



Pause Ad Profits

Campaign Recipe Book

10 complete pause-ad campaign plans you can adapt quickly

Created for Pause Ad Profits users

How To Use The Recipes

Each recipe gives you a goal and a three-ad rotation. You can use the matching PNG templates, customize the editable slides or build regular PAP ads with the suggested headline, supporting-text angle and CTA. Begin with two or three ads, collect statistics and replace the weakest message.

1. Affiliate Recommendation Campaign

Goal: Turn an educational or review video into clicks for one recommended product.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Curiosity	See The Tool I Use Every Week	Introduce the recommendation without making an aggressive pitch.	View My Recommendation
Ad 2 – Demonstration	Watch The Full Walkthrough	Send viewers who want proof to a demo, review or feature page.	Watch The Demo
Ad 3 – Bonus	Claim The Bonus Before It's Gone	Use when your affiliate link includes a genuine bonus package.	Get The Bonus

Setup Note: Rotate all three ads evenly. Keep every destination on the same product path so the campaign remains focused.

2. Lead Magnet Campaign

Goal: Convert video viewers into email subscribers with one useful free resource.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Direct Offer	Get The Free Checklist	Match the checklist directly to the video topic.	Download It Free
Ad 2 – Outcome	Turn More Visitors Into Leads	Lead with the result instead of the format.	Show Me How
Ad 3 – Relationship	Want More Practical Ideas?	Invite viewers who value ongoing tips to join your list.	Join The List

Setup Note: Use a simple opt-in page. Avoid sending the three ads to unrelated lead magnets.

3. Webinar Registration Campaign

Goal: Move engaged viewers from an educational video into a live or evergreen event.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Invitation	Reserve Your Seat	Present the event as the logical continuation of the video.	Reserve My Seat
Ad 2 – Urgency	Seats Are Filling Fast	Use only when registration or attendance is genuinely limited.	Claim My Spot
Ad 3 – Value	Free Masterclass Invitation	Highlight the framework, demonstration or outcome.	Register Free

Setup Note: Pause the urgency ad after registration closes. Replace it with the replay campaign instead of leaving an expired message live.

4. Replay Rescue Campaign

Goal: Recover value after a live webinar by directing video viewers to the replay.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Availability	The Replay Is Ready	Make the next step obvious.	Watch The Replay
Ad 2 – Missed Event	Couldn't Join Us Live?	Reassure viewers that they can still see the complete presentation.	Get Replay Access
Ad 3 – Deadline	Replay Access Ends Soon	Use when the replay has a real closing time.	Watch It Now

Setup Note: Keep the replay page simple and make sure the expiration message remains accurate.

5. Software Demo Campaign

Goal: Turn a tutorial, comparison or problem-solving video into software trials or sales.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Problem Solver	Automate The Busywork	Connect the software to the repetitive task shown in the video.	See The Tool
Ad 2 – Proof	See The Software In Action	Offer a short demo for viewers who want to verify the workflow.	View The Demo
Ad 3 – Time Benefit	Save Hours Every Week	Emphasize the time or effort the software can reduce.	Start Saving Time

Setup Note: Send viewers to a demo, trial or focused sales page. Do not rotate unrelated software offers inside the same campaign.

6. Coupon Countdown Campaign

Goal: Use a limited promotion without overwhelming the viewer.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Announcement	The Special Deal Is Live	Introduce the promotional price.	Get The Deal
Ad 2 – Coupon	Your Discount Is Ready	Show the coupon message when a code or private link is required.	Use My Coupon
Ad 3 – Deadline	This Offer Ends Tonight	Use only during the genuine final period.	Claim It Now

Setup Note: Remove deadline ads immediately after the promotion. Evergreen videos should fall back to a normal offer campaign.

7. Membership Upgrade Campaign

Goal: Encourage existing users or members to move from a basic plan to a higher tier.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Features	Unlock The Pro Features	Name the most valuable features or limits on the destination page.	Upgrade To Pro
Ad 2 – Capacity	Need More Room To Grow?	Focus on campaigns, domains, views or other limits.	Increase My Limits
Ad 3 – Value	Get More From Your Membership	Present the upgrade as a natural next step.	See The Upgrade

Setup Note: Place these ads in training or account-help videos where the viewer already understands the basic product.

8. Cross-Promotion Campaign

Goal: Recommend a complementary resource without distracting from the current video.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Next Step	A Useful Next Step	Connect the new resource to what the viewer is learning.	Explore The Resource
Ad 2 – Partner	Partner Spotlight	Use for a trusted partner or closely related service.	Meet The Partner
Ad 3 – Bundle	Complete Your Marketing Toolkit	Show how the resource fills a clear gap.	See What Is Included

Setup Note: Cross-promote only closely related tools. Relevance is more important than the number of offers available.

9. Client Lead-Generation Campaign

Goal: Use PAP as a client service to create inquiries, bookings or quote requests.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Consultation	Ready To Discuss Your Project?	Invite qualified viewers to take the next step.	Book A Consultation
Ad 2 – Quote	Get A Fast Project Quote	Use when the client has a clear quote or estimate process.	Request A Quote
Ad 3 – Proof	See What We Have Done For Others	Send viewers to testimonials, case studies or a portfolio.	View The Results

Setup Note: Client use requires PAP Agency & Commercial access. Keep each client campaign isolated and use approved-domain controls.

10. Video Content Upgrade Campaign

Goal: Use a content video to offer a worksheet, checklist or companion resource.

Ad	Headline	Supporting Angle	CTA
Ad 1 – Companion	Get The Companion Worksheet	Offer something that helps viewers apply the video.	Download The Worksheet
Ad 2 – Summary	Want The Step-By-Step Version?	Offer a written guide or printable checklist.	Get The Guide
Ad 3 – Updates	Get More Lessons Like This	Invite the viewer to subscribe for future content.	Join The List

Setup Note: This campaign works especially well for tutorials, training videos and educational memberships.

Simple Optimization Routine

- Run a small rotation of two or three relevant ads.
- Check views and clicks after the video receives meaningful traffic.
- Keep the strongest message and replace the weakest one.
- Change one major element at a time: headline, offer angle, image or CTA.
- Pause expired offers and deadline messages immediately.
- Use separate campaigns for separate products, audiences or clients.