

# Laser-guided Web Marketing Campaigns

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1 Use a handwritten letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales. If you don't want to write the whole letter by hand, you could just put your signature at the end. 2 Publish a list of famous and respected customers who have bought from you on your ad copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first. For example, you could say, Here is a list of some of our most valued customers: 3 Show before and after photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of how the problem was resolved when they used your product. This will give your prospects a clearer mental image of the possible benefits of using your product. 4 Include an article or review which has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility. You could include the full review, an excerpt of it or link to the reviewers web site. 5 When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product.

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