

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?

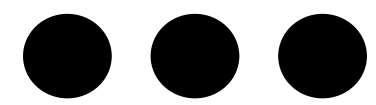
Is your digital content the best it can be? Ask yourself these four questions!

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.



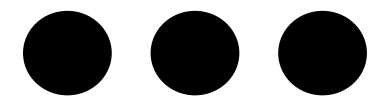
HOWEVER:

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:

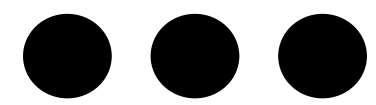
If you're not selling doors, this is probably the wrong image to use. (Fortunately, this is an ad for a home improvement loan in partnership with a door manufacturer.)



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): _____

Opportunity Banka

EXAMPLES

OPPORTUNITY Banka

MOŽDA STE MALI, ALI NISTE SAMI

MIKRO BIZNIS KREDITI ZA PREDUZETNIKE I PRAVNA LICA

BEZ BIZNIS PLANA

- 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!

