

Performance Marketing Guide



This unique guide provides valuable insights into performance marketing, particularly in generating effective creatives using best practices, platform knowledge, and diverse asset creation.

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Unlocking the Secrets of Creative Strategy: A Deep Dive into Performance Marketing

User Motivations

Ultimately, it is crucial to recognize that user motivations play a vital role in the effectiveness of advertisements. When crafting an ad, our primary objective is to establish a relatable connection with individuals, prompting them to take action based on their unique motivations, which can vary across different sectors. The motivations of someone seeking to download a game,

for instance, will differ from those of someone interested in purchasing a health product or downloading a fitness app. As marketers, it is imperative that we continuously delve into the psyche of our target audience, comprehending the specific motivations that drive their actions. To illustrate this point, let's consider a variety of industries:

Gaming

Within the gaming industry, we recognize that individuals seek various elements that contribute to their enjoyment. This includes aspects such as escapism, relaxation, achievement, and social interaction. When developing advertisements for gaming, our approach typically involves dissecting each of these motivations and tailoring distinct messaging for different types of games. Whether it's an RPG game that

offers immersive storytelling, a casual Match Three game, or a Word game that enhances learning and skill development, we strive to create ads and messages that resonate with these diverse motivations. By showcasing the benefits and experiences that players can expect, we aim to demonstrate what they stand to gain and why engaging with the game will be personally rewarding for them.



Health and Fitness

Conversely, when considering a health and fitness app, such as a fasting app, it entails a greater level of commitment from our target audience. Making the decision to embark on a fasting diet requires a significant level of involvement. In this case, our objective is to comprehensively understand the various motivations at play and effectively guide our audience in a captivating, expeditious manner. We aim

to communicate the compelling reasons why they should explore the app, emphasizing the benefits that await them and illustrating how it aligns with their individual needs. By delivering a persuasive message that highlights the value they stand to gain, we strive to motivate them to download the app and actively incorporate it into their daily routine.

Fintech

Similarly, in the realm of Fintech, let's consider the scenario of an online bank. Choosing to opt for an online bank involves making a decision to either maintain an existing bank or transition from a traditional banking institution. In this context, advertisements play a pivotal role in assisting individuals in making informed decisions regarding a potential bank switch. The key lies in understanding their motivations and discerning what value proposition awaits

them. By developing ads that resonate with the audience through appealing, attention-grabbing, and contemporary content, we can achieve the creation of high-performing and successful advertisements. These ads aim to establish a relatable connection with the viewers, highlighting the benefits and advantages of considering a bank change in a manner that captivates their attention and encourages them to explore further.

Native Advertising

When it comes to native advertising, the primary objective is to craft advertisements that seamlessly integrate with the platform on which they appear. Recognizing that users are averse to constant ad bombardment, our aim is to develop ads that align with the native environment.

As consumers of content on various social media platforms such as Facebook, Instagram, YouTube, TikTok, and Snapchat, we engage with these channels for diverse purposes and motivations:



Facebook

Serves as a platform where we seek glimpses into the lives of our friends, viewing their photos and updates, and consuming a variety of videos and articles directly from our news feed.

Instagram

Offers a space for inspiration, captivating us with visually appealing images, brief clips, and engaging stories.

TikTok

Presents a distinct experience, where we encounter creative content crafted by a diverse range of creators and users. Here, we can discover micro-learning, dance routines, and an array of content tailored to individual passions and interests.

It is worth noting that each platform possesses a distinctive tone and style, carefully curated to suit the specific types of content they host.

By adhering to best practices and embracing the tone and style prevalent within the platform, we increase the likelihood of capturing users' attention and engagement. Ideally, viewers will perceive the ads as authentic content, prompting them to willingly consume more, remain engaged, and potentially take desired actions, such as downloading an app or seeking further information. The goal is to create an immersive experience where users feel they are engaging with genuine content rather than being subjected to traditional advertising.



Breaking Down the Different Social Platforms: Navigating TikTok, Facebook, Instagram, Snapchat, and YouTube for Successful Ads

Let's now analyze the various platforms at hand:

TikTok



Has rapidly emerged as one of the most prosperous social media platforms. TikTok predominantly caters to creators and holds a distinct characteristic: sound plays a pivotal role in its content. The majority of TikTok users consume content with sound, which significantly influences the creative essence conveyed. Whether it involves trending challenges or the utilization of popular songs, sound on TikTok holds immense significance.

Contrary to popular belief, TikTok's audience encompasses individuals of all age groups and generations, thereby

making this platform conducive for all creators. Hence, it is crucial to ensure sound is enabled while engaging in TikTok content creation.

Embracing creativity to the fullest extent is essential, employing quick transitions between ideas. It is beneficial to impart the intended message from the outset, while also incorporating informative elements within a concise timeframe of 15 seconds to a minute and a half.

Although TikTok allows ads that can run up to 3 minutes, crafting a successful and seamless native TikTok ad adheres to these principles.

Facebook



To effectively navigate the Facebook feed, it is crucial to capture the attention of users amidst their fast scrolling habits. Therefore, our ads must be designed to halt users' scrolling and engage them in their daily content consumption. When it comes to Facebook, the initial 3 seconds of a video or static ad should be visually striking, compelling, and captivating. This will entice users to pause and invest time in exploring the entirety of the creative content presented to them.

Facebook predominantly operates as a platform with muted sound, so the focus should not be on music. However, if there is spoken content, incorporating prominent subtitles allows individuals to comprehend the message even without audio.

Facebook leans towards being a platform for content consumption, granting the flexibility to employ creatives that narrate a story. At times, storytelling can be more effective than

being direct and concise, but it is essential to maintain one core message. This message should be conveyed in an intriguing, exciting, and trendy manner. The objective is to capture people's attention, hold their interest for a few moments, and enable them to absorb the information you intend to deliver. Additionally, since users may not watch the entire video, it is advisable to prominently display your logo or another visual element from the outset. This

ensures brand awareness and recognition. Furthermore, to address the possibility of users not viewing the entire message, it is beneficial to incorporate a persistent headline or concise message that conveys the essential information right from the beginning. Waiting for users to watch the complete video is unnecessary when you can provide them with all the pertinent details within the first 3 to 5 seconds of the ad.

Instagram



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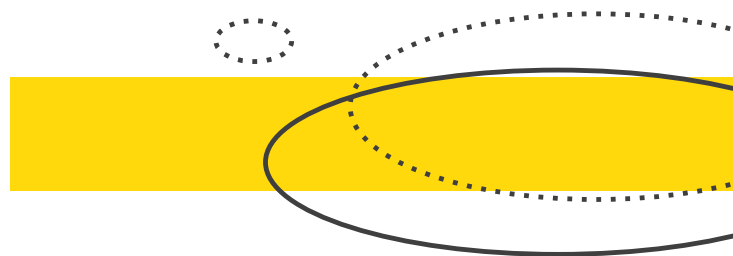


Snapchatt



Stands out from other social platforms due to its unique characteristics. Upon opening Snapchat, users are immediately greeted by the camera interface, offering an array of enjoyable filters. Snapchat's essence lies in capturing and sharing moments swiftly. Therefore, when crafting creatives for Snapchat, it is crucial to consider the user's limited attention span and their desire to grasp the message quickly. To cater to Snapchat's audience effectively, we often employ a reversed approach. Despite having an end card, we strive to position essential

information at the beginning, encompassing everything the user needs to know within the initial frame. Subsequently, we proceed with the creative content. Recognizing that Snapchat's audience is typically younger and has less time and attention to spare for ads, we aim to deliver content that is concise, engaging, and swift. This approach allows us to effectively capture attention and make an impact within the Snapchat environment.



YouTube/Google



YouTube presents a unique opportunity to provide more comprehensive information compared to other platforms. Users often visit YouTube to listen to music or seek instructional content such as tutorials or recipes. Consequently, they are willing to invest more time and attention in longer ads that offer in-depth explanations. On YouTube, we adopt an approach that allows us to deliver ads with expanded information. While different ad placements exist, we prioritize creating ads that offer a deeper level of detail, in contrast to the concise messaging typically employed on other platforms. YouTube's environment encourages us to explore informative content, such as sharing tips, hacks, or strategies to

master a particular subject. By aligning our ads with the informational nature of user behavior on YouTube, we can provide a seamless experience that meets their expectations. Moreover, within the Google network, particularly on display placements, we have the flexibility to create a multitude of diverse ads. We emphasize the importance of developing captivating static creatives that strongly prompt users to take action. It is essential to optimize these creatives for various sizes to ensure compatibility across different placements. Through rigorous testing, we can determine which placements yield the best performance and maximize the effectiveness of our advertising efforts.



Maximizing Video Assets:

Exploring the Different Types of Real People-Centered Ads

User Motivations

Now, let's delve into the topic of video assets, with a specific focus on utilizing real people in these assets. When developing concepts for clients, our approach in performance marketing involves incorporating a diverse range of elements. This encompasses creating both 2D and 3D ads. When it comes to producing actual ads, we have various options at our disposal.

Firstly, we can opt for live-action shoots, capturing real people in real environments to bring the concept to life. This approach adds authenticity and relatability to the ad, resonating with the target audience.

Additionally, collaborating with actual creators or influencers offers another avenue for video asset creation. By leveraging their established presence and influence, we can tap into their unique style and content to enhance the authenticity and appeal of the ad. This approach can be highly effective in reaching and engaging specific target demographics.

Alternatively, we can work with actors who possess the ability to perform like influencers and creators. These individuals have the talent and skill to authentically portray the desired personality and characteristics, aligning with the brand's objectives and target audience preferences.

It is essential to understand the distinctions between these approaches. Each offers its own advantages and considerations. By carefully selecting the appropriate method based on the campaign objectives and target audience, we can ensure the creation of impactful video assets that effectively convey the intended message.

User-Generated Content (UGC)



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UGC holds immense value, and it can be effectively generated through collaborations with TikTok creators, YouTube influencers, or Facebook influencers. In today's digital landscape, influencers and creators span a wide range of verticals. From lifestyle and gaming to experts in fintech or health, there is an array of individuals who possess dedicated communities and possess the ability to produce authentic and credible content that resonates with their audience.

When aiming to promote a brand or product, leveraging these influencers and creators to recommend and endorse offerings can be highly advantageous. This type of ad, rooted in UGC, carries the power to establish trust and credibility among the target audience. By tapping into the influencer's genuine experiences and recommendations, we can effectively communicate the authenticity and benefits of a brand or product.

Engaging influencers and creators



across different verticals allows to connect with specific target demographics and leverage their expertise and influence. This approach ensures that the content created aligns with the interests and preferences of their dedicated communities, resulting in a more compelling and relatable advertisement.

By collaborating with influencers and creators, we can harness the potential of UGC to strengthen brand awareness, enhance credibility, and foster genuine connections with the target audience.

Actual actors

By collaborating with professional actors, we have the opportunity to create a compelling sense of realism and authenticity within our advertisements. Through their performances, these actors can convincingly portray individuals who have engaged with our brand, utilized our app, or purchased our products. The goal is to immerse viewers in a scenario where they genuinely perceive the actor as a real person actively interacting with our brand. Employing actors enables us to effectively convey the experience of genuine customer interactions, evoking a

relatable and relatable emotional response. Their performances can effectively communicate the value and benefits of our offerings, while fostering a connection with the audience. By leveraging the skills and talent of professional actors, we can create advertisements that are engaging, believable, and resonate with viewers. This approach allows us to bridge the gap between the audience and our brand, eliciting a sense of trust and reliability, ultimately driving greater interest and action among our target audience.

Live action

When embarking on a full shooting day, our focus is on utilizing real people to effectively illustrate various scenarios to our audience. Through these authentic portrayals, we can depict situations such as gameplay, conflicts, discussions, or experiences surrounding the purchase of a product.

By involving real individuals in our productions, we aim to enhance relatability and engagement. Viewers are more likely to connect with and resonate with the genuine experiences depicted by these real people. This approach enables us to create a more immersive and compelling narrative that effectively communicates the intended message.

During the shooting process, we meticulously capture scenes that accurately convey the desired situations. This can involve showcasing gameplay actions, engaging in dialogue or conflicts, or depicting the genuine experience of someone engaging with our product. The goal is to bring these scenarios to life in a visually captivating and emotionally resonant manner.

Utilizing real people in our production allows us to present relatable and authentic situations that resonate with our target audience. By employing this approach, we can effectively engage viewers, foster a deeper connection, and convey the desired messaging in a compelling manner.

When it comes to creating ads, we have three distinct approaches that range from highly realistic to meticulously filmed and directed. Each of these video ad types possesses unique characteristics and impacts, making it essential to include them within your comprehensive ad testing strategy for your brand.



The first approach revolves around super realistic ads. These ads aim to capture genuine moments, reflecting real-life scenarios and experiences. By leveraging authenticity, these ads establish a deep connection with viewers, resonating on a personal level. The impact lies in the relatability and credibility these ads convey.

On the other end of the spectrum, we have meticulously filmed and directed ads. These ads emphasize the visual aspects and are meticulously crafted to create a visually stunning and captivating experience. Through skilled cinematography, attention to detail, and precise direction, these ads showcase





the artistry and creativity behind your brand. The impact of these ads lies in their aesthetic appeal and ability to leave a lasting impression.

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testing strategy. By testing and analyzing the performance of each type, you can gain insights into their respective impacts on your target audience. This allows you to refine and optimize your ad campaigns by strategically incorporating the most effective and impactful video ads for your brand.

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Organic VS Paid content

It is crucial to distinguish between organic content and paid content when collaborating with creators and influencers. While we acknowledge the influence these individuals wield within their own communities, it is important to recognize that solely relying on their organic content may not yield the desired reach and impact.

When aiming to reach a larger audience, it becomes necessary to utilize their content in paid media. This involves taking the creatives they have authentically created for their own channels and leveraging them as sponsored ads on various platforms. By doing so, we can amplify the reach and visibility of their content, maximizing its potential impact.

When working with influencers and

creators, it is vital to understand the distinction between their original, organic content and the strategic utilization of that content as sponsored ads. While their original content thrives on their personal channels, the promotional aspect involves strategically leveraging their content to target broader audiences through paid media. By leveraging the strength of influencers' and creators' original content while strategically promoting it as sponsored ads, we can effectively harness their influence, reach larger numbers, and extend the impact of our marketing efforts across various platforms. It is crucial to navigate this differentiation when collaborating with influencers and creators to ensure optimal results in our advertising campaigns.



Optimizing for Results: A Step-by-Step Approach to Creative Testing

Creative testing forms the foundation of effective performance marketing campaigns. It is imperative to establish a well-defined plan and methodology for testing various types of creatives during each campaign. By employing a systematic approach and comprehending the elements being tested, as well as analyzing the subsequent results, we can gain valuable insights and enhance our creative output in the following months. At yellowHEAD, we leverage Allison, our

creative analysis technology, to identify the successful components and features within creatives. This empowers us to generate increasingly effective creatives for future use. However, it is crucial to articulate the objectives and clearly define the scope of our tests when launching a campaign. We need to determine what aspects we are specifically testing and how we can optimize our efforts to achieve superior performing creatives.

Strategy is key



When devising a creative testing plan, we recommend initiating the process with a strategic assessment. This involves studying the competitive landscape and evaluating our past endeavors. By comparing our approach with that of our competitors, we can identify successful strategies that can be emulated or modified.

It is essential to identify the unique motivations and barriers of our target audience, even when dealing with broad demographics such as males and females aged 18 to 54.

By delving into the personas within these audience segments, we can tailor messaging that addresses their specific motivations and challenges.

Creative “buckets”

Once we have compiled a comprehensive list of potential messaging approaches, it is advisable to categorize them into creative buckets. These buckets serve as a framework for briefing our creative team and facilitate the testing of diverse executions. Depending on our budget, we should aim to test multiple types of creative assets. We must determine which buckets to focus on each month, decide on the number of assets to create, and evaluate their performance. Based on these insights, we can make informed decisions regarding iterations, such as

refining successful messaging and eliminating underperforming elements. Additionally, we should explore new messaging concepts to continuously optimize our creative output. To ensure long-term success, it is beneficial to construct testing strategies spanning a quarter to half a year. These strategies can be adjusted and refined iteratively as we gain more data and insights. By continually striving to improve our creatives, we can maximize their impact and achieve optimal performance.

Revitalizing Your Creatives: Overcoming Creative Fatigue

Creative fatigue is a genuine concern that affects many creators. It is evident when previously successful creatives experience a decline in key performance indicators, such as ROI and CTR. When we identify such a decline, it is important to take appropriate action.

Iterations

First and foremost, if the creative still holds potential based on past positive results, we should consider creating iterations of it. This may involve modifying certain elements, such as the opening scene or making design changes to refresh the creative. The aim

is to explore the maximum potential of existing creatives. Instead of constantly generating new creatives, we strive to optimize the performance of those already proven successful. After all, if a creative has performed well in the past, it is worth exploring further iterations to

potentially achieve even better results. We always recommend closely monitoring performance and promptly addressing signs of creative fatigue. By focusing on a creative that previously performed well but

is now showing fatigue, we can create iterations and explore different execution strategies to revive its effectiveness and surpass previous achievements.

Stay proactive

Furthermore, identifying creative fatigue can be challenging as it requires continuous vigilance over the performance of creatives. At yellowHEAD, we utilize Allison, our creative analysis technology, to receive real-time notifications about the performance and potential fatigue of creatives. This enables us to stay proactive and ensure that we never

overlook the potential of a promising creative. It also empowers us to continuously generate new variations, thereby enhancing the chances of success for each creative endeavor.



Leveraging App Store optimization (ASO) for High-Quality User Acquisition

Ultimately, our user acquisition (UA) efforts, whether they involve creating video or static ads, are all geared towards directing potential users to either the App Store or the Google Play page. It is at this critical juncture that users must decide whether to download the app or not. Therefore, it is vital to ensure that our app store pages are consistently updated and that the creative assets displayed are highly appealing. When considering the various creative

assets for the app store, such as icons, screenshots, and the app review video, we must bear in mind that these elements are designed to assist potential users in their decision-making process. Our objective is to encourage them to click the download button. Thus, it is crucial to approach creative development with a holistic perspective, taking into account the entire user journey. Ultimately, our advertisements guide users to the app store page, where we

want to provide comprehensive information, maintain transparency, and ensure that potential users have a clear understanding of what they are about to download. By avoiding any discrepancies between the advertised content and the actual app, we can mitigate the risk of decreased user retention. Our goal is to attract high-quality users who fully comprehend the app's features and benefits, encouraging them to remain

engaged for an extended duration. When creating these assets, it is essential to adhere to the guidelines and regulations set forth by Google and iOS. For iOS, we must ensure that the App Store assets closely resemble the app's user interface (UI), fostering consistency and familiarity. On the other hand, the Google Play platform offers more flexibility, allowing us to explore creative avenues and maximize the visual appeal of our assets.



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