

📄 AFFILIATE PROMO ASSET



THE HAPPY DOG GUT BLUEPRINT

# Pre Approved *Ad Copy*

Ready to run ad copy for every channel that works in the dog niche. **Compliance checked, conversion focused, and yours to copy.**

Facebook & Instagram

Native & Display

Short form video

**The Happy Dog Gut Blueprint**

Affiliate Resource Center

*Built for affiliates ready to do this right.*



START HERE

# Ad copy that is ready to *run today*

Every ad in this pack was written for this exact offer and checked to stay on the safe side of the rules. They lead with the problems dog owners feel and point to the Blueprint as the calm, natural answer, without any wild claims that get accounts shut down.

Use them word for word, or treat them as a strong starting point for your own creative. **Just keep the angle honest and the hook intact.**

## How To Use These

- 1 Pick the channel you are running, then copy the headline, primary text, and CTA.
- 2 Point the ad to **your hoplink and the sales page**, never straight to checkout.
- 3 Run two variations against each other, then put your budget behind the winner.



**Important.** Each ad platform has its own rules on top of ours. Always check the current policy for Facebook, Google, TikTok and others before you launch. Keep claims honest, the Blueprint supports gut health, it does not cure or treat disease.

## WHAT IS INSIDE



### Facebook & Instagram

2 full ad variations



### Native Ads

Taboola, Outbrain



### Display Ads

Google Display network



### Short Form Video

TikTok, Reels hooks



FACEBOOK & INSTAGRAM

## Feed Ads For Cold Traffic

### Variation A

PROBLEM HOOK

PRIMARY TEXT

If your dog is licking their paws raw, scratching nonstop, or scooting across the floor, you have probably tried everything. New food, special shampoo, even trips to the vet. Here is what most owners never get told. That itching is rarely a skin problem. It usually starts in the gut. The Happy Dog Gut Blueprint shows you the simple, natural steps to calm it at the source, at home, no prescriptions needed.

HEADLINE

### The Real Reason Your Dog Will Not Stop Itching

DESCRIPTION

A simple natural plan. Backed by a money back guarantee.

BUTTON

Learn More

### Variation B

QUESTION HOOK

PRIMARY TEXT

Tired of watching your dog scratch through the night? You are not alone, and it is probably not their skin. A dog's itching, runny stools, and constant licking usually trace back to one place, an unbalanced gut. The Happy Dog Gut Blueprint is a step by step plan that helps calm the cause instead of chasing the symptoms. Owners often notice a calmer, more comfortable dog within the first week.

HEADLINE

### Calm The Itching From The Inside Out

DESCRIPTION

Simple steps any owner can follow at home.

BUTTON

Learn More



**Best for:** Cold traffic and broad dog owner interests. Pair with a warm, real photo of a dog at home rather than a stock studio shot.



NATIVE ADS · TABOOLA, OUTBRAIN

## Headlines That Earn The Click

### Variation A

CURIOSITY

HEADLINE

#### Why Dog Owners Are Looking At The Gut To Stop The Itching

SNIPPET

More owners are learning that chronic scratching, scooting, and runny stools often start in the gut, and a simple at home plan is helping them calm it naturally.

### Variation B

STORY ANGLE

HEADLINE

#### The Quiet Reason So Many Dogs Never Stop Scratching

SNIPPET

After years of creams and special diets that never lasted, many owners are finally finding relief by focusing on one thing most people overlook, their dog's gut health.

### Variation C

LIST ANGLE

HEADLINE

#### 5 Signs Your Dog's Itching Is Really A Gut Problem

SNIPPET

Paw licking, ear scratching, scooting, soft stools, and mystery allergies often share one hidden cause. Here is what a growing number of owners are doing about it.



**Best for:** Taboola, Outbrain, Revcontent and MGID. Use a natural, unposed photo of a real dog. Native traffic ignores polished studio images.



GOOGLE DISPLAY NETWORK

## Short Punchy Banner Copy

### Set A

#### HEADLINES

#### SHORT HEADLINES (30 CHARACTERS OR LESS)

Stop The Endless Itching  
The Itch Starts In The Gut  
A Calmer, Happier Dog  
Fix The Cause, Not The Itch

#### LONG HEADLINE (90 CHARACTERS OR LESS)

**The natural at home plan that calms your dog's itching at the source**

### Set B

#### DESCRIPTIONS

#### DESCRIPTIONS (90 CHARACTERS OR LESS)

Your dog's itching is rarely a skin problem. Calm it from the gut, naturally.

A simple step by step plan any owner can follow at home. Money back guarantee.

Help your dog feel comfortable again. See the Blueprint today.



**Best for:** Responsive display ads and the banner pack. Mix the short headlines and descriptions so Google can find the best combination. Display only, never brand bidding on search.



TIKTOK & REELS

## Video Hooks & Scripts

### Opening Hooks

FIRST 3 SECONDS

"Your dog's itching is not a skin problem. Here is what it actually is."

"Stop buying special shampoo. This is why your dog keeps scratching."

"If your dog scoots across the floor, you need to hear this."

"Three signs your dog's gut is out of balance."

### Caption

ON SCREEN TEXT

#### CAPTION

The constant scratching, licking, and scooting usually starts in the gut, not the skin. This simple at home plan helps calm it naturally. Link in bio to learn more.

#### SUGGESTED HASHTAGS

#doghealth #dogmom #dogsoftiktok #puppylove #dogtips #itchydog #guthealth



**Best for:** Organic and paid short form. Talk to camera or show real dog footage. Keep it natural and conversational, polished ads underperform here. Always send to your hoplink, not checkout.



MIX AND MATCH

## The Headline & Hook Bank

### ● Problem Hooks

“ Your dog's itching is trying to tell you something.

“ The scratching is not a skin problem. It is a gut problem.

“ Still chasing the itch instead of the cause?

### ● Curiosity Hooks

“ The quiet reason so many dogs never stop scratching.

“ Why the vet keeps treating the wrong thing.

“ What most owners never get told about itchy dogs.

### ● Hope & Outcome Hooks

“ Picture your dog calm and comfortable one week from now.

“ Calmer skin, firmer stools, a happier dog. Naturally.

“ Give your dog the comfortable life they deserve.



**How to use:** Drop any hook into an ad headline, video opener, or email subject. Test a problem hook against a curiosity hook to see what your audience responds to.



## Now Go Run Some *Winners*

You have ad copy for every channel that works in this niche. Launch two variations, let the data pick the winner, then scale it. **Test fast, double down on what hits.**

### Keep Your Ads Compliant

- ✓ Keep claims honest. The Blueprint **supports gut health**, it does not cure, heal, or guarantee a result, and it does not replace a vet.
- ✓ Never use the words **guaranteed, cure, or heal** in your ads, and never invent testimonials or fake before and after photos.
- ✓ Do not bid on the brand or product name, and always send traffic **through your hoplink to the sales page**.
- ✓ Each platform has its own rules. **Check the current policy** for Facebook, Google, TikTok and others before you spend.