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.