

YOUR ADVERT CHECKLIST

CHECK

HAVE YOU CREATED A CATCHY TITLE, ONE THAT MAKES POTENTIAL CLIENTS EXCITED TO READ MORE ABOUT YOUR WORK?

This is the Bio/Job Title section of your advert; besides your profile image this is the first thing a potential client sees about you. Use this section as an opportunity to make a lasting, first impression. Hook clients in with something different.

HAVE YOU ADDED VIDEO CONTENT TO YOUR ADVERT?

Available to Ultimate package advertisers only. Adding video content to your advert instantly raises the SEO of your advert, boosting all content within your advert too! So, it's a good idea to spend time creating video content for your advert. Checkout our YouTube playlist - 'Ad Boosting Tips.'

HAVE YOU INCLUDED IMAGES ON YOUR ADVERT?

Does your profile image look like you? Are potential clients getting what they see online in person?
Have you used good quality images and do they sell your services well?
Why not put potential clients at ease with images of your work space?

ARE YOUR CONTACT DETAILS CORRECT?

Double check, you don't want to be missing out on potential clients.

HAVE YOU ADDED ALL YOUR SOCIAL NETWORKING LINKS TO YOUR ADVERT?

Your advert should be written to inspire potential clients to click your links!

DOES YOUR BIO SAY - I'M YOUR SEXPERT?

Your advert has two roles - To inform people of what it is you do and to get them to your website so they can read more about your work. Consider your customers journey - Don't copy and paste your website content. It's boring for a potential client to read the same content twice over! Why not include a client testimonial to show how your services have worked for others? Perhaps create a too good to miss out on offer with a code specific to the findmysexpert platform.

HAVE YOU BALANCED THE CONTENT OF YOUR EVENT ADVERT WELL?

If you have more detailed information on your ticket sales link or on your website, don't go into too much detail within your event advert. Keep it short and snappy, remember your advert is just about getting potential clients to click the links for the tickets.

CHECK YOUR DATES AND TIMES ARE CORRECT

Worst case scenario, people book for dates they are available, only to find out you've put the wrong dates...eek. Always triple check your dates and times.

HAVE YOU ADDED VIDEO CONTENT TO YOUR EVENT ADVERT?

Why not create a short video telling potential attendees what to expect from the event?
Why not do a virtual tour of your venue as a pre-event welcome!

HAVE YOU CONNECTED YOUR SEXPERT ADVERT WITH YOUR EVENT ADVERT LISTING FOR ADDITIONAL EXPOSURE?