



Writing Ad Copy

Writing an effective Ad Copy - Guide - 2019/20

Date ____-____-____	
Client Company name	
Job Name Campaign or project name	
AD Type Website, print ad, social media, etc.	
Revision Number #1	

Value Proposition of AD List the value proposition of your offering, making it · Concise · Scannable · Objective	
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H1 Write a headline that grabs attention.	
H2 (if applicable) Back up the headline and lead to the copy below.	
Introduction Write an introduction that supports the H1.	
Description 1 Include product/service information.	
Description 2 (if applicable) Include more product/service information.	
Call to Action Finish with a call to action that answers the statement "I want to _____."	

Size Constraints Know how large your ad will be? Enter those dimensions.	
Notes for Design/Layout List any specific layout requirements for the design and development team.	

