



GUIDELINES, EXAMPLES + BEST PRACTICES for FACEBOOK ADS



Disclaimer

This document represents our best recommendations, guidelines, and tips for getting the most out of your ad copy and creative.

It is not intended to be a one-stop solution for everything there is to know about Facebook ads.

We always recommend using your best judgement, while keeping in mind your particular audience and offer. There are many ways to do Facebook ads well, and we do not claim to know the “right” way but simply the way that has worked best for us and dozens of our clients.

As Facebook continues to grow and change, we will continue to refine and adjust our best practices to match, and we recommend you do the same.

The number one thing to remember: Always test.

Choose what strategies work for you, and split test until you have actual results to prove it. If you have any questions or comments, contact us at hello@successfuladsclub.com.



Copy Guidelines



General Copy Guidelines

When creating ad copy, we recommend split testing 3 variations (minimum).

- **Short copy** should be about 2-3 sentences or less (*keep above the “read more” line*).
- **Medium copy** should be roughly 1-2 paragraphs (*use bullet points or emojis for lists*).
- **Long copy** can be up to a blog post in length. We recommend just writing until it feels complete.

FOR ALL COPY, the more you can include clear (no sarcasm) + clean humor, meaningful story, testimonials, and/or authentic inspiration, the better. The most important thing is that you want your ads to be HAPPY + INSPIRING + COMPELLING without being BORING or OVERLY WORDY, and while using YOU and YOUR minimally.

Essentially, Facebook wants the newsfeed to feel happy and hopeful, not remind us of the areas that have potential to be lackluster in life. The more your ads blend in with the actual newsfeed or stand out in the happiest of ways, the more success you'll have.

Basically, THIS is Best Practice on FB...

1. **Avoid exaggeration.** And don't use too many ALL CAPS or exclamation marks!!!!
2. **Be positive!** Facebook strongly disfavors language that is overly negative. Avoid words like “stressed, confused, struggling, frustrated, overwhelmed, depressed, hate, etc..”
3. **Keep it clean.** No naughty words or curse words allowed. Also, stay away from any forbidden or risky language based on what we shared above.
4. **Be yourself!** Write how you would actually talk. People can tell when it's authentic and Facebook strongly favors copy that resembles something you would naturally see in your newsfeed vs. advertisements.
5. **Avoid speaking too directly to your audience.** Facebook will disapprove copy that contains too much “you” and “your”. As much as possible, write from a personal perspective and avoid calling out your audience directly. Instead share your results, case studies, etc. to help your target audience find themselves in your copy.
6. **Always include a CLEAR call to action.** Let people know what to do next.



Copy Do's & Don'ts

What not to do... *“Are you struggling to get your ads to convert? Do you need help writing better copy?”*

What to do instead... *“For years I struggled with getting my ads to convert... until I learned this one important secret that changed everything!”*

VERY IMPORTANT! Avoid making strong claims or guarantees for your product or service.

What not to do... *“Double Your Sales Instantly!”*

What to do instead... *“How I doubled my sales...” OR “How Jane doubled her sales after...”*





Sensitive Subjects

Here's a list of subjects that are considered "sensitive" on Facebook. You'll want to take extra care when addressing any of these topics in your ads.

- Diet & weight loss
- Money & finance
- Age, race, or religion *(Avoid calling out people directly based on their demographics)*
- Alcohol *(Even words like "a glass of bubbly" could get you in trouble. If you make any reference to alcohol in your ad copy, set the age limit to 21 and above.)*
- Anti-aging or health products that claim certain benefits

WARNING: All of the examples above, if used incorrectly, could land you in Facebook jail for life so take extra precaution and when in doubt...don't.

This is a GREAT example of some wonderfully written copy that gets straight to the point and inspires potential clients to take action.

Full text:

Why do some coaches skyrocket to the top ... while others struggle for years?

In this 60 min Workshop, I reveal *exactly* what I did to grow my coaching business so quickly + become a well-known expert in my field (despite being brand new and someone who is naturally introverted).

To join me, “click” on my image below.



Carolin Soldo

Sponsored · 🌐

👍 Like Page

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In this 60 min Workshop, I reveal *exactly* what I did to grow my coaching business so quickly + become a well-known expert in my field (despite being brand new and someone who is naturally introverted).

To join me, “click” on my image below.



FREE Webinar for Aspiring Coaches who want to Succeed Fast

5 Steps To Build your Profitable Coaching Business

WWW.CAROLINSOLDO.COM/PASSION

Sign Up

Short + Sweet! This copy ticks all the boxes while keeping the main focus on the benefits of the webinar.

Notice the clever and minimal use of all caps to highlight certain portions of the text. This is a fantastic way to call attention to key points and show emphasis. Beware of overdoing it though! Nobody likes to be yelled at in text. ;)

Full text:

Get access to a free, 60-minute training: “How to Transform the Way You Love by Regenerating Your Self-Worth.”

Learn 3 secrets in our FREE Webinar that will supercharge your self-worth, help you have healthier relationships, and heal from ANY negative experience.

Sign up now: <http://bit.ly/2rLdjHN>

DANNY + MARA
about love


Danny & Mara - About Love

Sponsored (demo) · 🌐

Get access to a free, 60-minute training: “How To Transform the Way You Love by Regenerating Your Self-Worth.”

Learn 3 secrets in our FREE Webinar that will supercharge your self-worth, help you have healthier relationships, and heal from ANY negative experience.

Sign up now: <http://bit.ly/2rLdjHN>



Learn a new way to love ❤️

Learn the secret to recovering from negative experiences, finding self-worth, and healing through love.

ABOUTLOVE.CO

Sign Up

👍❤️👤 526

22 Comments 123 Shares

DANNY + MARA about love

Another example of webinar copy well done.

Perfect use of real-life facts and numbers to make a strong statement that leads to a powerful call-to-action.

This is a great way to touch on your target audience's pain points while keeping it very friendly & positive. Needless to say, this ad converted like wildfire.

Full text:

“On average, aestheticians in the United States only make \$30,000 per year.”

Not on my watch!

In just a few days I'll be teaching a FREE live webinar to reveal the very best of my insider's secrets to help you earn more and create your own success.

Will you join me?

Sign up here now >> <http://bit.ly/2ibiquB>



AddoAesthetics ✓

Written by Tara Zirker [?] · January 12 · 🌐



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Will you join me?

Sign up here now >> <http://bit.ly/2ibiquB>



Ready for more clients?

Stop chasing after one-time clients. The ADDO Method is just the beginning of your thriving career in the aesthetics industry.

APP.WEBINARJAM.NET

Notice how this ad creatively approaches a sensitive subject: getting in shape, losing weight, etc.

This ad succeeded (and in fact, is a Hall of Famer in the Sunbeam world) by focusing on feeling great and getting strong, confident, and balanced.

Remember to always keep it positive!

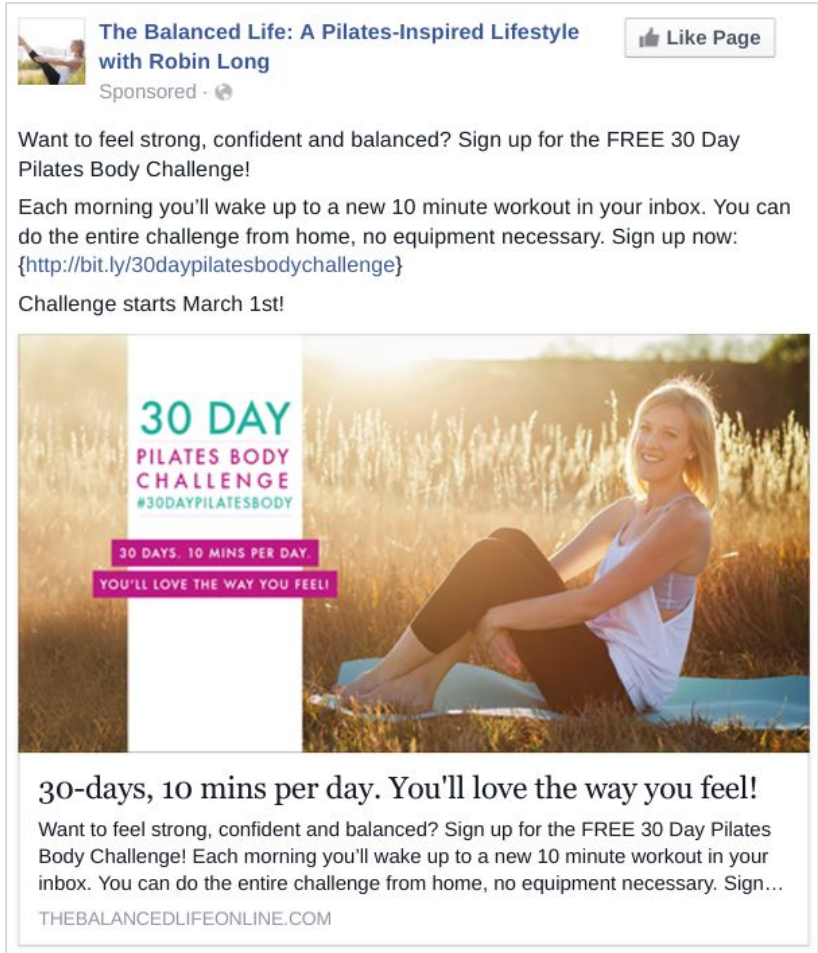
Full text:

Want to feel strong, confident and balanced? Sign up for the FREE 30 Day Pilates Body Challenge!

Each morning you'll wake up to a new 10 minute workout in your inbox. You can do the entire challenge from home, no equipment necessary.

Sign up now: {<http://bit.ly/30daypilatesbodychallenge>}

Challenge starts March 1st!



The Balanced Life: A Pilates-Inspired Lifestyle with Robin Long


Sponsored · 🌐

Like Page

Want to feel strong, confident and balanced? Sign up for the FREE 30 Day Pilates Body Challenge!

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Challenge starts March 1st!



30-days, 10 mins per day. You'll love the way you feel!

Want to feel strong, confident and balanced? Sign up for the FREE 30 Day Pilates Body Challenge! Each morning you'll wake up to a new 10 minute workout in your inbox. You can do the entire challenge from home, no equipment necessary. Sign...

THEBALANCEDLIFEONLINE.COM



Headlines

Headlines



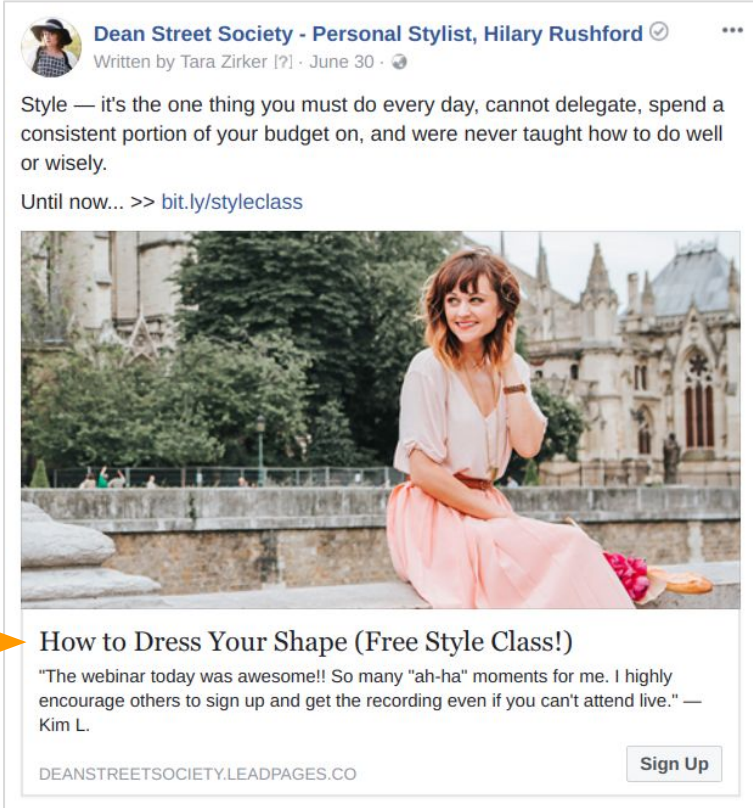
Similar to testing copy, we recommend split testing several headlines to see what grabs the most attention (and leads to conversions).

Here are a few ideas to play with:

- Short description (Free Style Class)
- Call-to-action (Sign Up Now!)
- What they'll get (How to Dress Your Shape)
- Question (Will you be joining us?)
- Time-sensitive (Doors are closing soon!)
- Long description (Learn the 10 timeless style tips for looking your best!)

Play with long vs. short headlines. Combine 1 or 2 headlines together (as seen in this example).

Test, test, test!




A screenshot of a Facebook post from "Dean Street Society - Personal Stylist, Hilary Rushford". The post includes a profile picture, the name, a verified badge, and a "Written by" line. The main text describes a style class and includes a link. Below the text is a photograph of a woman in a pink dress sitting on a stone ledge. At the bottom, there is a headline, a testimonial, and a "Sign Up" button.

Dean Street Society - Personal Stylist, Hilary Rushford ✓
Written by Tara Zirker [?] · June 30 · 🌐

Style — it's the one thing you must do every day, cannot delegate, spend a consistent portion of your budget on, and were never taught how to do well or wisely.

Until now... >> bit.ly/styleclass



How to Dress Your Shape (Free Style Class!)

"The webinar today was awesome!! So many "ah-ha" moments for me. I highly encourage others to sign up and get the recording even if you can't attend live." — Kim L.

DEANSTREETSOCIETY.LEADPAGES.CO [Sign Up](#)





Description

Descriptions



You get a limited amount of space for the ad description (below the headline) so plan accordingly and don't over-stuff your description. One or two sentences here is best practice.

Heads up that if you don't write a description, Facebook will automatically generate one from your website page meta-description.

We love to see testimonials in this space, but anything goes!

Test several variations and see what converts best. Just remember to include all the most important details in your ad copy and don't rely on this space to deliver key details (people might not read it, especially on mobile).

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[DEANSTREETSOCIETY.LEADPAGES.CO](https://deanstreetsociety.leadpages.co) [Sign Up](#)



Call-To-Action

Call-To-Action



On regular image ads, the CTA button is optional. We've actually seen most ads perform best without a CTA button altogether (blends in better with the news feed and feels less like an advertisement).

Video ads will always have buttons. If you do not select one, the default is 'Learn More'.

As always, test several buttons and see what converts best for you.

Here are some standard buttons that Facebook gives (you cannot customize the button text):

- Sign Up
- Learn More
- Download
- Send Message
- Shop Now

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DEANSTREETSCOCIETY.LEADPAGES.CO [Sign Up](#)

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We've got you covered!

Simply visit [this page](#) and submit up to *3 variations* of your copy (for only \$79) to be personally reviewed by our Successful Ads Club Team.

We'll send you recommendations & suggested edits within 5 business days.





**Happy
Copywriting!**