GUIDE

How to Write Powerful Advertorials that Sell

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ADVERTORIAL

Let's start with why

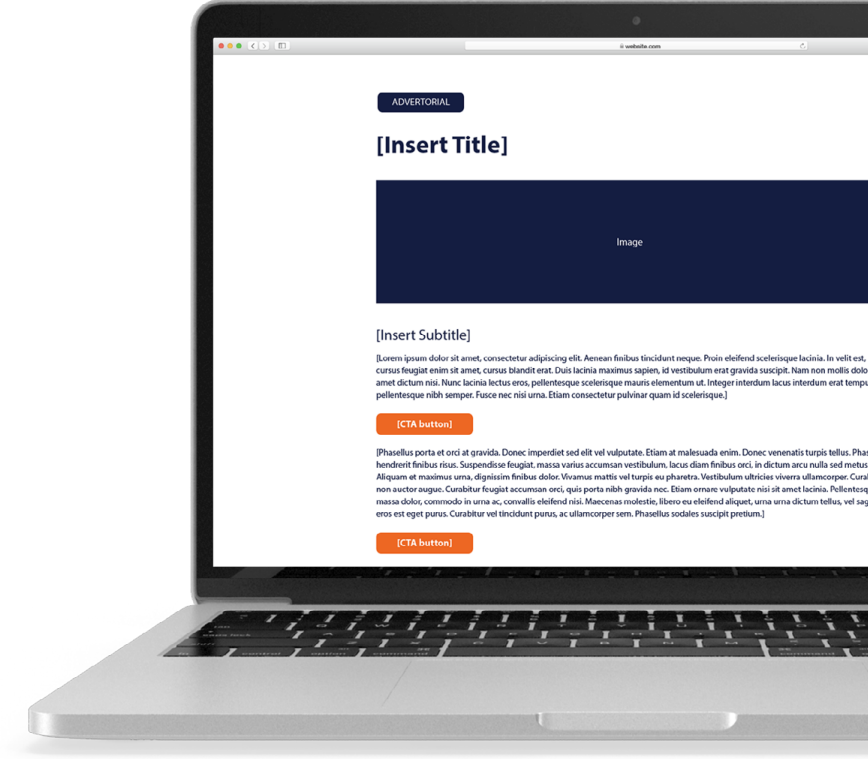
Native users approach content differently compared to users on other platforms. They are actively looking for valuable content to engage with.

By placing an advertorial before the landing page or offer page, we're correlating with the users' content consumption mindset, providing them with the extra value they seek. Although this extends the funnel, it also creates a unique and engaging experience for users on native platforms.

What is an advertorial ?

An advertorial is an **advertisement providing information about a product**, crafted in the style of an editorial or objective journalistic article.

An advertorial “walks, talks, and acts” like an editorial. When your advertorial blends well with your other media materials, you can take advantage of the existing connection it has with its readers. This enables you to align more effectively with the mindset of consumers when they come across your offer.



Is there a “winning recipe” for advertorials?

Below you can find our **go-to advertorial “script”**.
Use it as a structural guideline to create an article or even a personal success story. Make adjustments and be as creative as you like.

1

Emphasize the problem

Focus on the problem you are aiming to solve. What pain point is the client facing?
Example: “The prospect wants to lose weight.”

2

Address the key pain points

The “pain”/concern that comes with it. How does the problem affect the prospect?
Example: “The prospect may have health issues, low self-esteem or has already spent a lot of resources on other products or solutions.”

3

Present the solution

The “prescription” that can fix the problem (not your product yet!). What would be the ideal solution ? “What if there was...?”
Example: “What if there was a way to lose weight without...?”

4

Introduce your brand

Pivot to briefly mentioning your company or brand. Tell them about you and your technology, the story behind it, how many people are using it, what is the company’s mission/vision?

5

Review the alternatives

6

Introduce your offer

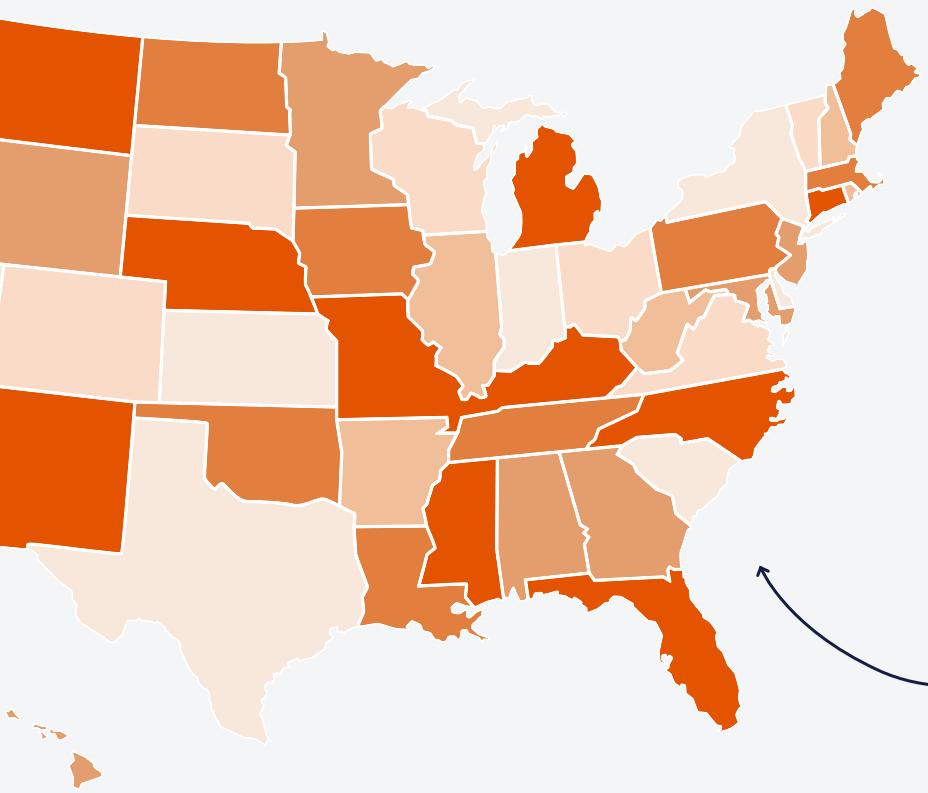
You are not the only one offering a solution – talk about alternatives. You can even show a comparison table or focus on one distinct difference. In what ways are you better than the competition?

Now it's finally time to introduce your product. Why should the prospect choose your weight loss supplement instead of another? What makes you special? What is your unique selling proposition?

7

Drive the user to action

End with a strong and clear CTA! Prospects should have a clear understanding of what they should do next, and what to expect after they click. Dynamic CTAs are always a nice touch. *Example: "Select your region below to get a free solar panel quote."*



EXAMPLE:

Choose your state to see if this offer is available in your area

If you want to create your own advertorial using Chat GPT, we have developed the following Prompt.

Please fill in the gaps according to your product/service.

"

- Please write an advertorial about a product that solves the issue of: **{issue}**.
- The length should be at least 700 words and consist of at least 6 paragraphs.
- The product name is – **{product name}**, but do not introduce the product until you discuss alternatives.
- Address how **{the issue}** affects the reader of the advertorial because **{pain points}**.
- Describe how **{prescription}** can help alleviate or fix this issue, and how it can potentially make their lives better.
- Pivot to describe the product creator: **{brand/company}**. Here is some background: **{info about the USP/ identity/advantages of the brand/company}**.
- Then move to describe alternatives, such as **{competitor products}**.

- For the first time, address **{product name}** and elaborate on the ways it is better than the aforementioned alternatives because **{positioning: product advantages}**.
- Finish with a strong call to action related to **{promotion/offer}** telling the reader what they should do next.

General key points to keep in mind when creating an advertorial.

Your advertorial is not a homepage

- It should focus on one deliverable.
- It shouldn't have a navigation bar.
- It shouldn't have links to social accounts.
- The visitor's only option should be to continue with the desired action (sale, form fill, etc.).

Make sure visitors immediately understand your offer

- All written content on the page should provide value to the visitor and support the action you want them to take (sale, form fill, etc.).
- Make your content "scannable": Highlight key points using bold/italic/underlined text. Use bulleted lists to summarize.
- Add images, videos and animations which are valuable to the visitor and to the message of your landing page.

Create a compelling call to action (CTA)

- Ensure your CTA buttons are impossible to miss.
- Use contrasting colors and white space around your CTA.
- Repeat your CTA at multiple scroll depths.
- Create an eye path to the button with arrows or other symbols.
- Have a design element pointing to your CTA.
- Avoid using a generic CTA and make sure it expressly reiterates the offer and implies action.
- Use first person pronouns, action-oriented verbs or a combination of the two in your CTA.
- Include a statement that overcomes objections to your CTA, like "Cancel anytime", "Money back guarantee" or "Free trial" etc.

If you have a form, make sure it is quick and easy to complete

- Ask only for the necessary information.
- Use a minimal number of fields.
- Arrange your form neatly and don't force the visitor to make decisions.
- Clearly label every field.
- Auto-complete available data (user country, prefix).

Using a quiz or question-style form

- It is a great way to engage with the user.
- Allows you to ask more questions to pre-qualify leads.
- Sunk cost - the user has already invested time in finishing the quiz, feeling obligated to complete the process.
- Allows you to personalize the questions, making the user feel that you are meeting their needs.
- Provides a more natural flow that creates fewer user objections.

Feature one or more forms of social proof on the page to increase trust

Include one or more of the following:

- Customer testimonials.
- Reviews.
- Customer logos.
- Trust seals (safe transactions, accreditations, etc.)
- Media features ("As seen on").
- Social media posts created by customers.
- Privacy policy link.
- Numbers (downloads, customer counts, etc.)

Don't waste your click

- Create an exit popup.
- Recommend other advertorials in the page footer.

Show a "Thank You" page

- Leverage this asset to keep the funnel going after the user converts and provide them with other offers that might interest them.

Now you can confidently put all of this into practice!

Want to learn more?

OR HERE

Watch our webinar:
How to maximize ad CTR?

Read our blog: **How to utilize AI tools to achieve better performance?**

CLICK HERE

If you have additional questions don't hesitate to reach out to your point person from Outbrain.
If you don't have one, please write to us at support@outbrain.com.

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Adi kicked off her marketing adventures back in 2018 at an Israeli agency, rocking the world of media buying. Fast forward to 2021, she hopped on board with Outbrain as an account manager, specializing in performance advertising. What she really excels at is diving into data, spotting growth opportunities, and taking your content game to the next level.