The designs that you use in your social media advert are completely subjective to your creative eye. This model answer is an example of an advert that is optimised for an Instagram feed, because its dimensions are 1080 x 1080. Depending on what channel you decided to use on Instagram or Facebook, such as Reels, Story etc., the dimensions may need to be different.



You can see this advert is focusing on clothing. Ads are better when they are specifically targeted at groups of people. The target group for this task was 18-35 year olds and as you can see, this advert is focusing even more closely on 18-35 year olds by targeting a subcategory of the group that are interested in buying clothing apparel online. Furthermore, you could say that this target group is made to be even more concise by the use of an image with a male in it, therefore it is targeting males within this group. Based on this specific target audience, the content, imagery and design has been tailored to fit this audience.

There is no single model answer for this task, but there are a few things that consistently will help to make social media advertising content stand out:

* Make it clear and easily readable
* Make sure to include branding consistent with your company’s brand
* Not too much wording, use colours and images to attract the eye
* Don’t use too many different styles of fonts. No more than 3 maximum
* Use design principles such as balance, hierarchy, and composition to draw a reader's eye from one part of the ad to the most important part
* Make sure to include a call to action. This allows the reader to understand what they should do with this ad.
  + Maybe the call to action is to “click here”, or to “sign up” or to “shop now”.
* Put yourself in the reader's shoes, after seeing this ad, is it obvious what you’re trying to promote?
* Is the content appropriate for the target audience?
* Use high quality visuals