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Build Stunning Ads

Easily build ad creative your audience loves

Great creative is a key piece of every marketing campaign. Creating an ad that catches peoples' attention and gets them to take action is an art. Here are 3 simple principles that can help you make stunning ads that your audience will love.

Step 1
Great ads stop their audience mid-scroll.

Beautiful imagery is a must.
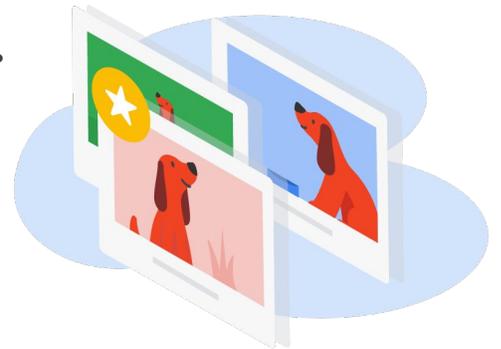
You should:

- Use high-resolution imagery (at least 1200x628)

- Explore using close up shots with a core subject that is centrally framed

- Use photos that are well lit with bright, high contrast colors

- Keep overlaid text to a minimum. If you do use text, it should be large type and short

- Keep backgrounds simple - solid or plain backgrounds and simple geometric forms work well

Step 2
Powerful creative holds users' attention.

Aspirational imagery and copy is crucial.

You should:

- Show a clear visual of the product or service being sold

- Feature a single product per image

- Avoid generic stock photography; if using stock, make sure it connects with your brand and story

Step 3
Strong copy closes the deal.

Write concrete and specific copy to convince users to take the next step.

Try to:

- Give key details about your product and brand so users don't need to navigate away to learn more

- Write copy that your user can trust. Don't promise something you can't deliver

- Don't start each word with a capital. Only capitalize the first word in a sentence

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