

Checklist

Step-by-Step Ad Creation

- ☐ 1. Get to know your customer
- ☐ 2. Create a persona
- ☐ 3. How do I know the right size for my ad?
3.1 Using and changing dimensions in Canva
- ☐ 4. Check Competition and best practice
- ☐ 5. Choose Color/ Font/ Branding
- ☐ 6. Do I want to use a template?
- ☐ 7. Choose a catchy headline
- ☐ 8. Testing, testing, testing
- ☐ 9. Adapt your ad
- ☐ 10. Do all steps again