

Checklist for Creating Eye-Catching Ads

Research the Target Company

- Review the company's website & marketing materials
- Consult with the account manager to understand the customer's specific needs.
- Align your efforts with the current stage of the sales process and the specific topics of ongoing discussions.

Visual Elements

- Color Scheme: Adopt primary colors from the target company's palette for design elements.
- Imagery: Use images that resonate with the company's industry and culture as well as the images they use on their own website.
- Typography: Match or mimic the company's typical font styles and usage in headlines and buttons.
- Design Elements: Incorporate layout features similar to those on the target company's website.

Crafting the Ad Copy

- Develop messages that resonate with the target company's challenges and aspirations.
- Use language and tone that reflect the company's own style.
- Keep it short.

Effective Calls-to-Action

- Move beyond "Read more" to create CTAs that speak directly to the target company's needs and the position you want to take.
- Highlight the tangible benefits of your products or services.

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Final Review

- Ensure all elements align cohesively and maintain brand integrity without over-imitation.

Feedback and Adjustments

- Gather initial feedback from stakeholders within your company.
- Make necessary adjustments based on feedback to refine the ad further.