



Digital Advertising Checklist

- Define Your Goal
 - Decide what you want people to do after they view your ads and choose a corresponding call-to-action (CTA) button, such as Download Now, Buy Now, Learn More, etc.

- Keep It Clean
 - The market for digital ads is saturated. To stand out from the crowd, your creative must have the following components:
 - Efficient white space;
 - Branding colors;
 - Strong call to action

- Consistency Is KEY
 - The design must match your landing page's background and copy — this creates a sense of continuity and consistency in the campaign.

- Know Your Options
 - Digital ads come in different sizes and formats — evaluate what may work best for your company and the complexity of your message.

- Stand Out From The Crowd
 - Don't be afraid to be creative. Your tagline or headline is your ad's pickup line — be creative to encourage people to click on your ad.

- Words Matter
 - Along with a catchy headline, conveying a strong, yet descriptive value proposition on your digital ad is important — tell your prospects what they will be getting by clicking on your ad.

- Clear Call-To-Action
 - By far the most important aspect of your digital ad, a call-to-action requires catchy copy and should be consistent with your landing page.

- Stay Focused
 - Focus on clarity in your message, rather than communicating everything about your business. Be specific.

- Reflect Your Brand
 - Don't assume that your prospective customers will know what company's ad they are looking at — add your brand logo.

