



## Design a Compelling Pop-up Ad

### SCENARIO

# BUHI

Buhi Supply Co. is offering a 15% discount on backpacks to drive more consumers to sign up for their email list. As their digital marketing intern, you need to design a pop-up ad to capture site visitors' emails.

Your supervisor asked you to determine where this pop-up should appear on the website. The pop-up will be live for two months, and they want to maximize its efficiency without jeopardizing their other campaigns. The sitemap highlights where it could go, but they would like you to select the best options.

### Some things to keep in consideration:

- The American Dream line's most successful product is its backpack.
- The Legacy Backpack has been underperforming this quarter.
- The American Dream Backpack is the most visited backpack product page.
- The Aurora Backpack is the least visited backpack product page.
- The American Dream Backpack is running another pop-up to collect user feedback.

The following framework is applied to the design of landing pages rather than pop-ups. Still, it's useful for general web design strategy (found in Chapter 2 of the ["Digital Marketing Essentials" courseware](#)):

- 1 ATTENTION** What is the action you would like potential customers to take?
- 2 CONTEXT** Does the message and content of the homepage match customers' expectations?
- 3 CLARITY** Does the user know what will happen once they click a link?
- 4 CONGRUENCE** Do all the words on the webpage (pop-up) encourage the conversion, or do some words distract potential customers from the desired behavior?
- 5 CREDIBILITY** Do potential customers have ample reason to believe you can deliver on your promises?
- 6 CLOSING** Is your message positive and placed close to the desired click region?

### SUBMISSION

Your submission should include the pop-up ad you designed in Canva, three suggested web pages that could feature the pop-up, and your reasoning.

# BUHI DESIGN ELEMENTS

## BUHI LOGO

# BUHI

## PRODUCT IMAGES



[Click here to download the images](#)



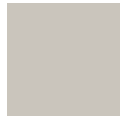
## BUHI COLORS



#298089



#ABBBA7



#CAC5BD



#4D5656



#283747



#2E5050

## BUHI SITEMAP

# www.buhisupplyco.com

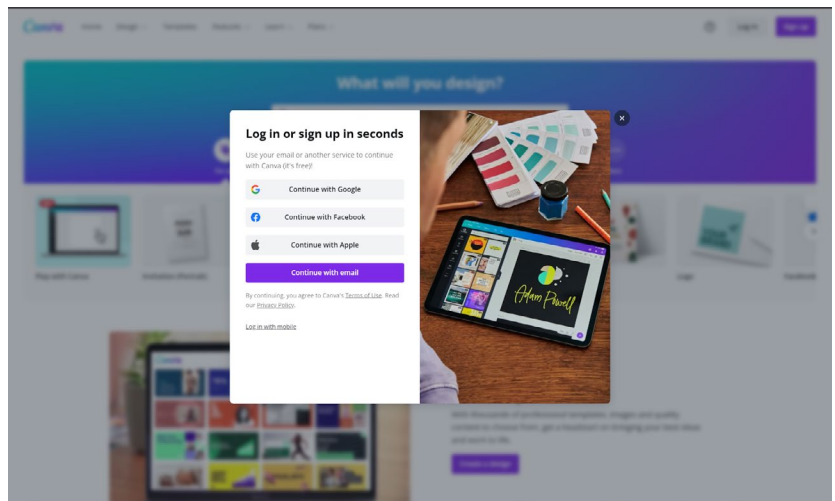
Preview the visual sitemap

- ▼ Buhi Supply Co.
  - ▼ Product Lines | Buhi Supply Co.
    - ▶  American Dream
    - ▶  Legacy
    - ▶  Pioneer
    - ▶  OG
    - ▶  Aurora
  - ▼ Types | Buhi Supply Co.
    - ▼ Backpack
      - American Dream | Backpack
      - Legacy | Backpack
      - Pioneer | Backpack
      - Aurora | Backpack
    - ▶  Duffel Bag
    - ▶  Messenger Bag
    - ▶  Pouch
    - ▶  Tote
    - ▶  Hip Pack
    - ▶  Travel Bag
  - ▶  Mens | Buhi Supply Co.
  - ▶  Womens | Buhi Supply Co.
  - ▶  Travel | Buhi Supply Co.
  - Community Update
  - Customer Service

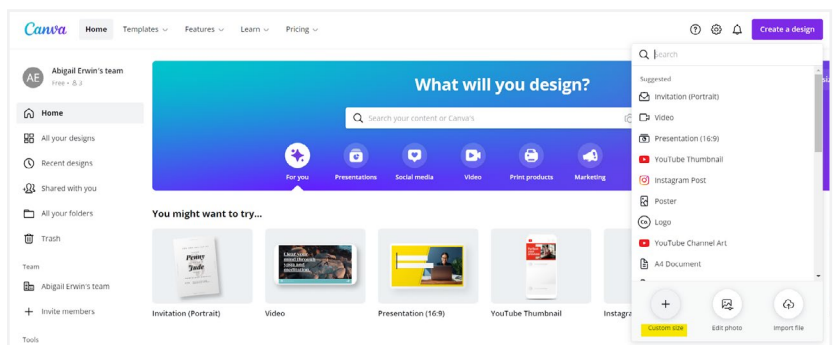


## CANVA INSTRUCTIONS

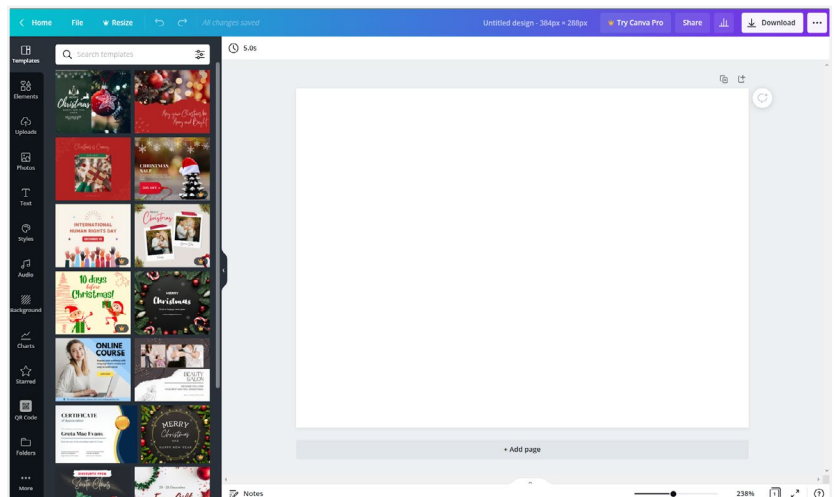
1. Log in or create an account on [Canva.com](https://www.canva.com).



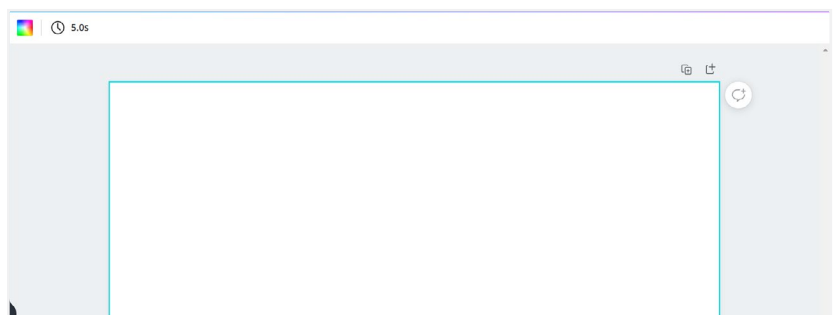
2. Click “Create a design” and choose “Custom size.” Input the width and height of your pop-up in pixels (px). For this assignment, use a size of 784 x 588 px.



3. Click “Create new design.” You’re ready to get started.



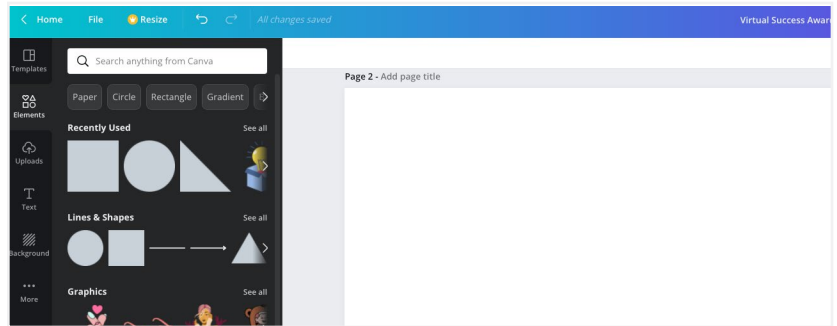
4. Once you select a design template from the sidebar, a color wheel will appear in the top left corner. Search for the colors you’d like to use or create your own design.



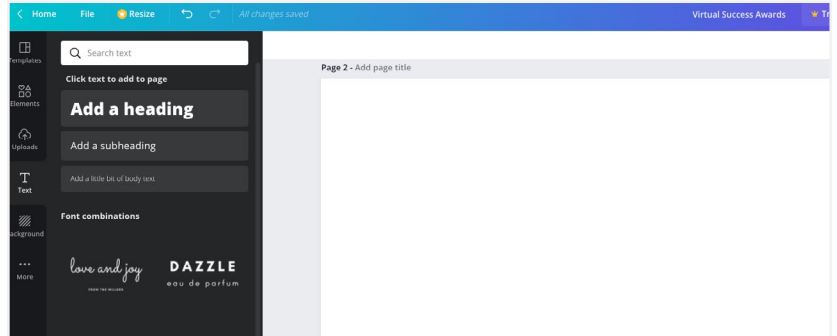


## CANVA INSTRUCTIONS

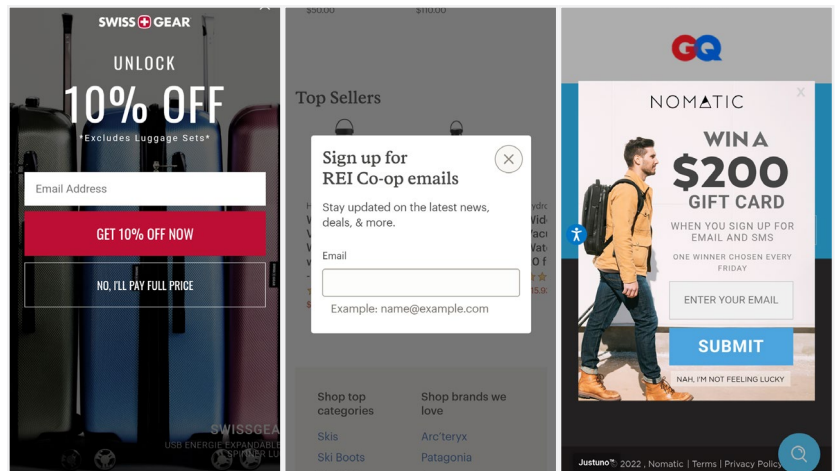
5. To add shapes, graphics, lines, charts, and frames to your infographic, open the “Elements” tab on the left.



6. To add text, open the “Text” tab on the left. You can use font combinations provided by Canva for inspiration or use the text search bar to find different options.



7. Create a mock form for Buhi site visitors to enter their information. You can reference the forms below for ideas or research other examples. Use “Text” and “Elements” in Canva to create a form.



8. Once you’re finished, give your infographic a unique name and then click “Download.” You will need to download your file as both a PNG and PDF.

