# **Guidelines of the Ad content on labinmotion**

Ensure that your ad length is not more than 1500 words. Recommended length is 1100-1200 words. Put yourself in the shoes of your intended audience and provide relevant information. Before you get started, think through these basic two points.

* Who is your ad intended for? (potential customer, investor, partner, supplier, …)
* What do you want them to do after seeing the ad? (If you want them to send you an enquiry, we recommend that you go with affordable 12-month-plan that has an option for an ENQUIRY form)

The information that you provide can cover the following points (You can put them under separate headings/sections) –

1. Who you are - Tell something about yourself, rewards & recognition (establish credibility of the founders and the venture)
2. What is the problem you are trying to solve?
3. What are the solutions you have that can help customers solve the problem? How does it solve the problem? Any specific use cases/examples you can share?
4. What are the customer benefits? (Superior value that you offer vis a vis competition) – You can talk about the product/services and the benefits to the customer
5. What is the evidence – Provide customer testimonials, white papers, etc. If you have YouTube URLs of short videos (not more than 2-2.5 mts), include the URLs
6. Any special offers? Or promotions? – Provide details

Attach 2-3 images (600 x 300) .jpg, .png or .gif. for display in the ad. One of the images should be apt for the main featured image (that is displayed along with the advertisement).

Provide the following information too –

1. Address
2. Location(s)
3. Contact Emailid
4. Contact Number
5. Core offering (Keyphrase)