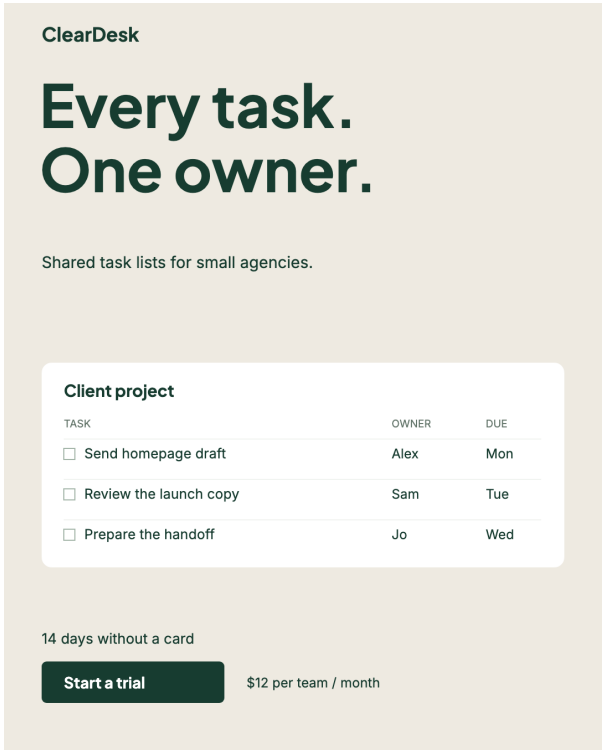
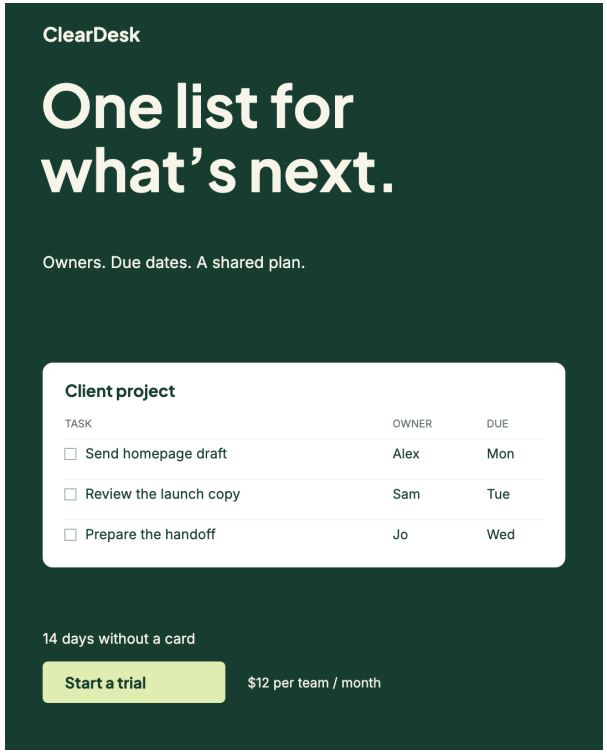
ClearDesk launch campaign

Start a trial and assign an owner to a first task.



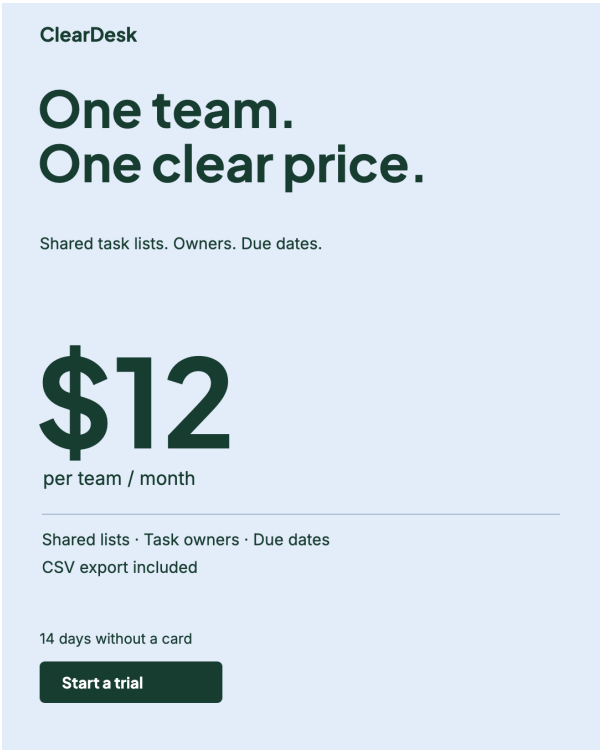
Give the work an owner

Recommended first



Make the weekly review clearer

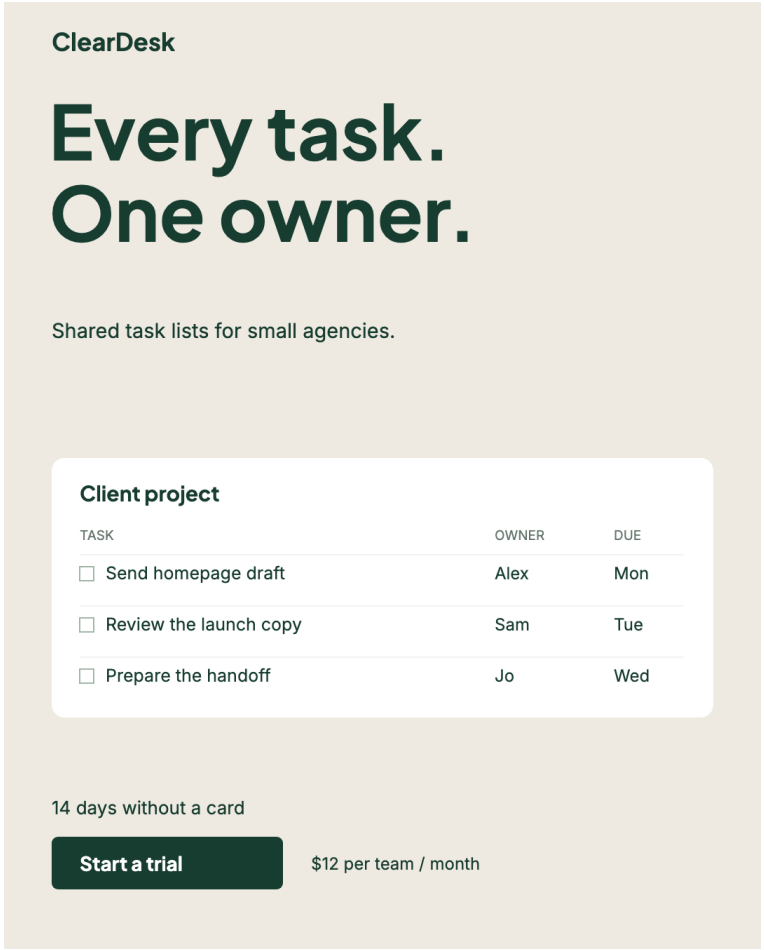
Team coordination

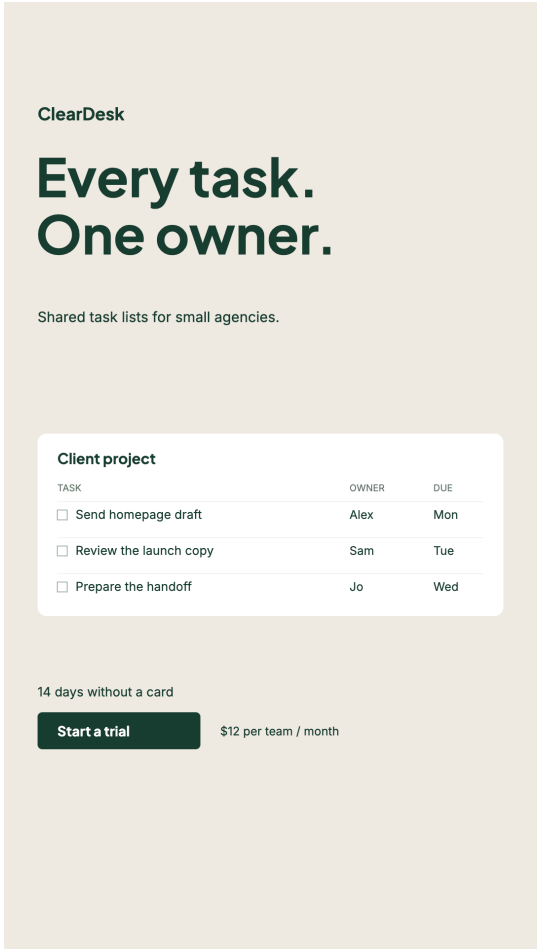


Make the price easy to understand

Price clarity

Give the work an owner





Task ownership

Feed 1080 × 1350
Story 1080 × 1920

Full-resolution images can be downloaded from the delivery page.

Give the work an owner copy

Primary ad text

The next task needs a name next to it. Give each task an owner and a due date in ClearDesk, then review the shared list together. Try it for 14 days without a card.

Headline

Give every task an owner

Call to action

Start a trial

Landing page

https://example.com/cleardesk

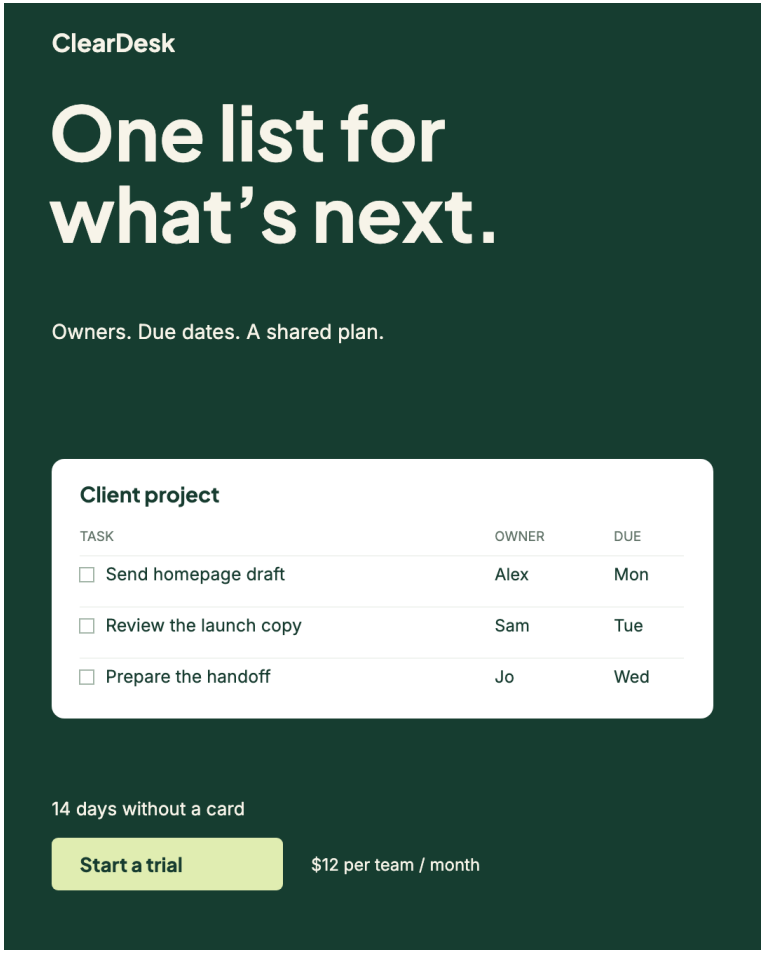
Why this concept

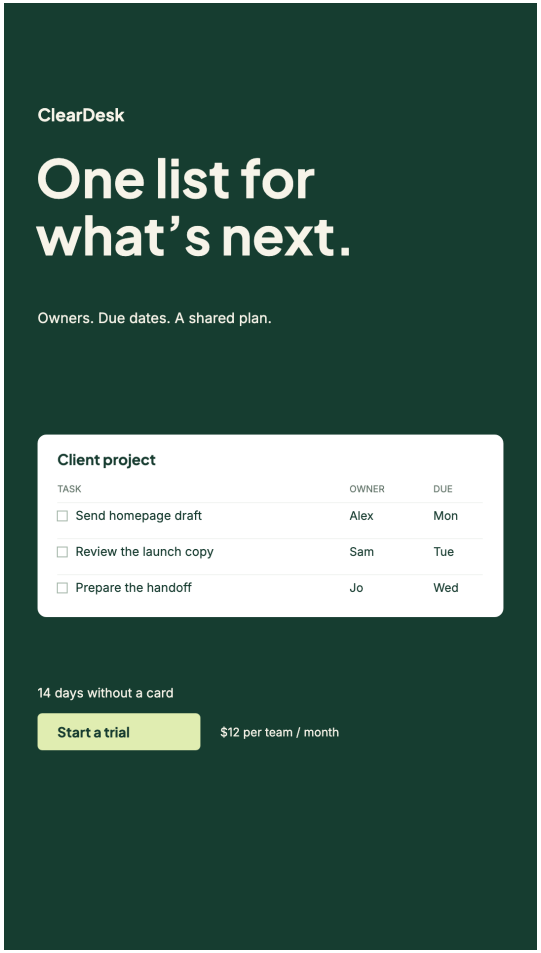
Start here. A clear ownership problem gives the audience a concrete reason to try the product.

What to test

More landing-page visitors create and assign a first task than with the price-led concept.

Make the weekly review clearer





Team coordination

Feed 1080 × 1350
Story 1080 × 1920

Full-resolution images can be downloaded from the delivery page.

Make the weekly review clearer copy

Primary ad text

Bring the shared task list to your next team review. Check owners and due dates, then export a CSV if someone needs a separate copy. ClearDesk is $12 per team per month after a 14-day trial.

Headline

Bring the plan to your next review

Call to action

Start a trial

Landing page

https://example.com/cleardesk

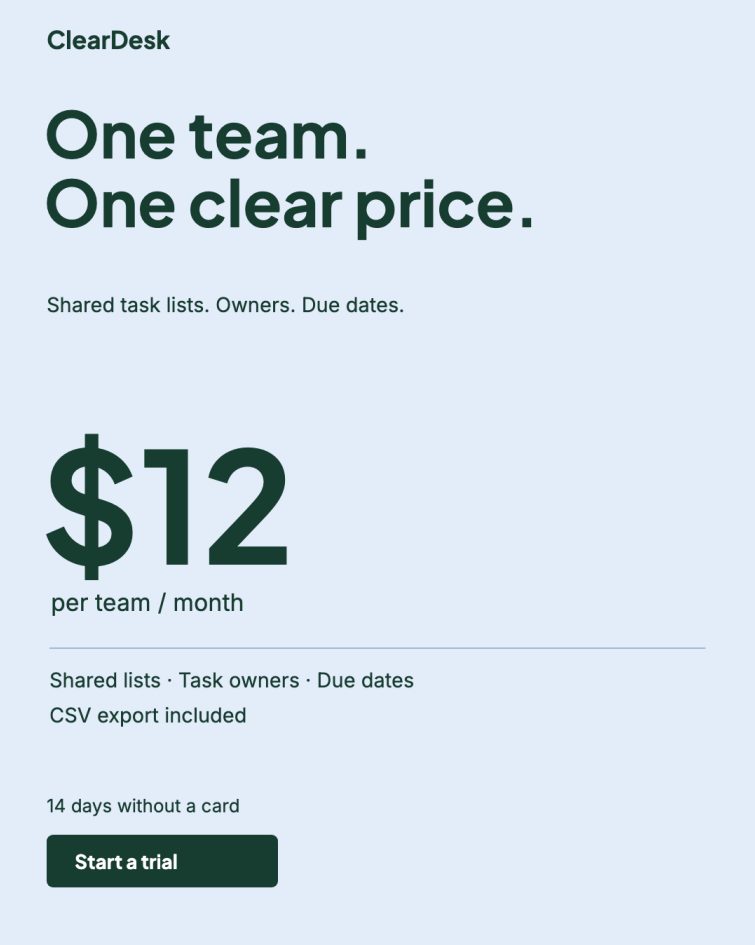
Why this concept

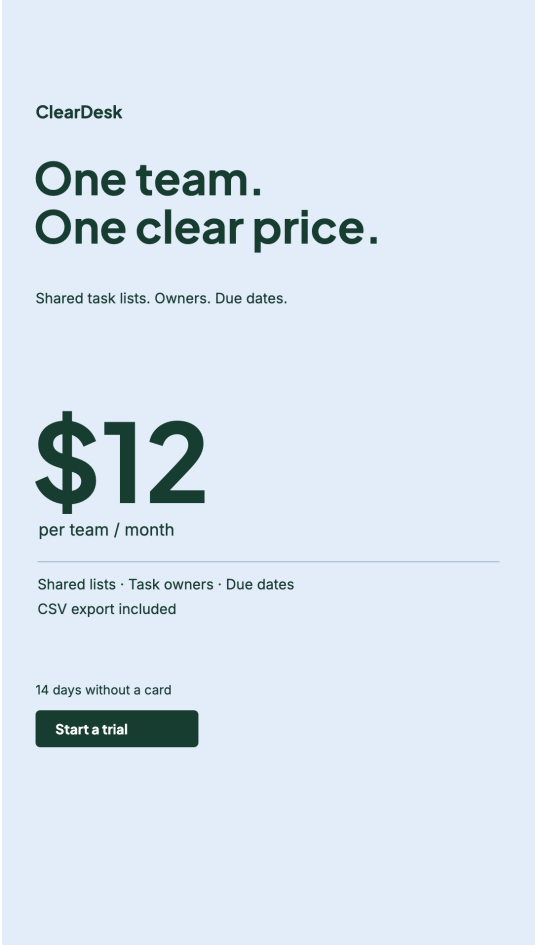
For agency owners who already hold team check-ins. Show how the product fits an existing routine.

What to test

More trial users return to review their list than with the ownership concept.

Make the price easy to understand





Price clarity

Feed 1080 × 1350
Story 1080 × 1920

Full-resolution images can be downloaded from the delivery page.

Make the price easy to understand copy

Primary ad text

ClearDesk gives your team shared task lists, task owners, due dates, and CSV export for $12 per team per month. Start with 14 days without a card.

Headline

ClearDesk is $12 per team per month

Call to action

Start a trial

Landing page

https://example.com/cleardesk

Why this concept

For people comparing task tools. State the offer plainly and let the product demonstration do the rest.

What to test

More landing-page visitors start a trial than with the ownership concept; also check how many activate.

Your first campaign test

Audience: Owners of small creative agencies

Goal: Start a trial and assign an owner to a first task.

Proposed budget: $300.00 maximum, with a $100.00 ceiling per concept. Nothing has been spent or published by this delivery.

Start with Give the work an owner. Keep the audience and destination comparable when testing the other concepts. Low volume may be inconclusive.

Before launch

Confirm the product facts, price and trial terms. Replace example destinations with a real landing page. Check the creative in each placement, confirm consent and conversion measurement, and approve the budget in the ad account.

Measure the useful action described in the campaign goal, not clicks alone. Review the cost per completed action before approving more spend.

This is a fictional business example with illustrative product screens. It is not evidence of advertising performance.

Template ad-campaign 1.0.0. Skill revision 1f837447b20bb6f0e72d87b80ece1c221c362c7d.