



# BHHS GA Facebook Ad Guidelines

Find out what works for your ad audience by experimenting with a variety of ads and reviewing your performance reports on a regular basis. To get started, use some of these tips:

- Include a clear action you want your audience to take in the body text of your ad
- Highlight any benefits, sales or similar specials that your business is offering
- Use a simple, eye-catching image that is related to your ad text
- If you're advertising a website, include your business name or other key information in the headline

## IMAGE SELECTION

Many advertisers find the most success by experimenting to identify the best image for their ad. To do this, try running ads with different images and then monitor their performance to see if there are images that people tend to respond to more positively or frequently.

### **Recommended Image size is 1200 x 628 Pixels**

Here are some general tips about how to pick a strong image:

- Choose an image that is directly relevant to your product or service
- Use an image that is bright and eye-catching, even when viewed at a small size
- Be sure to choose an image that is the right size - 1200x628 Pixels
- 20% text IN THE IMAGE. This includes logos and slogans in images.  
*Facebook recommends that you use the text field in the ad to get your message across.*


## AD OPTIONS


Facebook Ads look slightly different depending on where they're seen and the results you want. This guide includes the latest specifications so your Facebook Ads look great wherever they're seen.

- Desktop News Feed Ad (Biggest)
- Mobile News Ad
- Right Column Ad (Smallest)


*Ad Examples on page 2*

# Desktop News Feed

 **BHHS Georgia Properties** Like Page


Sponsored • 

How much is your home worth? Get the report lenders use to qualify mortgages with our BHHS Georgia Properties Home Value Estimate widget.



e.g. 123 Main Street, Atlanta GA 12345

Get Home Value





**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties

Get a Local Home Value Estimate

BHHSGEORGIA.COM

Click Here

Like • Comment • Share

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## Social Information

When available, people will see if their friends have engaged with your business.

## Business Name

The name of your business always shows prominently.

## Text

Grab interest with more info about what you're advertising.


## Images and Videos


Compelling images and videos encourage your target audiences to engage.

## Call to Action (optional)


A customizable button encourages people to click.

# Mobile News Feed

 **BHHS Georgia Properties** ▼


Sponsored • 

Want to see the value of your home? Get the report lenders use.



e.g. 123 Main Street, Atlanta GA 12345

Get Home Value



**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties


Home Value Estimate


The Real Estate Market is changing...


BHHSGeorgia.com

Click Here


25 Likes • 15 Comments

 Like

 Comment


 Share

# Right Column



e.g. 123 Main Street, Atlanta GA 12345

Get Home Value



**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties

Get a Local Home Value Estimate

BHHS Georgia Properties

Want to see the value of your home? Get the report lenders use.



1200 x 628 Pixel Image