**Advertising on the New Era**

**1. Advertising as a Science → Data-Driven Marketing & A/B Testing**

**Modern Translation:** Today’s marketing is built on analytics platforms like Google Ads, Meta Ads Manager, and AI-driven testing. Every click, view, and conversion is tracked. Tools like Google Optimize or VWO allow A/B testing of headlines, CTAs, and entire user journeys—just like Hopkins advocated, but now at lightning speed and massive scale.

**2. Just Salesmanship → Conversion-Optimized Funnels & Landing Pages**

**Modern Translation:** Websites, landing pages, email sequences, and even chatbots act as salespeople. Tools like Unbounce, HubSpot, or Drift are the modern equivalent of salesmanship in print—guiding users step-by-step to a purchase, subscription, or download.

**3. Offer Service → Value-First Content Marketing**

**Modern Translation:** Modern marketers lead with value through blogs, videos, ebooks, and free tools. Brands educate and solve problems upfront (e.g., HubSpot’s CRM templates or Notion’s productivity guides), which builds trust and warms the lead.

**4. Mail Order Advertising → Direct Response Digital Marketing (DRM)**

**Modern Translation:** Facebook/Instagram ads, YouTube pre-rolls, TikTok Spark Ads—these are today’s mail order ads. The same principles apply: short form, clear CTA, and instant action. The difference? You can launch, test, and optimize globally within hours.

**5. Headlines → Scroll-Stopping Hooks**

**Modern Translation:** Whether it’s a YouTube title, TikTok caption, or email subject line, the headline must stop the scroll. Tools like CoSchedule’s Headline Analyzer or ChatGPT prompt engineering help refine this critical first impression.

**6. Psychology → Neuromarketing, Behavioral Science & UX**

**Modern Translation:** Today’s marketers use psychological principles like FOMO, social proof, loss aversion, and cognitive ease. UX/UI designers tailor interfaces to align with how humans think and decide. Platforms like Hotjar and Crazy Egg visualize behavior.

**7. Being Specific → Data-Backed Claims & Proof Points**

**Modern Translation:** Specificity today means numbers, customer testimonials, quantified results (e.g., “43% ROI in 2 weeks”). Ad copy, landing pages, and case studies all benefit from hard, credible evidence—often shown via real-time social proof widgets.

**8. Tell Your Full Story → Multi-Touch Nurture Campaigns**

**Modern Translation:** Instead of cramming everything into one ad, modern marketers use sequences: email drips, retargeting funnels, social content series, and video storytelling. Storytelling platforms like StoryBrand or frameworks like PAS & AIDA still apply.

**9. Art in Advertising → Functional Visuals & UX Design**

**Modern Translation:** Beautiful design must serve a purpose—better conversions. Minimalist landing pages, clean Instagram layouts, and mobile-first experiences win. Canva, Figma, and Webflow make Hopkins’ utilitarian art vision a creative standard.

**10. Things Too Costly → ROAS, CAC, LTV**

**Modern Translation:** Every campaign is judged by Return on Ad Spend (ROAS), Customer Acquisition Cost (CAC), and Lifetime Value (LTV). Marketers use dashboards (Google Data Studio, Tableau) to make real-time decisions about ad spend effectiveness.

**11. Information → SEO & Thought Leadership**

**Modern Translation:** Informative content builds authority and drives traffic via search engines. Brands dominate with keyword-optimized blogs, video tutorials, and whitepapers. Think Moz, Neil Patel, or Ahrefs. Google E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) rewards this.

**12. Strategy → Funnel Strategy, Persona Mapping & Attribution Models**

**Modern Translation:** Today, strategy includes customer journey mapping, segmentation, omnichannel planning, and attribution modeling. CRMs and CDPs (Customer Data Platforms) like Segment or Salesforce personalize outreach based on behavior and lifecycle stage.

**13. Use of Samples → Free Trials, Freemium & Product-Led Growth**

**Modern Translation:** “Try before you buy” lives on through freemium SaaS models (Dropbox, Canva), free trials (Netflix, HubSpot), and limited-time demos. In eCommerce, think samples in influencer boxes, Amazon Vine, or trial-size DTC offerings.

**14. Getting Distribution → Channel Marketing, DTC, and Omnichannel Strategy**

**Modern Translation:** Brands choose between marketplaces (Amazon, Etsy), DTC (Shopify), social commerce (TikTok Shop), or partnerships (affiliate/influencer marketing). Success today depends on mastering multi-platform distribution.

**15. Test Campaigns → MVP Launches & Micro-Testing**

**Modern Translation:** Marketers launch MVP campaigns via Facebook Ads or Google Ads with small budgets, then scale what's working. TikTok Creative Center and Meta Ad Library help discover trends, and no-code tools like Webflow and Adalo support rapid iteration.

**16. Leaning on Dealers → Build Your Brand Equity & Demand Gen**

**Modern Translation:** Today, brands use content, influencer marketing, and community to generate demand independently of resellers or affiliates. Shopify brands, SaaS platforms, and personal brands all drive direct traffic and loyalty without retail dependency.

**17. Individuality → Brand Voice, Visual Identity & Differentiation**

**Modern Translation:** Standing out is about consistent tone, storytelling, and experience. Think Wendy’s Twitter, Liquid Death’s branding, or Duolingo’s TikTok sass. Tools like Brandfolder and Notion-hosted brand kits ensure internal alignment.

**18. Negative Advertising → Authenticity, Transparency & Positive Positioning**

**Modern Translation:** Cancel culture and brand accountability mean brands must stay positive and authentic. Instead of bashing competitors, marketers focus on storytelling, purpose-driven messaging, and community-building.

**19. Letter Writing → Personalized Messaging via Email, DMs, & AI Chat**

**Modern Translation:** Emails, SMS, WhatsApp messages, and even AI-generated chat convos (via Intercom, Drift, or custom GPTs) are today’s sales letters. Smart personalization using first-party data is critical for open rates and CTRs.

**20. A Name That Helps → SEO-Optimized, Brandable Domains & Social Handles**

**Modern Translation:** A good name today means domain availability, social handle match, and relevance. Tools like Namelix, SquadHelp, and Namecheckr help pick names that work across search, branding, and digital presence.

**21. Good Business → Customer-Centricity, Reviews & Community**

**Modern Translation:** Customer experience is king. Online reviews, NPS scores, and social mentions build (or destroy) reputations. Good products, service, and transparency drive retention and referrals—just as Hopkins predicted.

**22. Efficient Advertising → Full-Funnel Attribution & Agile Growth Loops**

**Modern Translation:** Efficiency means using full-funnel performance tracking, marketing automation (Zapier, Klaviyo), and growth experiments (GTM strategies, LTV boosts). Agile growth teams operate like labs—iterating fast, learning faster.

**Prompt Pack: Scientific Advertising x GPT-Based Marketing**

This prompt pack bridges Claude Hopkins' timeless principles from *Scientific Advertising* with cutting-edge GPT prompt techniques to empower marketers, entrepreneurs, and copywriters to generate high-performing ads, landing pages, and campaigns using AI.

**1. Advertising as a Science → A/B Testing with GPT**

**Prompt:** "Generate 3 variations of this ad copy for A/B testing. Focus on changing the headline, CTA, and emotional appeal:

Product: [Your Product Name]  
Target Audience: [Audience Description]  
Core Benefit: [Main Value Proposition]"

**2. Just Salesmanship → Personalized Ad Copy**

**Prompt:** "Write ad copy as if you're a salesperson talking directly to a [describe buyer persona]. Highlight the product’s benefits and end with a strong call-to-action."

**3. Offer Service → Value-Driven Lead Magnet Creation**

**Prompt:** "Suggest 5 lead magnet ideas that genuinely help [target audience] solve [specific problem]. Format them as free checklists, templates, or mini-courses."

**4. Mail Order → Direct Response GPT Ads**

**Prompt:** "Write a direct response ad for [product/service]. Emphasize urgency, clear benefits, and a limited-time offer. Optimize for Facebook/Instagram format."

**5. Headlines → Scroll-Stopping Hooks**

**Prompt:** "Generate 10 scroll-stopping ad headlines for this product: Product: [Your Product]  
Audience: [Your Ideal Customer]  
Core Benefit: [Main Benefit or Outcome]"

**6. Psychology → Emotional Triggers**

**Prompt:** "Write 3 ad variants that use different emotional triggers (fear, curiosity, joy) to sell this product: [Product Description]"

**7. Be Specific → Credible Claims**

**Prompt:** "Rewrite this vague marketing claim with specific, quantifiable data points that make it more credible: [Insert Original Claim]"

**8. Full Story → Long-Form Sales Page**

**Prompt:** "Create a long-form landing page for [product]. Include:

* Attention-grabbing headline
* Problem and solution
* Testimonials or social proof
* Detailed benefits
* FAQs
* Strong CTA"

**9. Art in Advertising → Functional Visual Prompts**

**Prompt:** "Describe a visual layout for this ad that enhances readability and highlights the CTA. Include color scheme, structure, and key imagery."

**10. Things Too Costly → ROI-Focused Messaging**

**Prompt:** "Write ad copy that emphasizes the cost-effectiveness and ROI of [product/service] for [audience]. Include savings or return on investment examples."

**11. Information → Educational Content**

**Prompt:** "Generate a short educational blog post that teaches [target audience] how to [solve problem] using [your product or service]."

**12. Strategy → Campaign Planner**

**Prompt:** "Create a 3-phase marketing campaign strategy for [product] targeting [audience]. Include awareness, consideration, and conversion stages."

**13. Use of Samples → Free Trial Messaging**

**Prompt:** "Write a high-converting ad offering a free trial. Include social proof, urgency, and what users get during the trial."

**14. Getting Distribution → Omnichannel Strategy**

**Prompt:** "Recommend a distribution strategy using 3 digital channels to launch [product] and drive traffic to the website. Include goals for each."

**15. Test Campaigns → MVP Ad Launch**

**Prompt:** "Develop a low-cost MVP ad campaign to test interest in [product idea]. Include a suggested headline, body, visual description, and offer."

**16. Leaning on Dealers → Brand-Led Demand**

**Prompt:** "Write a value proposition for [brand] that creates consumer pull rather than relying on retailers. Emphasize community and brand mission."

**17. Individuality → Brand Voice Generator**

**Prompt:** "Craft 3 brand voice samples for [company] targeting [audience]: one professional, one playful, and one bold. Maintain consistency in messaging."

**18. Negative Advertising → Positive Differentiation**

**Prompt:** "Create a positioning statement that differentiates [brand/product] positively without mentioning competitors. Focus on what makes you unique."

**19. Letter Writing → Personalized Email Copy**

**Prompt:** "Write a cold email to a [job title] at a [company type] introducing [product]. Personalize the opening, state the pain point, and propose a quick solution."

**20. A Name That Helps → Naming Ideas**

**Prompt:** "Suggest 10 brand name ideas for a [product type] targeting [audience], optimized for SEO, memorability, and domain availability."

**21. Good Business → Authentic Messaging**

**Prompt:** "Write an about-us page that tells a genuine story of the brand, its mission, and customer-centric approach. Be human and transparent."

**22. Efficient Advertising → Performance Copywriting Prompts**

**Prompt:** "Generate 3 versions of copy for [ad/email/landing page] optimized for:

1. Click-through rate
2. Conversion rate
3. Lead generation cost-efficiency"

**BONUS: Master Prompt for AI-Powered Scientific Campaign**

**Prompt:** "Using Claude Hopkins' principles, generate a full funnel GPT-based campaign for [product or service]. Include:

* 3 ad variants (awareness)
* 2 lead magnets (consideration)
* 1 long-form landing page (conversion)
* 3 follow-up emails (nurture)
* Suggested testing metrics"