

LEARNING SUMMARY

SOCIAL MEDIA ADVERTISING: FACEBOOK – CREATE & MANAGE ADS

1. TIPS: AD COPY ON FACEBOOK

- Space is limited – be concise
- Tell your audience why they should care
- Have a clear call to action
- Create a sense of urgency, if applicable
- Tailor the copy and language of your ad copy to your audience
- Align the ad copy with creatives and the landing page
- Include your brand in the ad copy, if your audience will recognize it
- Test ad copies with separate ads

Headline ⓘ

Evergreen Ornament

Text

FREE Christmas crochet patterns: Decorate for the holidays with these gorgeous Fair Isle ornaments.

2. TIPS: AD CREATIVES ON FACEBOOK

- Capture your audience's attention
- Reflect your brand's personality
- Tailor ad creatives to your target audience
- Show product in its typical environment
- Make sure that stock images represent your brand and target your audience
- Use high-resolution images and make sure all important elements are visible
- Make sure your images look good on mobile
- Little to no text overlay
- Test images with separate ads


Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images

+

Add more images



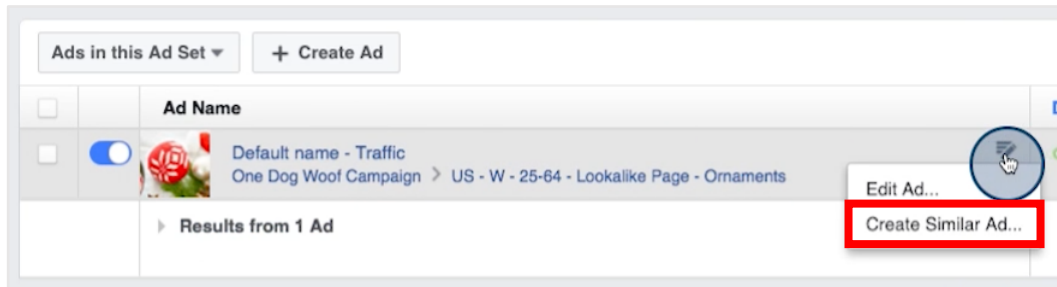
Recommended Image Specs

- Recommended image size: **1200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

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3. HOW TO CREATE MULTIPLE ADS IN ONE AD SET



After creating the first ad, go into Ads Manager, select the Ad Set and click on “Create Similar Ad...”. The new ad will be added to the existing Ad Set (i.e., it will have the same targeting, budget, scheduling).

4. AD PERFORMANCE KEY METRICS

All Campaigns ▾ + Create Campaign		Columns: Performance ▾ Breakdown ▾ Export ▾					
<input type="checkbox"/>	Campaign	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount S... ⓘ	Ends ⓘ
<input type="checkbox"/>	One Dog Woof Campaign	Completed	382 Link Clicks	30,993	\$0.79 Per Link Click	\$300.00	Nov 17, 2016
	Results from 1 Campaign Excluding deleted ⓘ		—	30,993 People	—	\$300.00 Total Spent	

- Results: Number of outcomes achieved, based on the objective selected
- Reach: Number of individuals who have been shown an ad at least once
- Cost: Average cost per result (e.g. click)
- Amount Spent: The total ad budget spent (= results x cost)

5. A/B TESTS

- A/B tests allow you to test the impact of one specific aspect of a campaign (e.g. ad creative, ad copy or targeting)
- It is essential to only alter one aspect while keeping everything else consistent, for example test different ad creatives, while keeping the copy and targeting the same
- To test different ad copies or creatives, keep the same ad set and Facebook will optimize; to test different targeting you have to set up separate ad sets