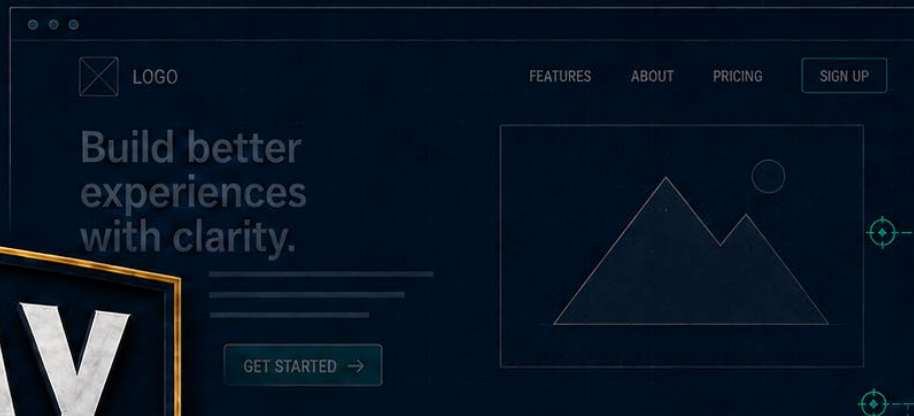
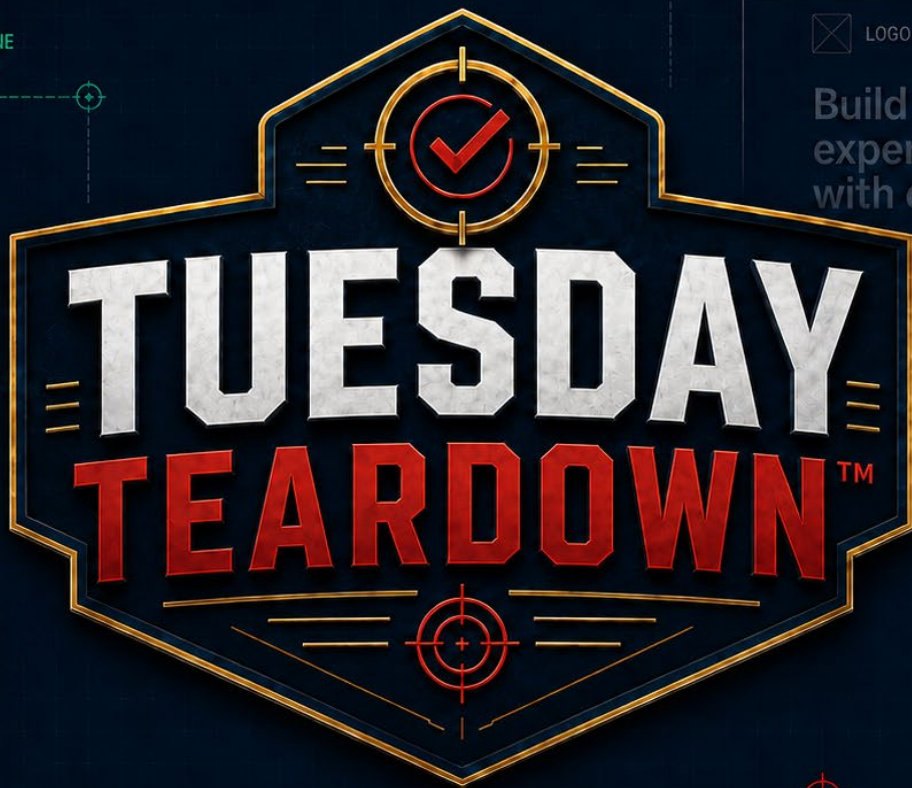


HEADLINE
ZONE

PRIMARY CTA
ZONE



HERO
VISUAL

MESSAGE
CLARITY

A weekly breakdown of homepage and hero messaging to find where revenue friction sits — and where your confusion tax compounds.

INSPECT. ANALYZE. IMPROVE.

Welcome to the 8th **Tuesday Teardown**[™] - A weekly
teardown of a company's hero banner or homepage (in this case –
it's a LinkedIn post ad)

TEARDOWN TUESDAYS[™] · HERO BANNER MESSAGE ARCHITECTURE AUDIT[™]

Big Brand. Small Message.

Notion's LinkedIn ad has an Elite-grade offer wrapped in
High Friction messaging and the CTA is doing all the
persuasion work the headline and copy abandoned.

LINKEDIN POST AD

HERO CLARITY
SCORE[™]

29

/50

HIGH FRICTION

What Notion's Ad Is Supposed to Do

Notion's LinkedIn ad promotes a free 3-month trial of Notion AI — an AI-enabled workspace for docs, projects, and workflows.

notion.so

**Orchestrate. Collaborate.
Enhance Productivity.**

The ONLY ai-enabled workspace designed for
Collaboration and Productivity.

Free 3 Month Trial

The diagnostic in one sentence:

**The CTA is doing the persuasion
work the headline and copy
abandoned.**

The offer is generous. The message is vague.
Brand recognition is carrying the conversion.

Hero Clarity Score™: 29/50

Classification: HIGH FRICTION

Signal Layer™

Weak

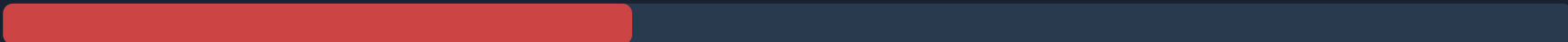
8/15



Resonance Layer™

High Friction

4/10



Value Layer™

High Friction

5/10



Conversion Layer™

Functional

7/10



Visual-Message Alignment™

Elite

5/5



PROBLEM #1

The Headline Fails the Name-Swap Test

"Orchestrate. Collaborate. Enhance Productivity."

Salesforce

Asana

ClickUp

Monday.com

Notion

could say this.

This headline **fails the Name-Swap Test.**

If a competitor or a nearby category's name could replace yours and the message still works, it's not positioning. It's decoration.

PROBLEM #2

The Hollow Superlative Stacked Claims

"AI-enabled workspace"

Clear category — but which category exactly?

"precise data"

Precise compared to what? Undefined.

"AI-powered insights"

So common it reads as noise.

"intuitive workflows"

Classic SaaS superlative. Everyone says it.

"ONLY ai-enabled workspace"

A high bar with zero proof behind it.

Every phrase passes the vibe check. **None of them explain how Notion AI is different.**

PROBLEM #3

The Audience Is Too Broad to Resonate

The copy says, “your work, team, or organization”. By widening the audience so much, the message loses precision.

Startup founder

Operations lead

Project manager

Knowledge worker

Product team

Recruiter

All of them can see themselves in the ad.

None of them feel directly called out.

Widely relevant is not the same as deeply relevant.

PROBLEM #4

The Ad Sells Features. Not Relief.

The ad does not name the specific frustration Notion solves. A buyer does not feel “they understand my messy workday.” They feel: “this is a productivity tool with AI features.”

Pain never named:

- Work scattered across docs, tasks, chats, spreadsheets
- Teams losing time switching tools
- Repeated workflows requiring manual follow-up
- Docs as passive storage instead of active systems

Stronger framing:

"Your team's work is spread across too many docs, tasks, comments, and follow-ups. Notion AI helps turn that scattered work into connected workflows."

PROBLEM #5

The Image Supports the Vibe — Not the Value. Replace the Image with Messaging.

The illustration signals teamwork and collaboration but it does not explain what Notion AI actually changes. The lower half of the ad is decorating the offer instead of carrying the conversion argument.

Right now, the image says:

"People are working together."

The message needs to say:

"Here's the work your team stops doing manually."

What would work harder — a simple workflow proof panel:

BEFORE NOTION AI

- Docs scattered across tools
- Status updates written manually
- Forms need follow-up
- Project handoffs stall



WITH NOTION AI

- Docs summarized automatically
- Updates drafted by AI
- Forms routed instantly
- Handoffs triggered by Notion AI

PROBLEM #6

**The \$12,000 Claim Creates Curiosity Then Abandons It.
The strongest value signal in the ad is buried inside a feature bullet:**

**“Advanced AI agents that
handle multi-step workflows
for you — up to \$12,000
value”**

*The number has weight.
But the message doesn't hold it.*

*That number should create urgency.
But the ad never explains:*

- *What is worth \$12,000?*
- *Which workflows get automated?*
- *What manual work disappears?*
- *Why should the buyer believe the value?*

*A specific number creates attention.
A specific mechanism creates belief.*

The Conversion Layer Works — But Only Because the CTA Carries It All

2/3

CTA Clarity

"Free 3 Month Trial" is immediately understood

3/3

CTA Priority & Focus

One dominant conversion action, no competing CTAs

2/2

Visual Contrast

Blue button pops cleanly against the light background

5/5

Visual-Message Alignment

Clean hierarchy — logo → headline → CTA → trust logos

The CTA is doing more persuasion work than the headline, subheadline, and body copy combined.

Here's what the ad could say instead:

HEADLINE

One workspace where your team and AI agents get work done

SUBHEADLINE

Instead of bouncing between external AI tools and your documents, use Notion AI to write, research, summarize docs, automate repeatable workflows, answer questions, and keep projects moving across your team.

CTA

[Start your free 3-month trial](#)

Full access to Notion AI. No credit card required.

Why it works harder:

Names the product motion: docs + projects + workflows + AI agents

Subheadline earns its position — it explains, not just decorates

CTA is specific: free trial, duration, access level

Reassurance removes friction: no credit card required

Five Message Architecture Layers Were Broken on This Ad:

The positioning

— fails the Name-Swap Test

The resonance

— no buyer pain named, no empathy

The value claims

— broad promises, no before-and-after

The audience

— implied, not named

The differentiating mechanism

— features buried, never translated into a message

The Bottom Line: Notion is using its brand name & CTA to carry the weight of its weak message architecture.

Want to know where your message is leaking revenue?

I help B2B growth companies turn unclear messaging into stronger buyer conviction, cleaner conversion paths, sales velocity, and better margin protection using the Revenue Message Architecture™ methodology.

Want to know where your message is leaking revenue?

DM me "TEARDOWN"

or visit markmorrisonadvisory.com

Follow me for more Tuesday Teardowns™ and more of my thinking.

Messaging isn't decoration. It's infrastructure.