



Advertising Tip Sheet

Thank you for your interest in advertising with us! To get the most out of your advertising time, consider the following recommendations when creating your ad.

Clarity

Use plain language when writing your ad to make it easy for people to understand what you are offering. Especially when advertising online, people's attention is at a premium, so keep your message clear and to the point.

This includes being concise when describing your course, job, or supplies to make it easy to read. Consider using short paragraphs, bulleted lists, and relevant sub-headings (if appropriate). Avoid **unnecessary** details or repetitive information.

This ad is your opportunity to highlight the most important details; encourage them to visit your website for more information.

Accuracy

Check your text for typos, inconsistencies, or errors, which can cause confusion or misunderstandings.

People's attention is naturally drawn to links, so having descriptive links is important. Use meaningful text for your links, such as your course title or business name, to help indicate where the link will lead.

Avoid links that have long strings of characters or an unrecognizable domain name, as it will be unclear where they lead and people may be hesitant to click.

Transparency

It is all our responsibility to act with integrity and uphold the standard of professionalism in the holistic health profession.

Please do not make false statements or promises on what your course, workshop, or modality can do. This is a key part of ethical advertising and is expected of all NHPC members as part of the Association's Code of Ethics.

Ethical advertising demonstrates commitment to public interest, clients, and the integrity of the profession.

More Information

Consider reviewing the [Canadian Code of Advertising Standards](#) to learn about industry best practices for advertising. You can also watch our [video on Ethical Advertising](#) for more tips.