

INDUSTRY BEST PRACTICES DIGITAL ADS

BANNER ADS

1

Make sure to add your **logo or company name**.

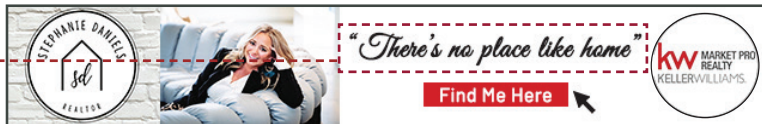


Logo & Company Name

- Generates awareness for your business
- Associates your business with the service you offer
- Helps your company maintain consistency with your marketing efforts

2

Include a **value proposition**.

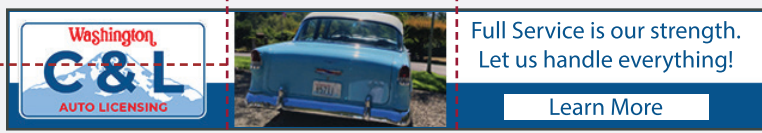


Value Proposition

- How your product helps the customer solve a problem.
- What benefits that the customer can get from using your product
- Why they should choose you, instead of the competition.

3

Incorporate a **visual representation** of your service.



Visual Representation

- Allows you to describe your service visually
- People remember 10% of what they read, but 65% of what they see
- Helps you connect with your audience when written messages can't

4

Don't forget the **call to action** button!



Call to Action

- Include what you want users to do, such as "Register Here," "Learn More," and "Shop Now."
- Without a CTA, it's unlikely for users to take action.
- Helps your audience know what to do next

PRESENTING SPONSOR ADS

Business logo ONLY

- Ads must be transparent
- Check your school website and/or app to see if logo can be full color, all white, or all black



Questions about your ad copy?

Email: adcopy@mascotmedia.net or call: 1.479.444.8428 ext. 7245