

ADVERTISING TIP SHEET

It's important to plan ahead when placing an advertisement on behalf of the University at Buffalo. Think through and fully address the areas below to ensure your ad meets the intended objective, adheres to the university's brand guidelines and serves the right audience. This tip sheet should be used to guide advertising on social (Facebook, Instagram, etc.), traditional (print, radio, etc.) and digital (email, display, search, etc.) media outlets.

1 SITUATION ANALYSIS	What's the project, program or initiative you want to promote? Will this be a stand-alone ad or part of a larger campaign where greater coordination of campaign elements is needed?
2 OBJECTIVE(S)	What do you hope to achieve? Your objective(s) should be realistic and measurable based on your unit's business goals.
3 AUDIENCE/TARGETING	Who are you trying to reach? Remember, you can't say everything to everyone. The more specific and targeted you can be, the more effective the ad usually is.
4 TIMELINE	What is the ideal timeframe for your ad to launch?
5 PLATFORM/MEDIUM	Where do you propose to reach this audience?
6 BUDGET	How much money have you allocated for this effort?
7 KEY MESSAGE	Your ad should convey one main point. Consider overall tone and voice as dictated by your unit's message map.
8 CONTENT/ASSETS	Do you have high quality imagery/video available?
9 CALL TO ACTION	What are you asking the audience to do? This should always be present in your ad.
10 MEASUREMENT	How will you measure the ad's effectiveness?
11 STAFF CONTACTS	Identify all individuals who will be responsible for creating and approving the ad and monitoring its performance. Be sure you know who will be ready to make adjustments and review comments if using social media.

QUESTIONS?

We are here to help you make the most out of your investment. For additional guidance, creative feedback or to request an ad consultation, please contact:

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NEXT STEPS

Fill out the **Communication Brief** to hone your messaging and content. You'll notice call to action, key message and audience are repeated on the brief.