

EFFECTIVE AD COMPONENTS

1. Instant Recognizability

- ▶ Are you able to tell the category of the ad within 2 seconds?

2. Effective Offers

- ▶ Would you use this coupon/Is it valuable?
- ▶ Are they comparable to other advertising? Client website?
- ▶ Does it make sense/Easy to understand?
- ▶ Are they broad-based/Is there a coupon for every consumer?
- ▶ Are each of them properly formatted?

3. Appealing Photos

- ▶ Are there 1-2 impactful images that aid in selling this business and their services?

4. Interesting Headlines

- ▶ Does the headline make you want to read more of the ad?

5. Value Propositions

- ▶ What makes this business the best?
- ▶ Is there anything in the ad that makes you want to go to them vs. their competition?

6. Effective Layouts

- ▶ Image on the left, coupons on the right or bottom edge. Contact info in the middle or along bottom.
- ▶ Appealing window design if applicable.

7. Pleasing Style

- ▶ Does ad match business style?
- ▶ Easy to read? Is it light/bright/appealing?
- ▶ Does it match keywords in the Ad Content Builder?
- ▶ Look at business website, Facebook and Yelp for further research.

8. Contact Info

- ▶ Prominent, legible and accurate.
- ▶ Correct size/proportion. If no storefront business, no address, large phone/website.

9. Call to Action

- ▶ Does the consumer know what to do? Examples are "Call today!" or "Join us today!"

10. Excitement/Urgency Factor

- ▶ Will the reader be excited to use the ad?
- ▶ Will they respond quickly?



4 The Best Pizza Since 1976

9 Order Online at www.ItalianPizza.com Now! **10**

1 123 Main St. **8**
Anytown, CA 90210
000-000-0000

5 Carry-Out • Delivery • Catering

5 FREE DELIVERY within 5 miles

6 **7** **1** **3**

2 FREE Small, thin-crust cheese pizza with 16", 18" or 20" pizza purchase
With this coupon. Not valid with other offers. Expires 00/00/00.

2 FREE 2 liter pop & 8 piece wings with any 2 pizzas (excludes 10" pizza)
With this coupon. Not valid with other offers. Expires 00/00/00.