

FACEBOOK AD DESIGN CHECKLIST

CREATE A POWERFUL MESSAGE AND CONCEPTUALIZE IMAGES

Don't be afraid to get a little creative for this part! Start with lots of research. It's important to have a simple, clear representation of the marketing message.

Here's how you can begin your research:

- **Search Google for similar products to yours. How are they being marketed?**
- **Why are you offering this particular product/service?**
- **What are the benefits of the offer?**
- **Who do you want to target? Who is your audience?**
- **What's the end result they can achieve?**
- **What is the emotion/feeling you want to convey?**

Communicate the answers to these questions in your image wherever you can. An effective Facebook ad image is much more than just a pretty picture. A good image will weave in the marketing message as much as possible.

SKETCH OUT IDEAS BEFORE LAYING OUT ANY DESIGN ELEMENTS

Don't worry about colors or font choices just yet. This is all about planning what you are going to do and where you want things to be. In this step, start planning your graphic aesthetic (photo-based vs. illustration), what program(s) you'll use to create the image, and, most importantly, the layout/placement of your design elements.

When design is used strategically and planned out, it will ultimately benefit the company to grow and reach goals.

USE COMPLIMENTARY/CONTRASTING COLORS

Facebook ads have to POP!

Using only a few complementary color choices will help obtain this goal. You don't have to add 10 different colors to your ad!

Avoid colors that are harsh on the eye.

- **How can you get people to stop on YOUR ad?**
- **How can you set your ad apart?**
- **How can you create a pattern interrupt?**

CHOOSE YOUR FONTS

Only use 1 or 2 different font families for your image. Too many font choices will be distracting from your overall message. Pick legible, clear fonts especially if it's going to be a small Facebook ad.

An abstract, complex image that is hard to define will only deter readers.

ADD TEXT AND A CALL-TO-ACTION (CTA) TO YOUR IMAGE

The perfect place to add a short description of the offer or your CTA is on the image. Some people won't read the ad copy as they scroll through their newsfeed – but the image, and the text on it, is more likely to grab their attention.

Keep in mind, by having a really strong image/graphic, you may not always have to rely on the CTA/text to get the job done.

IS YOUR IMAGE CONGRUENT WITH YOUR BRAND?

Make sure the image/graphic not only makes sense with the ad messaging/hook, but that it makes sense with your overall brand.

Be consistent with styles throughout your ads and your website. You want to keep people hooked and to maintain ad scent.

By staying consistent, you will ultimately help your users achieve their desired end result.