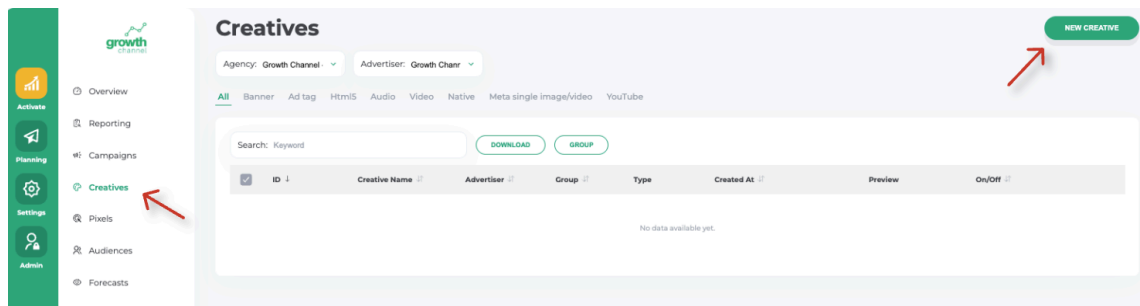# Adding Creative

Step 1: Navigate to the Creative Section

- ● Select "New Creative" to start

Step 2: Select which type of creative you'd like to upload

A few examples:
1. Banner

- Creative Name
  - Advertiser - Theme - Channel
    - Ex. Growth Channel - Calling all Media Buyers - Display
- Landing Page
  - Pro tip: Add UTM parameters to your landing page URL for more accurate tracking
- Schedule:
  - Enter creative-specific flight dates here if they differ from the overall campaign.

Once all required fields are completed, click Submit. Your banner creative is now ready for use!

2. Meta single video/image

Meta single video/image

Agency *

Growth Channel - 125870

Advertiser *

Growth Channel Company - 430861

Creative name *

Enter creative name

Creative files *

Choose Files

Upload image or video
Creative Sizes:1080x1080, 1080x1920, 1200x628

Primary text *

Enter primary text

Headline *

Enter headline

Description

Enter description

Call to action *

Select call to action

Landing page *

Enter landing page

Display url

Enter display url

BACK   SUBMIT

- Required Fields for Meta Ads:
  - Primary Text
    - 125 character limit
  - Headline
    - 40 character limit
  - Description
    - 27 character limit
  - Call to Action
  - Landing Page
- Once all required fields are filled out, click Submit. Your Meta creative is now ready to use!

https://www.growthchannel.com/knowledge-center-secondary/adding-creative