

## Promotional Design Strategies

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100 Good Advertising Headlines (Victor Schwab)

<http://www.infomarketingblog.com/100-good-advertising-headlines-victor-schwab/>

The objective of any advertising format is to capture the attention of your target audience, establish a desire for your offering and to persuade them to take action. This is true for banner ads, search ads, videos, news and article releases – any campaign. Most strategies revolve around the following elements:

**Headline:** This is a powerful tool for grabbing attention as users scan a page. Effective headlines try to connect directly with emotions and/or intentions of the viewer in relation to the offer. They prompt the reader to go deeper into the ad, web video or press release. Some headline strategies include:

- ***Intention Focused:*** Incorporate the actual or assumed intent of the user into the headline. This is used with effectively in SEM ads and organic search listing display.
- ***Interrupter:*** Designed to cause or make a break in the continuity or uniformity of user's experience and/or expectation – “Waiting for your cat to bark”.
- ***How to:*** These spell out the solution of the offer – e.g., “How to lose 100 pounds in thirty days” or “How to Get Rich Investing in Beet Farms”.
- ***Top List:*** These outline a prioritized list of things – e.g., “Top 5 Reasons to Become an Internet Marketer”.
- ***Question:*** These actively engage the viewer and are often used to qualify traffic – e.g., “Looking for a new car?” or “Do you want to feel younger?”
- ***Testimonial:*** These headlines use the words of a customer – e.g., “I loved the way it tastes!”.

**Unique value proposition (UVP):** Once again, this tells viewers why they should choose your offering and, ideally, what your offering is.

**Brand Name and URL:** Online your brand is represented by your brand name, offer name and URL. This should be present in your advertising campaigns. Exposure will lead to traffic and conversions via searches and unpaid direct entries. Your brand and URL serve as pointers back to your site for your audience. They are always ready to click at the time of exposure.

**Call-to-Action:** This is the most powerful element of a promotional design strategy. It helps separate those willing to convert from those who are not. In PPC campaigns, this has a direct impact on costs and conversions. A call-to-action should both invite the prospect most likely to convert and discourage those from clicking who aren't.

**Benefit Summary**: In more robust promotional formats (web video, advertorials, article release, etc), this helps do the work of pre-selling an offer. It's focused squarely on the benefits of the offer in relation to the prospect.

**Trust and Authority**: This can be a statement, seal or label that helps establish confidence in doing business with you. It's usually used in the earlier stages of an online brand.