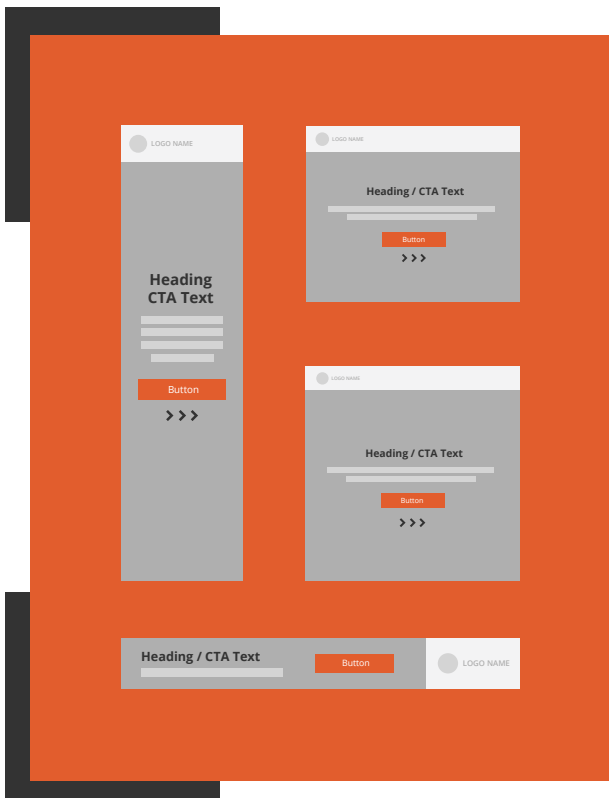
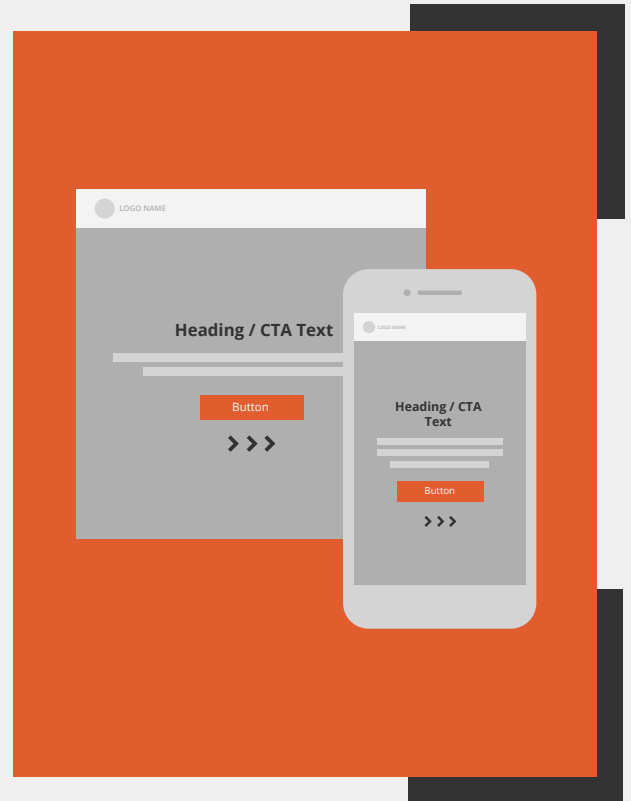


All channels

- Know your audience and create highly personalized ads and content.
- Less is more when it comes to content - remember you only have the user's attention for a few seconds.
- Ensure all campaigns and content are optimized for mobile usage.
- Using videos and adding audio is always more effective when trying to attract an audience.
- Ensure brand consistency on all campaigns to create brand recognition and familiarity.
- Use subtitles on social media videos as the devices' sound is not always turned on.



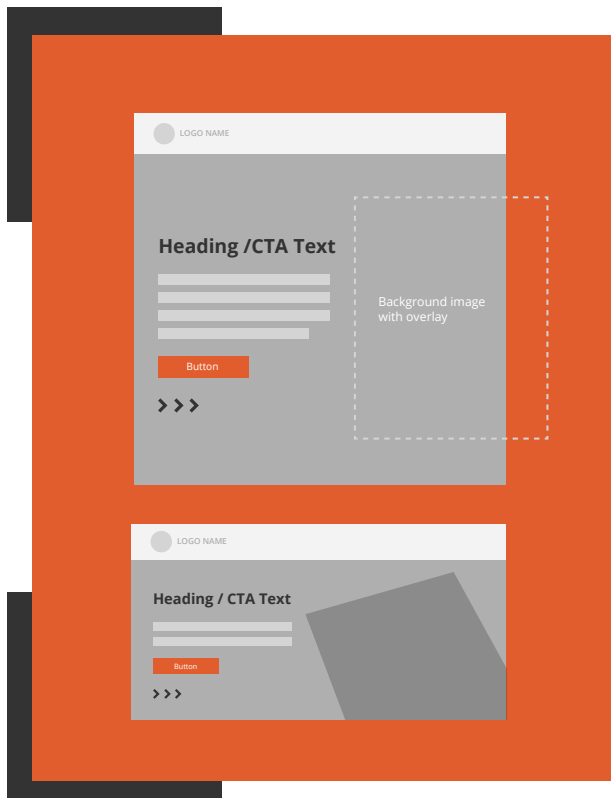
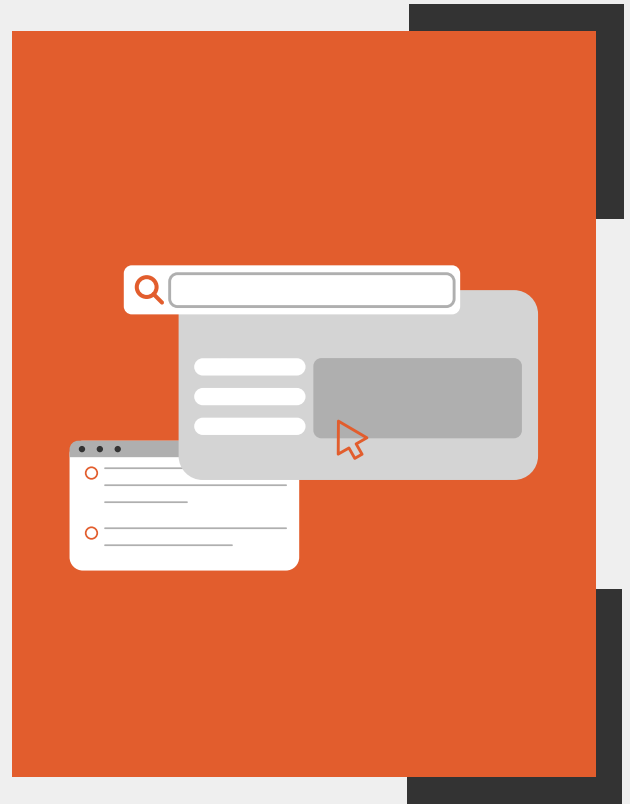
Google Display ads

Best sizes for Display ads

- Medium Rectangle (300 x 250): Appears somewhere on the page and mostly by the sidebar.
- Leaderboard (728 x 90): a horizontal ad at the top of the page.
- Wide Skyscraper (160 x 600): a vertical ad that usually shows up in a sidebar or menu.
- Ensure the company logo is present on all ads.
- Keep the design simple.

Google Search ads

- Use natural language.
- Address user pain points in the headline.
- Describe your solution in the description and the value you can add.



Facebook

Ads

- Vertical videos - most people hold their phones vertically.
- 1080 x 1080 pixels for pictures.
- Use 20% less text on images.

Organic Posts

- Post frequency - 1 to 2 times per day.
- Video content has the highest engagement rate.
- 2 to 3 hashtags per post.
- **Instagram ads** can be run at the same time as Facebook ads from the same tool, with similar formats, being compatible over both platforms.

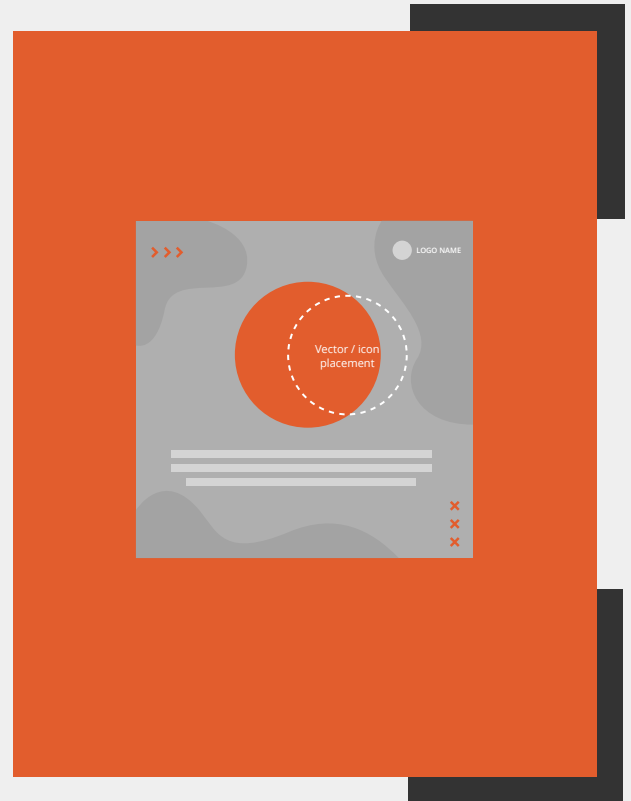
LinkedIn

Ads

- Use video and audio to enhance ads for maximum effect.
- Use videos under 30 seconds.
- If using carousel images, start by using 3 to 5 images.
- 1080 x 1080 pixels for pictures.

Organic Posts

- 2 to 5 posts per week.
- Good content types for LinkedIn are blogs, videos, and webinars.
- Use no more than 3 hashtags for LinkedIn.



Twitter

Ads

- Videos are more effective in Twitter campaigns.
- Keep videos under 15 seconds.
- If using carousel images, start by using 3 to 5 images.
- 1200 x 1200 pixels for pictures.

Organic Posts

- 1 to 5 Tweets per day.
- Keep Tweets short - under 140 words.
- It is recommended to use no more than 2 hashtags per Tweet.