# BHHSGA 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.

### Recomended 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.

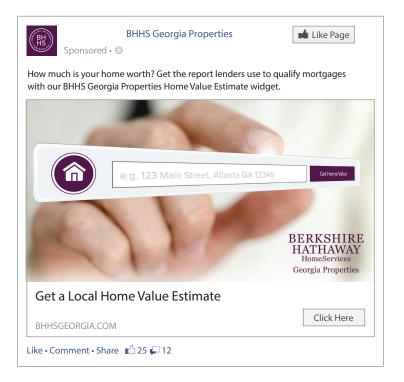
## **AD OPTIONS**

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**

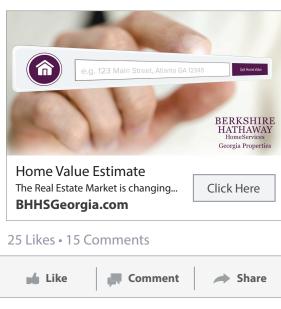


# **Mobile News Feed**



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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.

# **Right Column**



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1200 x 628 Pixel Image