

**Project Background:** My B2B dental supply client wanted to boost revenue through paid social media ads. They wanted to promote their products with special promo codes and deals. I created copy for Instagram/Facebook stories.

**Strategy:** To boost conversion rates, I wanted to emphasize the urgency of the deal and how using the promo code would be a wise way to save. I also hit on some potential FOMO and “street cred” aspects by saying these products were crowd favorites. I also highlighted product benefits. I offered various versions to help the client test the best options.

**Results:** While there were other components that I created for this campaign, the ad copy below was one of the top performers, earning an average CTR of 1.17%, which was their second strongest campaign.

