

Ad Mockup Generator: Introduction

Users: Ladder Strategists / Clients

Issue: Users do not have an effective and efficient way of previewing social media creative.

Solution: Optimizing time and resources by designing a mockup tool that simplifies the experience. Ideally this platform centralizes content creation without requiring the user to maneuver multiple platforms (google adwords, facebook etc.)

Goals and Types of Competitors

Goals for mock up generator:

- input content
- preview ad
- export ad as image/pdf
- supports facebook single image template
- supports google adwords template

“Competitors” with similar features and goals:

- Direct competitors (adparlor, Ad Preview tool, Already Coded, Creative Code)
- Preview tools for print production (Moo.com)
- CMS / preview tools for online production (hootsuite)

Templates & Services - Direct Competitors

	Adparlor: Ad Mockup Generator	Already coded: Facebook Ad Mockup Tool	Andrew's Ad Preview Tool	Facebook's Creative Hub
Facebook Templates	Yes, 9 templates/views depending on goal(site clicks, app install, desktop app install, video post, status post, photo post, offer, event, page likes)	Yes, 1 template	No	Yes, several templates divided into categories: interactive (2), Video (4), Image (2).
Google Adword Template	No	no	Yes, 1 template -you can generate 3 versions of that template at a time	No
Pinterest Templates	Yes	no	No	No
Instagram Templates	Yes	no	No	Yes, 3 (image, video carousel)
Can pay for additional services	Yes - 3 levels of services	Online demo is free, can purchase the script that runs it for \$30	No - free product	Yes, connected to facebook ads manager where you can purchase ads.

Editing and Content Creation - All Competitors

	Adparlor	Creative Hub	Ad Preview	Already Coded	Moo	Hootsuite
Log-in required to edit	no	yes	no	no	no	yes
Upload Image from external platforms	Yes (many)	Yes (facebook, shutterstock)	no	no	no	no
Character limits shown	yes	no	yes	no	no	no
Image Text Check (fb)	yes	yes	n/a	no	n/a	n/a
Inspiration Gallery	yes	yes	no	no	yes	no
Edit directly on mockup (instead of two columns)	no	no	no	no	yes	n/a

Editing in Adparlor (preview in separate column)



AD MOCKUP GENERATOR

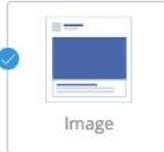
- Facebook
 - Website Clicks
 - Mobile App Install
 - Desktop App Install
 - Video Post
 - Status Post
 - Photo Post
- Turn your mockups into real ads.
 - Get Started
 - Subscribe Now
- AdParlor.com
- Support
- Latest Features

Design Your Ad

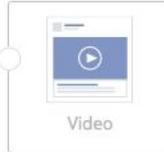
To learn more about this ad type, see the [Facebook Ads Guide](#).

Website Clicks

Send people to important sections of your website, or get them to take specific actions such as buying a product.



Image



Video



Carousel

Advertiser Info

Specify the Facebook page that your ads will be associated with. [Clear](#)

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Message

Grab interest with more info about what you're advertising. Keep it short - we recommend 90 characters or less.

Preview & Download

[Download Mockup](#)

[Newsfeed](#) [Right-Hand](#) [Mobile](#)



Test Company
Sponsored

[Like Page](#)

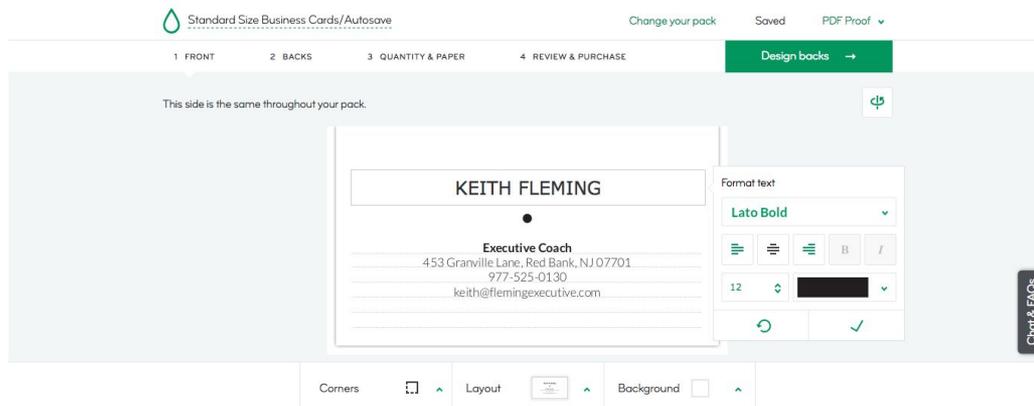
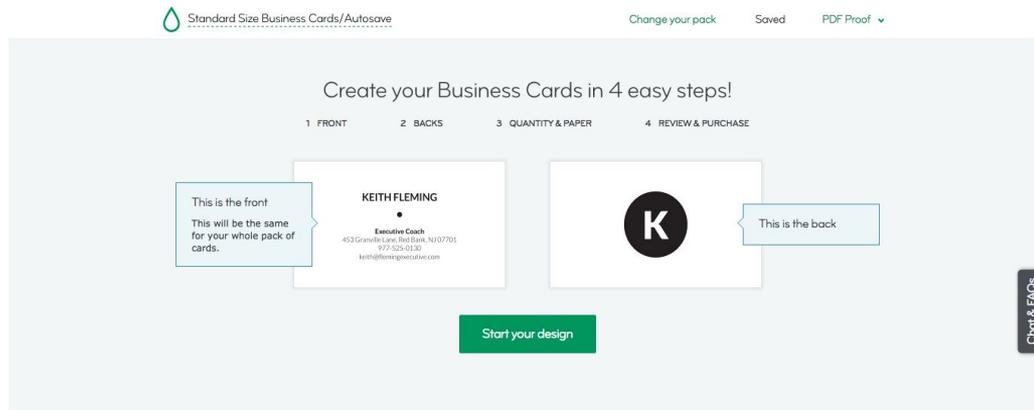
test content



Your Headline Here



Editing in Moo (changes made directly on mockup)



Save/Export - All Competitors

	Adparlor	Creative Hub	Ad Preview	Already Coded	Moo	Hootsuite
Download as image	yes(png)	no	no	no	no	no
Create Link	no	yes	no	no	yes	no
Send to mobile	no	yes	no	no	no	no
Save Drafts	no	yes	no	no	yes	yes
Email to yourself	no	no	no	no	yes	no

Exporting Images in Adparlor

How do you take your images?

[Download Mockups](#)



Right-Hand

YOUR IMAGE HERE

Your Headline Here
Your Caption Here
Your Message Here

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20 562 Comments 311 Shares

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Saving a Draft on Moo



On a mobile? Pick things up later...

We'll email a link so you can come back to this from a desktop or a tablet.

Email Address

Sign up to the MOOsLETTER for special offers, news and inspiration.

Get a link

[Continue anyway >](#)

Saving a draft on Hootsuite

The screenshot displays the Hootsuite interface. At the top, there is a 'Compose message...' field with a '1' and a dropdown arrow. To the right of this field are icons for attachments, calendar, location, globe, and lock. In the top right corner, there is a blue button labeled 'Upgrade my plan' and a search icon.

Below the compose field is the 'Publisher' section, which includes a profile picture, a '1' with a dropdown arrow, and a refresh icon. The main content area shows a list of draft categories on the left: Drafts (highlighted), Scheduled, Past Scheduled, Require Approval, Expired Approvals, and Rejected. Under 'Content Sources:', there is a notification box with the text 'Make your content count' and a close button. The notification text reads: 'Want to get an even better response the next time you share content?' and includes a link: 'Check out this free video to learn how'.

In the main content area, a draft is visible with a grey square icon, the text 'Draft: This is a test', and the metadata 'last changed by Susana Aho created on Monday, Feb 27 2017 at 3:29pm'. At the bottom right, there is a 'Wise Guide' section with a search bar and a close button.

Send to Mobile in Creative Hub

The image shows a screenshot of the Creative Hub interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and user information for 'Louise'. Below this is a secondary navigation bar with options like 'Manage Mockups', 'Get Inspired', and 'Image Text Check'. The main workspace is titled 'Untitled' and shows a 'Facebook Image' being edited. A 'Send to Mobile' dialog box is open in the center, featuring a blue icon of a computer monitor with an arrow pointing to a smartphone. The dialog text reads: 'Once the ad is ready to view, you'll see a notification within the Facebook or Instagram app on your mobile. The ad will only be visible to you.' At the bottom of the dialog, there is a 'Don't show again' checkbox (checked) and 'Cancel' and 'Send' buttons. The background workspace shows a 'Facebook Page' section with fields for 'Page Name' (Test Page) and 'Page Profile Picture', and an 'Ad Content' section.