

9 STEPS TO CREATING HIGH CONVERTING FACEBOOK NEWS FEED ADS

- 1 Use eye catching visual images in your ad to grab your prospects attention.
- 2 Headshots of people are proven to work well as your images.
- 3 Use colour contrasting combinations to make your ad stand out.
- 4 Use a high quality image that is the right size.
- 5 Target the correct, highly targeted, audience with relevant images and ad text.
- 6 Show a clear end benefit to the user by clicking on your ad and taking action.
- 7 Write a strong headline with benefit driven, power, words and phrases.
- 8 Include a clear, benefit driven, call to action to get them to click.
- 9 Test, test and test some more until you find winning formulas.