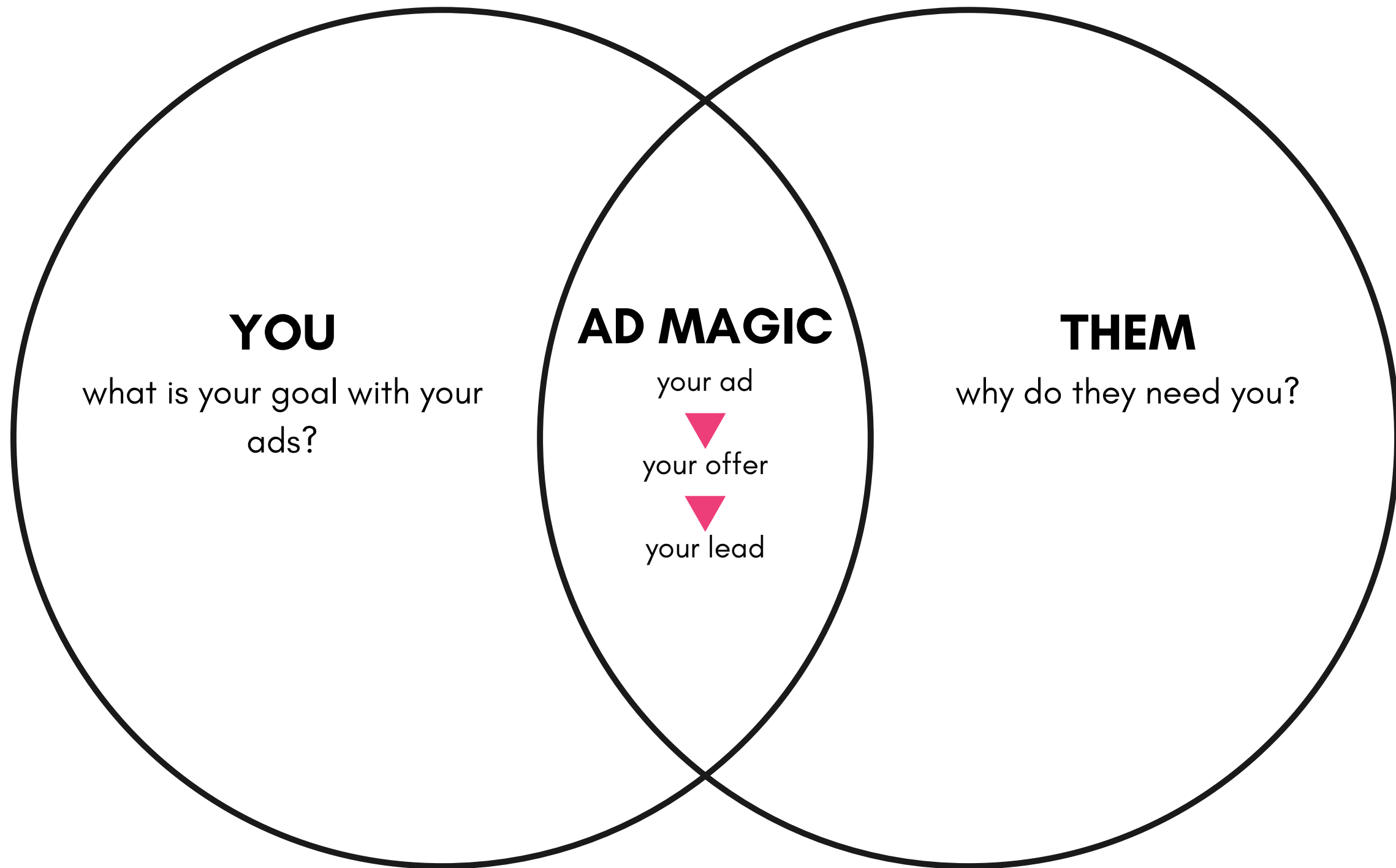


# Lead Form Magic

Magic Creative





**YOU**

what is your goal with your ads?

**AD MAGIC**

your ad



your offer



your lead

**THEM**

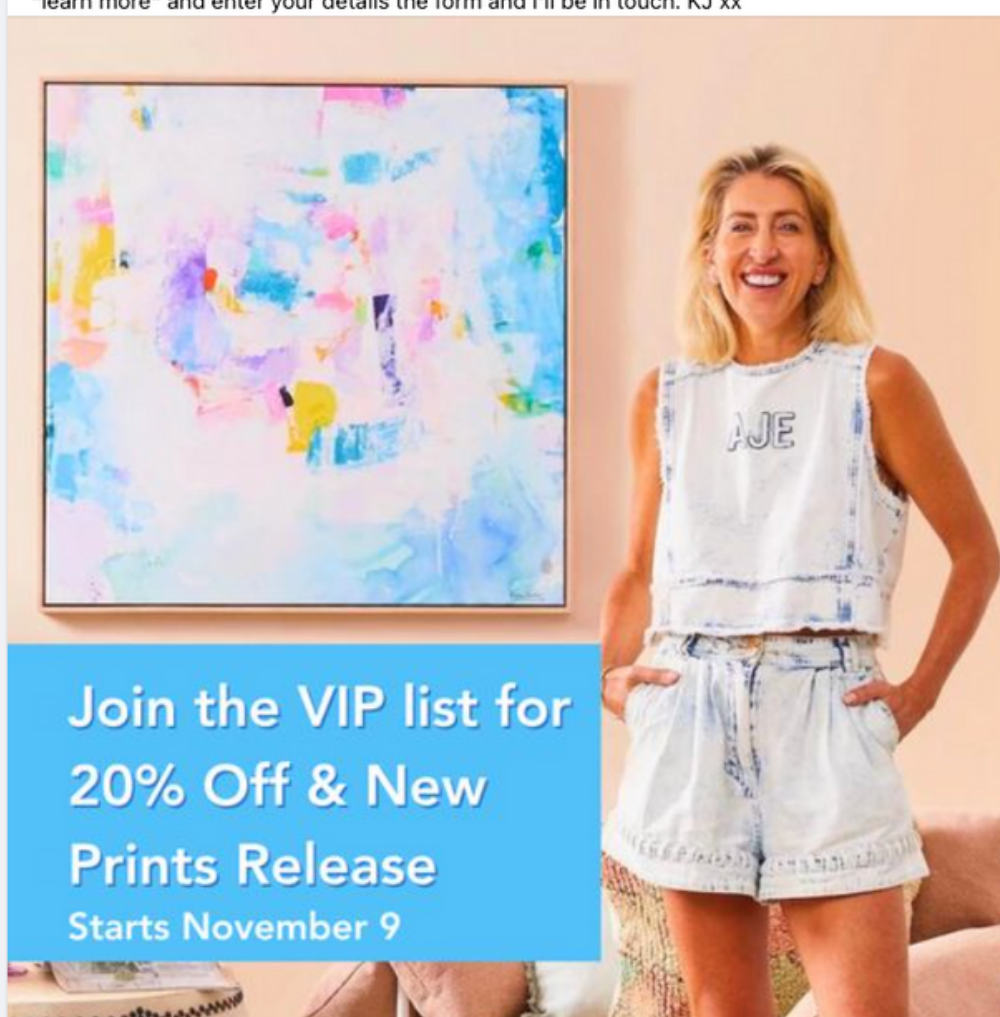
why do they need you?

# Magic Creative for Lead Form Ads

- Direct copywriting
- Best foot forward, answer the question, why “should” they take action
- Call out your audience (if applicable)
- Simple, bold imagery
- Make sure that photos are in focus and high quality
- Use Canva to add colours for scroll-stopping content

# Magic Creative for Lead Form Ads

Sign Up as a VIP & find out first when my Biggest Ever Sale Starts on November 9! I'm releasing 9 New Prints and offering a discount on framing for the first time ever! Simply click "learn more" and enter your details the form and I'll be in touch. KJ xx



Join the VIP list for  
20% Off & New  
Prints Release  
Starts November 9

Become a VIP for my Upcoming Sale [Sign up](#)

Direct to the point

Image created in Canva

Big colour block with stand out text on top

Headline is a repeat of key points

# Magic Creative for Lead Form Ads

Includes value of the prize

Competition is to encourage attendance at the event

Quality photo of the Psychic Reading. Can also use a “stock image” of psychic reading (not cheesy!)


Headline is a repeat of key points

**Boho Luxe Market**  
November 20 · 🌐

WIN A PSYCHIC READING (value \$70) at our Christmas Boho Luxe Market on Sunday 10 December at Fed Square!

With Free Entry, Boho Luxe Market will be THE place to find the perfect gifts with incredible stallholders featuring hand crafted homewares & fashion, creative workshops, delicious Vegan eats and more!

Christmas Boho Luxe Market + The Vegan Market  
Sunday December 10, 10am - 4pm  
The Atrium, Federation Square.  
Free Entry



WIN a Psychic Reading at Boho Luxe Christmas Market ✨

[Sign up](#)


👍 4

# Magic Creative for Lead Form Ads

**AlkaWay**  
September 15 · 🌐

Get safe, clean water for your entire home! 💧 Our AlkaWay Whole House Water Filters remove chlorine, sediment, bad odours, discoloured water & more from your drinking water.

- ✅ Easy to install and maintain in any house on mains or tank water.
- ✅ Click "Learn More" to book a Free Consultation now with our experienced team today!



Safe, Clean Water For Your Home! Book Your Free Consultation

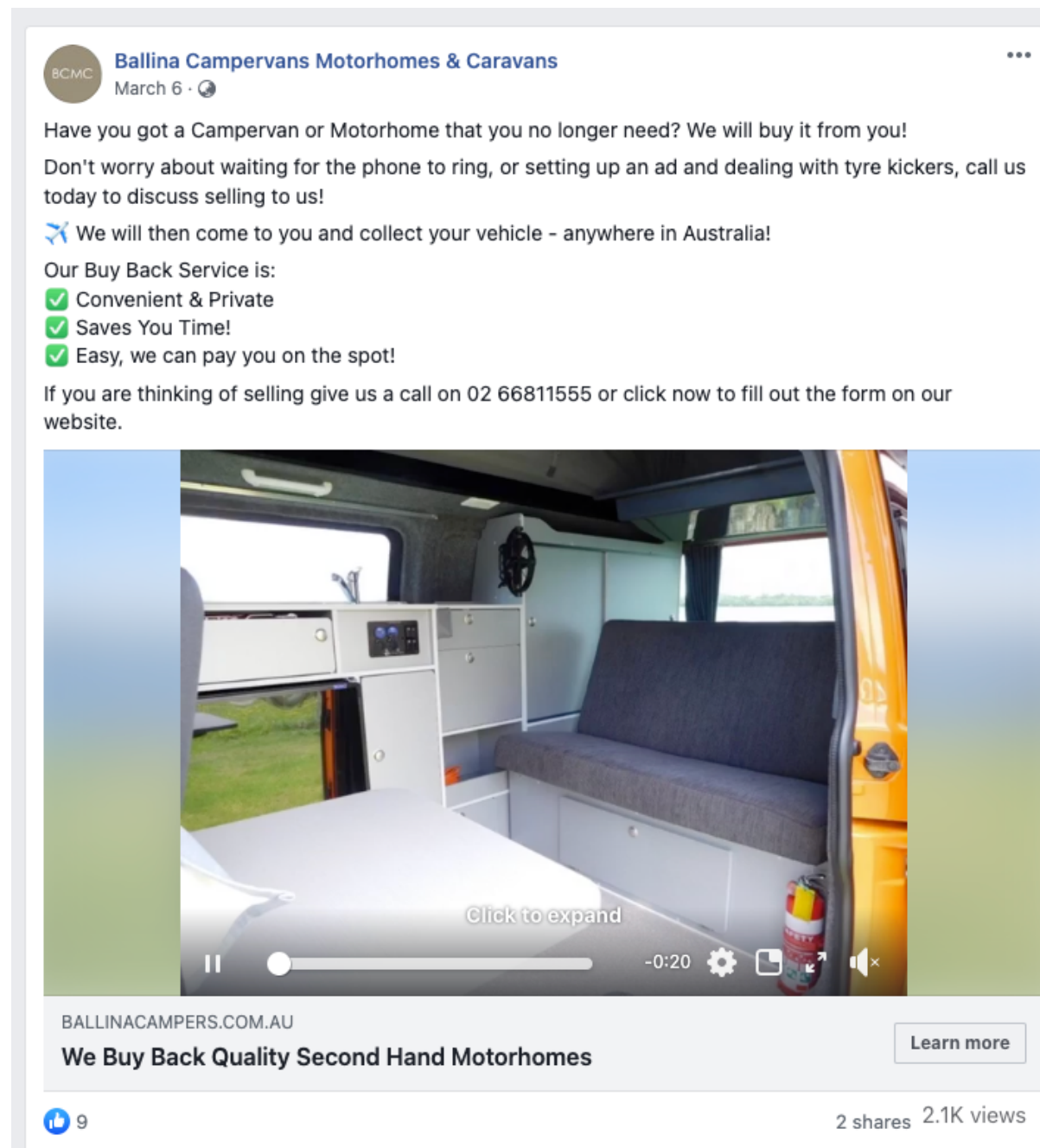
[Learn more](#)

Emojis grab attention

Tell people what will happen once they sign up & what they're signing up for

Creative is simple (could be better!!)

# Magic Creative for Lead Form Ads



**Ballina Campervans Motorhomes & Caravans**  
March 6 · 🌐

Have you got a Campervan or Motorhome that you no longer need? We will buy it from you!  
Don't worry about waiting for the phone to ring, or setting up an ad and dealing with tyre kickers, call us today to discuss selling to us!

✈️ We will then come to you and collect your vehicle - anywhere in Australia!

Our Buy Back Service is:

- ✅ Convenient & Private
- ✅ Saves You Time!
- ✅ Easy, we can pay you on the spot!

If you are thinking of selling give us a call on 02 66811555 or click now to fill out the form on our website.

[Click to expand](#)

BALLINACAMPERS.COM.AU  
**We Buy Back Quality Second Hand Motorhomes** [Learn more](#)

👍 9      2 shares 2.1K views

Calling out audience

Emojis for attention

Explain what will happen next

Video is a slideshow of images -  
easy to create

# Magic Creative for Lead Form Ads

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Free Entry



WIN a Psychic Reading at Boho Luxe Christmas Market ✨

Sign up

4



# Magic Creative for Lead Form Ads

Who is your ad for?

- Get their attention
- What do they want?
- What are the points that need to be communicated e.g. dates, key information
- Include a call to action e.g. “Sign up now for our information brochure” or “Sign up as VIP now and go in the draw to win” or “Enter your details & our team will be in touch”

# Case Study: Dad & Kids Camp

Copy key points:

- Want people to sign up for a PDF with details of the camp
- Want to attract dads who want to take their kids camping but don't know how
- Key points - age of kids 6 - 12, dads only



# Case Study: Dad & Kids Camp

## Copy variation #1

- Hey Dads! Get back to nature these school holidays with zero stress. Join our 3 Night Fully catered Dads & Kids Camping experience with daily activities from bush craft to swimming in cool creeks, woodchopping & campfire cooking in Gondwana Rainforest just 2 hours from Brisbane & Byron Bay. Save 20% now on all pre-Christmas bookings!



# Case Study: Dad & Kids Camp

Copy variation #2

Looking for a school holiday experience for dads & kids (so mum can have a break 😊). Sign up for details of our January Dad & Kids Camp Out, where we take the stress out of getting back to nature as a family. Save 20% now on all pre-Christmas bookings!

- 🌴 3 Nights Camping in Gondwana Rainforest
- 🏕️ Tents & beds are all set up
- 🚗 2 hrs from Brisbane & 2 hrs from Byron Bay
- 🍗 Fully Catered - Breakfasts, Lunches, Dinners & Snacks
- 🧡 Daily activities - Bushwalking, Creek Swimming, Bush Craft & Camp Cooking



Click "Learn More" to sign up for all the details

# Choosing Images



Images for ads need colour, people (if possible) and to stop the scroll



# Choosing Images



# Choosing Images

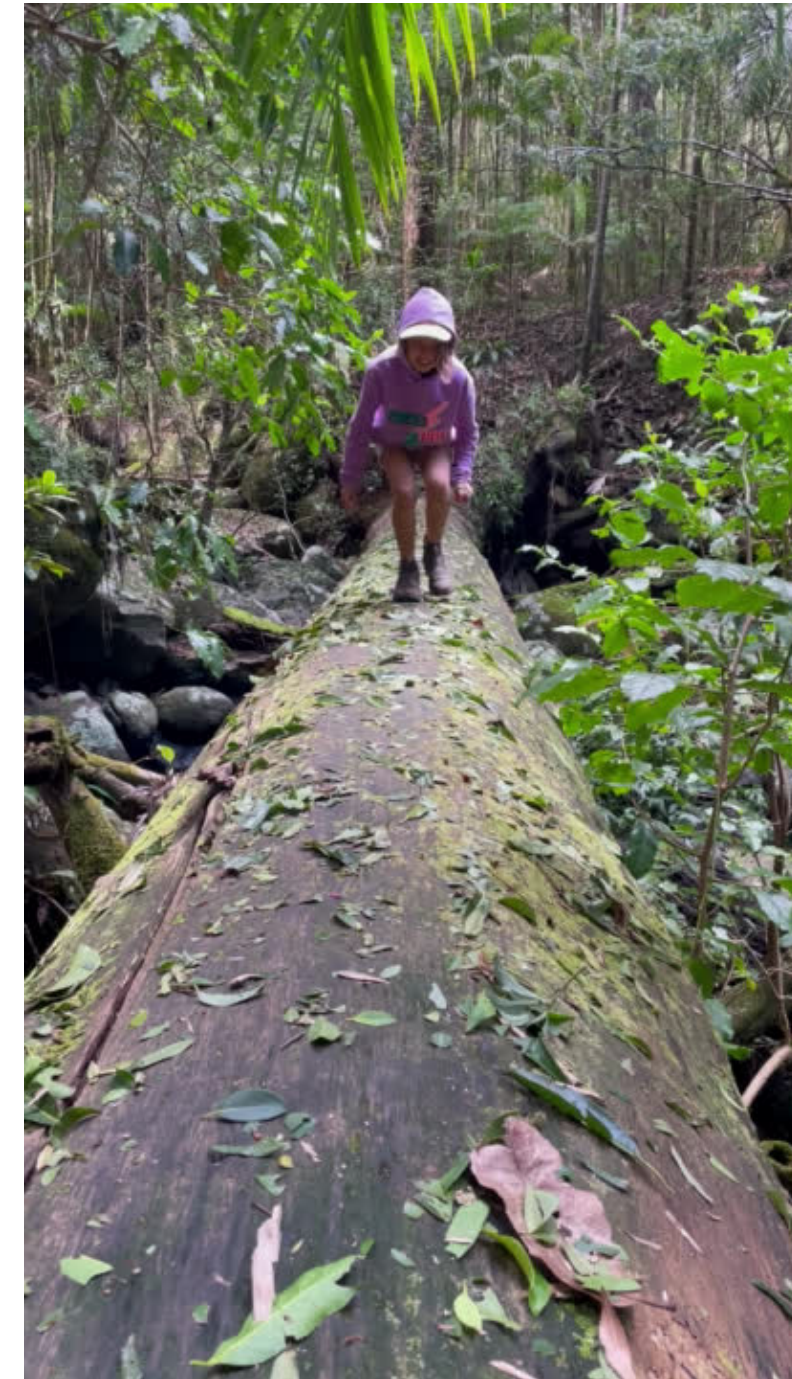


# Choosing Images





# Other image & video styles



# Magic Creative for Lead Form Ads

Here's what you'll need to have ready for your Lead Form Creative:

Two ad copy variations

2 or 3 images or videos to test

Privacy Policy on Website (required for setting up the Instant Form)