



# **FACEBOOK SOCIAL ADVERTISING**

Strategy & best practices

# Value of social advertising

Advertising on social media channels offers immense value for businesses and brands. With billions of active users on platforms like Facebook, Instagram, Twitter, and LinkedIn, social media advertising provides an unprecedented opportunity to reach and engage a vast audience. The targeting capabilities of social media platforms allow businesses to tailor their ads to specific demographics, interests, and behaviors, ensuring that their message reaches the right people at the right time.

Moreover, social media advertising provides valuable insights and analytics, enabling businesses to measure the effectiveness of their campaigns, optimize their strategies, and drive tangible results. It fosters brand awareness, increases website traffic, generates leads, and facilitates direct sales. The interactive nature of social media platforms also allows for real-time engagement, fostering meaningful connections with customers and building brand loyalty.

In today's digital landscape, leveraging the power of social media advertising is a strategic imperative for businesses looking to stay competitive, expand their reach, and achieve their marketing goals. You don't have to be an expert to start advertising on Facebook. Create and run campaigns using simple self-serve tools and track their performance with easy-to-read reports. More than two billion people use Facebook monthly—so no matter what kind of audience you want to reach, you'll find them there.

Facebook advertising is all about the visuals. Awesome ad copy is great, but beautiful images and videos will catch your customers' eye, stop them mid-scroll, and hopefully get them to click. That's why fine-tuning your visual content is crucial to getting the most from your Facebook ad dollars.

Recommended Facebook ad sizes are constantly changing. This guide was made with the most current specifications, but it's always best practice to reference Meta's specifications or test your advertisement before launching.

## Contents

Facebook overview: [page 3](#)

Pre-launch planning: [page 4](#)

Storytelling: [page 5](#)

Graphics & visuals: [page 6](#)

Ad specifications: [page 8](#)





# Facebook overview:

## Basics

- More B2C platform – more creative
- Prioritize visual content above copy
- Visuals
  - Images
  - Videos
  - GIF's
- Can be used to humanize your brand

## Copy & Images

- Very short copy for post
- Best practice for post copy: 80 characters
  - 5-15 words for ads
  - Limited #'s
- Images that tell your story
- Engage with asking questions
- User-generated and spontaneous content performs well
- Be brief!



# Pre-launch planning

## Outline clear campaign goals

1. Define your target audience.
  - a. Where are they located? Demographics?
    - I. Age
    - II. Location
    - III. Gender
    - IV. Education
    - V. Life events
    - VI. Financial
2. What are your primary goals? Put a hard goal number. Ex: Increase followers by 15% or by 100 in two weeks. You can adjust your goals for future campaigns, but you need to start somewhere.
  - b. Grow followers? Drive traffic to a website? Inbound lead form or transactional sale?
3. Where do you want to post?
  - c. Platform selection that fits your target audience & objective.
4. Establish deadlines & timeframe.
  - d. Budget & creative requirements (Note: lead time is key for custom requests & video content)
5. How will you measure success?
  - e. Front-end campaign performance metrics & blend of backend ROI.
    - I. Front-end performance metrics:
      1. Application response time
      2. Screen rendering times
      3. Memory, battery, and data plan usage
      4. App crashes
    - II. Backend ROI
      1. After considering the time, content, ad cost, and any tools used in the making of the social ad, you can calculate the ROI using the following formula:
        - a.  $\text{Social media ROI} = (\text{Earnings} - \text{Costs}) \times 100 / \text{Costs}$
6. Test, evaluate, and innovate
  - f. Content marketing is different than Direct Mail, Email, etc.
  - g. Don't be scared to try a new channel or medium
  - h. Evaluate all costs, ROI, and branding to ensure the efforts are worth your time and strengthen the brand.



# Tell a story

## Utilize social media to create brand connection

Storytelling in social advertising harnesses the power of narrative, emotion, and engagement to create impactful and memorable experiences for the audience. By leveraging storytelling techniques, you can cut through the noise, leave a lasting impression, and drive meaningful actions from your target audience.

Investing in storytelling is a very good idea and is often considered to be a more effective social marketing strategy because of its ability to connect with audiences in the following ways:

- 1. Emotional Connection:** Storytelling has the power to evoke emotions and create a personal connection with the audience. By presenting a narrative, your brand can tap into human experiences, aspirations, and values, making their advertisements more relatable and memorable. Emotional resonance enhances the likelihood of engagement, sharing, and positive brand associations.
- 2. Attention and Engagement:** Stories have a natural ability to capture attention and maintain interest. In a crowded social media environment, where users are constantly bombarded with information, storytelling stands out by offering a compelling and coherent narrative that engages the audience. Well-crafted stories can captivate users, leading them to spend more time with the content and increasing the likelihood of message retention.
- 3. Memorable and Shareable:** Stories are easier to remember than factual information or promotional content. When people encounter a story that resonates with them, they are more likely to remember it and share it with others. By creating shareable content, your brand can benefit from the amplification effect of social media, as users voluntarily distribute their stories to their networks, expanding the reach of the advertisement organically.
- 4. Brand Differentiation:** Storytelling allows your brand to differentiate itself from competitors by presenting its unique narratives, values, and brand personality. By weaving a compelling story around your products or services, your brand can stand out and create a distinctive identity in the minds of consumers. This differentiation can lead to increased brand loyalty and customer preference.
- 5. Information Retention:** Stories have a higher potential to be remembered and retained in comparison to simple facts or data. When information is presented in a narrative form, it becomes more digestible, relatable, and memorable for the audience. This can be particularly useful when communicating complex concepts or promoting product features and benefits.
- 6. Authenticity and Trust:** Storytelling provides an opportunity for your brands to demonstrate authenticity and build trust with their audience. By sharing relatable stories, user testimonials, reviews, Q&As, or behind-the-scenes narratives, your brand can humanize itself and establish a genuine connection with your customers. Authentic storytelling helps create a positive brand image and fosters long-term relationships.

Both variety and repetition have value when it comes to content.

- Repetition will help the message stick. Touching on key points in multiple ads or various ways will continue to drive home your main message.
- Variety keeps it fresh. Continue to update and give your content a fresh look to prevent it from appearing stale or outdated.

Innovation: Don't innovate for the sake of innovation. Innovate for the sake of cultural relevancy.

# Graphics and visuals

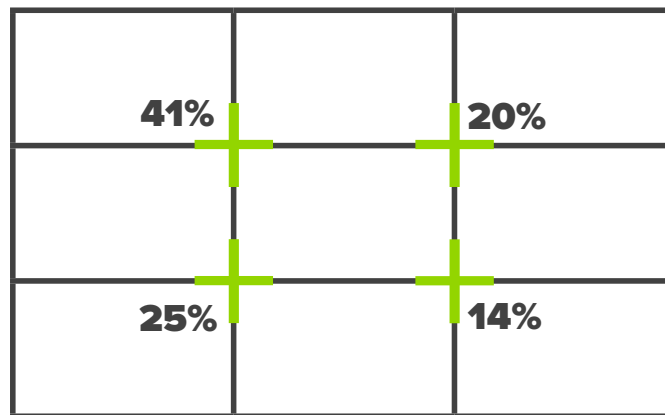
## Images:

### → Less is more

#### 1. Layout: Rule of thirds

- The rule of thirds is a fundamental principle in visual composition that helps create balanced and visually appealing images. It involves dividing an image into a grid of nine equal parts by drawing two equally spaced horizontal lines and two equally spaced vertical lines, resulting in four intersecting points. The rule suggests that important elements in the image should be positioned along these lines or at the intersections, rather than in the center. Placing key subjects or points of interest off-center adds visual interest, creates a sense of balance, and guides the viewer's eyes naturally through the image. By following the rule of thirds, photographers and artists can achieve a harmonious composition that is more visually engaging and dynamic.

This is how your eye scans according to the Rule of Thirds.





## 2. F Pattern

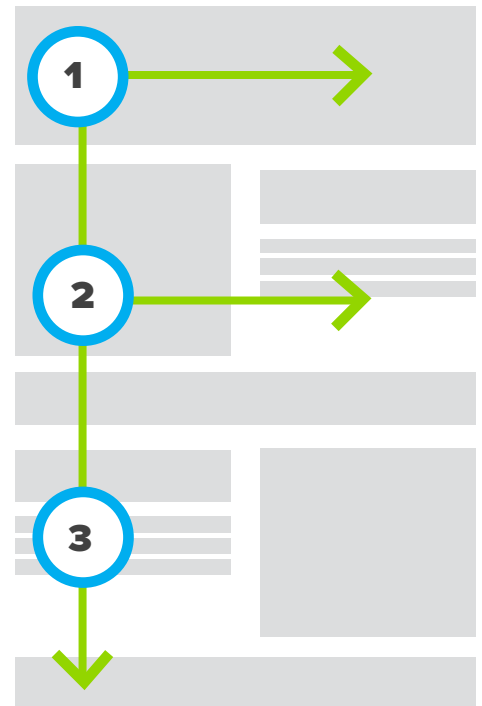
- The F pattern, also known as the F-shaped reading pattern, refers to the common way in which users scan and consume content on a webpage. It is based on eye-tracking studies that have revealed a pattern resembling the letter "F" when observing how people read online text. Understanding the F pattern can help in optimizing content layout, placing important information and key points in the areas where users are most likely to focus their attention, increasing the visibility and impact of the content.

## 3. Space

- Negative space is important
- Use text to tell a story
- You don't have to use the entire ad space

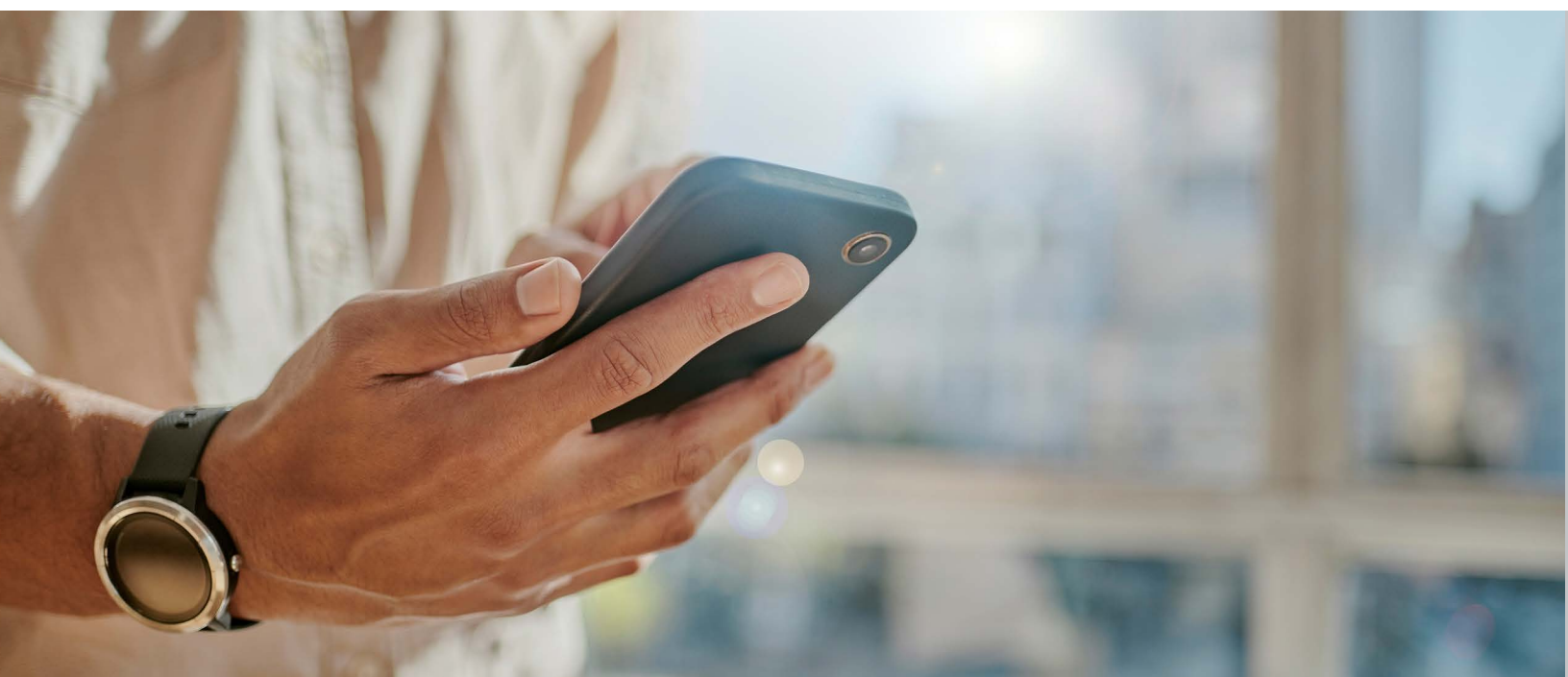
## 4. Color & Contrast

- Use opposing contrast
- Color is used to set the tone of your brand  
(Use brand colors first)



## → Videos:

- Short videos perform best
- Longer videos can be used by splicing it and creating a teaser for social
- Color & Contrast
  - » Use opposing contrast
  - » Color is used to set the tone of your brand  
(Use brand colors first)





# Ad Specifications

## Image Ads

Drive people to destination websites or apps through high-quality and engaging visuals. Use your own images or create an ad with stock photos to tell your story.

### → Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

### → Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

### → Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

### → Panoramas or 360 Photos

Panoramas and 360 photos may be used on Facebook as an interactive experience with some objectives. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices.

### → Learn More

- [About Image Ads](#)
- [Best Practices for Image Ads](#)
- [Blueprint: Tips for Visually Awesome Ads](#)





# Video Ads

Show off product features and draw people in with sound and motion. Upload a video you created or create one in Ads Manager using our video creation tools.

## → Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

## → Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

## → Technical Requirements

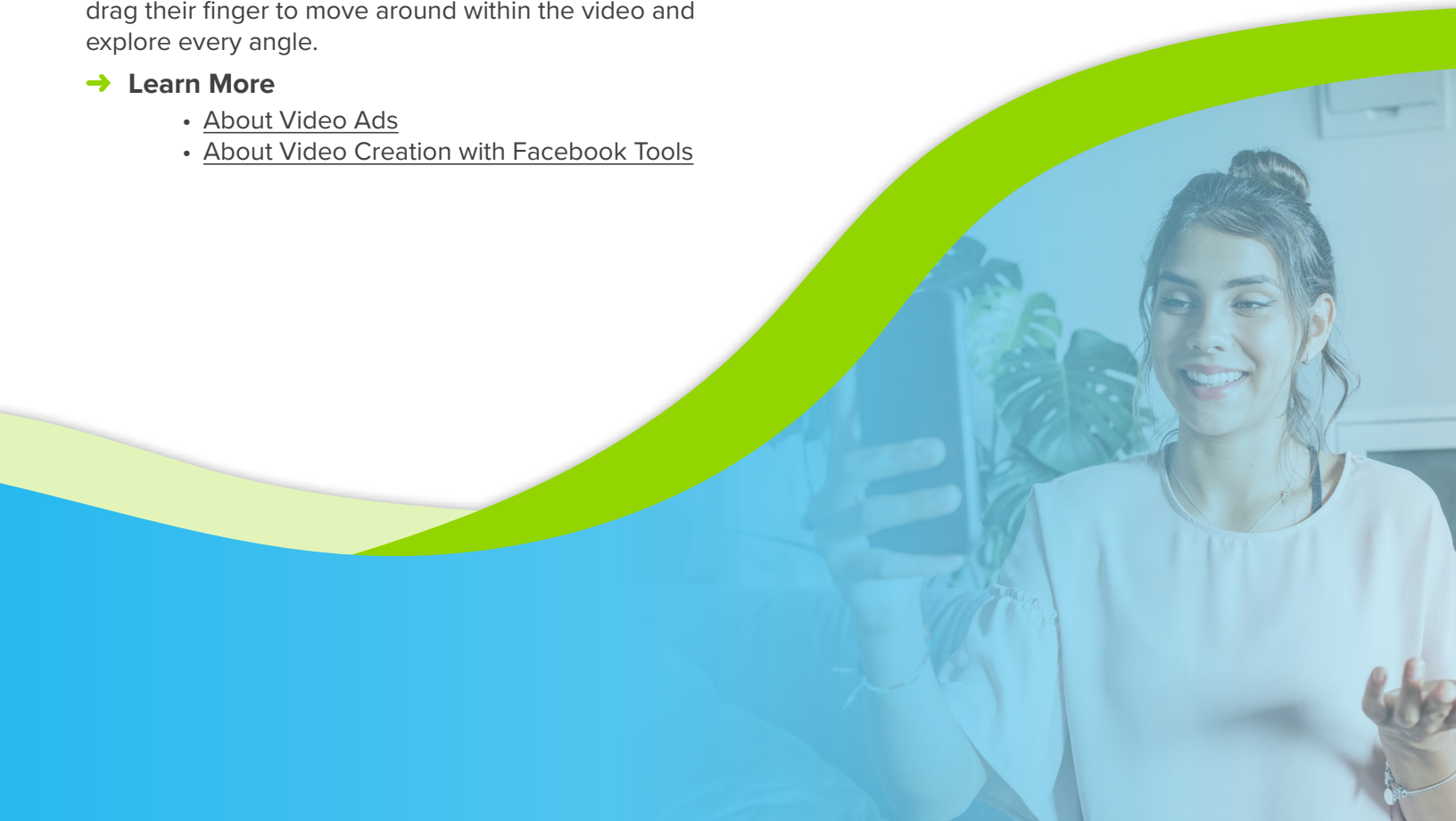
- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

## → 360 Videos

With some objectives, you can use a 360 video. When people see this type of ad, they can turn their device or drag their finger to move around within the video and explore every angle.

## → Learn More

- [About Video Ads](#)
- [About Video Creation with Facebook Tools](#)



# Carousel Ads

Display up to ten images or videos within a single ad, each with its own link. Use carousel ads to show different images of the same product, or create one long photo that people can swipe.

## → Design Recommendations

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

## → Text Recommendations

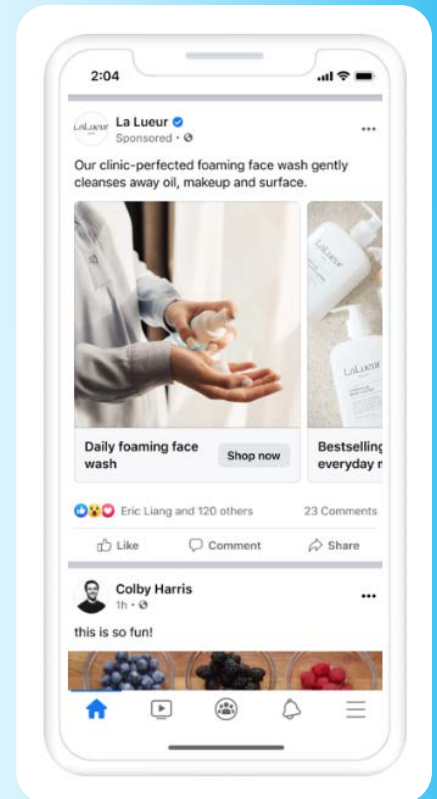
- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters
- Landing Page URL: Required

## → Technical Requirements

- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Aspect Ratio Tolerance: 3%

## → Learn More

- [About Carousel Ads](#)
- [Best Practices for Carousel Ads](#)



# Collection Ads

Encourage shopping by displaying items from your product catalog—customized for each individual. Use our dynamic options to showcase your products in various ways.

## → Design Recommendations

The cover image or video that displays in your collection ad uses the first media asset from your Instant Experience.

- Image Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

## → Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Landing Page URL: Required

## → Technical Requirements

- Instant Experience: Required
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB

## → Learn More

- [About Collection Ads](#)
- [Best Practices for Collection Ads](#)

