FACEBOOK AD EXAMPLES







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WHAT ARE THE ELEMENTS THAT MADE THIS AD SUCCESSFUL?

FLAG

Calls out who the ad is for. Typically by WHO someone is or by their PROBLEM. Ex: Struggle with back pain? **NOTE:** Facebook is becoming less tolerant of flagging people based on Gender, Race, Assumed Problems etc.. (Read policies)?

OPENS WITH QUESTION

Question an refer to Pain/Struggle or Dream/Desire

ME-TOO

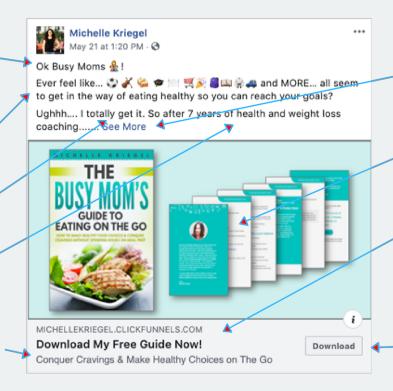
Whenever Possible we want people to know we understand/relate to what they're experiencing

AUTHORITY

A simple mention of time frame/experience or credentials or results can build Authority

BENEFIT/PROMISE

People care about what your offer will do for them. This promise is made in both the "link description" of this ad AND in the main text when people click to "See More"



REASON TO CLICK

If a reader is left with a reason to click "See More" and continue reading that engagement will be viewed extremely positively

ATTENTION GRABBING IMAGE

Our image needs to grab attention and "Stop Scroll" while maintaining congruence to our message. (See Image Options for different image ideas)

EFFECTIVE HEADLINE

The GOAL of every headline is to "Sell The Click" without tricking, baiting, or misleading people in an incongruent way. A.K.A. Click Bait (See Headline Options for different headline ideas)

CONGRUENT CTA BUTTON

Include the most relevant CTA button. Often "Download" or "Learn More" will be your best options.