Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

WHAT MAKES ADVERTISEMENTS WORK

Understand why some advertisements attract attention, create trust, and generate results while others are ignored.

ACTION CHECKLIST

☐ **Step 1 – Understand what makes advertisements work**
Learn why people react to some advertisements and ignore others.

☐ **Step 2 – Understand Paid Visibility**
Learn how paid advertising helps you reach more people and increase the visibility of your content

☐ **Step 3 – Evaluate advertisement messages**
Identify what makes an advertisement feel relevant and trustworthy.

☐ **Step 4 – Understand campaign objectives**
Learn how different advertising objectives support different business goals.

☐ **Step 5 – Plan your next post**
Think about the goal of your advertisement, who it is intended for, and what action you want people to take after seeing it.

Step 1 – Understand What Makes Advertisements Work

Organic visibility helps people discover your business naturally through valuable content, conversations, and recommendations. It usually takes time to build, but it also helps create trust with your audience.

What are some ways people might discover your content organically?

☐ Posts

☐ Reels

☐ Stories

☐ Shares

☐ Comments

☐ Recommendations

☐ Other: _____

What could you do this month to improve your organic visibility?

_____

_____

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Notes

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Step 2 – Understand Paid Visibility

Paid visibility helps you reach more people faster, but it works best when it builds on a clear message and strong content. Advertising increases visibility — it does not replace trust.

If you decided to use paid advertising, what would be your first goal?

☐ Increase visibility

☐ Promote a webinar

☐ Generate leads

☐ Grow awareness

☐ Reach new audiences

☐ Promote a course or service

☐ Other: _____

How could paid visibility support your business goals in the future? Think about visibility, leads, webinar registrations, enquiries or sales.

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Notes

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Step 3 – Understand Engagement

Engagement tells social media platforms that people find your content useful or interesting. Strong engagement can help your content reach even more people organically.

Which actions count as engagement?

☐ Likes

☐ Comments

☐ Shares

☐ Saves

☐ Link Clicks

☐ Video Watch Time

☐ Profile Visits

Which type of engagement would you most like to encourage?

_____

_____

Why?

_____

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Notes

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Step 4 – Evaluate Your Content

Not every post needs advertising. Before spending money, think about which content already provides value and creates engagement naturally. These are often the best posts to promote later.

Which type of content do you believe would connect most strongly with your audience? If you were to promote one piece of content with advertising later, which type of content would you choose

☐ Educational Content

☐ Trust-Building Content

☐ Personal Stories

☐ Behind-the-Scenes Content

☐ Invitation Content

☐ Video Content

☐ Other: _____

Why do you think this content would be valuable to your audience?

_____

_____

Would you consider promoting this content with paid advertising later? Why or why not?

_____

_____

Notes

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Step 5 – Plan Your Next Post

Successful advertisements rarely happen by chance.

Before creating your advertisement, think about its goal, who it is for, and what action you want people to take.

Choose one thing you would like to test with your next post.

☐ A different topic

☐ A different format

☐ A stronger opening hook

☐ A different call-to-action

☐ A video instead of an image

☐ A personal story

☐ Other: _____

What would you like to test?

_____
_____
_____

How will you know if your experiment was successful?

_____
_____

_____

Notes

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What is the next thing you need to do?

_____

_____

_____

Your Next Action

Before the next lesson:

☐ Choose one piece of content you believe has the greatest potential.

☐ Publish or improve it.

☐ Observe how people respond before thinking about paid advertising.

For This Session

Share your post or a screenshot of your post in the WoDiLab Facebook group.

You can also share:

- what you tested
- what type of content you created
- what you learned from the experience

By sharing, you:

- gain confidence
- receive feedback
- inspire others

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Create and publish one social media post

Total: 5 XP

✨ Visibility grows through consistent testing, learning, and connection. Every post teaches you something valuable about your audience.