

# “Before and After” Banner Rewrites

- Client:** Laredo Group: developer/marketer of online training seminars  
**Objective:** Drive landing page visits for series of 2-day training seminars held nationwide  
**Audience:** **Before & After example** targeted to newspaper, magazine, broadcast execs/staffs seeking stronger online skills to sell online strategy to clients more successfully.  
**Challenge:** Keep same “get smart” theme, click button: just less copy, more dynamic sell message
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## Client’s “Before” (4 animated frames)

## My “AFTER” version rewrite:

**Get Smart**  
**Sell More, Sell Faster, Sell Easier**

Laredo Group makes it easy for you.  
Take the Laredo Group How-To Course  
Intelligent Selling of Internet Advertising and you'll:

1. Learn industry terms, concepts and technologies.
2. Learn how to build trust to close more deals.
3. Become a true digital seller and sell more online-only and integrated advertising programs.

**CLICK HERE TO GET SMART**

**LAREDO GROUP**  
www.laredogroup.com

### Frame 1:

Learn to sell interactive like a *pro*

### Frame 2:

Talk online strategy with *ease*

### Frame 3:

Close more *deals*; boost ad *revenue*

### Frame 4:

Attend today; be an expert *next day*

## ***Redid 7 Banners total: 2 additional excerpts below:***

### General Laredo Branding

- Frame 1: Master *interactive* to maximize your *ROI*  
Frame 2: See why Fortune 500's say: "Laredo courses *work!*"  
Frame 4: 20,000 trained- be the next to *profit*  
Frame 3: Attend today; enjoy results by *next day*

### Search Marketing Seminar

- Frame 1: Squeeze *more* profit from every search dollar  
Frame 2: Drive stronger SEM and PPC *results*  
Frame 3: Learn it *all*: budgeting to bottom-line metrics  
Frame 4: Train today; *profit* by next day