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[PARTE 1/2] #1

~~Marketing Idea~~

~~From~~

~~Breakthrough~~

~~Advertising By~~

~~Eugene Schwartz~~

~~[Most Marketers~~

~~Get This Wrong!]~~

Breakthrough

Advertising by

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~~Eugene Schwartz~~

~~- Review (2020)~~

~~David Ogilvy: We
Sell or Else~~

~~Indigo — Love of
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bookbook™ 5**

~~Stages of Market
Sophistication —~~

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~~Breakthrough~~

~~Advertising~~

~~Dan Lok Book~~

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~~Carlton: How to~~

~~Write Effective~~

~~Sales Copy~~

~~Proven~~

~~Copywriting~~

~~Formula That~~

~~Works - The~~

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~~Structure of
Persuasive Copy~~

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1 Facebook Ads

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(Prentice Hall

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joining me! Good

company in a

journey makes

the way seem

shorter. – Izaak

Walton

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the one I read.

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you... This book

is absolute

treasure for any
copywriter. It's

is packed with

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methods and the
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them. Book worth
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2) "Caples'
Three-Step
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as true about
what works best
in advertising
until it has
been objectively
- What Caples
called
"scientifically"

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Methods (5th
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(Prentice Hall

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A legend in
advertising for
more than 60
years, John
Caples still
serves as a
guide to
generations of
creative
marketing

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Caples, Fred E.
Hahn. Prentice
Hall, 1997 -

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pages. 3
Reviews. Here
are all the
proven selling
techniques to
remove the
guesswork
from...

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Methods – John
Caples, Fred E.
Hahn ...

Investing in
testing
advertising
Beyond the
initial creative
development and
advertising
research brands
may undertake,
advertisers have
long used

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creative pre-testing to optimize their ads before launching a campaign. This ensures less spend is lost when it comes to activation.

Ad Testing
Methods &

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Advertising
Effectiveness
Study ...

Accordingly,
there can be
three sets of
methods to meet
his needs
namely, pre-
testing,
concurrent
testing and post-
testing methods.

I. Pre-testing

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Check-list test:
A check-list is
a list of good
qualities to be
possessed by an
effective
advertisement.

Measuring
Advertising
Effectiveness (3
Methods)

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help!

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techniques of Post-Testing: Among the various post testing techniques used most common ones are: i.

Penetration tests: Recognition/recall . ii.

Progress tests or Sales Effects

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Tests. Apart from this, perceptions, image and attitudes can also be measured to assess the effectiveness of ads.

Advertising
Research:
Testing Various

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Types of
Advertisements
Google
advertising is
more of a
strategy that
the type of
advertising but
some have
classified these
as a separate
type of
advertising. In
Global

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Advertising, a single Ad runs throughout all the countries where the product is present, irrespective of the audience and their language. Apple ads are known to be the most effective global ads.

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10 Types of
Advertising -
Various Types of
Advertisements

...

Looking up The
Robert Collier
Letter Book at
Amazon.com (as
suggested by
Chris Elliott -
thanks Chris!),

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Advertising

Methods" by John

Caples as

another book I

might be

interested in,

and that

happened to be

another book

recommended by

the Internet

marketer I

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mentioned in the
Robert Collier
Letter Book
thread in his
2009 Resource
list.

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Methods by John
Caples - better
to get ...
When testing

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your marketing campaign, start by testing your commercial on YouTube before broadcasting it on television. Conclusion These days, using social media is a great way to test your marketing campaign topics,

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Methods Free,
themes, format,
messaging,
length, and
anything else
that should have
been
traditionally
serviced by a
focus group.

3 Awesome Ways
to Test Your
Marketing

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Campaigns – DBI

Approaches to
test marketing
include beta-
testing,
regional test
marketing, and a
direct marketing
target launch.

Test Marketing
Terms &
Definitions

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What Is Test Marketing? -
Definition,
Types & Examples

...

- Sales Area

Test: Under this method

advertising campaign is run in the markets selected for testing

purposes. The

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Methods of the
impact of the
campaign is
evaluated by
actual sales in
the selected
markets. The
market with high
sales is
considered the
best market for
effective sales
campaign.

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Advertising
Effectiveness -
SlideShare
Sales-Wave
Research: Under
this test, the
consumer is
offered the
product, again
and again, free
of cost. This is
done to
determine the

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willingness of the customers to use the product every time it is offered.

Simulated Test Marketing: Under this test, 30-40 customers are selected and are invited to the store where they can buy anything. The

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Methods Free new products are placed with the old or competitor's product and then consumer's preference is ascertained through their selection of the products.

What is Test

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definition and
meaning -

Business ...

A/B Testing A/B

testing is a
tool that is
particularly
revealing for
analyzing the
design and
effectiveness of
landing pages,
calls to action,

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subject lines in
emails,
headlines, form
lengths and
types, webpage
layouts and
styles,
promotional
offers, product
pricing, images,
length of copy,
and much more.

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You Should Be
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