

## The Ezine Advertising Creative Checklist

Last year, an ezine ad campaign received over 3,200 clicks, but only a few converted to a sale. Another campaign received 450 clicks and received over 100 conversions. Surprisingly, both campaigns were for the same product.

We discovered that differences in the advertising creative accounted for the campaign performance discrepancy. Many offers do not realize their potential due to ineffective creative. Use this creative check list before every ezine campaign to ensure your campaign has every opportunity to succeed.

### 1. Clarify the call to action

Users will not click on an ad if the outcome is unknown. The call to action should be the focus of the creative after the headline. Use graphics, type treatments, or white space to call attention to the desired action. This also applies to landing pages.

### 2. Support your landing page goal

Once you determine your conversion goal, every word, image, and design element should drive the user toward that goal. If it does not, remove it.

### 3. Consider visual eye flow

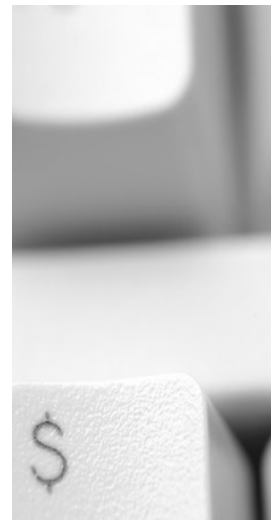
You have a couple seconds to persuade the user to click on your ad and then another 3-5 seconds to convince the user to stay on your landing page. Therefore, ads and landing pages should easily lead the user to the conversion exit. Unclear eye path may cause confusion or frustration and users will not stick around to figure it out.

### 4. Strive for consistency

Users are confused when arriving to a landing page with small purple flowers after clicking an ad with large blue stars. Each campaign element should have a uniform look and a similar message. Brand consistency will provide a positive user experience and boost your brand.

### 5. Simplify the form

Requesting personal information causes user anxiety. This anxiety may deter some users from converting on your landing page. Therefore, only require information that is absolutely necessary. Do you need the information to fulfill the customer's expectations? Or, are you trying to build a database with rich customer information? We recommend converting now and building your database later after the purchase.



## 6. Remember that “content is king”

All online advertisers should concede to this cliché. The most elegant web design can perform poorly if the content is not carefully crafted. Each word in your ad and landing page should have purpose. Consider investing in a freelance copywriter if writing is not your strong point.

## 7. Make customers feel warm and fuzzy

It is critical to provide a link to your privacy policy when asking for personal information. This includes email address, phone number, address, or any other unique identifier. Even if the user does not click the link, simply offering it will make the user feel warm and fuzzy. (If you do not have a privacy policy posted, please put this article down and begin writing it now!)

## 8. Avoid ugly typos

Typos and grammatical errors make the most dynamic creative look ugly. Have more than one person review your creative. Even the most experienced copywriter has typos from time to time.

## 9. Benchmark your creative

Stay up to date on competitors' strategy, as well as innovative marketing ideas across industries. Be aware that benchmarking does not mean copying another company's creative. Instead, it involves educating yourself about strategies that work. Use these ideas while distinguishing your brand with fresh, original creative.

## 10. Never stop testing

Always operate under the philosophy that different creative may yield higher returns. In other words, you are never done testing your creative. Also keep in mind that the creative that matches your personal taste may not perform the best. Don't forget that ArcaMax offers testing services. Please call us today to discuss setting up a test.

