TIPS FOR CREATING AN
Effective Print Ad

Advertising is an investment. Whether your goal is to sell a particular product or increase awareness of your business, it is important that consumers see, and respond to, your message.

the message

- The headline should be **bold and powerful** to grab attention.
- Make a good offer that is **risk free** for the customer.
- **List the benefits** of your products and services. Highlight what makes you unique.
- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.
- Make the message **specific to your audience**.

the design

- Use **compelling graphics** that reinforce your message or business.
- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.
- **Use contrasting colors.** Light colors on dark backgrounds are easiest to read.
- Keep the design **simple** and use space wisely.

the call to action

- Make your call to action **direct and obvious**.
- Be sure to include your **business contact information** and website.
- Create a **sense of urgency**.
- Use **active verbs** and the word "you."
- Provide **easy, clear directions**.

track the ad

- Include a **coupon** or coupon code.
- Have customers **ask for a specific employee** to get a discount.
- Drive traffic to a **specific page of your website**.
- Ask customers to **follow your social media** accounts.

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