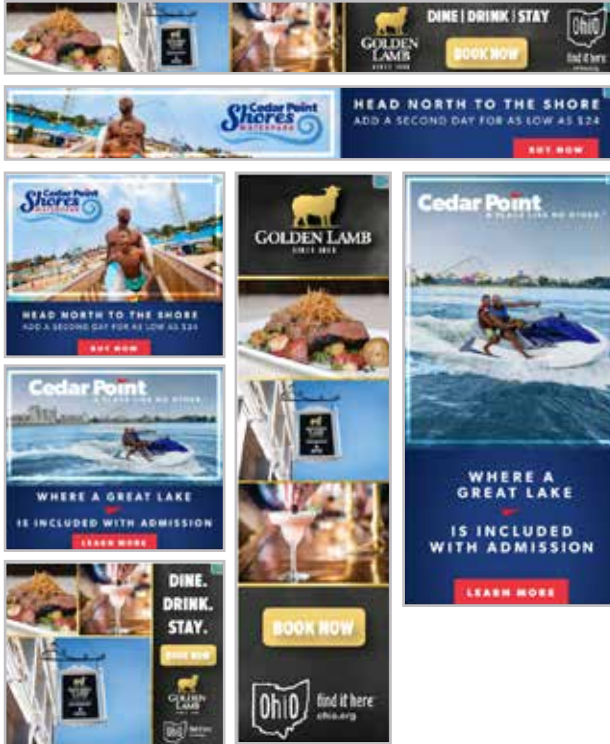




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When you're executing a digital advertising program, your primary goal is to get noticed. But what you really want is for viewers to click your ad and visit your website or landing page. That's where you'll truly engage your audiences and help them discover what they can find right here in Ohio. Following are best practices to capture viewers' attention and increase your click-through rates.



Above: Examples of 160 x 600, 300 x 250, 300 x 600 and 728 x 90 digital display ads

Digital Display Ads

- Use colorful, appealing images.
- Capture attention with animations – but do not loop them continuously; make them static after 15 seconds.
- Use clear messaging that's relevant to your audience.
- Minimize copy so viewers can get right to the point.
- Encourage click-throughs with specific calls to action – Download a free guide; Click here to save.
- Create a sense of urgency – Book now; Join now.
- Highlight a discount or exclusive offer – Save 30%; BOGO.
- Use unique URLs for click-throughs to track your individual campaigns.
- Minimize file sizes so they load quickly.

eBlasts

- Include specific subject lines that encourage recipients to click on your content.
- Keep subject lines short and sweet – 39-45 characters or fewer, including spaces.
- Consider using questions in your subject lines to spark interest.
- Use an active voice.
- Don't use special characters (e.g., & and %) in copy. They may not display properly in various email platforms.
- Use colorful, appealing images in the body of the email.
- Include clear, relevant messaging for your audience.
- Limit copy to 100-200 characters.
- Include specific calls to action or discounts/exclusive offers to encourage click-throughs – Get your free guide; Buy tickets here; Save 30%; BOGO.
- Create sense of urgency – Book today; Join now; Be the first to sign up.
- Use unique click-through URLs to track campaigns.



Above: eBlast examples



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Above: Facebook lead generation



Above: Facebook event promotion

Facebook Lead Generation

- It is necessary to include promotional copy in the ad to let people know they have to sign up to receive your offer or future emails.
- For best performance, include some sort of incentive to get users to want to opt in to sign up.
- Examples of this can include coupons, tour guides, eNewsletters, etc.

Facebook Event Promotion

- This is only to be selected if you have an upcoming event that you want to promote.
- Be sure to include details of the event in the copy and you must include link to Facebook event page so user can click to learn more about the event.

Facebook Single Image

- Utilize a clear and engaging image.
- Make sure copy goes well with image and entices people to click through to landing page.

Facebook Carousel

- Recommend providing content for 3-5 panels total.
- Ensure images flow together and share a common theme.
- Use copy that helps tell the story and engages viewers to click through images.

Submitting Your Creative

For complete creative specifications, please download the following resources:

- [Digital Advertising Specifications](#)
- [eBlast Advertising Specifications](#)
- [Social Advertising Specifications](#)

Please submit your creative files via the [Upload Files](#) page using the following naming convention: MediaVendor_InsertionDate_OrganizationName_Date

For example:

- DigitalDisplayAdvertising_JuneFlight_TourismOhio_20190501
- eBlast_JulyFlight_TourismOhio_20190501