

Simple Display Ad Campaign Checklist

Use this checklist to make sure your display ad campaign is set up for success:

1. Set Clear Goals- What do you want to achieve? (e.g., more website visits, sales, or sign-ups)
2. Define Your Target Audience- Who are you trying to reach?
Consider age, location, interests, and online habits.
3. Choose the Right Ad Format-
 - Banner ads
 - Pop-ups
 - Native ads
 - Responsive display ads
4. Pick Eye-Catching Visuals
 - Use high-quality images or graphics.
 - Match colors and styles to your brand.
 - Include your logo for recognition.
5. Write Clear Headlines and Text
 - Make the message short and easy to understand.
 - Focus on the main benefit of your product or service.
6. Add a Strong Call to Action (CTA)
 - Examples: "Shop Now," "Learn More," or "Sign Up Today."
7. Optimize for Different Devices
 - Test how your ads look on mobile, tablets, and desktops.
8. Select the Right Ad Sizes
 - Use Google's recommended sizes, like 300x250 or 728x90.
9. Choose the Best Platforms
 - Where will your ads show? (e.g., websites, apps, or social media)
10. Set a Realistic Budget
 - Decide how much you're willing to spend each day.
 - Focus on high-performing platforms.
11. Track Performance Metrics
 - Monitor clicks, impressions, and conversions.
 - Use tools like Google Ads to analyze results.

12. Test and Improve

- Run A/B tests (try different headlines or images).
- Adjust based on what works best.

By following these steps, you'll create a display ad campaign that grabs attention and gets results.