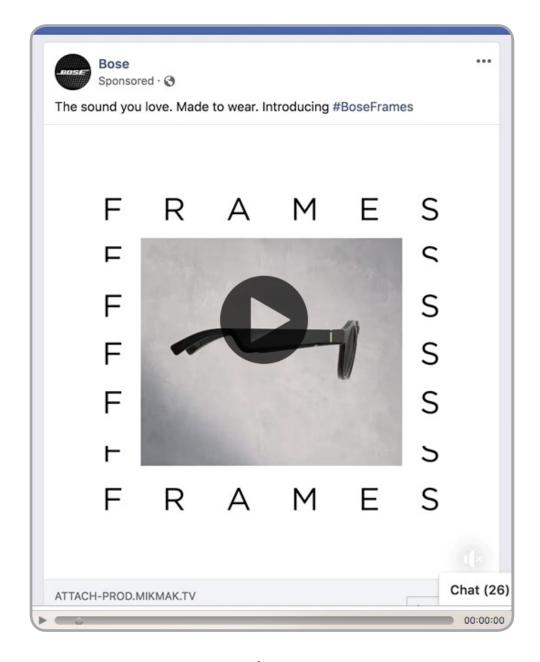
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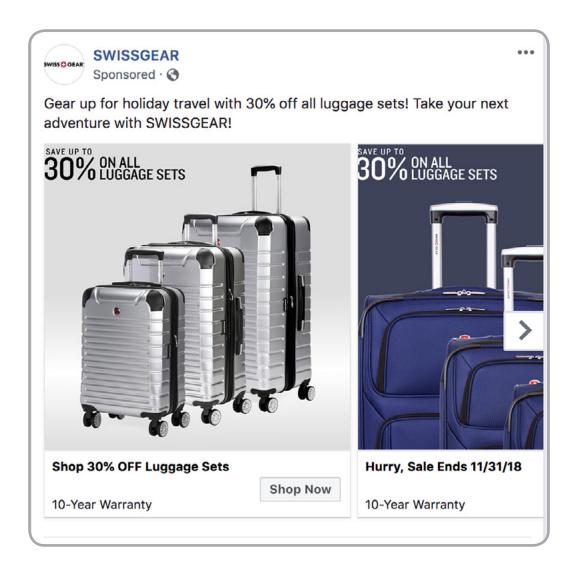


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Swiss Gear

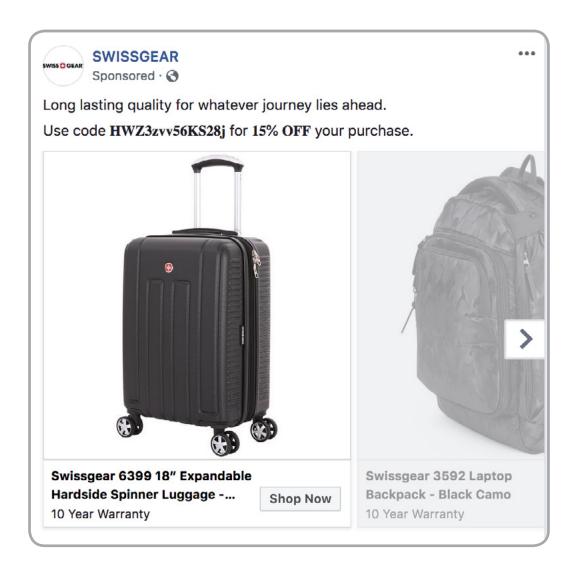
Key Details: They use travel and product giveaways to spread their fanbase and audience while offering discount codes to use when checking out in other ads.



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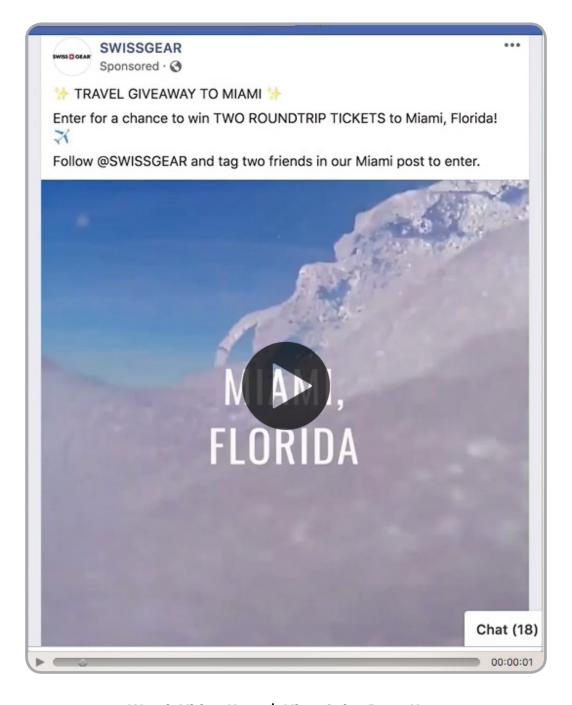
Swiss Gear



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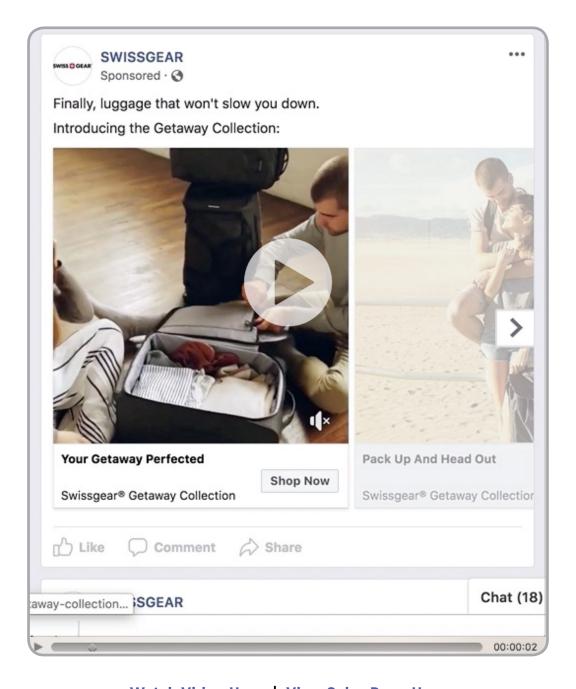
Swiss Gear



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Swiss Gear

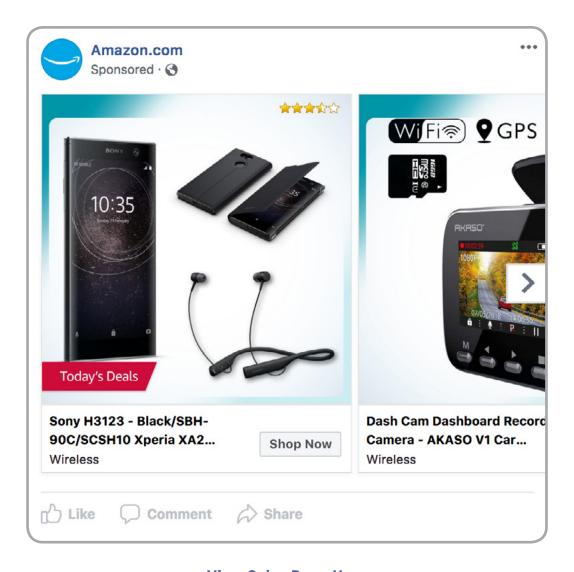


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Amazon

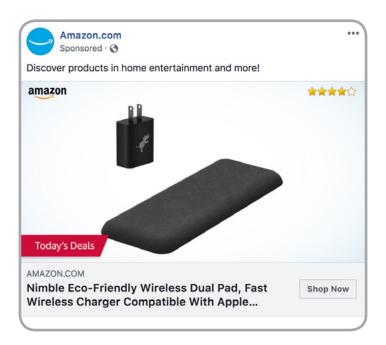
Key Details: Very basic pictures of products advertised and possible mention of total department product is a part of.

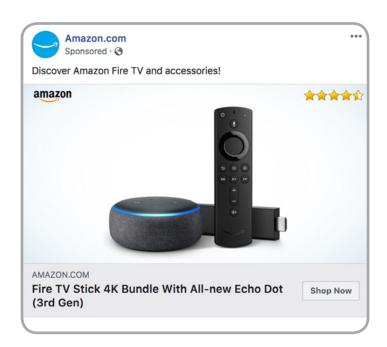


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Amazon





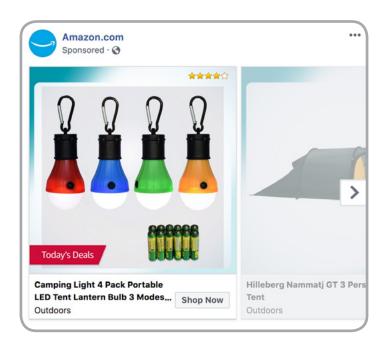
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Amazon

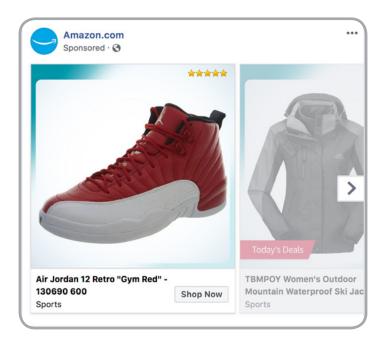


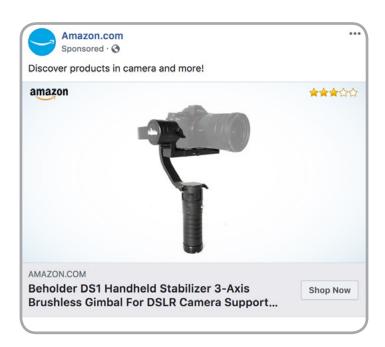
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Amazon





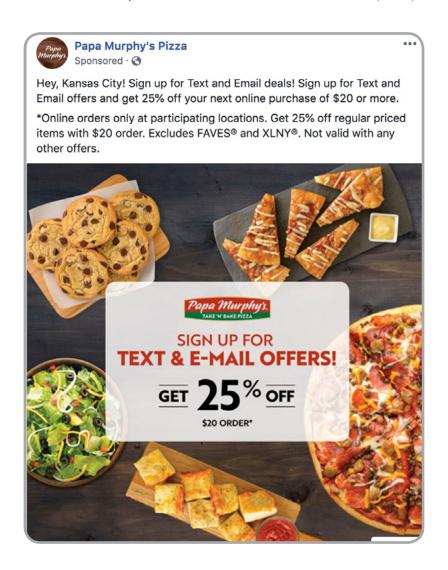
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Papa Murphy's

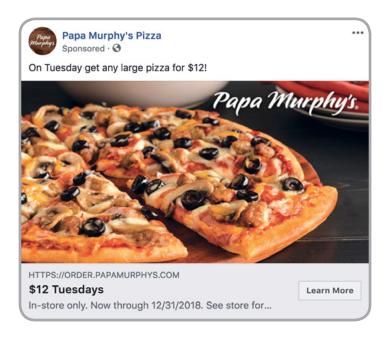
Key Details: Their ads are mostly day-specific deals (ex. \$10 large _____ on Tuesdays). They also have ads providing discounts for those who join their text and email group. They also have ads for new types of pizza alongside a banner for them as the sponsor of the Portland Trail Blazers (NBA).



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Papa Murphy's



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Papa Murphy's



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Papa Murphy's



Bring the kids to this FREE EVENT on December 27th, all ages welcome! Kids will go behind the scenes and learn how we make our fresh dough, shred our cheese and they even make their own Mini Murph pizza! We also provide private store tours for all types of groups. Please email us at papamurphysak@gmail.com to sign up your tour today. Tickets are going fast so sign up today by clicking on your stores link below:

Huffman Road-https://www.brownpapertickets.com/event/3606986

Dimond Blvd- https://www.brownpapertickets.com/event/3606984

Debarr- https://www.brownpapertickets.com/event/3606983

Palmer- https://www.brownpapertickets.com/event/3606982

Northern Lights-

https://www.brownpapertickets.com/event/3606978



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Papa Murphy's



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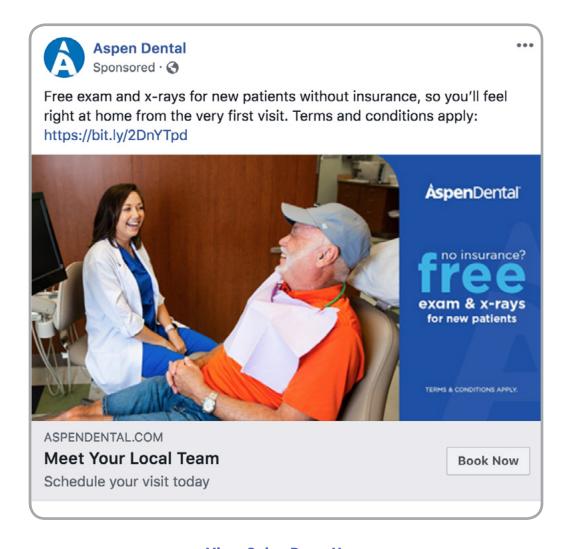


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Aspen Dental

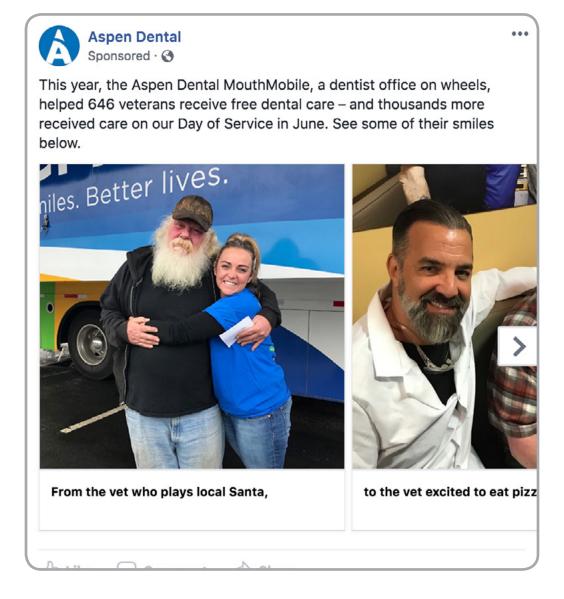
Key Details: They have ads with free first visits and x-rays as well as satisfaction guarantee on dentures with refunds. They also have new hours promoted and their service to many veterans.



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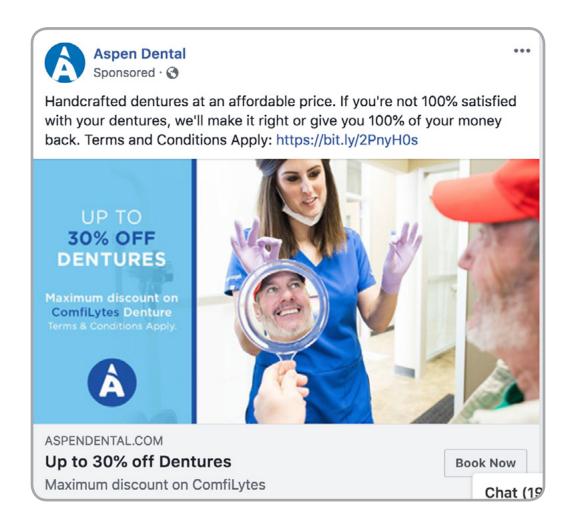
Aspen Dental



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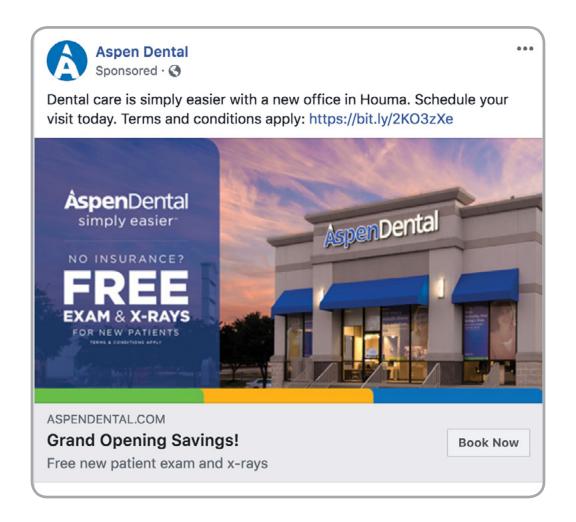


Aspen Dental



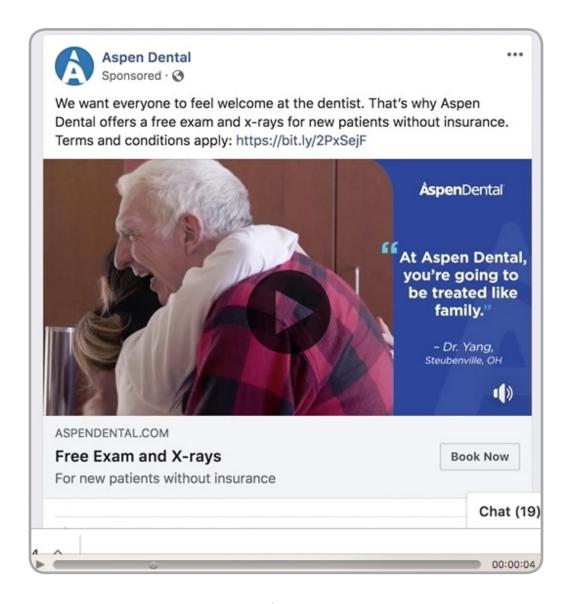


Aspen Dental





Aspen Dental





The Body Shop

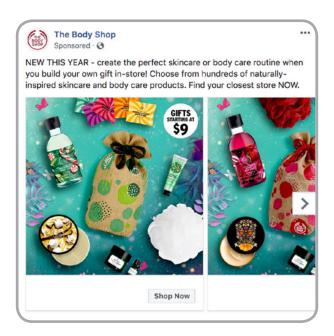
Key Details: This company runs many, many ads. Most of which have the same text as the ones below with a different picture. They broadcast their cruelty-free nature and also have many ads about their donations to the NPCA for each gift they sell. Some of their inactive ads were flagged as political for these donations so we can see their dynamics. They spent about the same on all the ads but they were very hit or miss in terms of interactions. Some ads only targeted women while others targeted both men and women. There were ads that produced the same amount of views when only targeting women as compared to both men and women. While most of these products are primarily targeted for women, a lot of the ads showcase the products as gifts for the holidays so advertising to men as well can lead to them purchasing it for someone they know.



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The Body Shop

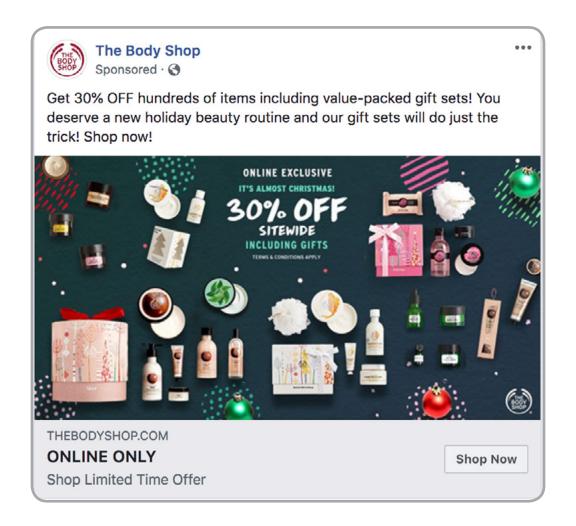


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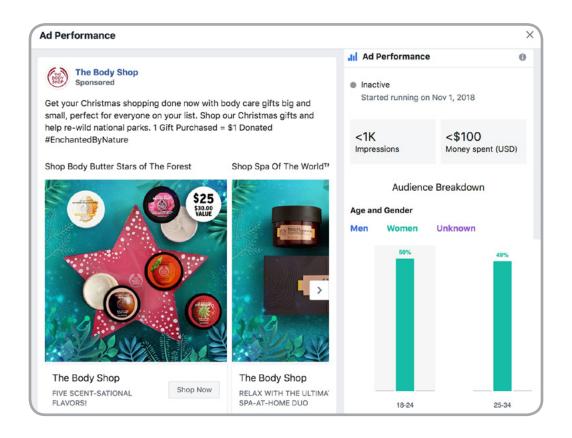


The Body Shop





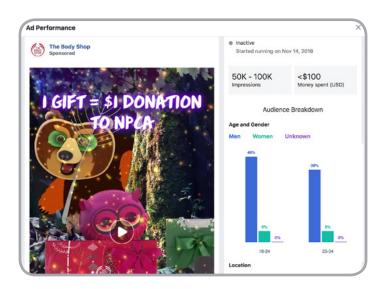
The Body Shop

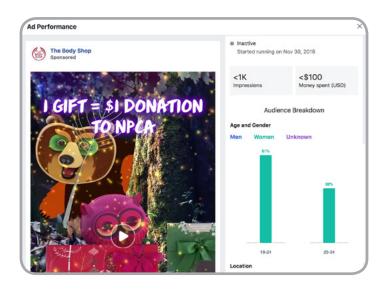


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The Body Shop

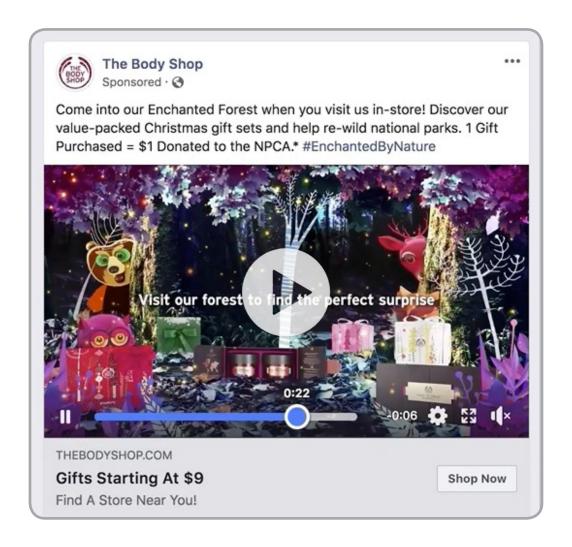




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The Body Shop





Baskin Robbins

Key Details: They use a lot of fun gifs with their products in the ads. They also tailor their ads to the various holidays coming up such as Halloween cakes, Thanksgiving cakes and Christmas cakes/gift cards for presents. They also have a partnership with DoorDash that gives a person free delivery on their first order.

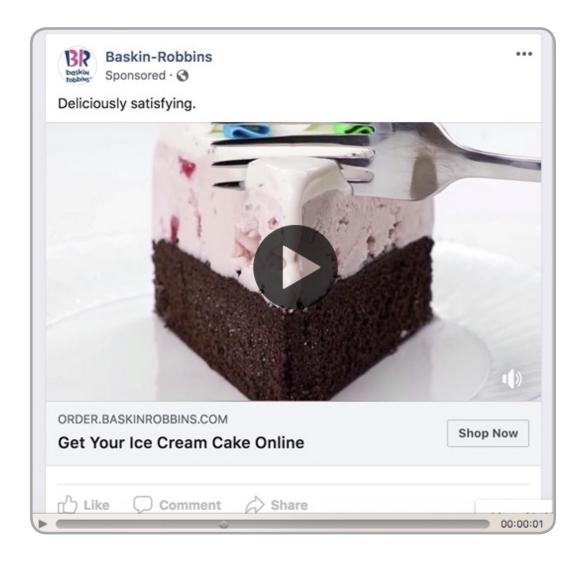




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Baskin Robbins



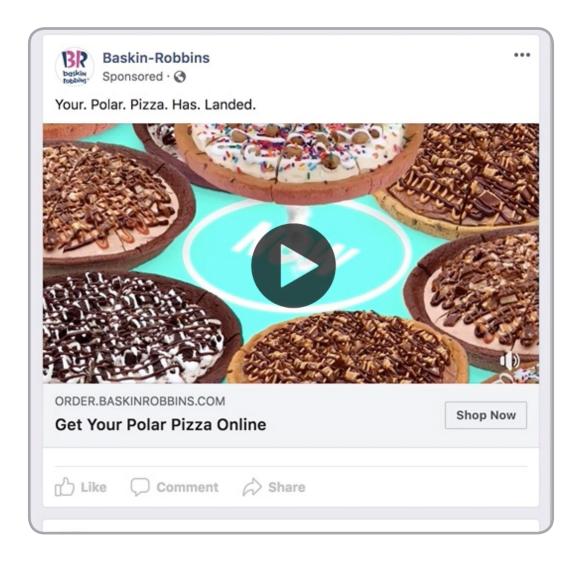


Baskin Robbins



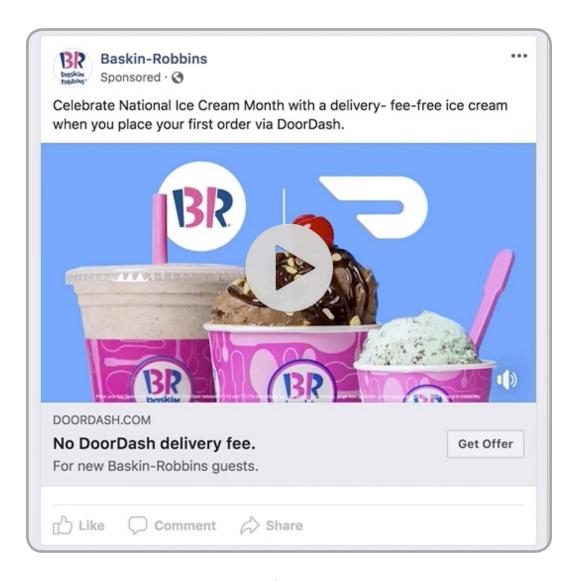


Baskin Robbins



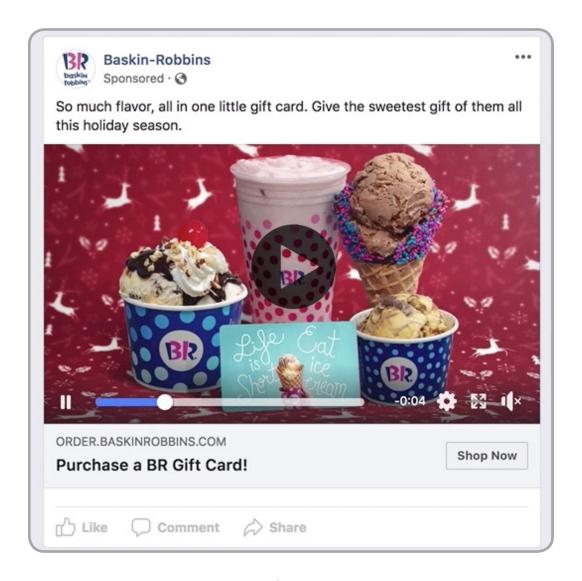


Baskin Robbins





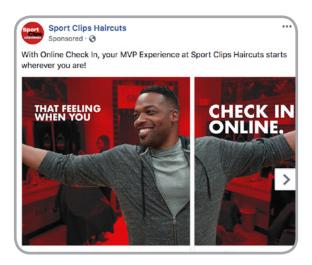
Baskin Robbins





Sports Clips Haircuts

Key Details: They have a lot of deals in their ads such as free first haircuts at a new location for signing up as an MVP in their system. They also showcase their online check in that allows people to get in line before they get in the store to minimize their wait.

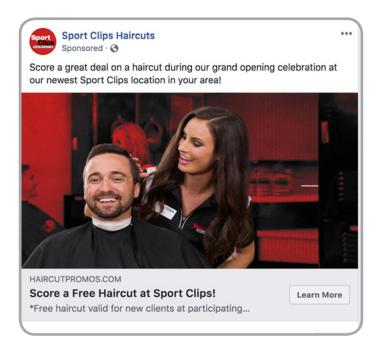




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Sports Clips Haircuts





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