

7 Emotional Marketing Angles You Must Use On Your Adverts If You Really Desire Conversion

~By Divine Akachukwu~

Dear internet friend, the information you're about to get from this eBook is a compilation of Psychological Marketing Angles that has brought in multiple 8 figures in sales and profits for my business in the past 6 years of running Facebook and Instagram adverts and selling products online ...

In fact, this information is so VALUABLE that one of my students who got my Facebook ads course used this information you're reading now and made over \$20,000 in sales from his Facebook/ Instagram Adverts.

Go and see the proof here: fsguniversity.com.ng/updated/

I strongly believe that after going through this eBook, you'll discover unique angles to write powerful ads copies and get amazing results from your Facebook adverts. I strongly believe so!

The 7 Emotional Marketing Angles:

- 1) **Value based angle:** Emphasizes the value that a product or service provides to customers. Appeals to customers' desire for quality, convenience, or expertise.

Example: "How to GET RID of stubborn belly fat"

Example 2: "3 tips to reduce excess fat effectively"

2) Curiosity based angle: Piques customers' curiosity by asking questions, making bold statements, or creating intrigue. Encourages customers to click to learn more.

Example 1: According to Experts, here are 3 tips to visibly reduce excess fat without exercising in 2025

Example 2: This new breakthrough from scientist is turning hair loss industry!

3) Testimonial based angle: Uses social proof, such as customer testimonials or reviews, to build trust and credibility. Appeals to customers' desire for validation and reassurance.

Example 1: "See how my Full Facebook Advertising Course helped Oluamara Success increase her sales by 57%." 📌 fsguniversity.com.ng/updated/ (click on this link or copy to your browser to grab this offer)

Example 2: "The sharp pain in my feet is gone ... I truly feel like it's a prayer answered!"

4) Fear based angle: This Uses fear or anxiety to motivate customers to take action. Appeals to customers' desire to avoid loss or negative consequences.

Example: "Imagine looking back on this moment and wondering what could have been.... Don't let regrets hold you back!"

Example 2: "5 Early Warning Signs You May Be At Risk For a Heart Attack Or Stroke In The Next 3 Months"

5) Offer based angle: Emphasizes special offers, discounts, or promotions to create a sense of urgency and encourage customers to take action. Appeals to customers' desire for value and savings.

Example 1: "Limited time offer: Get 50% off my Full Facebook advertising course." 🖱️ fsguniversity.com.ng/updated/ (click on this link or copy to your browser to grab this offer)

Example 2: Get 18 of my best tools, templates, campaigns, and courses for 99.63% off!

6) Results Based Angle: Focuses on the specific results that customers can achieve by using a product or service. Appeals to customers' desire for tangible outcomes and success.

Example 1: A full night of sleep is a GAME CHANGER!

Example 2: "Increase your Facebook ad conversions by 30% with our proven strategies."

7) Benefits-based angle: Emphasizes the benefits that customers can experience by using a product or service, such as increased productivity, improved well-being, or enhanced enjoyment. Appeals to customers' desire for positive outcomes and experiences.

Example: "How You Too Can Work Less Hours, Make More Money & Finally Live Life On Your OWN Terms—Almost Immediately!"

THE END.

I believe that when you carefully apply any of this marketing angles to your next adverts, you'll start seeing great results.

Stay blessed.

Think Profitable Adverts, Think Divine Akachukwu.