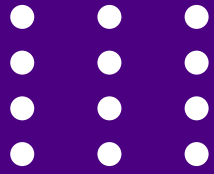
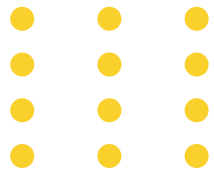
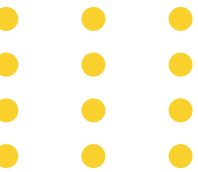


30YRS



AD POWER METER SCORECARD



**ASSESS YOUR 3 ESSENTIAL
ADVERTISING SKILLS**

Ad Power METER

30YRS

The Simple Scorecard To Assess Your Advertising Skills

In the digital world, running successful advertising campaigns is pivotal for small business growth, but it's not just about spending money online. It requires a mastery of three powerful skills: Marketing, Copywriting, and Platform.

- 1** Marketing: Understanding your ideal customer, the unique solution you provide, how you stand out from the competition, and the specific needs you address.
 - 2** Copywriting: Crafting engaging and persuasive messages that encourage people to take action.
 - 3** Platform: Mastering the tools and features of advertising platforms like Facebook and Instagram to maximize ad performance.
- Our scorecard, designed specifically for small business owners, helps you assess your strengths and weaknesses in these critical areas.

By understanding where you excel and where you need improvement, you can tailor your approach, enhance your campaigns, and ultimately drive better results for your business.

Let's start...

Ad Power METER

30YRS

The Simple Scorecard To Assess
Your Advertising Skills
(Yes = 1 - No = 0)

SECTION 1: MARKETING

Yes=1

No =0

Do you have a clear understanding of your ideal customer's profile and preferences?

Are you effectively addressing a specific problem or need that your customers face?

Have you defined a unique value proposition that sets your product or service apart from competitors?

Are you aware of what your competitors offer and how your offerings are different or better?

Do you have strategies in place for generating leads and attracting potential customers?

Ad Power METER

30YRS

The Simple Scorecard To Assess
Your Advertising Skills
(Yes = 1 - No = 0)

SECTION 2: COPYWRITING

Yes=1

No =0

Are you able to craft compelling headlines?

Are you skilled in clearly articulating the customer's problem or need that your product or service addresses?

Can you write effective product/service descriptions?

Can you write effective product/service descriptions?

Do you incorporate storytelling techniques to make your advertisements more engaging and relatable?

Ad Power METER

30YRS

The Simple Scorecard To Assess
Your Advertising Skills
(Yes = 1 - No = 0)

SECTION 3: PLATFORM

Yes=1

No =0

Are you familiar with the tools and features of your primary advertising platform?

Are you proficient in setting up the right campaign structure for your advertising goals?

Can you analyze and interpret ad performance metrics?

Do you regularly optimize your campaigns for better performance and results?

Are you following the changes and updates on your primary advertising platform?

Ad Power METER

30YRS

Scoring System

Add up the points from all questions.

Total Possible Points: 15

Interpretation of Scores

0-5 Points: Beginner. Fundamental improvements needed in marketing, copywriting, and platform skills.

6-10 Points: Intermediate. Good foundation, with several areas requiring further development.

11-15 Points: Advanced. Strong skill set in advertising with minor areas for refinement.

AREAS OF IMPROVEMENT

Section with the Most "No's" Responses: Indicates the skill area needing the most attention and development.

To upgrade Your 3 Skills & Grow Your Business

Click here to Join Our [Big Ad Academy](#).

