

# GET YOUR FACEBOOK AD PLACEMENT RIGHT



**honeybadger**  
SMART SOLUTIONS FOR BUSINESS

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



## FACEBOOK'S AD CREATOR ALLOWS YOU TO PUT YOUR AD IN SEVERAL POTENTIAL PLACEMENTS, ONLY A FEW OF WHICH ARE ON FACEBOOK ITSELF.

These options cover Facebook itself, Instagram, and the Facebook Audience Network. And with multiple styles of ad available in each location, there's a lot to think about.

### 1. WHERE YOUR ADS CAN GO

#### Facebook

##### Newsfeed:

Probably the most familiar placement – News Feed covers laptop and desktop audiences, and the mobile News Feed (naturally) covers people viewing via the app or mobile browsers.

News Feed is the default feed setting on Facebook, a constantly updated stream of your friends' updates, curated by Facebook's algorithm.

##### Right column:

Visible only to people on desktop or laptop devices, these ads sit to the right of the main Facebook feed.

#### Instagram:

Your ad will be formatted for Instagram, as a feature image with copy beneath. These ads only appear on mobile devices.

##### Audience Network:

These ads are targeted and measured like every other Facebook ad, but are placed in a range of diverse placements. Depending on your campaign, they could appear in publisher articles, video streams, apps, the mobile web as banners, videos or display ads.

### Easy and effective

- Get your copy right to make the most of your placement.
- A clear headline can get 41% more conversions.<sup>3</sup>
- 80% of people never make it past the headline<sup>4</sup>
- Headlines between 60–100 characters see the highest engagement<sup>5</sup>
- Headlines with odd numbers get 20% more clicks<sup>6</sup>



### 2. GETTING THE MOST OUT OF YOUR ADS

Facebook gives the option to simply put your ad in all available placements – it's certainly the quickest and easiest route. And it certainly won't do any harm.

However, to really optimise your campaign and get the most out of your money, best practice means segmenting your campaigns by content, audience, and ad placement.



Browsing habits differ between mobile and desktop users. For example, people are more likely to research on mobile, and buy on desktop<sup>1</sup>. So it makes sense to schedule an ad with different content and call to action for each placement, even if you're advertising with the same message.

Ad placements can also drastically change the look of an ad. News Feed ads feature images much more prominently than a right-column ad, so optimising for these placements separately makes sense too.

### The images you choose can make all the difference to your success

- Colour images increase intent to read a piece of content by 80%<sup>7</sup>
- A relevant image improves 3-day recall by 65%<sup>8</sup>
- Content with relevant images gets 94% more views<sup>9</sup>



### 3. PRECISION TARGETING

Once you've decided on ad placement, Facebook has other options to decide where and when people see your ad.

Timing can be crucial, and adjusting the timing of your ad can make all the difference.

For example, mobile users are more active before and after work, desktop users during<sup>2</sup>. This is where segmenting your ads by placement really comes into its own, as you schedule ad placements for peak performance.

And you don't just have to consider placement – you can send ads on days and times when you know your product or service will be most in demand.

Narrowing down your audience to their location is also a great way of ensuring that you only pay to show your ad to relevant audiences. Target your country, city or even postcode to make sure that your audience find you.

These options create a huge amount of potential for your ads. By keeping an eye on their performance in your Facebook ad dashboard, you can invest in the ads, images, timings and placements that really work for your business, and really maximise your budget.

### Right on target

- Facebook offers more than 600 targeting options for its ads
- Targeting a custom audience can lower cost-per-conversion by 64%<sup>10</sup>



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