

The basics of direct response advertising

- **It's trackable:** That is, when someone responds, you know which ad and which media was responsible for generating the response. In our case, with Facebook ads, we track everything so we have this covered.
- **It's measurable:** Since you know which ads are being responded to and how many sales you've received from each one, you can measure exactly how effective each ad is. You then drop or change ads that are not giving you a return on investment. This is why we have "KPI's" and the "Polaris Star".
- **It uses compelling headlines and copy:** Direct response marketing has a compelling message of strong interest to your chosen prospects. It uses attention grabbing headlines with strong sales copy that is "salesmanship in print". Often the ad looks more like editorial than an ad (hence making it at least three times more likely to get read).
- **It targets a specific audience or niche.** Prospects within specific verticals, geographic zones or niche markets are targeted. The ad aims to appeal to a narrow target market.

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- **It makes a specific offer.** Usually the ad makes a specific value-packed offer. Often the aim is not necessarily to sell anything from the ad but to simply get the prospect to take the next action, such as requesting a free report.
- **It demands a response:** Direct response advertising has a “call to action”, compelling the prospect to do something specific. It also includes a means of response and “capture” of these responses.
- **Multi-step, short term follow-up:** In exchange for capturing the prospect’s details, valuable education and information on the prospect’s problem is offered. The information should carry with it a second “irresistible offer” – tied to whatever next step you want to prospect to take, such as calling to schedule an appointment or coming into the showroom or store.
- **Maintenance follow-up of unconverted leads.** People who do not respond within the short term follow-up period may have many reasons for not “maturing” into buyers immediately. There is value in this bank of slow-to-mature prospects. They should continue hearing from you once to several times a month.

Direct response resources

- Archive of some of David Ogilvy's best ads - www.consulting.com/ogilvy
- Collection of the five best ads I have ever run on Facebook - "Five \$1m fb ads swipefile" ([resources](#))
- Collection of 1,000 winning headlines - "1,000 winning headlines swipefile" ([resources](#))
- Collection of Facebook ads for example purposes - www.consulting.com/fb-swipe
- Book: "Ogilvy On Advertising" by David Ogilvy - www.consulting.com/ogilvy-book
- Book: "Scientific Advertising" by Claude Hopkins - www.consulting.com/hopkins-book
- Book: "Breakthrough Advertising" by Eugene Schwartz - www.consulting.com/schwartz-book