



# 15 MINUTE FUNDAMENTALS

## FACEBOOK ADVERTISING 101:

Ad Types And Design Specifications

# QUICK TIPS

# BEST PRACTICES

## Tips for maintaining healthy ads

- Avg. frequency should be less than or equal to 3
- Limit text in image, eliminate all together if possible (<20% text)
- Keep videos under 15 seconds
- Clear & compelling CTAs
- Link carousel product ads directly to product detail page
- Write copy with the consumer in mind

# MEASUREMENTS OF SUCCESS

## Commonly used Facebook KPIs

- CPM – Cost per 1,000 Impressions
- CPA – Cost per Action
- Reach – How many people have seen your ads
- Impressions – Amount of times ads have been shown
- Frequency – Amount of times one person has seen your ads (Impressions/Reach)
- Ad Relevance – How relevant FB deems your ad to your chosen audience (1-10)
- Results – Dependent on goal of campaign (usually Purchases & Custom Conversions)
- Link Clicks – How many time someone clicked on your links
- Post Engagements – How many people commented, shared or reacted to your post
- Plus the usual Revenue, Spend & ROAS for Ecommerce clients

# DESIGN SPECS

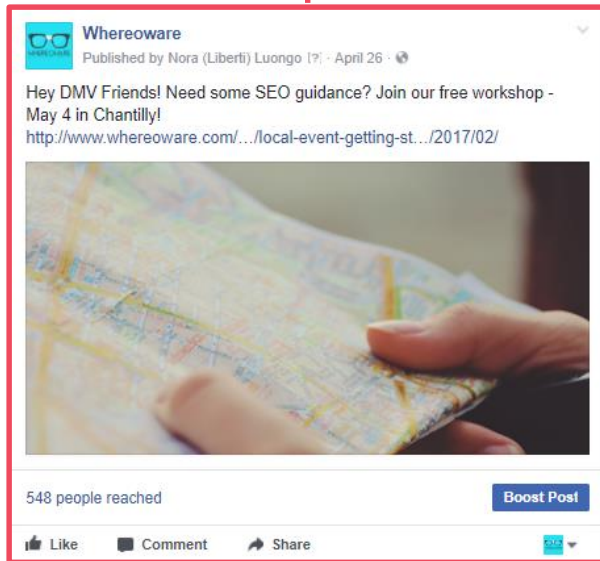
# BOOSTED POST VS FACEBOOK AD

## BOOSTED

**DIFFICULTY:**  
Super simple

**WHERE:**  
Facebook timeline

**TARGETING,  
BIDDING,  
PLACEMENT,  
FORMAT:** Limited



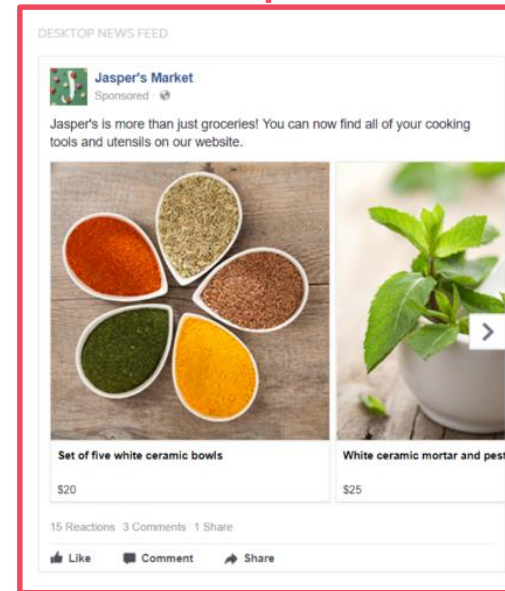
VS

## FACEBOOK AD

**DIFFICULTY:**  
More advanced

**WHERE:**  
Facebook ad manager

**TARGETING,  
BIDDING,  
PLACEMENT,  
FORMAT:** Advanced



# AD OPTIONS

## Format

Choose how you'd like your ad to look.



### Carousel

Create an ad with 2 or more scrollable images or videos



### Single Image

Create up to 6 ads with one image each at no extra charge



### Single Video

Create an ad with one video



### Slideshow

Create a looping video ad with up to 10 images



NEW

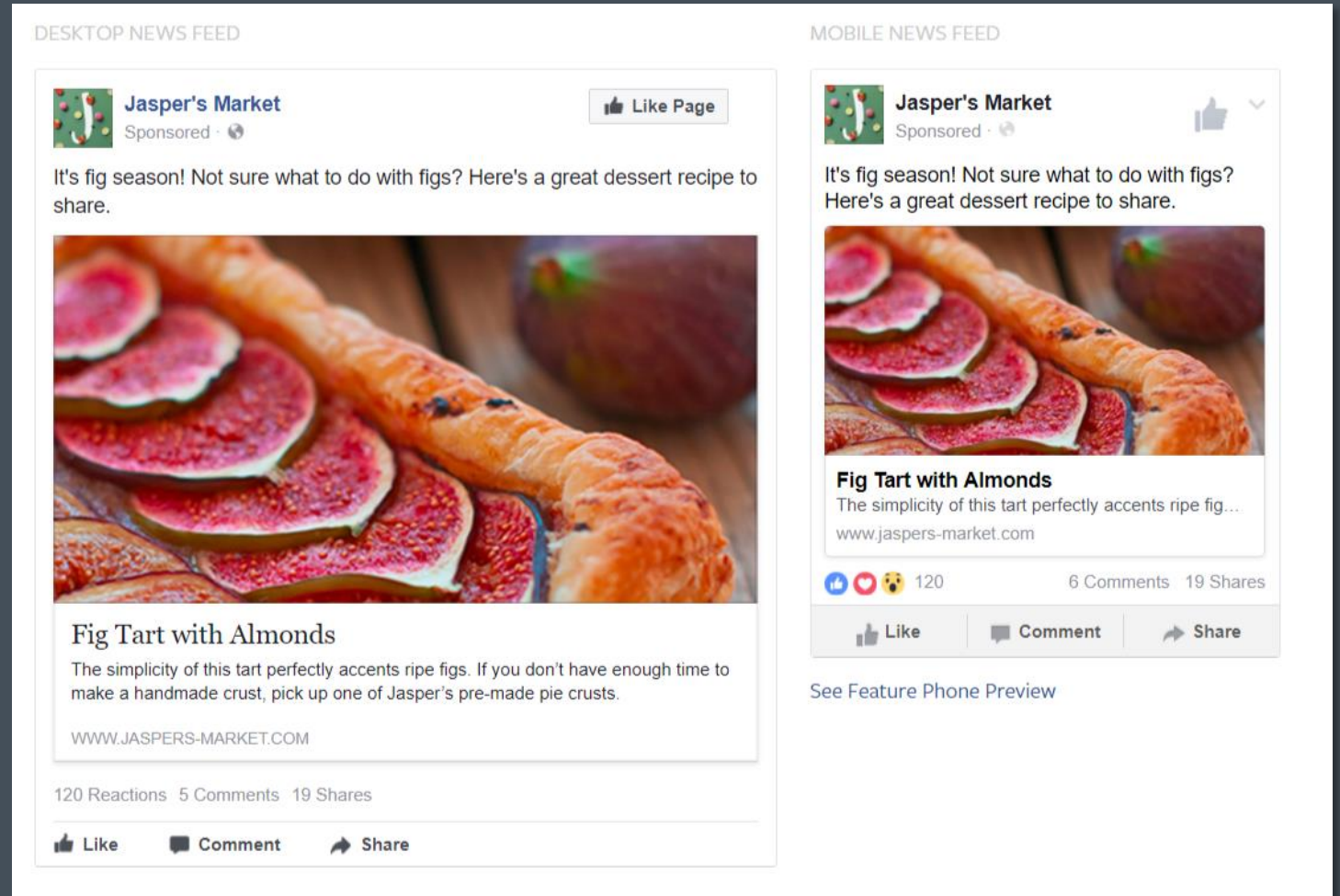
### Collection

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

# SINGLE IMAGE

## Design Recommendations

- **Recommended image size:** 1,200 x 628 pixels
- **Image ratio:** 1.9:1
- **Text:** 90 characters
- **Headline:** 25 characters
- **Link description:** 30 characters
- Your image should include minimal text.
- **Tools:**  
[https://www.facebook.com/ads/tools/text\\_overlay#](https://www.facebook.com/ads/tools/text_overlay#)





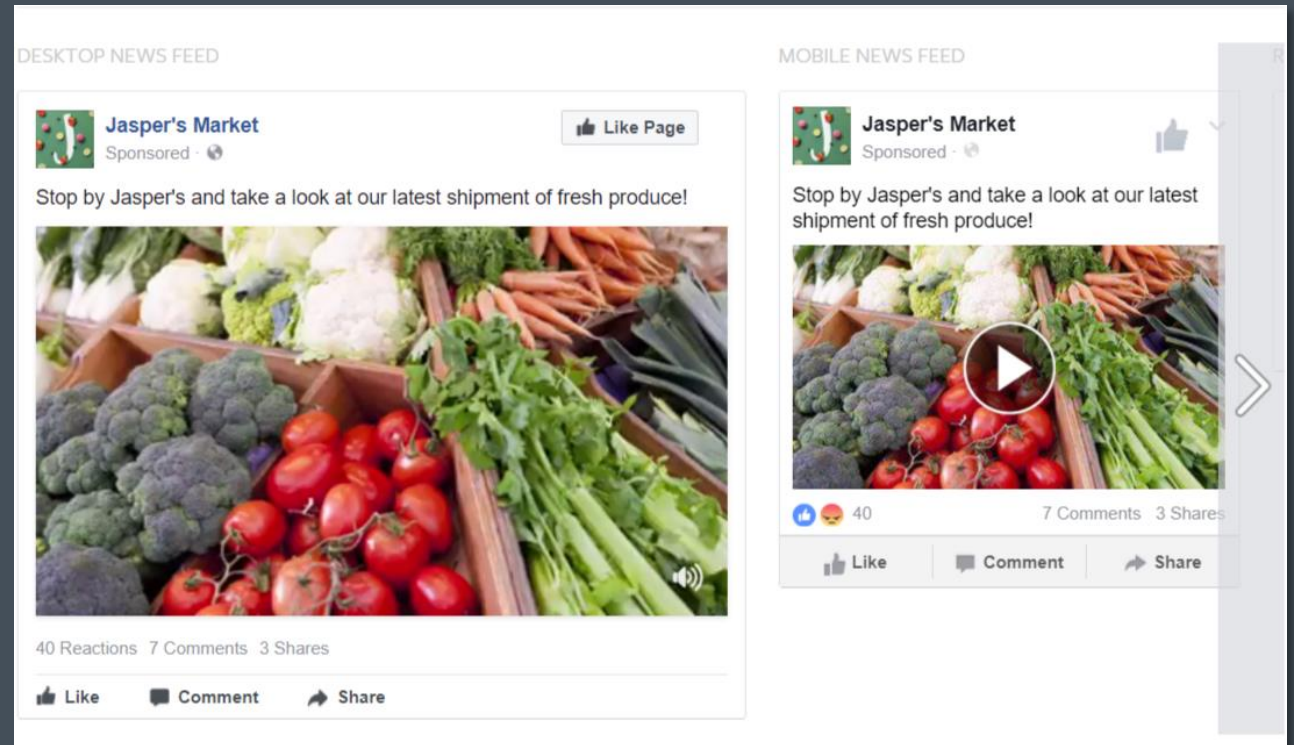
# SINGLE VIDEO AD

## Design Recommendations

- **Text:** 90 characters
- **Aspect Ratios Supported:** 16:9 (full landscape) to 9:16 (full portrait)

## Technical Requirements

- **Caption length text:** max 2,200 char.
- **Length:** 120 minutes max (15-30 seconds works best)
- **Minimum resolution:** width 600px  
File Size: Up to 4GB max
- **Format:** wide variety of formats supported –mov, mp4, asf and more
- Minimal text and include CTA



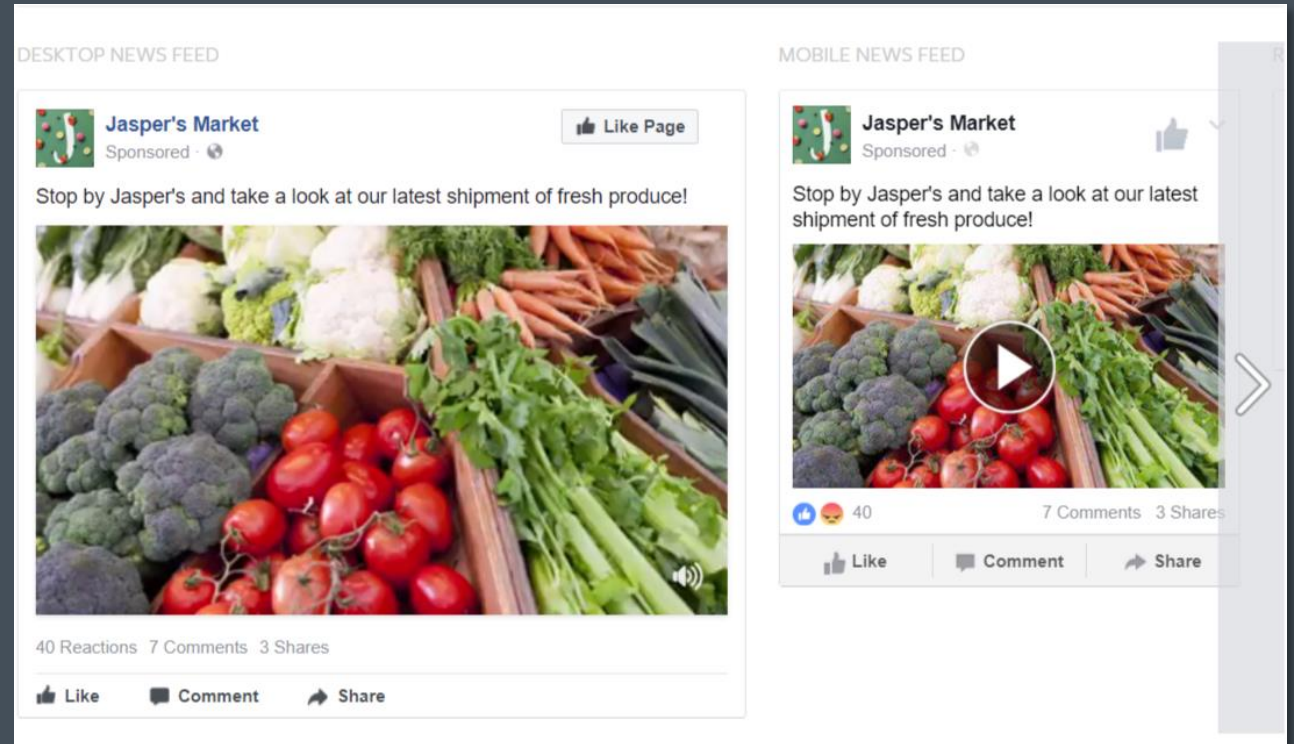
# SINGLE VIDEO AD

## DON'T

- Including an intro
- Using logos or credits at the beginning
- Trying to tell too much in the video
- Having a person talking to the camera without context

## DO

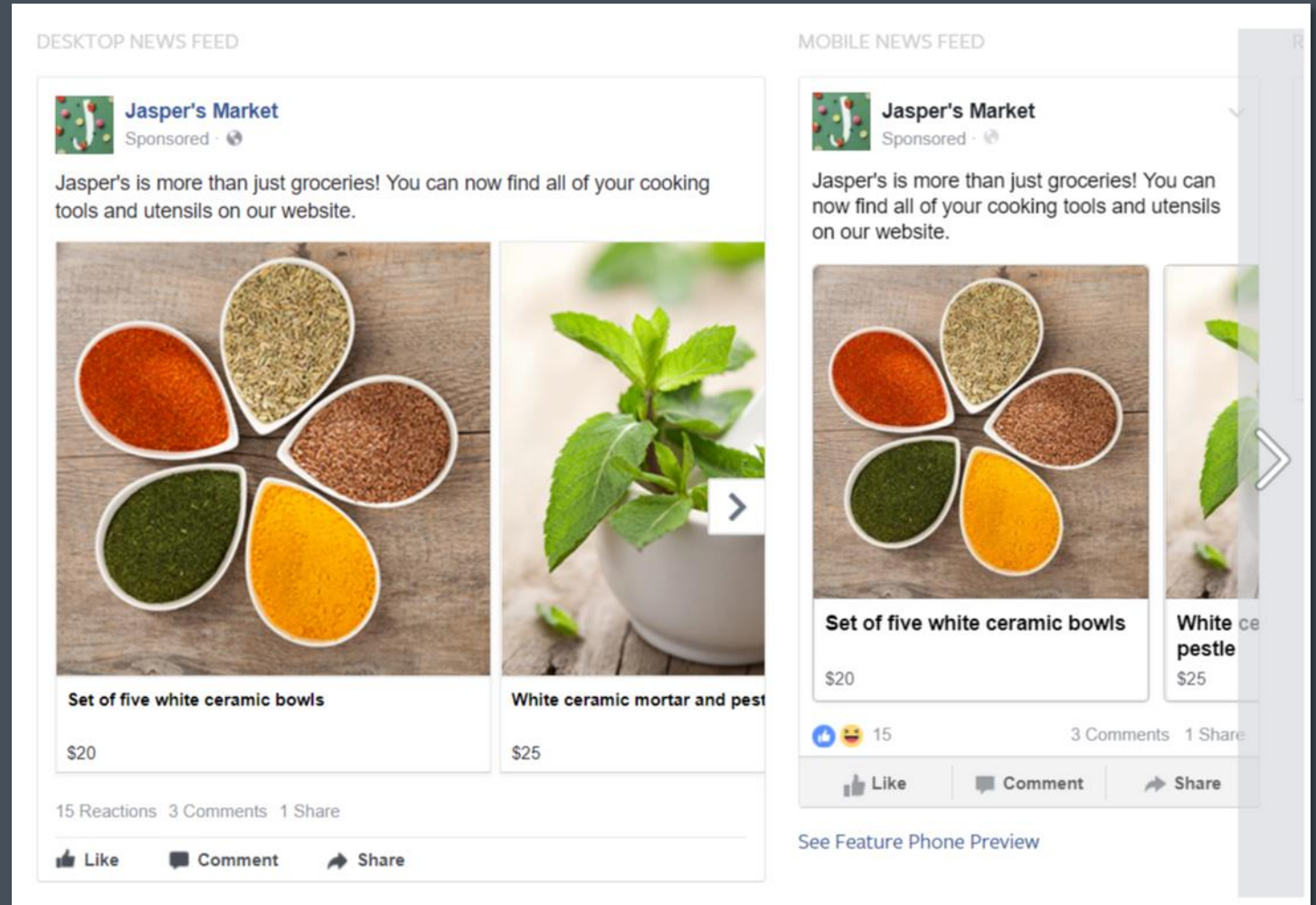
- Grab the person's attention within 2-3 seconds
- Create a video that is only 15-30 seconds long
- Pique interest with the thumbnail
- Target mobile users only when connected to Wi-Fi



# CAROUSEL

## Design Guidelines

- **Recommended image size:** 1080 x 1080 pixels
- **Image ratio:** 1:1
- **Text:** 90 characters
- **Headline:** 40 characters
- **Link description:** 20 characters
- **Minimal text**






# CAROUSEL


## TIPS

- Product images for high-intent customers
- Lifestyle imagery to target new customers
- Test storytelling or themes
- Add a CTA


DESKTOP NEWS FEED

**Jasper's Market**  
Sponsored · 🌐

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.






**Set of five white ceramic bowls**  
\$20




**White ceramic mortar and pestle**  
\$25


15 Reactions 3 Comments 1 Share

 Like  Comment  Share


MOBILE NEWS FEED

**Jasper's Market**  
Sponsored · 🌐

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.






**Set of five white ceramic bowls**  
\$20



**White ceramic mortar and pestle**  
\$25

15 Reactions 3 Comments 1 Share

 Like  Comment  Share

[See Feature Phone Preview](#)

# SLIDESHOW

Combine multiple images, text and sound to create video ads without video production

## Design Guidelines

- News Feed image size: 1,280 x 720 px
- News Feed image ratio: 16:9 (max 4:3) or 1:1
- Text: 90 characters (longer posts may be truncated on small screens)
- Images of same size and aspect ratio are recommended to avoid cropping
- Minimal text



# SLIDESHOW

- Upload 3–10 images or a video assets
- Set an **Image Duration** for your ad
- Set the **Transition** to **Fade**, if you choose.
- Click **Music** at the top to upload. If you don't have an audio track, they have music to choose from.

Settings

Music


ASPECT RATIO ⓘ  
Original +

IMAGE DURATION ⓘ  
1 second +


TRANSITION ⓘ  

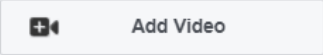
None

Fade



Use photos or video stills to create a slideshow

Add Photos

Add Video

0:000:010:020:030:040:050:060:070:08

+

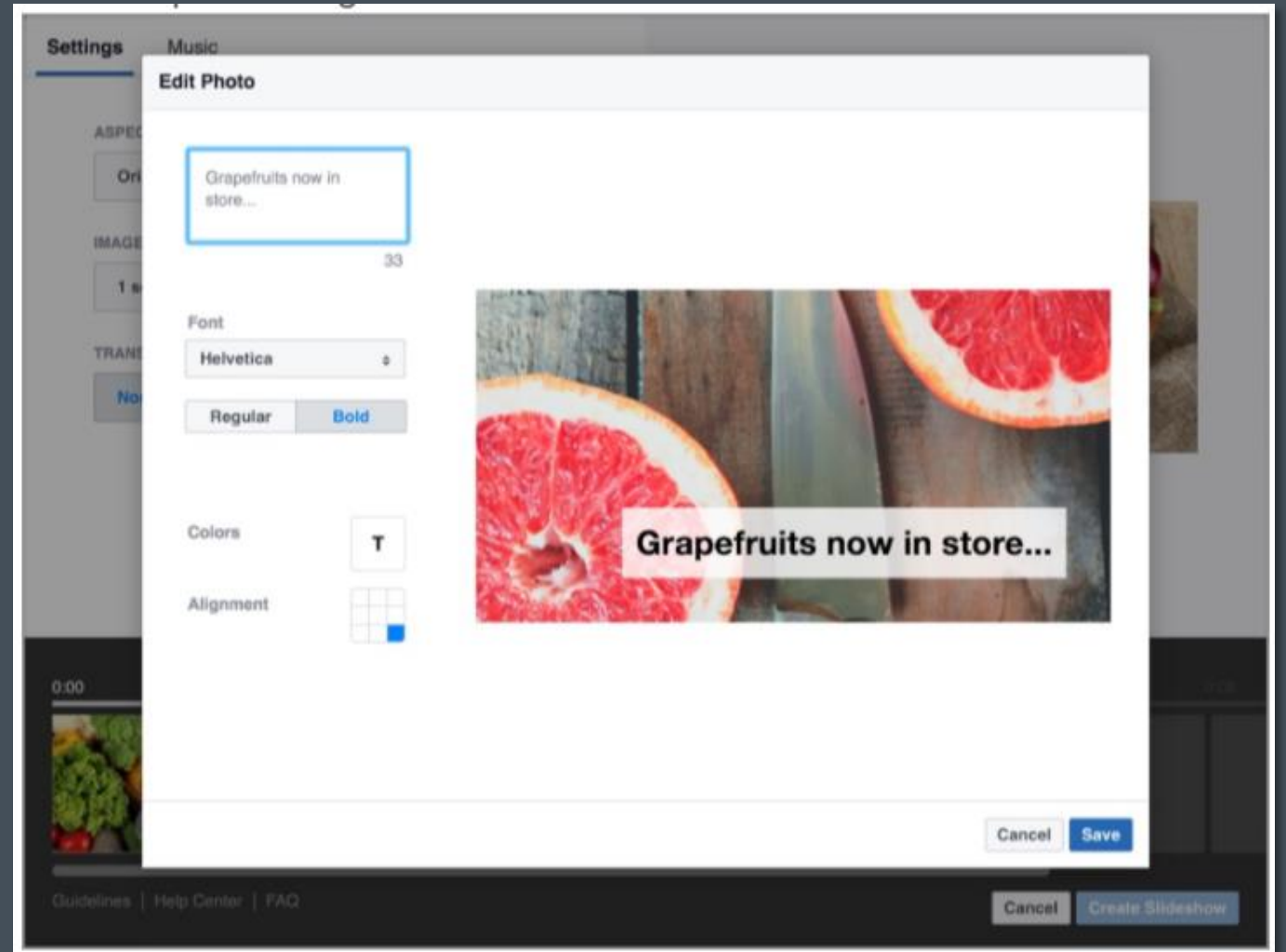
Guidelines | Help Center | FAQ

Cancel

Create Slideshow

# SLIDESHOW

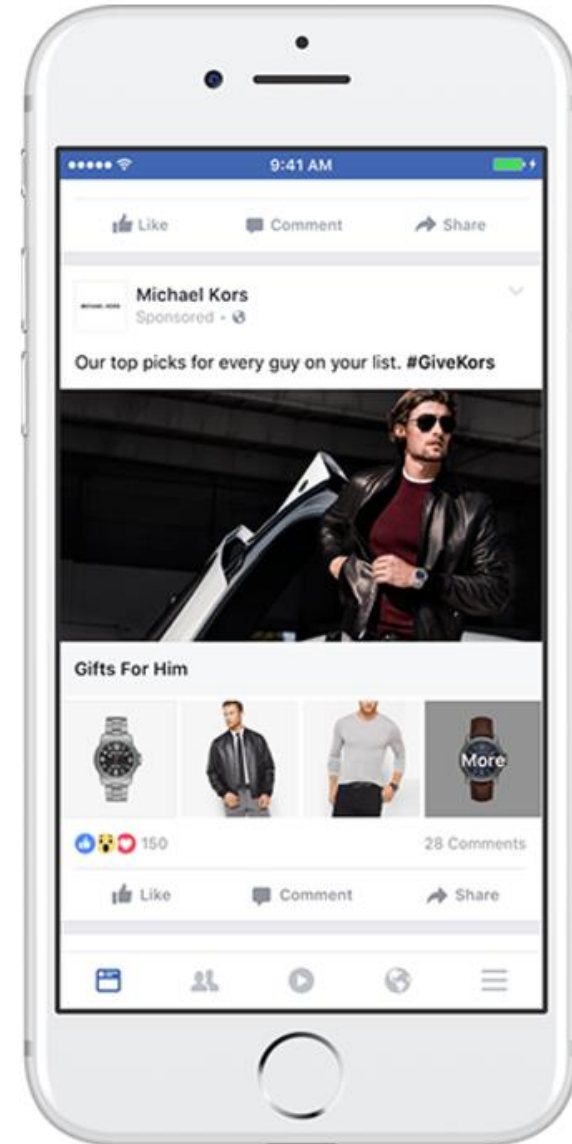
- Select an individual image to add text
- Choose your thumbnail wisely
- Add a CTA



# COLLECTION

## Design Requirements

- **Image Size:** 1,200 x 628 pixels recommended
- **Image Ratio:** 1.9:1
- **Headline:** 25 characters recommended
- **Minimal text**

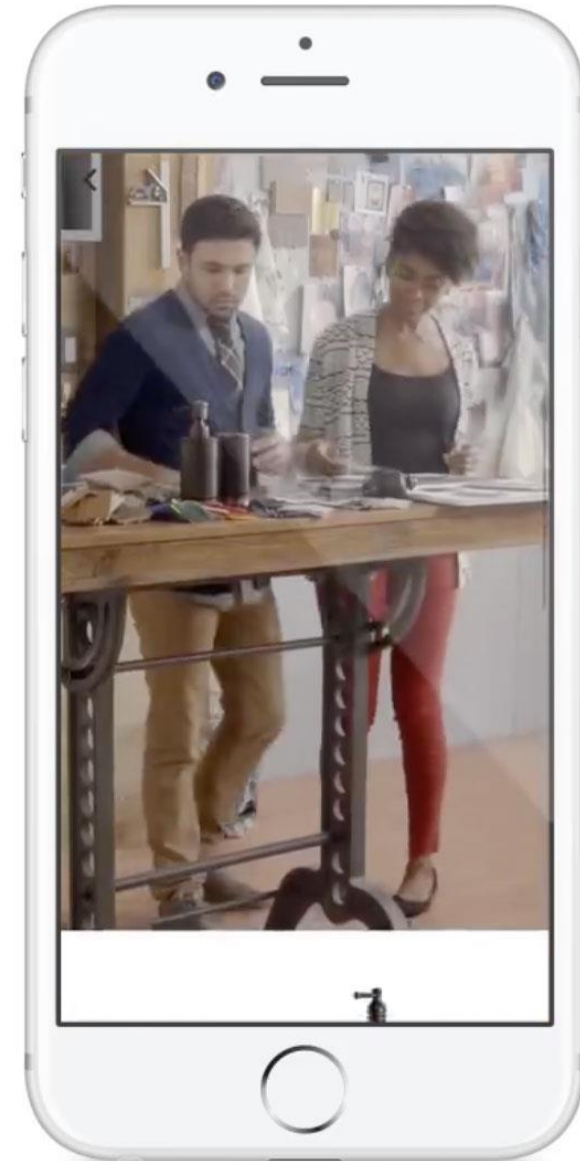




# CANVAS

Canvas is a full screen experience for mobile devices.

It can be used with all Facebook ad formats – carousel, single image, single video, slideshow or collection.



# DYNAMIC REMARKETING

**What is it:** Automatically promote products to people who have expressed interest on your website

## How do you get started:

- Upload your product data feed
- Facebook pixel installed with the following events:
  - View content – parameters - content\_type, content\_id,
  - Add to Cart– parameters - content\_type, content\_id,
  - Purchase– parameters - content\_type, content\_id, value, currency

