



Best Practices That Will Get You on the *Nice* List

Get on Santa's good side with these creative best practices for Holidays 2018.

The holidays are approaching and it can only mean one thing: gift-giving overload. As customers look for that perfect special something, advertisers know it's their time to make their products shine. Want to get on the nice list? Use a content marketing approach + Native Ads + these top creative tips. See ya, bag of coal (or worse, sinking engagement)! This list is foolproof.



Headlines | The first (and arguably best) way to catch a shopper's eye? The headline.



Naughty: Long (as in more than 60 characters) sentences that aren't written in title case. And anything pushy or blatant!



Nice: Provide value! Think: promo codes, offers, holiday sales. Also: Short and sweet! Ask questions! Be punny! Keep it eye-catching.



Images | Actually, the image is probably the first and best visual cue - so don't slack here!



Naughty: Text on images. Just don't!



Nice: Use people or animals (they are more relatable!). Think: lifestyle, authentic, and in the holiday spirit. Tug on those heart strings!



Description | This is the copy under the headline - it gives a little extra information about what your product or content offers!



Naughty: A description that's shorter than the headline. Tsk tsk.



Nice: Value-driven, relevant copy. Make sure your call-to-action in the description matches your KPI. Consistency is key!



Video | Work in video content!



Naughty: Super long videos (yawn) and videos that require sound to get the message across! Not everyone has headphones in.



Nice: Short and sweet with a clear message - conveyed with or without sound. **Pro Tip:** Add subtitles.



Testing | We're talking about those optimization strategies.



Naughty: Not testing out different creatives and KPIs for ultimate engagement. Come on now!



Nice: Optimizing! Test those campaigns and adjust creatives and KPI based on performance for maximum engagement.

