



01 Have a Clear Goal for Your Ad

You want people to take an action: buy something, give you their email addresses, register for an event, redeem an offer, or make a donation. Be sure that you convey this clearly in the copy and calls-to-action you use.

02 Understand Your Client's Needs

Your ideal customer will buy your product or use your service without hesitation and is someone who needs what you offer. From your Ideal Customer Profile (ICP), you can identify the challenges your prospect faces - so design an ad that demonstrates how your product or service solves them.

03 Choose a Format & Channel

Do your market research to determine which ads will work best for your brand. Where are your buyers? Are they just on the internet? Or are they also on social media? What kinds of ads are your competitors are running? Choosing the right format and channel ensures you don't waste time and money.

04 Communicate Your Value

Work what your target audience cares about most into your ad. A clear hook sparks interest a prospect won't miss. Be sure to communicate value by showing your product in action. Highlight how you are better than the competition. Show how convenient your service is, especially for the cost.

05 Ensure Your Ad Stays on Brand

People pay for a feeling and your brand colors, fonts, and logos create the experience you are conveying. Your ads are an extension of your brand so ensure that whatever advertising you create has a cohesive look or it will confuse your prospects.

06 Develop a Clear & Actionable CTA

The most important part of any ad is a clear call to action, or CTA. Your CTA makes it really easy for your prospects to know what they should do next. Some CTA language may be "Buy Now", "Learn More", "or "Subscribe". If there's room, add the benefits too, such as "Reserve your Spot" or "Save Big."