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Pain points. We all have them, and chances are your product actually addresses one as well. One of the reasons why highlighting pain points is so effective is simply because it highlights a little bit of emotional discomfort. Being able to remind people something that they've been struggling with, or perhaps highlighting something that could be improved in their life, can actually spark interest from the viewer. Not all products actually solve a specific pain point. So again, this is incredibly dependent on whether or not your product solves a pain point. Some of the best ways to address pain points are either through direct call-outs or visual cues as well. Let's say, for example, you're selling some sort of cleaning product. An example of a pain point here would be showing an incredibly greasy oven or just a kitchen that's in shambles. The next section is essentially where you address or you solve this specific issue.

I've already shown you a couple ads, the hi-smile one for example, where you have a before and after. Whenever your product solves a pain point, chances are your product has an immediate solution. If this sounds like something your product does, then this could be a great opportunity for you to actually implement a before and after style ad. If your product doesn't have a specific pain point, this is a great opportunity for you to actually identify your product features and find a way to communicate them as benefits. So remember, if your product actually does solve a pain point, make sure to remind your customers of it, so that you can provide a solution.