

A collage of social media icons including Facebook, Google, Snapchat, and Twitter, set against a colorful, abstract background of yellow, green, and blue brushstrokes.

A beginner's guide to

# DIGITAL MARKETING

(aka how to flex  
your brand)



**BASED ON MFC'S BOOTCAMPLABS SERIES  
LAST UPDATED DECEMBER 2021**

**THE ONLY FACTOR  
BECOMING SCARCE  
IN A WORLD OF  
ABUNDANCE IS  
HUMAN ATTENTION.**



*—Kevin Kelly*

*Technology futurist,  
writer and tech publisher*

# **EIGHT SECONDS.**

That's the average amount of time we spend paying attention to any given message on social media, according to research.

In a world where your customers are bombarded with digital content, how can your brand grab their attention—and keep it?

Is your digital content the best it can be? Ask yourself these four questions!

**Does your ad:**

- **Reflect your audience?**
- **Convey a clear message?**
- **Deliver the details?**
- **Lead to action?**

*Read on to learn more!*

# DOES IT REFLECT YOUR AUDIENCE?



**REMEMBER THAT HUMANS ARE HARD-WIRED TO TRUST PEOPLE WHO LOOK LIKE US.**

**WE'RE ALSO HARD-WIRED TO AVOID PEOPLE WHO DON'T.**

Knowing this can help you choose the right face for your campaign.



## **FOR EXAMPLE:**

If you're targeting poor, female, subsistence farmers—don't use this male, middle-class, ex-banker-turned-organic-farmer to front your campaign.



## **HOWEVER:**

This ad does a few things well.

The subject of the photograph is clear—meaning that it takes up at least a third of the frame. The subject is smiling and looking directly at the camera.



# DOES IT CONVEY A CLEAR MESSAGE?



**VISUALIZE EXACTLY WHAT  
YOU ARE OFFERING  
AND TO WHOM.**

**A PICTURE MAY BE WORTH A THOUSAND WORDS—BUT  
IF IT'S CONFUSING OR VISUALLY CLUTTERED, POTENTIAL  
CLIENTS WILL SKIP IT AND MOVE ON.**



## **FOR EXAMPLE:**

If you're not selling doors, this is probably the wrong image to use. (Fortunately, this is an ad for a home improvement loan in partnership with a door manufacturer.)



## **HOWEVER:**

This ad does a few things well. The subject is angled towards a vanishing point—giving the image visual depth and interest.

# DOES IT DELIVER THE DETAILS?



IN 12 WORDS OR FEWER,  
GIVE THE VITAL STATS. 

Use numbers and percentages to capture the details of your offer—and format for emphasis (i.e. use text size or color to draw the eye towards the ONE most important detail).



## FOR EXAMPLE:

Here's a good example of an ad that contains the key details and has a relevant and engaging subject that matches the target audience.



## HOWEVER:

The offer details could be more prominent (larger relative to the entire art board). The size disparity between the man and the tractor makes the image feel lopsided. If this ad is viewed on a smartphone, the man will be very difficult to see.

# DOES IT LEAD TO ACTION?



## GIVE CUSTOMERS ONE-CLICK RESULTS.

A well-designed ad motivates customers to take action, and makes it easy for them to do so.

Your digital ads should lead directly to the point of purchase—in this case a loan application form.

**Opportunity banka**  
21 września o 15:35

Da i malo gazdinstvo postane veliko!  
Uz Agro Easi kredit možete da kupite novu mehanizaciju, da gradite plastenike ili objekte! Ma možete sve što ste zamislili za svoje poljoprivredno gazdinstvo!  
Više o uslovima kredita možete pročitati na sledećim linku <https://www.opb.ba/portal/agro-easi-kredit/>.

Zobacz tłumaczenie

**OPPORTUNITY Banka**

**DA I MALO GAZDINSTVO POSTANE VELIKO**  
AGRO EASI KREDIT

**Opportunity banka**  
17 września

Sve naše klijentkinje su žene za 5, a ovaj konkurs ima za cilj da ih predstavimo svima i motiviramo i vas da neka svoj talent pretvorite u uspešan biznis!  
Prijava traje do 15. oktobra, a više o propozicijama pročitajte na <https://www.zena5.rs>

Zobacz tłumaczenie

**Opportunity banka**  
13 września

Razmišljate o proširenju svog malog biznisa?  
Nema brige! Tu smo da pomognemo.  
Za Sam Svoj Gazda kredit možete da se prijavite bez dolaska u banku, ovde: <https://www.opb.ba/online-zaljev-za-kredit/>

#Malibiznis #MoždaSteVasAliNisteSami #OpportunityBanka #SamSvojGazda

Zobacz tłumaczenie

**OPPORTUNITY Banka**

**MOŽDA STE MALI, ALI NISTE SAMI**

MIKRO BIZNIS KREDITI ZA PREDUZETNIKE I PRAVNA LICA

- + ZA TRGOVCE
- + ZA STOLARE
- + ZA AUTOMEHANIČARE
- + ZA ZANATLJE
- + ZA SALONE LEPOTE
- + ZA AUTOPREVOZNIKE ITD.

**OPPORTUNITY Banka**

Preduzetnici / Pravna lica Poljoprivredna gazdinstva Zaposlena / Radno angažovana lica Penzioneri

Ime (obavezno): \_\_\_\_\_ Prezime (obavezno): \_\_\_\_\_

Naziv firme (obavezno): \_\_\_\_\_

Matični broj firme (obavezno): \_\_\_\_\_ Opština (obavezno): \_\_\_\_\_

E-mail: \_\_\_\_\_

vezno): \_\_\_\_\_ Rok kredita u mesecima (obavezno): \_\_\_\_\_

# EXAMPLES

**OPPORTUNITY**  
Banka

**MOŽDA STE MALI, ALI NISTE SAMI**

**BEZ BIZNIS PLANA**

**MIKRO BIZNIS KREDITI ZA PREDUZETNIKE I PRAVNA LICA**

- ZA TRGOVCE
- ZA ZANATLIJE
- ZA STOLARE
- ZA SALONE LEPOTE
- ZA AUTOMEHANIČARE
- ZA AUTOPREVOZNIKE ITD.



**AUDIENCE MESSAGE ACTION**



**DETAILS**

Needs key numbers, i.e. loan size range or duration

**BCRS Business Loans**  
1,559 followers  
3mo • 🌐

Kickstart your business' recovery plans 🚀

We are proud to be a delivery partner for the [#RecoveryLoanScheme](#) (RI ...see more)

**#RecoveryLoanScheme**

- Support available from £25,001 - £150,000.
- Terms available from 12 months to 5 years.
- No personal guarantees required.
- Businesses with CBILS & BBLS facilities are eligible.

Recovery Loan Scheme | BCRS Business Loans

bcrs.org.uk • 1 min read



**AUDIENCE MESSAGE DETAILS ACTION**



Nothing!

# EXAMPLES



Two additional examples  
from mainstream banks  
in Poland:



**AUDIENCE  
MESSAGE  
DETAILS  
ACTION**

(Translation:  
Catch an  
additional 10%  
for your business!)



Nothing!

