

ONLINE CONTENT DESIGN & DEPLOYMENT CHECKLIST

BUSINESS OBJECTIVES & GROWTH MODEL



- Understand the company's growth model
- Identify 'Magic Moments' within growth model which trigger emotional responses
- Identify your company's North Star Metric
- Review your growth and North Star Metric with Motion Falcon's creative team
- Tear down past ad campaigns and explain how they fed your growth plans

AUDIENCE TARGETING

AUDIENCE RESEARCH

- Schedule conversations with your superfan customers
- Record customer interviews and share them with your team
- Make a list of recurrent Words from your Customers about their pain points & goals
- Formulate hypothesis about your customers and develop surveys for them
- Assess your core audience's awareness of your product and need for your product
- Build a visual landscape of the ads your segmented audiences see every day
- Determine your Strategy and Purpose : educational ads ? Conversion ads ?

AUDIENCE DISCOVERY

- Choose 3-4 channels to test for your business
- Perform keyword research for SEO & SEM strategies
- Use Facebook Audience Insights to assess targeting parameters & audience size
- Share your audience targeting strategies with your creative team



AUDIENCE BUILDING

- Build custom audiences based on interest, demographics & lifestyle
- Build lookalike audiences based on high-value customers, high quality leads, website visitors

AD CREATIVE

CONCEPT

- Create a database of competitor ads
- List the benefits highlighted in your competitor ads
- List your audience's main pain points
- List all the benefits of your product or service that address audience pain points
- Pull out the benefits that differentiate your company from its competitors

COPY

- Write 3 headlines for each product differentiator
- Edit each headline for Specificity
- Edit each headline for an Emotional Trigger
- Edit each headline for brevity
- Identify a desired emotion for each headline

IMAGERY

- Present each headline & its corresponding emotion to your design team
- Brainstorm imagery that maps to each headline emotion
- Stay away from stock photos & prioritize images with faces
- Choose Bold, Chunky font for text included within ad imagery
- Map colors to desired emotional triggers
- Check ad accessibility with the WebAIM Color Contrast Checker
- Develop 3 - 4 concepts for each product benefit
- Create a Five - Second Test for your ad



AD TESTING

- Schedule conversations with your superfan customers
- Record customer interviews and share them with your team
- Make a list of recurrent Words from your Customers about their pain points & goals
- Formulate hypothesis about your customers and develop surveys for them
- Assess your core audience's awareness of your product and need for your product
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AUDIENCE DISCOVERY

- Create 3 versions of your landing page; headline, image, copy, social proof, lead capture form, CTA
- Implement a heatmap tool like Hotjar to track landing page performance
- Use high color contrast for your CTA button
- Simplify the space above the fold to include the bare necessities: headline, image, CTA button
- Use scarcity technique to improve conversion through urgency
- Test multiple form types : straightforward, progressive profiling and multi-step forms
- Use directional cues to draw the eye to your CTA button
- Show your product benefit through a strong image
- Optimize and test your landing page for mobile performance & conversion

