

WEBINAR

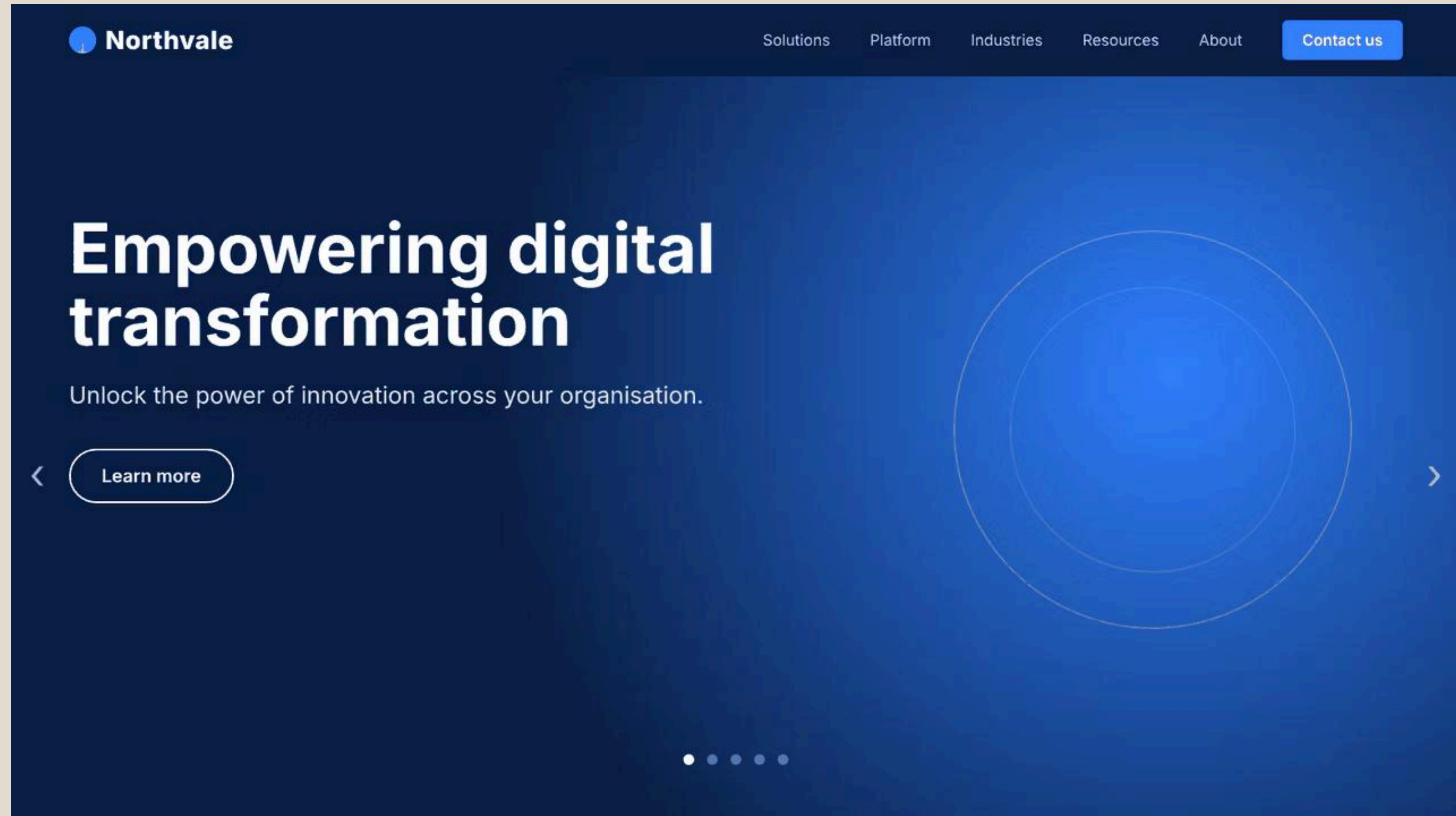
The amuse bouche: how to craft a hero banner that makes people hungry for more

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1.



1.

Carousels don't work

Nielsen Norman Group



50ms to form a first impression of a web page

Lindgaard, Fernandes, Dudek and Brown, "Attention web designers: you have 50 milliseconds to make a good first impression!", Behaviour and Information Technology, 2006

1.

**57% of viewing
time happens
above the fold**

Nielsen Norman Group, 2018

**"Make the logo bigger"
often reduces the space for
first impressions**

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1.

The video banner

You're not cutting
out information.
You're sequencing.

1.

If your kitchen
could send one bite,
what would it be?

1.

Swap in a competitor's
logo. Does your banner
still work?

First 2 words decide if the
rest gets read

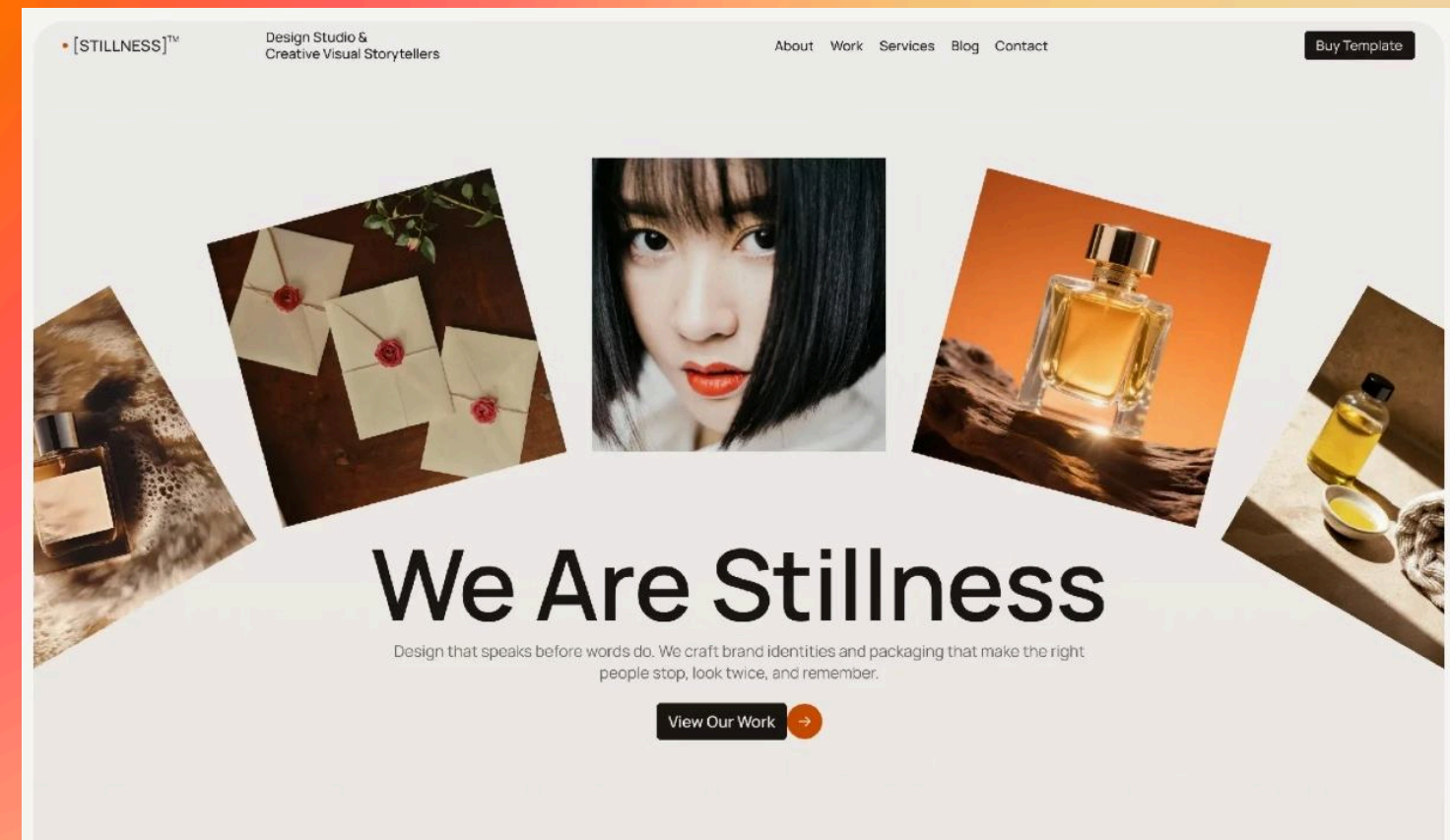
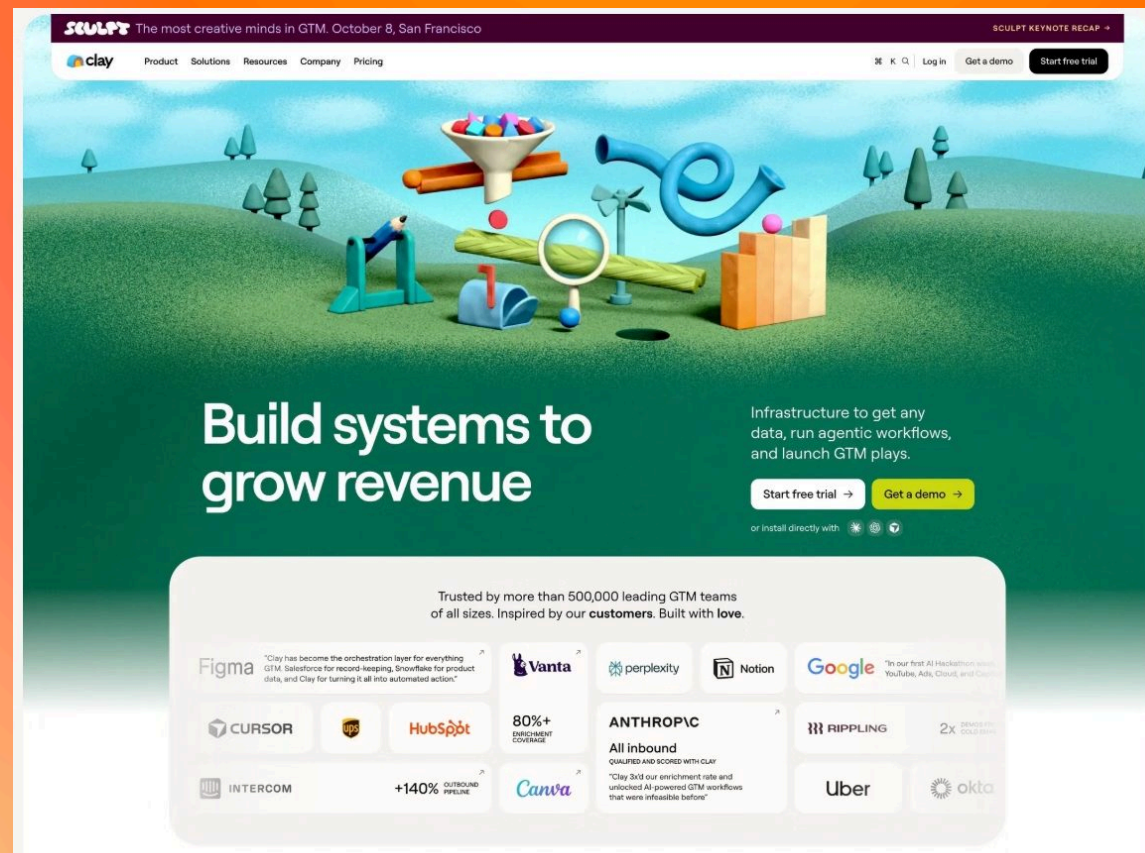
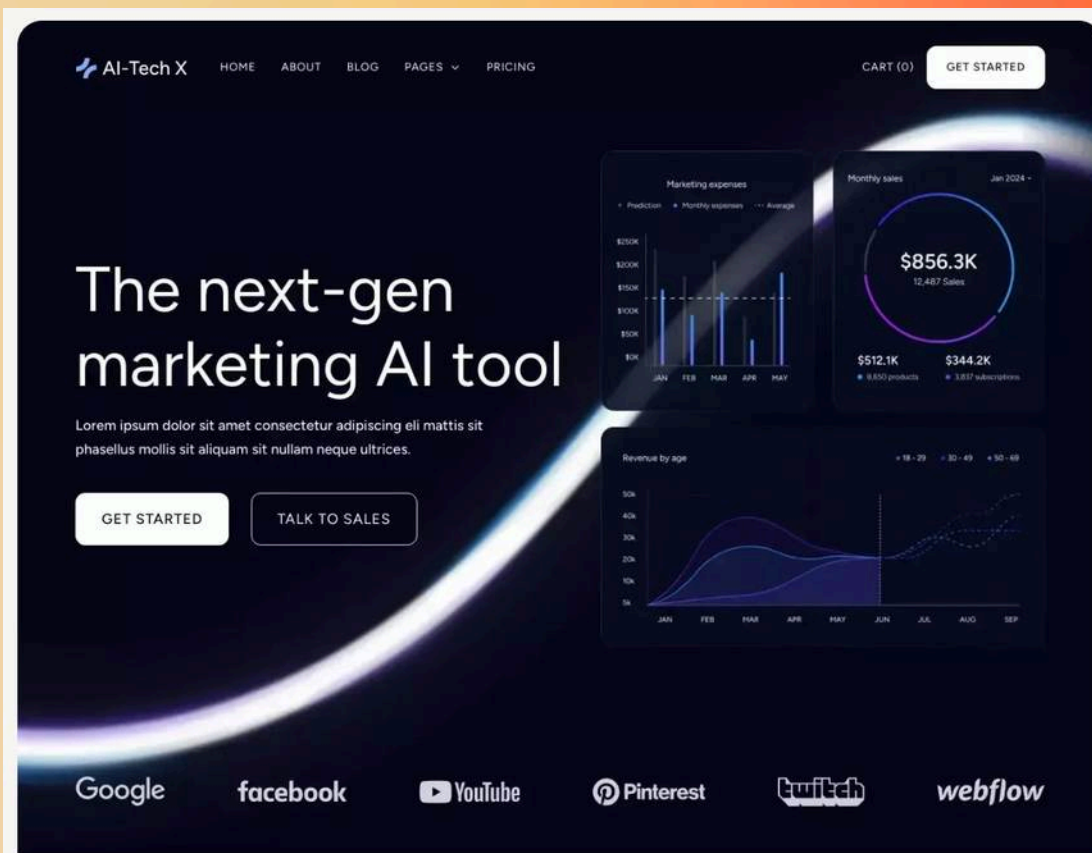
1.

Say it to your best client
Say it to a sceptic
Say it in 6 words

<https://www.articulatemarketing.com/webinars/lateral-thinking-memorable-copy>

1.

An image says a thousand words



1.

**One button. Say
what happens next.**

1.

Same ingredients.
Better plating.
Diners would pay more.

Squint.
What's left?

Grade your hero banner

- 1/ Does it pass the logo swap test?
- 2/ Do the first 2 words carry the point?
- 3/ Does the image show something real?
- 4/ Is there one button that says what happens?
- 5/ Squint: can you see one thing first?

**Want a second opinion on
your bite? Marketing Strategy
Session. Free. 30 minutes.
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What will your
amuse bouche
look like?