

# Online Advertising Fundamentals

By: Khaled Badr and Mostafa Faried

# Hi, I am Khaled

I make businesses make more money

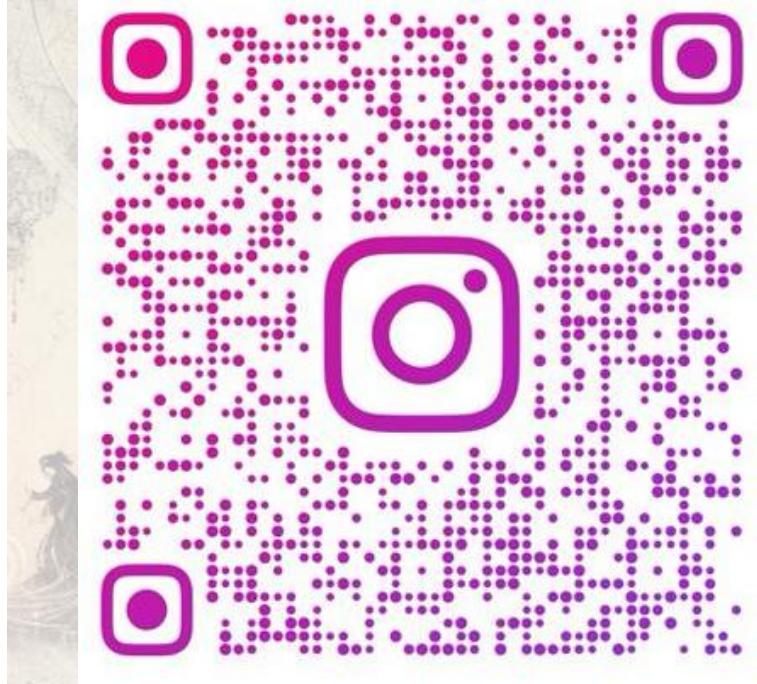
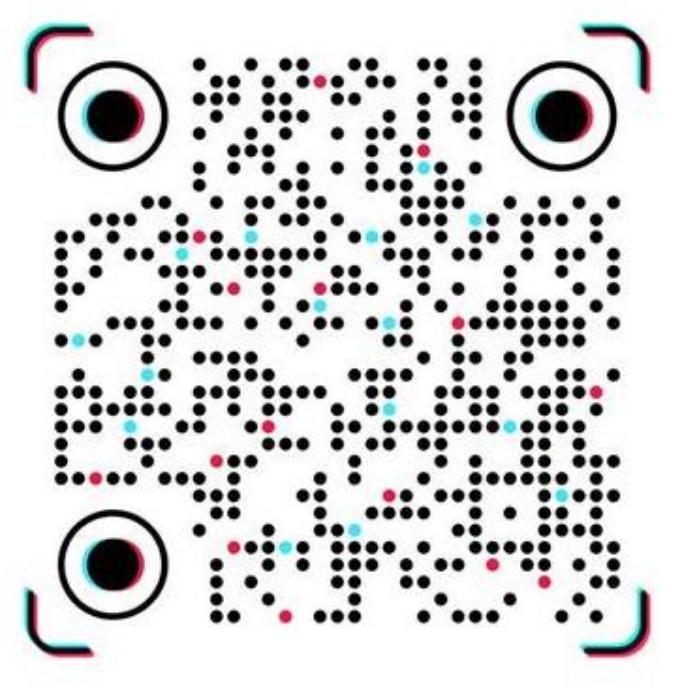


[khaled-badr.com](http://khaled-badr.com)



# Hi, I am Khaled

I make businesses make more money



@KBadr28

# Hi, This Mostafa Faried

"I make sure your digital marketing activities actually work"





AKF





**U courses™**



# Our Expectations

Fundamentals of marketing

# Digital Marketing

# Marketing Channels



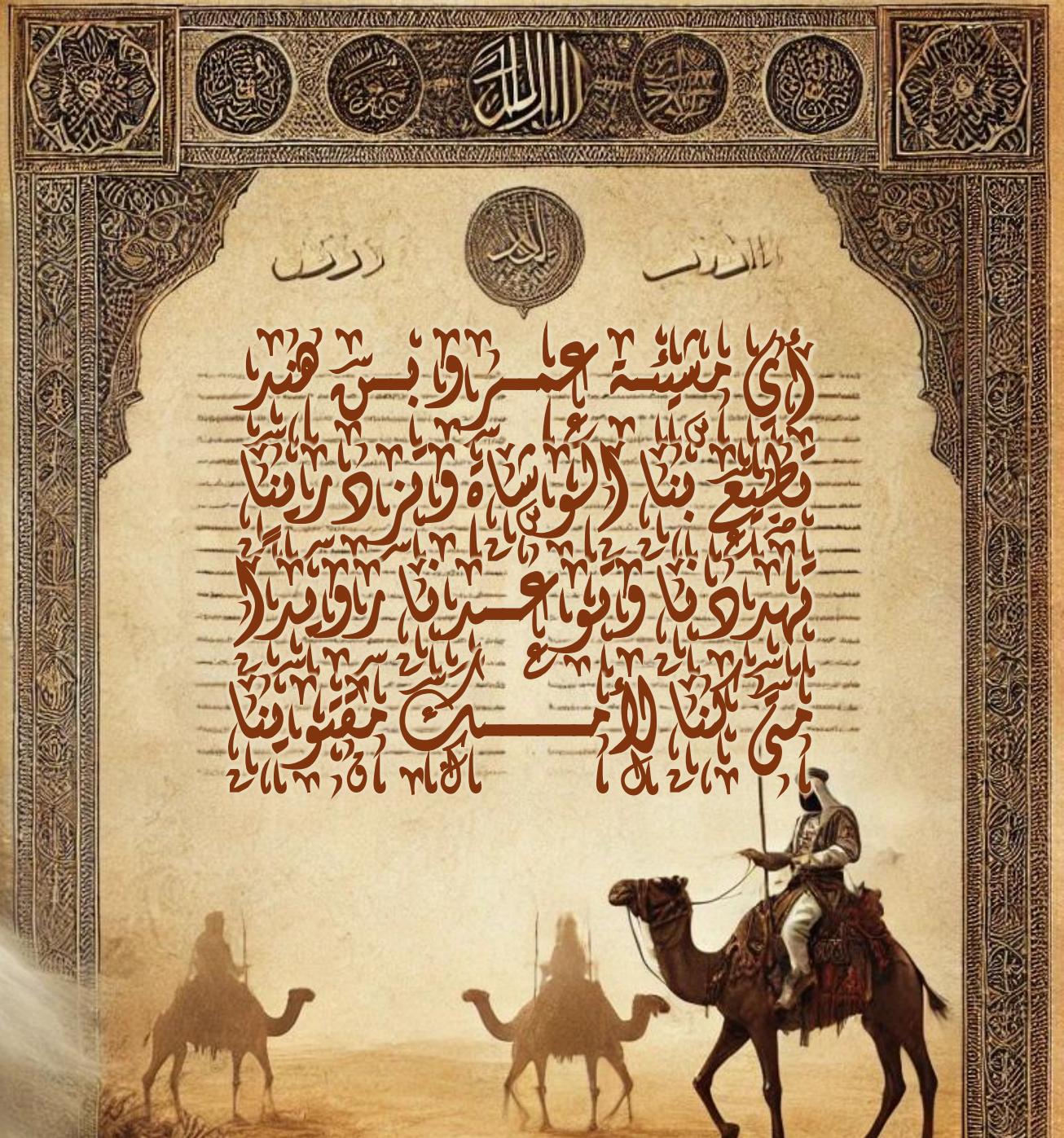
# Marketing Channels



# Digital Marketing Planning process

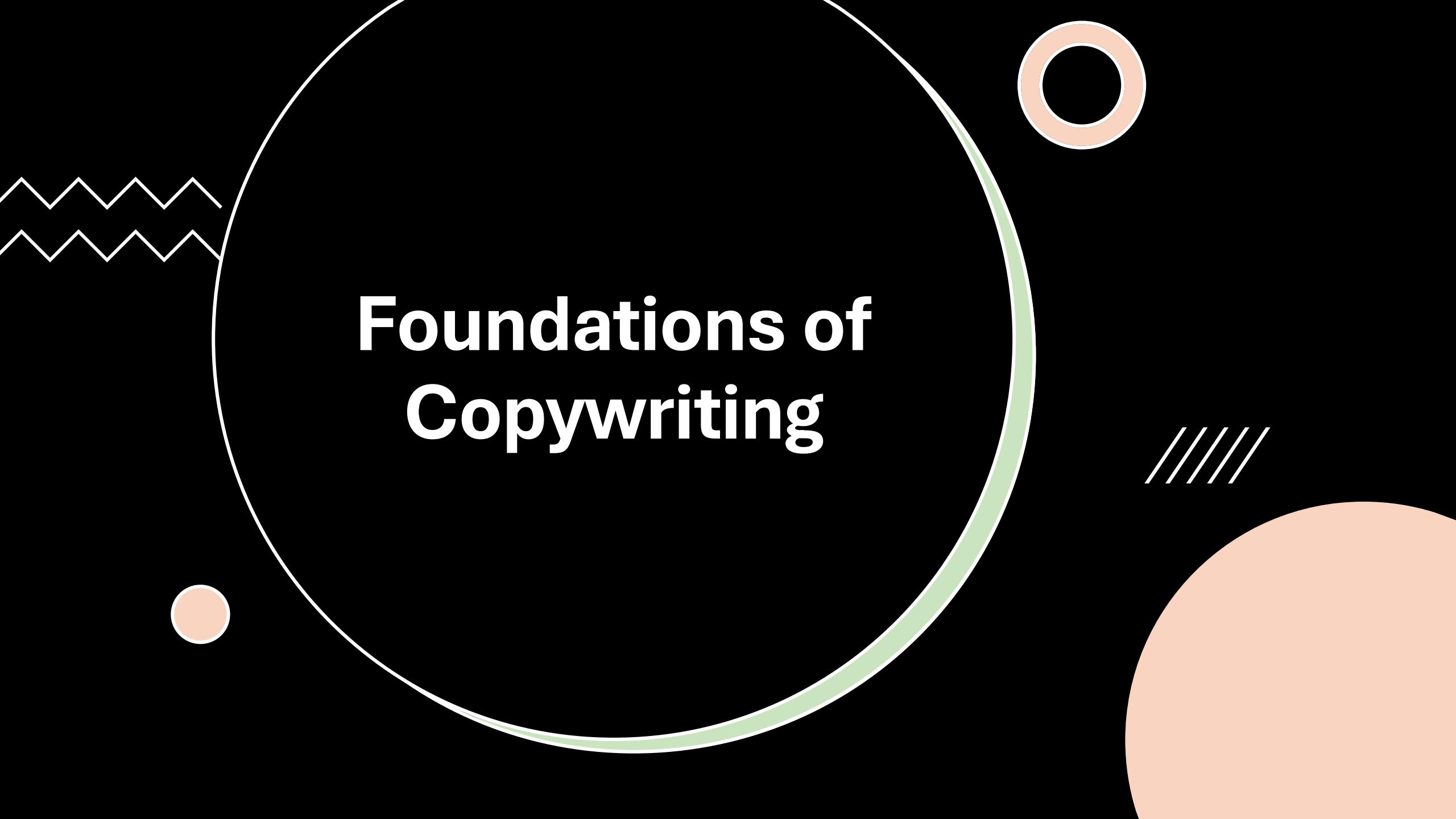
## 1- Setting SMART Goals

Conversions	<ul style="list-style-type: none"><li>• Buy</li><li>• Download</li><li>• Register</li></ul>
Leads	<ul style="list-style-type: none"><li>• Collect emails for email marketing and customer service</li><li>• Measure people's interest in your product</li></ul>
Followers	<ul style="list-style-type: none"><li>• Affects organic reach negatively if your organic posts didn't succeed in engaging with the paid followers</li></ul>
Traffic	<ul style="list-style-type: none"><li>• Create awareness by driving people to your website or app</li></ul>
Awareness	<ul style="list-style-type: none"><li>• Best for large companies who want to aware people of new products like Pepsi</li></ul>





# Foundations of Copywriting



# What is Copywriting?



The art of writing  
**persuasive, compelling,**  
**and action-driven** content.



Used in **marketing,**  
**advertising, and branding**  
to influence decisions.



Focuses on **selling ideas,**  
**products, and services**  
through words.



**Motion is the nuclear weapon for getting attention** – Strong, dynamic language grabs interest.

# The Role of a Copywriter



Understands consumer  
**psychology & persuasion**  
techniques.



Transforms **features** into  
**benefits** that resonate with the  
audience.



Crafts **engaging, emotional, and**  
**data-backed content.**

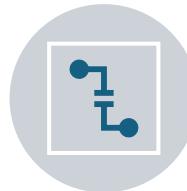


**Higher version to lower version –**  
Show what the audience will lose  
if they don't act.

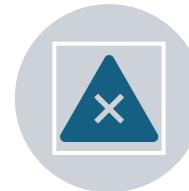
# The Power of Consumer Psychology in Copywriting



**Avoiding Pain Before Gaining Value** – People respond more to avoiding losses than gaining rewards.



**The More You Experience Something, the Harder It Is to Ignore** – Repetition strengthens emotional connections.



**Information Overload Leads to Overwhelmed Decision-Makers** – Simplify your messaging to avoid confusion.



**The Power of 'No Brainer' Deals** – Make your offer feel too good to refuse.



**Free Is Better Than Cheap** – People respond more positively to "free" than to "low cost."

# Types of Copywriting

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**Direct Response Copywriting** – Sales emails, landing pages, PPC ads.

SEO Copyw

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**Brand Copywriting** – Storytelling, brand positioning, taglines.

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**Technical Copywriting** – Complex products/services (software, medical, financial).

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**Social Media Copywriting** – Engaging posts, captions, and ads.

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**Advertising Copywriting** – Billboards, magazine ads, video scripts.

# Understanding Consumer Awareness



## The 5 Stages of Awareness (Eugene Schwartz Model):

**Unaware** – Doesn't recognize the problem.

**Problem Aware** – Knows the problem but not the solution.

**Solution Aware** – Knows solutions exist but not yours.

**Product Aware** – Knows your product but needs convincing.

**Most Aware** – Ready to buy but may need an incentive.



**Ask Few Questions That End with 'Yes' – This primes the customer for agreement.**

# Advertising Objectives & Creating a Buyer Persona

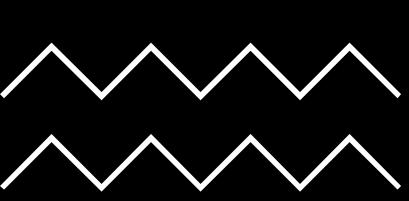


## Define Advertising Goals:

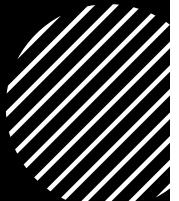
- Increase brand awareness
- Generate leads & conversions
- Drive customer engagement
- Build brand loyalty

## Creating a Buyer Persona:

- Demographics** (Age, gender, location)
- Psychographics** (Interests, values, lifestyle)
- Buying Behavior** (Motivations, pain points, decision-making process)



# Rational vs. Emotional Factors in Copywriting



**RATIONAL FACTORS:** PRICE,  
FEATURES, ROI, DATA-DRIVEN  
BENEFITS.



**EMOTIONAL FACTORS:** FEAR,  
DESIRE, TRUST, EXCLUSIVITY,  
BELONGING.

# The Golden Rule of Selling

- People **buy** if they **trust**
- People **trust** if they **like**
- People **like** if they **connect**

# **Brand Voice Vs Brand Tone**

# The Role of Tone of Voice

01

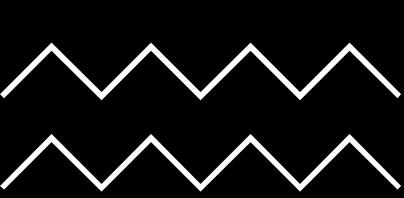
Conversational vs.  
Professional –  
Adapt based on  
audience &  
platform.

02

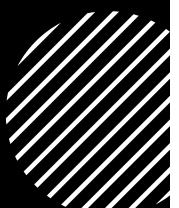
Friendly vs.  
Authoritative –  
Choose based on  
brand identity.

03

Playful vs. Serious  
– Match the tone  
to the context of  
your copy.



# Steps to Writing a Winning Copy



**Understand the Audience** – Identify pain points & emotions.



**Craft a Compelling Headline** – Capture attention immediately.



**Create an Engaging Hook** – Keep readers interested.



**Develop a Strong Body** – Provide value, benefits, and proof.



**End with a Powerful CTA** – Encourage immediate action.



**Edit & Refine** – Clarity, conciseness, and persuasion matter.

# Headlines: The First and Most Important Impression



The headline determines whether the reader continues or scrolls away.



A good headline should be:

**Clear** – No confusion about what's being offered.

**Concise** – Short, powerful, and to the point.

**Compelling** – Makes the reader curious or feel an urgency.

# Types of Headlines That Work



**Question Headlines** – “Are you making these common financial mistakes?”



**How-To Headlines** – “How to Grow Your Business Without Spending More Money”



**Numbered Lists** – “7 Proven Ways to Double Your Sales in 30 Days”



**Urgency Headlines** – “Last Chance! Get 50% Off Before Midnight”



**Curiosity Headlines** – “What This CEO Did in One Hour Changed His Life”

# The Copy Body: Structuring Your Message



**Every great copy follows a structure that moves the reader towards action.**



**Structure helps keep the message clear, engaging, and persuasive.**



**The most effective structure includes:**

**Headline** – Grabs attention instantly.

**Lead/Introduction** – Connects with the reader's emotions.

**Body** – Explains benefits, value, and proof.

**CTA (Call to Action)** – Directs the reader on what to do next.

# The Lead: Hooking the Reader After the Headline

The first few sentences **must** keep the reader interested.

The lead should:

- Speak directly to the reader's pain points.
- Promise a solution or benefit.
- Be **short and impactful** to prevent drop-off.

Example:

**Before:** “Our product is designed to improve efficiency.”

**After:** “What if you could save 10 hours a week without changing your routine?”

# The Body: Where Persuasion Happens

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“ ”

**The body copy must convince the reader why they need your offer.**

” ”

**A strong body copy should include:**

**Problem Identification** – What issue is the reader facing?

**Solution Introduction** – How does your product or service solve it?

**Value Proposition** – What makes your solution unique?

**Proof** – Testimonials, case studies, statistics.

**CTA** – What action should the reader take next?

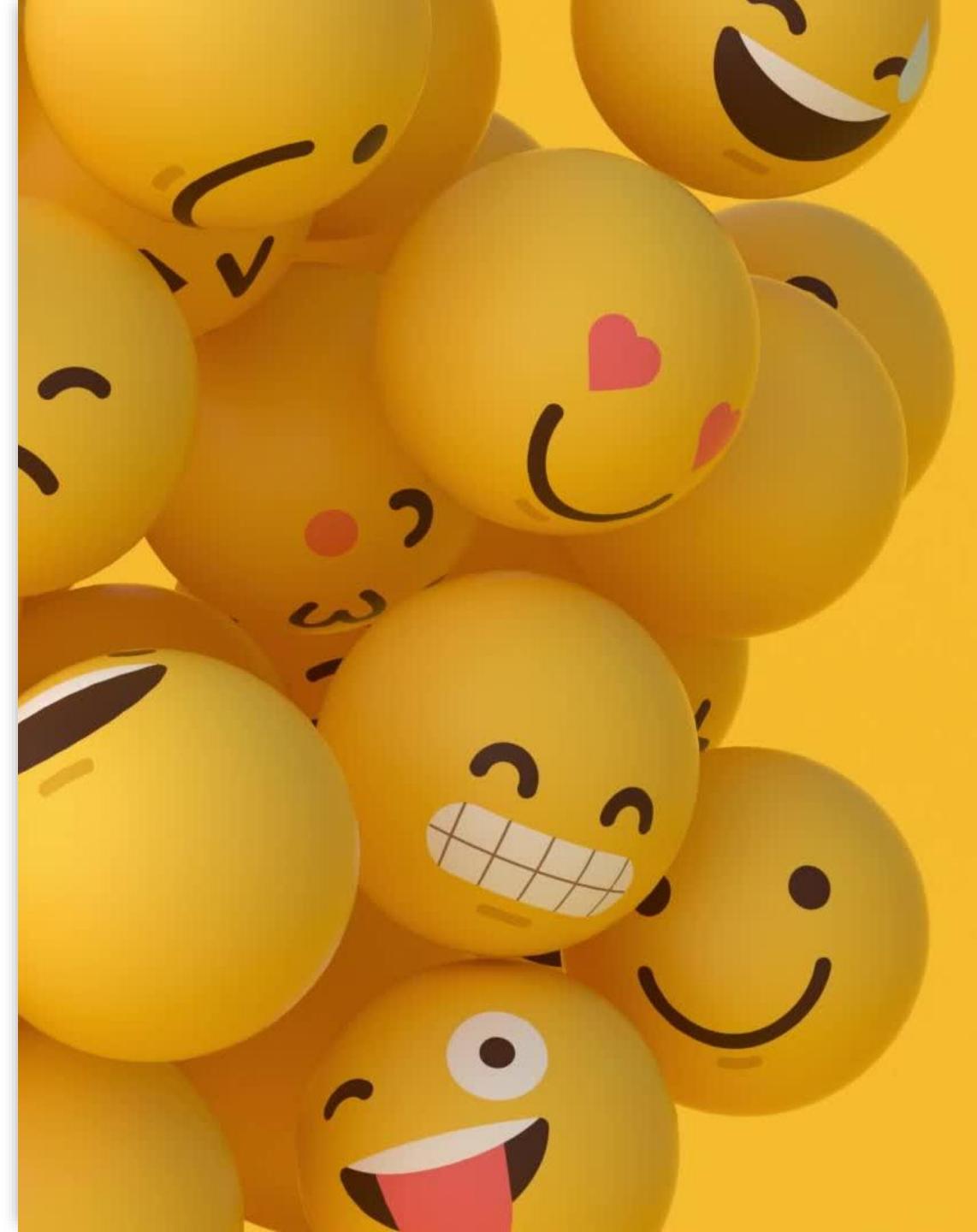
# Making Your Copy Engaging

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Use	Write	Keep	Make
Use storytelling to connect with emotions.	Write as if talking to one person, not a crowd.	Keep sentences short and powerful for readability.	Make it scannable – Use subheadings, bullet points, and bolded key phrases.

# Using Emojis in Copywriting

- Boost engagement & visual appeal in social media & ads.
- Use sparingly – 1-2 per sentence for impact.
- Examples:
  - “New launch alert! Grab yours before they’re gone!”
  - “Want to grow your business? Let’s make it happen!”



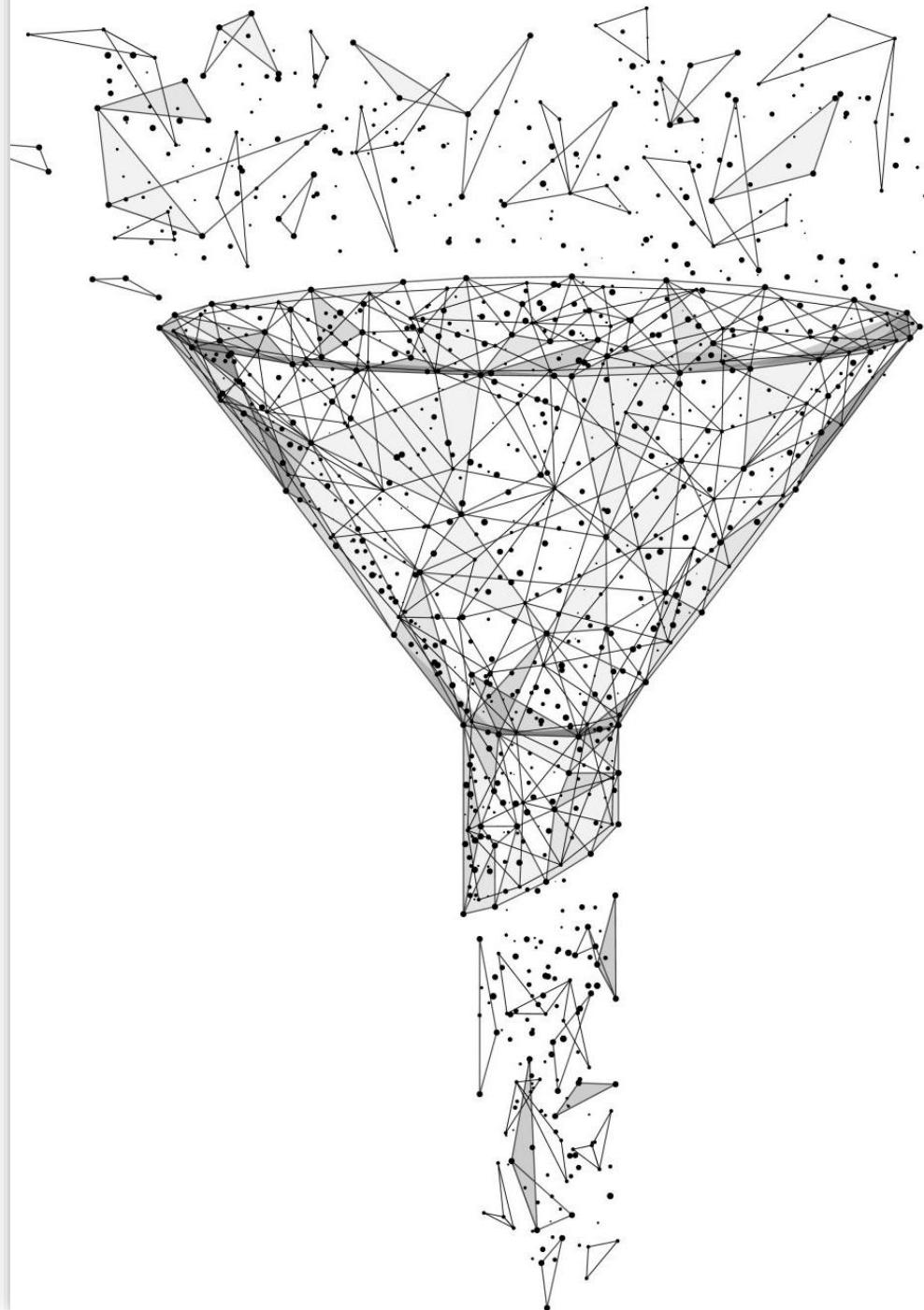
# **Sales Funnel & Customer Journey in Copywriting**

- Awareness Stage: Blog posts, social media content, infographics.
- Consideration Stage: Case studies, webinars, email sequences.
- Decision Stage: Testimonials, sales pages, limited-time offers.



# Matching Content to Funnel Stages

- Top of Funnel (ToFu) – Awareness & education-based content.
- Middle of Funnel (MoFu) – Lead nurturing, trust-building content.
- Bottom of Funnel (BoFu) – Direct sales & conversions.

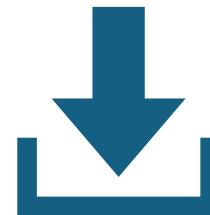


# Call to Action (CTA): Converting Readers into Customers

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**Every piece of copy must guide the reader to take action.**



**A CTA should be:**

**Clear** – “Download Your Free Guide”

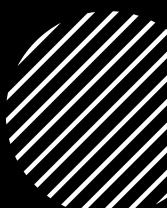
**Action-Oriented** – “Start Your Free Trial Now”

**Benefit-Driven** – “Get Expert Coaching & See Results in 30 Days”

**Time-Sensitive** – “Limited Offer: Join Today & Get 50% Off”



# Text on Visuals: Making Copy Work with Design



Keep **text minimal** for banners, ads, and social media posts.



Use **bold, high-contrast fonts** for readability.



Make sure text **doesn't clutter the design**.



Example:

**Bad:** "Our software provides solutions for businesses to improve efficiency."

**Good:** "Boost Efficiency. Save Time. Grow Faster."

# Using the Power of Repetition in Copywriting

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**The more your audience sees your message, the more likely they are to take action.**



**Key ideas should be repeated in different ways throughout the copy.**



**Example:**

**Start** – Introduce the pain point.

**Middle** – Reinforce the solution with benefits.

**End** – Summarize key takeaways and CTA.

# Using Scarcity & Urgency Without Being Pushy

People fear missing out (FOMO) – Use limited-time offers strategically.

Instead of aggressive sales tactics, use gentle urgency:

“Only 3 spots left – Secure yours now.”

“Prices increase soon – Act today.”

“Join before midnight for exclusive bonuses.”



# **Advanced Copywriting Techniques & Tools**



How to write facebook post ad copy

# How to write facebook post ad copy

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- Write introduction
  - Audience and problem
  - Our solution for the problem
  - Why we are special
  - How they can get the solution
  - CTA



# How to write facebook post ad copy

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- Write body
  - Details for the solution we provide
  - Details on how to get the solution
  - Details about why we're special
- Write conclusion
  - How they can get the solution
  - CTA



# How to write facebook post ad copy - Examples

- Didn't get them a Christmas gift yet? No problem  
Get everyone a custom design hoodie and show them you care about each of them. Create each design in 7 minutes and get them delivered by tomorrow. Click the link and get over with Christmas gifts.
- We have a variety of options in:
  - Hoodies
  - T-shirts
  - ..
- Click the link and go make them the best Christmas gift ever.  
~~#CoolDad #HappyNewYear #MerryChristmas~~

# How to write facebook post ad copy - Examples

- شهر العسل أجمل أيام العمر بس لومش منظم كوييس ممكن يتتحول لمشاكل!  
بعد 25 سنة من تخطيط شهر العسل بقينا عارفين كوييس ايه اللي ممكن يبسطكم .. وايه ممكن يضايقكم .. علشان كده بنخطللك شهر العسل ليكم انتو بس .. لأن كل 2 ممميزين عن باقي الناس ابعتيلنا رسالة النهارده و هنقولك شهر العسل اللي في خيالك ازاي نقدر نحققهولك
- -----
- ممكن تختارى بين أكتر من برنامج مجهز زي ..... أو تصممي برنامج ليكم انتم بس.  
متاح عندنا .....
- ابعتيلنا رسالة دلو قتي و هنبعتلوك كل التفاصيل وكمان هنكلمك خطط معاكي أجمل أيام حياتك  
#ربنا\_يتتم\_بخير

# How to make your ad attractive?

FOMO

Discounts

Bundles

Offers

Questions

Audience  
problems  
mentions

Contradictions

Comparison  
with common  
competitors

Make them  
feel special

Get emotional

Storytelling

# Viral Hook Hacks



# How to get viral?

- Clarify your target audience and what the video is about
- Make it a video that gets many engagements especially shares
- Keep high watch percentage per view

# Provocation & Debate - English



Is [popular opinion] actually wrong? Here's why I think so...



This controversial [topic] needs to be addressed. What are your thoughts?



Love it or hate it? Share your honest opinion on [product/trend].

# Storytelling Twists & Cliffhangers - English

1

I started with [nothing] and built a [successful outcome]. Here's how...

29

2

Part 1: The unexpected encounter that changed everything...

29

3

You won't believe the plot twist at the end of this story!

29

# Humor & Self-deprecation - English

29

My attempt at  
adulting went  
hilariously  
wrong...

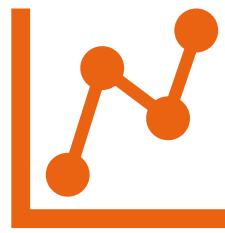
29

Things only [your  
niche audience]  
will understand...

I used to be so  
bad at [skill], but  
now...

29

# Social Issues & Advocacy - English



Did you know [shocking statistic about a social issue]? Let's talk about it.



Join me in supporting this important cause and make a difference.



Sharing my personal story to raise awareness about [topic].

# Interactive Challenges & Games - English



Guess what happens next in this [intriguing scenario].



Spot the hidden [object] in this video and win a prize!



Challenge accepted! Show me your [unique take on a trending challenge].

# Visual Hook

Transition

- Something changes at the very first moment

Clip

- From a video that is thrilling

Annoying

- Ex. Misplacement of something

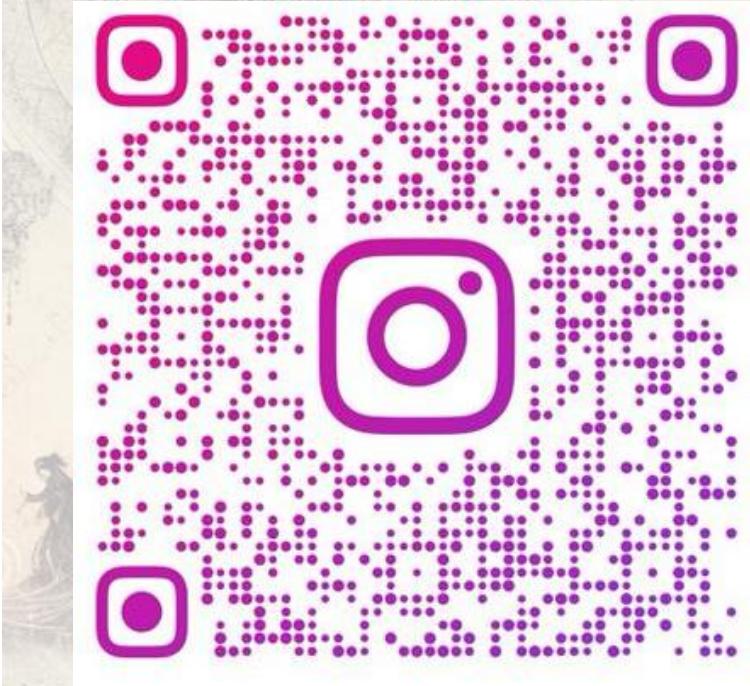
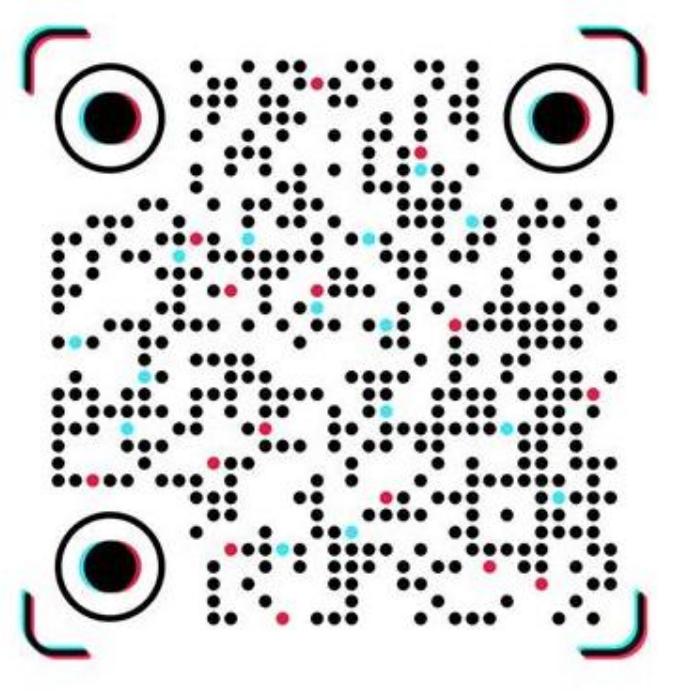
Process

- In the middle of something happening

Emotional

- Nostalgic – Scary – Cute ..

# Thank You



@KBadr28