THE 20 MOST POPULAR FACEBOOK ADS TEMPLATES

Facebook ads are the #1 tool that advertisers have for connecting directly with their audience, but creating these ads takes a lot of time and hard work.

Because there are so many different types of ads you can create, anything you can do to streamline the process is a big help.

That's why we've put together these templates — to help you create better Facebook ads that are optimized for the platform and consistent with your brand.

For each different Facebook ad type you'll find two sections:

- A general template that summarizes all the specs you need to know (the right dimensions, content, and layout) and suggests some best practices to follow.
- An example of the real Facebook ads we (or our clients) ran, with a breakdown of what makes it unique and additional insight into how you can make each template work for You!

And remember that all ads must also comply with **Facebook Advertising Policies.**

If you're not using templates for your Facebook ad campaigns already, get started now with this first batch of Facebook Ads Templates (yes, there's more to come)! But don't stop here!

If you really want to **grow your business and boost your digital advertising results** (both on Facebook, Instagram and Google Ads) you need a mix of **smart A/B testing**, **laser-focused retargeting**, and **great copy** and **design assets.**
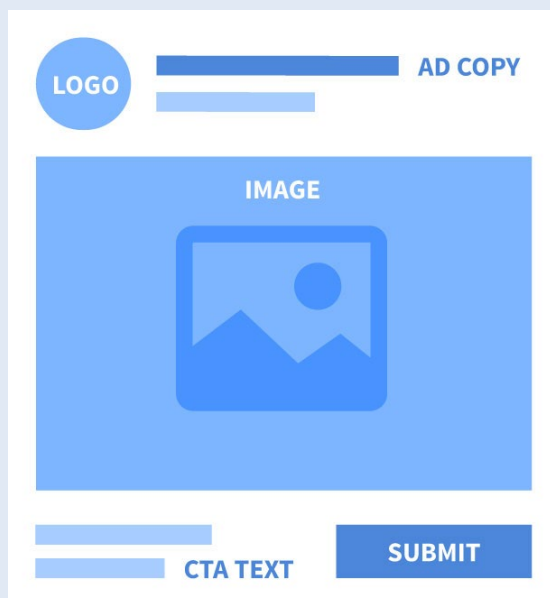
Luckily, AdEspresso can help you do all three of these things and more!

TRY IT NOW, IT'S FREE!

1 IMAGE AD TEMPLATE

The image ad is your best friend, your stalwart companion, and the most popular format for social media ads.

SPECIFICATIONS:

- **Image ratio:** 9:16 to 16:9

- **File type:** jpg or png

- **Text:** Truncated to 125 characters

- Contains 20% or less text in relation to the image content. **Check here**

WITH LINK:

- **Image ratio:** 1.91:1 to 1:1

- **Recommended resolution:** at least 1,080px x 1,080px

- **Link Description:** 30 characters

BEST PRACTICES

- Think about how to make your ad stand out in your audience's News Feed. **Bold colors and engaging copy** are a must.

- Keep your images simple, with a **single focal point**. You don't want to distract the viewers from the primary goal of your ad.

- Make sure the **imagery is consistent with your brand's design** standards.

- Create **high-resolution images** to grab your audience's attention.

- **Use square images** for a lower cost per acquisition (CPA) and to **increase conversion.**

HOW THIS AD NAILED IT

- Clear and concise ad copy that introduces a problem AdEspresso can solve.

- An on-brand image featuring our mascot

- Less than 20% image to text ratio

- Clear headline and CTA

This is an image ad we created to speak about how AdEspresso can help advertisers troubleshoot their campaigns.

In the ad copy, we present a problem that many advertisers face every day- underperforming Facebook Ad campaigns. We **then offer a solution**, letting potential customers know that our brand is here to help diagnose the problem.

The image we use mirrors what we're talking about in the copy section, showing our mascot and another doctor reviewing Facebook ads. This not only ties these two sections together but also shows off our company personality. **We use the headline section to ask another question and position AdEspresso as an expert in the field.**

Overall, **this ad is a good example of how copy and images can work together to tell a story about your brand**. We're speaking directly to potential customers about a problem they have likely encountered in the past, and we let them know that AdEspresso is here to help.

If you'd like to give Facebook image ads a try, check out **The Facebook Ad Image Size Ultimate Guide** before you get started!

② VIDEO AD TEMPLATE

Facebook Video Ads give you an opportunity to connect with followers on an emotional level. They help you tell a story about your brand and boost engagement with your content.

LOGO   AD COPY

VIDEO GOES HERE

▶

« ■ »

CTA TEXT   SUBMIT
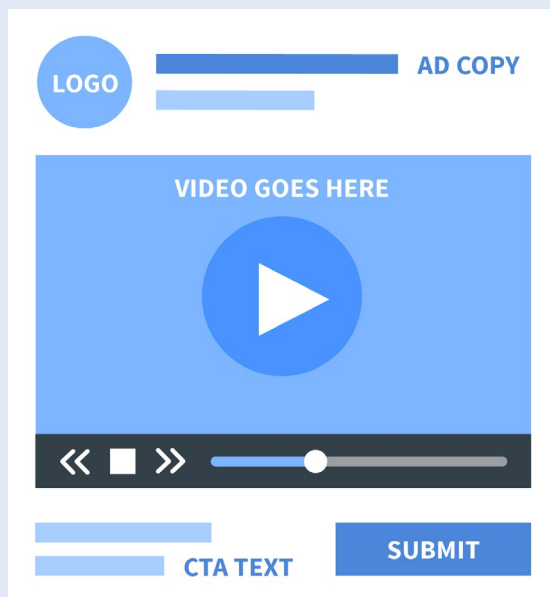
SPECIFICATIONS:

- **Video Ratio:** 9:16 to 16:9

- **Max File Size:** 4GB

- **Video Length:** between 1 second and 240 Minutes

- **Captions:** optional but recommended

- **Sound:** optional but recommended

BEST PRACTICES

- **Record your video using the highest resolution possible. Facebook recommends** H.264 compression, square pixels, a fixed frame rate, progressive scan, and 128kbps+ stereo AAC audio compression.

- Create an **enticing thumbnail image** that draws the viewer in.

- Make sure viewers can follow along with or without sound. **Adding captions** is the best way to accomplish this.

- **Create a video that works well on desktop and mobile devices.** This ensures that your video is watchable on any device, without suffering any distortion due to scaling.
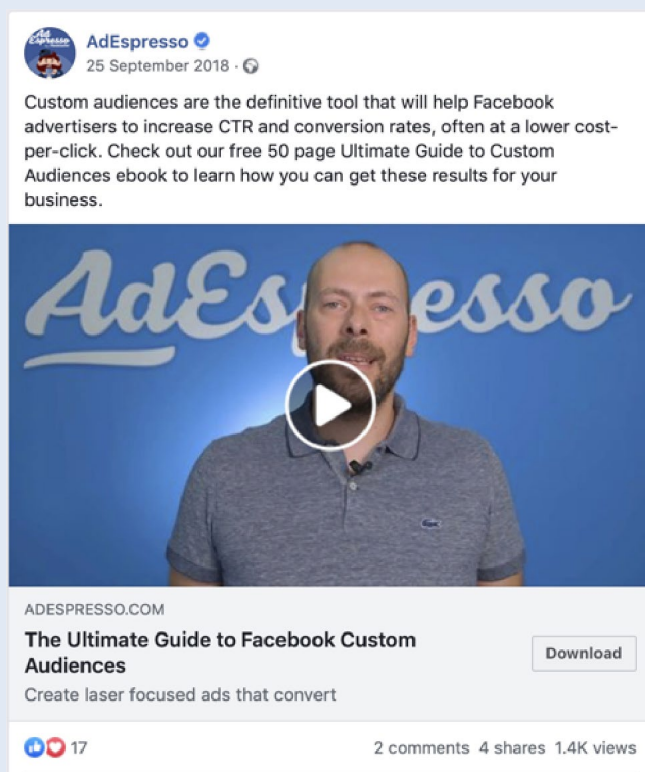
HOW THIS AD NAILED IT

- Includes a written recap of what's said in the video

- Both the positioning of the speaker and the thumbnail image are enticing

- Uses the brand name as the backdrop for the video

- The video gives smart extra content like: the length of the eBook, a Call to Download, a strong social proof

This is an example of a video ad we ran for our **Ultimate Guide to Facebook Custom Audiences.**

We **use the post text section to highlight certain aspects** of the guide we believe are **most enticing to the audience targeted** in this ad. That includes a **strong value proposition** and an **explanation of the content and benefits** of the guide.

The video itself features AdEspresso founder, Massimo Chieruzzi, **speaking directly to the viewer**. He provides users with additional context about why custom audiences are important, and what metric can they boost.

He also **repeats the CTA and adds social proof** by saying "Over 20K advertisers like you have already read it".

For more information check out our $1000 experiment:
Which Is The Best Facebook Video Ad Format?

3 STORY AD TEMPLATE

Facebook Stories are some of the most immersive options you have for your ads campaigns. They help you create authentic, low-cost videos that connect with your audience.

STORY LENGTH COUNTDOWN BAR

LOGO

×

VIDEO SECTION

▶

LEARN MORE

⌃

• • •

WEBSITE URL
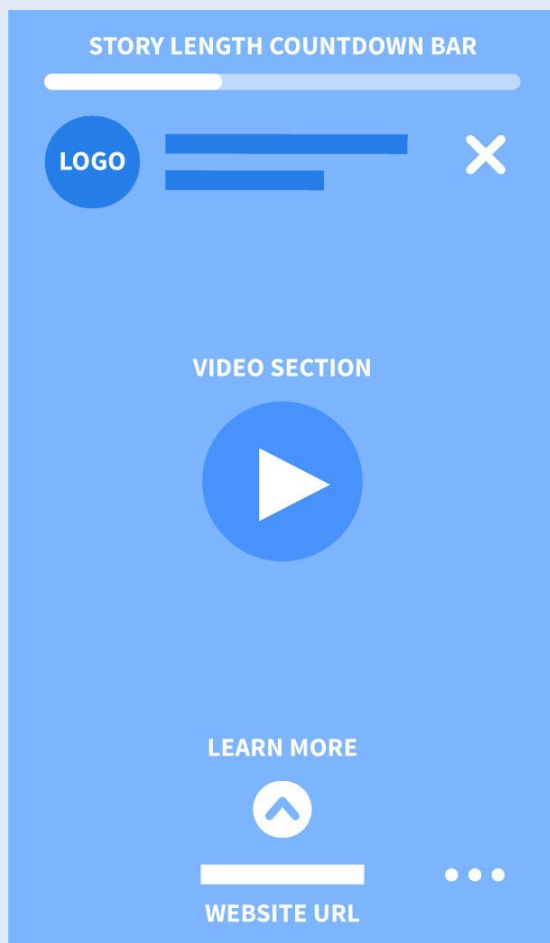
SPECIFICATIONS:

- **Duration:** between 5 and 120 secs

- **Minimum video width:** 500px

- **Aspect ratios:** 9:16 and 4:5 to 1.91:1 (9:16 is preferred for mobile responsiveness)

- **Leave 14% (250 pixels)** at the top and bottom free of logos and text

- **Subtitles or captions** must be part of video file

BEST PRACTICES

- Keep 250px on the top and bottom free of important information so it isn't blocked by the logo and "learn more" sections of all Facebook Stories.

- Use your story to **connect with customers and encourage them to click** through to learn more.

- Use less ad copy. Your customers won't hang around for long-winded explanations, so **the images need to speak for themselves.**

- Remember that **these ads can be used on Instagram as well.**

HOW THIS AD NAILED IT

- Space left for logo and countdown bar which tells viewers how long the ad will display

- Minimal but impactful ad copy that supports the CTA at the bottom

- Ad content stays in the 14% rule

- Visually consistent with AdEspresso brand

- Uses a custom CTA

This example is a story ad that promotes our ebook, **The Ultimate Guide to Custom Audiences.**

We use a format that is standard for story ads that don't feature a video.

We chose to **keep the text** in this ad **short and uncomplicated**. We also chose to use the word Download for the CTA to **let customers know what to do on the landing page.**
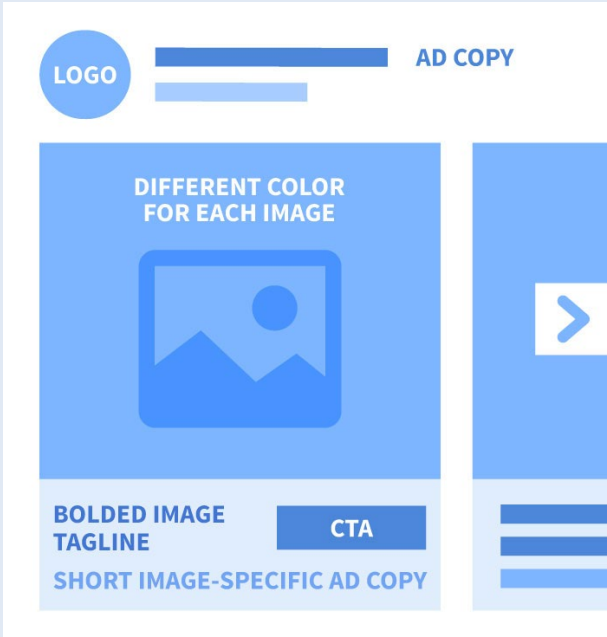
The **image is eye-catching, with big letters and contrasting colors**. By focusing on a single theme, the book itself, we're able to make it stand out in the ad. It's also in-line with AdEspresso's design standards for visual branding.

For more information check out **The Beginner's Guide to Facebook Advertising!**

4 CAROUSEL AD TEMPLATE

With carousel ads, you can create a series of images or videos that tell a story about your brand. **Carousel ads are great tools for boosting engagement**, walking through the features of a product, and encouraging potential customers to sign up. You have a lot more space to **be creative and tell a story**, so the ads are incredibly versatile.


SPECIFICATIONS:

- **Between 2 and 10 cards**
- **Video length:** up to 240 minutes
- **Recommended resolution:** at least 1080 x 1080px
- **Maximum image file size:** 30MB
- **Individual image headline:** 40 characters max
- **Individual image link description:** 20 characters max

BEST PRACTICES

- Make sure **each image is visually distinct from the rest.** This helps differentiate each card and **encourages engagement.**
- Use **headlines, link descriptions, and CTA text to provide context** on the individual offer shown in each card.
- **Create a narrative** about your company or product **that progresses through each card.**
- **Provide an overview** of your service, **or dive deep** into the features of **a single product.**
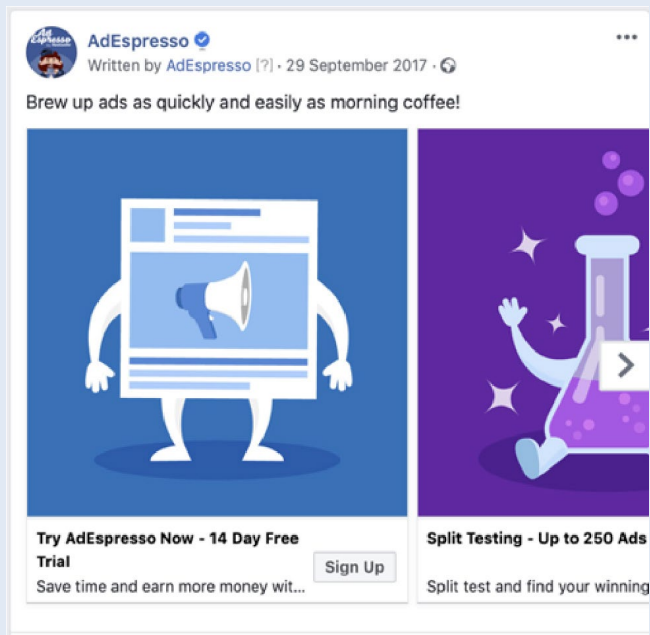
HOW THIS AD NAILED IT

- Recognizable logo
- Concise ad copy
- Visually distinct images
- Image-specific headlines, copy, and CTAs
- The headline and link description are both focused on the conversion goal of the ad (new trial sign ups)

In this example, we use this carousel ad to highlight AdEspresso's various different features. The **post text copy is short**, which makes it easy for Facebook users to **focus on the images.** We chose to **differentiate each image by color,** but we **keep them all in-line with AdEspresso's design standards.**

The first card is a link to our 14-day free trial. It gives people a way to **get right to the conversion goal of the ad,** which is **new trial sign-ups.**

We speak about several other features in subsequent **cards, each with their own distinct image, headline, and link description.** The CTA for each card, however, links to the free-trial sign-up landing page.

By showing multiple features, we don't have to guess which one will be most appealing to potential customers. When someone scrolls to a feature they find enticing, they're able to click the sign-up button directly, which increases the potential for conversion as a whole.

If you'd like more information on carousel ads, check out this post: **Facebook Ad Types: Why Collection Ads and Carousel Are Killing It (and How to Use Them to Your Advantage)**!

COLLECTION AD TEMPLATE

Collection ads let you showcase a number of products, giving Facebook users the ability to browse your store from their mobile device.

With **four standard templates**, you can **tailor the experience to a precise acquisition or conversion goal.**

LOGO

AD COPY

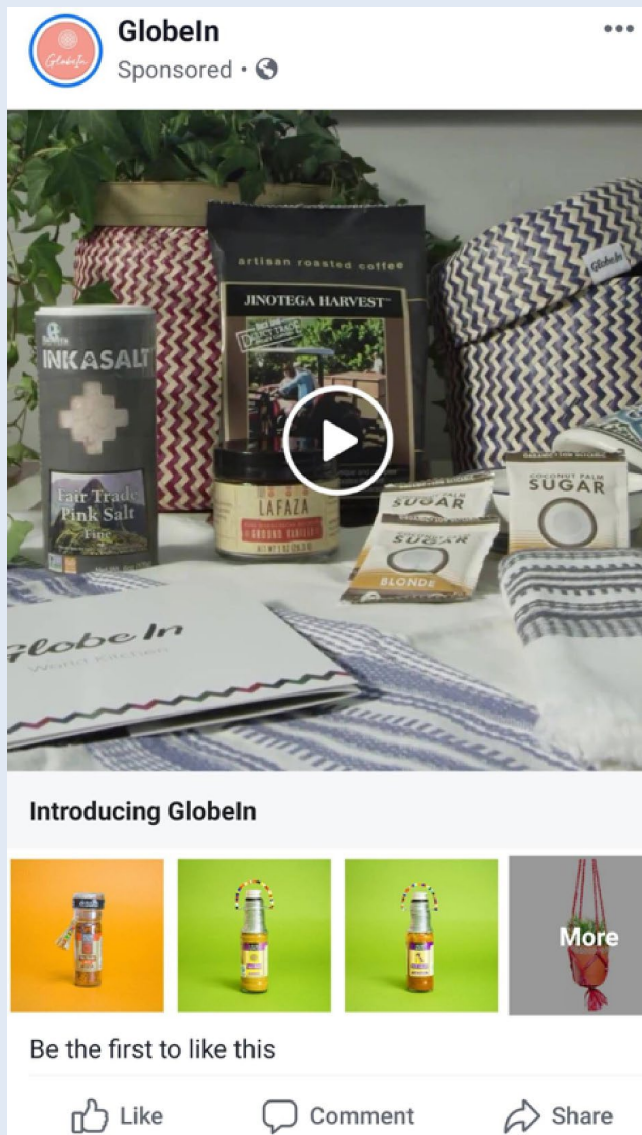MAIN FEATURE IMAGE

FEATURE IMAGE PRODUCT TAGLINE
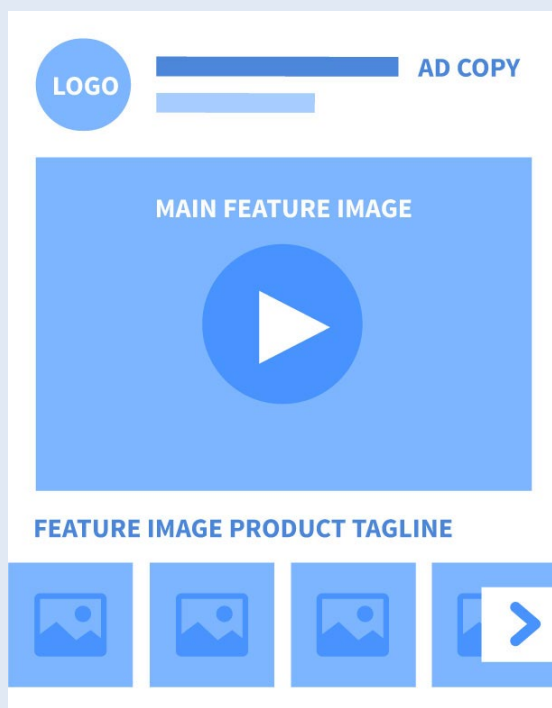
SPECIFICATIONS:

- **Headline:** 25 characters

- **Text:** 90 characters

- All image and video specifications apply

- **The cover image or video** that shows in your ad **is the first asset** from the full-screen **post-click experience.**

BEST PRACTICES

- Make sure the series of **images and videos are distinct from one another** and are **visually appealing.**

- **Show off your personality** as well as the products or services that your company sells. When you're **specific with the logos, colors, and fonts being used,** it helps customers build **positive associations with your brand**.

- Because the destination for this ad is an **Instant Experience**, focus the **content on garnering interest** in your brand **or boosting purchase intent** for a particular product.

GlobeIn
Sponsored · 🌐

Introducing GlobeIn

More

Be the first to like this

👍 Like   💬 Comment   ↪ Share

HOW THIS AD NAILED IT

- Enticing thumbnail for main video

- Headline restates brand name

- Visually distinct secondary images

- Secondary images support the content of the video by featuring individual products

For this collection ad, lifestyle subscription box company **GlobeIn** features a video which explores one of their boxes.

The ad goes on to **showcases the different products** that are included in the box, linking each image to more information about a specific product.

They **differentiate the type of product shown** in the ad through the **use of different colored backgrounds.** This **creates visual distinction for each product** and makes the ad more powerful.

The video also **alludes to the experience a customer can expect** when they receive their monthly box, making the message more effective.

6 LEAD AD TEMPLATE

A Lead ad can be made with an image, video, or carousel, followed by the lead form, where Facebook users enter their information.

LOGO

FEATURED IMAGE

SIGN UP FORM DESCRIPTION
HEADLINE

FORM INPUTS FOR NAME AND EMAIL

SPECIFICATIONS:

- **Text:** Truncated to 125 characters

- **Integrates with your CRM**

- Includes a **Sign-up/Enter your information CTA**

- Can **use pre-populated data fields**

BEST PRACTICES

- Keep your **lead form simple, and offer up something in return** for their valuable information.

- Collect personal details about your potential customers, which you can us to **create more specific custom audiences.**

- Lead ads have a **higher barrier to entry** than other types of ads because you're asking for personal information. **Make sure your targeting is specific**, otherwise you waste time showing the ad to uninterested followers who won't convert.

- Syncing with your CRM is easy with **CRM Synchronization**.

HOW THIS AD NAILED IT

- Engaging featured image
- Descriptive headline
- Easily understandable form description
- Name and email inputs

This lead ad features a free ebook download of **The Ultimate Guide to Social Proof Marketing.**

This ad might look familiar to you because it's very similar to the image ad. We've opted to use our mascot again — his name's Walter, by the way — to **remain visually consistent with the other types of ads we typically run on Facebook.**

The post text section is notably shorter in this example because **lead ads give you the ability to include a longer description.**

We use that description to talk about the value of the ebook we're offering. When someone clicks the "Download" CTA, a form opens up for them to enter their information. This form is why **lead ads** are so useful. They're a **great opportunity to capture information about your followers in return for something of value**. **Embedding the form directly in your ad** helps **provide followers with that value instantly,** instead of having them fill out another form on your landing page.

Find out more about the effectiveness of lead ads here: **Landing Pages vs Lead Ads: The $2,000 Facebook Experiment!**

7 OFFER AD TEMPLATE

With an offer ad, you're **giving something of value to your audience in return for their engagement.**

The most common offers are a deal or discount on the products/services you provide.


SPECIFICATIONS:

- **All Image ratio with link** and **video** specifications **apply**

- **2 types of offer ads:** Online and In-Store

- **Text:** Truncated to 125 characters

- **Includes sign-up form** and **CTA**

BEST PRACTICES

- **Include the discount or coupon code in your image** for Facebook users who skim past the ad copy.

- **Your offer needs to be enticing** to sell the value your discount or coupon code provides.

- Use **a strong image, video, or carousel ad to make the offer appealing**; the post text ad copy won't always draw Facebook users in.

- Because you can use an image, video, or carousel ad as the format for your offer, always make sure you're **tailoring the type of ad used to the importance/value of your discount.**
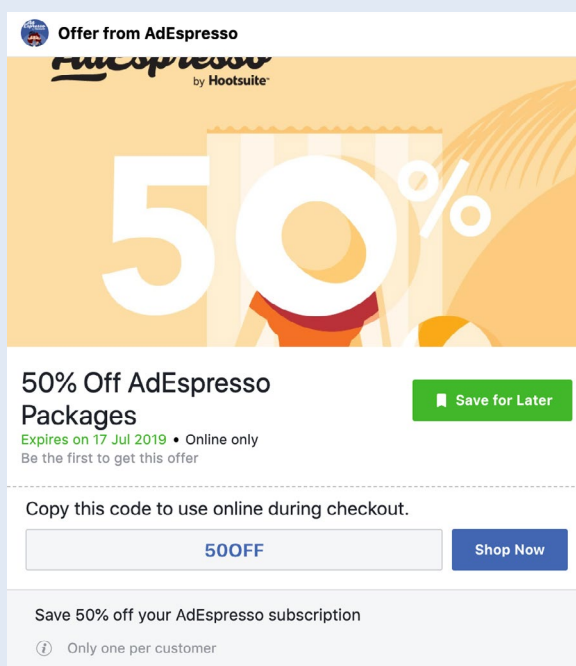
HOW THIS AD NAILED IT

- Calls out the discount in the ad copy and image
- Strong and clear CTA
- Easy to understand offer code
- Includes offer expiry date

This offer ad uses a 50% coupon to entice customers to sign up for an annual plan with our service. The text explains this, and the image reinforces the value of the discount offered.

Underneath the image, we talk about the discount percentage again and show the code that people can use. If someone clicks "Get Offer" they're met with a bit more information, including the option to "Shop Now" or "Save for Later." This is great because it **lets two different kinds of followers interact with the ad.**

The "decided" can buy right away, while the "undecided" can save the code until it expires.

When someone saves that code, Facebook lets you follow up three times.

This extends the ad experience much longer than a typical ad and **works to drive conversions** further down the line.

Learn **How to Use Facebook Offer Ads to Drive Sales for Your Business** here!

8 POST ENGAGEMENT AD TEMPLATE

These ads are made to encourage engagement with past posts or content. Use them to connect with your current audience, put high-performing content in front of a new audience, and promote content that you know appeals to specific audiences.

LOGO

**LONGER AD COPY SECTION**

FEATURED IMAGE FROM BLOG POST

WEBSITE URL
BOLDED IMAGE TAGLINE
SHORT IMAGE-SPECIFIC AD COPY

SPECIFICATIONS:

- All **image ratio with link** and **video specifications apply**

- **Includes a CTA**

- Tailored to **promote previously shared post content**

BEST PRACTICES

- Keep these ads simple. The goal is to **tease the content in the post** that's being promoted.

- Only **share content you know has performed well in the past.** This gives you a better chance of driving engagement.

- Make adjustments to the ads based on how previous content resonated with your audience. It's easy to **tailor these ads to a specific Facebook user with the right audience.**

- Use **automatic post promotion** with AdEspresso to find the right kinds of posts to promote.
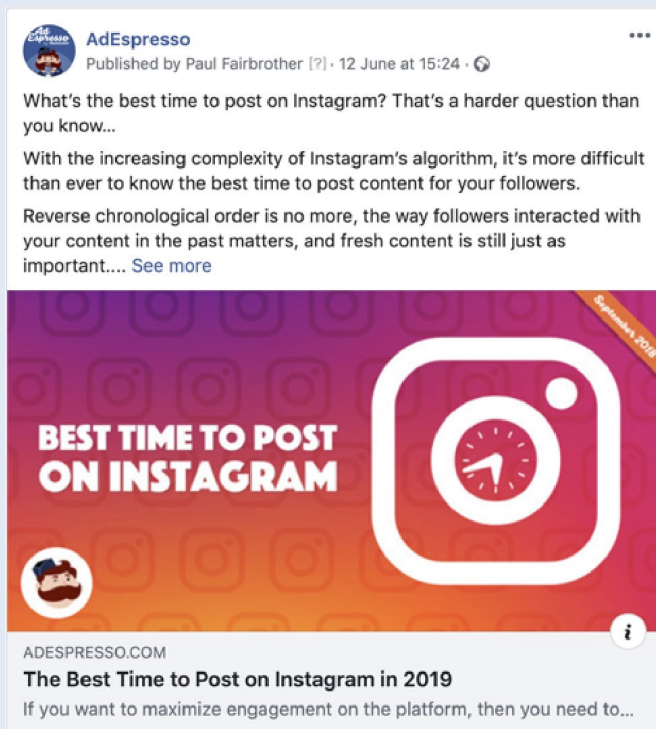
HOW THIS AD NAILED IT

- Uses an brightly colored, attention grabbing image

- Teases article content that is promoted in the ad

- Includes an attention-grabbing feature image

- Highlights the title of the post

Our article **The Best Time to Post on Instagram in 2019** brings in a lot of valuable traffic to the AdEspresso website, which is why we've chosen to promote it in this ad.

See how the post text section of this ad is much longer than previous examples. As we're teasing a blog post that includes a lot of information, **it's important to let Facebook users know what they can expect by clicking through**. This is our opportunity to really **sell the value the post** we're promoting provides for readers.

Outside of the copy, the ad is another example of an image ad. **The image** itself **stands out,** the **headline is** the same as **the title of the article,** and the **landing page is the post** that's being **promoted.**
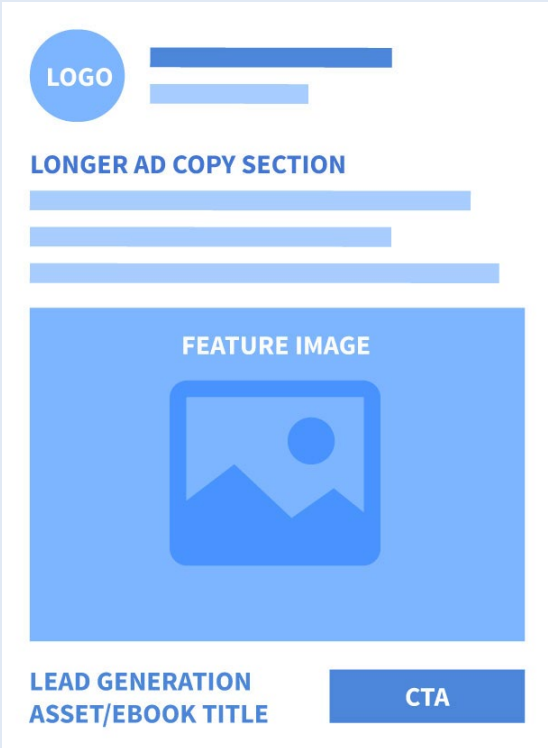
It is a good example of how **simplicity can stand out in the News Feed.**

For more information, check out our post on **4 Ways to Skyrocket Organic Reach and Site Traffic using Facebook!**

9 LEAD GENERATION AD TEMPLATE

Lead-generation ads target your ideal customers with the goal of enticing them to sign up for more information.

SPECIFICATIONS:

- **Text:** Truncated to 125 characters

- **Sign-up/Enter your information CTA**

- **Include pre-populated data fields** if possible

- **Clear value proposition**

BEST PRACTICES

- Think about **what kind of personal details will help you build on the customer relationship.** It's a big ask to get your followers to provide their information, so **you need to be as targeted as possible.**

- The post text section is a great place to **hit home on the value of your lead-generation asset.**

- Make sure the **copy and image work together to educate** Facebook users **on the value your download provides.**

HOW THIS AD NAILED IT

- Educational ad copy section
- Branded image
- Headline restates important information
- "Download" CTA

Here's another example of how **the image template can be applied to a number of different ad types**. In this case, we use it as a lead-generation ad.

The post **text section provides important information** on what kind of value the reader can expect to find in **The Ultimate Guide to Custom Audiences**. We also **let readers know how it will help them** achieve specific Facebook advertising goals.
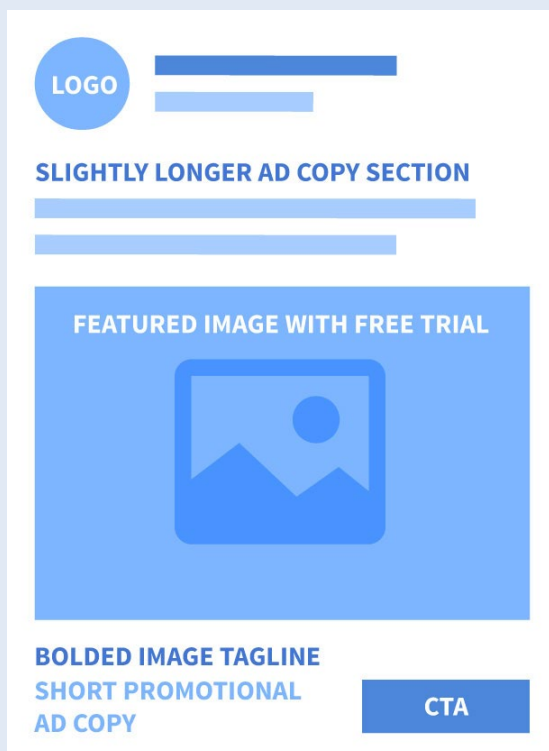
The image is branded with our unique character, Walter the Ad Concierge, and lets customers know that they're able to download an ebook by clicking on the "Download" CTA. We **use the headline to give the full name of the ebook** as well.

Find out more about lead generation ads in **6 Facebook Lead Generation Mistakes + 4 Proven Ways to Get More Leads!**

10 FREE TRIAL AD TEMPLATE

Free-trial ads have one goal: **get followers to sign up for the trial.**

LOGO

SLIGHTLY LONGER AD COPY SECTION

FEATURED IMAGE WITH FREE TRIAL

BOLDED IMAGE TAGLINE
**SHORT PROMOTIONAL
AD COPY**

CTA

SPECIFICATIONS:

- All **image and video specifications apply**

- **Include Sign-up/Enter your information CTA**

- **Use pre-populated data fields** if possible

BEST PRACTICES

- Target a **custom audience** that is close to making their buying decision.

- **Speak to the value of your product or service directly.** This isn't the time to be coy or to beat around the bush.

- Try to **include information on the length of the free trial and the features it includes,** and **encourage followers to reach out** to your team for more information.

- **Include next steps** for Facebook users **to take when** they **complete their sign-up.**
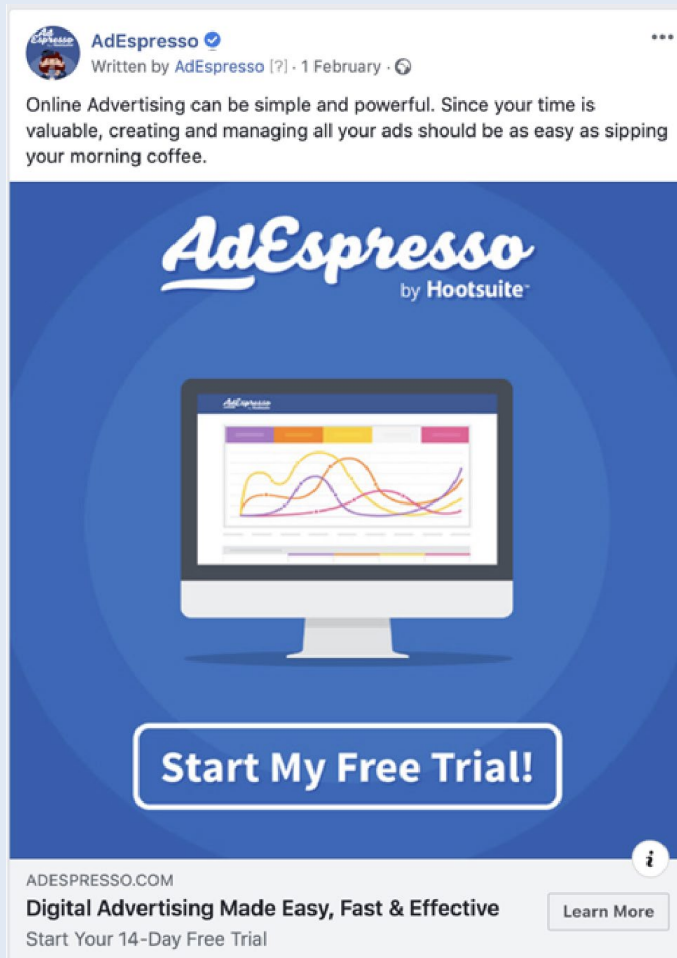
HOW THIS AD NAILED IT

- Ad copy states our unique value proposition

- Featured image includes the brand name

- Free Trial is introduced in the image

- Headline and description reinforce the value of a free trial

- The CTA "Learn More" is consistent with the landing page that breaks down more of what is available with an AdEspresso free trial.

**We used an image ad to promote a free trial for AdEspresso.**

The ad copy states AdEspresso's value proposition — we help make it easy for advertisers to save time and manage their ads. **The image restates our brand name**, shows a graphical representation of a typical account report, and **includes the text "Start My Free Trial!"**

We **use the headline** to **reinforce the value our service provides** and **give more information** on the free trial in the description.

It's a great example of how simplicity and templated design can help get your point across effectively.

For more information on what kind of CTA's to use for your free trial ad, check out this post: **Learn More vs. Sign Up vs. Download? What's the Best Call-to-action?**

11 BRAND AWARENESS AD

These ads should be one of the first things a follower sees when they're searching for information about your brand. The goal is to pique their interest in your product or service as opposed to diving into specific details. We recommend using a video ad, which can increase **brand awareness by 54%**, but you can use an image or carousel ad template as well.

LOGO

AD COPY

BRAND VIDEO GOES HERE

CONVERSION FOCUSED AD COPY

CTA
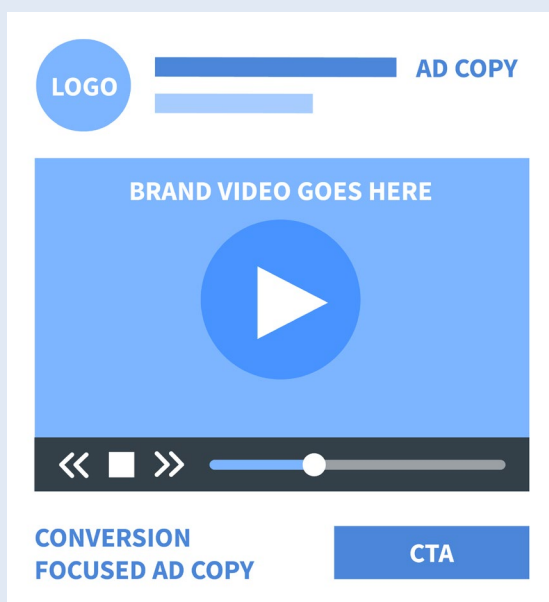
SPECIFICATIONS:

- **Text:** Truncated at 125 characters

- **All image and video specifications** apply

- **Headline:** 25 characters

- **Prominent logo**

BEST PRACTICES

- **Target specific audiences based on their interests and previous search history.** Use this as an **opportunity to refine your audience** and find Facebook users who've interacted with your brand in the past as well.

- Show a strong personality and **highlight the most engaging aspects of your brand.**

- Use these ads to **encourage sharing** as well. This can boost the reach of your ads considerably.
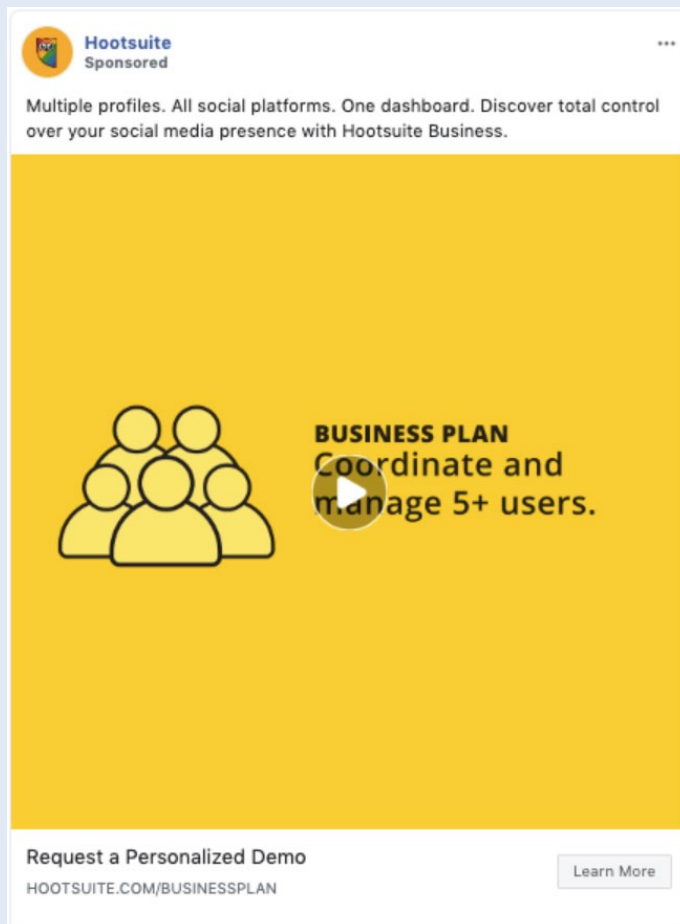
HOW THIS AD NAILED IT

- Short and concise post text copy

- Branded video using animation

- Tells viewers what information is included in the video

- Uses bright colors to stand out

This brand awareness ad is a **video from Hootsuite**, in it they talk about various aspects of their product and how it can help social media marketers do their jobs better.

They **use the post text section to introduce their Business plan**, letting Facebook users know what features it provides. The video itself is an **animated roundup of Hootsuite's most popular features**, they talk through how each **provides value to social media marketers and advertisers.**

Using an animated video is a great choice because it can easily showcase the value of your product. As lots of Facebook videos are watched without sound, don't forget to use text captions to ensure that you always get your point across.

For more information on featuring your brand with brand awareness ads, check out **3 Ways to Combine Display Ads and Video Ads for Brand Awareness.**

12 LEAD MAGNET/NEWSLETTER SIGNUP AD

A lead magnet is one of the best tools you have for encouraging Facebook users to provide their information to your brand. Like newsletter signup ads, you're giving your audience something of value in return for entering their personal details.

LOGO

AD COPY

ENGAGING FEATURE IMAGE

BOLDED
IMAGE TAGLINE

DOWNLOAD
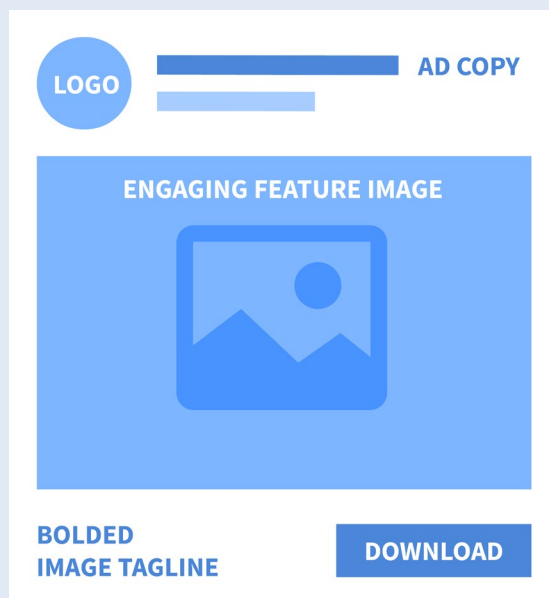
SPECIFICATIONS:

- **Text:** Truncated at 125 characters

- **Sign up/Enter your information CTA**

- **Include pre-populated data fields,** if possible

- **All image specifications apply**

BEST PRACTICES

- Always **make sure you have a strong value proposition.** The goal of these ads is to get people to sign up and they'll be more likely to do so when you're giving them something enticing in return.

- Create a **CTA that lets Facebook users know exactly what they must do next** to receive the lead magnet or complete the signup process.

- **Specific audience targeting will increase the potential for conversion.** It gives you a way to speak directly to the value that audience wants/needs.

- Make sure **your image reinforces the ad copy** and **reminds followers that the lead magnet or newsletter is free.**

HOW THIS AD NAILED IT

- Introduces the e-book content and length
- Talks through the value the lead magnet provides for readers
- Uses an on-brand image
- Includes "Download" CTA

The lead magnet in this ad is **The Ultimate Guide to Custom Audiences,** We offer it in exchange for Facebook user's name and email.

We chose to use this ebook because it's one of the **most valuable pieces of content AdEspresso has created** for our users. Not only does it provide strategies for building custom audiences, **it explains clearly how marketers and advertisers can level up their ads** by targeting the right audience.

The post text section of the ad speaks to this value directly, giving viewers of the ad a little taste of what they can expect to read in the ebook itself. Blue is a standard hue for most of our ads, so we **highlight the important parts of this ad** in green. "Free e-book" and "Download Now!" are both **strong statements that need to stand out.**

By positioning the ebook as a valuable asset to social media marketers and advertisers we also increase the potential conversion for this ad. **A lead magnet is only successful when it's enticing to Facebook users immediately.**

If you'd like to learn more about lead magnets, check out our article, **What Kind of Lead Magnet Should You Make?**

13 ABANDONED CART AD

Customers abandon their shopping carts almost **70% percent of the time**. Abandoned cart ads help you recover those lost sales. **These hyper-targeted ads are designed to entice potential customers back to your store** to complete the purchase.

LOGO

AD COPY

MAIN FEATURE IMAGE

FEATURE IMAGE PRODUCT TAGLINE

CTA
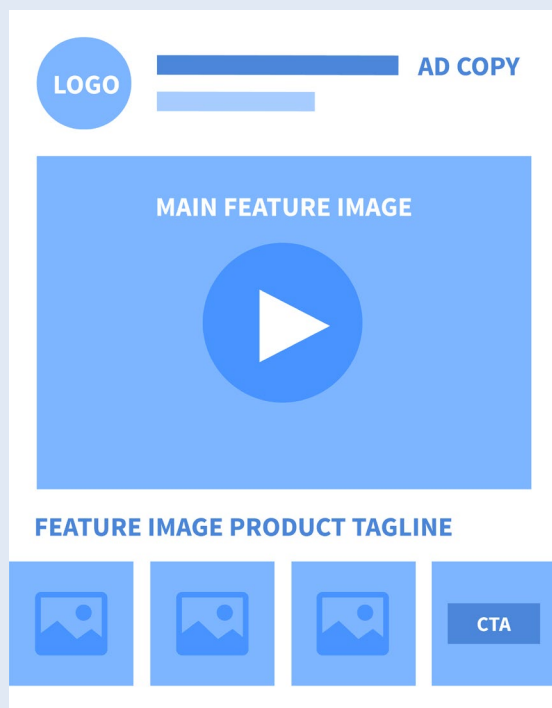
SPECIFICATIONS:

- Dependent on your ability to **connect your store to Facebook**

- **Text:** Truncated at 125 characters

- **Enticing CTA**

- **All image specifications** apply

BEST PRACTICES

- Target customers who left items in their cart without completing the purchase.

- **Entice customers back to their cart using images of the products** they left there and **offer a discount.**

- **Restate and reinforce the value your product provides** for customers who are very close to finishing their purchase; a little convincing goes a long way.
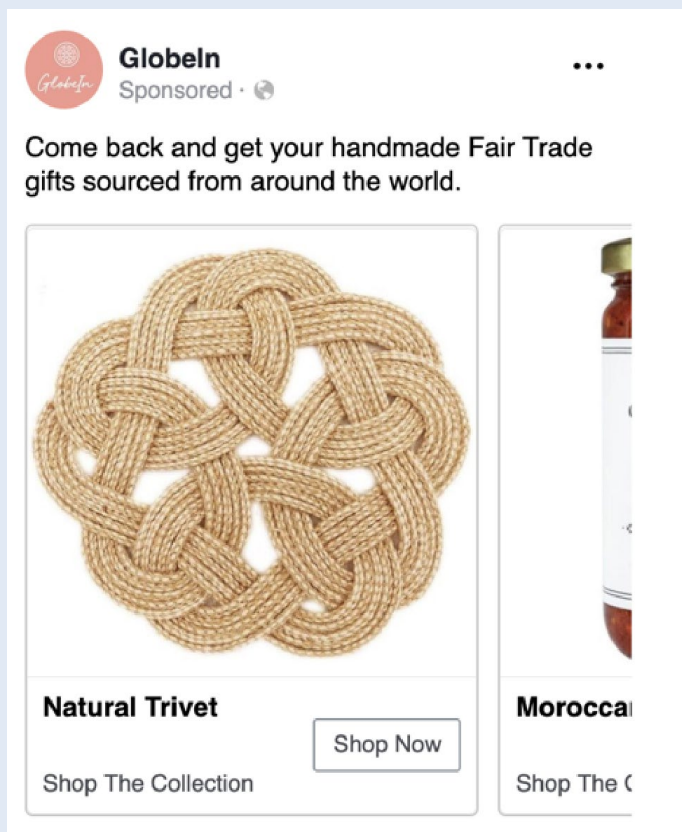
HOW THIS AD NAILED IT

- Invites the customer to "come back," reminding them that they've visited the site before

- Includes a coupon code in the post text section

- Uses high-quality product images

- Highlights specific items based on website engagement

In this abandoned cart ad from **GlobeIn** they feature images of the actual products a customer was thinking about buying and **they offer a discount to seal the deal.**

The post text section reminds their target customer that these items were left in their cart, while at the same time **restating their brand's main value proposition**: "Fair Trade gifts sourced from around the world." They also **give a coupon code** for 20% off the follower's next purchase — a generous discount.
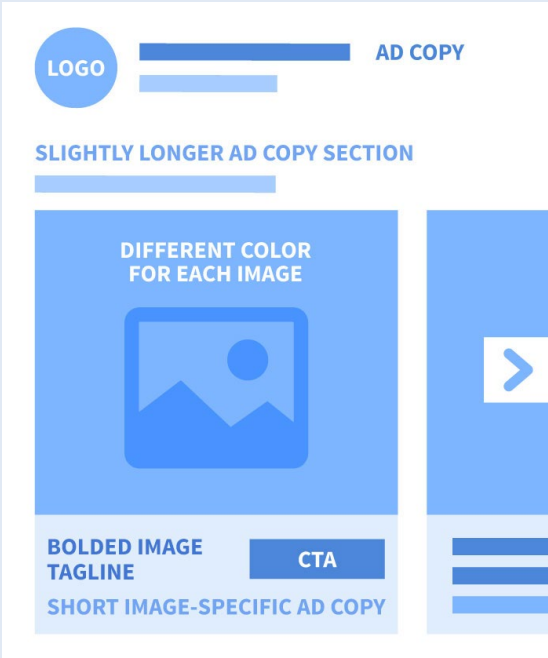
GlobeIn uses a **dynamic product ad format to include images of the products** this specific follower was thinking about purchasing. **Each includes the name of the product and a dedicated CTA.** By combining these tactics, **GlobeIn paints a rather enticing picture of what their potential customer is missing out on by not completing their purchase.**

For more information on abandoned cart recovery and additional eCommerce tips, check out **7 Effective Email Marketing Tactics To Boost eCommerce Sales.**

14 DYNAMIC PRODUCT AD

These ads, similar to a collection or carousel ad, show customers products similar to products they viewed on your website. **Use dynamic product ads to retarget customers with items they've already shown interest in.**

LOGO

AD COPY

SLIGHTLY LONGER AD COPY SECTION

DIFFERENT COLOR FOR EACH IMAGE

BOLDED IMAGE TAGLINE

CTA

SHORT IMAGE-SPECIFIC AD COPY

SPECIFICATIONS:

- **All image specifications** apply
- **Text:** Truncated at 125 characters
- **Connection to your online store** and the **use of a Facebook pixel**
- **Include product prices**

BEST PRACTICES

- **Connect your store with the Facebook Ad Manager** so you **can update the ad with products a user has recently viewed** on your website.
- Use high-resolution images that **highlight the most enticing aspects of your products.**
- Your **ad copy should remind the customer that they've interacted with your products/ store** to help reinforce the value they originally saw.
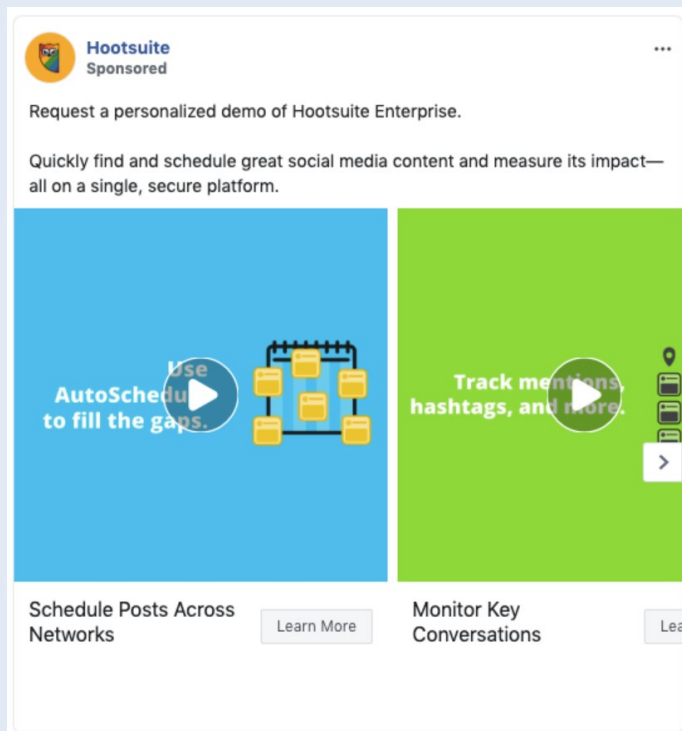
HOW THIS AD NAILED IT

- Prominent logo

- Ad copy that invites Facebook users to reach out

- High-resolution, animated product videos

- Individual feature headline, descriptions, and CTA for each card

This dynamic product ad comes to us from **Hootsuite**. It **uses short videos to walk through the different features** they offer, **focusing on how they can provide value** to the person viewing the ad.

Hootsuite's **ad copy speaks directly to the viewer,** letting them know they can sign up for a personalized demo. They **use the same language in each feature video to reinforce the value their service provides** for social media marketers.

Each of the 4 videos is differentiated by color and shows the viewer how Hootsuite's platform can help them manage their social media accounts more effectively.

The videos all include a value proposition in the card description and a CTA to learn more. The CTA for each image takes people to a **specific landing page with more information on the feature** and the option to request a demo.

For more information on these ads, check out **A Beginner's Guide to Facebook Dynamic Product Ads!**

15 APP DOWNLOAD/MOBILE INSTALL AD

There are **millions of apps** available across multiple mobile platforms. To differentiate your app, you need to make it absolutely clear why yours is the best, which is where mobile app download ads come in. **Our template and example use a video, but you can also use an image, carousel, or collection ad.**

LOGO

AD COPY

ENGAGING VIDEO THUMBNAIL

BOLDED VIDEO TAGLINE

INSTALL NOW
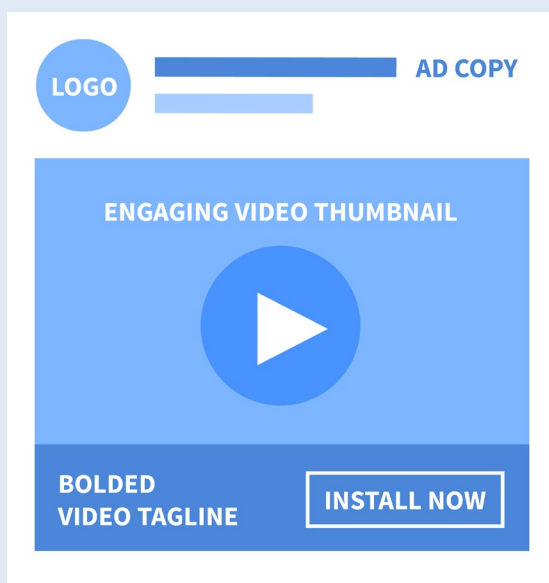
SPECIFICATIONS:

- All **image ratio with link** a**nd video specifications** apply
- **Includes logo**
- **Headline:** 25 characters
- **Link Description:** 30 characters
- **Must include "Install" or "Download" CTA**

BEST PRACTICES

- **Use these ads to showcase the value your app provides** to customer and **encourage downloads.**
- Give Facebook users the **option to select the type of device they prefer** and let them know **what platforms are available to choose from.**
- Provide a **link** to your **app's download page in the CTA.**
- **Try including a special offer or promo code** to give potential customers a reason to complete the download.
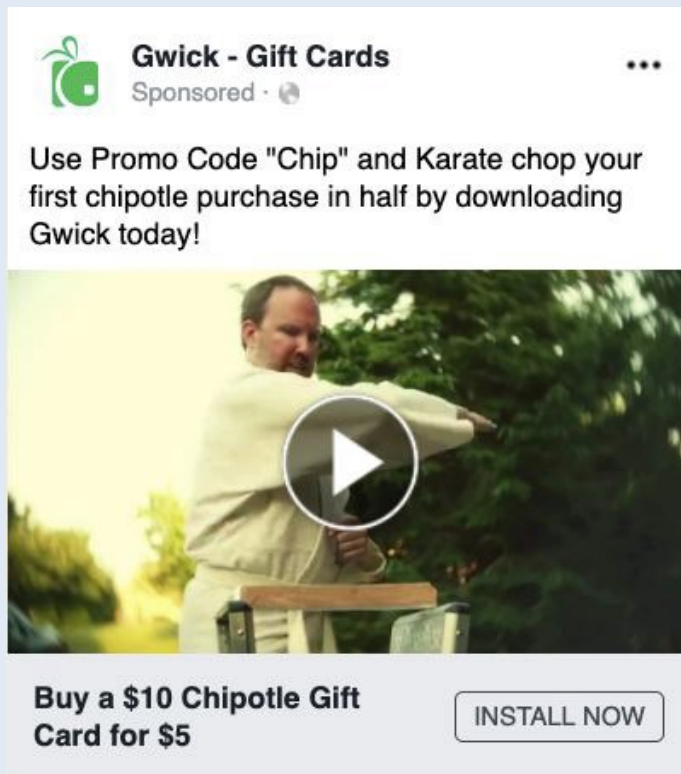
HOW THIS AD NAILED IT

- Direct and simple post text copy
- Engaging video thumbnail image
- States the real money value of the discount
- Uses an "Install Now" CTA

This example comes to us from gift card sharing app **Gwick**. They use a video ad as the basis for the mobile app download ad.

The post **text section is simple, giving followers access to a promo code** that takes 50% off the purchase of a Chipotle gift card. **They have fun with the text by tying it into the video,** which features a man karate-chopping a block in half.

Since karate has nothing to do with either Chipotle or gift cards, the ad is immediately provoking. It also **provides an enticing thumbnail and shows off Gwick's personality.** Followers also see **captions that restate the value of the promo code.**

All this comes together in **the headline section**, where Gwick **spells the value of the discount** out in plain numbers. The goal of this ad is to **encourage app downloads, so CTA says "Install Now"** instead of something like sign up.

For more information on how to use ads to increase downloads, check out **How to Drive Mobile App Installs with Facebook & Instagram Ads.**

16 TRAFFIC GENERATION AD

The more qualified traffic you drive to your website, the higher the potential is for conversion. These ads help target the kind of Facebook users you know will be interested in your products or service. **The following template is for a video ad, but you can also use an image or carousel ad template.**

LOGO

AD COPY

PRODUCT-FOCUSED VIDEO

BOLDED
TAGLINE TEXT
SHORT AD COPY

CTA
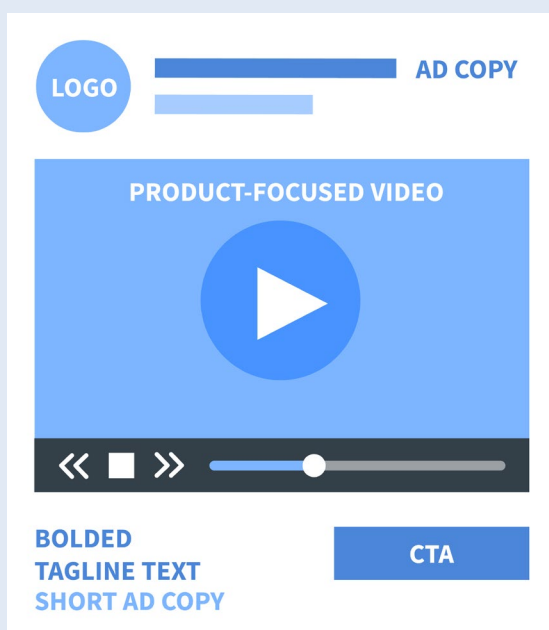
SPECIFICATIONS:

- All **image ratio with link and video specifications** apply

- **Links to a landing page**

- **Link Description:** 30 characters

- **Text:** Truncated at 125 characters

BEST PRACTICES

- Target specific audiences based on their interests and **use a landing page that is tailored to these interests.**

- Keep these ads **focused on driving traffic to a single source.**

- **Make the value of the ad clear to your target audience immediately.** You're attempting to drive potential customers back to your site for more information.

- Use the right **campaign optimization** for your intended outcome.
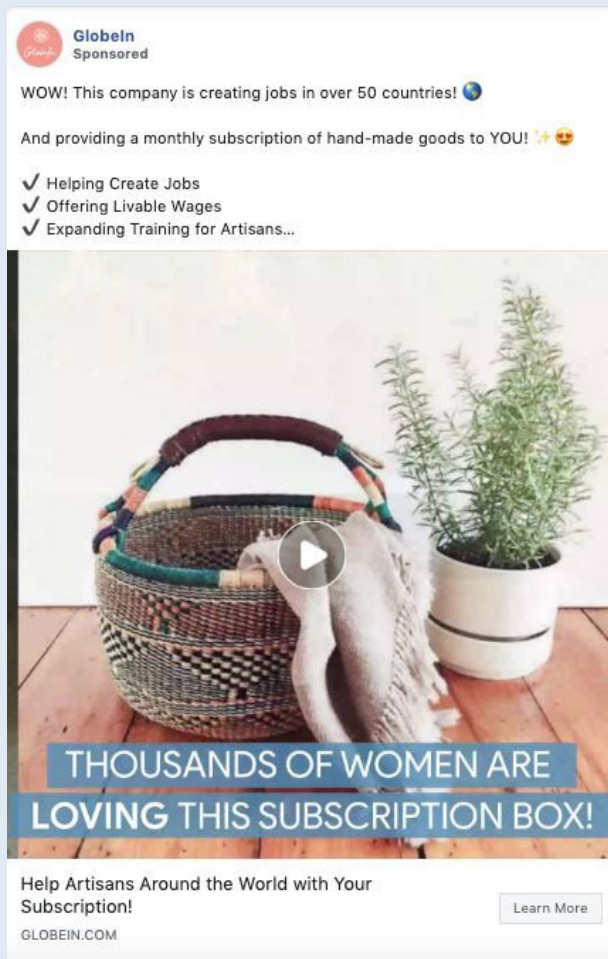
HOW THIS AD NAILED IT

- Uses emojis and line breaks to make the post text more inviting

- Clearly outlines the company values

- Uses captions and an enticing thumbnail image

This ad is a wonderful example of how a value-based company can attract buyers by appealing to a specific cause. The ad itself follows a video ad template.

The first line of the post text section is a **subtle use of social proof** (declaring how many Countries they source the products from). The second line explains how the service works and **reinforces the idea that their products are all hand-made.**
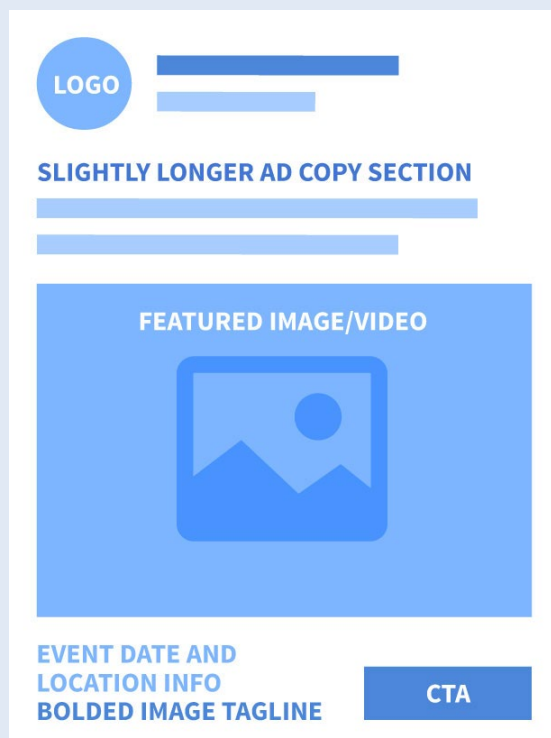
The check-marked text ties into GlobeIn's core values as a brand. If you click to expand the ad, you'll see another value statement and additional social proof (the 4 star rating). The video **uses captions that reiterate social proof and provide additional context about** how each product ties into **their values as a brand.**

For more information on traffic generation with Facebook ads, check out **How To Drive More Landing Page Traffic With Facebook Ads (Our 4-week Experiment).**

17 EVENT PROMOTION AD

Boosting attendance to an event is difficult. The more reach you can get from this kind of ad, the more exposure you'll have for your upcoming event, and the more potential attendees you'll have.

LOGO

SLIGHTLY LONGER AD COPY SECTION

FEATURED IMAGE/VIDEO

EVENT DATE AND LOCATION INFO
**BOLDED IMAGE TAGLINE**

CTA

SPECIFICATIONS:

- All **image ratio with link and video specifications** apply

- **Text:** Truncated at 125 characters

- **Link to event landing page**

- **Include social proof**

BEST PRACTICES

- **Display your Facebook ads to a targeted audience** based on interest, geographic location, etc.

- **Show** them **the value of attending** your event.

- **Encourage sharing and engagement** from your audience through the **use of a specific event hashtag.**
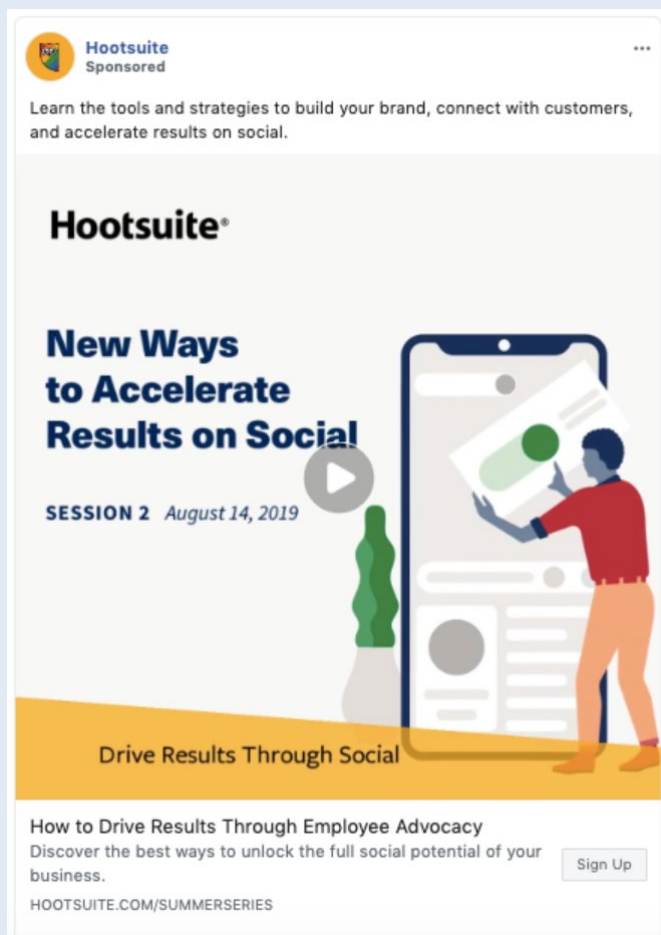
HOW THIS AD NAILED IT

- Ad copy introduces the event.

- Featured image stands out.

- Includes date and time of the event.

- Shows social proof by highlighting how many people are interested and going to the event.

This ad promotes Hootsuite's webinars, using a video as the basis for the ad.

The text starts by describing what attendees will learn at the event. This **introduces the value of joining the session to pique the viewer's interest.** Then, they **specify the name and date of the webinar** in a short, 6-second video.

Hootsuite **uses the thumbnail image to break down all the important information** someone needs, just in case they don't watch through the entire video.
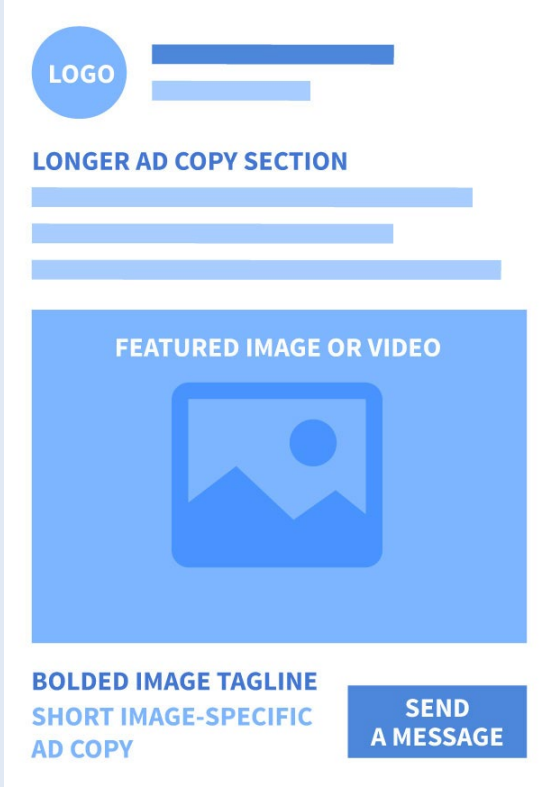
Below the video, the ad **restates the name of this particular session** with a **short value proposition.** They include a link to a landing page with more information and use "Sign Up" as the text for the CTA.

Check out **How Marketers Can Harness the Power of Facebook Events** for more information on promoting your event on Facebook.

18 CHATBOT AD/NEWSFEED TO MESSENGER AD

Being able to engage directly with your customers through Messenger is a great way to build on your relationship with them. When you promote this option via ads, you're showing followers how invested you are in making those connections.

LOGO

LONGER AD COPY SECTION

FEATURED IMAGE OR VIDEO

BOLDED IMAGE TAGLINE
SHORT IMAGE-SPECIFIC AD COPY

SEND A MESSAGE

SPECIFICATIONS:

- **All image and video specifications** apply
- **Text:** 125 characters
- **Links to Messenger directly**

BEST PRACTICES

- Use these Facebook ads to **start conversations with new, as well as existing, customers.**
- If you're promoting an event, **use these ads to connect with potential attendees.**
- **Retarget** Facebook **users based on their past interaction** with your brand.
- **Give your potential customers a reason to speak directly to a sales or support person** with their questions.

HOW THIS AD NAILED IT

- The post text explains the reason for the ad as well as how a chatbot ad works.

- The image includes date, time, and title of the webinar

- CTA is labeled "Send Message" prompts user to reach out.

We used this chatbot/newsfeed to Messenger ad to promote a **webinar about chatbot marketing with Larry Kim.**

It's not only a great way to **encourage conversations with potential attendees**, but is also an example of how AdEspresso uses chatbots in our own marketing strategy.

We use the post text section to promote the webinar and **let Facebook users know that they can register directly through Messenger.**

The image includes the date, time, and title of the webinar as well as a picture of Larry Kim, who led the session. The headline restates the title of the webinar and **the CTA connects directly to Messenger,** helping us **streamline the registration process and shows how the feature works.**

If you're skeptical of these types of ads, **we ran an experiment that highlights their strengths and weaknesses.**

More information here: **Facebook Messenger Ads and Chatbots: Do They Really Work? (a $1,000 Experiment)**

19 PAGE LIKE AD

The more Likes you have on your Facebook business page, the more trust it signals in your brand. These ads are a great way to give your followers a reason to like your page.
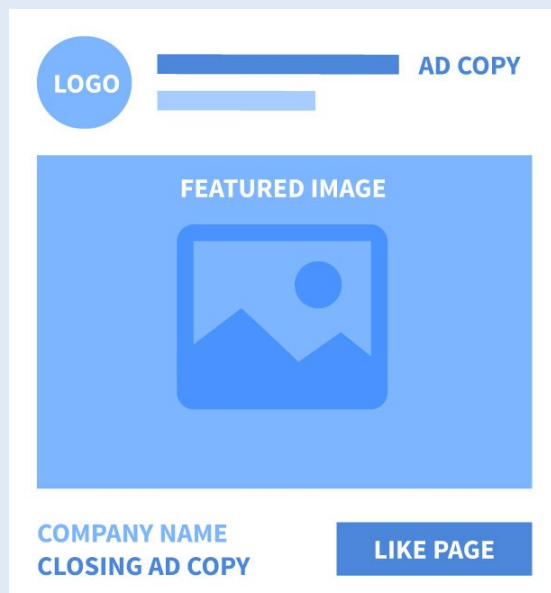
LOGO

AD COPY

FEATURED IMAGE

COMPANY NAME
CLOSING AD COPY

LIKE PAGE

SPECIFICATIONS:

- **All image and video specifications** apply.

- **Text:** Truncated at 125 characters

- **Includes a "Like Page" CTA**

BEST PRACTICES

- Review **Facebook's engagement bait policy** fully when creating these ads. It's easy to run awry of the rules if you're not careful.

- **Be honest,** remind Facebook users how much their likes mean to your business.

- Use this ad to **let users know what kind of content they'll see** as a result of **liking your page.**

HOW THIS AD NAILED IT

- Includes logo and brand name.
- The ad copy is concise and educational
- "Like Page" CTA

This page-like ad uses a **straightforward image ad template and minimal copy** to get the point across.

In the post **text, we let Facebook users know exactly what kind of content they'll see after liking the page** since the image we use doesn't provide any additional information.

The **simple image** features our handsome mascot, **reinforcing our brand and our personality.** Walter is a part of everything that we do — even drinking coffee.

We close the ad out by restating our company name and **using the"Like Page" CTA.**

Getting Facebook users to Like your page is a great way to show social proof and **boost the credibility of your business page.** This also tells Facebook that they should display your content more often in that follower's Newsfeed.

Check out **How to Create a Facebook Like Campaign – The Complete Guide** for more information!

20 INSTANT EXPERIENCE AD

What **used to be called Canvas Ads**, Instant Experiences are **the most immersive ad option available.** They're a **great way to showcase value and engage with customers**, but require a lot of incentive to get clicks. That is, the ad itself must be engaging on its own to draw clicks — **including a strong CTA** — so that followers click and experience the content.

LOGO

LONGER AD COPY SECTION

ENGAGING BRAND VIDEO

BOLDED TAGLINE TEXT
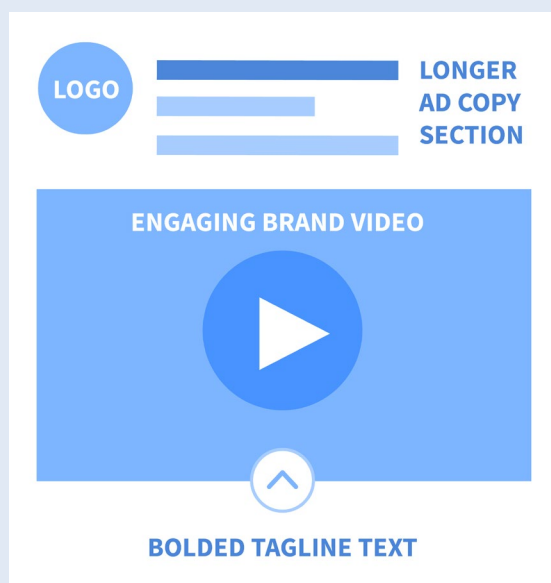
SPECIFICATIONS:

- **Up to 20 images** are supported
- **Images cannot exceed 1080px by 1920px**
- **Video resolution is a minimum 720p**
- **Videos** should be in **MP4 or MOV format.**

BEST PRACTICES

- **These ads can be triggered by a standard image or video ad.** Follow those best practices to make the ad as enticing as possible.

- Let customers know what they can expect after clicking the CTA. **An Instant Experience is different from other types of ads because it doesn't go directly to a landing page.** It gives the view a **new way to interact with content directly within Facebook.**

- When someone clicks on your ad, they'll **see a collection of images and videos that promote your brand.** This gives you the opportunity to **show your creativity, as well as tell a story.**

Over 50,000 Women Tried This Box!
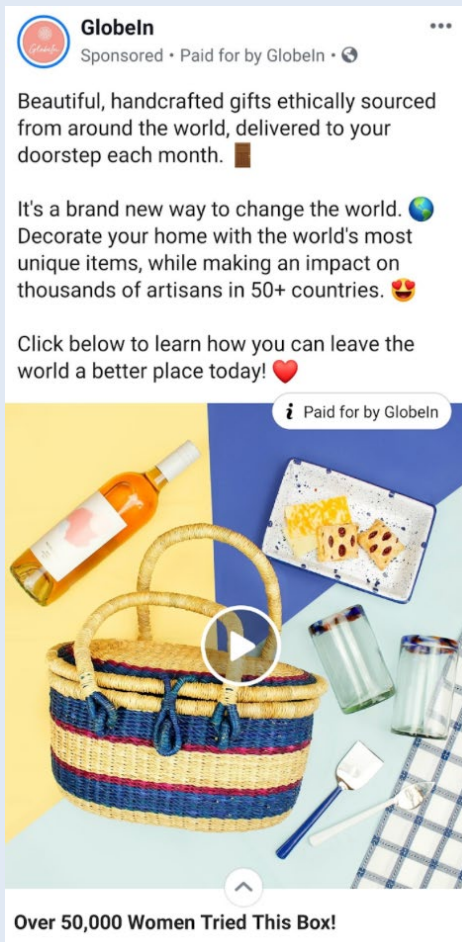
HOW THIS AD NAILED IT

- Engaging post text copy that explains their business model
- Great thumbnail video image
- Includes social proof
- Instant Experience section is well-designed and different from the ad

These two images break down what a typical Instant Experience ad might look like. It uses a video ad format with an extended post text section.

The copy hints at the story that's told in the post-click experience and **focuses on making a value-based connection with customers.** The video helps tease the post-click experience as well.

"Click below to learn how you can leave the world a better place today! " is a great example of **how the post text section can reinforce the CTA of any ad.**

They **use the headline to show social proof** by saying how many people have tried their service in the past. Notice how the design changes at this point; **an Instant Experience ad has the additional benefit of more design options.**

For more information, check out **Tips for Creating Amazing Facebook Canvas Ads.**

GIVE YOUR CAMPAIGNS A BOOST
WITH FACEBOOK ADS TEMPLATES

These are the **20 most popular Facebook ads templates you can start using right now.**

We will periodically update this eBook with new, great example. If you want to see your Facebook ad featured here, **send us a message on Facebook.**

With standardized ad templates creating your ads will become easier, and this is not the only benefit you'll obtain.

- Templatizing your ads also makes creating them more efficient. You will always have a solid base on which to build any new ad.

- Any member of your team will use the same guidelines to easily create successful "on brand" ads for your campaigns.

- Consistent ads will help make your brand recognizable to any follower who's interacted with your content.

- Each ad will build on the next and help reinforce the value your company provides.

**Standardized ad templates will make it easier to scale your team as well.**
When you bring on new team members, they can jump into creating their first ad quickly, and you can spend your time providing feedback that optimizes these ads rather than teaching someone how to create the perfect one.

With the Facebook ad landscape evolving and growing every day, it's important to **understand how every different type of ad can be used to optimize your Facebook Ads campaigns** and reach all of your business goals.

You don't need to be (or hire) a top Facebook Ads expert to start doing it right now. AdEspresso is all you need.

Check next page for more details and to give AdEspresso a try, it's free!

3 REASONS WHY 10,000 MARKETERS
# LOVE ADESPRESSO
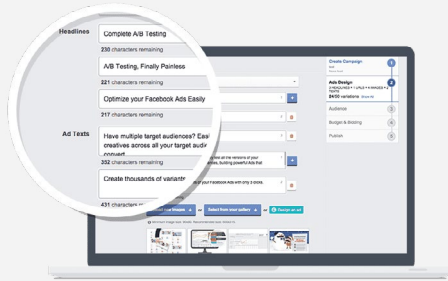
Painless A/B Testing

With just a few clicks, AdEspresso lets you test any aspect of your Facebook and Google Ad campaigns. Want to discover the most effective headline or image? Need to find your perfect audience by testing different interests, age ranges, or locations? With AdEspresso you can create as many (or as few) experiments as you need.
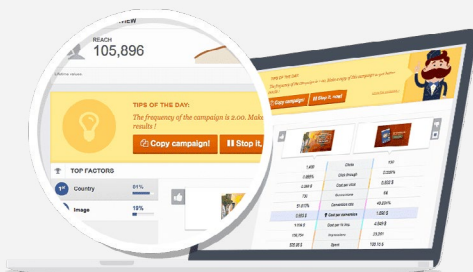
Automatic Optimization

AdEspresso's sophisticated optimization engine gives your campaigns an extra edge by automatically pausing underperforming ads and reallocating budget to the winners. It's a perfect way to manage all of your ads and increase campaign ROI.
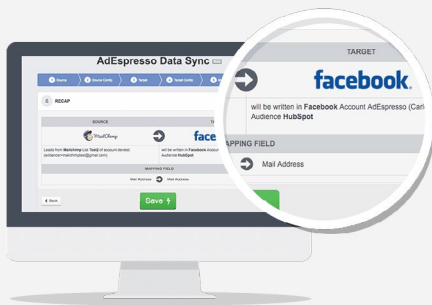
Dynamic Email Retargeting

Speed is everything when it comes to showing the right ad to the right person at the right time. But how can you be fast when you need to rely on CSV files exports and imports to keep your Custom Audiences and Lead Ads up to date? With our Data Sync tool, you can sync your email database in real time to retarget leads and customers with Facebook and Google ads.

Try all these features and the many more AdEspresso offers, **get your free 14-day trial now.**

SIGN UP TODAY!