

Facebook Ads Basic Principles

1. **Use a graphic** – You need something to catch your target follower’s eyes and draw them to your ad. Graphics are a great way to do this!
2. **Use a highly relevant graphic** – Don’t make the mistake of slapping a kitten onto an ad about your vitamin business.

This also goes for graphics which inadvertently contain details or elements that “undo” your main message, so do consider your pictorial candidates carefully. For example, if you are creating an ad for your new Day Care center, don’t pick the first “happy kids playing in a yard” photo you see: Look for details that negate the “happy” message, such as:

- The wrong colors – e.g. all the colors are dark and gloomy, the sky looks as if there’s about to be rain
 - Disturbing elements that don’t belong – e.g. An unsmiling man peeping out from a tree (rather than a happy dad smiling over the fence, dressed in the same shirt as his little boy to let viewers know, beyond a doubt, they’re related)
 - Distracting elements --E.G. something showy or incongruous, such as an elephant walking down the road behind the yard in which the children are playing. People would be so busy wondering what the elephant was doing there, they would miss the point that your daycare playground area is a happy, safe one
3. **Be creative!** Take extra time to make sure you are making the most of every single bit of Facebook ad “real estate” you have. Use the best graphic, the best word, the best header – and brainstorm several ad versions.
 4. **Seek feedback** – From your staff, your VA, trusted fans or business peers. Ask them which ad version they like best – and ask them to tell you why. Pop into the Facebook Ads List Building Group to get feedback!
 5. **Be discriminating.** Don’t settle for anything less than the best, when it comes to your Facebook ad. You never want to catch yourself saying: “This

graphic will do...” or “That’s good enough, we’ll see how it does”. Lukewarm doesn’t cut it.

- 6. Spell-check and proof your ad multiple times.** One of the most common reasons Facebook ads don’t get approved? Spelling mistakes.

Seriously!

- 7. Read and follow Facebook’s [Ad Guidelines](#)** – carefully!
- 8. Have one single, clear focus** – Your goal is to get people to sign up so make sure you giving them a good reason to.
- 9. Feature your brand** – if branding is your major goal, brand prominence is crucial to success
- 10. Speak Their Language** – Pay attention to the words you use, as well as expressions, colloquialisms, slang and pace of speech. Don’t be formal when your audience is informal. Don’t use seventies slang such as “Groovy!” if your demographic were all born in the nineties. Etc. Etc.

How to Make Sure Your Ad is Remembered

Remember the old adage about customers walking into your store seven-to-twelve times before the average one becomes familiar enough with your store to feel comfortable buying?

Well, the same holds true for online ads – especially social media-based ads.

And in addition to getting them to feel familiar with your business, you also need to make sure they remember you, your brand, your Facebook page – and your ad.

Here’s how to do that:

- 1. Make sure there is one single, incredibly clear focus:** In our case it is to get people to sign up! Make that the focus. You don’t want to confuse people!
- 2. Make sure your brand is clearly presented** – your logo or signature graphic; and colors
- 3. Pay attention to voice and tone** – talk like your audience

4. Was your message **clear**?
5. Did it engage **emotions**?

Facebook Ad Mistakes

Here are three important mistakes never to make:

1. **Not following Facebook ad guidelines.** Read them and apply them. Diligently! (Especially check your spelling!)
2. **Don't be obscure.** Make sure you tell your reader:
 - **What** you are giving them
 - **Why** they should care (the "big benefit" or curiosity factor)
3. **Don't mislead!** Showing people a picture of a puppy in your ad, then ordering them to "sign up if you like puppies" will not work if you are not in the pet business.

Take a look at the winning ad for my Candle Giveaway...

Anatomy of a Successful Facebook Ad

Copy:

Question
(Attention
Grabbing) and
Call To Action

The Scented Bean
Sponsored · 🌐

Like Page

Love soy candles? Enter to win a Michigan handmade soy candle. Drawings are EVERY Friday!

Enter To Win

Sign up to win a soy candle. Drawings are every Friday.

FREE CANDLE FRIDAY

Sign Up

Image

Clear and Very
Related (Eye
Catching)

Headlines

Call to
Action

Use Facebook Button

Sign Up or
Learn More