

AD CREATION CHECKLIST

- Clear Goals** - Start with a clear goal. What do you want this ad to achieve? Make sure your ad copy aligns with this objective.
- Highlight Benefits** - Emphasise the benefits of your product or service. Let your audience know exactly what's in it for them.
- Create Urgency** - Add a sense of urgency to encourage quick action. Limited offers or time-sensitive discounts work wonders!
- Strong Call-to-Action (CTA)** - Your CTA should be compelling and clear. Tell your audience exactly what you want them to do next.
- Test Creative Variations** - Don't settle on one design. Experiment with different visuals or formats to see what captures attention best.
- Use Engaging Content** - Whether it's a relatable narrative or user-generated content, stories that connect personally with users can elevate your ad's impact.
- Experiment with Ad Copy** - Try out different ad copy variations to find the tone and message that best resonates with your target audience.
- Test and Optimise** - Always test your ads and analyse the results. Use these insights to refine your approach continually.

