

# Best Practices For **Creating Content That Converts\***



## **Do**

- Add FMTC to your program
- *Always* add beginning and ending dates, even if it's "evergreen"
- Use coupon codes
- Include free shipping
- Add new promotional content often
- Keep the name/title simple
- Always provide an evergreen home page link
- Create at least one text link in addition to the home page link
- Promotional content is preferred over non-promotional: "\$10 off" vs "shop for shoes"
- Provide only one text link per promotion
- Include two logo sizes in SVG format: 88x31 and 120x60
- Save "support@fmtc.co" as a trusted contact and respond as soon as possible

## **Don't**

- Leave date fields blank
- Use complicated, wordy ad copy or descriptions
- Include the coupon code in the name/description
- Remove your home page link
- Promote the same offer with multiple text links
- Ignore emails from "support@fmtc.co"

***\*Sourced from some of the industry's top publishers***



[More Info on Creating Content that Converts](#)