

Facebook Ads: Step-by-Step Guide to Advertising on Facebook



Learn tips and techniques to run a successful ad campaign on Facebook.



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Why You Need to Know How to Run an Effective Facebook Ad Campaign

When setting up a paid Facebook ad, there are a lot of boxes to check. Are you targeting the right people? Did you choose the right bidding model for your ad? Are you running the right type of ad? If we're being honest, it can get a little confusing.

To help simplify the process for you, we're breaking down the step-by-step process of running an ad on Facebook. And to make it even better, we put together a checklist to help you keep all of your campaign details straight.

With this resource in hand, you can build the right ad for the right audience on this expansive platform.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

Mark Parent

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President & CEO
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Why Should You Advertise on Facebook?

With more than [2.9 billion people](#) using Facebook every month, and nearly [1.9 billion users](#) every day, Facebook offers a unique opportunity for marketers to augment their organic efforts.

- Your business can reach large audiences. Facebook is considered one of the “Big Four” of social media. With a platform regularly attracting so many people, it’s well worth a shot at giving your brand more exposure and prospects.
- You can filter who sees your ad. When building your advertisement, you can set parameters from demographics such as age, interests, and behaviors to increase the likelihood of clicks. With Facebook, your ad spend can be allocated to prospects who may derive the most value from your offering.
- Facebook has built-in ad analytics. Ad performance tracking is recorded and available in real-time. You can use these metrics to understand what’s working and how to improve your advertising strategy for future campaigns.

The trouble is, with both time and money on the line, there’s not much room for oversight. To capitalize on this platform’s audience and effectively run Facebook ads, you must first learn Facebook Ads Manager.



Facebook Ads Manager

Facebook Ads Manager is a sophisticated dashboard that provides users with an overview of all their campaigns.

Facebook Ads Manager's offerings, otherwise labeled Ads Center features, are divided into four parts:

- **Summary:** This section summarizes your recent spend amount, ad performance, and key metrics. That includes reach, post engagement, and link clicks. You can even enable auto-generated recommendations to boost posts that are performing well.
- **All Ads:** For businesses running multiple advertisements in a given period, you can select a specific ad to view more detailed metrics or edit things like your ad's budget. You can also pause or delete the ads of your choosing in this section.
- **Audiences:** This section includes any audiences you've created for your ads. When you select a specific audience, you'll see which ads reached those prospects. You can also make changes based on demographics as you see fit.
- **Automated Ads:** This section is only available if you've created [Automated Ads](#). This offering is best fit for beginners and those looking for a simple way to gain exposure. The trade-off: You lose the precision you may achieve manually. This section will list all your Automated Ads and a summary of recent results.

How to Run Facebook Ads



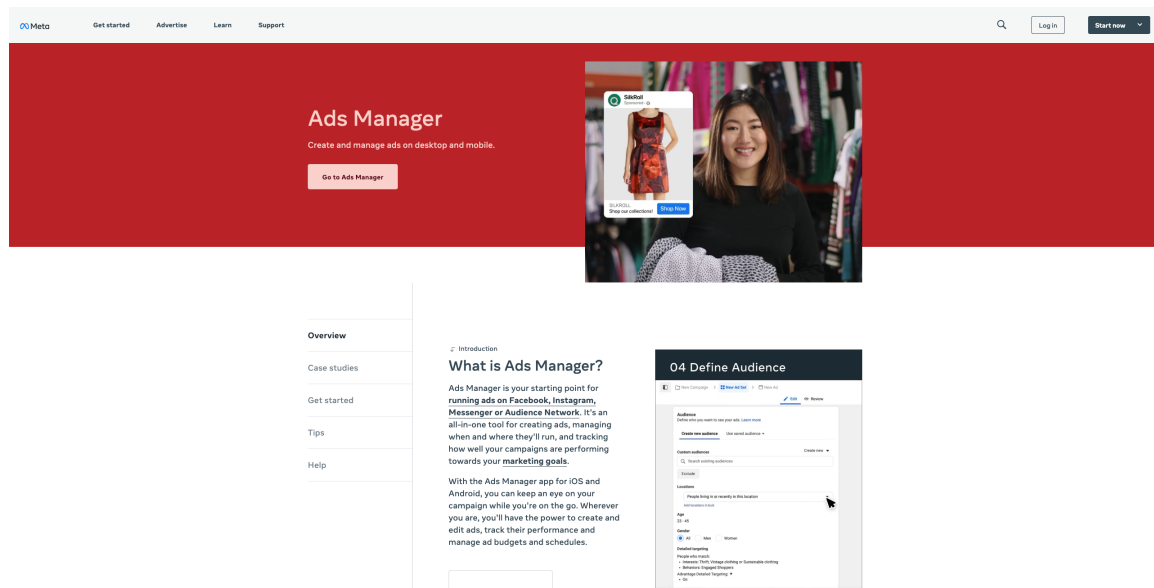
1. Create an Account with Facebook Ads Manager

To use the Facebook Ads Manager, you'll need a Facebook Business Page ([learn how to set one up here](#)). This is because you can't run ads through personal profiles.

Then, follow these steps:

1. Navigate to <https://www.facebook.com/business/tools/ads-manager>.
2. Click the button that says "Go to Ads Manager."
3. Confirm your information on the ad account setup page.
4. Set up your payment method.
5. Save changes.

Once set up, the Ads Manager becomes the control center for your Facebook ads.



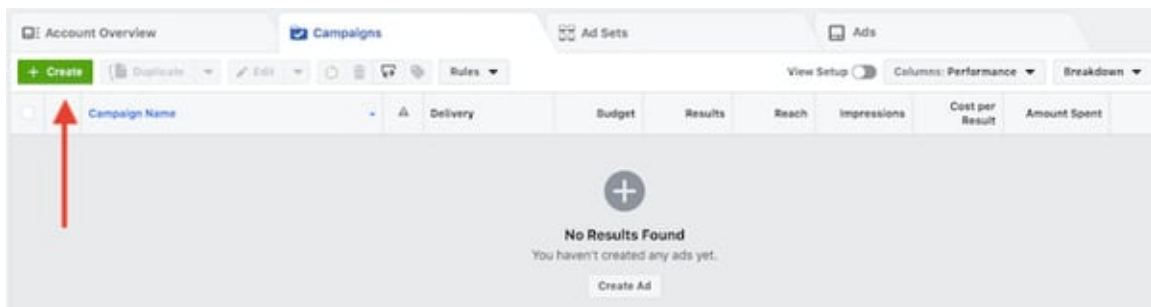
The image shows a screenshot of the Facebook Ads Manager website. The top navigation bar includes links for Meta, Get started, Advertise, Learn, and Support, along with a search icon, a login button, and a Start now button. The main content area features a large red banner with the text "Ads Manager" and "Create and manage ads on desktop and mobile." Below this is a "Go to Ads Manager" button. To the right of the banner is a video thumbnail showing a woman smiling, with a "StarRail" logo and a "Go to Ads Manager" button overlaid. Below the banner is a sidebar with a navigation menu containing "Overview", "Case studies", "Get started", "Tips", and "Help". The main content area displays an article titled "What is Ads Manager?" with an introduction and a screenshot of the "O4 Define Audience" interface. The article text states: "Ads Manager is your starting point for running ads on Facebook, Instagram, Messenger or Audience Network. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well your campaigns are performing towards your marketing goals. With the Ads Manager app for iOS and Android, you can keep an eye on your campaign while you're on the go. Wherever you are, you'll have the power to create and edit ads, track their performance and manage ad budgets and schedules." The "O4 Define Audience" screenshot shows fields for "Audience", "Custom audience", "Advertiser", and "Advertiser location", with a "Define new audience" button and a "Create new" dropdown menu.

2. Start Creating an Ad Through Facebook Ads Manager

Once you log into the Ads Manager, you'll see a performance dashboard where all of your campaigns, ad sets, and ads will be listed, including the results they've driven for your Facebook page.

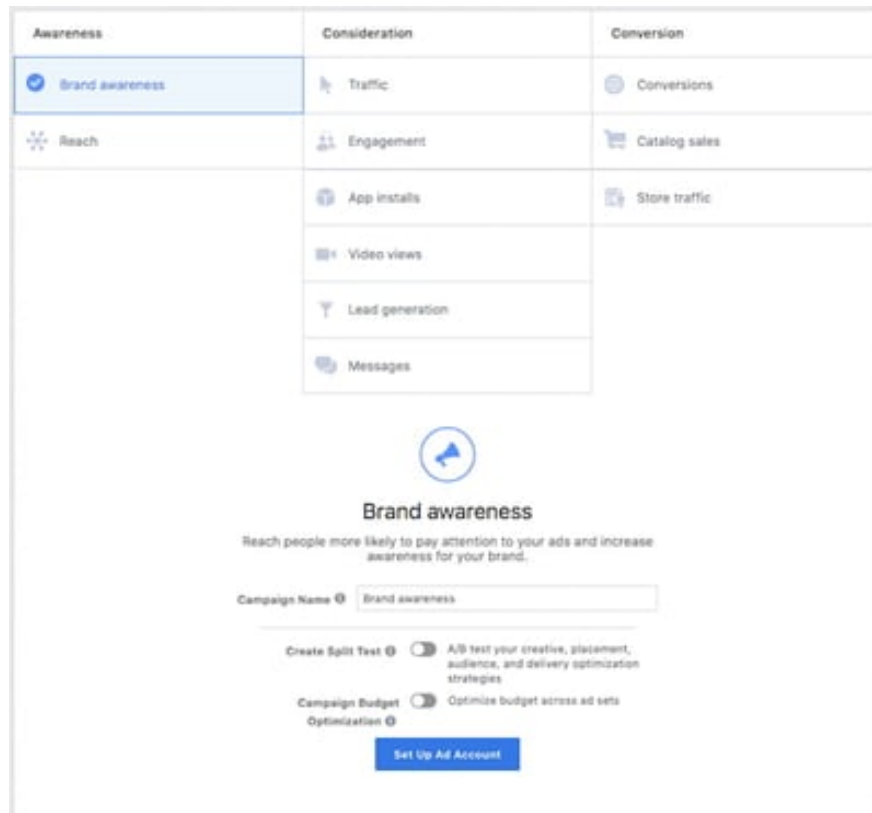
Unless you've already created an ad for your Facebook page, this dashboard will be empty.

To create a new campaign, ad set, or ad through the Facebook Ads Manager, tab over to the type of ad you want to create. Click the green "Create" button to the far left of these ad types, as shown below. You can see from this screenshot that we're currently set to create a **New Campaign**.



3. Choose an Objective

Facebook Ads Manager, like many social media advertising networks, is designed with your campaign objective in mind. Before getting started, Ads Manager will prompt you to choose an objective for your campaign:



There are 11 different objectives to choose from. The list includes everything from general brand awareness, to getting installs of your app, to increasing traffic to your online store.

By choosing one of these objectives, you're giving Facebook a better idea of what you'd like to do so they can present you with the best-suited ad options. As shown in the screenshot above, Facebook's ad options include:

- Brand awareness
- Reach
- Website traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages
- Conversions
- Catalog sales
- Store traffic

Let's say, for the sake of this blog post, you're looking to drive more traffic to your website. When you select this option, Facebook will prompt you to enter the URL you're looking to promote.

If you're using marketing automation software, be sure to create a unique tracking URL with UTM parameters for this to ensure that you'll be able to keep track of traffic and conversions from this ad. For HubSpot customers, this can be done using the Tracking URL Builder.

Once selected, Facebook will then display the ad option that makes the most sense in terms of achieving this objective.

Featured Tool:

Facebook Advertising Checklist

The Complete Facebook Advertising Checklist

- Planning**
 - Duplicate existing campaign, if available.
 - Determine conversion event (traffic, leads, signups, etc.)
 - Align with a marketing campaign or company initiative.
 - Optional: Gather feedback or inputs from relevant departments.
 - Determine KPIs & success metrics.
 - Plan out campaign timeline.
 - Determine audience and targeting.
 - Set up tracking in Facebook, Google Analytics, and/or HubSpot.
- Budgeting**
 - Determine necessary ROI to justify spend.
 - Set total budget for each campaign.
 - Determine daily spend breakdown.
- Designing & Copywriting**
 - Iterate A/B tests for copy, device type, etc.
 - Adhere to character limits:
 - Text: 125 characters
 - Headline: 25 characters
 - Link Description: 30 characters
 - Display URL: 30 characters
 - Adhere to design specs:
 - Images: 1200 x 628 pixels
 - Video: 600 x 315 or 600 x 600 minimum
 - Carousel Image: 1080 x 1080 pixels
 - Design GIFs, images, and/or videos.
 - Optional: Import creative from Excel.
 - Optional: Save creative assets to Dropbox.
- Scheduling**
 - Schedule ad sets in Facebook or your ads management software.
 - Set minimum time frame for running your test to gather sufficient data.
 - Schedule daily ad spend.
- Monitoring**
 - Monitor campaign in Facebook, Google Analytics, and/or HubSpot regularly.
 - Note which ad sets are performing well.
 - Note if Facebook flagged any ad issues.
 - Optional: Export data for easy analysis.
 - Pause and/or edit ad contents as needed.
- Analyzing**
 - Document and calculate results for:
 - Budget spent
 - Achievement of goals/KPIs
 - Customer lifetime value (LTV)
 - Return on ad spend (ROAS)
 - Determine optimal design, copy, and spend for future campaigns.
 - Optional: Determine which ads should be kept running.

Free Ad Management Software

HubSpot's free ad tracking software allows you to manage your Facebook, Instagram, LinkedIn, and Google ad campaigns - all within HubSpot.

[Get Started for Free](#)

4. Choose Your Audience

Your next step is to configure your target audience. You can do this for each ad set that belongs to the same campaign.

If you're just starting out with paid advertising on Facebook, you'll likely have to experiment with [several different targeting options](#) until you reach an audience that fits just right.

To help you narrow your focus, Facebook's targeting criteria are accompanied by an audience definition gauge. This tool – located to the right of the audience targeting fields – takes all of your selected properties into consideration to come up with a potential reach number.

If you're wavering between choosing a specific audience over a broad one, consider your objective. If you're looking to drive traffic, you'll probably want to focus on the type of people you know will be interested in your offering.

However, if you're looking to build brand awareness or promote a widely appealing offer, feel free to focus on a more general audience.

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Locations United States
All United States

Include ▾ Add a country, state/province, city, ZIP, DMA or address

United States

Everyone in this location ▾

Age 18 ▾ - 65+ ▾

Gender All Men Women

Languages Enter a language...
More Demographics ▾

Interests Search interests | Suggestions | Browse

Behaviors Search behaviors | Browse

Connections Add a connection type ▾

Save this audience

Audience Definition

Audience Details:

- Location: United States
- Age: 18-65+

Potential Reach: 184,000,000 people

Facebook's built-in targeting is vast, including options such as:

- Location
- Age
- Gender
- Languages
- Relationship
- Education
- Work
- Financial
- Home
- Ethnic affinity
- Generation
- Parents
- Politics (U.S. only)
- Life events
- Interests
- Behaviors
- Connections

You also have the option to select a Custom Audience. This allows you to [target people on Facebook who are in your company's contact database](#), visited a page on your website that has a tracking pixel, or used your app or game.

To learn more about how to set up a Custom Audience on Facebook, [check out these instructions](#). (And for more on the specifics of these criteria, visit [this Facebook targeting resource](#).)

Once you find a group that responds well to your ads, Facebook allows you to save these audiences to be used again later — so you may not need to repeat this step once you've been running Facebook ads for a while.

5. Set Your Budget

Facebook allows you to set either a daily budget or a lifetime budget. Here's how they differ from each other.

- **Daily budget.** If you want your ad set to run continuously throughout the day, this is the option you'll want. Using a daily budget means that Facebook will pace your spending per day. Keep in mind that the minimum daily budget for an ad set is \$1.00 and must be [at least 2x your CPC](#).
- **Lifetime budget.** If you're looking to run your ad for a specified length of time, select lifetime budget. This means Facebook will pace your spend over the period you set for the ad to run.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ **Ad Recall Lift** - We'll serve your ads to maximize the total number of people who will remember seeing your ads.
To help us improve delivery optimization, we may survey a small section of your audience.

Cost Controls ⓘ Facebook will aim to the most ad recall lift and spend your entire budget.

Budget and Schedule ⓘ **Daily Budget** ▼
\$1.00 USD

Actual amount spent daily may vary. ⓘ

Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$7.00** per week.

[Show Advanced Options](#) ▼

Facebook Ads Cost

The cost of advertising on Facebook isn't bound to a set price but instead differs on the scope and type of bidding model and strategy your business uses.

These numbers are based on approximate rates derived from a 2020-2021 [AdEspresso study](#) on Facebook Ads cost.

BIDDING MODEL	AVERAGE FACEBOOK ADVERTISING COST
Cost-per-click (CPC)	\$1.00
Cost-per-like (CPL)	\$1.07
Cost-per-download (CPA)	\$5.47
Cost-per-thousand-impressions (CPM)	\$9.17

BIDDING TYPES	BID STRATEGY
<p>Spend-Based Bidding</p> <p>Based on spending full budget for the most value possible</p>	<p>Highest Volume</p> <p>Reach as many prospects as possible.</p> <p>Highest Value</p> <p>Using the budget to maximize high-value sales over quantity.</p>
<p>Goal-Based Bidding</p> <p>Based on the value you want to achieve</p>	<p>Cost Per Result</p> <p>Strive to keep costs amount to the cost per purchase to stay profitable, but not guaranteed to adhere fully.</p> <p>Return On Ad Spend</p> <p>Aim to keep ad spend average to a ROAS control, but not guaranteed to adhere fully.</p>
<p>Manual Bidding</p> <p>Based on how much you can bid dynamically</p>	<p>Bid Cap</p> <p>Setting a maximum bid across auctions; good for advertisers who understand predicted conversion rates.</p>

Once your model and strategy are determined, you can further specify your budgeting and turn to the advanced options. This section allows you to specify the following.

Schedule

Choose whether or not you want your campaign to run immediately and continuously, or if you want to customize the start and end dates. You can also set parameters so that your ads only run during specific hours and days of the week.

Optimization and Pricing

Choose whether or not you want to bid for your objective, clicks, or impressions (This will alter how your ad is displayed and paid for.)

By doing so, you'll pay for your ad to be shown to people within your target audience that are more likely to complete your desired action, but Facebook will control what your maximum bid is.

If you don't want Facebook to set optimal bids for you, you'll want to opt for manual bidding. This option awards you full control over how much you're willing to pay per action completed. However, Facebook will provide a suggested bid based on other advertisers' behavior to give you a sense of what you should shoot for.

Delivery

Delivery type falls under two categories: standard and accelerated. Standard delivery will show your ads throughout the day, while accelerated delivery helps you reach an audience quickly for time-sensitive ads.

Note: this option requires manual bid pricing.

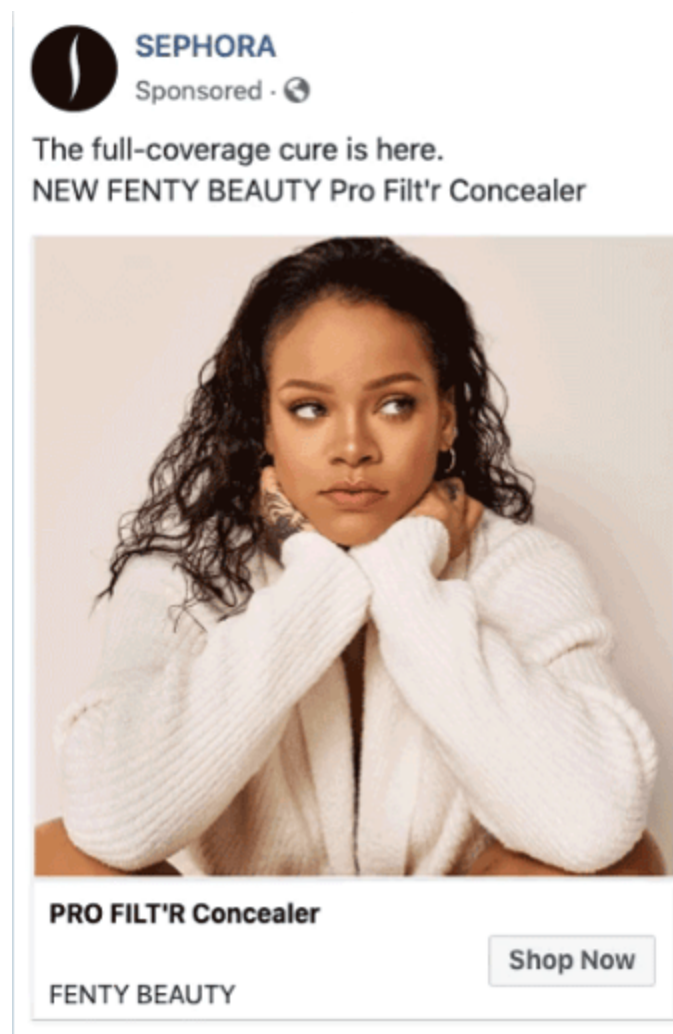
6. Create Your Ad

What do you want your ad to look like? It all depends on your original objective.

If you're looking to increase the number of clicks to your website, Facebook Ads Manager will suggest the Clicks to Website ad options. Makes sense, right?

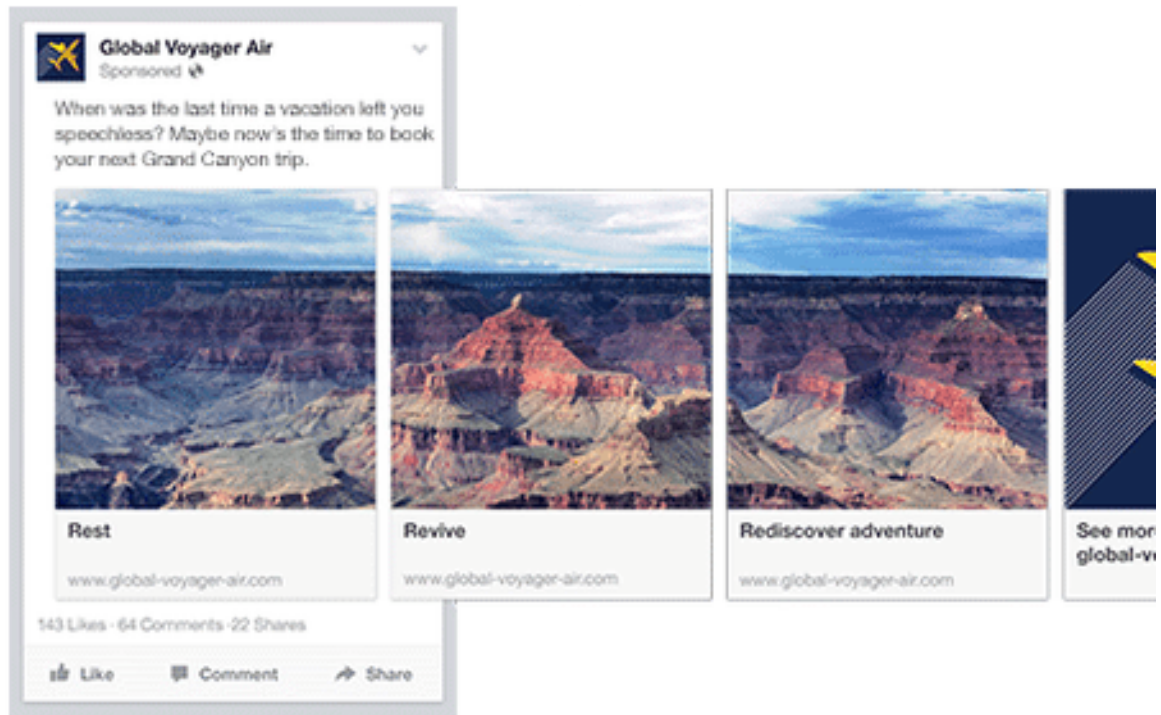
This ad option is broken down into two formats: Links and Carousels. Essentially, this means that you can either display a single-image ad (Links) or a multi-image ad (Carousel) with three to five scrolling images at no additional cost.

A Links ad will be displayed like this:



The image shows a Facebook advertisement for Sephora. At the top left is the Sephora logo, a black circle with a white 'S' shape. To its right, the word 'SEPHORA' is written in blue, with 'Sponsored ·' and a globe icon below it. The main text reads 'The full-coverage cure is here.' followed by 'NEW FENTY BEAUTY Pro Filt'r Concealer' in bold. Below this is a large photograph of Rihanna with her hands clasped under her chin, wearing a white cable-knit sweater. At the bottom of the ad, the text 'PRO FILT'R Concealer' is on the left, 'FENTY BEAUTY' is on the bottom left, and a 'Shop Now' button is on the bottom right.

A Carousel ad will be displayed like this.



Once you decide between the two, you'll need to upload your creative assets. It's important to note that for each type of ad, Facebook requires users to adhere to certain design criteria.

For single-image ads, [Facebook asks that users adhere to the following design recommendations](#):

- Text: 125 characters
- Ad headline: 25 characters
- Image ratio: 1.91:1
- Image resolution (including CTA): 1080 x 1080 pixels

For multi-image ads — also known as Carousel Ads — [Facebook provides the following design recommendations](#):

- Recommended image size: 1080 x 1080 pixels
- Image ratio: 1:1
- Text: 125 characters
- Headline: 40 characters
- Link description: 20 characters

Remember that these are the ad options for the “Traffic” objective.

If you selected “boost your posts,” you’d be presented with different ad options like the [Page Post Engagement: Photo ad](#). This ad has a unique set of design recommendations.

Once you select an ad type, the Ads Manager will prompt you to identify how you’d like to display your ad. The options they provide are as follows: Desktop News Feed, Mobile News Feed, and Desktop Right Column.

Here’s how each ad would appear.

Desktop News Feed

laurel wolf **Laurel & Wolf** Sponsored ·

Like Page

Refinery29: See how this recent grad was able to afford professional interior design

I Hired An Interior Designer Without Going Broke (& I'm Only 23)

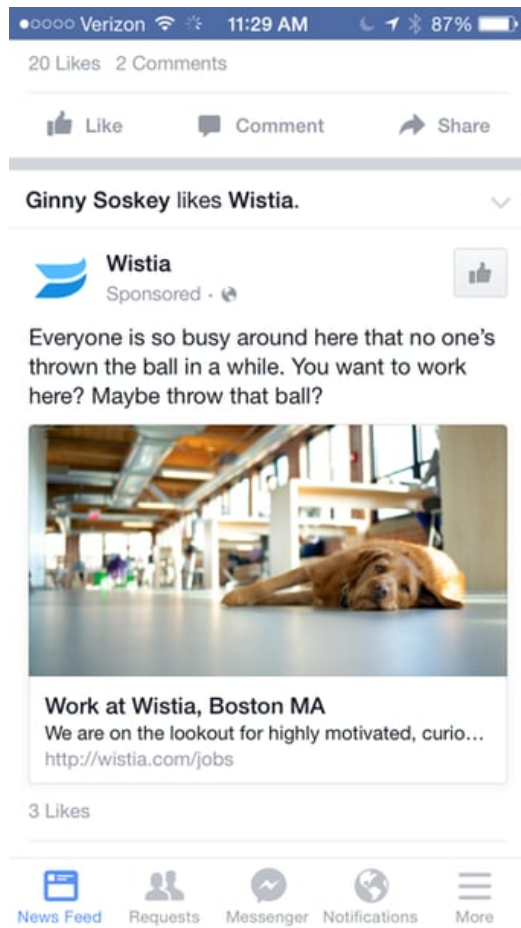
I moved in with my boyfriend a little over a year ago. Our new home is a gorgeous, 1939 Art Deco-style building in the heart of West Hollywood; it's twice as lovely...

WWW.REFINERY29.COM

109 Likes 8 Comments 13 Shares

Like Comment Share

Mobile News Feed



Desktop Right Column



Be aware if your ad isn't associated with a Facebook page, you'll only be able to run Desktop Right Column ads. To leverage all three display locations, you can [learn how to create a Facebook page here](#).

7. Monitor Your Ad's Performance Metrics

Once your ads are running, you'll want to keep an eye on how they're doing. To see their results, you'll want to look in two places: the Facebook Ads Manager and your marketing software.

[According to Facebook](#), here are some of the key metrics to look for (and their definitions).

- **Performance**, which can be customized further to include metrics like results, reach, frequency, and impressions.
- **Engagement**, which can be customized further to include metrics like Page likes, Page engagement, and post engagement.
- **Videos**, which can be customized further to include metrics like video views and the average percentage of video viewed.
- **Website**, which can be customized further to include metrics like website actions (all), checkouts, payment details, purchases, and adds to cart.
- **Apps**, which can be further customized to include metrics like app installs, app engagement, credit spends, mobile app actions, and cost per app engagement.
- **Events**, which can be further customized to include metrics like event responses and cost per event response.
- **Clicks**, which can be further customized to include metrics like clicks, unique clicks, CTR (click-through rate), and CPC (cost per click).
- **Settings**, which can be further customized to include metrics like start date, end date, ad set name, ad ID, delivery, bid, and objective.

Regardless of which of these metrics you use to measure the success of your advertising efforts, you can find the data in the Ads Manager.

8. Report on Facebook Ad Performance

You can receive custom reports via email as well. Here's how to set it up:

1. Navigate to "Analyze and Report" through the upper main menu.
2. Choose "Ads Reporting."
3. Select "Create Custom Report."
4. Select and open a saved report.
5. Choose "Save As" next to the save icon. Give your report a name and check "Schedule Email."
6. Follow the prompts to edit and confirm your reporting preferences.

While there are certainly a lot of details to keep straight when planning a paid Facebook ad, it's important that you don't lose sight of the big picture. Reporting on clicks and conversions from Facebook is important.

However, if you're using URLs with specific UTM codes, you have an opportunity to measure your ads' full-funnel effectiveness [using your marketing software](#).

Tracking URLs will help your marketing software keep track of how many leads, or better yet, how many customers you've gained from your advertising efforts. This information is useful in determining the ROI of this source, and can also be used to inform your overall [Facebook marketing](#) strategy.

If you're a HubSpot customer using [HubSpot's ads tool](#), this process is already taken care of for you. You can also create unique tracking codes for your Facebook campaign by navigating to the "Tracking URL Builder" on the Reports homepage.

All you'll need to do is plug in the URL, attach a campaign, and choose the source you want the URL to be attributed to in your Sources Report.

Once your ad launches and you start getting conversions on your website, you'll be able to easily track how many visits, contacts, and customers you're generating.

How to Create Facebook Ads

To create a Facebook ad that drives measurable results, follow these tips.



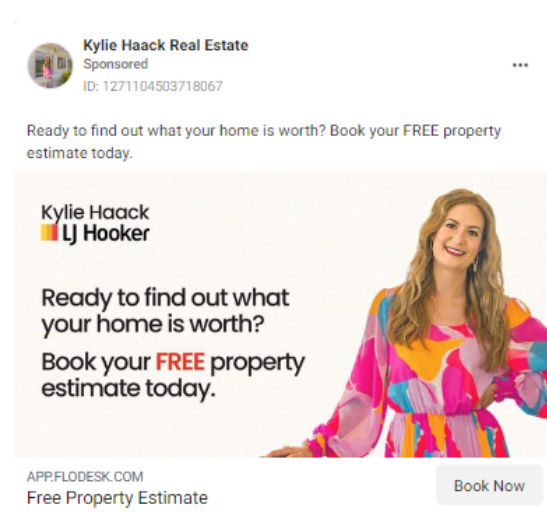
1. Define Your Target Audience and Create Ads for Them

While creating ads, it's tempting to make your messaging vague enough to resonate with everyone. But if you want your Facebook ads to be effective, tailor them to [a specific audience](#).

Before you start creating images/videos and writing ad copy, figure out who is most likely to become paying customers. These are the people you should try to persuade with your ads.

To take things up a notch, use Facebook's advanced targeting feature to add (or remove) people who follow certain apps, events, or pages. This may take a bit of time, but you'll increase the ROI of your ad campaigns.

Although Kylie Haack is a real estate company that sells properties, this ad is targeted specifically toward people who want to appraise their homes — not people who want to buy.



2. Write a Catchy but Clear Headline

Your headline is usually the first thing people will see on your Facebook ad. If it doesn't catch people's attention, it will reflect negatively on your click-through rate (CTR) and conversion rate.

With headlines, don't try to shove your offer down people's throats. Instead, be clear and conversational, and try to communicate your product's benefits, if possible.



The image shows a screenshot of a Facebook ad. At the top left, there is a HubSpot logo and the text "HubSpot Sponsored" with an ID number. Below this, a line of text reads: "Need help with your Facebook Ads campaign? Check out our free guide on how to create campaigns that will convert customers." The main body of the ad has an orange background. It features the text "Free Ebook + Guide" at the top. The main headline is "The Beginner's Guide to Facebook & Instagram Marketing" in large, bold, white font. To the right of the headline is a small image of the guide cover, which shows a man wearing headphones working on a laptop. Below the headline, there is a paragraph of text: "Meta and HubSpot have come together to bring you a complete guide to help you attract prospective customers, nurture your leads and optimize your campaigns in the future." At the bottom right of the ad, there is a Meta logo. Below the ad, there is a URL "HUBSPOT.COM" and a red-bordered button that says "Maximize Lead Generation". Below the button, it says "Download the free guide." To the right of the button is a "Learn more" button.

In this ad, HubSpot is urging people who need help with Facebook or [Instagram marketing](#) to check out their free guide on the topic. Their headline for this ad is: *Maximize Lead Generation.*

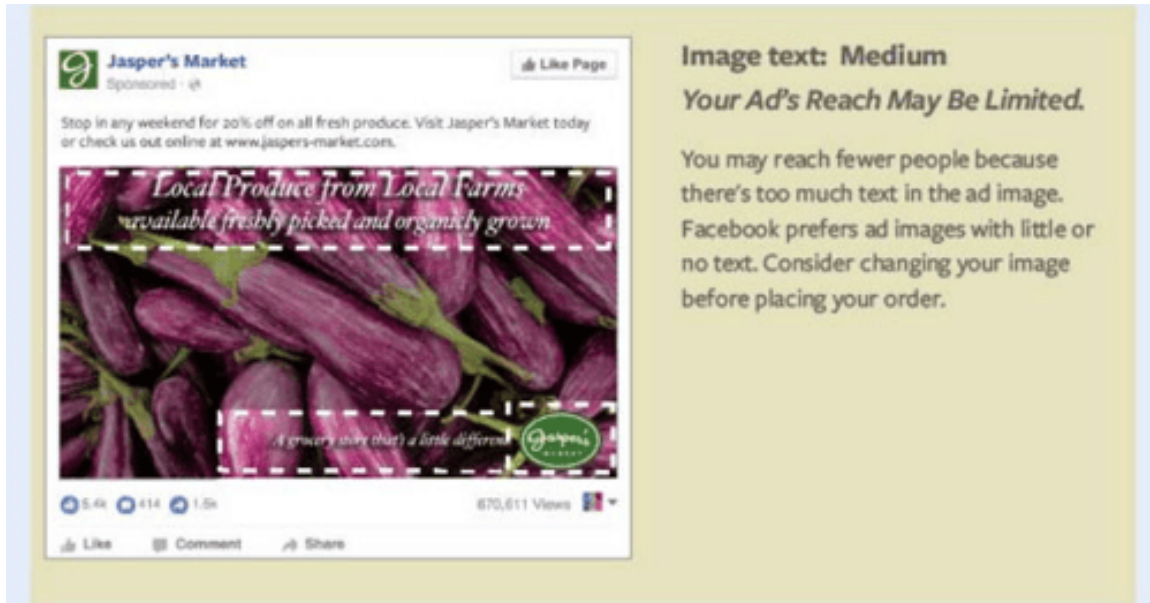
This simple, but powerful, headline summarizes the benefits people would get if they read and apply what's in the free guide.

Pro tip: To improve your headlines and get better results, run split tests (more on that next). These tests can help you determine the messaging that gets people to convert.

3. Don't Use Text-Heavy Graphics

According to Facebook, images with **less than 20% of text** perform better. So try not to design graphics with too much text on them.

Text-heavy graphics can distract a prospect from your message, so it's best to let the graphics speak for themselves. For example, the ad below has too much text.



The image shows a Facebook advertisement for Jasper's Market. The ad features a background image of purple eggplants. Overlaid on the image is the text: "Local Produce from Local Farms", "available freshly picked and organically grown", and "A grocer's store that's a little different". The Jasper's Market logo is in the bottom right corner of the image. The ad's caption reads: "Stop in any weekend for 20% off on all fresh produce. Visit Jasper's Market today or check us out online at www.jaspers-market.com." The ad has 5.4k likes, 414 comments, 1.5k shares, and 870,611 views. To the right of the ad, a text box states: "Image text: Medium", "Your Ad's Reach May Be Limited.", and "You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order."

To prevent this from happening, you can use a longer ad caption. But if you must use text on your image, try using a smaller font and fewer words to reduce the proportion of text to image.

4. Use Simple and Easy-to-Understand Language

Ad copywriting is not an avenue to channel your inner Victorian author. It doesn't matter if you're an Insta-famous poet or you've won a Pulitzer — using verbose language in your Facebook ads will confuse your prospects.

When writing ad copy, the main goal is to make it easy for anyone to understand. When a prospect sees your ad, they should instantly know:

- What your offer is.
- How it will benefit them.
- What to do next.

That's why we love this Mailchimp ad, which helps people with online stores automate their marketing.

The copy in this ad is simple and to the point: “Automate your marketing with Customer Journey Builder and watch your orders grow.” Then, Mailchimp gives a simplified visualization of what the automation process looks like.

This helps prospects understand exactly how the Customer Journey Builder feature can take things off their plate and help them grow their business.

The image shows a Facebook-style sponsored advertisement for Mailchimp. At the top left is the Mailchimp logo and the text "Mailchimp Sponsored" with an ID number. Below this is the headline "Automate your marketing with Customer Journey Builder and watch your orders grow." The main body of the ad has a light blue background and features the text "Generate up to 4x more Orders with Customer Journey Builder automations". Below the text is a flowchart visualization of an automation process. The flowchart starts with a box "Wait 3 days", followed by a decision box "Completes purchase?". If the answer is "no", it leads to a box "Gets reminder". The flowchart is overlaid on a smartphone screen showing a notification from "Metal Lotus Yoga" to an "Inactive Customer" with the text "You left something behind" and a "RETURN TO CART" button. At the bottom left of the ad is the text "AD.DOUBLECLICK.NET Increase orders with automations" and at the bottom right is a "Learn More" button.

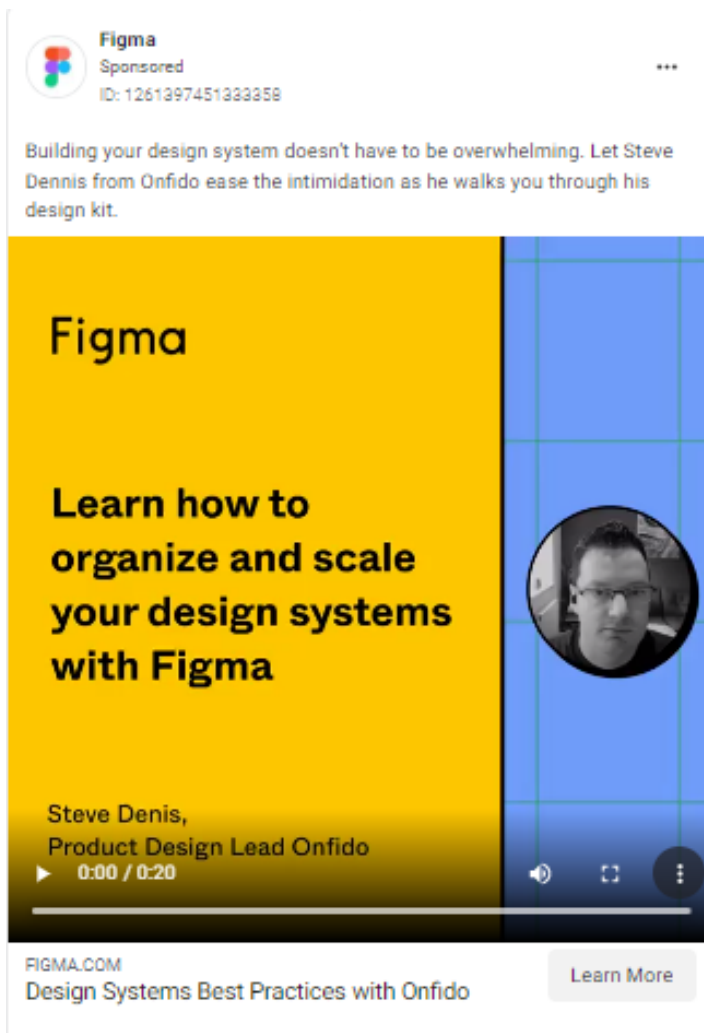
5. Use Social Proof in Your Ads

When a prospect sees your Facebook ad – especially if it's the first time – they may not trust your brand or offer immediately. And that's okay.

It's your job to convince them that you're the real deal. A great way to do this is to use social proof in your ads.

Social proof comes in many forms – reactions, comments, shares, testimonials, and reviews. Featuring these in your ads shows prospects that other people have worked with your brand and purchased your offer without any regrets. Once they see this, they may be convinced to be your customer, too.

Before Adobe acquired the company, Figma was really good at using social proof in their Facebook ads.



In the pictured ad, the product design lead at Onfido, Steve Denis, walks people through how Onfido uses Figma to organize and scale its design systems. The message is simple: If other companies trust Figma to meet their design needs, you can too.

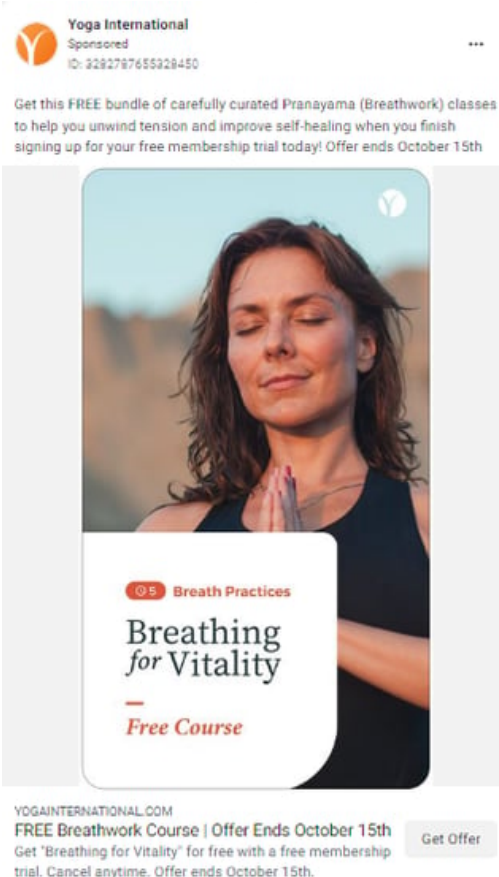
6. Match Your Facebook Ad to Your Landing Page

When you run ads on Facebook, you're essentially telling your audience that if they click your ad, they'll get exactly what you're offering on the page your ad leads to.

There's no quicker way to lose the trust of your audience and increase your bounce rates than to send people to a landing page that has absolutely nothing to do with the offer they were interested in.

When designing your ad and landing page, ensure that the offer promised in the ad is the same as the one on the [landing page](#). You should also include common elements, such as colors, fonts, and images, that will make it easy for people to recognize your offer and convert.

Here's a great example of ad-landing page sync.



Yoga International
Sponsored
ID: 9282767655928450

Get this **FREE** bundle of carefully curated Pranayama (Breathwork) classes to help you unwind tension and improve self-healing when you finish signing up for your free membership trial today! Offer ends October 15th

Breath Practices
Breathing for Vitality
Free Course

YOGAININTERNATIONAL.COM
FREE Breathwork Course | Offer Ends October 15th
Get 'Breathing for Vitality' for free with a free membership trial. Cancel anytime. Offer ends October 15th. [Get Offer](#)

YOGA INTERNATIONAL


BREATHING FOR VITALITY

\$69 value, FREE with a 7-day free trial.

Discover guided breathwork meditations to support a harmonious and balanced lifestyle. Try these simple practices in the morning, afternoon, or evening to improve self-healing, relieve stress, and inspire a healthy, vibrant life.

GET YOUR FREE COURSE

Offer ends soon. Cancel online anytime

A photograph of a woman with short grey hair, wearing a white tank top, performing a breathing exercise. She is shown in profile, with her right hand held up to her nose, likely practicing a technique like Nadi Shodhana (alternate nostril breathing). The background is a plain, light-colored wall.

Here, Yoga International is advertising their free breathwork classes that can help people “unwind tension and improve self-healing.” The ad and the landing page it leads to share several design elements.

That includes brand colors, image choices, and fonts. These common elements help prospects feel like the landing page is an extension of the Facebook ad, rather than a new offer entirely.

7. Have a Direct Call-to-Action in Your Ad

The perfect Facebook ad should have a clear action the prospect should take.

Some ads are designed to spread awareness about a brand. Other ads lead users to installs, ebook downloads, or sales.

Ideally, ads do both. But to be on the safe side — and to get results that move the needle toward business growth — be clear on exactly what you want your prospects to do after they see the ad.

Calls to action like “Sign up,” “Follow,” “Download,” “Install the App,” and “Shop Now” clearly communicate the desired course of action to a prospect. Without a good CTA, people would see your ad, but they’ll have no idea what to do next.

d Dermalogica
Sponsored
ID: 807112460334824

Shop our limited-edition Brightening BioLumin-C Trio featuring our best-selling Vitamin C serum, eye serum and gel moisturizer for \$89, a \$113 value!

**3-STEP ROUTINE WITH
ULTRA-BRIGHTENING
VITAMIN C**

DERMALOGICA.COM
Free shipping on orders \$50+
Professional-grade skincare

Shop Now

In this ad, Dermalogica, a skincare company, advertises a power trio of three products. Plus, the bundle is less than half of the original prices of the individual products.

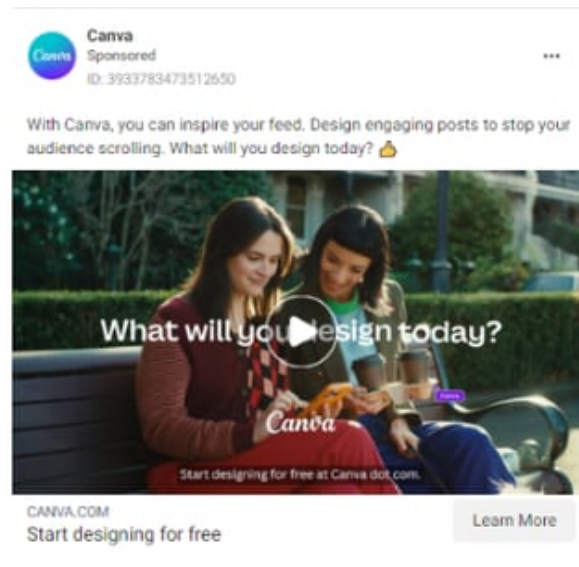
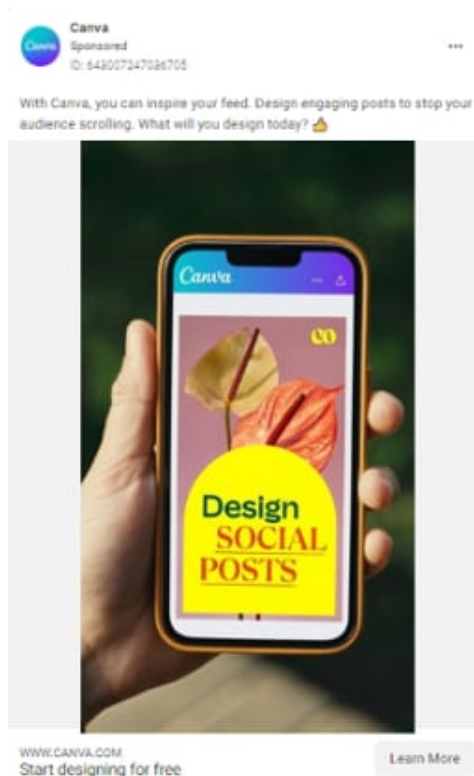
The ad is straightforward. It says what the product is, what the discount is, and the perk (free shipping) you get if you buy the product.

The “Shop Now” call-to-action is direct. This indicates that Dermalogica’s goal is for people to click the link and buy the product package.

8. Run A/B Tests

The only way you can improve your Facebook ads is to [run split tests](#) on everything – from the headline to ad copy to visuals and CTAs. Sometimes, an ad might not perform well because the copy isn't convincing enough or the visuals aren't eye-catching.

To know for sure, create different variations of the same ad – changing one thing at a time – and publish them. Let them run then check to see which version(s) gets the most likes, comments, shares, and conversions.



In the instance above, Canva ran A/B tests on the ad creatives. In both ads, the ad copy is exactly the same, but the visual assets are not – one's an image and the other is a video.

Although the ad copy is the same, the change in visuals can spell a huge difference in the ROI from both ads.



Using Facebook Ads Manager for Your Next Campaign

Now that you know how to set up an ad, it's time to create one of your own so you can spread brand awareness on Facebook, generate traffic, and gather leads from your ideal prospects on the platform.

About Inbound 281



A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

[Schedule a Conversation](#)

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