

# Creating Quality, Engaging Ads on Facebook and Instagram

# Tips for Facebook Ads

- Use the recommended aspect ratio for each placement
- Use high-resolution images
- Show your product or brand clearly
- Avoid too much image text (ads with a high amount of image text may not be shown)
- Focus your message
- Preview your ads using FB's Creative Hub

# Tips for Instagram Feed Ads

- **Make sure that your images are on brand:** The images you share on Instagram should be consistent even if you use some images as organic content and others as ads.
- **Use images that are concept-driven:** What do you want your message to be? What do you want people to think or feel when they see your ad? How do you want people to describe your brand? With your ads, you can incorporate visual concepts that tell a story about your business.
- **Make sure that your images are well crafted:** This doesn't mean you have to be a photographer to create beautiful images on Instagram. Well crafted images are ones that; Keep a strong focal point (this can be your brand's logo or another brand element that's recognisable to your audience), and check your framing and lighting. Using clear and straightforward images help to present your business appropriately on Instagram.

# Tips for Stories Ads

- **Keep attention with speed:** People consume Stories content much faster than other placements so create ads that capture the audience's attention from the first frame and use speed to keep their attention.
- **Create for Stories-first:** Use a full-screen vertical design made specifically for the Stories placement. However if you choose to repurpose an existing ad, make sure that you don't remove important information through cropping or zooming.
- **Use multiple scenes:** Ads that have short, concise scenes perform better than long, slow scenes. Use fast-paced narratives that are quick to get to the point and easier for viewers to consume.
- **Enhance with motion:** Ads that use motion perform better. Consider adding motion to your static images.
- **Mix and match video and static:** Campaigns with multiple ad sets tend to perform better. Try using mixed medium assets, such as static images and motion videos, in your stories.

# Tips for Stories Ads Cont.

- **Begin with your brand:** Ads with the best performance tend to put their key messages at the beginning of the ad. Put your logos or brand elements at the start of your creative.
- **Design with your objective in mind:** Your ad will perform better if you design your creative around your objective. If you use a brand objective, focus your ad on people. If you use a conversion objective, focus on products.
- **Limit price inclusion:** Ads that don't include specific prices perform better for purchases and brand awareness.
- **Enhance with sound:** The majority of stories with voiceover or music drive better results compared to ads without any sound. Use audio to enhance your message.
- **Call your audience to action strategically:** Your call to action (CTA) drives viewers to take actions on your ad. Emphasise the action that you want your audience to take, such as "Swipe Up" or "Shop Here."



# Facebook's Ad Review Process and Policies

Before adverts appear on Facebook or Instagram, they're reviewed to make sure that they meet FB's Advertising Policies.

Typically, most adverts are reviewed within 24 hours, although in some cases, it may take longer.

During the advert review process, they check your advert's images, text, targeting and positioning, in addition to the content on your advert's landing page.

Your advert may not be approved if the landing page content isn't fully functional, doesn't match the product/service promoted in your advert or doesn't fully comply with their Advertising Policies.

After your advert has been reviewed, you'll receive a notification letting you know whether your advert has been approved. If it's approved, your ad will start running.

Steps to take if disapproved:

- Appeal the decision
- Edit your ad using the info sent to you via email (FB will give you details of why it's been rejected)
- Re-submit your ad

[Facebook's Ad Policies In Full](#)

