

Copy

Client: Morocco Method

Date: 11/2014

Re: Marketing –AdWords Campaign– **Ad and Landing Page Copy**

AdWords - Copy

\$10 OFF boar bristle brushes

MM European boar bristle brushes beautify and strengthen your hair – **from only \$19!**
MoroccoMethod.com

Landing Page – **boar bristle brushes**

Welcome! Thank you for your interest in Morocco Method's boar bristle brushes. Brushing with boar bristles naturally draws out essential oils to strengthen your hair and create a beautiful shine. Our brushes are made from humanely-harvested European boars, and feature a sturdy wood handle and an oval pad to ensure the brush conforms to the shape of your head. If you've never used a boar hairbrush, you're in for a surprise – it feels great, and the results are fabulous!

Morocco Method also offers shampoos, conditioners, henna dyes and other natural beauty products. Join our Healthy Hair Club to enjoy discounts and special offers on a regular basis.

What do you want to do now?

Button: **MM boar bristle brushes pricing**

- Redirect: E-Commerce page
 - Pop Up: MM Healthy Hair Club

Button: **MM boar bristle brushes information**

- Reveal 1: Boar bristle brush video
 - Video
- Button appears at video conclusion: Give me more information
 - Reveal 2: MM boar bristle brush blog

End of page

AdWords - Copy

15% OFF henna hair dyes

For blonde, brown, black & gray hair. 100% pure and natural. Look great – save today!
MoroccoMethod.com

Landing Page – **Henna hair color**

Welcome! Thank you for your interest in Morocco Method's henna hair colors. Our 100% pure henna hair dyes use no chemical additives or irritants and provide a deep, rich color while conditioning your hair and scalp. We offer henna dyes for blonde, brown and black hair and to recolor greys. If you've never used henna to color and add luster to your hair, it's easier than you think –and the results are fabulous!

Morocco Method also offers shampoos, conditioners, henna dyes and other natural beauty products. Join our Healthy Hair Club to enjoy discounts and special offers on a regular basis.

What do you want to do now?

Button: **MM henna hair color pricing**

- Redirect: E-Commerce page

- Pop Up: MM Healthy Hair Club

Button: **MM henna hair color information**

- Reveal 1: henna hair color video
 - Video
- Button appears at video conclusion: Give me more information
 - Reveal 2: MM henna hair color blog

End of page

AdWords - Copy

15% OFF apple vinegar shampoo

MM Apple Cider Vinegar Shampoo balances pH to restore healthy hair & scalp. Save Now!
MorroccoMethod.com

Landing Page – **Apple Cider Vinegar Shampoo**

Welcome! Thank you for your interest in Morrocco Method's Apple Cider Vinegar Shampoo. Our apple cider vinegar shampoo is a low-foaming, anti-bacterial shampoo that helps balance the pH of the hair and scalp even as it increases blood circulation. It's great for all hair types: long or short, curly or straight, thick or fine. Apple cider vinegar shampoo is a perfect change-up from your usual shampoo – and your hair and scalp will love it!

Morrocco Method also offers shampoos, conditioners, henna dyes and other natural beauty products. Join our Healthy Hair Club to enjoy discounts and special offers on a regular basis.

What do you want to do now?

Button: **MM Apple Cider Vinegar Shampoo pricing**

- Redirect: E-Commerce page
 - Pop Up: MM Healthy Hair Club

Button: **MM Apple Cider Vinegar Shampoo information**

- Reveal 1: Apple Cider Vinegar Shampoo video
 - Video
- Button appears at video conclusion: Give me more information
 - Reveal 2: MM Apple Cider Vinegar Shampoo blog

End of page

AdWords - Copy

\$15 Xtra-large scalp massager

4-1/2" wide MM scalp massager releases tension, stimulates scalp and brain. \$15!
MorroccoMethod.com

Landing Page – **scalp massager**

Welcome! Thank you for your interest in Morrocco Method's scalp massager. It's the ultimate scalp therapy! MM's scalp massager stimulates blood circulation, releases tension in the scalp and invigorates your brain. Our scalp massager is extra-large – a full 4-1/2" in diameter – and is flexible to conform to the contours of your head. If you've never used a scalp massager, you're in for a treat!

Morrocco Method also offers shampoos, conditioners, henna dyes and other natural beauty products. Join our Healthy Hair Club to enjoy discounts and special offers on a regular basis.

What do you want to do now?

Button: **MM scalp massager pricing**

- Redirect: E-Commerce page

GA

- Pop Up: MM Healthy Hair Club

Button: **MM boar scalp massager information**

- Reveal 1: scalp massager video
 - Video
- Button appears at video conclusion: Give me more information
 - Reveal 2: scalp massager blog

End of page
