PREPARING YOUR FACEBOOK AD

There are five elements of a successful Facebook advertising campaign. While all elements are important, targeting will have the most important impact on your ad budget, relevance score and click through rates on the call to action in your ad. Remember to be specific in your targeting, do your research and now focus more on the interests of your audience.

THE OFFER

(what are you providing)?

How will your offer help?

What is the "hook"

Ex. of Hooks: (Have, Feel, Status)

(why) you?

Experience

Location

Social Proof

THE COPY

Copy Tips

Call Out Your Audience

Use a Question

Be Personable

Show

Personality

A Sense of Humor

Results or Social Proof

THE CLICK

Landing Page

Similar branding to Ad

Copy the same

Right Offer from Ad

Using Your Website

Similar Colors in Ad

Create a New Page for CTA

THE CREATIVE

Convey the Hook in Imagery

Tell a Story

Stand Out in Newsfeed

Be on Brand

Tap into Emotions

Get Inspired by Google Images