

Facebook Adverts



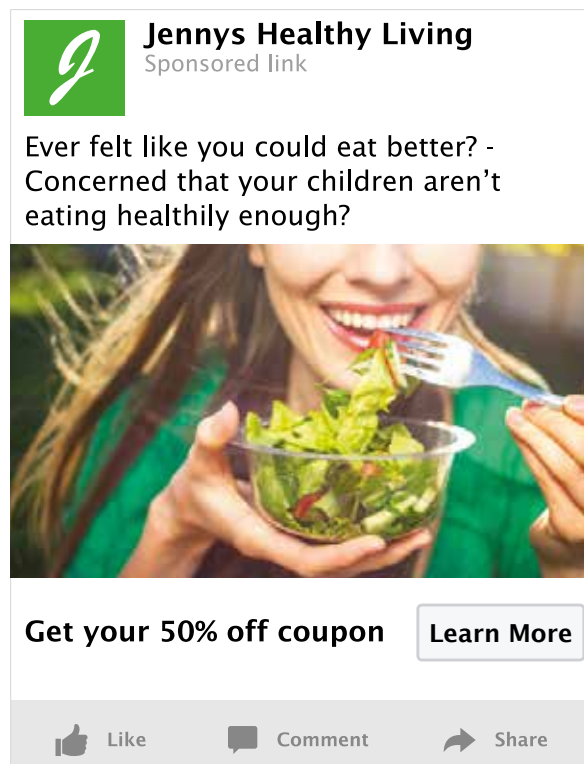
DO'S & DON'TS



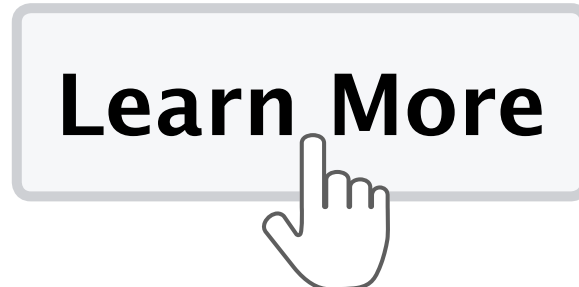
Do keep your ad text as concise as possible. A good structure to follow is: start your text with a question to engage your audience, follow up with the solution/answer and finish with a call to action e.g.



Do use a message for your ad headline that calls people to action (e.g. Get your 50% off coupon - Claim your FREE guide). It's also a great idea to ask a question that you think will engage your target audience (e.g. Ever felt like you could eat better? - Concerned that your children aren't eating healthily enough? - Want to turn heads for your awesome style?)

A screenshot of a sponsored Facebook link advertisement. The ad features the logo for "Jennys Healthy Living" (a green square with a white stylized 'J') and the text "Sponsored link". Below the logo is the headline: "Ever felt like you could eat better? - Concerned that your children aren't eating healthily enough?". The main image shows a smiling woman with long hair, wearing a green top, holding a clear glass bowl of green salad and eating with a fork. At the bottom of the ad, there is a call to action: "Get your 50% off coupon" followed by a "Learn More" button. Below the ad content are three interaction buttons: "Like", "Comment", and "Share".

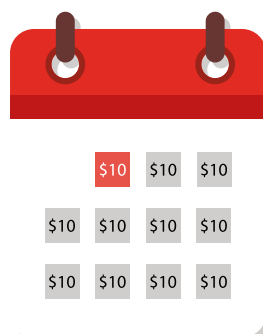
Do use a button for your ad that doesn't make people think they're committing to something if they click through. The 'Learn more' button is a safe option that works for any ads.



Do At least initially, set up all your adverts to run for a maximum of 7 days, as you can always extend the end date of your campaign in the future if it is bringing you the results you expected. This way you'll have greater control over your campaign.



Do As per the budget you should chose, it will mainly depend on the duration of your campaign. As a rule of thumb, allocate a budget of \$10 per day.



Don't promote business models like MLMs directly – Facebook does not allow advertising the business opportunity through ads, however they are fine with you posting organically about it. So here's what you do in order to get round this: advertise the product itself to find relevant prospects. A fantastic way to do this is sharing your personal story and showing your love for the products and the impact that they've had in your life. Once you've collected personal details of a group of people who've shown an interest in the product, you can then introduce them to the business opportunity through organic social media sharing, email or text campaigns.

Don't Don't use images with too much text on them. Here's an example of the maximum amount of text that you should use on your Facebook ad image. The less text you use, the more people your ad will be served to and the cheaper it will be to run. Facebook claim that ads with less text tend to be received better by their users. This is why they want to restrict the amount of text used on ad images. If you're going to include any text, we recommend that you use an attractive incentive or a compelling question that will get people to click through (e.g. 50% off everything! – Do you struggle to eat healthily? – FREE coupon worth \$50)

Jennys Healthy Living
Sponsored link

Ever felt like you could eat better? -
Concerned that your children aren't
eating healthily enough?

50% OFF EVERYTHING!

Get your 50% off coupon [Get Offer](#)

Like Comment Share

Jennys Healthy Living
Sponsored link

Ever felt like you could eat better? -
Concerned that your children aren't
eating healthily enough?

**50% OFF
EVERYTHING.
BUY NOW WHILST
STOCKS LAST!**

Get your 50% off coupon [Get Offer](#)

Like Comment Share



Don't use before and after images. Instead, if you're advertising weight-loss products for example, choose images that focus on healthy habits rather than physical attributes.

Don't use images that are sexually suggestive or show too much skin - be particularly careful when advertising weight-loss products.

Don't imply a user's personal characteristics (race or ethnic origin, religion, age, sexual orientation, disability or physical/mental health, financial status, etc.)

Example: Race, Religion, Name

Referring to peoples attributes is not allowed. Using the word "other" may also cause your ad to be disapproved.



Meet Black Men today.
Meet Christian Women
Personalised T-Shirts

These statements describe a service or product. They don't describe a person.



Find Other Black Singles
Are You Christian?
Buy This Shirt Greg.

Avoid statements that assert or imply the, race religion or name of a person.

Don't Try not to target an audience bigger than 200,000, as it would almost be the same as not doing any targeting at all. Always check your audience size has a minimum of 10,000-30,000 people in it (unless you are advertising to your own list of contacts). To check this click the 'Get estimated values' button after you've chosen your targeting criteria. Adjust things like location, age, gender and detailed targeting options to expand or reduce your audience size

Don't Unless you are very familiar with Facebook advertising, don't change the bidding and tracking pixel info. The default options will optimise your ads to get the best results.