





One of the critical components to a successful campaign is the ability to build **great ads.**

Master that, and you will be able to keep your campaigns fresh and innovative.



# UNDERSTAND YOUR CAMPAIGN OBJECTIVE!

This is the first, and arguably most important, step in the creation of your Facebook ad and is selected when creating your campaign.

Knowing why you're writing this ad is going to dictate the words you use and the tone you write it in.

Decide what your desired outcome is before you put pen to paper - and then, once you're clear about the outcome of the ad, start writing.



# Step 1: What Is Your Ad Trying To Achieve?

## BRAND AWARENESS

We want to let people know who we are, what we do and what we stand for.

## PRODUCT/SERVICE AWARENESS

We want to introduce our products or services to potential new customers.

## GENERATE INQUIRIES

We want to get inquiries from new customers about our products or services.

## SELL PRODUCTS ONLINE

We want to increase sales from our products online.



## **Step 2:** **Understand Your Target Audience!**

Speak directly to their motivations or address the questions they are likely to have that may prevent them from becoming your customer or moving to the next stage of the sales process.

Consider having different versions of creative or different objectives for different audiences to ensure that you are speaking to what motivates each group, i.e., Discounts vs. Benefits vs. Lifestyle vs. Confidence & Trust.



## Step 3: Decide On Your Offer!

- What is it?
- What's in it for them if they take your offer?
- What problem will the offer solve?
- What offer will excite someone to click on your ad?

It is important to choose one thing and focus only on that one thing to keep your ad clear and focused.

**TIP:** To help decide on your one thing, think about what you're selling, what's in it for the customer if they buy your product or service, and how will your product or service transform the customer.

# Step 4: Planning The Copy and Creative!

This is the beginning of articulating the offer (step 3) to the target audience (step 2) to achieve the predefined objective (step 1).

The goal is to keep it (**Personable and Actionable**)  
Write like you are talking to a specific Friend on Facebook but obviously touch on the pain point and offer the solution as well.

**TIP:** The Solution is often the offer.

1

## START WITH THE HEADLINE

What is your ad about?

2

## DECIDE ON THE CALL TO ACTION

What do you want the viewer to do?

3

## WRITE THE SUPPORTING TEXT

Write the copy to support your headline.

4

## DESIGN THE CREATIVE

To support your headline & copy.



## **Step 5: Start writing your headline!**

Having an irresistible headline matters a lot if your intent is to get people to engage with your ads, so be clear and leave no room for misinterpretation or ambiguity.

Put simply, your headline should say what people will get out of clicking on the ad or reading the ad copy.

Does it entice people to read the ad copy, click the ad link, or otherwise engage with the ad towards your desired objective?

# An example of a clear headline

This ad Headline uses a simple and clear headline.

**“Open your store today — it’s free!”**

There is no room for misinterpretation or confusion here.



Scott's Marketplace

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Want to sell online but don't know how to get started? Open your store on Scott's Marketplace! It's easy to set up and you only pay when a product sells -- join now!



**Open your store today -- it's free!**

Join Scott's Marketplace to showcase your products to a community of consumers who love to shop local online. Open your store and start selling today!

SCOTTSMARKETPLACE.COM

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# 4 Questions to ask when writing a headline

The 'Four u's', does your headline address at least one of these?

1

## IS THIS USEFUL?

Do people see the value in it?

2

## IS THIS UNIQUE?

Does it promise a unique benefit?

3

## IS THIS URGENT?

Does it lead the audience to act now?

4

## IS THIS ULTRA SPECIFIC?

Does it use facts, figures, or statistics?

# Follow these guidelines when writing your headlines

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- ✓ Write for your audience. Old, Young, Casual, Formal, etc...
- ✓ Be clear about your offer. Avoid being vague and leave no room for misinterpretation.
- ✓ Write in a positive tone. Tell readers what to do rather than what not to do.
- ✓ Keep your headlines short!
- ✓ Ask questions that people want to know the answer to.
- ✓ Include a single, clear call-to-action that will entice a user to take action.
- ✓ Use emotive adjectives - people don't just want tips, they want "astounding tips"

**TIP:** Use Powerful Action Words - Action words are generally active verbs like "buy," "download," "subscribe," "learn," etc. that drive readers to want to act right then. In addition to being emotionally compelling, these action words are also urgent, which ties into the tenant of the four u's.



## **Step 6: Decide on the CTA (call to action)!**

This should tie in with understanding the desired outcome for the ad.

A CTA (Call To Action) is the action you want the user to take and could be an ad button, a link in a page post or simply have text that drives the user to do something.

If using a button in a Facebook Ad, you will also have options such as Learn More, Sign Up, Contact Us, Get Quote, etc...



## Step 7: Write the supporting text (Copy)!

**Important - this should support the headline & the call-to-action. Nothing else!**

Be customer-centric, and show the reader clearly how your product or service will benefit them or, more specifically, how the current ad objective will benefit them, WIIFM (What's In It For Me).

Plainly state the advantage the reader will get by signing up, purchasing, clicking, etc...

Make your copy about the customer and what your product/service can do for them.

# An good example of copy supporting the headline

The copy focuses on the benefits a business owner would get by opening up an online store on our site.

The ad clearly states that: If you want to open an online store that it's easy to set up, it's free, and you can do it today.

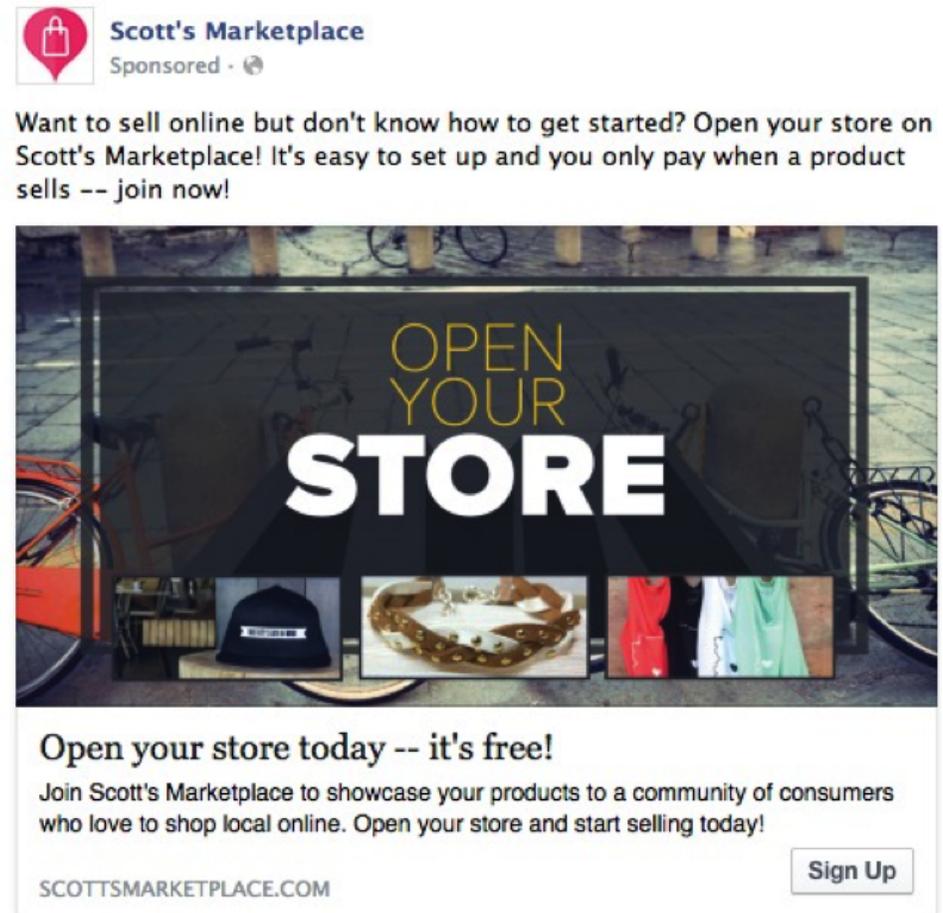
The ad copy gets right to the point and answers two questions readers might have.

1. "Is it hard to set up a store?"

Nope, it's easy.

2. "Will it cost any money upfront?"

Nope, it's free.



The advertisement features the Scott's Marketplace logo (a pink shopping bag icon) and the text "Scott's Marketplace Sponsored". The main headline reads "Want to sell online but don't know how to get started? Open your store on Scott's Marketplace! It's easy to set up and you only pay when a product sells -- join now!". Below this is a large image of a storefront display with the text "OPEN YOUR STORE" overlaid. The display includes a black hat, a gold necklace, and a red and white garment. Below the image, the text says "Open your store today -- it's free!" followed by "Join Scott's Marketplace to showcase your products to a community of consumers who love to shop local online. Open your store and start selling today!". At the bottom, there is a "Sign Up" button and the website URL "SCOTTSMARKETPLACE.COM".

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# 8 Key Tips To Drive Your Copywriting

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1: Avoid fluff

2: Be conversational (this is Facebook & Instagram)

3: Be deliberate with what tone you are wanting to achieve (straight forward, edgy, informative, humorous, etc.)

4: Understand the difference between benefits and features (TIP: Focus on Benefits)

5: Know that less is more

6: Include a CTA of some sort (this doesn't have to be a button)

7: Speak to the relevant ad set audience in each ad and think about what you want them to do or what action to take.

8: Test different ads, test again, and test some more until you get the right formula.

# Step 8: Design the creative!

5 questions to ask yourself prior to design.

- 1 What is the offer?
- 2 What does the headline & copy say, and what creative do we need to convey that?
- 3 Who is the target audience? What's the end result we want to achieve?
- 4 What is the emotion/feeling we want to convey?
- 5 What text, if any needs to be on the creative?

**TIP:** A compelling Facebook ad image is much more than just a pretty picture. The right image will weave in the marketing message as much as possible, and sometimes the perfect image is just that, a perfect image.

# Colors, fonts, & brand considerations

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## Choose your fonts:

Only use 1 or 2 different font families for your image otherwise it can be distracting from your overall message.

Pick legible, clear fonts, especially if it's going to be a small Facebook ad.

## Use contrasting colors:

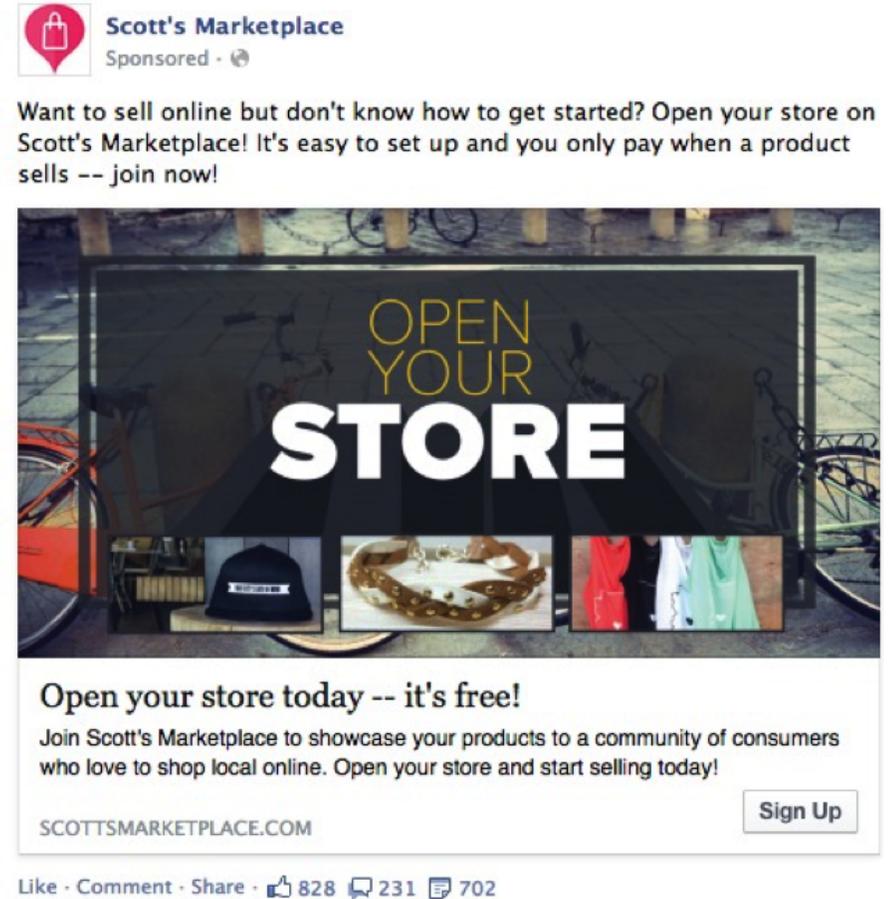
Facebook Ad Creatives have to POP!

Use contrasting color choices to help obtain this goal, i.e. black and white.

## Is your image congruent with the brand?

Make sure the image/graphic makes sense with the ad messaging/hook.

Ensure that it makes sense with your overall brand.



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# Step 9: The litmus test!

## Would You Click On The Ad?

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1

Would I click on this ad if I were in the shoes of my target audience?

2

Does the Facebook ad stand out in my newsfeed?

3

Is the offer or benefit so good that I'd feel that I need to get this?

### Can you answer yes to all three?

If the answer is yes then you're good to go. If the answer is no then address the reason you said no.

Building a great ad takes time and planning, but done right will **pay you back** over & over.

||

*Creatively*DISRUPTIVE



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Call +1 619-330-8260 - or email Jeff Polley [jeff.p@creativelydisruptive.com](mailto:jeff.p@creativelydisruptive.com)