# Advertising Copy Template

*Use this template to guide the creation of effective and persuasive advertising copy. It covers the three main components of any ad: a striking headline, an engaging description, and a compelling call-to-action (CTA). This document is useful for marketers, copywriters, and sales professionals to standardize and automate ad content creation for various campaigns.*

## 1. Campaign Overview

**Campaign Name:** {campaignName}

**Target Audience:** {targetAudience}

**Product/Service:** {productOrService}

**Key Benefit:** {keyBenefit}

## 2. Headline Ideas

Use these headline variations to capture initial attention. Choose one or test multiple options.

{#headlines}

* **{headline}**

{/headlines}

## 3. Description Options

Short yet informative copies that elaborate on the headline. Use these to create engaging ad bodies.

{#descriptions}

1. {content}

{/descriptions}

## 4. Call-to-Action (CTA)

Use clear and action-oriented CTAs to drive conversions.

{#ctas}

* {text}

{/ctas}

## 5. Channel Considerations

Adapt your copy based on ad placement and limitations (character count, tone, etc.).

|  |  |  |  |
| --- | --- | --- | --- |
| **Platform** | **Max Characters** | **Formatting Allowed** | **Notes** |
| {#channels}{platform} | {maxChars} | {formatting} | {notes}{/channels} |

## 6. Visual Guidelines {^hasNoVisuals}

Include recommended visuals to pair with each ad type.

{#visuals}

1. **{type}:** {description}

{/visuals}

{/hasNoVisuals}

## 7. Notes & Tips

*Use these expert notes when reviewing final ad content:*

{#tips}

* {tip}

{/tips}