

Facebook Ad Writing

workbook



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FACEBOOK AD WRITING TEMPLATE

For small businesses on a tight budget when it comes to advertising, it is important to only run ads which successfully bring in new clients. Ubiquitous ad blocking software and general marketing oversaturation makes potential clients far less likely to see or click on your online ad.

That is why Facebook is currently one of the best places online for small businesses to do their advertising. Because ads show up in the newsfeeds of Facebook users just like any other post, and often get viewed on mobile devices where ad blocking is less commonly used, you can get far more eyeballs on your ad! An effective Facebook ad is worth the money because it will reach a targeted audience.

Having compelling graphics for your Facebook advertisements is only half the battle! Facebook imposes higher charges and allows less views of ad images which contain too much text, so you need to communicate your message in the text fields they provide. To write compelling ad copy, use this template.



Main Advert Text

The details of your message go here. *What do you know about those reading your ad? What do you want them to do? What will happen when they click? Why should they bother clicking on your ad right now?*

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Headline

Catch your readers' attention! *This is the main point of your ad, and the only text that some will end up reading. What is in it for them? Stick to 30-40 characters.*

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Link Description

Reiterate and summarize the important details of your offer. *What do you want readers to do? Why should they click on your ad? No more than 55 characters and keep in mind that this section is not visible on mobile.*

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Destination URL

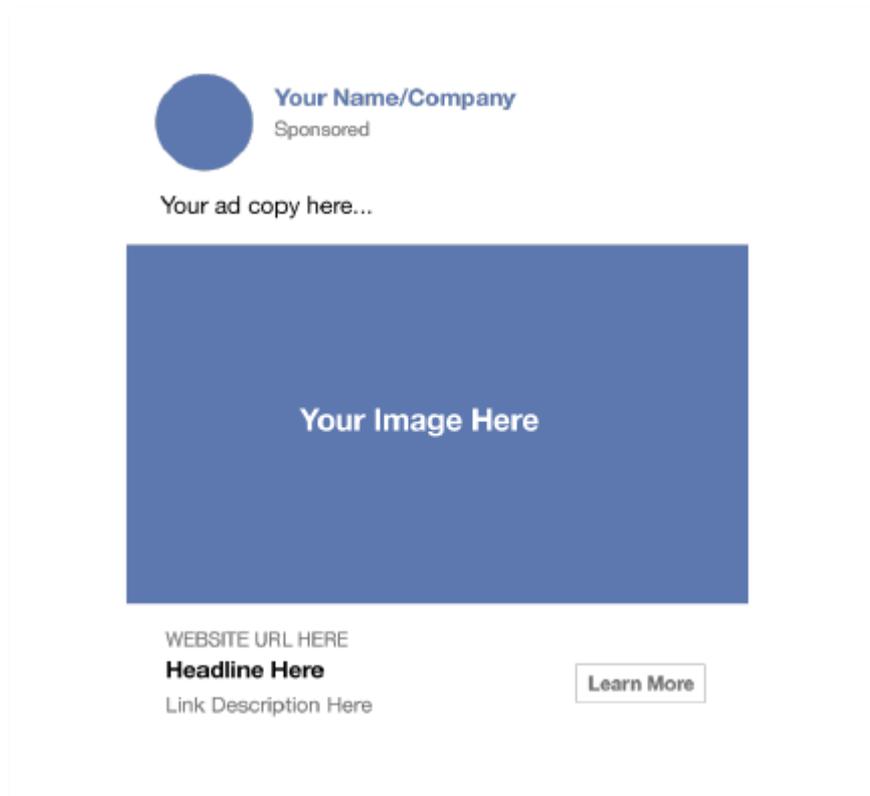
This is the page your ad links to and must match the main URL body of your landing page.

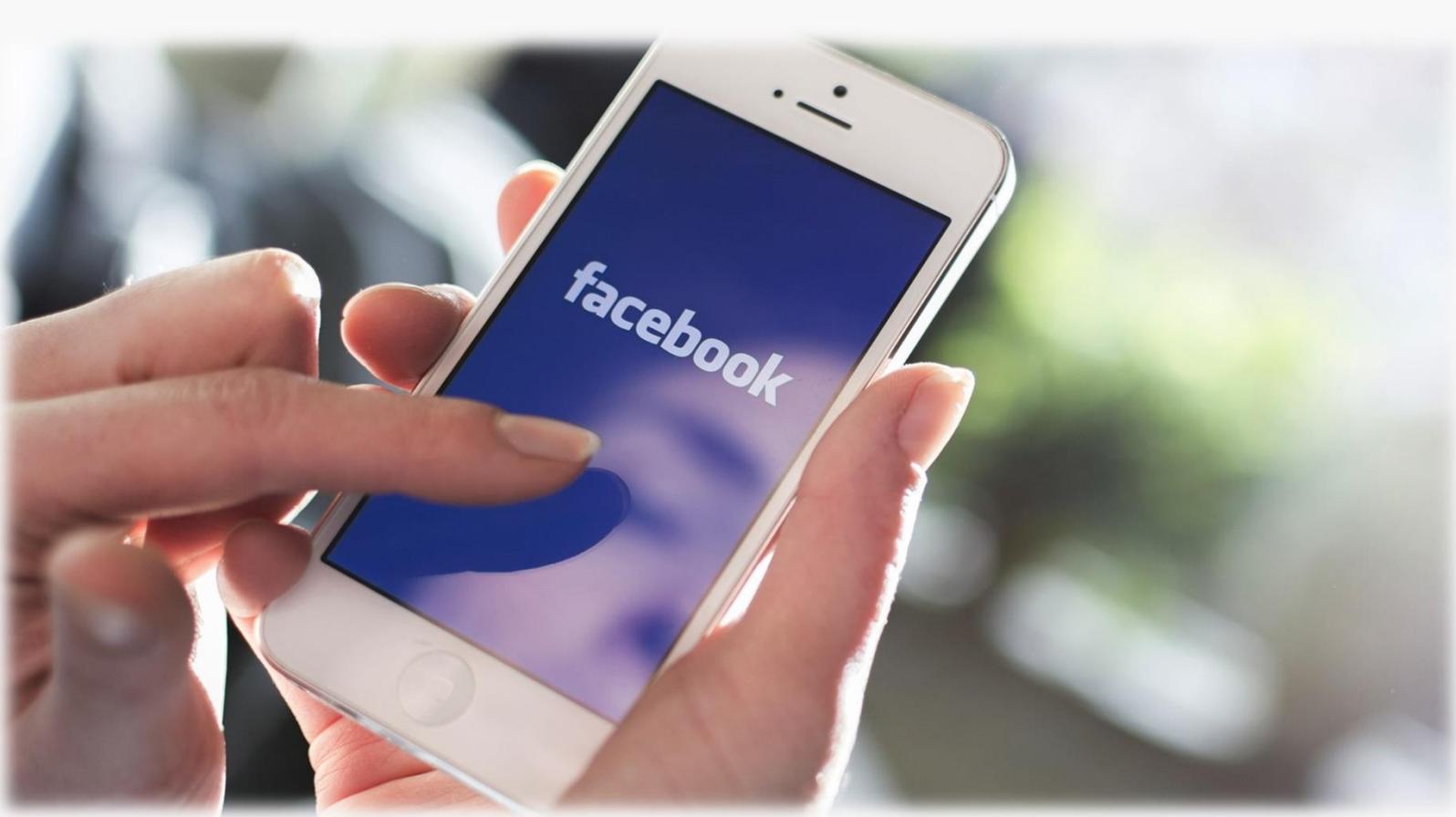
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Call to Action Button

The right call to action is key to getting your readers to respond. Facebook offers several options, make sure to pick the one that works with your main advert text.

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Thank you for downloading this free guide. I hope you found it helpful. On the website you will find more resources to assist you in your business.

For those who are ready to dive in to the detail on their strategy, you can also book a free initial consultation to look at how I can help with your business.

If you have any questions, please feel free to reach out. I'm always happy to answer any questions.



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