The **Facebook** Ad Cheat Sheet

IMAGE SIZES AND COPY REQUIREMENTS

Facebook

Design Recommendations
File type: jpg or png
Image ratio: 9:16 to 16:9
Resolution: Highest resolution available
Image size: 1,200 x 628px (Minimum 600x600px)
Text: 125 characters
Headline: 25 characters
Link Description: 30 characters

Instagram

Design Recommendations
File type: jpg or png
Maximum file size: 30MB
Resolution: Highest resolution available
Image Size: 500x500px
Minimum Image Ratio : 4:5
Maximum Image Ratio : 1.91:1
Maximum Text Length : 2200
Maximum Hashtags in Text : 30
Maximum Cards in the Carousel Ads : 10

Helpful Hints

20% Text Limit: Ensure that images are made up to no more than 20% text. Overlay a 5x5 grid to easily determined—If text is present in more than 5 boxes, consider redesigning your ad. You can also upload an image to determine how much text is in your ad image on the link below: https://www.facebook.com/ads/tools/text_overlay

Call-to-Action: Place call to action graphics in the bottom of your ad.

Bold Color: Vibrant colors help ads stand out from the crowd in the News Feeds.

Creative Refreshes: Regardless of ad type, it's important to keep creative fresh. Analyze which image and copy combinations are performing well to maxzimize the effectiveness of your campaigns.

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FACEBOOK PLACEMENTS (CHANNELS)

When you create your ads, you have the option of letting Facebook show your ads in places where they are likely to perform best. You can also manually choosing where to show your ads. The places where you run your ads are called "placements".

Facebook Desktop

Feeds
Ads appear in the desktop News Feed (for people accessing the Facebook website on their laptops or desktop computers)

Right Column
Ads appear in the right-side columns across Facebook. Right column ads only appear to people browsing Facebook on their computer.

Instant Articles
Ads appear in Instant Articles within the Facebook mobile app and Messenger.

In-Stream Video
Ads appear as short videos in both Live video and Video on Demand on Facebook.

Suggested Videos
Ads appear between suggested videos on Facebook. People see suggested videos when they interact with a video in the Feed.

Marketplace
Ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone.

These ads give you an ability to reach a larger audience. They are more visible and are likely to generate more leads, however, they can be more expensive. They are marked as 'sponsored' but appear very similar to organic posts.

Facebook Mobile

Ads appear in the mobile News Feed (for people accessing Facebook App on thier mobile devices)

The ads are more interactive and have a higher click through rate as opposed to desktop ads. It is easier to target audiebces directly because of the accessibility and geo-targeting features.

Facebook Messenger

Home
Ads that people see on their home tab when they're using Messenger. When they tap on an ad, they'll be sent to the destination you chose—whether that's your site, app, or a conversation with your business on Messenger.

Sponsored Messages
Ads appear as messages that are delivered directly to a person when they have an existing conversation with your in Messenger.

Messenger is a great tool for driving strategic engagements and actions relating to your business while keeping a user on the platform and reducing the risk of a bounce.

Facebook Audience Network

Ads appear on apps and websites in the Audience Network. You can reach your target audiences on off Facebook mobile apps and websites, desktop websites and TV apps.

Image and video ads can be used. Video ads can also be shown as rewarded videos (people watch them in exchange for a reward within an app) in-stream video (people watch the videos on websites and apps off Facebook).

Audience Network ads use the same targeting, auction, delivery and measurement systems as Facebook ads. The ads allow you to extend your Facebook ad campaigns off of Facebook. It is the kind of ads you see on Facebook that follow your targets around the web.

Instagram

Feeds

Ads appear in the desktop Feed (for people accessing the Instagram website on their laptops or desktop computers) as well as your Feed on mobile (for people using the Instagram app on mobile devices or accessing the Instagram website through a mobile browser).
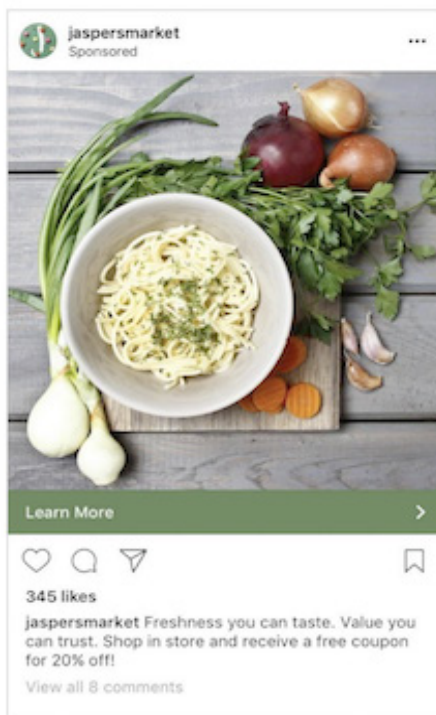
Stories

Ads appear in people's stories on Instagram. Ads only appear to people browsing stories on Instagram.

With Instagram ads, businesses can drive awareness and increase its customer base through visuals.
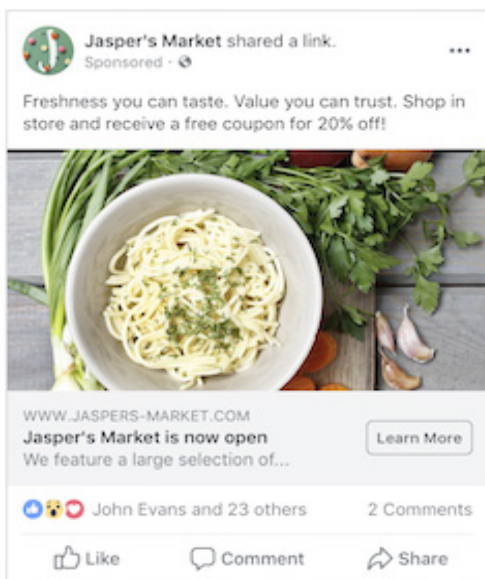
FACEBOOK FEED

INSTAGRAM FEED

INSTAGRAM STORIES

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FACEBOOK B2B AD CAMPAIGNS IN STAGES

Awareness Stage

The awareness section of your Facebook Advertising options is about increasing your Facebook business page visibility, engagement on the content you post to Facebook. Getting additional likes on Facebook to expand your business following or even just to get an impression from Facebook users who do not currently follow or like your business.

Your options include:

Boost your posts: Paying to boost your posts makes them more visible to your current audience.

Promote your page: This ad unit is aimed at increasing the number of people who like or follow your brand profile on Facebook. Know that a larger audience does not necessarily mean larger reach.

Reach people near your business: 54% of Facebook users check their Facebook account from a mobile device. This means they are likely out-and-about on mobile devices. This advertising shows ads to those users who are within a specified range of your business, promoting your Facebook business page.

What kind of results do you want for your ads?

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
- Video Views

Consideration Stage

These actions can include visiting your website (and leaving Facebook), downloading a piece of content or RSVPing to an event (typically to get an email address).

Your options include:

Send people to your website: This is exactly what it sounds like, an ad to get people to click over to your site. You can lead users to a landing page specifically set up for a campaign you are running, or even just to your homepage.

Raise attendance at your event: Facebook cannot be used to drive event attendance directly, but it can help to get RSVPs. Make sure to let people know to like you page to get notifications about the upcoming events.

Get video views: a video allow you to show off your brand personality and products in a more visually engaging way.

Collect leads: you can encourage users to download a piece of content, sign up for discounts, or any number of things. Conversions on this may be low, but the emails you get you can nurture on your backend and work to turning them into customers down the line.

Conversion Stage

Make sure that the ads are working the way you want them to. For Facebook Advertising to be successful, you need to test, measure and double down where you see good results.

Your options include:

Increase conversions on your website: Similar to the "Get people to visit your site" option, this option uses Facebook pixels to determine if a conversion action actually takes place.

Get people to claim your offer: This allows people to claim your offer right on Facebook, encouraging them to go to the site to take an action quickly.

Useful Links:
https://www.facebook.com/business/goals/build-awareness
https://www.facebook.com/business/a/campaign-structure
https://www.facebook.com/business/goals/generate-leads