

## 10 Tips for Winning Facebook Ad

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- ❖ Good Offer
  - So the first critical element that you need for a winning Facebook ad is a really good offer.
  - If what you're offering people is not enticing, it's not irresistible, then no amount of good copy or good targeting or anything like that will make your ad successful.
  - Because at the end of the day, it's got to be irresistible to your target audience.
- ❖ Good image
  - Your target customer is going about their daily life and the first thing that they are going to see is that image that you use in your ad.
  - It's so, so important to have a compelling and an enticing image. And it almost doesn't even have to relate to the actual offer or the ad.
  - And there's lots of free resources that you can use to find images. But you do need a really good image to stop people in their tracks to stop their thumb from scrolling past your ad so that they look at it, and it's appealing to them in some way.
- ❖ Good call to action
  - Have a great image and then there's no instruction of what you want people to do.
  - You need to be quite explicit in telling people what you want them to do. In fact, I've seen comments in certain ads, where they'll say, Yes, please, or how do I proceed? Or people asking in the comments? What do they need to do to take the next step?
- ❖ Have a link in the copy
  - Next point is its good to have a link in the copy of where you want them to go.
  - So yes, it's in conjunction with the link that if they click on the image, they will go there, but it's just being that level of explicitness people telling them click on this link to do whatever, download this checklist, or etc, etc.
  - It just makes it a little bit more obvious for people what do you want them to do to. Avoid getting those comments in your out of yes, please, or how do I get download the guide.
- ❖ Try and use a story in your head

- Try and use a story in your head and I just say so many people not doing this. And it's such a missed opportunity.
- If you think about it, Facebook is a social network. It's a social platform where people are engaging and being social with each other. And there's no reason why your ad should be any different.
- So please try and use a story in your ad in whatever way you can. Because it just makes it a lot more engaging, especially if it's an offer that they want.
- But they'll actually read your story because it's, it's interesting, and it's engaging, and then they might share it or tag their friends and especially like.
- ❖ Test long vs short copy
  - Point number six for a winning Facebook ad is to test long versus short copy.
  - And by long copy, I mean, lots of words in your ad, like, and sometimes even so words, we've used when I started testing this, I thought to myself well, the short copy is going to win every time because people's attention span these days. And not what they used to be, and no one's going to bother to read a long copy ad.
  - And I always say to students, and coach and clients, I'm constantly humbled online, I'm constantly humbled by what people do, because it's sometimes the opposite of what I think they will do.
  - And that's because this is obviously long copy when it's written well and it's using a story that's engaging because it becomes almost like a mini landing page.
  - And then the people who do actually bother to read all that copy and more likely to convert if they click on it, because you've qualified them through that copy. So try it in your business, try and test short copy versus long copy, and you too might be surprised at what you will find by doing that test.
- ❖ Try and use some emojis
  - Some people really don't like emojis, but test it in your business. Because the results that we see where we use emojis in our ads are really good.
  - And that's sort of continuing on with the social aspect of Facebook that lets people's guard down the ad doesn't feel like an ad because it's not so clinical, and it's a lot more conversational and relatable.

- So try and inject some emojis in your ad, you can just search online for some free emojis. And you just copy and paste them into your ads.
- They're really simple to use and you'll find you can really inject a bit of your own personality through the use of emojis in your ads.
- ❖ Use a question in your ad
  - Try and use a question in your business lead, but a question that is framed in such a way, way that you want the people who've said yes to and that also like people are compelled to answer questions in their head when they read something. And it's I guess it's a classic copywriting technique.
- ❖ Incorporate social proof in your ad
  - Point number nine of what makes up a winning Facebook ad is to try and incorporate some social proof in your ad.
  - We all know that social proof adds a huge element of trust to you, and your business and your ad.
  - So any kind of social proof that you can incorporate in, it will be the ultimate kind of endorsement for your ad.
- ❖ Moderate comments
  - And the last element that makes up a good Facebook ad is to please moderate comments.
  - I see so many Facebook ads that have some pretty awful comments on there, and the advertiser hasn't moderated the comments at all. So yes, of course, haters will always be haters in you will get some negative comments on your ads.
  - But I actually think it's a good opportunity to address whatever other objections or concerns that people have. And it's a good opportunity to say at, not hide them and address them. But don't leave them unaddressed.
  - If you're not going to address it, or you think there's no nice way of responding to people that will turn it around and improve your ad then either remove or hide the comments or and block that person from making further comments on your end. Because when you've got unmoderated comments on there that quite scathing and rude and negative and it just looks really bad. So either respond or remove.

So there you have our top no elements that make up a winning Facebook ad.