

“Before and After” Banner Rewrites

- Client:** Laredo Group: developer/marketer of online training seminars
Objective: Drive landing page visits for series of 2-day training seminars held nationwide
Audience: **Before & After example** targeted to newspaper, magazine, broadcast execs/staffs seeking stronger online skills to sell online strategy to clients more successfully.
Challenge: Keep same “get smart” theme, click button: just less copy, more dynamic sell message
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Client’s “Before” (4 animated frames)

My “AFTER” version rewrite:

Get Smart
Sell More, Sell Faster, Sell Easier

Laredo Group makes it easy for you.
Take the Laredo Group How-To Course
Intelligent Selling of Internet Advertising and you'll:

1. Learn industry terms, concepts and technologies.
2. Learn how to build trust to close more deals.
3. Become a true digital seller and sell more online-only and integrated advertising programs.

CLICK HERE TO GET SMART

LAREDO GROUP
www.laredogroup.com

Frame 1:

Learn to sell interactive like a *pro*

Frame 2:

Talk online strategy with *ease*

Frame 3:

Close more *deals*; boost ad *revenue*

Frame 4:

Attend today; be an expert *next day*

Redid 7 Banners total: 2 additional excerpts below:

General Laredo Branding

- Frame 1: Master *interactive* to maximize your *ROI*
Frame 2: See why Fortune 500's say: "Laredo courses *work!*"
Frame 4: 20,000 trained- be the next to *profit*
Frame 3: Attend today; enjoy results by *next day*

Search Marketing Seminar

- Frame 1: Squeeze *more* profit from every search dollar
Frame 2: Drive stronger SEM and PPC *results*
Frame 3: Learn it *all*: budgeting to bottom-line metrics
Frame 4: Train today; *profit* by next day