

Content

for the Web

Twitter Baylee Malone

Worksheet Content Discovery: Online Ad / Landing Page

<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Your Major Brand Business Type and Name: <u>Social Media</u> <u>Twitter</u></p> <p>Your Major Brand Company Profile</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example: <u>sign up for</u> <u>Who are the users to be prompted?</u> <u>Twitter</u> <u>on blogs</u> <u>streaming websites</u></p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog</p>
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>ONLINE AD What size(s) are this ad? <u>1024 px x 512 px</u></p> <p>What is the ad message? <u>Share your moments</u> <u>by us</u></p> <p>What is the ad's CTA? <u>Sign up today</u></p>	<p>LANDING PAGE Pick an ad placement location.</p> <p>Match the Landing Page Content and Styling to the Ad Placement (use the mind map)</p>	
<p>Design</p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? <u>Cute personable</u></p> <p>What brand items will be used? <u>logo</u> <u>blog image</u> <u>twitter page</u></p>	<p>Color scheme? <u>white / blue</u></p> <p>Typography?</p>	<p>Layout Elements: Select and Adjust Templates.</p>

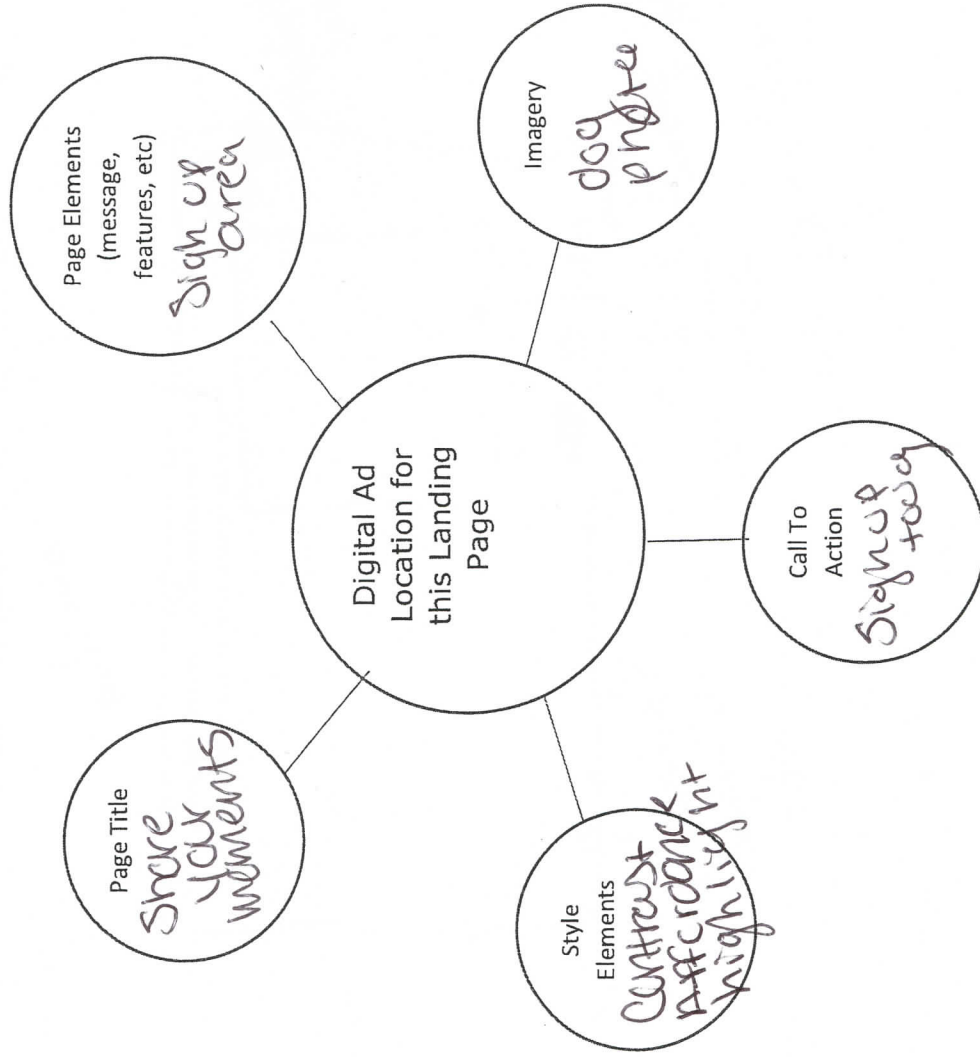
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Online Ad – Landing Page Summary Table

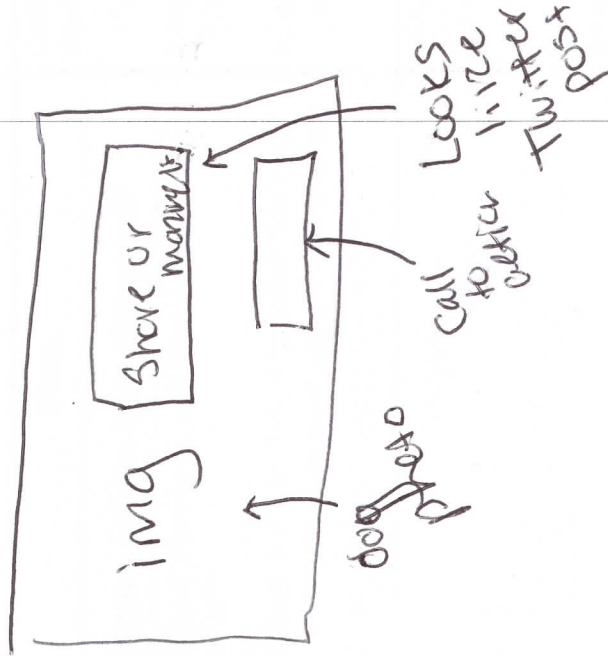
Online Ad	
Ad Message Share your moments w/ us	Ad Call to Action Sign up Today
Landing Page	
Where is this ad placed for this landing page? left	
Page Title: (Match with Ad Title) Share your moments	
Page Elements: Sign up area CTA	
Imagery Same as ad	
Call to Action Same as ad	
Style Elements for this specific page. contrast	



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ONLINE AD WIRE FRAME



Worksheet Content Discovery:

Online Ad / Landing Page

Wireframe Area

LANDING PAGE WIREFRAME

