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An ad needs a useful destination.

Before launch, check what happens after someone clicks.

A clear plan for the work.

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Match the offer, page and next step.

Does the page answer the search or ad? Is the offer clear? Can someone enquire or buy on a phone?

One useful step at a time.

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Bring the campaign pieces together.

Google Ads or Meta Ads, copy, creative, landing pages and agreed tracking. Scope the work and budget before launch.