Gerardo Perez:

Previously, I've talked about one of my favourite frameworks when it comes to developing ad creatives. It's made up of four different elements. Number one, hook; two, pain point; three, product description or the actual benefits; and four, CTA. I'm going to go ahead and dive in deeper into each one of these different elements to help you piece together your ad scripts.

Starting off, let's talk about ad hooks. Ad hooks, depending on your product, can be made up of one or more elements. A good example of a visual ad hook could be anything from unboxings, pulling a product out of the screen, dropping the product onto frame, catching a product, and many more. A verbal ad hook can be a specific call out to your ideal audience. It can be something along the lines of, "I wish I would've discovered this sooner," or maybe even "I bought this product, so you don't have to." Being able to combine both the visual and the verbal elements of these specific hooks are going to help you retain your audiences past those initial three seconds. As a special resource for you, I'm going to be attaching a document that contains different visual and verbal hooks so that you can apply them to your ad creatives.

Now I'll be showing you how to actually make some of my personal favourite visual hooks.