



LINKEDIN GUIDE TO COMPELLING CREATIVE DESIGN



VISUAL PREFERENCE IN SOCIAL MEDIA

- Human Brain & Visual Processing: The brain processes visuals 60,000 times faster than text, and half of the brain is dedicated to visuals.
- Daily Scrolling & Competition: With users spending about 2.5 hours daily on social media, high-quality visuals are critical to capturing attention amidst fierce competition.
- Engagement Impact: Visuals significantly drive engagement; compelling imagery should be unique and distinct.

FIRST GOAL: SCROLL-STOPPING CREATIVE

- Immediate Engagement: Aim for an initial “scroll-stopping” moment; you have under 8 seconds to capture and convey your brand’s value.
- Key Engagement Factors: Bold design, clear messaging, and memorable imagery are essential to holding attention.

DESIGN'S ROLE IN CREATIVE STRATEGY

- Avoiding “Sea of Sameness”: Overuse of templates or stock photos can make content blend in with competitors.
- Unique Visual Identity: Stand out by creating a distinct style and narrative that aligns with brand values.
- Stock Photo Branding: Customize stock photos with branding elements, text overlays, and keywords for a unique look.
- Integrated Content Strategy: Content, creative strategy, and design must work together to form a cohesive brand identity.

ANATOMY OF EFFECTIVE LINKEDIN CREATIVE

- Key Elements: Imagery, consistency, copy, format, and testing are essential for impactful LinkedIn posts

IMAGERY TIPS

- Be Distinctive: Use bold colors, negative space, and faces to make your visuals stand out in the feed.
- Consistency: Build brand recognition by using the same color palette, icons, and design style for better recall.
- Design for Mobile: Since 80% of LinkedIn engagement is on mobile, ensure all visuals are optimized for mobile viewing

COPYWRITING BEST PRACTICES

- Conciseness: Keep copy within 150 characters for mobile readability; focus on the core message.
- Clarity & Value: Highlight the primary benefit and explain how your brand helps the audience
- Brand Tone: Balance professionalism with a friendly tone for LinkedIn's social-professional setting.
- Power Words: Use engaging terms like "leader," "trends," or phrases like "how to..." to encourage clicks.

EFFECTIVE CONTENT FORMATS

Diverse Media Mix: Alternate content formats to maintain interest. Options include Articles, Single Image Ads, Document Ads, Video, and Carousel Ads.

Video Content:

- Videos are 5x more likely to start conversations than other formats.

Types of Videos:

- Industry Insights: Share recent trends.
- Brand Stories: Showcase talent and expertise.
- Event Coverage: Pre- and post-event insights.
- Tips & Practices: Share skill-building advice.
- Product Demos: Provide detailed looks at products/services.

- Authentic Approach: DIY-style videos can be as engaging as high-production ones.

Carousel Ads:

- Highlight features, trends, and talent.
- Ensure visual continuity and use headlines effectively on each tile.
- Include a clear CTA (Call to Action) to guide viewers on the next step

DESIGN ELEMENTS TO FOCUS ON

- Shapes: Consistent shapes can strengthen brand identity.
- Colors: Bold, contrasting colors enhance visibility; stick to brand guidelines to avoid distracting from your message.
- Typography: Use clear, readable fonts (16px+). Basic Sans Serif fonts like Helvetica or Open Sans are recommended.
- Human Faces: Ads with faces are up to 11x more likely to be noticed, helping to humanize your brand.

TESTING & ITERATION

- Experiment Continuously: Test different creative combinations to identify what resonates most with your audience.
- Logo Usage: Place your logo consistently across visuals for brand recognition.