

5 WAYS TO STRENGTHEN YOUR ONLINE PRESENCE AND PERFORMANCE

BROUGHT TO YOU BY



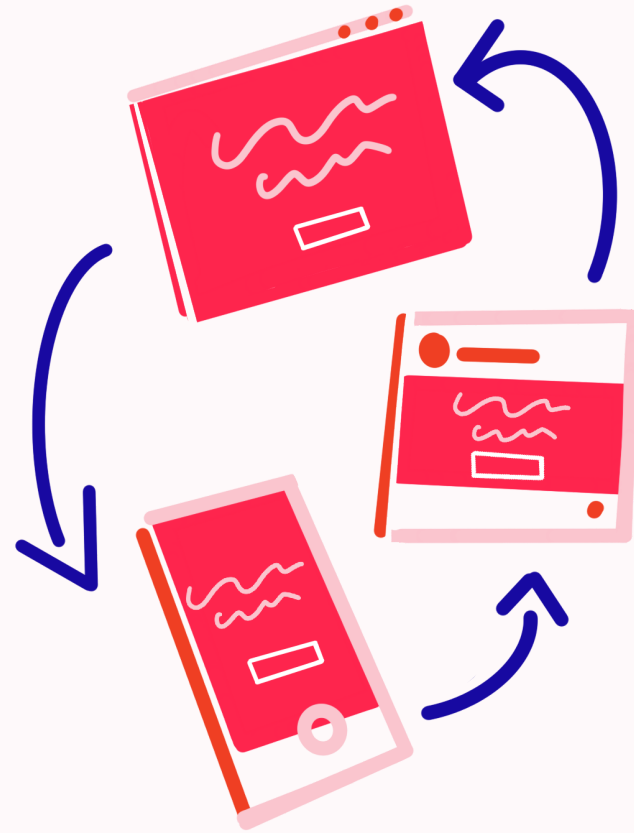
1. INCREASE BRAND RECOGNITION

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Build trust and strengthen brand recognition through consistent use of brand elements.

HOT TIP:

Align the look and tone of your digital ads with the landing page they link to.



RECOMMENDATIONS:

- Consider high-contrast colors.
- Be sensitive to the web accessibility of your content.
- Use easy-to-read font styles, colors and sizes.

2. CREATE ENGAGING CTAS

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Direct next steps in an easy and actionable way.

HOT TIP:

Make them an offer they can't refuse, then include CTA buttons on all of your display ads for easy next steps.



RECOMMENDATIONS:

- Button size is crucial. Start with mobile design first as not to go overboard with scale.
- Use a high-contrast color to make your CTA stand out.
- Use action-oriented language that's also benefit-oriented.

3. CREATE ENGAGING CONTENT

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Leverage direct tactics to drive engagement.

HOT TIP:

Make sure your ads are targeted and relevant—generic design and copy simply won't do.



RECOMMENDATIONS:

- Short, catchy copy is best.
- Directive language is better.
- Remove barriers.
- Build confidence or excitement.
- Drive urgency with content or CTA, or both!
- And, did we mention offers?

4. INCLUDE MOVEMENT

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Even simple text or graphic animations draw viewers' eyes to your content.

HOT TIP:

Keep your animation to 15 seconds or less.

RECOMMENDATIONS:

- Animate text to grab attention &/or scroll through a story.
- Avoid flashing, fast-moving animations.
- Always include a fallback image for video or rich media ads.

FRAME 1

KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY

FRAME 2

KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY

FRAME 3

KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY
KEY TAKEAWAY

5. MORE IS BETTER

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Make digital part of your marketing mix, always. Pair online with offline to recapture attention & improve conversion.

HOT TIP:

Use each touchpoint of your direct mail campaign as an opportunity to continue your story online.



RECOMMENDATIONS:

- Make the most out of the calendar year.
- Consider both retention and acquisition.
- Don't stop at digital ads—think email and tailored landing pages.

HAPPY CONTENT CREATING!

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