

→ **Single Origin**

Best Practices

Guide



Ad Creation Best Practices

1. Imagery and branding should align with landing page
2. Establish A/B testing controls - taglines, offers, CTAs
3. Provide value, before making an ask (e-book, content, FAQs)
4. Create interest through urgency

BEHRING
EB-5 Immigration Experts

Still looking for
EB-5 Help?

Our complimentary EB-5 Personal
Investment Plan is waiting.

GET OUR PLAN

1

4

3

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01

Landing Page Best Practices

- Forms are clearly articulated with effective CTAs
- Providing value in exchange for contact information
- Limited copy and focus on page flow
- Engaging content, including video if available

The screenshot shows a landing page for 'informu' featuring the 'Mu-Tag' product. The page is divided into several sections:

- Header:** The 'informu' logo is in the top left. The main headline reads 'Designed to prevent lost items, not just find them.' Below it, a sub-headline says 'Easily track your items with pinpoint accuracy and receive intelligent notifications to help prevent loss.' A 'Pre-order now' button is positioned below the sub-headline. To the right, there is an image of a passport and a set of keys.
- Feature Grid:** A row of four grey boxes, each containing the text 'ICON OR PHOTO' and a corresponding benefit:
 - Active location monitoring prevents time spent finding your things.
 - Proximity alerts help you know when your item is close.
 - Rechargeable battery means no more buying replacement tags every 6 months.
 - A variety of colors allow you to customize your Mu Style.
- Video Section:** A large white box with a play button icon is on the left. To its right, the headline says 'Discover a smarter, and smaller, way to keep track of your belongings.' Below this, a sub-headline reads 'Mu-Tag is the world's smallest loss prevention and tracking device. It goes where you go, and you won't even notice it.' A 'Learn About Size' button is located at the bottom right of this section.
- Alerts Section:** The headline is 'Receive an alert when your stuff is close, or isn't.' Below it, a sub-headline states 'A step ahead of the lost and found, Mu-Tag pro-actively alerts you when you've left something behind. With AI and Calendar integration, Mu-Tag can even remind you to bring an item to your event.' A 'Learn About Alerts' button is at the bottom left. To the right, there is an image of a hand holding a smartphone displaying various app icons.
- Footer:** A green bar at the bottom contains the text 'Get up to date info by joining our mailing list.' Below this text is a white input field and a red 'Get Notified' button.

Facebook Advertising Best Practices

- Use a square 1:1 aspect ratio (1280 x 1280) as this fits better on Facebook's Mobile News Feed
- Cut videos to 30s - 60s long (videos with a maximum of 2 minutes get the most engagement)
- Camera crew optional - shoot with your phone using a tripod and microphone
- Optimize videos to be viewed without sound (utilizing letterboxes, copy, or text only)
- Target mobile users as desktop prices (or CPMs) are almost 2x cost of mobile!





Google Adwords Best Practices

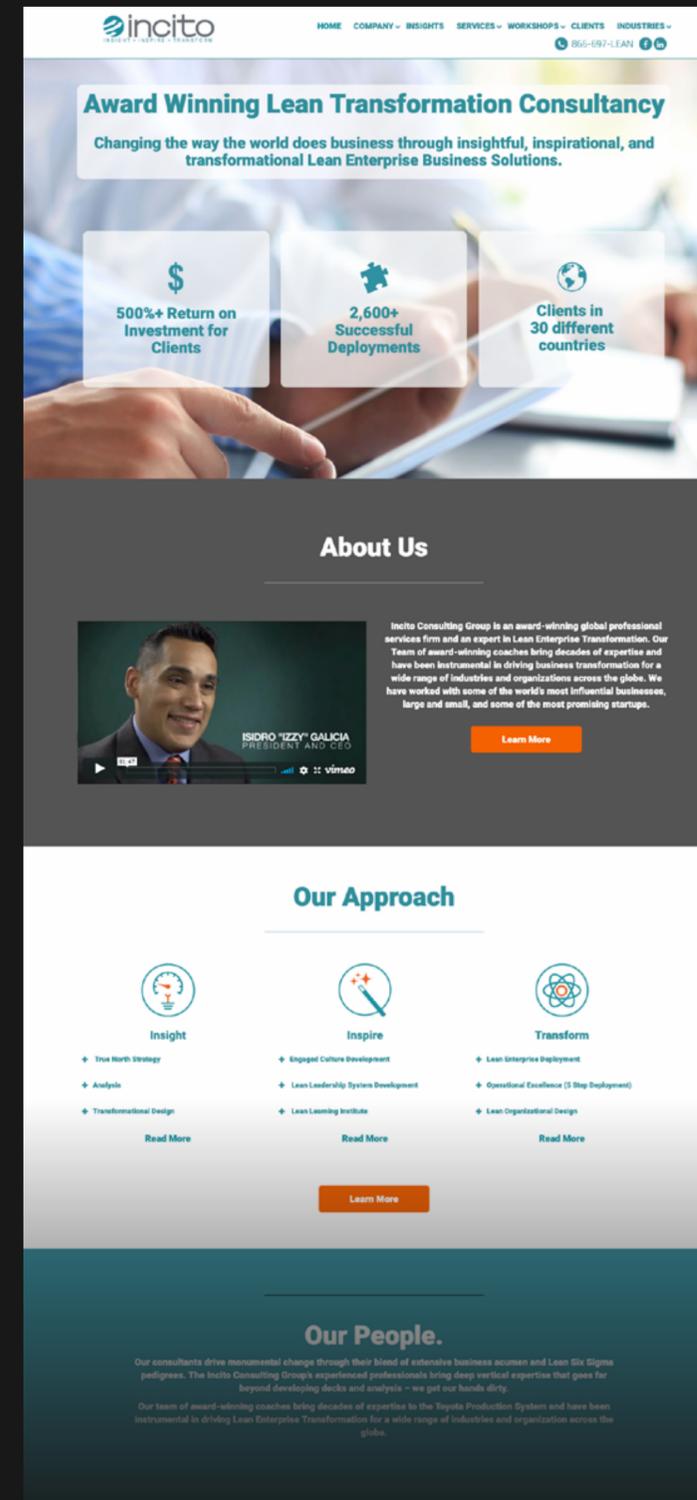
- Understanding match types (broad vs. exact)
- Analyzing quality of clicks, not the quantity
- Measure profits and learn how to use automation to adjust your bids
- Writing compelling ad copy - message of the ads should:
 - Address user benefits
 - Be relevant to the keyword group
 - Answer "why" -- and not pose more questions to users

Website Design Best Practices

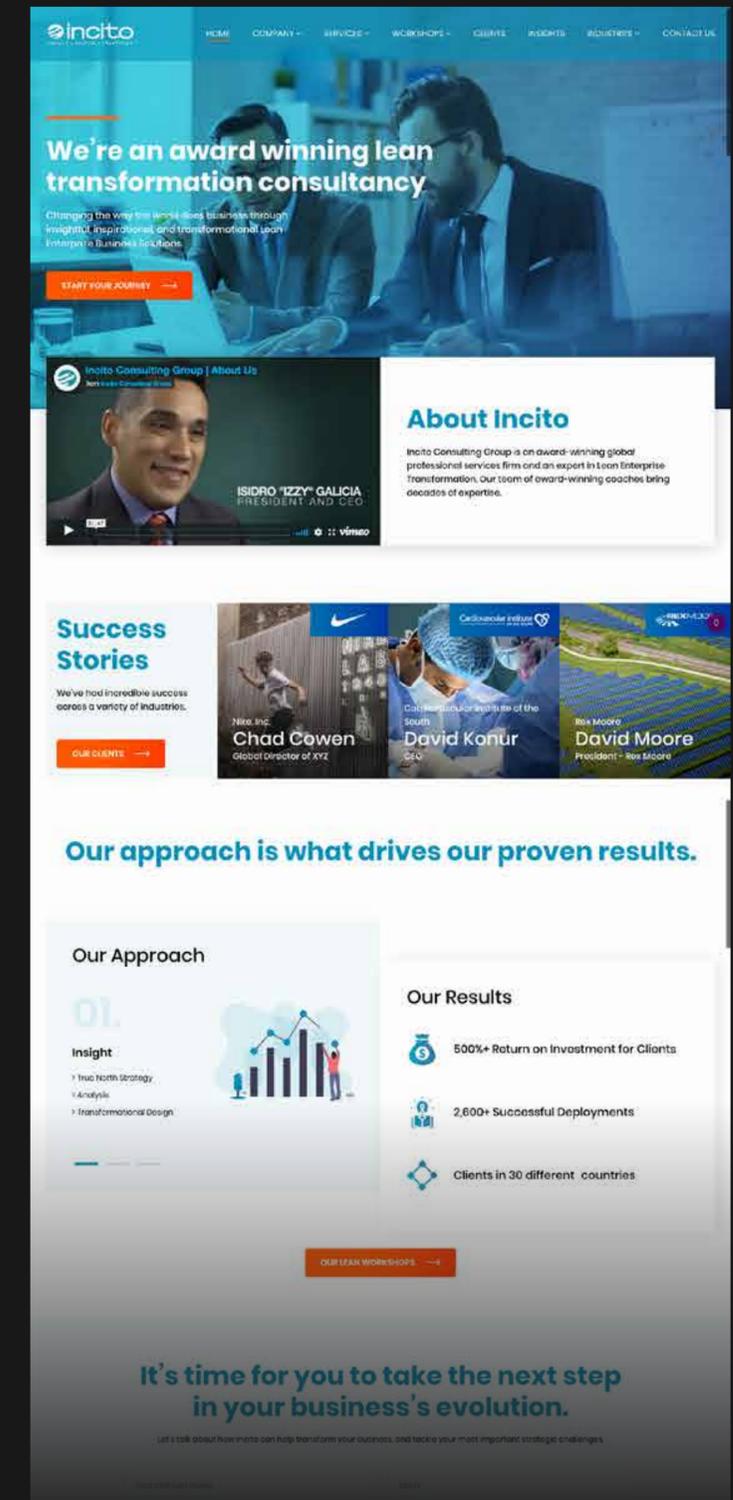
- Always ensure a baseline level of mobile functionality as 79%+ of Internet usage is on a mobile device. (Zenith 2017)

1. Create a strong, contrasting CTA with language specific to your purpose (buy now, learn more, etc).
2. Use imagery that feels authentic, and relates directly to the content on that page section.
3. Don't do it yourself. Sites like Wix or Squarespace are enticing due to price, but are quickly outgrown and don't scale with your brand or your needs.

Before Optimization



After Optimization



Branding & Positioning Best Practices

- Before creating any brand, do (or hire someone to do) the research to fully understand where your market is, and how you are positioned in it with your product or service
- Establish the leaders in your market and go after them, using their brands as the standards measuring stick
- Establish your branding goals early, and ask repeatedly if this helps me get closer to my goals. Does this logo move me up-market? Does this image really reflect the quality I want?

Before Optimization

AUTHOR YOUR FUTURE
KoSchool

overly complicated | color disconnect | feels like horror movie

After Optimization

 KoSchool™

strong | trustworthy | modern | safe | feels at peace

General Design Best Practices

- When in doubt, always simplify
- Stand out from the crowd, but not too much
- Find your unique audience and tailor directly for them
 - Consider the Who, Where, and Why?
- Hone your story, and your message, over time
- Make an effort to evolve every year, even in small chunks
- Focus bulk of design budget where you'll get the most ROI and on frivolous things that don't yield reward



thank you

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