

# Creatives

## Lesson Notes

This is where all the previous work culminates: actually *writing and designing your ads* so they attract prospects and close sales.

Every media buyer, Facebook Ad specialist, and marketers of all types need to spend time learning how to write great copy. Also, you need to get comfortable with basic design skills and video production, even if you never become a master.

## Top 3 Ad Types

1. **Image/Text:** the standard ad type with a combination of images (preferably of your product or brand) and well-written ad copy.
2. **Video:** the typical “TV commercial” type of ad based on a well-written, attention-grabbing script
3. **Story:** video or image/text ads that show up between “Stories”. Usually *made on mobile devices for viewing on mobile devices*.

Make sure you stay up to date on all the different formats and tech specs required by Facebook for each type of ad. You can find that information in their “Ads Guide” here: <https://www.facebook.com/business/ads-guide>.

## 5 Steps to Creating Better Ads

1. Use design tools to make your ads pop.
2. Start with the offer you’re promoting and work backwards.
3. Research different angles to approach your ad.
4. Be clear and concise in your writing and scripts.
5. Test copy ideas for free using blogs, social media posts, emails, and stories.

## Ad Placement

The **Ads Manager** groups ad placements by how people experience your ads across platforms. For example, people have similar experiences with your “Stories” ads on Facebook, Instagram, and Messenger.

It’s recommended that you choose the **Automatic Placements** settings in Ads Manager because it allows the delivery system to make the most of your budget and get you the most reach.

If you want to make ANY changes to ad placement, it’s recommended you turn off *Facebook Right Column, Instagram Explore, Instagram Shop, and Messenger Inbox*.

## Tools for Creating Great Ads

- |                                       |                               |
|---------------------------------------|-------------------------------|
| → <a href="#">Grammarly</a>           | → <a href="#">Jasper</a>      |
| → <a href="#">Canva</a>               | → <a href="#">Wordtune</a>    |
| → <a href="#">SocialStudioFX</a>      | → <a href="#">Quillbot</a>    |
| → <a href="#">Emojipedia</a>          | → <a href="#">VistaCreate</a> |
| → <a href="#">BuzzSumo</a>            | → <a href="#">Biteable</a>    |
| → <a href="#">Facebook Ad Library</a> | → <a href="#">GettyImages</a> |

## Ad Design Best Practices

- Always try to *leverage your competitor’s ideas* (but don’t steal).
- Make every design unique and representative of your brand.
- **Use your own images** over stock photos (unless you customize them on Canva).
- Always focus on the **Call-To-Action** when creating graphics or filming video.
- Focus on the Golden Thread that weaves through all you publish.

## Pro Tips for Video Ads

Video ads are the most popular, and most engaging, types of ads you can run on the Facebook platform. Here are some tips to get the most out of your ad spend:

- **Always** start with an ad script.
- The sweet spot for video ads is between 3-5 minutes.
- Make sure you include captioning in all video ads so everyone can experience them.
- Invest in [Rev.com](#) to get your videos transcribed for caption purposes.
- Speed up the video creation process by using video templates ([Biteable.com](#) is great).

## Tips for Ad Compliance

You, as a media buyer, must make sure that you **stay 100% up-to-date** on the latest Facebook compliance guidelines.

- Study the Facebook Ad policies at <https://www.facebook.com/policies/ads/>
- Get ideas from your competitors, but don’t use them as a standard for compliance.
- Write your best copy/scripts first—THEN review for compliance after. This will prevent you from hampering creativity for the sake of compliance.
- Don’t exaggerate your claims... Underprom

