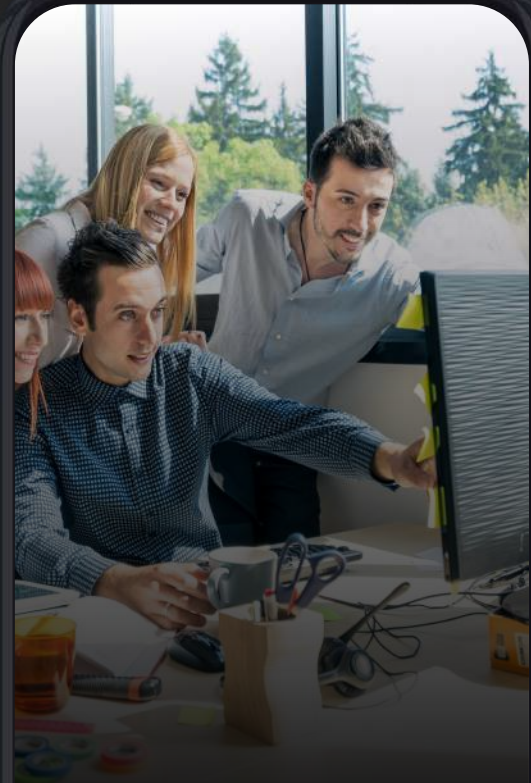




robusq
DIGITAL MARKETING

PRESENTS

The Biggest Tips To Get A Ton Of Eyeballs To Your Business



A photograph of three people sitting around a wooden table in a dimly lit room, likely a cafe or office. They are all smiling and looking at laptops. The woman on the left is wearing a light-colored sweater. The woman in the middle has long dark hair and is wearing a brown top. The man on the right is wearing glasses and a denim jacket over a red shirt. There are two laptops on the table, a brown folder, and a glass of water. The background features a stone wall and some plants.

LET'S DIVE IN...

WHY IS THIS IMPORTANT?

To start with, there is no one marketing system that converts at 100%. It's impossible.

So to get sales, that process has to get in front of a ton of eyeballs.

But this is where lots of businesses get it wrong.

They put up boring, generic and sleeping pill of an ad on Google and expect it to get traffic.

This is not how it works and thinking that it would is just plain crazy.

WHAT MAKES SOMETHING SELL

So what's the best way?

Create Ads that are irresistible not to click.

The thing is, a business is never selling a product or service it has.

It's always selling the emotion or the "feeling" behind it.

Think about why you bought some of things that you did recently.

You did it because of a "feeling" it gives you.

Yes, even the most rational human minds are driven by some basic emotion.

This is the secret to writing great Ad Copy.

The key is that you use the emotions that your buyers are looking for most and creates ads out of them.

EMOTIONS THAT TRIGGER RESPONSES

These are some of the emotions that can be used to get those eyeballs fixated on your ads:

Anger

Guilt

Fear (including FOMO or Fear Of Missing Out)

Benefit (including Implied Benefit)

Curiosity

Trust

Shock

YOU MUST NAIL THIS IN THE HEADLINE

David Ogilvy, who is one of the founding fathers of modern advertising once said:

“When you have written your headline, you’ve spent eighty cents out of your dollar”

Because of this, the headline is the most important part of your Google Ads copy.

Be playing and boring, and get ignored.

Be different and stand out.

A photograph of three people sitting around a wooden table in a dimly lit setting, possibly a cafe or office. They are all smiling and looking at laptops. The woman on the left is wearing a white sweater and is typing on her laptop. The woman in the middle is wearing a brown top and is looking at her laptop. The man on the right is wearing a denim jacket and glasses, and is looking at his laptop. There are several notebooks and glasses on the table. The background is dark and textured.

AD EXAMPLES

Fear Based

Trouble Getting Into Property? | Buy With The Crazy Easy Steps | Do It Before Prices Soar More!

[Ad](http://www.buymyfirsthome.com.au/first-home) www.buymyfirsthome.com.au/first-home

The Australian property market is booming! Don't wait anymore! Get in before you miss out! Follow These Easy Steps To Getting Your First Home In The Next 6 Months.

Curiosity Based

REVEALED! The Exact Money Printing Google Ad System Marketing Agencies Don't Want You To Know About!

[Ad](http://www.robustdigitalmarketing.com/top-secret) www.robustdigitalmarketing.com/top-secret

Find out the closest to the chest marketing secrets that will open the flood gates of money into your business! Don't miss out!

Anger Based

Get Back At A Cheater! | Revenge Is A Dish Served Cold | Make Them Pay For What They Did

[Ad](http://www.cheater-revenge.com.au/cheater/revenge) www.cheater-revenge.com.au/cheater/revenge

No one should treat you the way you got treated! Restart your life on and bring massive power back into your life!

Guilt Based

Forgot Your Anniversary? | But She Got You A Killer Gift? | Make It Up To Her With These!

[Ad](http://www.giftsforher.com.au/forgotten/anniversaries) www.giftsforher.com.au/forgotten/anniversaries

Let's face it. Sometimes even the greatest man on the planet forgets things. Make it up with a killer present that will wow her at least till next year!

ALWAYS TEST AND REMEASURE

No matter how creative you are, the chance of nailing the first headline are very very slim.

To find out what they are, always see how your ad clicks are performing.

Then weed out the ones that are not working and new ones.

Test, fine tune, weed out, re-test.

Keep this process going regularly and watch your popularity soar.

Don't Want The Headaches Of Managing Your Own Google Ads Account?

BOOK IN YOUR GOOGLE ADS AUDIT AND STRATEGY SESSION.

WARNING: This is for serious practice owners only. Owners who are looking to seriously automate their lead generation at returns of upto 500% each month. Also, because we are not in the business of creating conflicts of interest, **we only take on ONE SERIOUS PRACTICE PER AREA**. We will be helping them absolutely own that area by helping them land the high-paying clients they are really looking for. And to do all this, they must be willing to spend at least \$,1000 per month on Google Ads. If any of that creeps you out, then we are not a good fit and that's totally ok.

On the other hand, if you are excited by all that and want to take your business to the next level by consistently getting a large amount of high-paying clients every single month, and are willing to do whatever it takes to do that, then you should...

BOOK YOUR FREE STRATEGY SESSION NOW