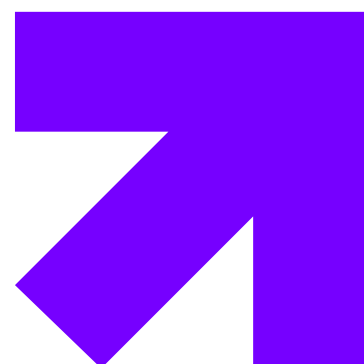


Steal these 10 ad design secrets (and checklist) to grow your business in 2024

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What's in this guide?

Whether you're a seasoned marketer, ecommerce maven, or a budding entrepreneur, these insights are tailored to dramatically enhance your online presence and marketing efforts. Lucky for you, we have designed over 1,000,000 ad units and we would love to share our top ad design secrets with you.




Uncover Our 10 Ad Design Hacks! Dive in to learn how to grab attention with stunning visuals, create messages that really hit home, and use the latest mobile-first strategies. It's not just about making ads; it's about forging strong connections, increasing engagement, and driving sales like a pro!

1. Know Your Audience

Crafting the perfect ad campaign begins with a deep understanding of your target audience. Through thorough market research, identify the demographics, preferences, and behaviors of potential customers to tailor your ad content to their specific needs. Once your audience is defined, brainstorm compelling ad copy that resonates with them, considering language, tone, and unique selling points. This narrative should not only inform but also evoke an emotional response, forging a connection between your brand and the audience.

With a clear understanding of your audience and persuasive ad copy, the final step involves wireframing visually captivating designs. Pay attention to color schemes, imagery, and layout, ensuring they align with your brand and appeal to your target audience, maximizing the effectiveness of your advertising efforts.

Apply the checklist ↗




-  **Determine your audience**
Gender, Age, Job Title, etc.
-  **Brainstorm ad copy for your target audience**
Read it outloud to anyone that will listen.
-  **Wireframe your ad creative for the target audience**
Start with a sketch before you dive in.

2. Consistent Branding

Maintaining a cohesive brand identity is paramount in crafting successful advertisements. To achieve this, leverage your brand's distinctive elements, such as color scheme, fonts, and style, to create a consistent and easily recognizable visual aesthetic across all your ads. Adhering to your Brand Book guidelines ensures that your creatives align with your overarching brand strategy and communicate a unified message. By using primary brand colors for visuals, you not only reinforce brand recognition but also establish a visual connection with your audience. Consistently employing the primary brand font for headlines adds to this coherence, reinforcing the visual identity and reinforcing your brand's presence in the consumer's mind.

In addition to visual elements, infuse your messaging with your brand's unique voice. Whether it's a friendly and casual tone or a more formal and professional one, maintaining consistency in your brand voice across ads fosters a sense of familiarity and builds trust with your audience. Reference your Brand Book not only for visual guidelines but also for the recommended language and messaging styles that embody your brand personality. This comprehensive approach ensures that your ads not only visually align with your brand but also resonate authentically with your audience, creating a lasting and cohesive brand experience.

Apply the checklist ↗

-  **Use primary brand colors for visuals**
Colors help point out important actions like a Call-to-Action (CTA)
-  **Use primary brand font for headlines**
Use a max of 1 or 2 fonts throughout a design.
-  **Use your brand voice in messaging**
Keep a clear style in your copywriting.

3. Clear Call-to-Action (CTA)

The effectiveness of your ad hinges on a clear and compelling Call to Action (CTA). Whether urging your audience to "Shop Now," "Learn More," or "Sign Up," ensure that your CTA is not only prominently displayed but also persuasive in driving the desired action. Make the user journey straightforward by explicitly stating the action you want them to take, eliminating any ambiguity. Utilizing buttons rather than links draws attention to the CTA, increasing the likelihood of user interaction, as buttons have been proven to generate more clicks.

Enhance the visibility of your CTA by making it bold or incorporating graphic elements that direct attention, such as arrows or circles, guiding your audience seamlessly toward the intended action.

Apply the checklist ↗

- ✓ **Choose an action for your audience to take**
Be clear, don't make your audience guess.
- ✓ **Use buttons to draw attention to the action**
Buttons over links equals more clicks.
- ✓ **Use graphic elements to draw attention to your CTA**
Bold text or use graphics to point or circle the CTA.

4. Engaging Copy

Integrating compelling visuals with concise and resonant copy is essential for crafting impactful advertisements. Effective copy speaks directly to your target audience, addressing their specific needs or desires in a way that captivates their attention. Keeping your messaging brief and to the point is crucial, emphasizing the benefits of your product or service rather than delving into detailed features. Ensure that your value proposition shines through in the copy, providing a clear reason for your audience to engage.

Moreover, consider the emotional tone you want to convey and infuse it into your messaging. Whether aiming to evoke excitement, trust, or curiosity, align your copy with the visuals to create a harmonious and memorable brand experience. This cohesive approach not only captures attention but also reinforces your brand identity, leaving a lasting impression on your audience.

Apply the checklist ↗

- ✓ **Keep your messaging short and to the point**
Less is always more for copy in an ad design.
- ✓ **Focus on benefits over features**
How does the product/service benefit the end user.
- ✓ **Incorporate your value proposition**
Mix the most relevant UVP into the ad copy.
- ✓ **Is there an emotion you are trying to convey? (See #8)**
Humans take action based on emotion.
- ✓ **Make sure your messaging compliments your visuals**
Keep the subject matter clear through copy and design.

5. Optimize for Various Platforms

Adapting your ads to suit the unique requirements of various social media platforms is essential for maximizing their impact. Each platform has distinct specifications and supports different creative sizes, demanding a tailored approach for optimal visibility and engagement. What works seamlessly for a Reels video may not be suitable for a Facebook newsfeed ad due to variations in aspect ratios and formatting preferences. Therefore, it's crucial to customize your creatives accordingly, ensuring that they seamlessly integrate with the native aesthetic of each platform.

This tailored strategy not only enhances the visual appeal of your ads but also contributes to a more cohesive and effective digital marketing campaign. By understanding and adhering to the specific guidelines of each social media platform, you not only ensure that your content looks polished and professional but also demonstrate a keen awareness of your audience's user experience. This adaptability positions your brand to connect with audiences across different platforms, optimizing your reach and impact in the ever-evolving landscape of social media marketing.

Apply the checklist ↗

- ✓ **1080×1080**
The most standard social media size.
- ✓ **1080×1920 (Portrait)**
The preferred social media size for Reels, Stories, TikTok & Snapchat
- ✓ **1920×1080 (Landscape)**
is a landscape size that could be used on most social media platforms but doesn't take up as much real estate




Bonus! Download our Ad Size Guide for every major platform. ↓

6. Use Social Proof

Incorporating elements of social proof, such as customer testimonials or influencer endorsements, can wield a powerful influence on building credibility and trust in your marketing efforts. These testimonials serve as a testament to the positive experiences of previous customers or the endorsement of respected influencers, creating a sense of reliability and authenticity. Social proof acts as a trust-building superhero in the marketing realm, as evidenced by its potency—[according to Econsultancy](#), it holds a remarkable 12 times more impact than other sophisticated marketing strategies. Leveraging social proof is not just a trend; it's a proven and effective method to instill confidence in your audience and solidify your brand's reputation.

To maximize the impact of social proof, focus on showcasing enthusiastic and positive reviews. Whether in written or video format, these raving testimonials can serve as compelling endorsements of your product or service. If you're running video ads, consider incorporating User Generated Content (UGC) that highlights real users' experiences. Featuring review stars in your visuals further reinforces the positive sentiments surrounding your brand. By incorporating social proof into your marketing content, you not only bolster your brand's trustworthiness but also create a connection with potential customers based on the authentic and positive experiences of others.

Apply the checklist ↗




-  **Highlight raving reviews**
Decisions are reinforced through others experiences.
-  **If you're running a video ad, capitalize on UGC**
User-generated-content provides social proof to your ad.
-  **Show review stars**
This is a strong visual representation of your satisfied customers.

7. Mobile-First Design

Given the predominant use of mobile devices for social media browsing, adopting a mobile-first approach in designing your ads is paramount. It's crucial to prioritize the visual and functional aspects to ensure that your ads not only look appealing but also operate seamlessly on smaller screens. Opt for the right ad placement size that aligns with mobile viewing, preventing any loss of visual impact or user experience. Striking a balance between aesthetic appeal and functionality is key, and choosing the appropriate size for mobile platforms enhances the overall effectiveness of your advertising campaign.

In addition to sizing considerations, be mindful of text usage in your ad design. With limited screen real estate on mobile devices, it's advisable to incorporate minimal text, focusing on concise and impactful messaging. Ensure that any text included is large enough to be easily readable on a mobile screen, avoiding any potential frustration for users. By adhering to these mobile-first design principles, you not only cater to the habits of your target audience but also maximize the potential reach and engagement of your ads in the mobile-centric landscape of social media.




Apply the checklist ↗

-  **Choose the right size ad placement (See #5)**
Make sure the mobile options are designed correctly in platform.
-  **Make sure you use minimal text in the design**
Less text will be more consumable on a social platform.
-  **Text is large enough to read on small screens**
Headlines should be easy to read when scrolling past.

8. Emotional Appeal

Harness the power of emotions to establish a profound connection with your audience. An advertisement that elicits specific feelings, whether it's happiness, excitement, or nostalgia, possesses the potential to be more effective in driving engagement and conversions. Dive into the psychology of color and carefully select hues that resonate with the emotions you aim to evoke, creating a visual language that speaks directly to your audience's sentiments. Aligning imagery with your target demographic's experiences fosters relatability, allowing them to connect emotionally with the content. Embrace a storytelling approach whenever possible, especially in video or carousel ads, as narratives have the innate ability to captivate and immerse the audience in a brand's message, fostering a deeper and more enduring connection that transcends the transactional nature of traditional advertising.

Apply the checklist ↗

-  **Use the appropriate color(s) to evoke a feeling**
Choose colors that work with the story you are telling.
-  **Use imagery that your audience can relate to**
Make sure the visuals match the content of the story.
-  **Take a storytelling approach**
Best used in video content or carousel formats.

9. Embrace Video Content

Experimenting with video creatives can significantly enhance engagement, allowing you to convey more information than a single graphic might. It's imperative to seize the audience's attention swiftly, ideally within the first 2–3 seconds, as online users often have a limited attention span. Utilizing short clips strategically within the video not only maintains viewer interest but also ensures a dynamic and visually stimulating experience. To cater to a diverse audience and varying viewing habits, consider adding captions to accompany any voiceover, catering to those who prefer watching videos with the audio muted. This thoughtful approach not only accommodates different user preferences but also maximizes the effectiveness of your video content by optimizing it for broader accessibility and engagement.

Apply the checklist ↗

- ✓ **Grab audience's attention in the first 2–3 seconds**
Thought provoking questions or bold statements.
- ✓ **Use short clips throughout the video**
Hold onto the viewers attention with quick clips.
- ✓ **Use captions for people with their sound off**
This makes your content more accessible.

10. Test, iterate, and test again

In the ever-evolving landscape of digital marketing, it's crucial to adopt a mindset of continuous experimentation by testing various design elements such as colors, layouts, and images to discern what resonates most effectively with your audience. Leverage analytics to glean insights from the performance data and refine your ad designs over time. The iterative process begins with running an initial set of creatives, identifying the top performers, and then creating additional variations based on their success. This dynamic testing approach allows you to pinpoint winning elements that captivate your audience and enhance overall engagement.

The key to sustained success lies in the ongoing cycle of testing new variations and refining your strategies based on real-time performance data. Rinse and repeat this process, allowing for flexibility and adaptability to the changing preferences of your audience. If the need for more ads arises, seek assistance from professionals who can lend their expertise in crafting compelling and effective designs. This collaborative approach ensures a proactive and informed strategy, positioning your advertising efforts for continuous improvement and sustained success.

Apply the checklist ↗

- ✓ **Run initial set of creatives**
Create a good control group.
- ✓ **Pick top performer(s) and create more variations**
Small changes like text and colors.
- ✓ **Test new variations to find more winners**
Build off of what is working and see how you can expand.
- ✓ **Rinse and repeat**
Need more ad variations at a quicker rate? [We can help!](#)

Growth Ad Creation Checklist

- Define Your Audience**
Who are they? What do they like? What will they resonate with? What do you want them to know?
- Create Design Guidelines Around Your Brand**
Use your brand's color scheme, fonts, and style to create a consistent and recognizable look across all ads.
- Determine Emotional Appeal**
Does your ad direction tap into the emotions of the viewer? This will drive them to act on the call-to-action.
- Create a Clear Call-to-Action**
Effective CTAs will be easy to execute. Can the viewer click or sign up with very little resistance?
- Write Engaging Ad Copy**
Does your ad copy send a clear message as to why the viewer should act on the CTA?
- Collect Social Proof**
Does your product or service have social proof? Collect and share reviews or UGC content.
- Optimize Copy and Design for Specific Platforms**
Will your ads meet the requirements of the target platforms? Make sure your ad copy speaks to the users on each platform.
- Prepare Mobile Ready Formats**
Are your ad creatives designed to work in the most used digital format? Mobile ads need to be clear and easy to consume.
- Expand into Video Content**
Turn your static ideas into video content to reach more of the market and tap into popular channels.
- Run Initial Test**
Start your testing! Remember to track what works and build more iterations based on positive results.



Start with a video!

Sign up today with an on-demand Graphic Plan and we'll credit a complimentary video design so you can utilize the power of motion graphic ads in your campaign.

[Get Started](#)