

# CREATING GREAT FACEBOOK AND INSTAGRAM AD COPY



WE HELP LOCAL BUSINESSES  
CONNECT WITH MORE CUSTOMERS  
AND SELL MORE STUFF



**FACEBOOK'S ABILITY TO REACH THE RIGHT PEOPLE AT THE RIGHT TIME IS UNPARALLELED. WE KNOW THAT YOU, AS A BUSINESS OWNER, CARE ABOUT PEOPLE AND THIS IS AT THE HEART OF EVERYTHING THAT FACEBOOK OFFERS.**

**This is how powerful this reach is across the globe:**

1. On average, more than 1.9 billion people log into Facebook every month (Monthly Active Users).
2. There are over 1.5 billion people monthly on mobile.
3. On average, more than 1 billion people use Facebook every day.

If you are spending money on Facebook and Instagram Adverts then you'll want the maximum return on your investment. There are many different layouts of adverts on Facebook so it's impossible to cover all of them here, but for your ads to be effective you must consider having effective copy. **For Facebook Ads, here are 6 Simple Steps to follow:**



## 1. START WITH YOUR CUSTOMER IN MIND

Start by thinking about who your advert needs to target, and then tailor the copy so that you are writing like you are speaking to them. Think about:

- How does your product or service solve the problem they have
- Your brand and your tone of voice
- What action do you want your prospect or customer to take when they see your advert?

Avoid the temptation to tell them everything you possibly can about your business / product. Remember, great advertising is all about the customer, poor advertising is all about you.

## 2. USE SHORT TITLES AND INTRO'S

Keep your advert Title and Intro short. On Facebook, if your Intro has more than 90 characters, Facebook will replace it with a '...See More' so ensure you get your messages into the 90 character limit to make it as easy as possible for your prospects or customers to receive your message without having to click on the 'See more' option.

On the Facebook Newsfeed, the way most of us scroll down the feed is the equivalent of 'driving past a billboard advert at about 60 miles-per-hour'. That means you have about 2 seconds to grab someone's attention. Your message needs to be short and to the point whilst memorable. Remember you can always give them more info once they have clicked on the link to your website or your Facebook page.

## 3. USE LINKS

Make sure the Link you put in your adverts is working and links directly to the relevant page / product page you're advertising. There is nothing worse than clicking on an advert that you're interested in, only to be taken to the Home Page of the particular website and then having to search / browse to find what you're looking for.

## 4. MAKE SURE YOU HAVE A CALL TO ACTION

Not only is your copy important when creating a Facebook Ad, but you also need to think about what you would like your target customer to do, i.e. what action you want them to take. The Facebook platform will give you some predefined options such as 'Learn More', 'Shop Now' and 'Like Page'. Your call to action, like your copy and creative, need to complement what your ad is trying to achieve.



**MOST EFFECTIVE HEADLINES HAVE 5 WORDS OR LESS**



**MOST EFFECTIVE WORDS IN HEADLINES ARE: YOU, FREE, BECAUSE, INSTANTLY, NEW**



**RUN ADS FOR 3 TO 14 DAYS TO TEST WHICH ONES ARE WORKING BEST**

## 5. CREATE DIFFERENT ADS FOR DIFFERENT TARGET CUSTOMERS

If you have different target customers then create different tailored ads for each one. This will help you achieve better targeting and better advert relevance scores on Facebook ensuring you're more likely to be putting your advert in front of prospects who are interested in what you're offering.

## 6. INCLUDE A TIMEFRAME

If your advert includes an offer then consider putting a timeframe such as 'this weekend only' or 'today only' in order to create urgency.