

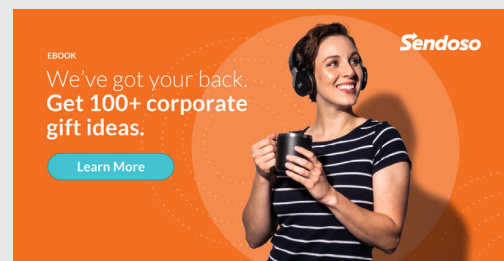
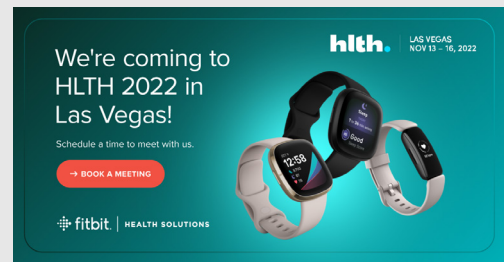
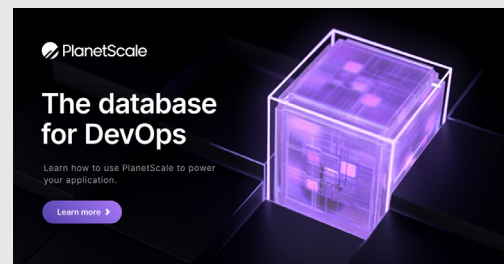
## BEST PRACTICES

# Paid Social Creative

### Overall Best Practices

- ▶ **Be Consistent**
  - ✓ Closely follow brand guidelines so that your audience can immediately recognize your brand.
- ▶ **Be Aware**
  - ✓ Tailor your creatives for different audiences, placements, and specifications.
- ▶ **Be Insightful**
  - ✓ Convey compelling insights such as stats or quotes directly in your images and videos.
- ▶ **Be Articulate**
  - ✓ Account for sound-off videos by using auto-captioning that articulates the key takeaways for your audience.
- ▶ **Be Specific**
  - ✓ Employ content that is specific to each stage of the buyer's journey.
- ▶ **Be Creative**
  - ✓ Play with creativity and humor to help drive top-of-the-funnel engagement and avoid using impersonal stock images.
- ▶ **Be Concise**
  - ✓ Use image text sparingly, text overlays should be no more than 20% of the image.
- ▶ **& Always Be Testing**
  - ✓ Continuously explore and test how color, format, and imagery can influence your engagement.

### Featured Work





## LinkedIn

### ▶ Awareness Campaigns

- ✓ Use images that highlight diversity and inclusion, while avoiding stock images that lack personalization.
- ✓ **Ad Types:** Job, Carousel, Video, etc.

### ▶ Lead Generation Campaigns

- ✓ Align the messaging and brand voice across the image, ad copy, and landing page. Set clear expectations around your offer and include a compelling and relevant call to action (CTA).
- ✓ **Tips:** Leverage thought-leadership content that highlights your company's unique benefits in detail, such as eBooks, Webinars, and White Papers.
- ✓ **Ad Types:** Image, Carousel, Video, etc.



## Twitter

### ▶ Awareness Campaigns

- ✓ Before building out any creative, identify the goal of the campaign and key takeaways for your target audience. This will inform and guide the design process.
- ✓ **Tips:** Share company news, announcements, and original content.

### ▶ Lead Generation Campaigns

- ✓ Align the messaging and brand voice across the image, ad copy, and landing page. Set clear expectations around your offer and include a compelling and relevant call to action (CTA).
- ✓ **Tips:** Design CTA buttons directly into your creative to entice your audience to click through.



## Meta

### ▶ Awareness Campaigns

- ✓ Before building out any creative, identify the goal of the campaign and key takeaways for your target audience. This will inform and guide the design process.

### ▶ Lead Generation Campaigns

- ✓ Align the messaging and brand voice across the image, ad copy, and landing page. Set clear expectations around your offer and include a compelling and relevant call to action (CTA).
- ✓ **Tips:** Test 4 ad variations with your image and copy.
- ✓ **Ad Types:** Image, Carousel, Lead Gen Form, etc.



## Instagram

### ▶ Awareness Campaigns

- ✓ Before building out any creative, identify the goal of the campaign and key takeaways for your target audience. This will inform and guide the design process.

### ▶ Lead Generation Campaigns

- ✓ Set clear expectations around your offer and include an illustration of the offer where possible. Align the messaging and brand voice across the image, ad copy, and landing page.
- ✓ **Ad Types:** Image, GIFs, Stories, etc.

