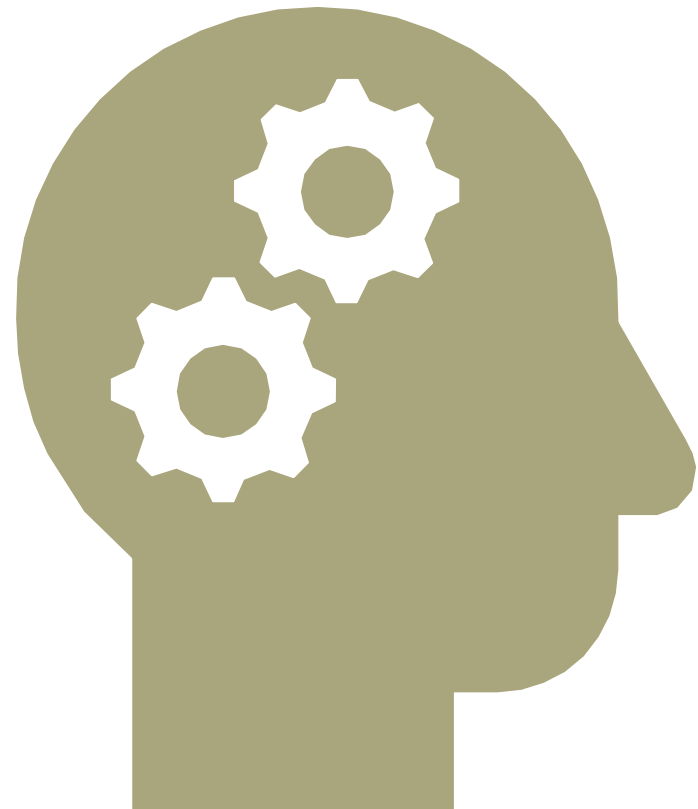


**TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH MARKETING
MESSAGES ENGAGE**

KEY QUESTION:

Which advertising messages will deliver the greatest number of good prospects?



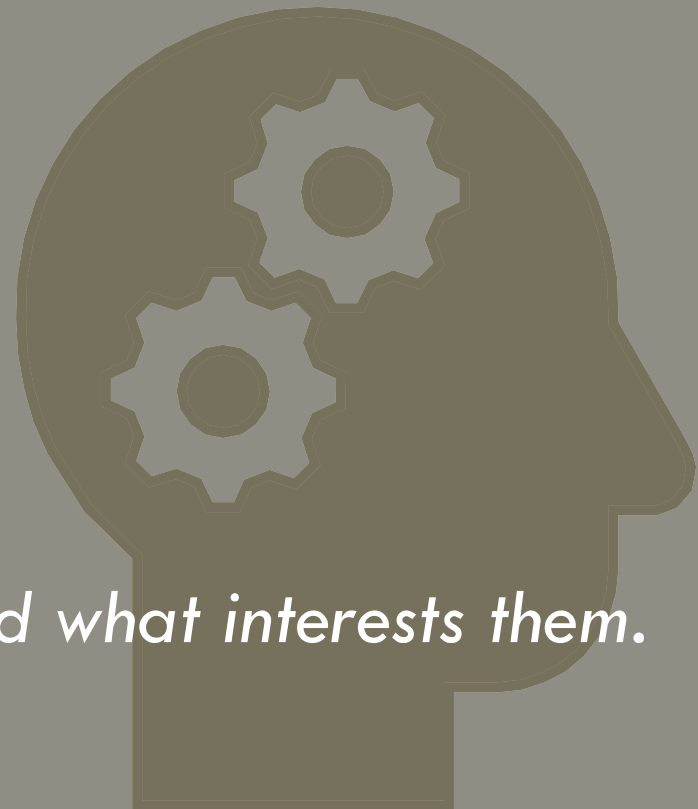
TEST & OPTIMIZE YOUR
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MESSAGES ENGAGE

KEY QUESTION:

Which advertising messages will
deliver the greatest number of
good prospects?

*“Nobody reads ads. People read what interests them.
Sometimes, it’s an ad.”*

- Howard Gossage, real-life “Mad Men” inspiration



TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

How to test ad messaging effectively in Google Ads:



Write 2-3 ad variants to run within each ad group



Change high-impact ad elements first

Headlines
Images (for Display ads)



Test the most meaningful content

Offers
Calls to Action
Competitive differentiators
Facts vs. emotions



Measure the results

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH
MARKETING MESSAGES ENGAGE

Tool: SEMRush

TEST:
Positive
emotion

[Official iRobot® Roomba - iRobot.com](http://www.irobot.com/Roomba)

Ad www.irobot.com/Roomba

Leave Cleaning To Your **Roomba** And Start Enjoying Your Home. Buy Here!

TEST:
Feature

[Official iRobot® Store | Shop Now For Free Shipping | iRobot.com](http://store.irobot.com/Store)

Ad store.irobot.com/Store

Get Free Shipping When You Purchase Any Robot On The Official **iRobot** Site!

TEST:
Discount,
urgency

[Official iRobot® Store - 10% Off Limited Time Offer - irobot.com](http://store.irobot.com/Store)

Ad store.irobot.com/Store

For A Limited Time Save Up To \$80 When You **Purchase** Select Robot Bundles.

TEST:
Market
Segment

[Roomba Vacuum Cleaner | iRobot® Official Store | iRobot.com](http://store.irobot.com/)

Ad store.irobot.com/

Got A Pet? Get A Helping Hand From **iRobot®** & Start Enjoying Your Home. Shop Now!

TEST & OPTIMIZE YOUR
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Tool: Google Ads

Ad ↑	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
[REDACTED]	Approved	Expanded text ad	282	12,733	2.21%	\$0.99	\$278.82	6.00
[REDACTED]	Approved	Expanded text ad	364	14,970	2.43%	\$0.97	\$351.86	7.58

Learn which ads generate the highest Click-Through Rate
and therefore the most website visitors

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH MARKETING
MESSAGES ENGAGE

What to do if your website isn't
ready yet?

Offer a "Fake Sale"!

Hello! You caught us before we're ready.

We're working hard to put the finishing touches on "X". Things are going well, and it should be ready to help you with "Y" very soon. If you'd like us to send you a reminder when it's ready, please enter your email below.

And please accept the special gift below as a
"thank you"!

TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

If your initial messaging idea doesn't engage well, then what?

- A) Switch to better messaging (use what you just learned)
- B) Change the product/service