Ad Copy Value That Converts

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A guide to expressing an offer's value in advertising messages.

What this guide covers

- Identify the value proposition for an audience.
- Develop ad messages around that value.
- Adapt messaging for different advertising channels.

Who this is for

For marketers writing ads for products or services.

Putting the ideas to use

Draft and compare value-focused messages for one offer.

Book details

Format: Guide. Pages: 12. Words: 796.

Download availability: After payment, download the complete ZIP package or the included PDF separately.