



Top Winning Ads Right Now Jan - June 2026

Copy and Paste These Winning Ads Into Your Meta or Tiktok Ad Campaigns

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We specialize in helping trade schools, training and certification programs turn over nine figures annually in enrollment revenue for our clients across all different industries. Take what's working right now and plug them into your ad campaigns.

TOPICS COVERED

1. View winning ads across 12 different industries
2. View proof and data behind each ad
3. View the exact winning ad
4. View our commentary on why they are winners
5. Our social ad video framework to create winning video ads – The Enrollment Signal Method™ (page 20)

Tower Technician Training Program

Campaigns													
Ad sets for 1 Campaign													
Ads for 1 Campaign													
Columns: Performance and clicks Breakdown Jan 1, 2026 - Apr 1, 2026													
	Off / On	ad	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Quality ranking	Engage...	Conver...	CPM (cost per 1,000...
		Jeff	2,223 Meta leads	1,378,892	2.19	\$12.16 Per Meta lead	\$400.00 Daily, Not shared	\$27,034.01	Ongoing	Above average	Average	Average	3,019,986
		grant org 26	762 Meta leads	166,012	1.65	\$8.51 Per Meta lead	\$400.00 Daily, Not shared	\$5,483.19	Ongoing	Above average	Average	Average	273,767
		mike w new	94 Meta leads	73,888	1.26	\$13.81 Per Meta lead	\$400.00 Daily, Not shared	\$1,296.21	Ongoing	Average	Above average	Below average Bottom 35% of a...	92,503
		Grant new	18 Meta leads	16,589	1.22	\$16.39 Per Meta lead	\$400.00 Daily, Not shared	\$294.98	Ongoing	Average	Average	Average	19,016

Your next office in the sky 🌤️



0:01 / 2:10

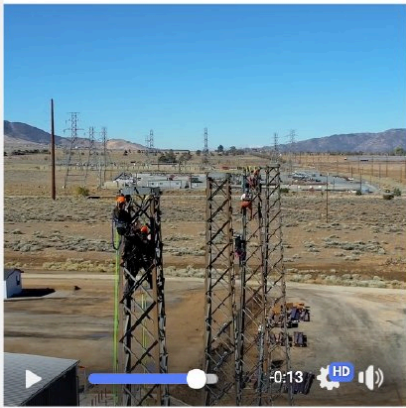
FORM
Military Friendly Program

Learn more

2.9K 71 comments

Like Comment

Vocational Training for Active-Duty & Veterans Transitioning to Wind Energy. ...See more



0:13 HD

FORM
Military Friendly Program

Learn more

5.1K 398 comments

Like Comment

Sponsored



Learn more

♥️ 💬 📌

airstreamsrenewables Vocational Training for Active-Duty & Veterans Transitioning to Wind Energy.... more

KEY POINTS

- Concept: A past alumni showing a day in the life of the job
- Ad Video: eye catching to stop the scroll, speaks directly to the avatar
- Headline: speaks directly to the avatar
- Primary Text: call out the avatar → benefit of the program → CTA

HVAC, Electrician, Refrigerations Training Program

search to filter by: name, ad or metrics

Campaigns

selected

Ad sets for 1 Campaign

Ads

selected

Last 30 days: May 12, 2025 - Jun 10, 2025

Clear

Duplicate

Edit

Preview

More

Columns: Performance and clicks

Breakdown: 1 Selected

Off/On

%

Ad ID

Delivery

Actions

Attribution setting

Results 11

Reach 11

Frequency 11

Cost per result 11

Budget Ad set

Amount spent

11

Ends 11

Quality ranking

Direct 4.27

Active

1 Recommendation

Video

Hvac Ad4 Direct_Quality Training.mp4 (24...

Video

Hvac Ad5 Direct_Quality Training.mp4 (17...

Video

Hvac Ad2 Direct_Quality Training.mp4 (98...

Video

Hvac Ad5 Direct_Quality Training.mp4 (15...

Video

Hvac Ad1 Direct_Quality Training.mp4 (13...

Video

Hvac Ad3 Direct_Quality Training.mp4 (11...

Direct 4.27

Active

1 Recommendation

Video

Hvac Ad3 Direct_Quality Training.mp4...

Video

Hvac Ad4 Direct_Quality Training.mp4...

Video

Hvac Ad5 Direct_Quality Training.mp4...

Video

Hvac Ad1 Direct_Quality Training.mp4...

Video

Hvac Ad6 Direct_Quality Training.mp4...

Video

Hvac Ad2 Direct_Quality Training.mp4...

Video

Hvac Ad7 Direct_Quality Training.mp4...

Results from 2 ads

Website Schedules

Meta Accounts

Per Meta Account

Per Website Schedule

Website Schedules

Meta Accounts

Per Meta Account

Per Website Schedule

Campaigns															Ad sets															Ads															Last 30 days: May 12, 2025 - Jun 10, 2025														
Create Duplicate Edit A/B test Preview More															Columns: Performance Breakdown: 1 Selected																																												
Off/On	%	Ad ID	Delivery	Actions	Results 1	Cost per result	Budget Ad set	Amount spent	1	Impressions 1	Reach 1	Ends 1	Attribution setting	Bid strategy																																													
☒	☒	Direct 4.27	Active	1 Recommendation	102 Website Schedules	\$14.82 Per Website Schedule	\$50.00 Daily, Not shared	\$1,512.11	150,827	71,925	Ongoing	7-day click, 1...	All conversions	High																																													
		Text						\$67.89	7,100	6,049	7-day click, 1...	All conversions																																															
		Text						\$374.97	24,312	17,691	7-day click, 1...	All conversions																																															
		Text						\$160.12	14,920	11,400	7-day click, 1...	All conversions																																															
		Text						\$150.04	15,578	11,230	7-day click, 1...	All conversions																																															
		Text						\$151.85	14,301	12,020	7-day click, 1...	All conversions																																															
		Text						\$18.92	1,432	1,326	7-day click, 1...	All conversions																																															
		Text						\$206.56	15,544	11,008	7-day click, 1...	All conversions																																															
		Text						\$270.39	31,167	25,968	7-day click, 1...	All conversions																																															
		Text						\$206.38	26,753	19,245	7-day click, 1...	All conversions																																															
		Text																																																									
☐	☒	Direct 4.27	Active	1 Recommendation	81 Website Schedules	\$24.72 Per Website Schedule	\$50.00 Daily, Not shared	\$1,507.65	100,809	36,734	Ongoing	7-day click, 1...	All conversions	High																																													
		Text						\$124.80	8,306	5,117	7-day click, 1...	All conversions																																															
		Text						\$48.27	2,860	2,420	7-day click, 1...	All conversions																																															
		Text						\$40.23	2,168	1,806	7-day click, 1...	All conversions																																															
		Text						\$216.39	14,858	10,806	7-day click, 1...	All conversions																																															
		Text						\$193.90	16,757	10,902	7-day click, 1...	All conversions																																															
		Text						\$514.14	34,801	18,400	7-day click, 1...	All conversions																																															
		Text						\$215.26	11,697	7,617	7-day click, 1...	All conversions																																															
		Text						\$112.10	6,863	5,205	7-day click, 1...	All conversions																																															
		Text						\$42.66	2,398	2,159	7-day click, 1...	All conversions																																															
		Results from 2 ads			163 Website Schedules	\$18.53 Per Website Schedule		\$3,019.76 Total spent	251,635 Total	85,747 Meta Accounts	7-day click, 1...	All conversions																																															

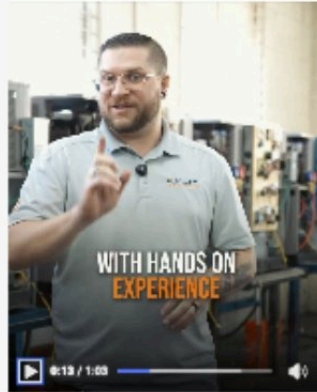
36 years ago, we started training HVAC technicians in Las Vegas. We haven't stopped since. [...See more](#)



Zero Experience to Job-Ready HVAC Tech in 3...

[Learn more](#)

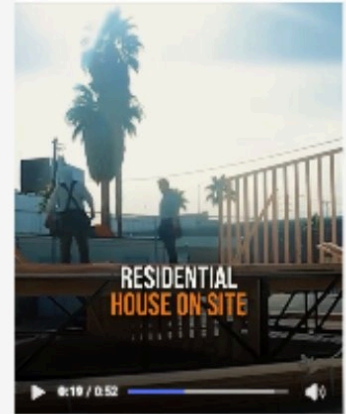
36 years ago, we started training HVAC technicians in Las Vegas. We haven't stopped since. [...See more](#)



Zero Experience to Job-Ready HVAC Tech in 3...

[Learn more](#)

36 years of turning Las Vegas beginners into working electricians. Here's the proof: [...See more](#)



Zero Experience to Job-Ready Electrician in 3...

[Learn more](#)

KEY POINTS

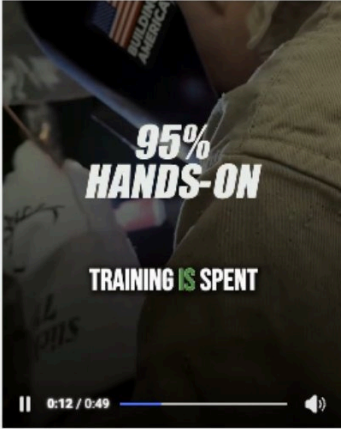
- Best winning hook, trust-building angles around experience, hands-on training, and real-world preparation.
- Highlighting value proposition of a on-site refrigeration facility builds key differentiation
- Headline: Not being qualified is one of the biggest concerns so highlighting no prior experience needed is one of the biggest things to highlight

Welding Training Program

Search to filter by: name, ID or status													
Campaigns													
selected X													
Last 30 days: May 12, 2026 - Jun 10, 2026													
Off/On	Ad %	Delivery	Actions	Attribution setting	Results %	Reach %	Frequency %	Cost per result	%	Budget	Amount spent	Ends	Quality ranking
☒	☒	LT11-81531	Active	7-day click, 1...	59	39,784	1.97	\$13.89	Using campaign...	\$805.79	Ongoing		
		Ad: MVI 5-21-2026.mp4 (2751475)		7-day click, 1...	—	436	1.14	—	—	\$4.84			
		Ad: MVI 5-21-2026.mp4 (1275610)		7-day click, 1...	—	433	1.22	—	—	\$8.13			
		Ad: MVI 5-21-2026.mp4 (1227635)		7-day click, 1...	—	18,476	1.51	—	—	\$279.60			
		Ad: MVI 5-21-2026.mp4 (13130912)		7-day click, 1...	—	653	1.18	—	—	\$6.44			
		Ad: MVI 5-21-2026.mp4 (2813104)		7-day click, 1...	—	1,308	1.28	—	—	\$16.57			
		Ad: MVI 5-21-2026.mp4 (1747691)		7-day click, 1...	—	5,586	1.30	—	—	\$66.77			
		Ad: MVI 5-21-2026.mp4 (1852377)		7-day click, 1...	—	685	1.15	—	—	\$6.27			
		Ad: MVI 5-21-2026.mp4 (11840113)		7-day click, 1...	—	25,773	1.51	—	—	\$418.16			
Results from 1 ad					58	39,784	1.97	\$13.89	Using campaign...	\$805.79	Total spent		

selected X													
Last 30 days: May 12, 2026 - Jun 10, 2026													
Off/On	Ad %	Delivery	Actions	Attribution setting	Results %	Reach %	Frequency %	Cost per result	%	Budget	Amount spent	Ends	Quality ranking
☒	☒	LT11-81531	Active	7-day click, 1...	58	39,784	1.97	\$13.89	Using campaign...	\$805.79	Ongoing		
		Text: "Other schools keep you in a classroom for ..."		7-day click, 1...	—	2,210	1.19	—	—	\$26.43			
		Text: "90 years ago, one welding school opened i ..."		7-day click, 1...	—	4,909	1.18	—	—	\$62.97			
		Text: "Most people stuck in a \$16/hr job don't kn ..."		7-day click, 1...	—	19,686	1.50	—	—	\$121.76			
		Text: "No Experience Needed. Just Show Up."		7-day click, 1...	—	945	1.09	—	—	\$12.64			
		Text: "Zero Experience to Job-Ready Welder"		7-day click, 1...	—	679	1.14	—	—	\$76.53			
		Text: "Become a Welder in 11 Weeks."		7-day click, 1...	—	6,764	1.14	—	—	\$81.77			
		Text: "Welding Career in Under 5 Months."		7-day click, 1...	—	1,732	1.08	—	—	\$21.53			
		Text: "You won't find a welding school like this an ..."		7-day click, 1...	—	8,905	1.25	—	—	\$107.79			
		Text: "If you're 18 to 24, this is one of the fastest ..."		7-day click, 1...	—	9,507	1.42	—	—	\$120.55			
		Text: "Top Welding School in the Country"		7-day click, 1...	—	2,430	1.22	—	—	\$34.52			
Results from 1 ad					58	39,784	1.97	\$13.89	Using campaign...	\$805.79	Total spent		

Other schools keep you in a classroom for months before you ever strike an arc. At Missouri Welding Institute, [...See more](#)



Welding Career in Under 5 Months. [See details](#)

Other schools keep you in a classroom for months before you ever strike an arc. At Missouri Welding Institute, [...See more](#)



Welding Career in Under 5 Months. [See details](#)

Other schools keep you in a classroom for months before you ever strike an arc. At Missouri Welding Institute, [...See more](#)



Welding Career in Under 5 Months. [See details](#)

KEY POINTS

- Best winning hook is for high schoolers who graduated recently and don't want to go back to the classroom
- Big things to highlight for welding schools are hands-on training, a fast path, and a way out of the low-income trap
- Highlight key differentiator that the school has been in business for over 30 years

Cybersecurity Training Program

Campaigns

Ad sets

Ads

Jan 1, 2026 - Apr 1, 2026

+ Create

Duplicate

Edit

A/B test

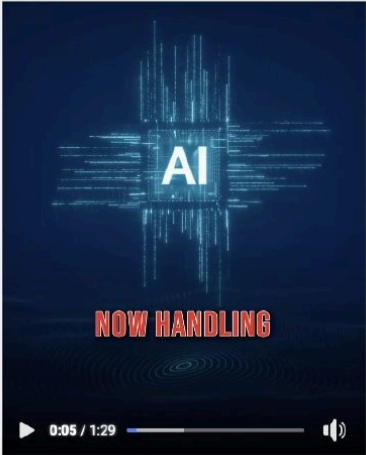
More

Columns: Performance and clicks

Breakdown

☐	Off / On	Campaign	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent
☐	☒	AE VSL 3.6	Active	3 recommendations	7-day click, 1-... All conversions	136 Website Schedules	23,775	2.14	\$36.30 Per Website Schedule	\$200.00 Daily	\$4,936.87

You don't have to stay stuck. Cybersecurity professionals are in massive demand right now — and you don't need any tech ...See more



AI
NOW HANDLING

0:05 / 1:29

 Top Online Cybersecurity... [Learn more](#)

 Like  Comment  Share

You don't have to stay stuck. Cybersecurity professionals are in massive demand right now — and you don't need any tech ...See more



CLAUDE
CODE
LIKE CLAUDE

0:02 / 1:30

 Top Online Cybersecurity... [Learn more](#)

You don't have to stay stuck. Cybersecurity professionals are in massive demand right now — and you don't need any tech ...See more



DEAN WHEN

0:01 / 1:23

 Top Online Cybersecurity... [Learn more](#)

KEY POINTS

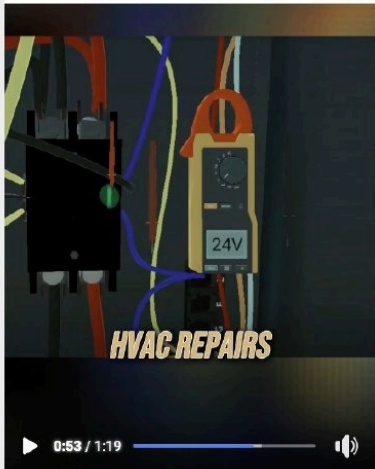
- Concept: addressing HEAD ON recent developments in the industry, will recent AI tech make cybersecurity jobs extinct.
- Program Dean is speaking on these timely topics on people's mind.

HVAC, Electrician Training Program

Campaigns												
Ad sets												
Ads												
Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Attribution setting	
☐	NTI Mini-Webinar AE - V5	Off	—	69 Website Schedules	\$54.35 Per Website Schedule	\$200.00 Daily	\$3,750.23	171,212	74,734	Ongoing	7-day	All conversions
☐	NTI Mini-Webinar AE - V6.2	Off	—	41 Website Schedules	\$82.54 Per Website Schedule	\$200.00 Daily	\$3,384.33	119,792	51,439	Ongoing	7-day	All conversions
☐	NTI Hammer Them AE - V2	Active	1 recommendation	13,470 ThruPlays	\$0.09 Cost per ThruPlay	\$20.00 Daily	\$1,162.86	52,980	2,108	Ongoing	7-day	All conversions

Campaigns												
Ad sets for 1 Campaign												
Ads for 1 Campaign												
Off/On	Ad set	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Schedule	Attribution setting	
☐	BT VSL	Active	3 recommendations	32 Website Schedules	\$8.36 Per Website Schedule	Using campaign...	\$267.67	11,928	7,879	Mar 26, 2026 - Ongoing	7-day	All conversions
☐	Ad4 RECENT HS GRADS (18-22)_SBC...	—	—	—	—	—	\$146.14	7,263	5,759	—	7-day	All conversions
☐	Ad2 RECENT HS GRADS (18-22)_SBC...	—	—	—	—	—	\$42.08	1,643	1,444	—	7-day	All conversions
☐	Ad5 RECENT HS GRADS (18-22)_SBC...	—	—	—	—	—	\$26.59	1,046	926	—	7-day	All conversions
☐	Ad8 DIRECT_SBCA 1-13-2025.mp4 (2...	—	—	—	—	—	\$12.33	387	347	—	7-day	All conversions
☐	Ad4 RECENT HS GRADS (18-22)_SBC...	—	—	—	—	—	\$6.10	209	191	—	7-day	All conversions
☐	Ad4 DIRECT_SBCA 1-13-2025.mp4 (1...	—	—	—	—	—	\$4.39	196	191	—	7-day	All conversions
☐	Ad3 MILITARY-FRIENDLY_SBCA 1-13-...	—	—	—	—	—	\$4.04	141	130	—	7-day	All conversions
☐	Ad8 DIRECT_SBCA 1-13-2025.mp4 (2...	—	—	—	—	—	\$3.98	134	129	—	7-day	All conversions

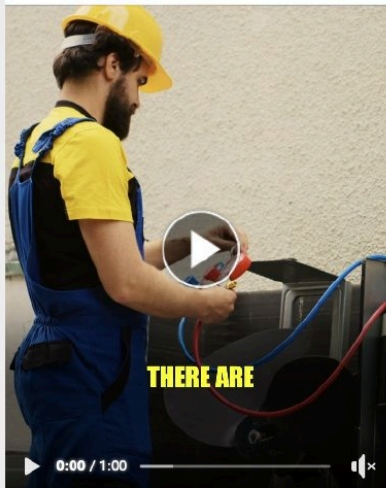
Why spend years in a classroom when you can master the trades in weeks? We've replaced boring lectures with immersive VR ...See more



Zero to Job-Ready HVAC Pro in 5...

Learn more

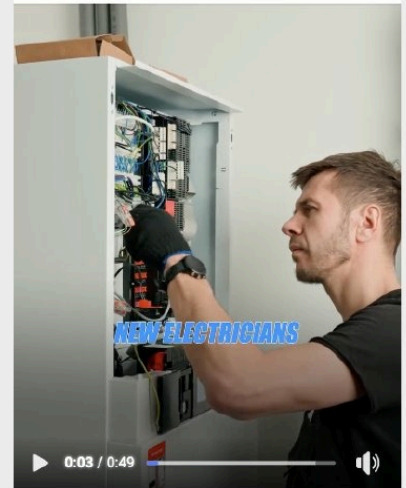
Get certified in HVAC, Electrical, or Plumbing 100% online—with Virtual Reality. ...See more



Get Certified Online (Virtual...

Learn more

Get certified in HVAC, Electrical, or Plumbing 100% online—with Virtual Reality. ...See more



Get Certified Online (Virtual...

Learn more

KEY POINTS

- Best winning hook is for high schoolers who graduated recently
- Also electrician programs are very popular just as a niche, very receptive audience on social media ads because not many electrician programs are advertising.

Audio Engineering School

Campaigns											
Ad sets for 1 Campaign											
Ads for 1 Campaign											
Off/On	Campaigns	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Attribution
☒	Online Info Session - AE - April 2026 V1	Active	3 recommendations	Website Completed... 47	\$29.51	\$250.00	\$1,386.86	61,978	34,157	Ongoing	7-day
☒	AE Hammer Them	Active	3 recommendations	Website Completed... ~29,431	~\$0.02	Using ad set be...	\$927.42	89,967	47,803	Ongoing	7-day
☐	March OH - AE - V3	Off	—	Website Completed... 1	\$218.97	Using ad set be...	\$218.97	10,191	8,909	Ongoing	7-day
☐	March OH - AE - V2	Off	—	Website Completed... 69	\$69.66	Using ad set be...	\$2,864.38	113,283	62,024	Ongoing	7-day
☐	March OH - AE - V1	Off	—	Website Completed... 218	\$37.49	Using ad set be...	\$7,082.33	285,408	140,013	Ongoing	7-day
☐	Feb On-Campus - AE - V3	Off	—	Website Completed... 303	\$33.82	Using ad set be...	\$798.12	91,803	34,747	Ongoing	7-day
☐	Feb On-Campus - AE	Off	—	Website Completed... 10	\$23.81	Using ad set be...	\$3,483.01	181,531	80,194	Ongoing	7-day
☐	Online Info Session - AE - V5	Off	—	Website Completed... 85	\$24.68	Using ad set be...	\$412.98	33,732	22,611	Ongoing	7-day
☐	Online Info Session - AE - V4	Off	—	Website Completed...	\$24.68	Using ad set be...	\$2,081.08	166,091	76,635	Ongoing	7-day

Ad sets											
Ads											
Ad	Results	Reach	Frequency	Cost per result	Budget	Ad set	Amount spent	Ends	Impressions	CPM (cost per 1,000 impressions)	Link clicks
RE 4.1	170 M	119,453	3.19	\$25.98	Using campaign ...	—	\$4,416.52	Ongoing	380,514	\$11.61	1,624
Headline "Houston"	—	74,410	2.67	—	—	—	\$2,211.03	—	198,728	\$11.13	795
Headline "Start"	—	57,535	1.89	—	—	—	\$1,286.07	—	108,694	\$11.85	448
Headline "No Prior"	—	14,156	1.60	—	—	—	\$286.17	—	22,686	\$12.61	127
Headline "Audio E"	—	14,000	1.48	—	—	—	\$245.35	—	20,508	\$11.96	99
Headline "99% Gr"	—	11,313	1.37	—	—	—	\$195.68	—	15,514	\$12.61	69
—	—	10,199	1.41	—	—	—	\$190.22	—	14,384	\$13.22	86

(winning headline)

Sponsored · 1/1

Start a Career in Audio 🎧

Learn from our instructors who've worked with music icons like Pharrell Williams, Steve Aoki, Iggy Azalea, T.I, 2 Chainz, and more!

- ✓ Hands-On Training
- ✓ 12:1 Student to Teacher Ratio
- ✓ Personal Studio Time
- ✓ No Previous Experience Required
- ✓ Day/Night Classes to Fit Your Schedule

Check out the next page to learn more about Avant & start your audio engineering journey 📱

HOUSTON'S #1 AUDIO PROGRAM

Learn more

Like Comment Share

AUDIO ENGINEERING

DON'T KNOW WHERE TO START

Learn more

aimmedu One of Atlanta's top recording engineers is giving you a free hour on April 9... more

KEY POINTS

- Concept: audio engineering schools usually have a strong local presence so focus on selling the scene of the local area/town
- Ad Video: we love video ads but simple but direct image ads work very well too. Still should always have video ads circulating but image ads work too.
- Headline: states ideal outcome avatar seeks
- Primary Text: problem → solution = program → CTA

Dentist CE Program

Dentistry is about more than teeth — it's about the airway, the muscles, the joints, and the life-changing impact of proper [...See more](#)

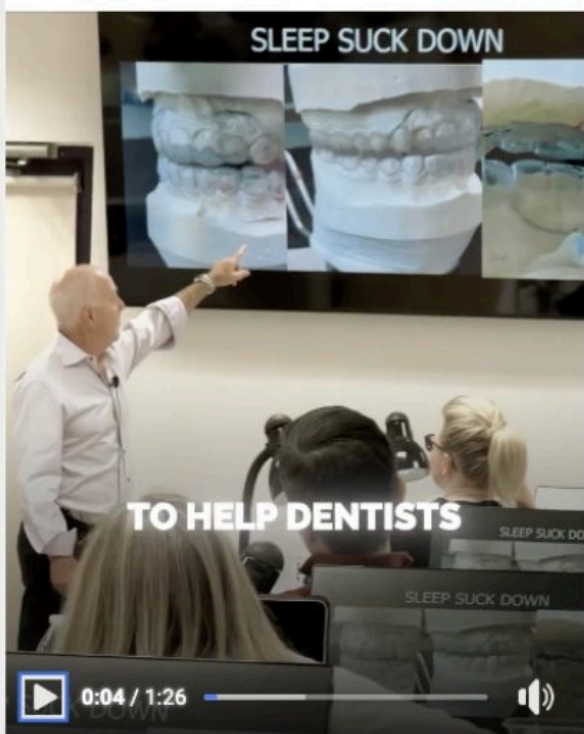


DENTISTS

0:31 / 1:26

 **Top Post-Graduate Dental Training...** [Learn more](#)

Dentistry is about more than teeth — it's about the airway, the muscles, the joints, and the life-changing impact of proper [...See more](#)



TO HELP DENTISTS

0:04 / 1:26

 **25+ Years Redefining Dental...** [Learn more](#)

- Main goal is getting in front of dentists on Meta, so the creatives have to speak to the avatar of dentists and dental practice owners
- Then showcasing the program with as much original footage as possible drives the conversions home because it builds trust

Software Development Training Program

Campaigns

1 selected

Ad sets

1 selected

Ads

1 selected

+ Create

Duplicate

Edit

Preview

Rules

View setup

Reports

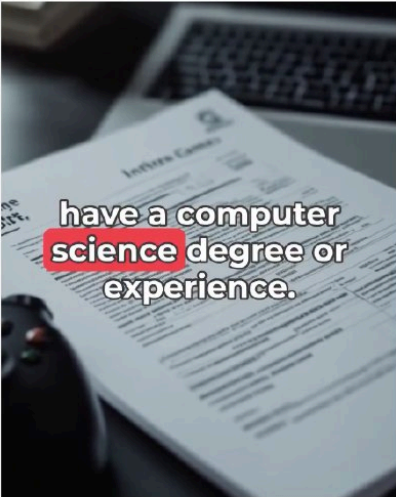
Export

☒	Off / On	Ad	set	Amount spent	Ends	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)
☒	☒	 Short Page Stack 6.8.24	...	\$1,198.56	Ongoing	16,652	\$71.98	307	\$3.90	1.84%
		Headline "Skip College, Start Coding"		\$936.23		11,478	\$81.57	268	\$3.49	2.33%
		Headline "Personalized Training"		\$130.50		2,483	\$52.56	25	\$5.22	1.01%
		Headline "Like College, But Better"		\$104.87		2,060	\$50.91	12	\$8.74	0.58%
		Headline "Break into the \$183B Gaming Industry "		\$26.97		631	\$42.74	2	\$13.48	0.32%
Results from 1 ad				\$1,198.56		16,652	\$71.98	307	\$3.90	1.84%
				Total spent		Total	Per 1,000 impressions	Total	Per Action	Per Impressions

(winning headline)

(winning ad video)

Sponsored



Learn more

If you've been wanting to transition into a tech career for a while, but still haven't..... more

If you've been wanting to transition into a tech career for a while, but still haven't...
...See more



Skip College, Start Coding
Personalized Training

Learn more

If you've been wanting to transition into a tech career for a while, but still haven't...

What's stopping you?

Is it not knowing exactly what to do next?

Feeling like there's way too much conflicting advice out there?

Not knowing what to focus on or how to get started?

All of the above?

After working with over 150,000 aspiring tech professionals in the past decade, my team and I have developed a proven process to successfully transition into software engineering.

No more overwhelm. No more confusion. No more doubting if it will work.

You can get more information by clicking "LEARN MORE"

Winning Body Copy

KEY POINTS

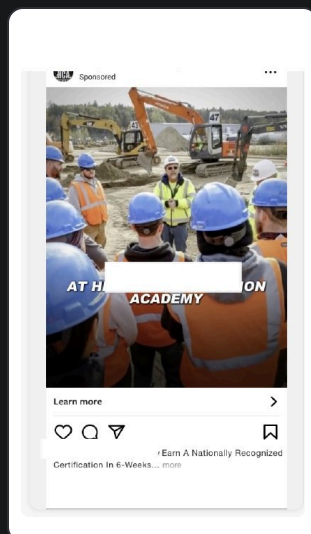
- Ad Video: used a simple AI ad creation software, done right AI generated videos work! This specific ad has generated \$60k+ in revenue from about \$1k ad spend. We used <http://deal.ai/> but there's plenty others on the market
- Headline: states ideal outcome avatar seeks
- Primary Text: problem → solution = program → CTA

Heavy Construction Operator Training

Campaigns										
Ad sets for 1 Campaign										
Ads										
Off / On	ad ID	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends
☐	New Leads Ad	☐ In draft		—	—	Using campaign...	—	—	—	Ongoing
☐	New Engagement Ad	☐ In draft		—	—	\$20.00 Daily average	—	—	—	Ongoing
☒	V1	☒ Active	1 recommendation	45 Website Schedules	\$33.60 Per Website Schedule	Using campaign...	\$1,502.96	182,185	53,759	Ongoing
☐	Video Ad2_ST 5-22-2025.mp4 (13994928...			—	—	—	\$310.21	44,507	13,284	7- AI
☐	Video Ad1_SWS Training FAST TRACKS YO...			—	—	—	\$16.22	1,736	932	7- AI
☐	Video Ad5_DID YOU KNOW CANADA NEE...			—	—	—	\$513.11	54,617	25,830	7- AI
☐	Video Ad5_WITH 1 IN 5 CONSTRUCTION...			—	—	—	\$5.57	492	254	7- AI

Ad sets										
Ads										
Ad	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Quality ranking
Stack 05.20.24 (Alt Text)	☒ Active	7-day click, 1-d...	3,895 Website Leads	313,168	2.36	\$1.09 Per Lead	Using campaign ...	\$4,232.77	Ongoing	
Headline "Heavy Equipment Operator Program"		7-day click, 1-d...	1,698	178,040	1.81	\$1.03		\$1,743.14		
Headline "Heavy Equipment Certified In Just 6 Weeks"		7-day click, 1-d...	1,334	143,186	1.61	\$1.14		\$1,515.86		
Headline "Top-Rated Certification Program"		7-day click, 1-d...	300	53,527	1.25	\$1.13		\$344.90		
Headline "Learn How to Operate Heavy Equipment"		7-day click, 1-d...	287	39,618	1.47	\$1.15		\$331.13		
Headline "Financing Available"		7-day click, 1-d...	276	48,507	1.25	\$1.08		\$297.74		

(winning headline)

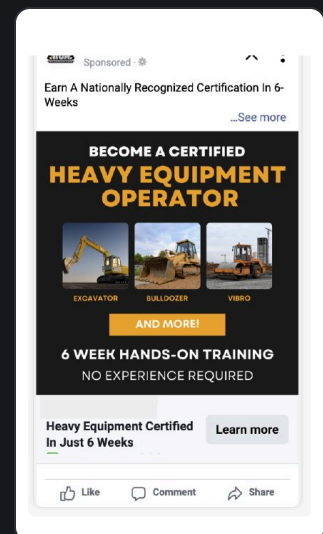


Become a Certified Heavy Equipment Operator in Just 6 Weeks!

We offer a nationally recognized 6-week certification program that transforms you into a certified operator of eight different heavy construction machines

- ✓ Learn 8 types equipment in a real-world environment.
- ✓ We cover airfare, lodging, and most meals during training.
- ✓ Financing options for qualified individuals

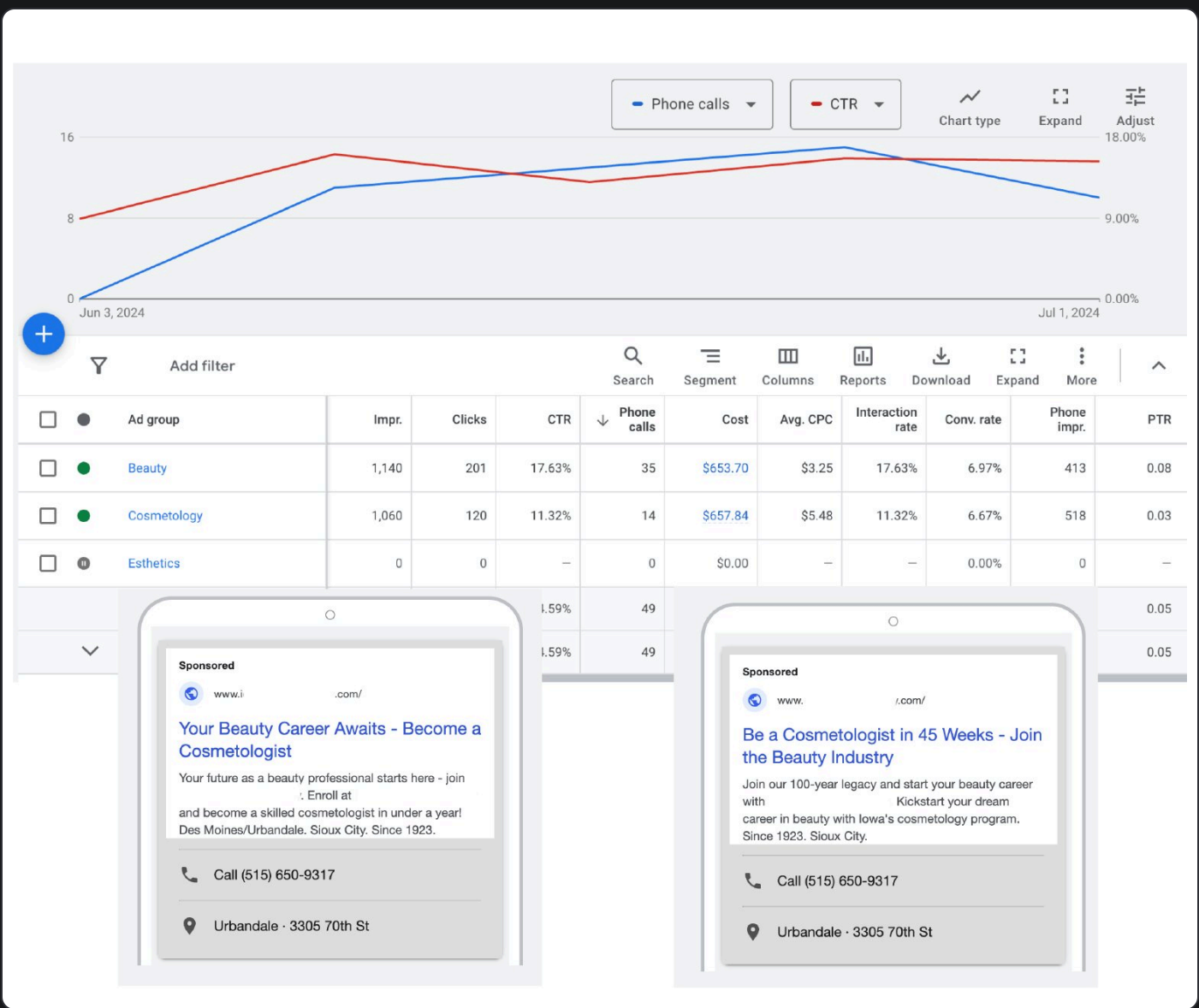
Click "Learn More" to start your journey today!



KEY POINTS

- Ad creatives: a mixture of video and direct hitting static ads in rotation together work well
- Headline: states an existing outcome
- Primary Text: exciting outcome of the program → how outcome is achieved → CTA

Cosmetology/Beauty Training Program (Google Ads)



KEY POINTS

- Add phone number as a call extension so leads can call in directly from their phones
- Headline: state a bold promise, outcome of the program
- Description: state the top 3 benefits of the program

Creative Training School

We run a lot of different campaigns for this school since they have 13 programs across 3 different locations.

Here's a campaign to cold traffic promoting an in-person event for their NYC campus

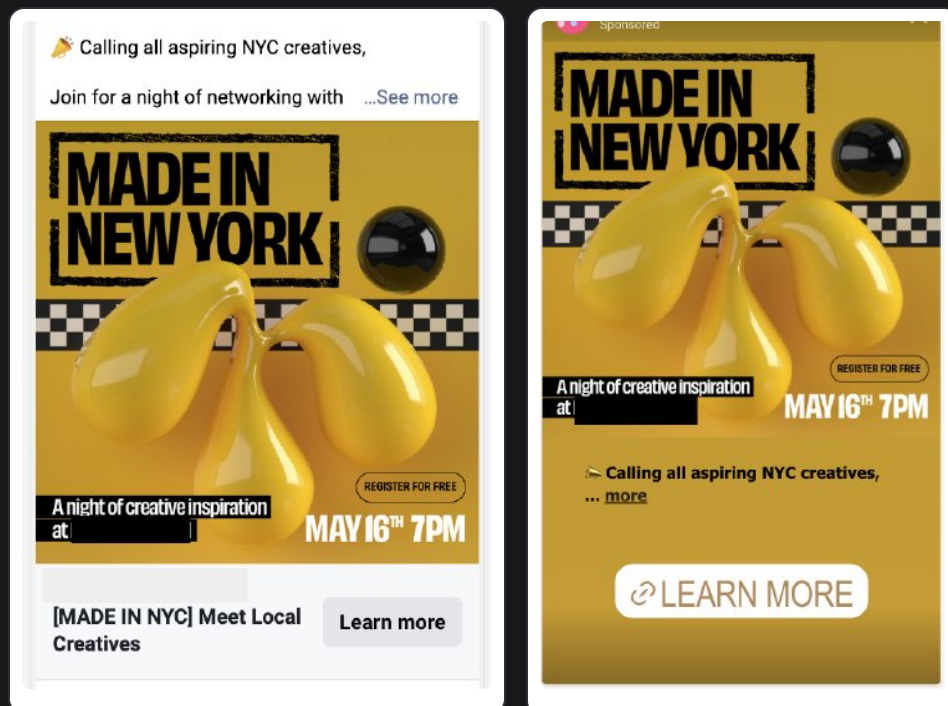
Here's a campaign to cold traffic promoting an in-person event for their NYC campus

Performance and clicks										
Breakdown: 1 Selected										
Reports										
Export										
Chart										
Ad	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	End
nyc	Campaign off	—	7-day click or 1...	524 Website Leads	48,597	3.11	\$4.22 Per Lead	Using campaign ...	\$2,210.97	
Image "Made in New York (1).png_105 (7e99...			7-day click or 1...	236	32,161	2.42	\$4.72		\$1,114.12	
653cf2e9d378...			7-day click or 1...	271	32,073	2.15	\$3.76		\$1,018.01	
-NEW YORK.p...			7-day click or 1...	12	2,859	1.46	\$4.22		\$71.82	
1 (3504176580...			7-day click or 1...	—	342	1.20	—		\$7.02	

(winning creative)

Performance and clicks										
Breakdown: 1 Selected										
Reports										
Export										
Cha										
Ad	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Er
nyc	Campaign off	—	7-day click or 1...	524 Website Leads	48,597	3.11	\$4.22 Per Lead	Using campaign ...	\$2,210.97	
Headline "Come get inspired. "			7-day click or 1...	246	33,856	2.44	\$4.87		\$1,197.44	
Headline "[MADE IN NYC] Meet Local Creatives "			7-day click or 1...	278	31,337	2.20	\$3.65		\$1,013.53	

(winning headline)



KEY POINTS

- Ad image: image ads that are direct work well for events
- Headline: states where and the benefit of attending

Here's a evergreen campaign retargeting middle of funnel traffic for the main 2 year programs.

1 selected Ad sets for 1 Campaign										
Ads for 1 Campaign										
Ad set	very ↑	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
Retarget 3.12.24	Campaign off	—	7-day click or 1...	95 Website Leads	37,942	2.59	\$20.57 Per Lead	Using campaign ...	\$1,954.29	Ongoing
Video MAD_YT_Ad_4_Square.mp4 (14961453...			7-day click or 1...	35	15,296	2.06	\$20.43		\$715.18	
Video MAD_YT_Ad_4 (1) (1).mp4 (369178695...			7-day click or 1...	9	11,125	1.82	\$41.57		\$374.10	
Video MAD_YT_Ad_2_Square (1).mp4 (146908...			7-day click or 1...	51	20,127	2.30	\$16.96		\$864.73	

(winning creative)

1 selected Ad sets for 1 Campaign										
Ads for 1 Campaign										
Ad set	very ↑	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
Retarget 3.12.24	Campaign off	—	7-day click or 1...	95 Website Leads	37,942	2.59	\$20.57 Per Lead	Using campaign ...	\$1,954.29	Ongoing
Headline "From Hidden Talent to Creative Titan in 2 Years"			7-day click or 1...	36	20,795	2.29	\$23.69		\$852.78	
Headline "Launch Your Creative Career 🚀"			7-day click or 1...	37	17,895	2.05	\$20.42		\$755.54	
Headline "Agencies LOVE Miami Ad School Students!"			7-day click or 1...	22	6,844	2.02	\$15.71		\$345.69	

(winning headline)

Become an Irresistible Hire: Transform Your Portfolio Into a Vibrant Canvas 🍌🌟
...See more



From Hidden Talent to Creative Titan in 2 Years

Learn more

Become an Irresistible Hire: Transform Your Portfolio Into a Vibrant Canvas 🍌🌟.

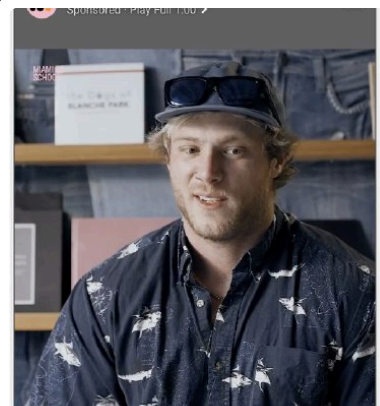
Unleash your creativity & turn your ideas into professional masterpieces.

Our industry-expert instructors guide you through a journey of innovation, making your portfolio a magnet for top agencies.

Dive into a world where learning is as exciting as creating, & networking feels like connecting with your future best friends.

Each class is a step closer to your dream career, blending fun with real-world skills.

Join us & shape a future where your creativity isn't just admired, it's sought after. 🚀



Become an Irresistible Hire: Transform Your Portfolio Into a Vibrant... [More](#)

Learn more

KEY POINTS

- Ad Video: a comprehensive testimonial video works wonders in ads
- Headline: shows the transition, specifically addressing feelings pre and post job transition
- Primary Text: the dream → how = program → CTA

Cybersecurity Training Program (Google Ads)

Ad groups

Custom Apr 1 - Jul 1, 2024 Show last 30 days

Apr 1, 2024 Jul 1, 2024

+ Add filter

Search Segment Columns Reports Download Expand More

☐ Ad group	Status	Target CPA	Conversions	Cost / conv.	Ad group type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conv. rate
☐ CAD Education	Eligible	\$60.00	37.20	\$16.11	Standard	177	1,900	9.32%	\$7.32	\$1,294.79	21.02%
☐ BIM Training Scholarship	Eligible	\$60.00	42.99	\$13.96	Standard	132	1,271	10.39%	\$9.45	\$1,247.20	32.67%
☐ BIM Training	Eligible	\$60.00	33.72	\$17.80	Standard	100	1,289	7.76%	\$8.63	\$863.22	33.72%
☐ CAD Training	Eligible	\$60.00	24.80	\$24.19	Standard	124	1,343	9.23%	\$6.80	\$842.99	19.33%
☐ CAD Education Scholarship	Eligible	\$60.00	36.20	\$16.57	Standard	111	1,324	8.38%	\$6.95	\$772.97	32.61%
☐ Programs (General)	Eligible	\$60.00	2.00	\$30.00	Standard	26	403	6.45%	\$5.73	\$148.95	7.69%
☐ Scholarship & Grants	Eligible	\$60.00	1.00	\$60.00	Standard	22	161	13.66%	\$4.06	\$81.26	4.55%
☐ BIM Education	Eligible	\$60.00	1.00	\$60.00	Standard	10	126	7.94%	\$6.84	\$68.37	10.00%
☐ BIM Education Scholarship	Eligible	\$60.00	1.00	\$60.00	Standard	6	90	6.67%	\$10.00	\$60.00	16.67%
☐ Cybersecurity Education	Eligible	\$60.00	0.00	\$0.00	Standard	3	72	4.17%	\$4.00	\$12.00	0.00%
Total: All but removed ad groups in your c...			176.11	\$33.67		711	7,941	8.95%	\$7.60	\$5,401.52	24.77%

Sponsored

 s.com/

State Grants Available - Try the Program for 2 Weeks - Flexible Learning Options

Prepare for roles like Information Security Analyst, Cybersecurity Specialist, IT Security. Learn Python, network security, and prepare for the CompTIA Security+ certification. Courses: Computer Draft & Design, Building Info Model, Cybersecurity. Next-Lev...

FAQs

Education Programs

Tuition & Fees Inf

Sponsored

 .com/

Interest Free Payment Options - Break into Cybersecurity

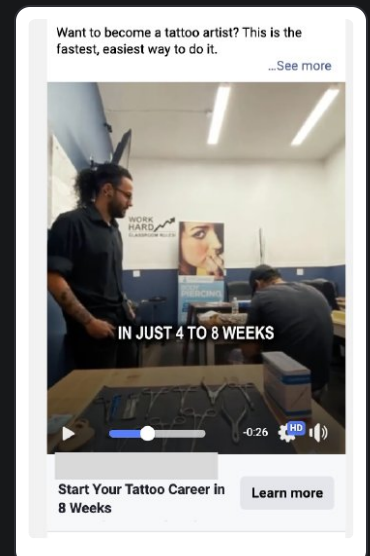
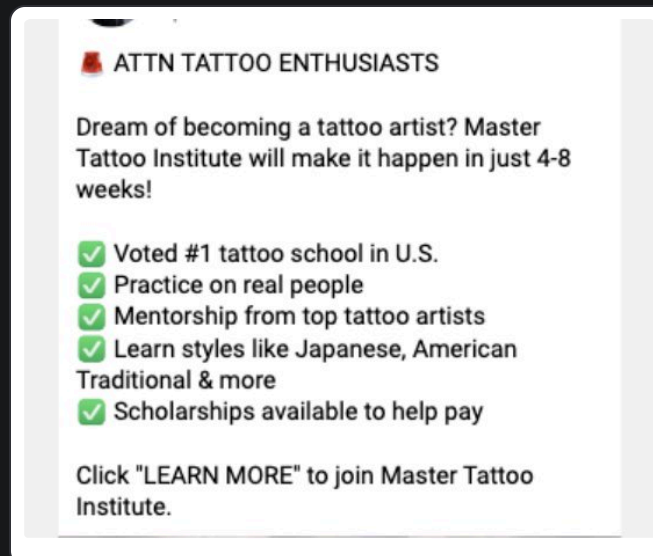
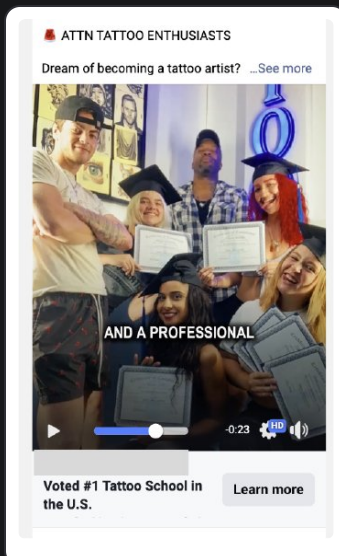
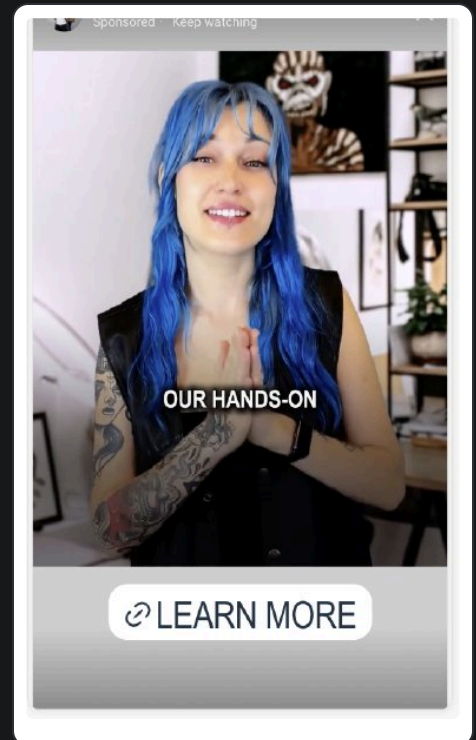
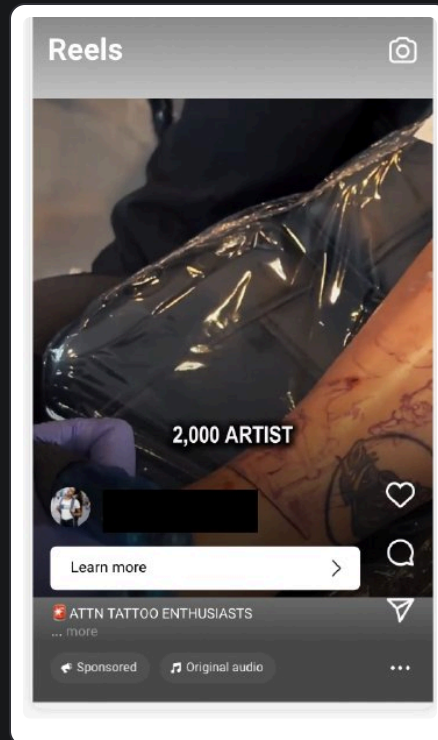
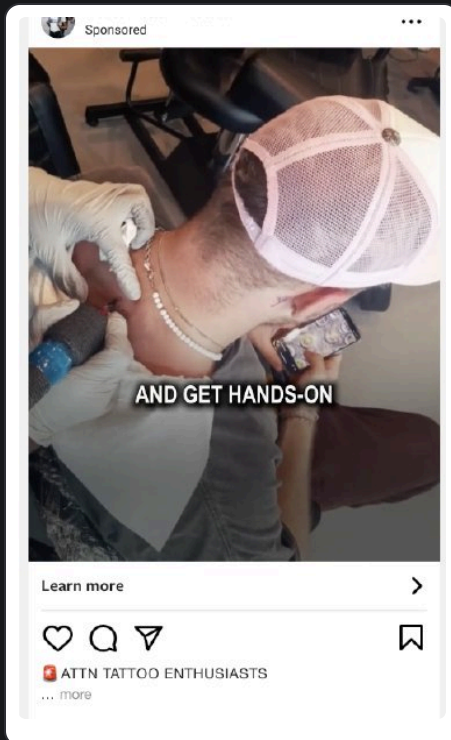
Prepare for roles like Information Security Analyst, Cybersecurity Specialist, IT Security. Learn Python, network security, and prepare for the CompTIA Security+ certification. Courses: Computer Draft & Design, Building Info Model, Cybersecurity. Excel in...

Education Programs

Blogs

- KEY POINTS
- **Headline:** tuition is one of the biggest concerns so if you have good payment options flex them in your headlines
 - **Description:** state the top 3 benefits of the program

Tattoo Artist Training



KEY POINTS

- These ads were launched only a few ago but they already generated leads so want to share what's working
- Make sure to really showcase b-roll visuals inside video ads if you have a very visual program it makes all the difference

Film School – Special effects & Makeup Program

MAKEUP DESIGNERS – Be a fully trained Makeup Artist in 12 months. Did you know Canadian students have up to ...See more



Train as a Makeup Artist
Transform your subject in...

Learn more

130 3 comments 14 shares

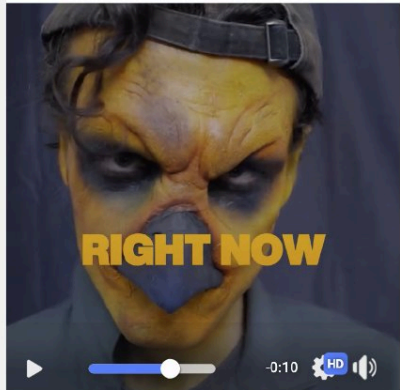
Leading Global Creative School



MAKEUP DESIGNERS – Be a fully trained Makeup Artist in 12 months. Did... More

Learn more

MAKEUP DESIGNERS – Be a fully trained Makeup Artist in 12 months. Did you know Canadian students have up to ...See more



Train as a Makeup Artist
Transform your subject in...

Learn more

130 3 comments 14 shares

KEY POINTS

- These ads were launched only a few ago but they already generated leads so want to share what's working.
- Again make sure to really showcase b-roll visuals inside video ads if you have a very visual program it makes all the difference.
- Very visual programs, video ads work best

SAT Tutoring Program

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

DuplicateEditA/B testMore

Performance and clicksBreakdown: 1 SelectedReportsExportCharts

Ad set	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link through r
Webin Stack Cold	7-day click, 1-d...	32 W	106,251	2.84	\$51.28 W	Using campaign ..	\$1,641.02	Ongoing	May 30, 2024 - Ongoing	302,192	\$5.43	2,517	\$0.65	
Video Ad1 (1).mp4 (95572682509832)	7-day click, 1-d...	3 W	7,900	1.77	\$66.79 W		\$140.36			13,093	\$10.03	215	\$0.65	
Video Ad3 (2).mp4 (1140413133963127)	7-day click, 1-d...	2 W	8,058	1.73	\$72.35 W		\$144.70			13,567	\$10.57	329	\$0.44	
Video Ad2 (2).mp4 (1191946218388484)	7-day click, 1-d...	1 W	10,198	1.89	\$125.12 W		\$125.12			15,313	\$6.48	245	\$0.50	
Video Ad4 (1).mp4 (179772562706587)	7-day click, 1-d...	25 W	19,565	2.48	\$64.88 W		\$1,114.41			237,088	\$4.70	1,485	\$0.76	
Video Ad5 (1).mp4 (467926923660661)	7-day click, 1-d...	1 W	10,076	1.77	\$116.63 W		\$116.43			12,840	\$6.53	235	\$0.50	

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Ad sets for 1 Campaign

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Reels

THAT SPECIALIZES

Learn more

The PROVEN Method To Boosted Scores
... more

Sponsored Original audio

The PROVEN Method To Boosted Scores

Unlimited meetings, tailored plans, ...See more

DREAMS COME TRUE

Test Prep (just better)
#1 Top-Rated Tutors

Learn more

Sponsored

TO SUCCEED

Learn more

The PROVEN Method To Boosted Scores
... more

KEY POINTS

- SAT tutoring is a competitive market to run ads to you really have to stand out and mention your differentiators
- Headlines: keep it simple your when talking to parents, they have alot going on get to the point
- Primary text: focus on your key differentiators

The Enrollment Signal Method™

A Direct-Response Video Ad Framework for Trade & Career Schools

Most trade school ads fail not because the school is wrong for the student — but because the ad never gave the right student a reason to believe it was made for them. The Enrollment Signal Method fixes that by leading with identity, building conviction fast, and ending with one clear next step.

THE THREE NON-NEGOTIABLES

01

Under 2 minutes

Feed algorithms and respect the scroll. Every extra second costs reach.

02

One avatar, one message

Speak to a single person with a specific pain. Generic = invisible.

03

No income claims

Never promise earnings. Speak to transformation and career readiness instead.

Test multiple patterns against the same avatar. Different sequences work for different audiences.

1

The Hook — Call out the Avatar

FIRST 5–10 SEC

GOAL

Make the right person stop scrolling and think "this is for me." You are not talking to everyone. You are talking to one specific person in one specific situation.

- Name the job they have or the situation they're stuck in — not a demographic
- Use language they would use to describe their own life, not marketing language
- The hook should create a moment of recognition, not a feature announcement
- Examples: "If you're working a job you hate and you're ready for something different..." / "If you've been thinking about getting into the trades but don't know where to start..."

2

The Problem & The Solution

MIDDLE 30–60 SEC

GOAL

Show them you understand the real friction in their life — then position the program as the most direct path out. These two elements can appear in either order depending on your pattern, but both must be present.

- The problem: name the obstacle, not just the desire (time, cost, fear, credentials, not knowing where to start)
- The solution: describe your program in outcome terms — what they'll be able to do after, not what it contains
- Keep solution language specific: program length, format, what completion looks like
- Never lead with program features — lead with the life change it enables

3

The Credibility Moment

15–25 SEC

GOAL

Earn the right to ask for action. The viewer has to believe the person speaking has standing to make this offer. Credentials, outcomes, or lived experience — pick what's strongest.

- Who is speaking and why does their word carry weight? (Instructor, grad, admissions director, founder)
- Reference accreditation, placement rates, or program track record without making income claims
- Brevity signals confidence — don't oversell; one or two proof points is enough
- Student testimonial format is its own credibility structure — let the outcome speak

4

The CTA — One Clear Next Step

LAST 10–15 SEC

GOAL

Remove all friction from the decision to click. The viewer should know exactly what happens next and feel like the next page was made specifically for them.

- Always reference "the next page" — not "our website," not "call us," not "apply now"
- Frame the next page as something of value: "I put together a page that breaks down exactly how the program works"
- One CTA. One destination. No branching.
- Mirror the CTA language in your ad headline and landing page above-fold copy

Write this way

- Speak in first or second person, conversationally
- Name a specific type of person in the first sentence
- Use present-tense, active language throughout
- Reference a concrete outcome the program creates
- End on a single action with a reason to take it now
- Keep every sentence to one idea

Avoid this

- Opening with the school name or tagline
- Any mention of salary, earning potential, or income
- Listing features before establishing the problem
- Sending the viewer to "our website" or "our admissions team"
- Vague hooks like "are you looking to change your life?"
- Running past 2 minutes for any format

PRE-LAUNCH SCRIPT CHECKLIST

- ✓ The hook names a specific avatar or situation within the first 10 seconds
- ✓ The problem is stated in language the target student would use, not marketing language
- ✓ The solution describes a transformation, not a feature list
- ✓ There is at least one credibility signal (credential, outcome, qualified speaker)
- ✓ No income claims, earning guarantees, or salary figures appear anywhere
- ✓ The CTA directs to "the next page" and frames it as something of value
- ✓ Total script runtime is under 2 minutes when read at a natural pace
- ✓ The ad matches one of the five structural patterns above



Now, go ahead and replicate these ads into your campaigns!

Ask us any questions or feel free book a call if you'd like help brainstorming your ads: <https://calendly.com/roberttoae/30-minute-intro-meet-call>

Check out our case studies & testimonials: <https://atomicenrollment.com/>