

FACEBOOK AD EXAMPLES

 **Michelle Kriegel** May 21 at 1:20 PM · 🌐

Ok Busy Moms 🙋! Ever feel like... 🏠 🚗 📺 📱 🛒 📖 📅 🚗 and MORE... all seem to get in the way of eating healthy so you can reach your goals? Ughhh.... I totally get it. So after 7 years of health and weight loss coaching..... [See More](#)



MICHELLEKRIEGEL.CLICKFUNNELS.COM
Download My Free Guide Now!
Conquer Cravings & Make Healthy Choices on The Go

[Download](#)

 **Kick Butt Health Coach** May 30 at 8:37 PM · 🌐


Question for all the Busy Women 🙋 out there...Does snacking 🍪 🥤 🍷 sabotage your dieting efforts 🤔?

Well after 25+ years as a Registered Dietitian and Certified Health Coach who's helped 100's of women Conquer Cravings so they can reach their goals 🙋... I've put together a handy little Guide of 42 Fast & Easy Snacks that can save the day when you're getting Hangry!... [See More](#)



TEAMROGUEDIETITIAN.CLICKFUNNELS.COM
[FREE Guide] 42 Healthy Snacks To Conquer Cravings Fast


[Download](#)

 **Justice Eagan** July 29 · 🌐

Ready to Launch or Relaunch your Course or Coaching Program and Create a Rapid Boost in Sales 🙋?

If so, my new Ultimate Launch Swipe File can save you months, even years, of trial and error!

For the first time ever I'm giving away the exact Funnel Maps, Emails, Video Scripts & Sales Presentation that generated \$237,492 in just 13 Days!... [See More](#)



THE \$237,492 LAUNCH SWIPE FILE

HTTP://DIGITALFREEDOMFORMULA.COM/ULSF
Download The Ultimate Launch Swipe File Now
4 Video Scripts, 7 Page Funnel Map, 14 Emails, 1 Trainin...

[Download](#)

FACEBOOK AD EXAMPLES

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"

The image shows a Facebook post from Michelle Kriegel, dated May 21 at 1:20 PM. The post text reads: "Ok Busy Moms 👩! Ever feel like... 🚗 🏠 📚 🛒 📺 📱 and MORE... all seem to get in the way of eating healthy so you can reach your goals? Ughhh.... I totally get it. So after 7 years of health and weight loss coaching..... See More". Below the text is a large image of a book titled "THE BUSY MOM'S GUIDE TO EATING ON THE GO" with a subtitle "HOW TO MAKE HEALTHY FOOD CHOICES & CONQUER CRAVINGS WITHOUT SPENDING HOURS ON MEAL PREP". To the right of the book cover are several more copies of the book. At the bottom of the ad, there is a URL "MICHELLEKRIEGEL.CLICKFUNNELS.COM", a button that says "Download My Free Guide Now!", and a smaller button that says "Download".

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.