



Success With Cecelia

The Structure of a Facebook Ad

1. Image/Video

The most impactful and noticeable part of any ad is your video or image. This is the first thing anyone ever sees.

A screenshot of a Facebook advertisement. At the top left, there is a green square with 'OAS' in white, followed by the text 'Online Advertising School' and 'Sponsored · 🌐'. To the right is a 'Like Page' button. Below this, the text reads: 'We'll be honest with you. This guide won't generate \$1 million in sales. It won't drive 10,000 new leads every day.... See More'. The main image area is a green rectangle with a red border. It features a white Instagram camera icon on a blue circular background on the left. On the right, the text says 'The Ultimate Guide to Instagram Advertising' above a dark blue button that says 'Get the Free eBook'. Below the image area, the text reads 'The No BS Guide to Better Instagram Ads', followed by 'Our eBook is the most useful way to learn Instagram ads. And we won't charge you \$1000 to learn our secret formula.' At the bottom left is the URL 'ONLINEADVERTISINGSCHOOL.COM' and at the bottom right is a 'Download' button.

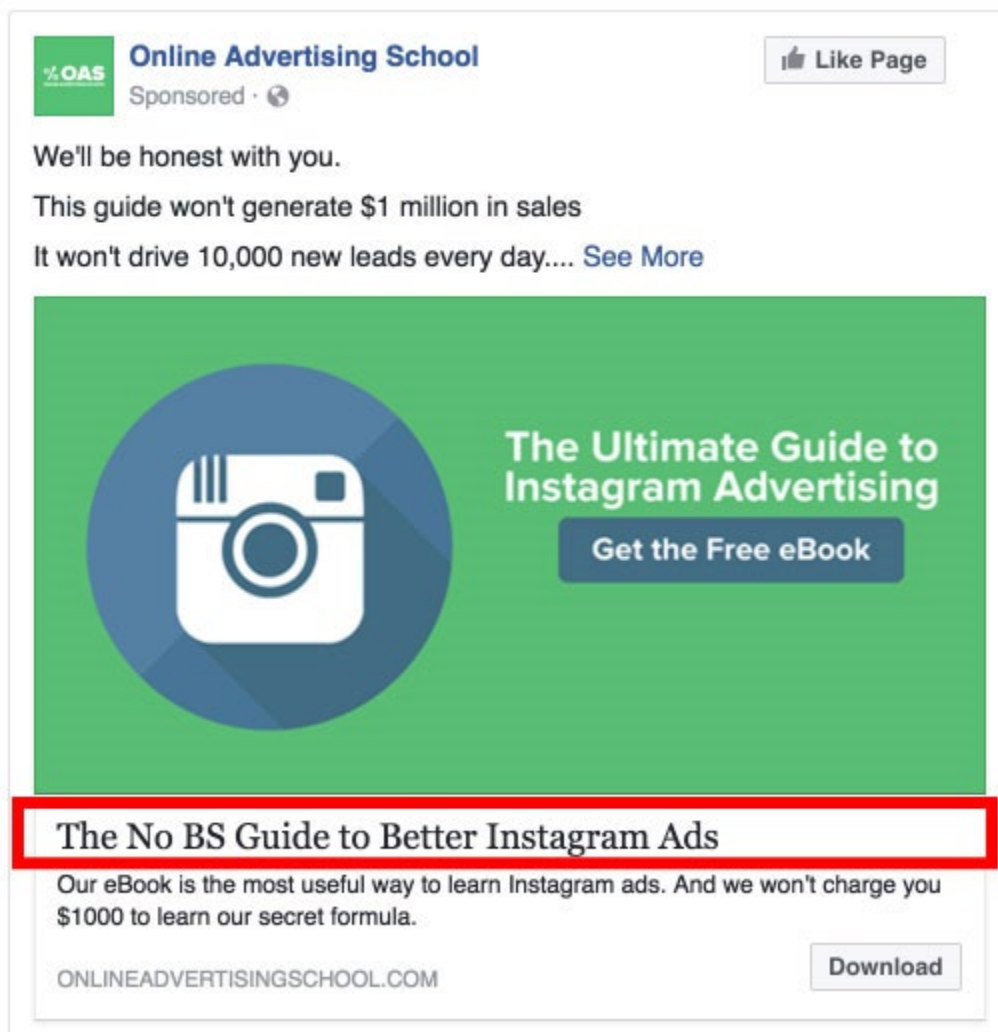
Purpose


The purpose of an image or video is to immediately capture the attention of your target audience. Without a good image, your ad will fail. People scrolling should immediately stop and take notice.

Tip – Try experimenting with graphically designed ads, images of people, and video. We’ve found the results can be very different.


2. Headline

After images and video, the headline is the second most important part of an ad. It’s large, clearly visible and should be impactful.



Online Advertising School
Sponsored ·  Like Page

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 **The Ultimate Guide to Instagram Advertising**
[Get the Free eBook](#)

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ONLINEADVERTISINGSCHOOL.COM [Download](#)

Purpose

Headlines let you summarize concisely your purpose and objective. It should be attention-grabbing and encourage people to take a second look at your ad. Many advertisers use this to summarize the benefit or outline why someone should click through.

Every ad must include a call-to-action. The headline offers the perfect spot to summarize this easily and succinctly – short and punchy is always best.

3. Copy

Above your image is what's called the copy. You can add up to 500 characters. If your post text is longer, it will be hidden by a See More link.

The image shows a Facebook advertisement for 'The No BS Guide to Better Instagram Ads' by Online Advertising School. The ad is sponsored and includes a 'Like Page' button. The main text, highlighted with a red box, reads: 'We'll be honest with you. This guide won't generate \$1 million in sales. It won't drive 10,000 new leads every day.... See More'. Below this is a large green image featuring a white Instagram camera icon on the left and the text 'The Ultimate Guide to Instagram Advertising' on the right, with a 'Get the Free eBook' button. At the bottom, the ad title 'The No BS Guide to Better Instagram Ads' is displayed, followed by a description: 'Our eBook is the most useful way to learn Instagram ads. And we won't charge you \$1000 to learn our secret formula.' The website 'ONLINEADVERTISINGSCHOOL.COM' and a 'Download' button are also visible.

Purpose

People who read copy are likely interested in your ad. Unlike headlines or images, copy is meant to expand your product offering and make the closing argument for clicking-through. Copy can be used in different creative ways. There is no ideal copy length – you'll need to experiment to see what works best.

4. Call To Action Button (Optional)

Call to Action buttons are pre-created buttons provided by Facebook that you can add to any advertisement. Currently you can choose between:

No Button	Sign Up	Download
Book Now	Buy Now	Request Time
Contact Us	Get Offer	See Menu
Donate Now	Play Game	Shop Now
Apply Now	Use App	Watch More
Get Quote	Subscribe	

Online Advertising School Sponsored · [Like Page](#)

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Purpose

The button integrates a clearly defined call-to-action for your ad. Always include a button and make sure your button matches your overall ad call-to-action. For example, you wouldn't want to include Watch More when someone is encouraged to download something. If you don't want your ad to seem like an "ad" I suggest you remove the CTA button and tell the customer in the Copy what you want them to do next.

5. Description (Optional)

Description text appears below the headline and above the CTA button. It is the least noticeable ad text (after link text).

The image shows a Facebook advertisement for 'Online Advertising School'. At the top left is the OAS logo and the text 'Online Advertising School' with 'Sponsored' below it. At the top right is a 'Like Page' button. The main text reads: 'We'll be honest with you. This guide won't generate \$1 million in sales. It won't drive 10,000 new leads every day.... See More'. Below this is a large green banner with a white Instagram camera icon on the left and the text 'The Ultimate Guide to Instagram Advertising' on the right, with a 'Get the Free eBook' button. Underneath the banner is the headline 'The No BS Guide to Better Instagram Ads'. A red box highlights the description text: 'Our eBook is the most useful way to learn Instagram ads. And we won't charge you \$1000 to learn our secret formula.' At the bottom left is the URL 'ONLINEADVERTISINGSCHOOL.COM' and at the bottom right is a 'Download' button.

Purpose

Description text acts as a simple way to expand on your headline. But don't overthink your description text. Headline and image are where you should spend your creative time and energy. Use something simple that reinforces your ad objective and CTA. Most likely your Description will only appear on a laptop or desktop, not on mobile.

6. Ad Testing

You must test all aspects of your ad one at a time with one audience before you find your optimal ad that will give you the best results. You should have an overall ad spend budget in mind. I have a monthly ad spend budget of \$600 for each ad knowing that I will spend at least 25-30% of that ad spend on testing. I suggest the following testing method:

Copy – Create Short, Medium, and Long copy and test with your image and headline. Short copy should be a few sentences. Something that does not require the reader to click “see more”. Medium should tell a more comprehensive story but not be too extensive. Long should be a complete story with a beginning, middle, and end. You should test each copy for at least 1000 views to determine a clear winner. The winner will be based upon CPC, CTR, and cost per click.

Image – Once you find out which copy your audience prefers you will test that copy with different images using the same Headline that you used with Copy testing. I suggest Images of yourself, stock images, or Images you create if you have that skill. You can also test video. Be sure NOT to use too many words in your images as Facebook will show your ad to a smaller audience.

If you have questions about the amount of words in your images you can test it out by [clicking here](#). I suggest between 3-5 different images including the Image you used with you Copy testing. You should test each image for at least 1000 views to determine a clear winner. The winner will be based upon CPC, CTR, and cost per click.

Headline – Now that you have your winning Copy and winning Image you can now test Headlines. You should follow the Headline guidelines mentioned above. I suggest between 3-5 different Headlines images including the Headline you used with your Copy testing. You should test each Headline for at least 1000 views to determine a clear winner. The winner will be based upon CPC, CTR, and cost per click.

At this point you now have a winning ad!

Audience – You can use your winning ad to test different audiences remembering to test one audience per ad to find the audience that resonates the most with your message and your offer.

Once you have finished testing put the rest of your ad spend toward the winner and go balls to the wall with your budget.

Here are the industry standard metrics for ad Facebook ad performance:

Benchmark	Industry Standard	Excellent
CPM	<\$37	<\$30
CTR	1%	2%
Relevance	5 or 6	7 to 10

Link Click Conversion	30%	N/A
Landing Page Conversion Rate	30%	30-50%+
Email Opens	18%	18% or Higher
Leads to Sales Conversion Rate	10%	20%+

I hope you have found this information useful for creating a successful Facebook ad.

If you want my personal assistance to develop and run winning Facebook ads [click here](#) for a personal consultation.