

ROCK YOUR BRAND

FACEBOOK AD CAMPAIGN TIPS & TRICKS

Are you ready to rebel and show Facebook that you aren't intimidated by their big, bad Facebook ad campaign rules? Good! Because I'm here to share some amazing quick hit, down and dirty Facebook tips and tricks that I've learned from the pros. These tips are here to make your campaigns not only sing, but totally ROCK.

PLACING COPY IN YOUR FACEBOOK AD IMAGE

- **Play on Repeat:** Repeat the message of your headline in the actual image, Say it in a different, but brief way.
- **At the Bar:** In the ad design place your copy in a horizontal or vertical bar with high contrasting background. (Don't ask why, it works, just do it!)
- **CTA:** Include a juicy, eye-catching CTA (Call to Action). Give them something that will perk up their excitement.
- **Rule breakers Beware:** Be careful not to let copy take up more than 20% of your image. Facebook will flag it.
- **Testing Ground:** Use Facebook's image tester before submitting an image.

WHAT TO INCLUDE IN YOUR FACEBOOK AD HEADLINE

- **CTA (again!):** Your headline should be your call to action and it should include a benefit to the potential customer.
- **Be Brief:** Keep it to 5 words (no seriously) and keep it simple by focusing on 1 thing.
- **Show Empathy:** Don't be afraid to tackle client pain points and let them know you are here to solve them!
- **Play Q&A:** Prompt a response by playing out your headline in the form of a question.
- **What a deal:** Offering a special discount or offer, mention it!

WRITING FACEBOOK COPY FOR THE BODY OF YOUR AD

- **TADA!** Use magic words to encourage action. You, Free, Because, Instantly!
- **It's Urgent:** Nudge the click with a sense of a limited timeline/deadline.
- **CTA Phrases:** Choose "learn more", "sign up" or "shop now" as easy go-to phrases.
- **Max Out:** Keep it under 40 characters (max 90)
- **Keep it Conversational:** Short sentences when read aloud should sound like you are speaking to someone across a table.
- **Landing Pad:** Direct your audience to a targeted landing page tailored to your ad. Make sure it mirrors your ad!
- **Eye Candy:** Keep content eye-friendly by varying font sizes in your on-image copy and layout.
- **Brand It:** Don't forget to include your branding in the design of the ad!

Still feeling overwhelmed? Give me a shout! Let's get your Facebook campaign movin' & shakin' today!

Rachel Pintarelli

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