



Tips To A Successful LSMx Campaign

Facebook

- According to Facebook, the optimal ad frequency is between 1 and 2 exposures during the length of the campaign with a tipping point of 3.4, after which an ad loses its effectiveness.
- Align your text with your visual: Make sure your copy matches your image.
- Facebook is a very VISUAL experience; the higher the resolution of your image the BETTER.
- Add a sense of urgency – Ex: use the word “now” to spark the need for your audience to take action right away.
- Use one call-to-action – Focus on one clear kind of action. You can either tell your audience to get your product or learn more — not both.
- A Non-Functioning Landing Page: No one likes a landing page that’s slow or doesn’t navigate well. If your ad takes users to a non-functioning landing page, Facebook will disapprove it.
- A Landing Page That Doesn’t Match the Ad: Facebook considers a landing page that doesn’t match the content your ad promotes to be misleading and will disapprove it.
- Facebook has a 20 percent text rule for ad images, which means your image should not contain more than 20 percent of text. If your ad is disapproved, it may be because it violates this rule.
- Try to avoid certain trigger words that appear to limit Facebook ads: “Free”, “Like”, “Buy”, “Sale.”

Google Search

- According to Google, it's best practice to aim for between 5-7 impressions per day.
- Include an actionable CTA: Effective ads prompt customers to take an action. Whether it's filling out a form, starting a free trial, or ordering now, actionable language prompts a desired behavior.
- Include at least one keyword; A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a Web page and something that the user searches for and sees your ads.
- Match your ad copy to the landing page. Google considers a landing page that doesn’t match the content your ad promotes to be misleading and will punish your ranking.
- Experiment with your copy. Create various offers with the same creative to find your most compelling offer.
- Personalize offers and copy to attract your target audience: Understanding precisely who you're going after will help you craft personalized copy that resonates with your target audience and speaks to their needs.
- Google ads containing discounts, conditional pricing, and other special offers can sometimes have vastly different results: For example, instead of writing you have “cheap hair accessories on sale,” you can write something more compelling, like “50% off on hair accessories.” It can be helpful to test ads that feature percentages, actual pricing, and fully written offers.



Banner Ads

- Keep the branding consistent: Your ad should embody your company's visual branding through fonts, colors, and imagery style.
- Single, targeted headline: This communicates what you're offering. Keep the copy shorter than five to 10 words.
- Because banner ads only grab someone's attention for a split second, advertisers should think of them as spots for branding versus direct-response ads.
- Clear, distinguishable call to action. This is how you want your viewers to act. If you want people to convert, your path to act must be extremely clear.
- Single focal point or eye-catching image: Most likely, this is what will grab your audience's attention. Much like your headline, keep the imagery focused and use it to support your content.
- Keep it concise: Messaging on banners needs to be concise and easily absorbed within a few seconds. To fit within a 1-3 second window.
- Colors MATTER! Make your colors crisp and bright to help them stand out on mobile devices.

Email

- Keep your copy simple!
- Spam filters look for certain types of content, so avoid using all capital letters, too many exclamation points, and gimmicky words or phrases. Ex: Free, BEST EVER
- When writing subject lines and content for your emails, the general rule is to make them relevant and interesting.
- Experiment with your subject lines. Create various emails with the same creative but different subject lines to test your open and click rates.
- Color Choice is KEY! Make your colors crisp and bright and on brand to help your email stand out on mobile devices.

