



# Facebook Ads: Dos and Don'ts

## Campaign Set Up

### Campaign Objective

- ✓ DO choose the Traffic objective if you have a relevant page on your website you can send users to.
- ✓ DO choose the Video Views objective if your aim is to generate brand awareness and you are using a video creative. Video views are much cheaper than website clicks!
- ✗ DON'T switch on Campaign Budget Optimisation as you will then be unable to manually set the daily budget for each individual ad set.

### Naming Conventions

- ✓ DO choose a simple campaign name that will help you to remember exactly what the campaign is about.
- ✓ DO include the audience targeting or creative type in the ad set name, eg. 'Campaign - UK, 30-50, Parents - Video'.
- ✓ DO differentiate the ad names by targeting as this will make it easier to see which ads are in which ad set when having to filter by ad name.
- ✗ DON'T make the campaign, ad set and ad names too long. Keeping them as brief as possible will help you when navigating around Ads Manager.

## Ad Set Creation

### Normal or Dynamic Creative

- ✓ DO choose dynamic creative if you want to provide multiple images, headlines or primary text options on the same ad. Facebook will then automatically generate the best



combination for your audience. This means you won't have to create multiple ads for each creative element.

✓ DO select dynamic creative before publishing the ad set, this cannot be turned on or off once published.

✗ DON'T select dynamic creative if you are using video as Facebook does not allow videos to be uploaded into a dynamic ad.

## **Audience**

✓ DO look at the potential reach number when selecting your audience. If too broad, you could be paying for link clicks from people who may not be totally relevant. If too specific, your ad will only show to a very small number of people or may not show at all.

✓ DO create a custom audience retargeting all website visitors if you have the Facebook pixel set up.

✓ DO try and use the 'narrow audience' option when targeting. This means that the user will have to match 1 detail AND 1 other detail. If you add all targeting options into the same box, this will mean that the user will have to match 1 detail OR 1 other detail.

## **Placements**

✓ DO manually select placements if you want to only show your ads on either Facebook or Instagram or certain places on these two platforms.

✗ DON'T select 'Apps and Sites' as a placement if you don't want your ads to be shown on the Audience Network (external apps and websites).

## **Budget**

✓ DO choose either landing page views or link clicks for ad delivery as this means you will only be charged when a user clicks your ad, not when a certain number of people see the ad and potentially take no action.



✓ DO remember that Facebook will combine the daily budget for each ad set as the total daily budget for the whole campaign. Split whatever you want to spend equally between the ad sets to begin with.

✗ DON'T add a bid cap unless you need to be very strict with how much a link click (or other depending on objective) will cost. This cap will make you less competitive in the Facebook ad auction. However, after using automatic bidding, you can add this if you are finding the CPC to be too high.

## **Schedule**

✓ DO choose a start and end date for your ad set if there is a certain time that you will want your ads to stop showing, eg. if you have an offer on for a limited amount of time only.

## **Ad Creative**

### **Primary Text**

✓ DO try and keep the most important part of your ad copy within the first 3 lines. Facebook recommends no more than 125 characters (any more than this may be truncated).

✓ DO use emojis (a sensible amount)! These can help to make your ad stand out on a user's feed.

✗ DON'T make the primary text overcomplicated. Ensure users know exactly what your ad is about or what you are offering.

### **Headline, Description & Call To Action Button**

✓ DO keep your headline simple.

✓ DO choose the most relevant call to action button.

✗ DON'T exceed 25 characters in your headline (any more than this will appear truncated).



✗ DON'T include essential information in your description as this may not be shown every time.

## Image and Video

✓ DO use a high-quality image in the recommended resolution for Facebook: 1200x628px (landscape) or 1080x1080px (square). We recommend using the square format as it takes up more room on a user's Facebook feed and is therefore more eye-catching.

✓ DO use a high-quality image in the recommended resolution for Instagram: 1080x1080px

✓ DO ensure you use a high-quality video with a resolution above 600x315px (landscape) or 600x600px (square).

✗ DON'T upload an image or video that consists of more than 20% text. This could experience reduced delivery or may not even be shown at all.

✗ DON'T upload a video that is over 240 minutes long.

✗ DON'T upload a video that is over 4GB in file size.

## Tracking

✓ DO ensure your Facebook pixel is switched on if this is set up on your website.

✓ DO add URL parameters in order to track your ad performance within Google Analytics. Use the build a parameter tool to do this (campaign source=facebook, campaign medium=cpc, campaign name=*select*)

✗ DON'T select campaign/ad set/ad name as 'campaign name' in the UTM parameter if it has been edited. Whatever the name was when it was first published will pull through in Analytics.