

How to Write Facebook Ads That get Clicks

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Why Facebook Ads?

- 890 million people login to Facebook every single day
- Your target market is definitely on Facebook!
- Drive extremely targeted traffic ['mums who like crisps and live on the Central Coast'] to your website
- Get started within minutes
- Start with a small budget

Who should use Facebook Ads?

Anyone who wants to:

- Advertise their products or services
- Drive more traffic to their websites
- Generate more sales and leads

Before you get started

- You need to have a Facebook Advertising account already setup
- Many different types of Facebook Ad formats
- We're going to cover 4 proven tips you can apply to all Facebook Ad formats

4 Facebook Ad tips

- Images
- The Ad Copy
- Relevant [to the target audience]
- Call to action button [clear and obvious]

A large teal circle with a thin white border is centered on the page. The word "Images" is written in white inside the circle.

Images

Images

- Your FB ad image should be visually appealing
- Shouldn't look like an ad
- Should be relevant to your copy



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colours make
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*Images of
real people
work better
than models*

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The Ultimate SEO eCourse for Small Business Owners
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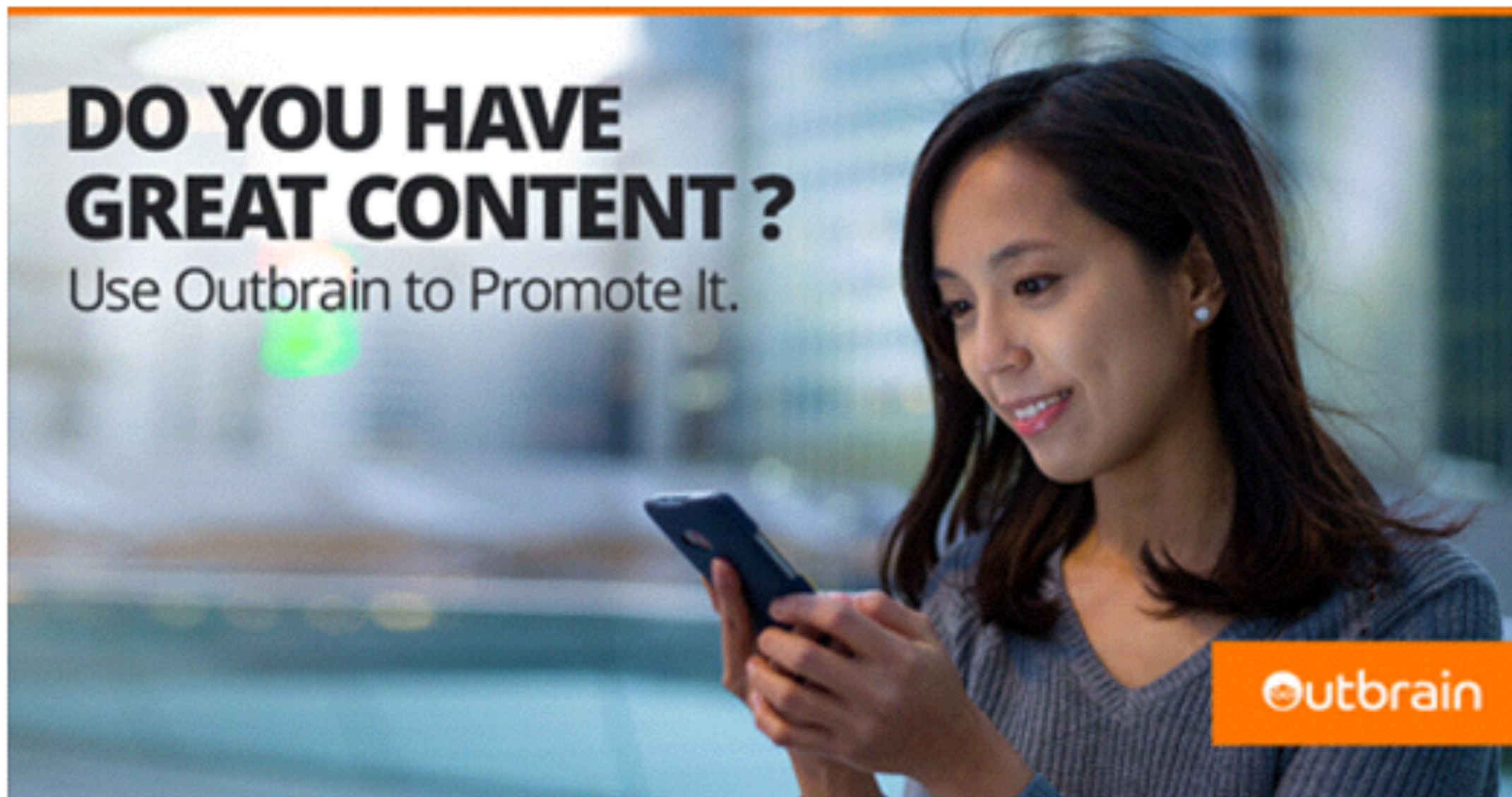
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*Images of smiling
women seem to
outperform other
image types*



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Images of smiling women seem to outperform other image types



Ad Copy



Ad copywriting

Why should someone click on your ad?

- Make them a compelling offer
- Give away a freebie
- Extremely targeted to them


Post Text

Headline
Description

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Like Comment  Share

Image

CTA Button



Gwynnie Bee

Retail and Consumer Merchandise · 307,997 Likes · May 12 ·



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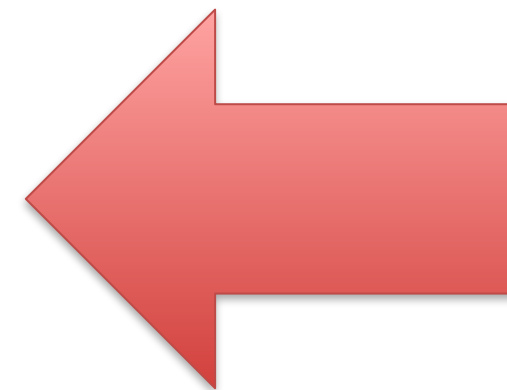
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10 Likes · 3 Comments

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VideoBlocks

Media/News/Publishing · 167,698 Likes · September 11 at 2:14pm · 🌐

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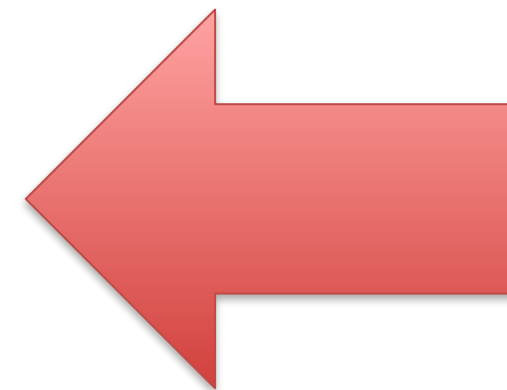
25 Likes · 2 Shares

 Like

 Comment

 Share

Compelling offer





Video Game Testers & Designers

Community · 2,335 Likes · July 17 ·

f Profile

Ever Thought of Being a Video Game Tester?

Help Develop The Next Great Video Game For You & Your Friends!

Find Game Development Programs here: <http://goo.gl/kuV2y5>

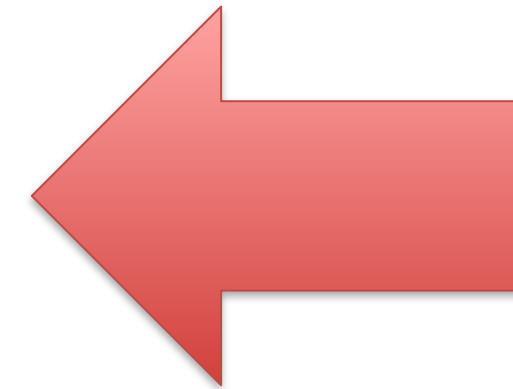


Up to \$9,730 in Federal Grants Available to Go Back to School to Become a Video Game Developer*

*Federal Pell Grant offers up to \$5,730 to those who qualify. Grants are not limited...

WWW.ARTSCHOOLFINDER.ORG/GAME-DEVELOPER

Sign Up



Extremely targeted

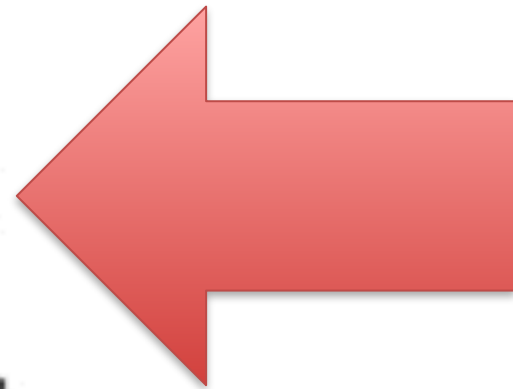


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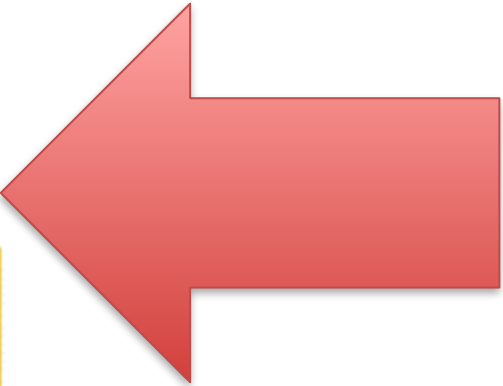
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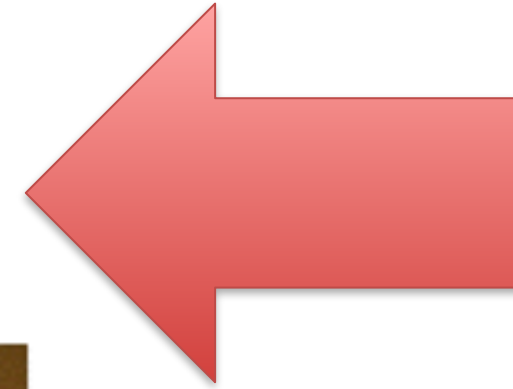
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Click Here To Register For Your Free 2 Hour Live Workshop

Discover how to create wealth using online business at our Free 2 Hour event in...

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Learn More



Relevant

Relevant

- If your ads aren't relevant, your target audience won't click on them
- You'll be wasting your time and money



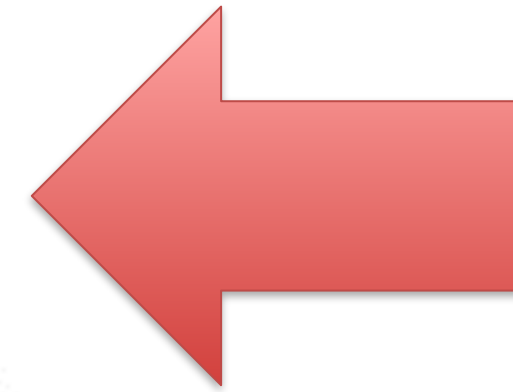
Tailgating? Mizzou Market - Hitt Street has everything you need, including Subway!



Mizzou Market Hitt Street

Mizzou Market – Hitt Street and Subway are both open right now! Swing by before, during or after the game for sandwiches, snacks, drinks and more!

[Get Directions](#)



*Extremely
relevant to
“MU Campus”
college students*



RedBalloon shared a link.

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Your cart is waiting

Save \$15 use code CTAB1214 when you spend over \$69.

WWW.REDBALLOON.COM.AU

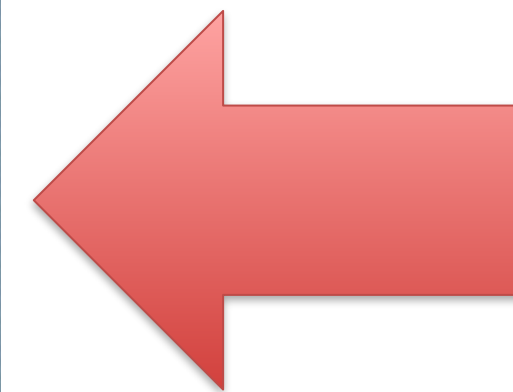
Shop Now

Like · Comment · Share · Buffer · 👍 32 💬 5 ➦ 1

👍 32 people like this.

Top Comments ▾

“Your cart is waiting”



A large teal circle with a white outline, centered on the page. Inside the circle, the text "Call To Action Button" is written in white, bold, sans-serif font, stacked in three lines.

**Call To
Action
Button**

Call to action button

- Your CTA button should tell people exactly what you want them to do
- Don't be vague, use clear 'action words'

Call to action button

The 4 most popular CTA buttons are:

- 'Learn More'
- 'Shop Now'
- 'Sign Up'
- 'Download'



Kabbage

Product/Service · 91,889 Likes · September 18 at 1:17pm ·

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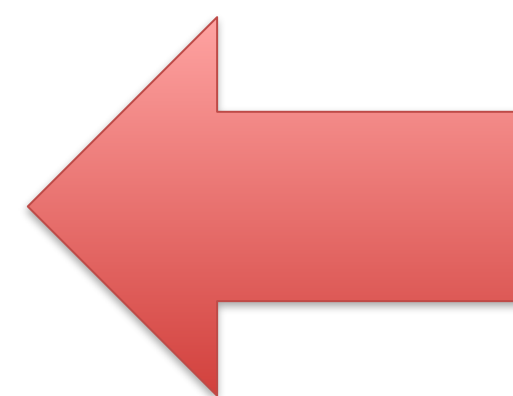
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[Learn More](#)

*CTA button
is "Learn More"*



Troubleshooting

- Do I need to spend a lot of money?
- Should I target my Facebook page fans?
- Where can I find the best performing ads in my industry?

Summary

- Best types of images to use
- How to write Facebook ad copy
- How to create relevant ads
- Best CTA button copy to use
- Brilliant Facebook ad examples