

ADVERTISEMENT

INFORM. PERSUADE. SELL.

PURPOSE

Ads persuade people to buy, use or believe.

**RUN FURTHER.
FEEL STRONGER.**
EVERY STEP. EVERY DAY.



LIGHT
Move fast.



CUSHIONED
All-day comfort.



TOUGH
Built to last.



BE YOUR BEST.

\$79.99

GET YOURS TODAY!

PERFORMX.COM

“ A GREAT AD GRABS ATTENTION AND MAKES PEOPLE ACT. ”

KEY FEATURES



HEADLINE

Grabs attention.



PERSUASIVE WORDS

Positive and powerful.



BENEFITS

Shows how it helps.



KEY INFO

Important facts only.



CALL TO ACTION

Tells reader what to do.



CONTACT

Easy to find.

TOP TIPS

- ✓ Use short, bold words.
- ✓ Focus on benefits.
- ✓ Use images.
- ✓ Keep it simple.
- ✓ End with action.

DO



BE CLEAR



HIGHLIGHT BENEFITS



USE IMAGES



CALL TO ACTION

DON'T



TOO MUCH TEXT



BORING WORDS



POOR IMAGES



NO ACTION