



# Creative best practices

Xtra Social

# Xtra Social creative best practices

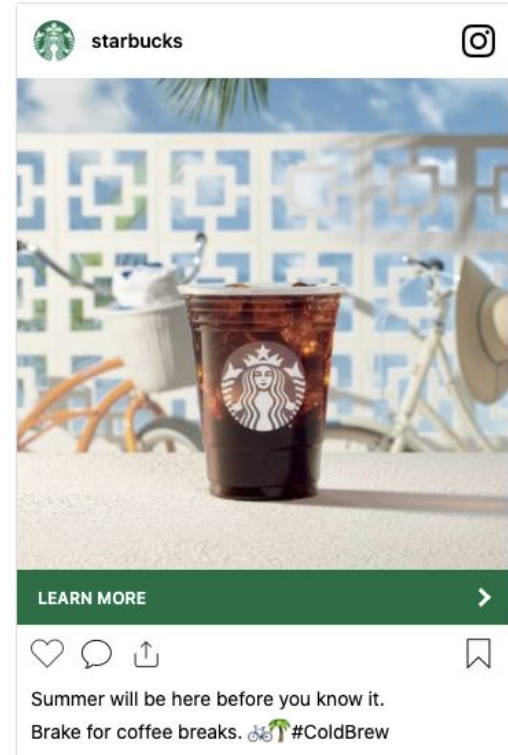


Xtra Social enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit <https://socialdisplay.info/dpg> for examples.

## **Creative best practices**

- Performance campaigns
- Engagement campaigns
- Awareness campaigns
- Influencer amplification

There are no material differences between the type of social platform used (e.g. Facebook vs Instagram). The main differences are the type of social creative used (e.g. photo vs video).



# Performance campaigns



*When KPIs are performance, website visits, conversions or sales.*

## Recommendations

- **Format type**
  - Photo and link posts are the most effective at driving landing page visits due to large visuals and ad size
- **Social icons**
  - Hide social icons so that 100% of clicks go to the destination URL
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Add third-party impression and click trackers, and UTM tracking parameters to destination page URL to support better analysis

[Click to see an example](#)

starbucks

LEARN MORE >

Summer will be here before you know it.  
Brake for coffee breaks. ☕️ #ColdBrew

# Engagement campaigns

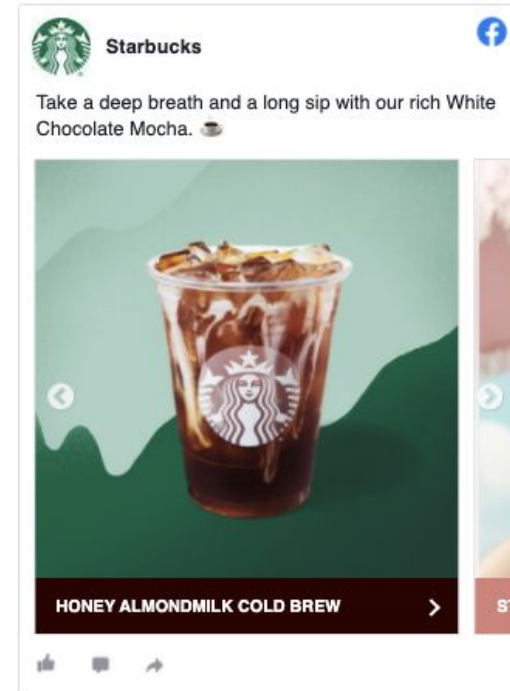


When KPIs are engagement, attention, in-view time or video views.

## Recommendations

- **Format type**
  - Video and carousel posts have the highest engagement rates
  - Formats encourage user engagement with ad itself
    - Video controls: start/pause/volume
    - Carousel: swipe between slides
- **Social icons**
  - Keep social icons on, to encourage more interactivity
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Evaluate on ad engagement rates (versus destination page activity)

[Click to see an example](#)



# Awareness campaigns

When KPIs are reach, impressions or viewability.

## Recommendations

- **Format type**
  - All format types are great options (photo, video, link, carousel)
  - Select creative that is visually appealing and likely to stand out
- **Social icons**
  - Keep social icons on, benefit from format familiarity
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Add third-party brand safety and viewability verification partners like MOAT, IAS, DoubleVerify

[Click to see an example](#)



The image shows a social media post from Starbucks. At the top left is the Starbucks logo and the name 'Starbucks'. To the right is a Facebook icon. Below the logo is the text: 'To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time.' The main visual is a video thumbnail featuring a woman with braids holding a Starbucks drink. Overlaid on the video is the text 'HOW TO SIP A.S.A.P. AS SUMMER AS POSSIBLE'. At the bottom of the video is a yellow banner that reads 'NEW Strawberry Funnel Cake Frappuccino® Drink'. Below the video are icons for like, comment, and share. At the very bottom is a green bar with the text 'LEARN MORE' and a right-pointing arrow.



# Influencer promotion



*When KPIs are awareness, engagement or destination page traffic.*

## **Recommendations**

- **Permissions**
  - Brands will normally have permission to amplify influencer/creator content already developed together for use in paid media channels
- **Influencer handle**
  - Use the influencer's social handle in the format (as shown here) to add further credibility and encourage audience engagement
- **Drive website traffic**
  - Add a destination URL that goes to brand's landing page (which cannot be done in organic influencer promotion within social platforms)

[Click to see an example](#)





Contact DPG if you have any questions

**dpg**

