



Creative best practices

Social Display and Video

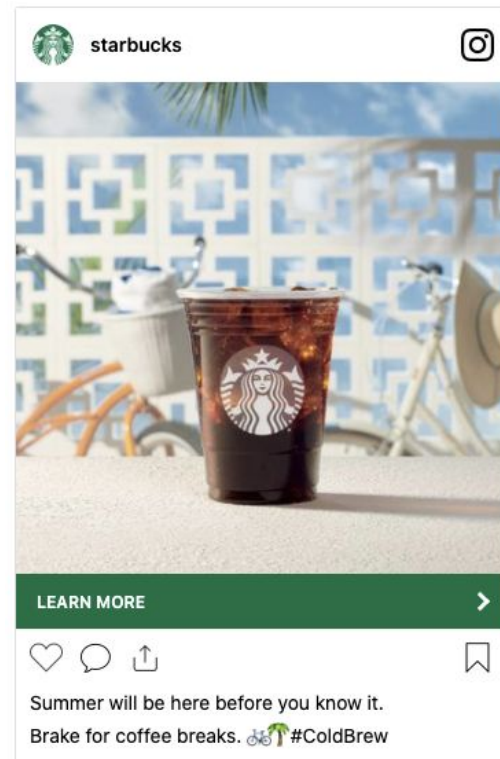
Social Display creative best practices

Social Display enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit socialdisplay.info for examples.

Creative best practices

- Performance campaigns
- Engagement campaigns
- Awareness campaigns
- Influencer amplification

There are no material differences between the type of social platform used (e.g. Facebook vs Instagram). The main differences are the type of social creative used (e.g. photo vs video).



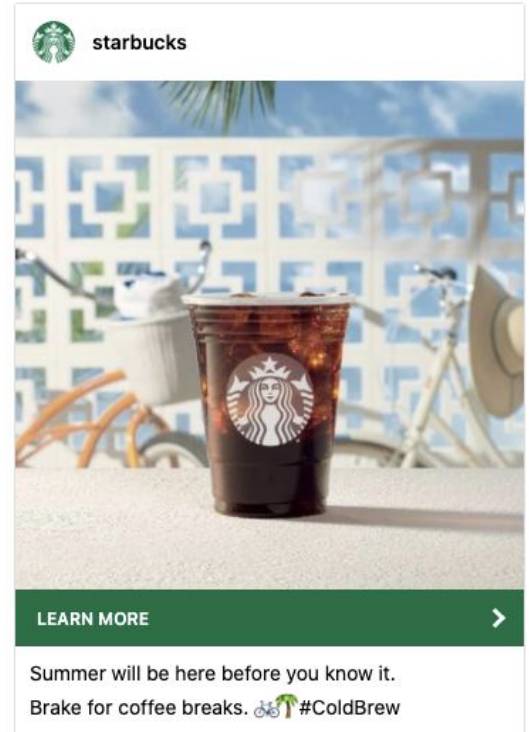
Performance campaigns

When KPIs are performance, website visits, conversions or sales.

Recommendations

- **Format type**
 - Photo and link posts are the most effective at driving landing page visits due to large visuals and ad size
- **Social icons**
 - Hide social icons so that 100% of clicks go to the destination URL
- **Call-to-action button**
 - Customize label and color to inspire audiences
- **Measurement**
 - Add third-party impression and click trackers, and UTM tracking parameters to destination page URL to support better analysis

[Click to see an example](#)



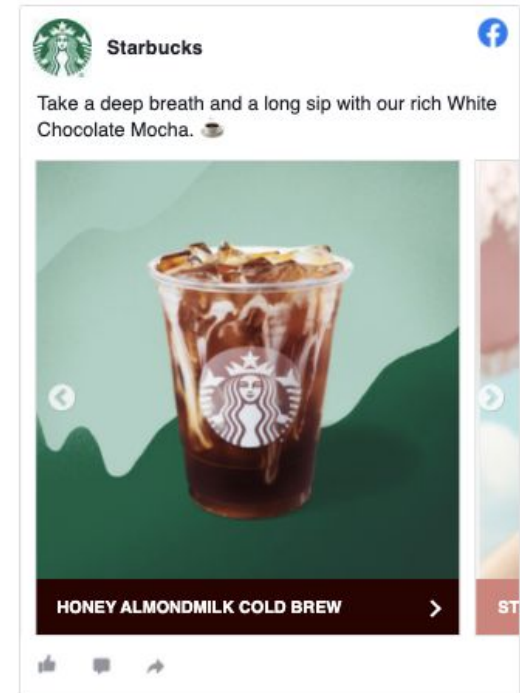
Engagement campaigns

When KPIs are engagement, attention, in-view time or video views.

Recommendations

- **Format type**
 - Video and carousel posts have the highest engagement rates
 - Formats encourage user engagement with ad itself
 - Video controls: start/pause/volume
 - Carousel: swipe between slides
- **Social icons**
 - Keep social icons on, to encourage more interactivity
- **Call-to-action button**
 - Customize label and color to inspire audiences
- **Measurement**
 - Evaluate on ad engagement rates (versus destination page activity)

[Click to see an example](#)



Awareness campaigns

When KPIs are reach, impressions or viewability.

Recommendations

- **Format type**
 - All format types are great options (photo, video, link, carousel)
 - Select creative that is visually appealing and likely to stand out
- **Social icons**
 - Keep social icons on, benefit from format familiarity
- **Call-to-action button**
 - Customize label and color to inspire audiences
- **Measurement**
 - Add third-party brand safety and viewability verification partners like MOAT, IAS, DoubleVerify

[Click to see an example](#)



The image shows a social media post from Starbucks. At the top left is the Starbucks logo and the name 'Starbucks'. To the right is a Facebook icon. Below the logo is the text: 'To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time.' The main image is a video thumbnail featuring a woman with braids holding a Starbucks drink. Overlaid on the image is the text 'HOW TO SIP A.S.A.P. AS SUMMER AS POSSIBLE'. A play button icon is in the center of the video. At the bottom of the video is a yellow banner that says 'NEW Strawberry Funnel Cake Frappuccino® Drink'. Below the video are three icons: a thumbs up, a speech bubble, and a share icon. At the very bottom is a green bar with the text 'LEARN MORE' and a right-pointing arrow.

Influencer promotion

When KPIs are awareness, engagement or destination page traffic.

Recommendations

- **Permissions**
 - Brands will normally have permission to amplify influencer/creator content already developed together for use in paid media channels
- **Influencer handle**
 - Use the influencer's social handle in the format (as shown here) to add further credibility and encourage audience engagement
- **Drive website traffic**
 - Add a destination URL that goes to brand's landing page (which cannot be done in organic influencer promotion within social platforms)

[Click to see an example](#)



Contact support@createwithpolar.com
for additional support



CreateWithPolar.com