

3 simple steps to creating a successful advert

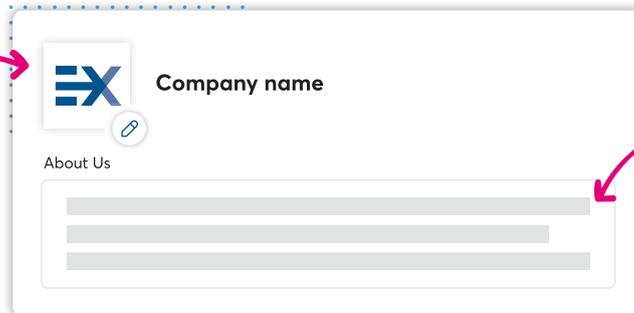
Get your business in front of thousands BrightHR customers, its easy and free!

STEP 1

Company Profile

Upload your logo

Firstly, make sure the image dimensions are at a 1:1 aspect ratio. In other words, it should be square—its height and width should be the same.



The screenshot shows a form for creating a company profile. It includes a logo upload field with a red arrow pointing to it, a 'Company name' text input field, and an 'About Us' text area with a red arrow pointing to it. The logo field contains a placeholder logo and a small edit icon.

About Us

When writing your 'About us' consider including keywords and topics that best describes your business/ services you provide. For example, if you're a florist in Auckland you might want to include the words: flowers, bouquet, gift, plants, Auckland, home decor, flower arranging etc. This will make your advert easier to search.

STEP 2

Advert Details

Give your ad a title:

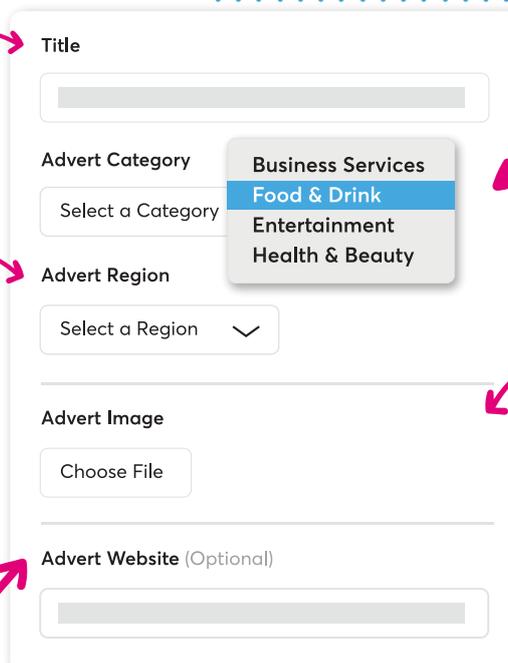
Try to include things like what you do or sell, your discount or offer, and who the offer is for.

Choose a region to show your advert in:

If you're a local business, set the region you want your advert to appear in. Alternatively, select 'national' if your offer is nationwide.

Link to your website:

This is where you can drive web traffic to your website, app, social media or any other URL that you want people to see.



The screenshot shows a form for creating an advert. It includes a 'Title' text input field, an 'Advert Category' dropdown menu with a red arrow pointing to it, an 'Advert Region' dropdown menu, an 'Advert Image' section with a 'Choose File' button, and an 'Advert Website (Optional)' text input field. The 'Advert Category' dropdown menu is open, showing options: Business Services, Food & Drink (highlighted), Entertainment, and Health & Beauty.

Select your category:

Use the drop-down menu to select the category that best suits your business. This makes your advert quicker and easier to find.

Add an advert image:

Choosing the right image is key. A strong visual brand identity makes your business memorable.

Size: 1600 x 900px (16:9) works best.

If you're using a stock image, make sure it's royalty free. Look for the words 'Commercial use' in the licensing section.

Here are a few useful websites for finding royalty-free stock images: Unsplash, Pkwizard, Pexels, and Pixabay.

Optional Offer and Redemption Instructions

Offer Type

 No offer

 Percentage Discount

 Special Offer

STEP 3

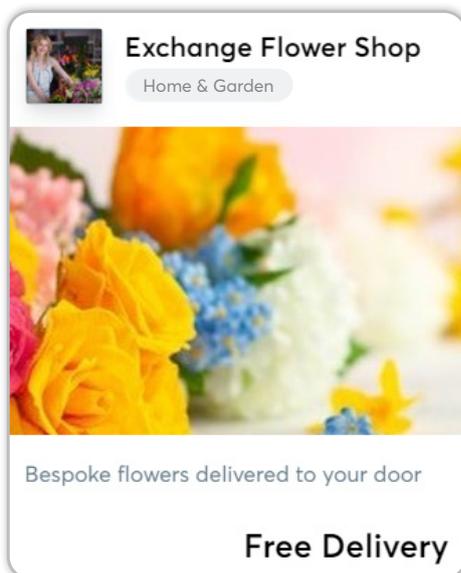
Offer type and advert visibility

No offer: You don't have to offer a discount to advertise—there's a 'no offer' option you can select. But with thousands of businesses competing for attention, you'll find more success when you offer something back!

Offer: Choose between a percentage discount or special offer, and set the terms of your discount. We also recommend writing instructions on how to redeem your offer here. Think about how you're tracking the sales from

this offer on your website. You could include a promo code for customers to use when they check out, for example.

Visibility: If you only want to show your advert for a certain amount of time (over Black Friday, for example), select 'limited', then set the dates you want it to run between. If you don't want your ad to disappear after a certain time, set your 'advert period' to 'always'. Then, choose whether to show your advert to people (B2C), or business owners (B2B).



Happy with your Advert?

Once you're happy with what you've got, head to the right-hand side of the page and click 'Preview details'. This shows you what your ad will look like to customers when it goes live.

If you want to go back and change something, click 'back to create'.

If everything looks good, click 'submit' at the top right of the page.

Still need help?

Contact our Bright Exchange Key Account Manager with the details below to talk things through.

Glyssa.perez@brighthr.com.au
T: 0800 675 707 (press three) | W: brighthr.com/nz

[Book a call](#)

