

Common Social Media Poster (For Engagement and Awareness)

- **Headline Size:** Moderate, catchy phrase (e.g., “Stay Inspired!”) to draw attention without overwhelming.
- **Color Scheme:** Branded colors with a playful or themed background that complements the post’s message.
- **Text:** Short, engaging content, such as a quote, tip, or fun fact, without too much focus on specific actions.
- **Image/Graphic:** Illustrative icons or simple images relevant to the theme (e.g., nature for inspiration, a coffee cup for casual messages).
- **CTA:** Minimal or subtle, often in the caption rather than the design (e.g., “Share your thoughts in the comments!”).
- **Logo Placement:** Subtle, usually in a corner, for brand presence without distracting from the content.
- **Layout:** Flexible, allowing creative designs with less structured whitespace.

Lead Generation Social Media Ad Poster (Focused on Conversion)

- **Headline Size:** Large and bold, with clear, action-oriented language (e.g., “Join Today for Exclusive Perks!”).
- **Color Scheme:** High contrast using brand colors to make key elements (like CTA) stand out.
- **Text:** Minimal and to-the-point, focusing on a key benefit (e.g., “Get personalized tips and tricks to boost your business!”).
- **Image/Graphic:** Simple but relevant, reinforcing the offer (e.g., product image, happy customer).
- **CTA Button:** Prominent, clearly labeled (e.g., “Sign Up Now,” “Learn More”) and highly visible to drive immediate action.
- **Logo Placement:** Visible and distinct, to build credibility.
- **Layout:** Clean, structured with ample whitespace to enhance readability and emphasize the CTA.