



FACEBOOK AD

Copywriting Tips for Health Practitioners

MIRANDA IVEY
MEDIA



FACEBOOK DOESN'T HATE YOU...

Let's face it, one of the biggest gripes I hear from health practitioners is "My ads never get approved, so I may as well give up". They feel like Facebook hates them. Let's get one thing clear, Facebook doesn't have it in for health & wellness businesses.

Facebook is an amazing place for businesses of any size to advertise. You can place your ad in front of people who live in a specific area, of a specific age and who may have specific interests.

Why it works so well for health professionals is that your audience may be feeling a certain way but it hasn't become such a pressing issue for them that they've started to google for answers. Or maybe they have but they're not sure who to see or what to do about it next. That's why your ad copy (the text that's associated with your ad) needs to connect with your target audience (your potential clients.)

And that's where this Facebook ad Copywriting Guide comes in.

However, first you need to get your ad approved by Facebook! So here's some common pitfalls and how you can write your ads better. This information can also be used as a guide when you want to boost a post as this is also advertising.

Over the past 4 years, I've worked with health based businesses to help them find new clients, promote online courses, healthy cooking ebooks, yoga & wellness retreats and natural health services. From website design to Facebook ads, they have always appreciated my easy to understand approach - free of marketing double speak.

My goal for you with this guide is to get your Facebook ads approved faster without the constant worry that you're doing something wrong.

All the best,

Miranda



MIRANDA IVEY
MEDIA





1. AVOID OVERUSING 'YOU'

For example, by directing people to your free download where they sign up with their email, you can then follow up with emails or retargeting ads to get them to convert to book in a consultation, buy a product or sign up for a course. And even if you direct people to a blog post - you can do this too!

As a Health Practitioner, you may want to talk to a specific group of people about the problems they're having and how your experience may be able to assist. The only problem is that Facebook doesn't like specific groups of people being singled out, particularly in a negative way. If your ads have been disapproved, or you're in the process of writing an ad try being more general.

For example, instead of:

"As a female sufferer of IBS, you might experience bloating after eating certain foods"

You could say something along the lines of:

"Women who experience gut issues can sometimes have bloating after eating"

2. HEALTH CLAIMS ARE OUT

You can *almost* say what you want when it comes to Facebook or Instagram post. However if you want to promote it further by boosting or using it as an ad, you need to play by the advertising guidelines. Unfortunately for Health Practitioners, the Facebook algorithm doesn't discern between real health claim and other bogus companies.

For example, an ad that may get disapproved would be:

"Lavender oil is the only way to stop getting headaches naturally"

The reason being that you're saying there's no other way to stop a headache naturally. You could instead say:

"Lavender oil may help relieve headache symptoms before they become apparent"

As with no.1, the more general you can be, the more likely your ad will be approved.

 The Goodnight Co. 
Written by  Miranda Ivey [?]. June 2 · 

Having trouble unwinding at night?
Magnesium is a healthy & easy way to do it.
✓ Reduces muscle tension
✓ Helps immune function
✓ Rapidly absorbed
Our new magnesium sprays in peppermint & Spearmint are fast, easy and effective. No mess, no fuss solution that's perfect for home & travel.
Try for yourself today ❤ ----> <http://bit.ly/2JaxaZk>



THEGOODNIGHTCO.COM.AU
Unwind & Relax with our New Magnesium Spray

[Learn More](#)

MIRANDA IVEY
MEDIA



3. KEEP IT SIMPLE

When I've worked with practitioners one thing always becomes clear, with all the health knowledge you have - you're essentially scientists! However, what you need to remember is that it's your job when you're marketing your business is not to overload people with too much information.

Think of it like meeting someone at a party and they only talk about what they do in a highly technical way, would you be interested? Keep the facts to the essentials, technical jargon to a minimum and acronyms out of your ads. Even if you think that everyone knows what PMS, IBS or HRT are, you'll turn people off if you assume so.

Remember, when advertising on Facebook, your goal is get to get as many people as interested as possible.

Below are two very different ads, one may appeal to you more than the other but the one on the right definitely keeps it simple!

This is a sponsored Facebook post from the page 'optimoz'. The post shows a collection of Primal Collective products including a stainless steel water bottle, a hunting knife, a torch, and containers of 'ROASTED CRICKETS' and 'FAT'. The caption reads: 'Avoid smoke-signalling zombies by cooking with Primal Collective FAT (its high smoke point will keep your profile low); run for longer with Primal Collective Roasted Crickets (a complete source of protein while also rich in vitamins A, B12, iron and calcium; combat the zombie virus by keeping your brain fit and healthy with our Vegan Omega 3 Marine Algae Oil capsules; then you've got your hunting knife, throwing axe, high-lumen torch and stainless steel water bottle. And you're on.' There are 300 likes and a link to 'View all 29 comments'.

This is a sponsored Facebook post from 'Adore Beauty'. It features a product shot of 'The Ordinary' skincare serum bottle against a background of crumpled gold paper. The caption reads: 'What CAN'T this serum do?' Below the image is a link to 'ADOREBEAUTY.COM.AU Kim K Is Using This \$18 Anti-Ageing Serum'. The post has 1.9K likes, 3.4K comments, 176 shares, and includes options to 'Like', 'Comment', and 'Share'.



4. WRITE LIKE A HUMAN

We're on Facebook to connect with our family and friends. As users we put up with ads as they're the price of the platform being free. So as advertisers we need to remember that our ads need to be part of the conversation and not interrupt.

I recently worked with a Health Practitioner who had a 'day job' working for the Government. I had to continually remind her that she wasn't writing a government report and to write as a person would speak. This includes contractions (you're instead of you are) and more informal language. If you tend to be more of a formal writer, read your Facebook post or ad aloud to see if it makes sense. Or ask someone else to!

Nourished Life
Sponsored · 1

This next blog is a really personal one, I'm almost 43 and I do regret not looking after my skin better in my pre toxin-free life. I do have to say though that I am positive that I look younger now 5 years after switching to organic skincare. I have tried a lot of natural anti-aging lotions and potions over the years and I wanted to share with you what I use religiously.

Guide to the Best Natural Anti-Ageing Skin Care | Nourished Life
nourishedlife.com.au

300 29 comments 51 shares

Well Nourished
Written by Dotti Media [?] · January 22, 2017 · 1

Want to send your kids back to school with healthy lunches that they'll actually eat? The Well Nourished Lunchbox eBook features over 50 recipes for school lunches, ALL of which are nut-free, wheat-free, refined sugar-free and designed for kids of all ages (and parents too!) BACK TO SCHOOL SPECIAL: Save 10% off with code NEWYEAR

Clients - G Drive
[...google.com/.../0ByTw9JxlyOF9LUNYTjdKbl...](http://wellnourished.co...)

Lunchboxes Made Easy! Save 10% [Learn More](#)

Sandwich Free Lunch Inspiration - Whole Food...

www.lastminute.com.au
Sponsored · 1

Yo Byron Bay fans. Read this ↓

Byron's HOTTEST new hotel is here
Hello best weekend ever.
lastminute.com.au

332 72 Comments 38 Shares

I Quit Sugar
Sponsored · 1

Despite the myth that being vegetarian means you only eat broccoli, it's not always easy to get enough veggies on your plate! Stuck for ideas? We've devised a 2-day vegetarian sugar detox that offers a little taste of the kind of food you'll eat on our 8-Week Program Vegetarian Meal Plan. (In case you missed it, we also did one for omnivores, which is linked below too.)

A free 2-day sugar detox plan... that's entirely vegetarian! iquitsugar.com

Learn More



5. NUMBERS GET ATTENTION

When it comes to ad copywriting, some grammar rules don't apply. You may know the writing rule that 'any number 12 and under should be written out in full.' However when it comes to online copywriting, we're dealing with very short attention spans. It's widely accepted that your website has around 3 seconds to make an impression on new visitor before they click away, and I think it's fair to say that your Facebook ad has even less time to make an impression! (How many ads do you scroll past in a day?!)

That's why, doing anything to stand out, while making your ad easier to read, whether it's numbers, exclamation points or adding in emoji will all serve you well.

Natural Health Nat Kringoudis Sponsored · 114 6 Comments 8 Shares

Join the 10,000+ women who have taken on the 5 day challenge and say 'good bye' to hormone imbalance and hello to a happier, lighter and more vibrant self!

5 Day Re-Charge Challenge Ready to feel fresh, vibrant, light and amazin... www.natkringoudis.com Learn More

Like Comment Share

Suggested Post Welleco. Sponsored · 157 16 comments 7 shares

Try a WelleCo 2-in-1 smoothie for breakfast! 2 plant based powders in one drink for 15 health and beauty benefits! Buy together and SAVE \$20!

Drink this for 15 health benefits and SAVE welleco.com.au Shop Now

Sprout Market Sponsored · 157 16 comments 7 shares

What does our in-house nutritionist have to say about Nutritional Yeast? "Nutritional yeast is an edible, inactive yeast made from plants, not to be confused with a pathogenic, invading yeast! It offers an impressive 71% protein, by weight, and is rich in an array of nutrients, containing over 14 minerals and 17 vitamins! Particularly known for its B vitamin, chromium & amino acid content, it provides satiety, energy, blood sugar-stabilisation & healthy hair. My favourite combination is it sprinkled on a kale salad, but it can also be added to soups, sauces & vegan dips for its "cheesy" taste"

Provides satiety, energy, blood sugar-stabilisation & healthy hair sproutmarket.com.au Learn More



BUT FIRST, COFFEE.

As a user of social media to promote yourself or your business, you must always remember that your job is to build trust with your fans, followers and potential customers so that they will then work with you. If you try and get to know them and then ask them to fork over hundreds of dollars in one ad or post, you might find that your ads fall flat. That's why I like to help Health Practitioners understand it's important to introduce yourself to potential customers and 'ask them out for coffee' before going all in and asking them to pay for your products and services. You can use your Facebook ads to warm up your potential clients / customers by sharing your knowledge to help them with their problems - for free.

You can do this with:

- > An informative blog post
- > A free download or guide
- > A video training or webinar
- > A Facebook post with relevant information (similar to a blog but they read it on Facebook - not on your website)

Be offering some advice for free in your Facebook ads, you're more likely to attract more people to click through and visit your website. If you only go straight to 'Book a Consult' you may find that people are turned off.

For example, by directing people to your free download where they sign up with their email, you can then follow up with emails or retargeting ads to get them to convert to book in a consultation, buy a product or sign up for a course. And even if you direct people to a blog post - you can do this too!

As a general rule of thumb, Facebook may give your posts with website links in them lower organic (unpaid) reach, and that's why you might want to spend some money to direct more people there - and use this guide when writing your ads!



GET MORE TRAFFIC & LEADS

When you post on your Facebook page, you can do this for free and as often as you like. However you may find that your posts with website links (that's links you've added to send people to your website to find out more) get lower reach. If it's something that you want people to see, particularly more people than those who already like your page, you'll need to run a paid traffic ad.

Most people have had a go at running ads by hitting 'boost post' however this type of ad isn't actually designed to get people to visit your website. That's because the objective of this ad is to gain more engagement - not traffic. For that, you'll want to run a traffic ad.

Before you start spending hours trying to figure out the Ads Manager, head to mirandaivey.com/adscourse to find out how you can start getting more traffic to your website & leads to your business - fast.

MIRANDA IVEY

facebook.com/mirandaiveymedia
instagram.com/mirandaiveymedia
mirandaivey.com

