

# ONLINE ADS



- ▶ **Format:** Buy \$40 worth of ads and see what people do
- ▶ **Tools:**
  - ▶ Online ads: FB, Google, Bing
    - ▶ HACK: Use Bing, it's 5x cheaper (but has different audience)
  - ▶ Quick site builder: Wiz, SqSpace, Unbounce, Celery
  - ▶ You should really get a domain name for this ([nutritionalplanning.com](https://nutritionalplanning.com))

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- ▶ **Upsides:** This is the truest test of whether people will buy at scale
- ▶ **Downsides:**
  - ▶ costs money, especially to get sample size.
  - ▶ Takes more time to build accessible prototype
  - ▶ Hard to get the “why”
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