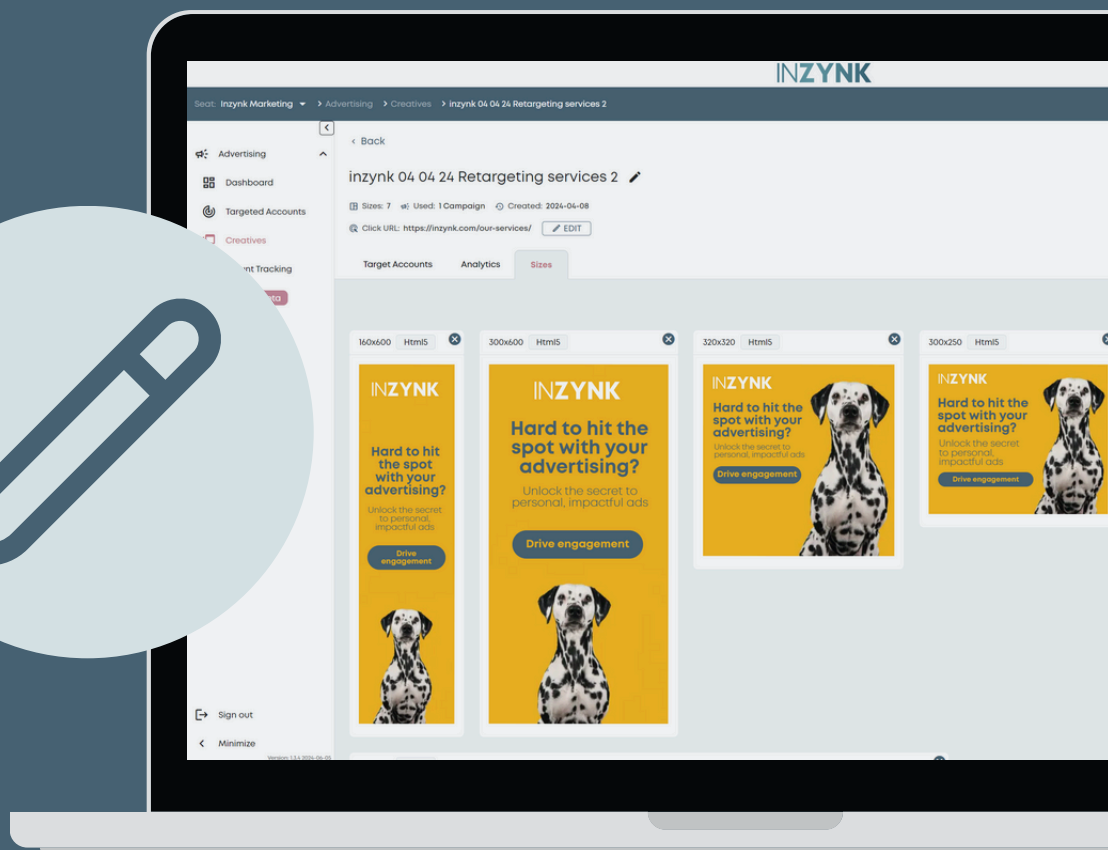# Checklist for Creating Eye-Catching Ads

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.

Checklist for Creating Eye-Catching Ads

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.

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.