

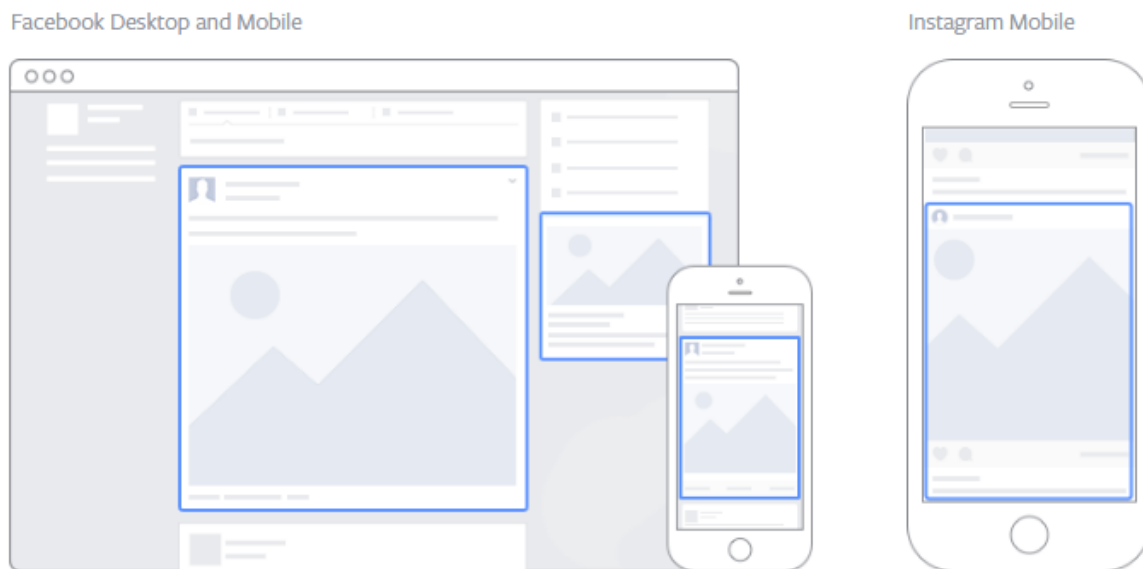
Facebook Ad Templates

According to recent stats, Facebook has 1.94 billion users. Although there aren't official numbers released, it's estimated that Facebook makes over 4 billion dollars each year from advertising. These two stats mean that Facebook is the ideal place to advertise your business.

How Facebook Ads Are Displayed

There are a few different sections of Facebook where your ads can be seen. The three most common ad locations are in the user's news feed, within the user's mobile app, and on the right side of the user's screen (only relevant to desktop users). Here are some examples of ad placement:

Ad Placements



Your ads may be featured on the mobile app or Messenger within Instant Articles, which is Facebook's content platform. It could also be displayed during videos like Facebook Live or Video on Demand.

You can preview how various ads appear by checking out the [Facebook Ads Guide](#). It breaks down each element of the ad so you can easily visualize what your ad would look like:

Ads Guide

Facebook Ads look slightly different depending on the results you want. This guide includes recommendations to help make your Facebook Ads look their best wherever they're seen.

Click on the placements below or choose an advertising result on the left for more details.

[Mobile News Feed](#) [Desktop News Feed](#) [Right Column](#) [Instagram](#) [Audience Network](#)



1

2

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5

 **Jasper's Market**
Sponsored · 

It's fig season! Not sure what to do with figs?
Here's a great dessert recipe to share.










Fig Tart with Almonds
The simplicity of this tart ... [Learn More](#)
www.jaspers-market.com

   120

5 Comments 17 Shares

 Like

 Comment

 Share

- 1. Social Information**
When available, people will see if their friends have engaged with your business.
- 2. Business Name**
The name of your business always shows prominently.
- 3. Text**
Grab interest with more info about what you're advertising.
- 4. Images and Videos**
Compelling images and videos encourage your target audiences to engage.
- 5. Call to Action (optional)**
A customizable button encourages people to click.

You can click on the options above the red arrow to preview what different advertisements would look like.

How to Target Your Facebook Ads

There are plenty of business owners that complain about not making money from their advertisements. They may tell you that Facebook ads are a waste of time and money. They might say that they never broke even on their costs.

But the majority of people criticizing didn't know how to use the platform correctly and that's why they never saw a return on their investment. The power of ads on Facebook lies in the ability to target users.

Demographics

Facebook lets you to target users by their demographics such as gender, age, education level, and politics.

Create Audience ×

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Multi-level marketing

Network Marketing Pro - Eric Worre

Interests > Business and industry

Entrepreneurship

Sales

Interests > Business and industry > Online

Digital marketing

Add demographics, interests or behaviors

Suggestions

Browse

▶ Demographics ⓘ

▶ Interests ⓘ

▶ Behaviors ⓘ

▶ More Categories ⓘ

[Exclude People or Narrow Audience](#)

You can choose to have your ads shown to people who meet certain behaviors. For example, you can target an ad toward men or women who have a marriage anniversary coming up in the next 90 days. That can be helpful for flower shops or jewelry brands looking to advertise.

Create Audience

Ideal Client Avatar #1

Gender

All Men Women

Age

18 - 65+

Locations

United States

United States

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Multi-level marketing

Network Marketing Pro - Eric Worre

Interests > Business and industry

Entrepreneurship

Your audience selection is **great!**

Potential Reach: 80,000,000 people

You can target users by location. If you own a local food market, you might want to target customers who just moved to the area since they may not be aware of your store. The same is true of other service-based businesses like hair salons or spas.

Interests

Another way you can narrow down your audience is to check their interests. You can have Facebook ads displayed to users who are interested in fitness, business, or any other niche you choose. This increases the chances that the people who see your ad may actually click through to your website.

Uploading Your Customer List

You can target your Facebook ads to your customer list. Since these users have already made a purchase from you, they already know and like your brand. All you have to do is remind them about your products and that's easy to do with Facebook.

Gathering Lookalike Audiences

Facebook can look at your current fans and followers to determine what they have in common. Then the Facebook ads manager begins to search for users who have similar interests and matches them for you. This means you spend less time defining your demographic and more time focusing on your business.

Retargeting Website Visitors

If you're not familiar with the phrase 'retargeting visitors', it means showing the user an advertisement for a product that they researched or clicked on previously. For example, one potential customer visits your website and clicks on a beautiful blouse. She's not quite ready to make the purchase yet. She just wanted to do some initial research.

With retargeting, you can make the same blouse appear in the potential customer's social media account. Now, she's had some time to think over the purchase. She clicks through your advertisement onto your website and buys the item. That's how retargeting works.

Facebook allows you to retarget your visitors so you can encourage them to buy your product. This is a smart idea because most customers have to be exposed to a product or brand multiple times before they make a purchase.

Tips for Advertising Effectively on Facebook

Before you spend money on a Facebook advertisement, sit down and think about what your goal is for this ad. Do you want to raise brand awareness? Get users to subscribe to your newsletter? Buy your product?

If you're not sure, look at your business. What are you currently focused on? Have you recently released a new product and are busy promoting it? Are you working on growing your mailing list of potential leads? When you know what you're doing with your ad, then it's more likely to succeed.

Focus on the location of your advertisement. Some brands think they'll get more for their advertising bucks with if they treat their tiny right side advertisement the same as they would an ad in the news feed. This can result in headlines that are too long and pictures that are difficult to see. Since the ad isn't properly formatted, it doesn't perform very well.

Headlines are one of the most important elements on your Facebook ad. Yet many businesses and brands only include a headline as an afterthought. Without an engaging headline, users will just keep scrolling.

Your headline doesn't have to read like clickbait. But it does have to grab attention. Here are a few styles of headlines and examples on how to use them:

- List Style (e.g. 5 Ways to Improve Your Facebook Ads)
- How to Headlines (e.g. How to Make Your Own Preservative-Free Jam)
- Number Style (e.g. Earn \$750 through Ad Words per Day)
- Shocking Headlines (e.g. 7 Scary Things Your Dentist Isn't Telling You)

- Question Style (e.g. Is Your Smart Device Infected with a Virus or Trojan?)
- Command Headlines (e.g. Protect Your Family from Data Thieves Today)
- News Style (e.g. Researchers Discover Successful People Do This One Thing Every Day)

Avoid These Facebook Advertising Mistakes

One of the biggest mistakes you can make has to do with miscalculating how much you're spending per ad. For example, your company sells a popular concealer for \$100. You spend thousands on a Facebook advertisement and you make quite a few sales.

After the ads are taken into account, you make \$50. But you didn't consider your overhead, inventory costs, and more. Once you figure those in, you discover your company is only making \$5 in profits per product sold. That means you're essentially paying the customer to buy your product.

It's also easy to assume you're doing everything perfectly. After all, your ads are converting users into customers. But that doesn't mean there's not room for some improvement.

You need to regularly be running A/B split tests on your most popular ads. This lets you tweak one element of your campaign at a time then you can clearly see what appeals most to your customers.

Another mistake is to create an advertisement that doesn't connect with users' emotions. For example, you're trying to sell new software that simplifies bookkeeping for small business owners.

You could choose a headline that sells benefits like this: "7 Reasons Small Business Owners Shouldn't Do Their Own Accounting". Or you could focus on the emotional sell by acknowledging the frustration that comes with bookkeeping by trying something like this: "Tired of Spending Hours Every Week Making Sense of Financial Transactions?"

The second headline allows you to dial in on what your potential customers are thinking and feeling. It's also easier to sell a product once you've engaged users on an emotional level.

This information along with this month's tools will help you become successful with Facebook Advertising.

Let's Talk About the Templates and Tools Included:

Let's look at this month's tools.

Facebook Advertising Checklist

Everyone loves a good checklist. Use this checklist template to ensure you have all the details so you won't miss a thing as you begin to advertise on Facebook.

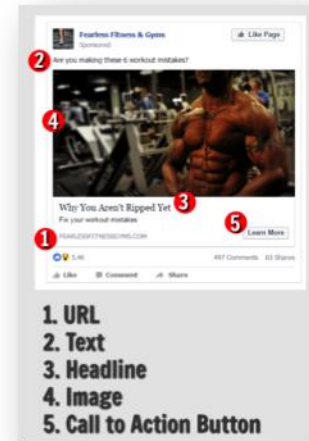
Facebook Targeting Worksheet

Targeting properly is one of the most important aspects of a Facebook Ad. Use this worksheet to ensure your targeting is on track and that you are thinking about all of your demographic options.

Facebook Ad Guides & Examples

We've got 8 different Facebook Ad guides you can use to create your specific ads to ensure you have all the important pieces in place.

Website Clicks: Learn the important elements of the website click Facebook ad.



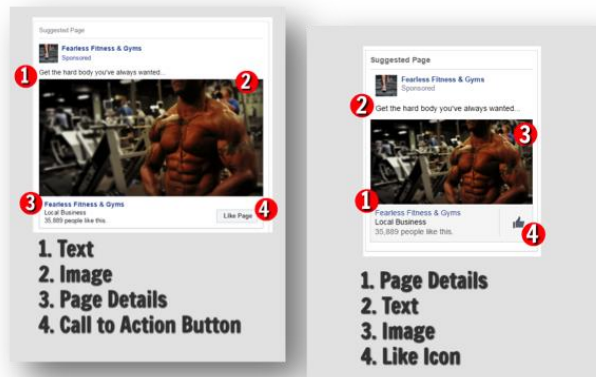
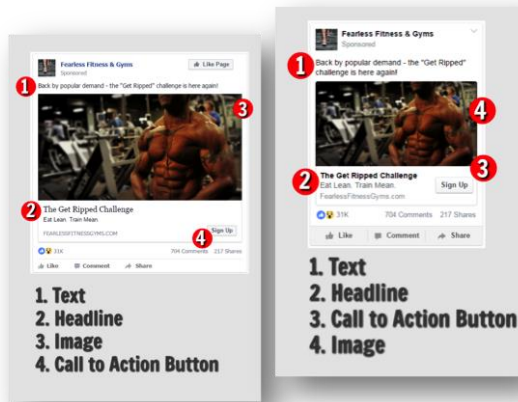
Promote a Facebook Post: Learn the important elements of a Facebook Ad used to promote a post.

Offer Post: Learn the important elements of a Facebook Ad that includes an offer.



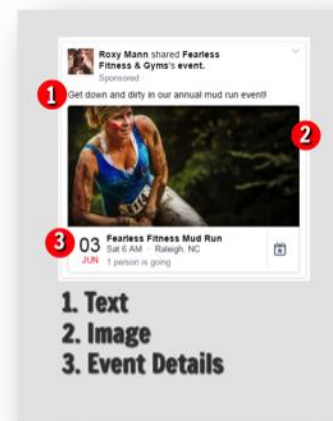
Leads Ad for both Mobile and Desktop: Learn the important elements of a Facebook Ad that is

meant to bring in leads shown for both mobile and desktop versions.



Likes Ad for both Mobile and Desktop:
Learn the important elements of a Facebook Ad that is meant to bring in likes shown for both mobile and desktop versions.

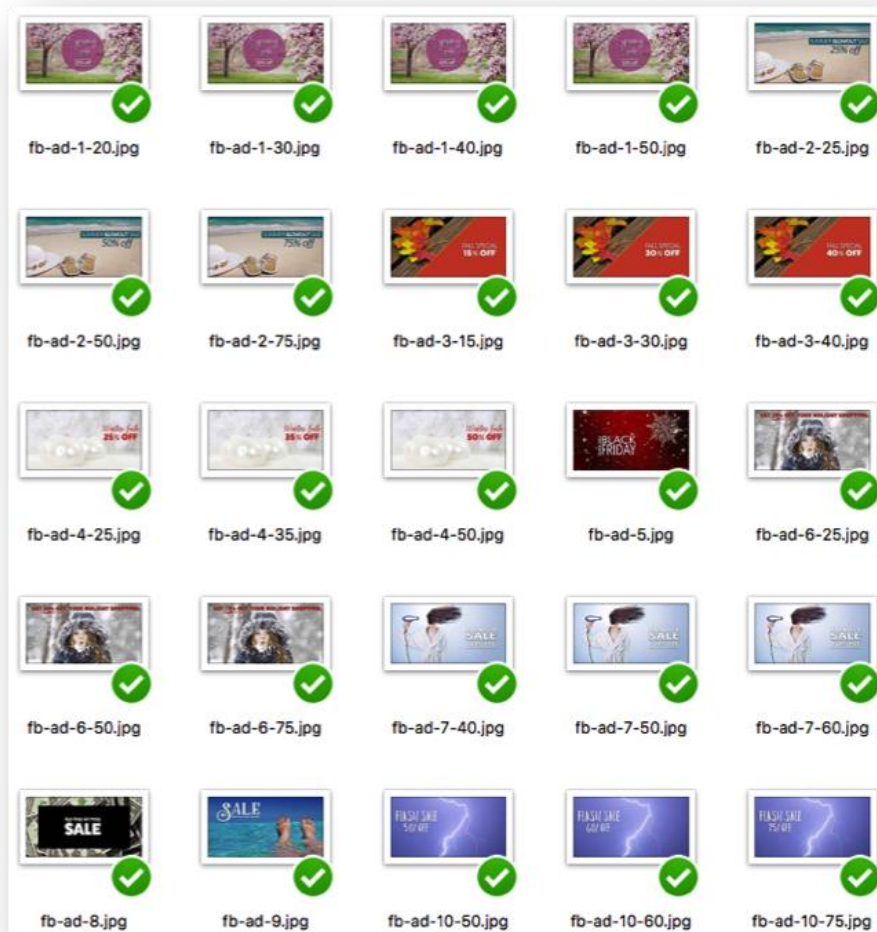
Event Promotion: Learn the important elements of a Facebook Ad that is used to promote an upcoming event.



25 Facebook Ad Templates (JPG Version)

We've got 25 professionally designed Facebook Ad templates for you to use as is and run with for

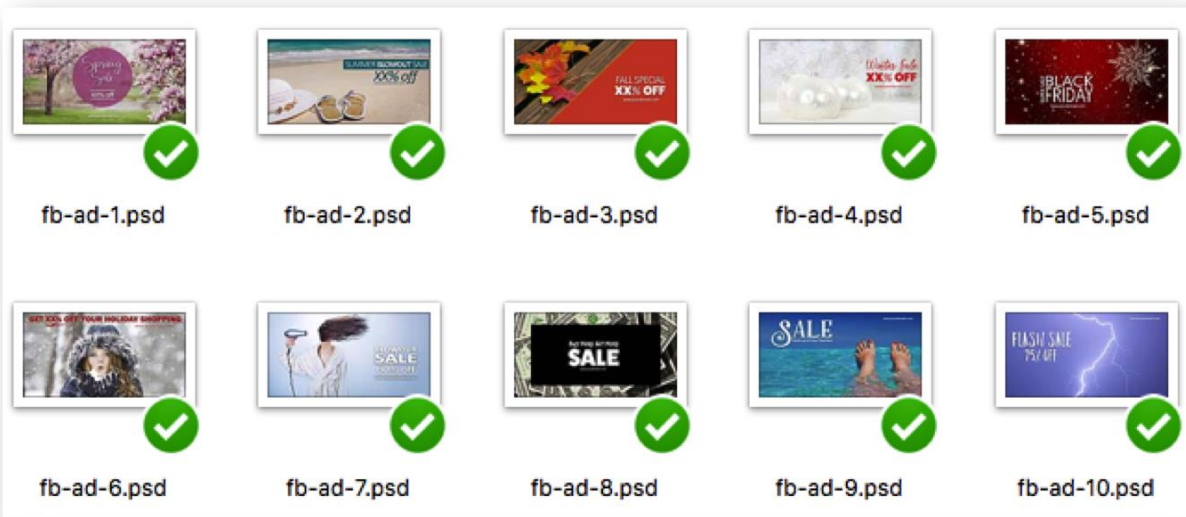
your own business.



10 Facebook Ad Templates (Editable PSD Version)

We've also included the PSD versions of the Facebook Ad templates so you can quickly update the text or swap out whatever you'd like to get your Facebook Ad up and ready and looking great.

For instructions on how to edit the text in the PSD files using Photoshop, follow this tutorial: <https://www.youtube.com/watch?v=Rkhi8wcVUds>. **Important Note:** Be sure to save it as a .PSD file after making your edits so that you can make changes to it later if needed. If you'd also like to save it as a .JPG, there is no need to flatten the image as she mentions in the video (Photoshop will automatically do that for you).



As you can see these Facebook templates and tools will help you with all aspects of getting your Facebook Ad campaigns up and running so you can grow your business using the most popular social media platform out there.