

All About Facebook Advertising

Facebook Ad Options



Video

Recommended:
Draw people in with sound and motion. Complement your TV Buys.



Image

Recommended:
A clean, simple format to use with inspiring and engaging copy.



Carousel

Recommended:
Showcase up to 10 images or videos within a single ad, each with its own link.



Slideshow

Not Recommended:
Uses motion, sound and text to tell a story.



Canvas

Not Recommended:
People open a full-screen, mobile-optimized experience instantly from your ad.



Lead Generation

Recommended:
Uses an image, video, or carousel, which is followed by a lead form when the user engages with the ad.



Offers

Recommended:
You can design your offer ad to appear as an image, video, or carousel.



Page Likes

Not Recommended:
Page likes ads can be used to drive users to like your page.

Starting Budget Recommendations

\$300
PER MONTH

SMALL MARKET

\$500
PER MONTH

MEDIUM MARKET

\$750
PER MONTH

LARGE MARKET

Facebook Blueprint is a global training and certification program about marketing on Facebook and Instagram.

[Facebook.com/Blueprint](https://www.facebook.com/blueprint)

Facebook Targeting Options



Core Audiences

Select your audience manually based on characteristics like age and location.

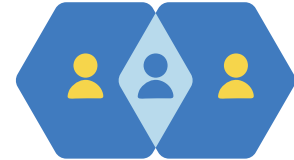
EX. demographics, location, interests, behaviors



Custom Audiences

Upload your contact list to connect with your customers on Facebook.

EX. site visitors, app users, CRM list



Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

EX. customer/prospect lists, site visitors, app users, engaged Facebook users on ads/page

Facebook A/B Testing Options

Ad Type

What type of ad resonates the best with your chosen content and audience?

Messaging

What key phrases elicit the most engagement from your audience?

Targeting

What type of audience resonates the best with your ad?

Call to Action

What words cause your audience to take action?

Creative

What kind of imagery or video footage resonates the best with your audience?

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