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How To Get The Most Out Of Your Display Images

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What's Inside

Identify your purpose to harness the power of display advertising

Display adverts are a fantastic way of getting attention with powerful images.

Before you go about even creating your adverts, you need to understand why you want to get into using display advertising.

- Are you looking to boost your brand awareness?

- Are you trying to drive a direct sale?

- Are you seeking to multiply the e-mail addresses in your database?

Each approach requires a different tactic. But after you've set your purpose, you need to identify who you're targeting.

Psychology is so important with imagery, and some images will work better for some audiences than others. Have a look at what's working for you with imagery on your website, or offline, and check what your competitors are doing. Taking inspiration from a wide range of different competitors is a great way to find new ideas.

But remember, no one knows your customer quite like you. Getting inspiration is fine, but only you will have the power of selecting the best images for your customers.

Trigger emotion

Emotions get you clicks.

Creating emotional reactions will not only catch the eye of the user, but also their mind, and maybe even their heart (if you're good enough!).

Don't go for generic stock imagery, those type of images are seen way too often, and people's minds will only wander straight past it like it's not even there. Inspire them with images they've never seen before, use emotive language to surprise them, to make them happy, or to make them feel or think differently.

By creating desire, anger, happiness, despair, disgust, or fear, you're hitting the consumer just in the right place. You need to stand out in this market, and by pulling on the heartstrings, that's how you do it.
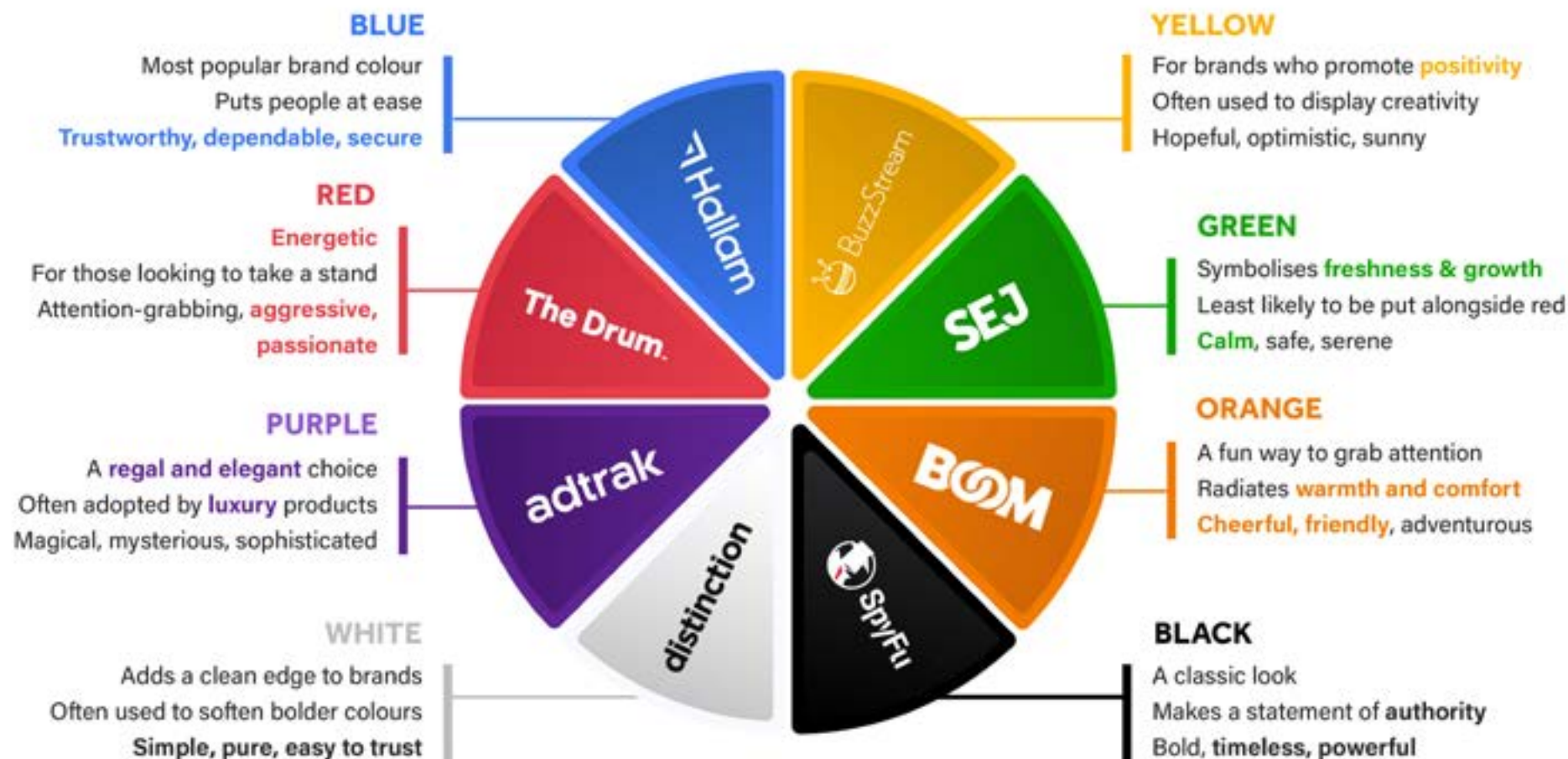
Select colours wisely

Colours have a real effect on people's emotions.

It's worth think about the emotions you want to create and select the colours that suit.

For example, the following colours trigger these emotions:

Brand Colour Psychology

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BLUE
Most popular brand colour
Puts people at ease
Trustworthy, dependable, secure

RED
Energetic
For those looking to take a stand
Attention-grabbing, aggressive, passionate

PURPLE
A regal and elegant choice
Often adopted by luxury products
Magical, mysterious, sophisticated

WHITE
Adds a clean edge to brands
Often used to soften bolder colours
Simple, pure, easy to trust

YELLOW
For brands who promote positivity
Often used to display creativity
Hopeful, optimistic, sunny

GREEN
Symbolises freshness & growth
Least likely to be put alongside red
Calm, safe, serene

ORANGE
A fun way to grab attention
Radiates warmth and comfort
Cheerful, friendly, adventurous

BLACK
A classic look
Makes a statement of authority
Bold, timeless, powerful

Hallam — BuzzStream — SEJ — BOOM — SpyFu — distinction — adtrak — The Drum.

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Stay on brand

You need to keep the ethos of your brand firmly in your mind when you're creating images for your adverts. Using flashy, tacky, multicoloured, special offer banners while you're selling luxury products is a big no-no.

The display ads you create should match the look and feel of your website. Using similar colours, fonts, and type of imagery makes your users who click already mentally know what they're expecting before they get on to your site.

It's all well and good getting a lot of clicks, but if you're never going to convert the person who clicked on your ad, you're just wasting your money.

Key Takeaways

There are two keys to display advertising success: staying true to your brand, and inspiring emotion. But you do need to mix up what you send out too, stick to those guiding principles, but tweak your adverts ever so slightly, and create a wide range of images and ads so you know what's working for you. From there you can escalate the ad spend on the ad's that are performing well so you can make the most out of them.

Take your time, don't rush into it, and trust your instincts.