OPTIMIZING CONTENT CHECKLIST:

☐ Always Ask “Why Would the Audience Want to Read This?”
Most online banners get little response because we see so many banners and suffer from “banner blindness”. Online marketers are always looking for tips to improve ad performance so Google shares examples which work for them.

☐ Use Concise and Compelling Intros and Headlines
Banner ads get a bad rap - but when done right, they can really boost brand lift. As an online marketer, this intro grabs my attention so I’m going to click on the ad to learn more.

☐ Ask Compelling Questions
People are always looking for answers to their problems so get their attention by asking them a question and giving them the answer in your ad campaign.

☐ Include a Clear Call to Action
Be direct and instruct them to take the action that will lead to their benefit.

☐ Optimize your Landing Pages for Mobile Traffic
This is one of the biggest benefits of LinkedIn Sponsored Updates where you can fill in your web forms with a single click. Your mobile traffic will be your largest visitors.
MANAGING UPDATES CHECKLIST:

☐ **Plan an Editorial Calendar and React Timely**
   Plan your editorial calendar at least one quarter in advance so you’ll be sharing relevant, timely information. Also, plan for holiday promotions and special events well in advance so you have time to prepare high quality content.

☐ **Respond to Comments Quickly**
   Social media is all about timeliness so you need to monitor your sponsored updates and reply quickly. Occasionally disgruntled customers may vent in the comments of your sponsored updates so you need to act quickly to defuse their frustration.

☐ **Keep Updates Running 24x7x365**
   In today’s business environment, people can be working online any time of day or night. Keep your ads in front of them 24x7x365 so you maximize your chance of them seeing your content.

☐ **Run 2-4 Sponsored Updates Simultaneously to Split Test**
   Always split test your ad campaigns testing different headlines, ad text and images to see what your audience responds to.

☐ **Test Engagement & Refine**
   When people respond to your content, it tells you what their biggest pain points are so you can create more content to address their problems. This also gives you ideas for new products and services which solve your customers biggest issues.
OPTIMIZING VISUALS CHECKLIST:

☐ **Always Include an Engaging Image, Video or Presentation**
   Adding engaging images or videos to your blog posts, articles, and online ads almost always increases engagement.

☐ **Ensure your Image is Relevant to your Content**
   I’m sure you’ve seen a compelling image in an ad that made you click on the ad then you were completely disappointed when the landing page and offer had nothing to do with the image. It’s a bait and switch and you immediately distrust the business because they tricked you. Make sure your image matches your product or service so you gain the trust of the viewer.

☐ **Use Similar Visuals on your Landing Page**
   Remember the principles of [Ad Scent](https://digitalmarketer.com/ad-scent/) and apply them to your sponsored updates. This continues the conversation from the sponsored update to the offer page which will improve your conversion rate significantly.