

FACEBOOK ADS TEMPLATES

YOU CAN USE TO CREATE BETTER ADS FACEBOOK



THE 20 MOST POPULAR FACEBOOK ADS TEMPLATES

Facebook ads are the #1 tool that advertisers have for connecting directly with their audience, but creating these ads takes a lot of time and hard work.

Because there are so many different types of ads you can create, anything you can do to streamline the process is a big help.

That's why we've put together these templates — to help you create better Facebook ads that are optimized for the platform and consistent with your brand.

For each different Facebook ad type you'll find two sections:

- 🕒 A general template that summarizes all the specs you need to know (the right dimensions, content, and layout) and suggests some best practice to follow.
- 🕒 An example of the real Facebook ads we (or our clients) ran, with a breakdown of what makes it unique and additional insight into how you can make each template work for You!

And remember that all ads must also comply with **Facebook Advertising Policies**.

If you're not using templates for your Facebook ad campaigns already, get started now with this first batch of Facebook Ads Templates (yes, there's more to come)! But don't stop here!

If you really want to **grow your business and boost your digital advertising** results (both on Facebook, Instagram and Google Ads) you need a mix of smart **A/B testing, laser focused retargeting**, and great copy and **design assets**.

Luckily, **Digitaloye** can help you do all three of these things and more!

TRY IT NOW, IT'S FREE !

IMAGE AD TEMPLATE

The image ad is your best friend, your stalwart companion, and the most popular format for social media ads.



SPECIFICATIONS:

- Image ratio: 9:16 to 16:9
- File type: jpg or png
- Text: Truncated to 125 characters
- Contains 20% or less text in relation to the image content

[Check here](#)

WITH LINK:

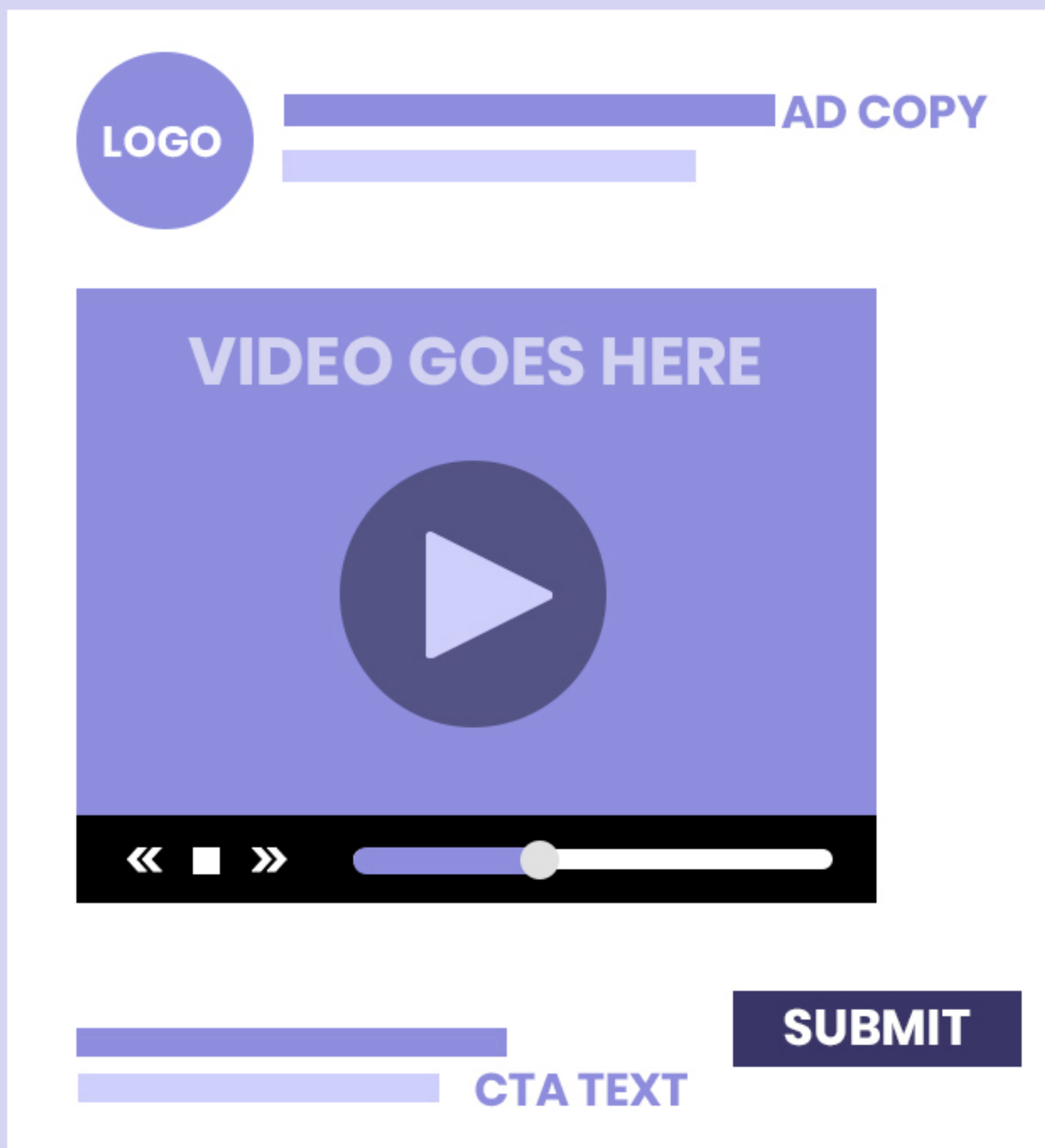
- Image ratio: 1.91:1 to 1:1
- Recommended resolution: at least 1,080px x 1,080px
- Link Description: 30 characters

BEST PRACTICES

- Think about how to make your ad stand out in your audience's News Feed. **Bold colors and engaging** copy are a must.
- Keep your images simple, with a **single focal point**. You don't want to distract the viewers from the primary goal of your ad.
- Make sure the **imagery is consistent with your brand's design** standards.
- Create **high-resolution images** to grab your audience's attention.
- Use square images for a lower cost per acquisition (CPA) and to increase conversion.

2 VIDEO AD TEMPLATE

Facebook Video Ads give you an opportunity to connect with followers on an emotional level. They help you tell a story about your brand and boost engagement with your content.



SPECIFICATIONS:

- Video Ratio: 9:16 to 16:9
- Max File Size: 4GB
- Video Length: between 1 second and 240 Minutes
- Captions: optional but recommended
- Sound: optional but recommended

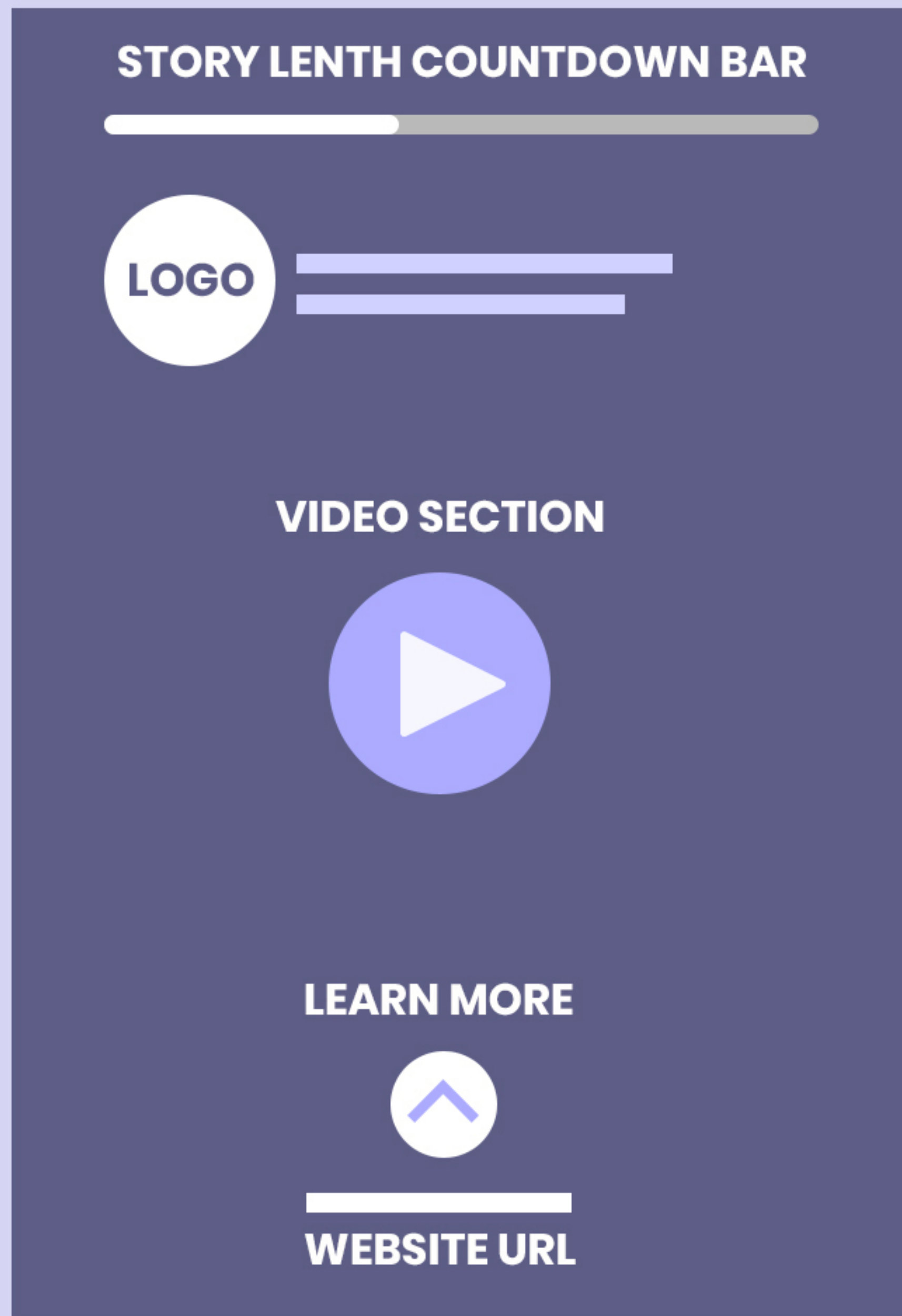
BEST PRACTICES

- **Record your video using the highest resolution possible.** Facebook recommends H.264 compression, square pixels, a fixed frame rate, progressive scan, and 128kbps+ stereo AAC audio compression.
- Create an **enticing thumbnail image** that draws the viewer in.
- Make sure viewers can follow along with or without sound. **Adding captions** is the best way to accomplish this.
- **Create a video that works well on desktop and mobile devices.** This ensures that your video is watchable on any device, without suffering any distortion due to scaling.



STORY AD TEMPLATE

Facebook Stories are some of the most immersive options you have for your ads campaigns. They help you create authentic, low-cost videos that connect with your audience.



SPECIFICATIONS:

- Duration: between 5 and 120 secs
- Minimum video width: 500px
- Aspect ratios: 9:16 and 4:5 to 1.91:1 (9:16 is preferred for mobile responsiveness)
- Leave 14% (250 pixels) at the top and bottom free of logos and text
- Subtitles or captions must be part of video file

BEST PRACTICES

- Keep 250px on the top and bottom free of important information so it isn't blocked by the logo and "learn more" sections of all Facebook Stories.
- Use your story to **connect with customers and encourage them to click** through to learn more.
- Use less ad copy. Your customers won't hang around for long-winded explanations, so **the images need to speak for themselves.**
- Remember that **these ads can be used on Instagram as well.**



CAROUSEL AD TEMPLATE

With carousel ads, you can create a series of images or videos that tell a story about your brand. **Carousel ads are great tools for boosting engagement**, walking through the features of a product, and encouraging potential customers to sign up. You have a lot more space to be **creative and tell a story**, so the ads are incredibly versatile.

SPECIFICATIONS:

- Between 2 and 10 cards
- Video length: up to 240 minutes
- Recommended resolution: at least 1080 x 1080px
- Maximum image file size: 30MB
- Individual image headline: 40 characters max
- Individual image link description: 20 characters max

BEST PRACTICES

- Make sure **each image is visually distinct from the rest**. This helps differentiate each card and **encourages engagement**.
- Use **headlines, link descriptions, and CTA text to provide context** on the individual offer shown in each card.
- **Create a narrative** about your company or product **that progresses through each card**.
- **Provide an overview** of your service, **or dive deep** into the features of **a single product**.



COLLECTION AD TEMPLATE

Collection ads let you showcase a number of products, giving Facebook users the ability to browse your store from their mobile device.

With **four standard templates**, you can **tailor the experience to a precise acquisition or conversion goal**.

SPECIFICATIONS:

- Headline: 25 characters
- Text: 90 characters
- All image and video specifications apply
- The cover image or video that shows in your ad is the first asset from the full-screen post-click experience.




BEST PRACTICES

- Make sure the series of **images and videos are distinct from one another** and are **visually appealing**.
- **Show off your personality** as well as the products or services that your company sells. When you're **specific with the logos, colors, and fonts being used**, it helps customers build **positive associations with your brand**.
- Because the destination for this ad is an Instant Experience, focus the **content on garnering interest** in your **brand or boosting purchase intent** for a particular product.



LEAD AD TEMPLATE

A Lead ad can be made with an image, video, or carousel, followed by the lead form, where Facebook users enter their information.



SPECIFICATIONS:

- Text: Truncated to 125 characters
- Integrates with your CRM
- Includes a Sign-up/Enter your information CTA
- Can use pre-populated data fields

BEST PRACTICES

- Keep your **lead form simple, and offer up something in return** for their valuable information.
- Collect personal details about your potential customers, which you can use to **create more specific custom audiences**.
- Lead ads have a **higher barrier to entry** than other types of ads because you're asking for personal information. **Make sure your targeting is specific**, otherwise you waste time showing the ad to uninterested followers who won't convert.
- Syncing with your CRM is easy with **CRM Synchronization**.

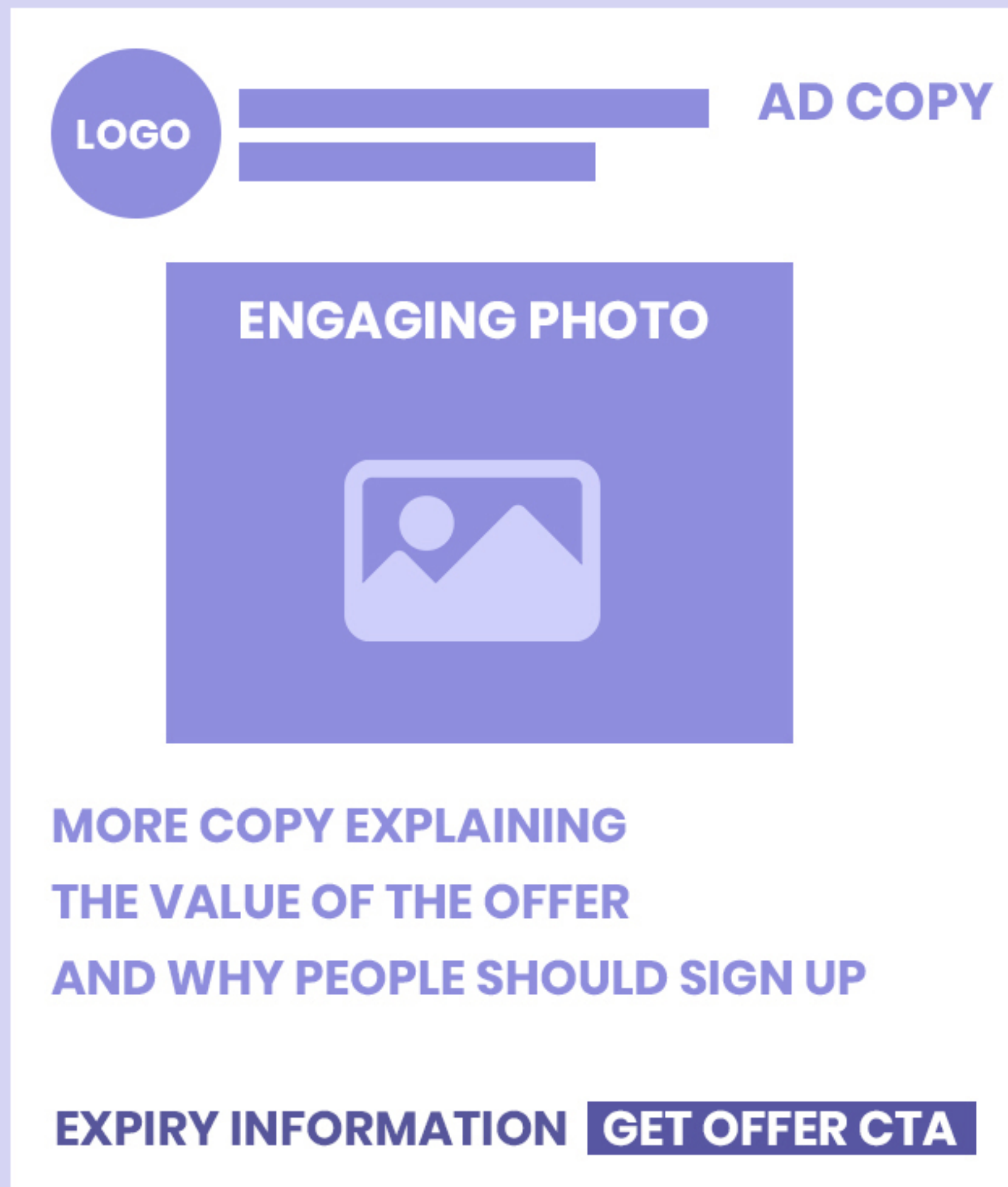


OFFER AD TEMPLATE

With an offer ad, you're giving something of value to your audience in return for their engagement.

SPECIFICATIONS:

- All Image ratio with link and video specifications apply
- 2 types of offer ads: Online and InStore
- Text: Truncated to 125 characters
- Includes sign-up form and CTA



BEST PRACTICES

- **Include the discount or coupon code in your image** for Facebook users who skim past the ad copy.
- **Your offer needs to be enticing** to sell the value your discount or coupon code provides.
- Use **a strong image, video, or carousel ad to make the offer appealing**; the post text ad copy won't always draw Facebook users in.
- Because you can use an image, video, or carousel ad as the format for your offer, always make sure you're **tailoring the type of ad used to the importance/value of your discount**.



POST ENGAGEMENT AD TEMPLATE

With an offer ad, you're giving something of value to your audience in return for their engagement.

SPECIFICATIONS:

- All image ratio with link and video specifications apply
- Includes a CTA
- Tailored to promote previously shared post content



LONGER AD COPY SECTION

FEATURED IMAGE FOR BLOG POST



WEBSITE URL

BOLDED IMAGE TAGLINE

SHORT IMAGE - SPECIFIC

BEST PRACTICES

- Keep these ads simple. The goal is to **tease the content in the post** that's being promoted.
- Only **share content you know has performed well in the past**. This gives you a better chance of driving engagement.
- Make adjustments to the ads based on how previous content resonated with your audience. It's easy to **tailor these ads to a specific Facebook user with the right audience**.
- Use **automatic post promotion** with AdEspresso to find the right kinds of posts to promote.



LEAD GENERATION AD TEMPLATE

Lead-generation ads target your ideal customers with the goal of enticing them to sign up for more information.

SPECIFICATIONS:

- Text: Truncated to 125 characters
- Sign-up/Enter your information CTA
- Include pre-populated data fields if possible
- Clear value proposition

LOGO

LONGER AD COPY SECTION

FEATURED IMAGE



LEAD GENERATION
ASSETS/EBOOK TITTLE

CTA

BEST PRACTICES

- Think about **what kind of personal details will help you build on the customer relationship**. It's a big ask to get your followers to provide their information, so **you need to be as targeted as possible**.
- The post text section is a great place to **hit home on the value of your lead-generation asset**.
- Make sure the **copy and image work together to educate** Facebook users **on the value your download provides**.



FREE TRIAL AD TEMPLATE

Free-trial ads have one goal: **get followers to sign up for the trial.**

LOGO

SLIGHTLY LONGER AD COPY SECTION

FEATURED IMAGE WITH FREE TRIALS

BOLDED IMAGE TAGLINE

SHORT PROMOTION

AD COPY

CTA

SPECIFICATIONS:

- All image and video specifications apply
- Include Sign-up/Enter your information CTA
- Use pre-populated data fields if possible

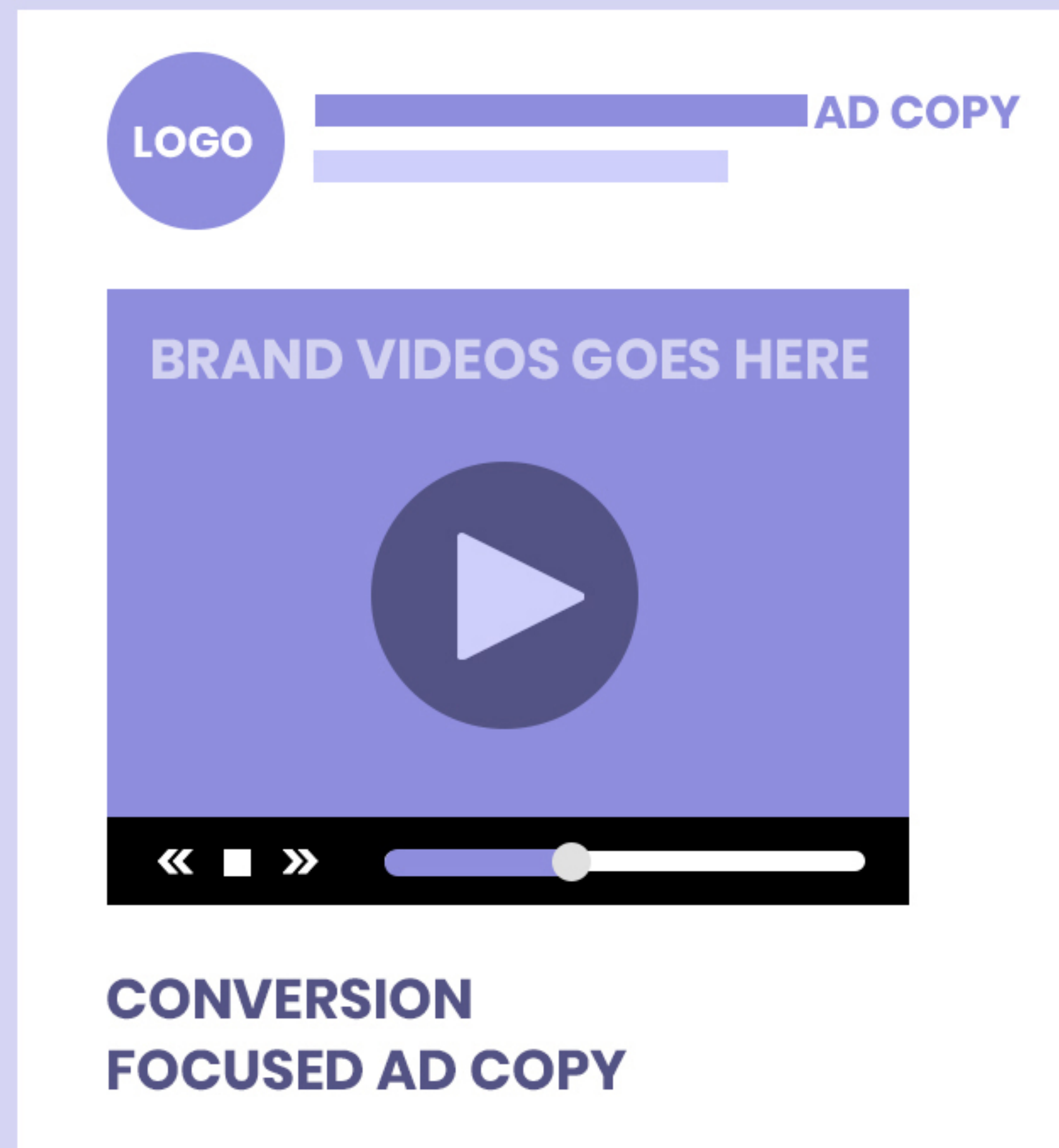
BEST PRACTICES

- Target a custom audience that is close to making their buying decision.
- **Speak to the value of your product or service directly.** This isn't the time to be coy or to beat around the bush.
- Try to **include information on the length of the free trial and the features it includes, and encourage followers to reach out** to your team for more information.
- **Include next steps** for Facebook users **to take when** they **complete their sign-up.**



BRAND AWARENESS AD

These ads should be one of the first things a follower sees when they're searching for information about your brand. The goal is to pique their interest in your product or service as opposed to diving into specific details. We recommend using a video ad, which can increase **brand awareness by 54%**, but you can use an image or carousel ad template as well.



SPECIFICATIONS:

- Text: Truncated at 125 characters
- All image and video specifications apply
- Headline: 25 characters
- Prominent logo

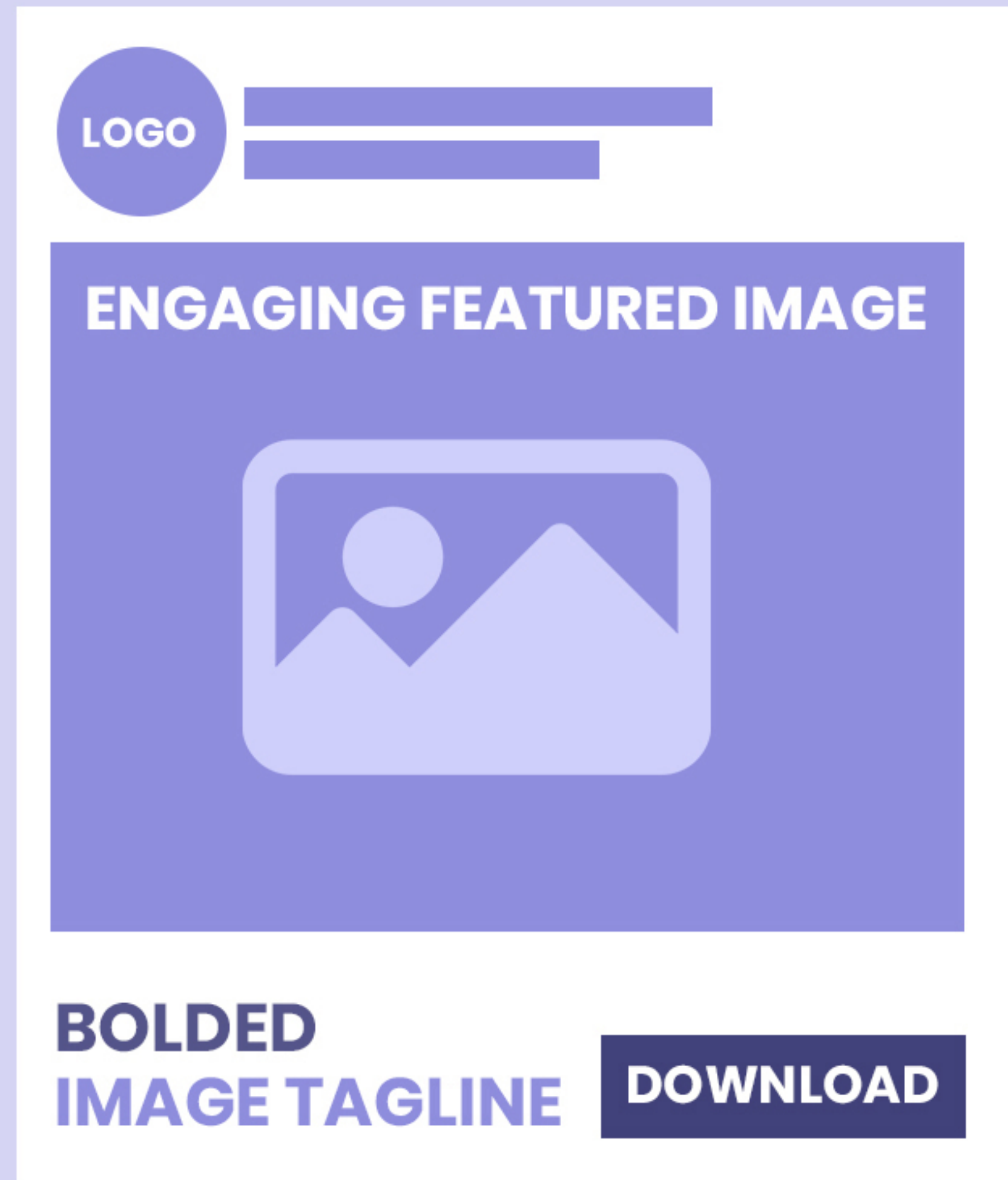
BEST PRACTICES

- **Target specific audiences based on their interests and previous search history.** Use this as an **opportunity to refine your audience** and find Facebook users who've interacted with your brand in the past as well.
- Show a strong personality and **highlight the most engaging aspects of your brand.**
- Use these ads to **encourage sharing** as well. This can boost the reach of your ads considerably.



LEAD MAGNET/NEWSLETTER SIGNUP AD

A lead magnet is one of the best tools you have for encouraging Facebook users to provide their information to your brand. Like newsletter signup ads, you're giving your audience something of value in return for entering their personal details.



SPECIFICATIONS:

- **Text:** Truncated at 125 characters
- **Sign up/Enter your information CTA**
- **Include pre-populated data fields, if possible**
- **All image specifications apply**

BEST PRACTICES

- Always **make sure you have a strong value proposition.** The goal of these ads is to get people to sign up and they'll be more likely to do so when you're giving them something enticing in return.
- Create a **CTA that lets Facebook users know exactly what they must do next** to receive the lead magnet or complete the signup process.
- **Specific audience targeting will increase the potential for conversion.** It gives you a way to speak directly to the value that audience wants/needs.
- Make sure **your image reinforces the ad copy** and **reminds followers that the lead magnet or newsletter is free.**



ABANDONED CART AD

Customers abandon their shopping carts almost 70% percent of the time. Abandoned cart ads help you recover those lost sales. **These hyper-targeted ads are designed to entice potential customers back to your store** to complete the purchase.

SPECIFICATIONS:

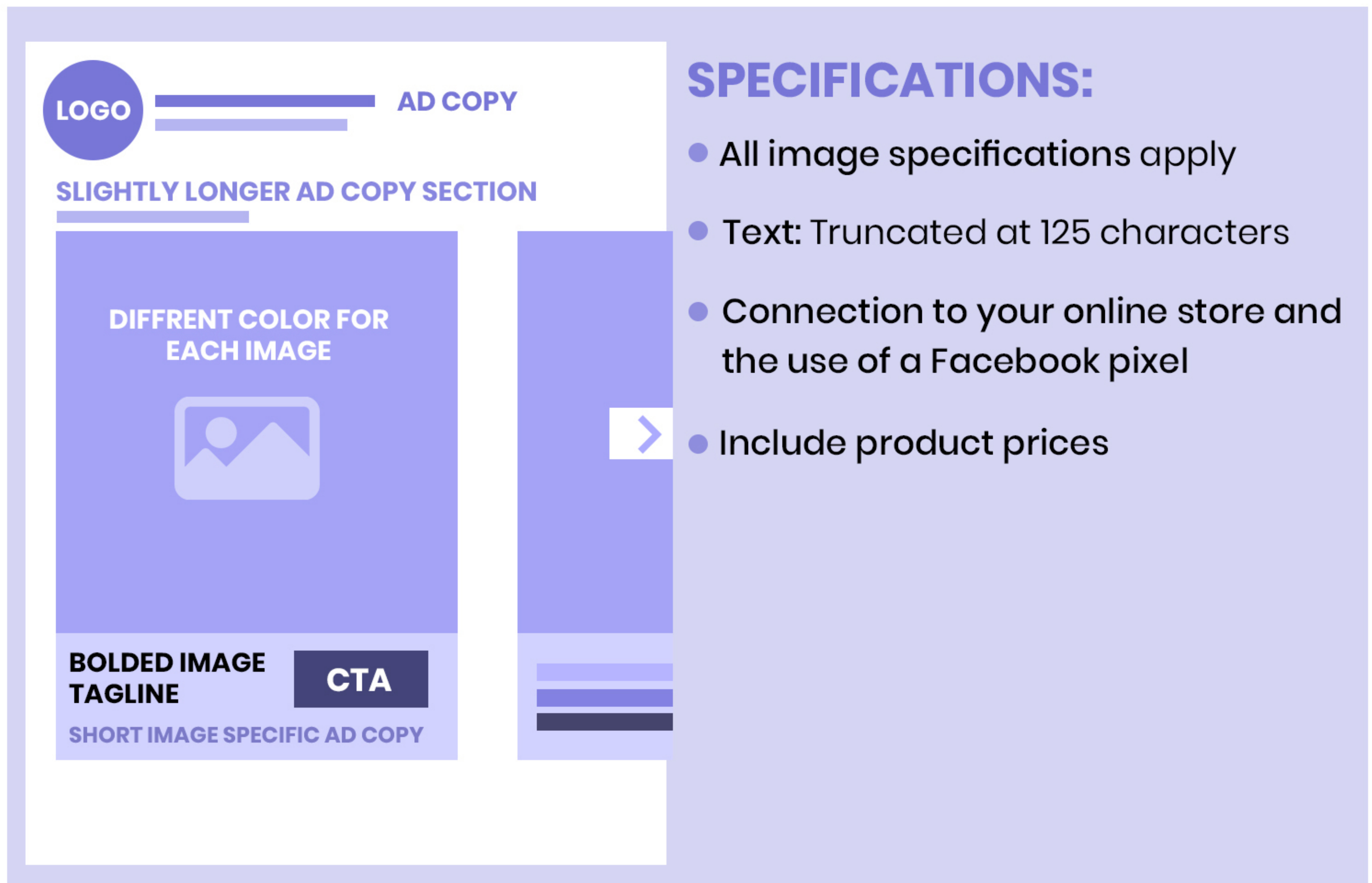
- Dependent on your ability to connect your store to Facebook
- Text: Truncated at 125 character
- Enticing CTA
- All image specifications apply



BEST PRACTICES

- Target customers who left items in their cart without completing the purchase.
- **Entice customers back to their cart using images of the products** they left there and **offer a discount**.
- **Restate and reinforce the value your product provides** for customers who are very close to finishing their purchase; a little convincing goes a long way.

These ads, similar to a collection or carousel ad, show customers products similar to products they viewed on your website. Use dynamic product ads to retarget customers with items they've already shown interest in.



The diagram illustrates the layout of a Dynamic Product Ad. It features a main ad area with a logo, ad copy, and a product image. The ad copy is divided into a top section and a bottom section. The product image is highlighted with a different color for each image. The ad copy includes a bolded image tagline, a CTA button, and short image-specific ad copy. To the right of the ad layout, a list of specifications is provided.

SPECIFICATIONS:

- All image specifications apply
- Text: Truncated at 125 characters
- Connection to your online store and the use of a Facebook pixel
- Include product prices

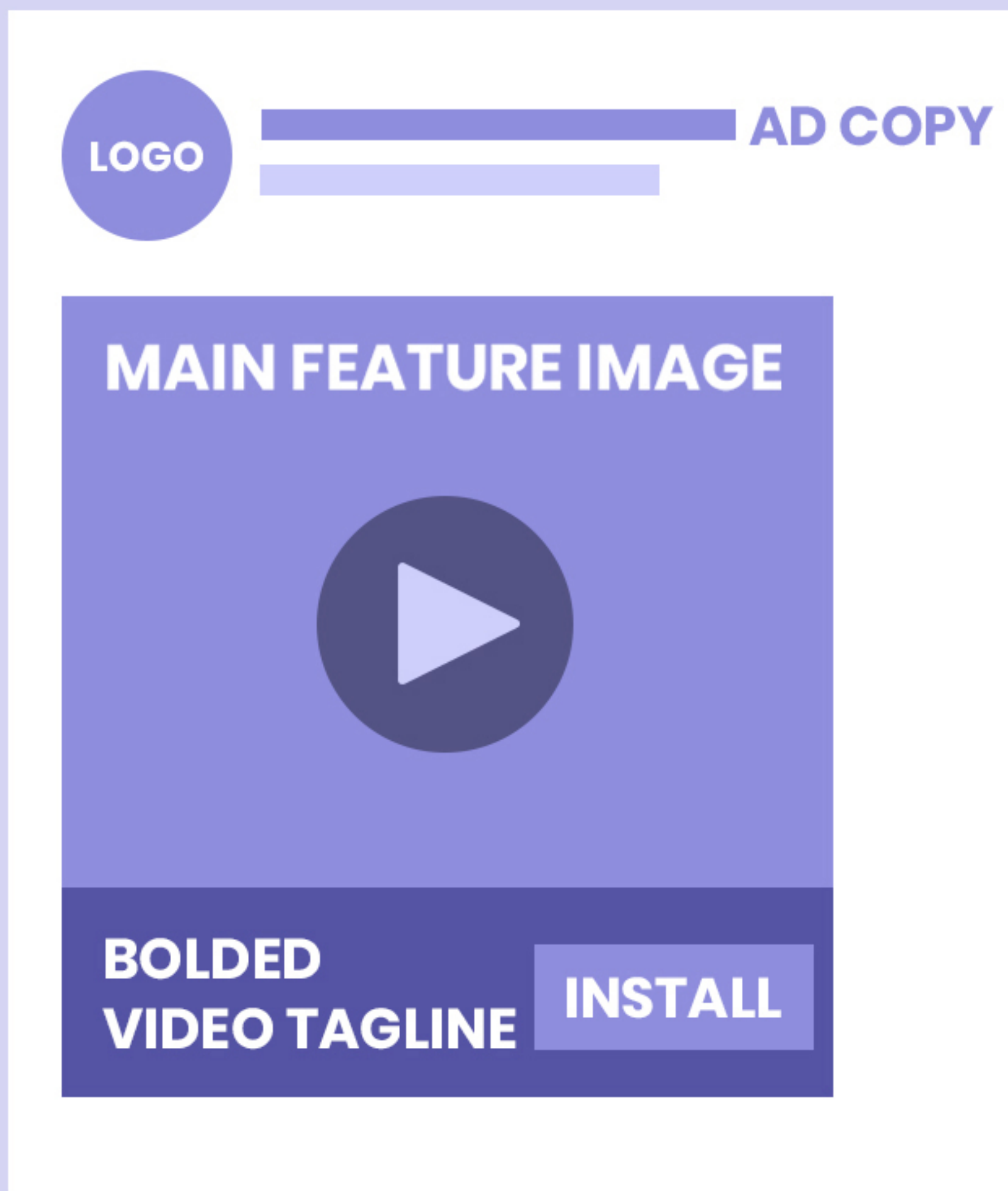
BEST PRACTICES

- **Connect your store with the Facebook Ad Manager** so you **can update the ad with products a user has recently viewed** on your website.
- Use high-resolution images that **highlight the most enticing aspects of your products.**
- Your **ad copy should remind the customer that they've interacted with your products/ store** to help reinforce the value they originally saw.

There are millions of apps available across multiple mobile platforms. To differentiate your app, you need to make it absolutely clear why yours is the best, which is where mobile app download ads come in. **Our template and example use a video, but you can also use an image, carousel, or collection ad.**

SPECIFICATIONS:

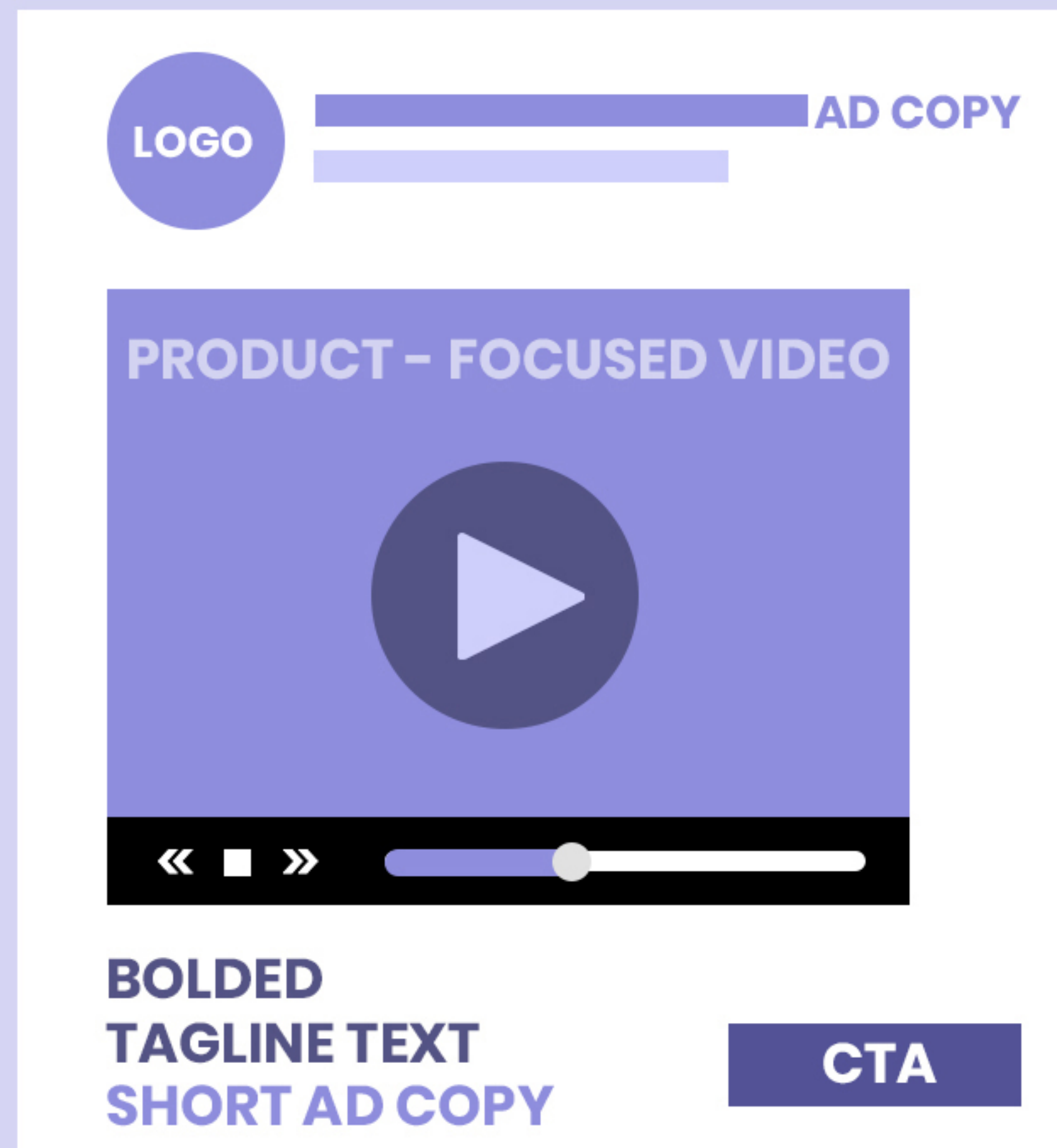
- All image ratio with link and video specifications apply
- Includes logo
- Headline: 25 characters
- Link Description: 30 characters
- Must include “Install” or “Download” CTA



BEST PRACTICES

- Use these ads to showcase the value your app provides to customer and encourage downloads.
- Give Facebook users the option to select the type of device they prefer and let them know what platforms are available to choose from.
- Provide a link to your app’s download page in the CTA.
- Try including a special offer or promo code to give potential customers a reason to complete the download.

The more qualified traffic you drive to your website, the higher the potential is for conversion. These ads help target the kind of Facebook users you know will be interested in your products or service. **The following template is for a video ad, but you can also use an image or carousel ad template.**



SPECIFICATIONS:

- All image ratio with link and video specifications apply
- Links to a landing page
- Link Description: 30 characters
- Text: Truncated at 125 characters

BEST PRACTICES

- Target specific audiences based on their interests and **use a landing page that is tailored to these interests.**
- Keep these ads **focused on driving traffic to a single source.**
- **Make the value of the ad clear to your target audience immediately.** You're attempting to drive potential customers back to your site for more information.
- Use the right **campaign optimization** for your intended outcome.



EVENT PROMOTION AD

Boosting attendance to an event is difficult. The more reach you can get from this kind of ad, the more exposure you'll have for your upcoming event, and the more potential attendees you'll have.

SPECIFICATIONS:

- All image ratio with link and video specifications apply
- Text: Truncated at 125 characters
- Link to event landing page
- Include social proof

LOGO

SLIGHTLY LONGER AD COPY SECTION

FEATURED IMAGE / VIDEO



EVENT DATE

LOCATION INFO

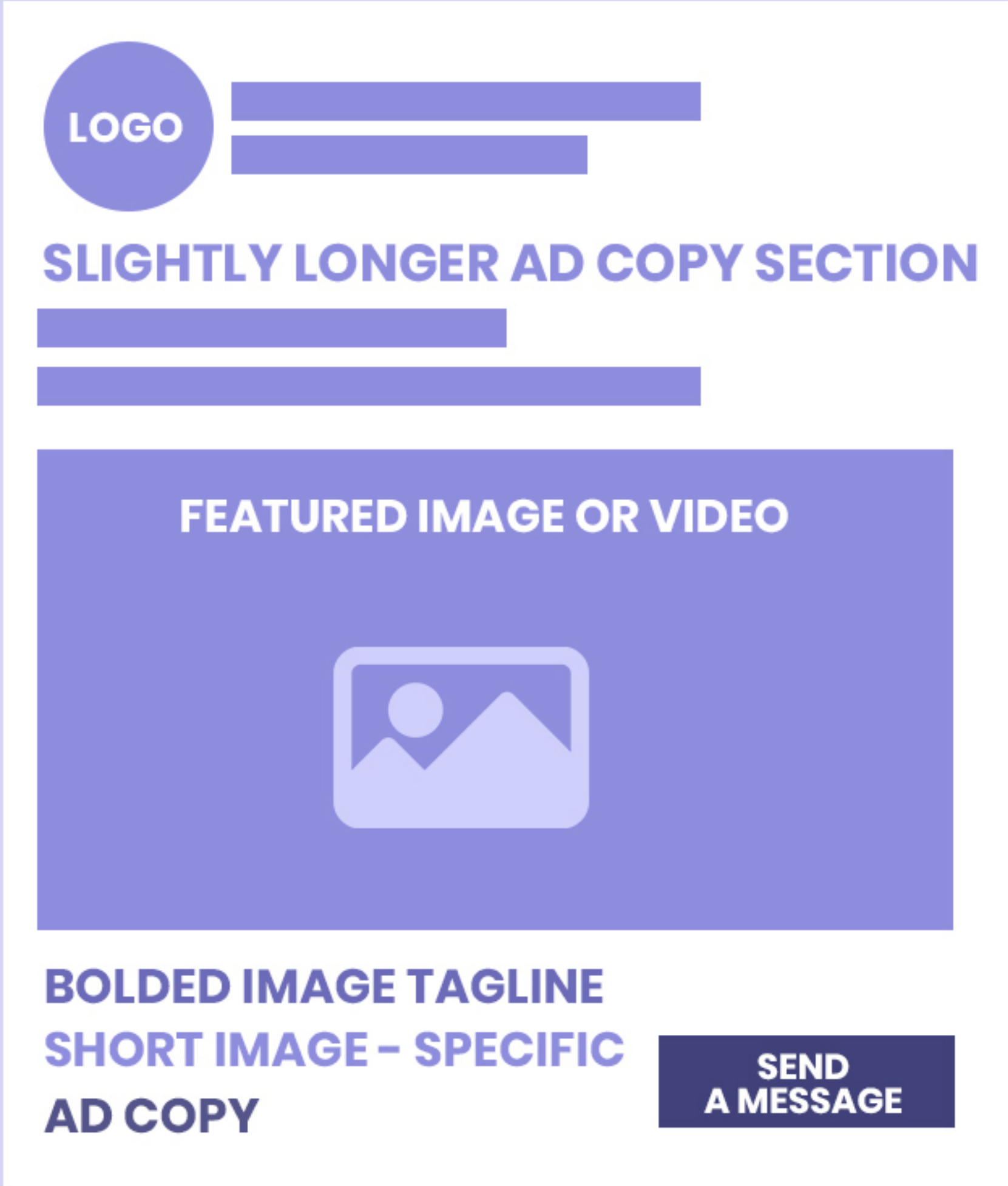
BOLDED IMAGE TAGLINE

CTA

BEST PRACTICES

- **Display your Facebook ads to a targeted audience** based on interest, geographic location, etc.
- Show them **the value of attending** your event.
- **Encourage sharing and engagement** from your audience through the **use of a specific event hashtag**.

Being able to engage directly with your customers through Messenger is a great way to build on your relationship with them. When you promote this option via ads, you're showing followers how invested you are in making those connections.



LOGO

SLIGHTLY LONGER AD COPY SECTION

FEATURED IMAGE OR VIDEO

BOLDED IMAGE TAGLINE
SHORT IMAGE – SPECIFIC
AD COPY

SEND
A MESSAGE

SPECIFICATIONS:

- All image and video specifications apply
- Text: 125 characters
- Links to Messenger directly

BEST PRACTICES

- Use these Facebook ads to **start conversations with new, as well as existing, customers.**
- If you're promoting an event, **use these ads to connect with potential attendees.**
- Retarget Facebook **users based on their past interaction** with your brand.
- **Give your potential customers a reason to speak directly to a sales or support person** with their questions.

The more Likes you have on your Facebook business page, the more trust it signals in your brand. These ads are a great way to give your followers a reason to like your page.

SPECIFICATIONS:

- All image and video specifications apply.
- Text: Truncated at 125 characters
- Includes a “Like Page” CTA



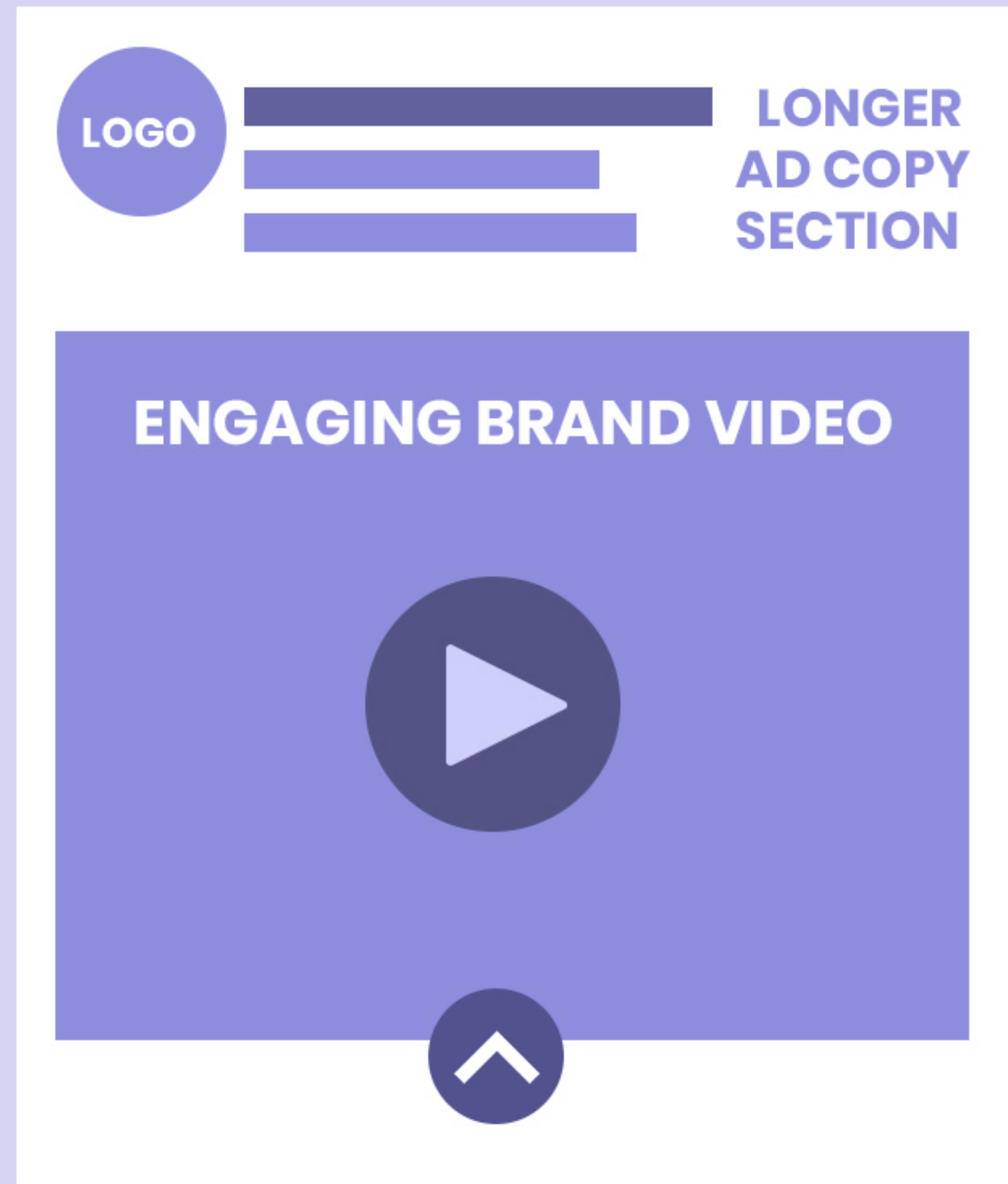
BEST PRACTICES

- Review [Facebook's engagement bait policy](#) fully when creating these ads. It's easy to run awry of the rules if you're not careful.
- **Be honest**, remind Facebook users how much their likes mean to your business.
- Use this ad to **let users know what kind of content they'll see** as a result of **liking your page**.



INSTANT EXPERIENCE AD

What used to be called Canvas Ads, Instant Experiences are the most immersive ad option available. They're a great way to showcase value and engage with customers, but require a lot of incentive to get clicks. That is, the ad itself must be engaging on its own to draw clicks — including a strong CTA — so that followers click and experience the content.



SPECIFICATIONS:

- Up to 20 images are supported
- Images cannot exceed 1080px by 1920px
- Video resolution is a minimum 720p
- Videos should be in MP4 or MOV format.

BEST PRACTICES

- **These ads can be triggered by a standard image or video ad.** Follow those best practices to make the ad as enticing as possible.
- Let customers know what they can expect after clicking the CTA. **An Instant Experience is different from other types of ads because it doesn't go directly to a landing page. It gives the view a new way to interact with content directly within Facebook.**
- When someone clicks on your ad, they'll **see a collection of images and videos that promote your brand.** This gives you the opportunity to **show your creativity, as well as tell a story.**

GIVE YOUR CAMPAIGNS A BOOST WITH FACEBOOK ADS TEMPLATES

These are the **20 most popular Facebook ads templates you can start using right now.**

With standardized ad templates creating your ads will become easier, and this is not the only benefit you'll obtain.

- 🕒 Templatizing your ads also makes creating them more efficient. You will always have a solid base on which to build any new ad.
- 🕒 Any member of your team will use the same guidelines to easily create successful “on brand” ads for your campaigns.
- 🕒 Consistent ads will help make your brand recognizable to any follower who's interacted with your content.
- 🕒 Each ad will build on the next and help reinforce the value your company provides.

Standardized ad templates will make it easier to scale your team as well. When you bring on new team members, they can jump into creating their first ad quickly, and you can spend your time providing feedback that optimizes these ads rather than teaching someone how to create the perfect one.

With the Facebook ad landscape evolving and growing every day, it's important to **understand how every different type of ad can be used to optimize your Facebook Ads campaigns** and reach all of your business goals.

**Check next page for more details and to give
Digitaloye a try, it's free!**

WHAT MAKES DIGITALOYE

The Best Choice?

Experience and professionalism

When it comes to success in the digital space; DigitalOye has an experience of nearly 2 decades.. Our experience gives us a better understanding of your industry and will deliver excellent SEO campaigns and results. We are well aware about the dynamics of both local and international markets. Our professional team is committed to know your expectations and work to deliver the results you desire.

Employs Latest Techniques

The online marketing field is constantly expanding and the SEO techniques are evolving. DigitalOye is on a regular lookout for the latest updates and changes in the search engine optimization techniques.

Professional Team

Our professional team is the backbone of DigitalOye. We continuously train our employees to ensure that they are conversant with new digital media strategies and SEO tools that have just entered the market. We also invest in tools and technology required to maximize the effectiveness of our deliverables.

Customized billing packages

Different companies will have varying needs when it comes to search engine optimization and we understand that. We follow a client-centric approach and offer solutions that are in sync with our clients' short term and long term objectives.

Regular and planned communication

When you hire DigitalOye to handle your search engine optimization strategies, we make sure that we offer regular, planned communication to assist our clients to succeed. We at DigitalOye regularly update you on the progress of your online campaigns and inform you about novel developments in your industry that could influence our combined efforts.

**LOOKING FOR PROFESSIONAL ASSISTANCE IN LEVERAGING
FACEBOOK ADS FOR YOUR BUSINESS?**

GET A FREE-AUDIT TODAY!