6 TIPS FOR DISPLAY ADVERTISING

Display advertising is a stalwart of the digital marketing world. After all, a picture is worth a thousand words and an animation worth even more. But getting a display ad right can be a tricky field to navigate. Here, expert art directors lay out their very best tips and tricks.

1. A CONTRASTING CALL-TO-ACTION PROMOTES CLICKING
   Don’t let your call-to-action blend in with the background of your ad. Best practice is also to make sure that the button stands out from all ad elements. The exact color isn’t half as important as its over presence on the ad.

2. MAINTAIN THE CALL-TO-ACTION FOR THE ENTIRE AD
   And keep it static. Don’t make your customers go chasing after it! Keeping a call-to-action present and predictable keeps it easy to read and increases the chances that customers follow through to your website.

3. SIMPLE IS BETTER—AVOID TOO MANY WORDS OR IMAGES
   Visual clutter can be very off-putting for customers. Less is more: the less that is forced into an ad, the more that can be understood! People don’t want to work for their information, make it easy for them to take in so they can get to know you faster.

4. PUT THE FULL STORY ON YOUR SITE, NOT YOUR AD
   You have less than 2 seconds to capture someone’s attention with a banner ad, and then sometimes another 3 to make them want to click it. Use your website to spell out the details and use your banner to get them there.

5. THE TAGLINE IS AS IMPORTANT AS THE PRODUCT
   When people want to know why they should click on your ad, this is their answer. Distill your message down to its bare essentials and use it to hook your customers. People don’t click on ads they don’t understand, so be clear but not cluttered.

6. CONSISTENCY IS KEY TO CLOSING THE SALE
   Keep branding and images consistent between your banner and your website to keep from confusing customers. If your banner is advertising a specific product, make sure the banner links directly to it so customers can find it more easily!