KICKASS
VIDEOADS

VIDEO ADS
SCRIPTING
FORMULA
EXPLAINED

GETTING READY

Before you start creating your video ad, there's a few basic questions about your target audience and your offer that you should ask yourself to make sure your script is as effective as possible .

-What's the main purpose of your ad?
 Email signups? visits to your blog post? phone calls? webinar signups?

-Who is your exact target audience?
 Cat-lover single moms? Blue collar workers looking for a job? Digital Start-Up CEOs?

-What is their main problem?
 Lower back pain? Overweight? Lack of quality time with family? Information overload?

-How does your solution help them solve that problem?
 Learning basic spanish in 4 hours? Losing 3 pounds without diet? Tailored service to their unique needs?

Got it? Awesome! Let's start filling in the blanks of the templates...

SCRIPTING GUIDE FOR DISPLAY VIDEO ADS

Follow this steps to create your own video ads using video display ads templates. These have landscape format and are between 30 seconds and 1 minute. You can duplicate or delete slides as you wish to make it longer or shorter, but it is recommended that you keep this script structure.

Text #1: Pre-qualify the viewer with an attention grabbing text

As you may know, the attention span of a modern internet consumer is shorter than a goldfish, so what you say during the first seconds is critical in order to grab their attention.

This first attention grabbing text is nothing new and corresponds to what in marketing has always has been called a "hook" .

By now you should know the main pain point or desire that your target audience is experiencing… Their biggest problems, struggles, frustrations and wishes…

Ok, then… Focus on that.

You want to produce a "Hey, that's me!" moment in your viewers mind, if they recognize themselves they will be more prone to see what you've got for them.

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Another benefit of starting this way your video ad is that those who are not your target market will skip immediately, so you don't waste money on them!

Something that usually works very well is starting with a question.

Some examples:
"Struggling to eat healthy?"
"Still struggling with lead generation?" (For retargeting)
"Looking for help with your english homework?"
 "Wanna fire your boss and work from home?"
"Are you a cats-lover single mom?"

Examples in this guide are just that, examples. Based on your knowledge of your target audience, you should be able to come up with cool ideas. Try to be as creative as you can, but always remember the main goal of each section!

Text #2: Build Interest in your solution with an open loop

BUILD INTEREST IN YOUR
SOLUTION WITH OPEN LOOP

OK, now that you got your target viewers' attention, you need need to watch the rest of your ad, so you have to start building interest in what you have to offer.

A good way to do that is by painting a picture in their minds with an open loop. An open loop is like a "cliffhanger" in a TV show. It gives you some information but leaves you wanting more.

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So, you don't reveal your solution in full yet (just a hint) but let them know that it is indeed possible to get rid of their problem.

To generate even more interest you can use power words like "new", "powerful", "discover", "easy", "amazing" and so on.

Some examples:
"There's a new method that makes it easy and painless"
"You can still get access to a secret unfair advantage" (For retargeting)
"Discover a revolutionary formula that gurus will never share"
"Stop worrying! A powerful new software can do it for you"
"You can't miss out on this amazing new product!

Text #3: Describe a specific benefit of your solution

Now we're going to start creating desire for what you have to offer. Of course, you want to make it sound like a "must have", so focus on a specific benefit of your solution.

Not a feature, but a benefit.

A feature is something that your product has, like AC in an apartment or automated FB posting inside a SAAS… While benefits are <u>the results</u> that users will experience by using your product or service and are the very reason why they become actual customers or leads.

If you have something that helps people solve specific issues like a "How-To" guide or something similar and you got your targeting right, you may have a winning horse here!

Coupons and discount works well here too.

Some examples:
"This FREE guide shows you exactly how"
"Our service is specifically tailored to your unique needs"
"We'll do your shopping for you and deliver to your home"
"Here's 30% discount on our hats collection today"
"All the data you need, without information overload"

#4: Add social proof, authority or scarcity

Now your viewers are hooked the next step is to start convincing them to take action using psychological triggers.

Dr. Robert Cialdini in his book "Influence" described six psychological triggers that entice people to take action. As we want to keep the messages short and sweet, we're gonna use one of these three: Social proof, authority or scarcity.

I'm not sure I even need to tell this, but of course your statements have to be 100% true! Being dishonest in your ads only will give you problems and unhappy customers in the long term. Very bad strategy.

Some social proof examples:
"20,321 people have already tried it"
"Join over 3,024 happy subscribers"
"This is the best book I've ever read - John Doe" (Testimonial)
"100,000+ downloads on the App Store"

Some authority examples:
"The first cloud software of its class"
"This is the best book I've ever read - JK Rowling" (Well known expert testimonial)
"Trusted by doctors around the world"
"Created by former Google engineers"
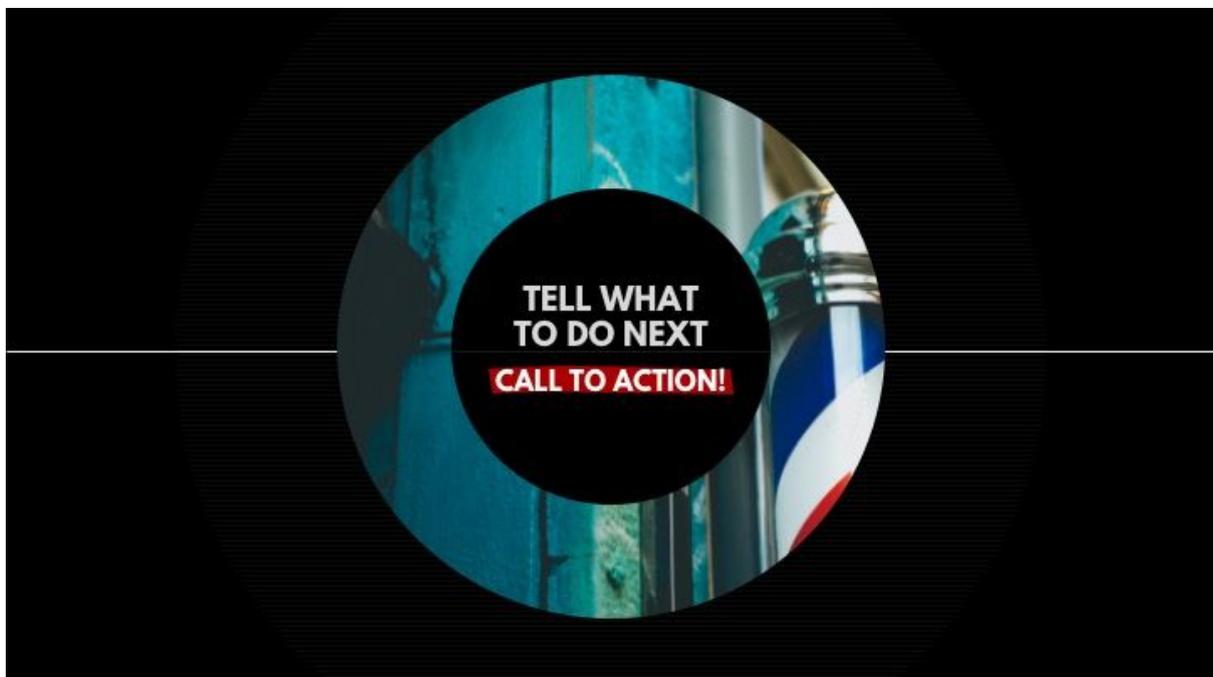
Some scarcity examples:
"Only today! Don't miss out"
"This is a very limited time offer"
"Only 20 copies left!"
"Applications close on 02.01.2019"

Text #5 Tell them exactly what to do next - Call to action

This is the last step and we're done! If your viewers have made it this far, you have good chances to convert them into leads and customers... They only have to take action.

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What action? The one you want them to take, of course.

Even if it seems obvious to you, you need to tell people exactly what you want them to do next. Don't try to be creative here, a call to action always should be concise and clear.

Some examples:
"Get our guide in your email now. Subscribe below"
"Click the link in the corner to get started"
"More info? 34-000-555 - Call us today"
"Share, like and subscribe"
"Get your discount. Hit the buy button"

SCRIPTING GUIDE FOR SQUARE VIDEO ADS AND SOCIAL BANNER VIDEO ADS

Follow this steps to create your own video ads using square and social banner video ads templates. These have square format and are between 5 and 10 seconds for shorter messages, and are especially good for video ad campaigns in social media (Facebook, Instagram) targeting mobile devices.

Text #1: Attention grabbing text

Check out the Text #1 indications and examples for Display Video Ads templates, as the principles are basically the same.

Text #2: Your enciting value proposition

Tells the reader why they should take action on your ad to learn more about your product or service. This section is very similar to *"Text #3 Describe a specific benefit of your solution"* in Display Video Ads templates.

Text #3: Add social proof, authority or scarcity

Check out "Text #4" in Display Video Ads templates indications and examples as the principles to apply are basically the same, only you use it here to make your value proposition beliavable.

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Text #4: Call to action

Check out "Text #5" in Display Video Ads templates indications and examples as the principles to apply are basically the same, only try to make it even shorter and specific.

Well, that's all for this guide. I hope it's been helpful!

Remember that the practice makes the master, so don't give up on your first try. There's a lot of both paid and free training on the internet on how to set up everything on each platform.

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