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.
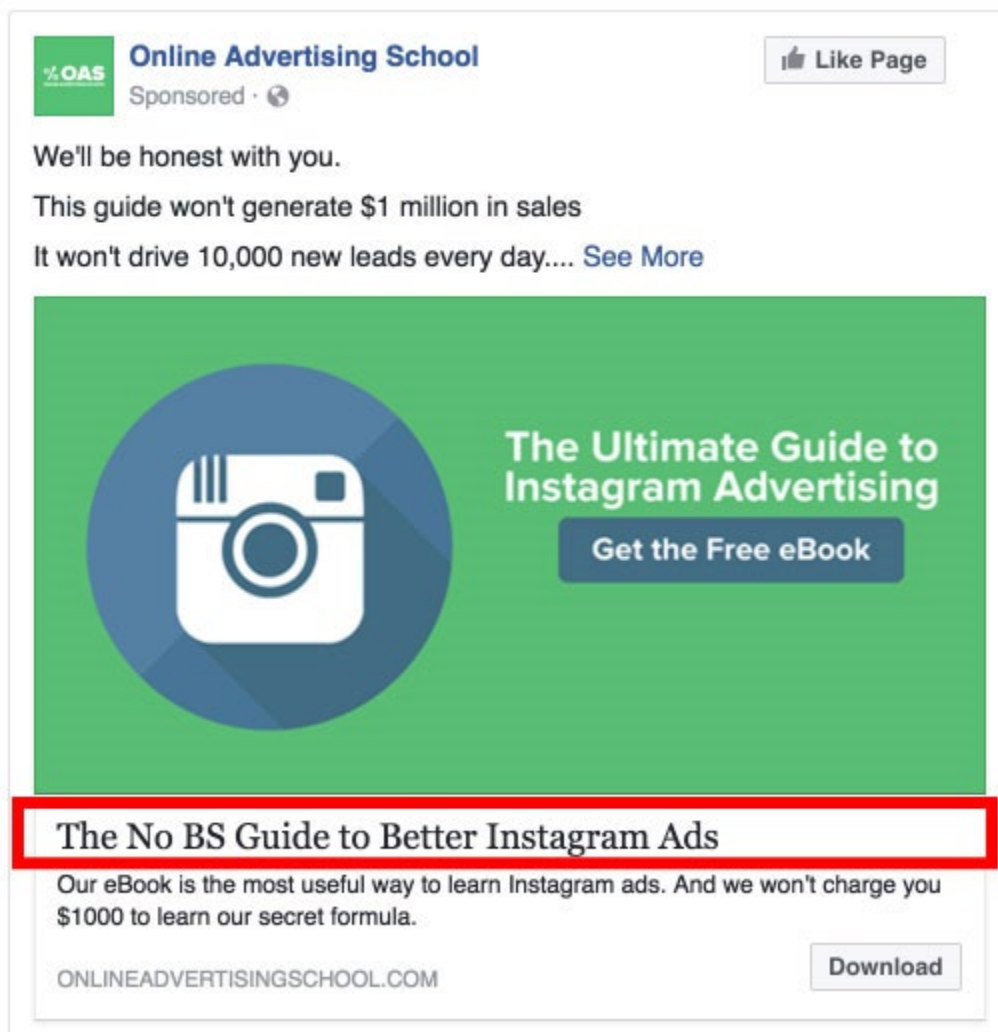

Purpose

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 – including yourself if you are comfortable with that, 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.

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.

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	

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 and "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).

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 45-50% 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, cost per result and cost per click.

[Click here](#) to determine the readability of your headline. Your readability should be between and 4th and 8th grade level as a recommendation.

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.

For tips to avoiding too much text in your ad images click here. I suggest between 3-5 different images including the Image you used with your 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, cost per result 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, cost per result and cost per click.

[Click here](#) to check the emotional value of your headline. The goal should be an emotional value of 40% or better.

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 type 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:

WHERE IS YOUR GAP?

Benchmark	Industry Standard	Excellent	YOUR Numbers
CTR (Link Click-Through Rate) Ad to Lander (Collecting Emails)	1%	2%	
Sales Page Conversion Rate (Full Transaction)	1-3%	3-10%	
Website Opt-In Conversion Rate	1-3%	4-10%	
Email Open Rates	18%	20%+	
LIVE Webinar Attendance Rate	10-20%	20-30%	
EVERGREEN Webinar Attendance Rate (depending on how often the webinar is shown, excellent here would be for "on the hour")	10-20%	60-85%+	
Webinar Sales or Booked Call Rates	10-20%	20-30%	
Overall Funnel Sales Rate	1-3%	4-5%	
Cold Call to Sale Rate	10-20%	20-30%	
Cost Per Conversion for Phase I	$3-8	$1-3	
Cost Per Conversion for Phase II	$5-12	$2-5	
Cost Per Booked Call	$250 or less	$150 or less	

Phase 1 = cold traffic to lead magnet option and Phase 2 = retarget to opt in or purchase.

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 chat.