

Social Media advertising template

This tool helps you to design your adverts. Use one of these for each advert variant. Please note there are restrictions in the way you set ads for certain things (eg. financial services).

Name of Proposition:

User Hypothesis:


Who are the people you assume will be your users?

Problem Hypothesis:

What is the problem you assume people find significant?

Value Hypothesis:

What is the concept you assume people with value as a solution?



Name of your proposition




Primary text: Highlight the problem or tell how your service provides a solution to the problem starting with 'What if...?' (Max 125 characters)

Use this space to place the image of your advert. You can also consider using a carousel of images or video clips: detail or describe the key scenes in the boxes to the right.

Headline: Highlight and reinforce your unique selling proposition (Max 25 characters)

Call to action

Link description: additional information about the link's destination (Max 30 characters)

 Like  Comment  Share

For subsequent images:

