

## **Paid Content Assignment due 11/1**

### Part One- Ads for Facebook

Each team member will create one ad, optimized for Facebook. This ad must link to a page on the client's website.

Include all of the following elements:

- Primary text / (aka text / message) - 90 characters
- Image that meets requirements below, noting the license and linking to the source
- Link Headline (aka headline) - 25 characters
- Call to Action (limited by possibilities on Facebook)
- Description (aka link description) - 30 characters
- Display link or Link caption
- URL the ad goes to (must be formatted as a UTM)

Note that each post must include two components:

- An AdParlor mockup of the ad.
- **The text TYPED OUT and the image ON ITS OWN above your mockup.** (This is VERY IMPORTANT to enable us to edit the volume of content you produce on the tight course timeline.)

Alicia Hayden

**Image:**



**Text:** Experience the thrill of the longest dual zipline in Arizona with your family and friends!

**Call to action:** Book Now

**Headline:** Zipline Ecotours

**Description:** Push your comfort zone

**Headline:** [www.ziparizona.com/adventures](http://www.ziparizona.com/adventures)

**UTM:**


[https://www.ziparizona.com/?utm\\_source=facebook&utm\\_medium=social&utm\\_campaign=familyfriends\\_ecotour](https://www.ziparizona.com/?utm_source=facebook&utm_medium=social&utm_campaign=familyfriends_ecotour)

**Image License information:**

**Image source:** <https://pikwizard.com/photo/smiling-young-woman-looking-at-man-while-crossing-zipline-/d242b997e7d945e097cb6c6bc1bffde3>

**Image licensing:** <https://pikwizard.com/free-license>


**Adparlor Markup**



**Arizona Zipline Adventures**  
Sponsored

Like Page

Experience the thrill of the longest dual zipline in Arizona with your family & friends!



**Zipline Ecotours**  
Push your comfort zone

[WWW.ZIPARIZONA.COM/ADVENTURES](http://WWW.ZIPARIZONA.COM/ADVENTURES)


Book Now

102  
562 Comments 7 Shares


Like Comment Share

Cassandra DeNisco

## AdParlor Mockup:

**Arizona Zipline Adventures**  
Sponsored Like Page

Planning a family vacation? Check out our Zipline Tours for an unforgettable experience!

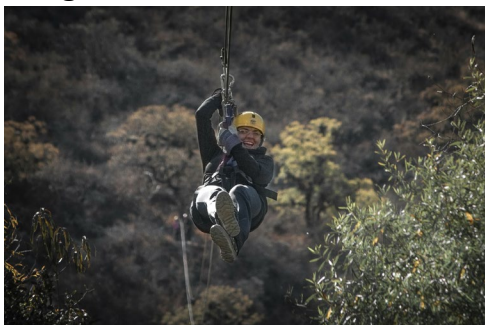


**Zipline EcoTour**  
Step out of your comfort zone!  
[ZIPARIZONA.COM/ZIPLINE-TOURS](https://ziparizona.com/zipline-tours) Book Now

20 562 Comments 311 Shares

Like Comment Share

### Image:



### Text:

- Message: Planning a family vacation? Check out our Zipline Tours for an unforgettable experience!
- Link Headline: Zipline EcoTour
- Link Description: Step out of your comfort zone!
- Link Caption: [ziparizona.com/zipline-tours](https://ziparizona.com/zipline-tours)

### UTM:

[https://www.ziparizona.com/?utm\\_source=Facebook&utm\\_medium=Facebook%20Ad&utm\\_campaign=Zipline%20EcoTour](https://www.ziparizona.com/?utm_source=Facebook&utm_medium=Facebook%20Ad&utm_campaign=Zipline%20EcoTour)

### Image License Info:


- Image Source: <https://pixabay.com/photos/zipline-zip-line-ziplining-168019/>
- Image License: <https://pixabay.com/service/license/>

Emily Ayers


image:



AdParlor Mockup:

 **Arizona Zipline Adventures** Like Page  
Sponsored

A thrilling, family friendly, safe adventure--and check out that Arizona sunset!



**Sunset Zipline**  
Through the Sonoran Desert  
[ZIPARIZONA.COM/ZIPLINE-TOURS](http://ZIPARIZONA.COM/ZIPLINE-TOURS) Book Now

124 143 Comments 50 Shares

Like Comment Share

Text

**Message:** A thrilling, family friendly, safe adventure--and check out that Arizona sunset!

**Link Headline:** Sunset Zipline

**Link Description:** Through the Sonoran Desert

**Link Caption:** ziparizona.com/zipline-tours


Image License: <https://www.freeimages.com/license>

Image Source: <https://www.freeimages.com/photo/zip-line-1563291> by Mike Goodwin

UTM:[https://www.ziparizona.com/?utm\\_source=Facebook&utm\\_medium=Facebook&utm\\_campaign=sunset\\_tour](https://www.ziparizona.com/?utm_source=Facebook&utm_medium=Facebook&utm_campaign=sunset_tour)


Erica Myers

### AdParlor Mockup:



**Arizona Zipline Adventures**  
Sponsored Like Page

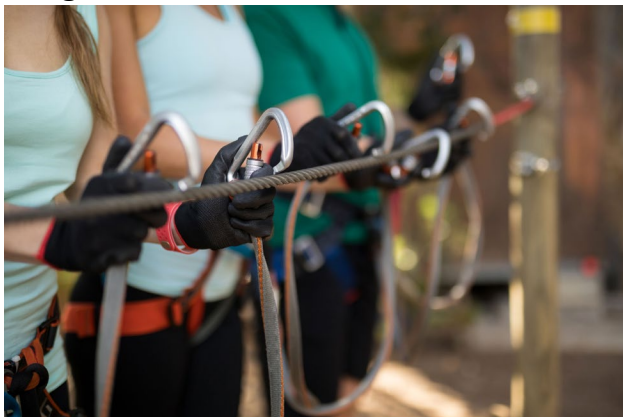
Zip alongside a friend or loved one over the Sonoran Desert!



**AZA Zipline EcoTour**  
Let the adventures begin!  
[ZIPARIZONA.COM/ADVENTURES](https://www.ziparizona.com/adventures) Book Now

Like Comment Share 42 7 Comments 4 Shares

### Image:



### Text:

- Message: Zip alongside a friend or loved one over the Sonoran Desert!
- Link Headline: AZA Zipline EcoTour

- Link Description: Let the adventures begin!
- Link Caption: ziparizona.com/adventures

**UTM:**


[https://www.ziparizona.com?utm\\_source=fb&utm\\_medium=sponsored&utm\\_campaign=friendsfamily](https://www.ziparizona.com?utm_source=fb&utm_medium=sponsored&utm_campaign=friendsfamily)

**Image License Info:**

- Image Source: <https://pikwizard.com/photo/friends-getting-ready-to-zip-line-in-park-on-a-sunny-day/f6a3d8db7afb501f5933223ae663e8b7>
- Image License: <https://pikwizard.com/free-license>

John Alvear


**AdParlor Mockup:**



**Arizona Zipline Adventures**  
Sponsored

Like Page

High flying fun for the whole family. Book your next experience with us today!



**Autumn Zipline EcoTour**  
Come soar with us!

[ZIPARIZONA.COM/ADVENTURES](https://ziparizona.com/adventures)

Book Now

144 19 Comments 22 Shares

Like Comment Share

**Image:**



**Text:**

- Message: High flying fun for the whole family. Book your next experience with us today!
- Link Headline: Autumn Zipline EcoTour
- Link Description: Come soar with us!
- Link Caption: ziparizona.com/adventures

**UTM:**

[www.ziparizona.com?utm\\_source=facebook&utm\\_medium=post&utm\\_campaign=Autumn%20EcoTour](http://www.ziparizona.com?utm_source=facebook&utm_medium=post&utm_campaign=Autumn%20EcoTour)

**Image License:**

- Image Source: <https://pixabay.com/photos/climb-sport-children-zipline-5485876/>
- Image License: <https://pixabay.com/service/license/>

Mary Gaston

## AdParlor Mockup



**Arizona Zipline Adventures**  
Sponsored

Like Page

Grab your coats and your family to experience the fall flora of the Sonoran Desert.



### Autumn Zipline EcoTour

Brisk tours of fall time!

[ZIPARIZONA.COM/ZIPLINE-TOURS](http://ZIPARIZONA.COM/ZIPLINE-TOURS)

Book Now

32

61 Comments 19 Shares

Like

Comment

Share

Image:



Text:



- **Message:** Grab your coats and your family to experience the fall flora of the Sonoran Desert.
- **Link Headline:** Autumn Zipline EcoTour
- **Link Description:** Brisk tours of fall time.
- **Link Caption:** ziparizona.com/zipline-tours

**UTM:**

[https://www.ziparizona.com/?utm\\_source=Facebook&utm\\_medium=Social&utm\\_campaign=Autumn\\_Zipline\\_Tour](https://www.ziparizona.com/?utm_source=Facebook&utm_medium=Social&utm_campaign=Autumn_Zipline_Tour)

**Image License:**

- **Source:** <https://pixabay.com/photos/zipline-ziplining-trees-sport-4135588/>
- **License:** <https://pixabay.com/service/license/>

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## Part Two- Google Ads

Each team member will create one Google Ad that is an expanded text ad with extensions, to run on the Google Search Network. It must link to a page on the client's website.

Include all of the following elements:

- 3 30-character headlines
- 2 90-character descriptions
- 2 15-character display paths
- 4 sitelink extensions

- 4 callout extensions
- Call extension (only if it has a physical retail location)
- Location extension (only if it has a physical retail location)
- The page on the client's site you plan to link to

Note that you must include all elements and use most of the characters available to you for each to get full credit.

- **A mockup of the Google Ads is NOT required.**
- **The ad components must be TYPED OUT so that I can edit them.**

### Alicia Hayden

Headlines:

- Outdoor Fun for Families in AZ
- Ziplining Adventure in Arizona
- 3 Amazing Ziplining Adventures

Descriptions:

- Experience the amazing views of the Sonoran Desert as you zip through the desert landscape
- Choose from three amazing adventures: Zipline Ecotour, Sunset Zipline, & Moonlight Zipline.

Display paths:

- Zipline Ecotour
- Book your tour

Sitelink Extensions:

- Zipline Ecotour
- Moonlight Zipline Experience
- Sunset Zipline
- Peppersauce Cave Tour

Call Out Extension:

- Discount pricing for groups
- Family Friendly adventures
- Shop AZA Gear

- Gift Certificates Available

Call Extension:

- 520.308.9350

Location Extension:

- 35406 S. Mt. Lemmon Rd. Oracle, AZ 85623

Client site link:

- <https://www.ziparizona.com/zipline-tours.html>

### Cassandra DeNisco

- 3 Headlines:
  1. Zipline Tours in Arizona
  2. Things to do in Tucson Arizona
  3. Family Friendly Activities
- 2 Descriptions:
  1. Planning a trip to Arizona? Checkout our Ziplines for an unforgettable family experience!
  2. Book a group tour for an amazing team building adventure for your office, family or team.
- 2 Display Paths:
  1. Zipline Tours
  2. Book Tour Now
- 4 Sitelink Extensions
  1. Beginner Zipline EcoTour
  2. Moonlight Zipline Tour
  3. Sunset Zipline Tour
  4. Peppersauce Cave Tour
- 4 Callout Extensions:
  1. Group Booking Options
  2. Family Friendly Tours
  3. AZA General Store
  4. Gift Cards Available
- Call extension: (520) 308-9350
- Location extension: 35406 S Mt Lemmon Rd, Oracle, AZ 85623
- Website page: <https://www.ziparizona.com/zipline-tours.html>

## Emily Ayers

- **3 30-character headlines**
  - a. Arizona Zipline Tours
  - b. Fall Outdoor Activity
  - c. Sunset Tour - Book Now
- **2 90-character descriptions**
  - a. Five zipline experiences ranging from 400-1500 ft
  - b. A thrilling, safe, and beautiful sunset adventure with friends and family
- **2 15-character display paths**
  - a. Book Your Adventure
  - b. Sunset Zipline Tour
- **4 sitelink extensions**
  - a. Sunset Zipline
  - b. Moonlight Zipline Experience
  - c. Groups
  - d. FAQs
- **4 callout extensions**
  - a. Group/Age Discounts
  - b. Pogo Pass
  - c. Zipline Tours
  - d. Dining
- **Call extension: (520) 308-9350**
- **Location extension : 35406 S Mt Lemmon Rd, Oracle, AZ 85623**
- *<https://www.ziparizona.com/zipline-tours.html>*

## Erica Myers

- 3 Headlines:
  - AZA Zipline EcoTour
  - Outdoor Activities in Arizona
  - Family and Friends Adventure
- 2 Descriptions:
  - Arizona Zipline Adventures offers both high and low challenge activities!
  - Zip across and learn about the Sonoran Desert flora and fauna!
- 2 Display Paths:
  - Expand Horizons
  - Book A Tour

- 4 Sitelink Extensions
  - Zipline EcoTour
  - Sunset Zipline Adventure
  - Wild Cave Tour
  - Moonlight Zipline Tour
- 4 Callout Extensions:
  - Zipline Tour Options
  - AZA Gear
  - Gift Certificates
  - Family & Friends Tours
- Call extension: (520) 308-9350
- Location extension: 35406 S Mt Lemmon Rd, Oracle, AZ 85623
- Website page: <https://www.ziparizona.com/zipline-tours.html>

John Alvear

### **3 Headlines:**

- Adventure For All Ages
- Fly With Us This Fall
- Experience Arizona From Above

### **2 Descriptions:**

- Experience a new adventure with friends and family of all ages! Book with us now!
- Summer may be over, but adventure still awaits this fall! Experience our Autumn EcoTour.

### **2 Display Paths:**

- Zipline EcoTour
- Book With Us

### **4 Site Link Extensions:**

- Zipline EcoTour
- Moonlight Zipline Tour
- Sunset Zipline Tour
- Peppersauce Cave Tour

### **4 Call Out Extensions:**

- Group Tour Packages
- Peppersauce Kitchen
- AZA Gear

- Gift Certificates

**Call Extension:** (520) 308-9350

**Location Extension:** 35406 S. Mt. Lemmon Rd. Oracle, AZ 85623

**Website Page:** <https://www.ziparizona.com/adventures.html>

Mary Gaston

**3 Headlines:**

- Family-Friendly Thrills
- Fall Time Activities
- Zipline Tour in Arizona

**2 Descriptions:**

- Grab your coats and your family to experience the fall flora of the Sonoran Desert.
- Planning a fall time trip for your family? Head over to Arizona Zipline Adventures for a memorable experience.

**2 Display Paths:**

- Autumn Zipline Tour
- Book Your Trip

**4 Sitelink Extensions:**

- Zipline EcoTour
- Sunset Zipline Tour
- Moonlight Zipline Tour
- Peppersauce Cave Tour

**4 Callout Extensions:**

- Team-building Packages
- Gift Certificates Available
- Zipline Tours
- AZA General Store

**Call Extension:**

- (520) 308-9350

**Location Extension:**

- 35406 S. Mt. Lemmon Rd. Oracle, AZ 85623

**Website Page:**

- <https://www.ziparizona.com/adventures.html>