



Guide to Facebook Ad Specs



Image Ads

1200 x 628 px
9:16 to 16:9
JPG & PNG

Collection Ads

1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Carousel Ads

1:1
1080 x 1080 px
JPG/PNG/
MP4/MOV

Lead Form Ads

1:1
1080 x 1080 px
JPG & PNG



Square Video Ads

1:1
1080 x 1080 px
MP4 & MOV



Story Ads

9:16
1080 x 1920 px
JPG/PNG/MP4/MOV



Horizontal Video Ads

Min. 600 x 315 px
1:9:1
MP4 & MOV



Weekly Ad Facebook Guide

Bryan Bren



Weekly Ad Facebook Guide:

Facebook Advertising Michael Fortunate, 2019-11-10 Have you ever wanted to expand your brand and product sales through e-commerce marketing? Have you ever wanted to use Facebook Ads? Do you want to grow your business through the best social media company of the moment? Then keep reading! Facebook Ads are your best approach to ensure you reach your target audience effectively while saving your revenues. Facebook Advertising: The Beginner's Guide for Facebook Marketing is a book that enables you to understand how to maneuver and develop the most successful ads in the e-commerce sector. This book gives clear guidelines for Facebook advertising. With digital marketing becoming more dominant globally, Facebook offers an excellent platform to advertise your brand and products for both awareness and promotion. This book highlights the essential aspects of creating an ad account and designing your campaign for the benefit of your viewers. Creating a Facebook campaign may be complicated for beginners; therefore, Facebook Advertising: The Beginner's Guide for Facebook Marketing book is your best choice. You'll learn: Why you need to advertise on Facebook, The psychology behind Facebook users, How to make money through Facebook Ads, Steps to open your Facebook Business Manager profile, How to create an account under Business Manager settings, How to use your Facebook Ads account and create a successful Facebook ad, The best procedure to choose the right objective for your marketing campaign, The best ways to set your advertising budget including currency, payment methods and fees for the duration of how your ads will display, The best methods of selecting your target audience, Types of formats provided by Facebook to display your advertisements, How to select the most desirable Facebook platforms to display your ads, How to monitor and optimize your already placed ads on Facebook. And much more! Even if you have no background in online marketing or running advertising campaigns, you will gain experience in Facebook advertising. This guide brings all that you need to know to create the most successful Facebook ads. In a short time thanks to this step-by-step guide, you will learn how to run a successful Facebook ad campaign. Would you like to know more? What are you waiting for? Don't wait any longer! Scroll to the top of the page and get your copy today by clicking the BUY NOW button. **Ultimate Guide to Facebook Advertising** Perry Marshall, Thomas Meloche, Bob Regnerus, 2020-10-13 New Customers Are Waiting Find Them On Facebook. Facebook makes it easy for businesses like yours to share photos, videos, and posts to reach, engage, and sell to more than 1 billion active users. Advertising expert Perry Marshall is joined by co-authors Bob Regnerus and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten-fold return on your investment. Now in its fourth edition, Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after 10 seconds later, 10 minutes later, and in the following days and weeks. You'll discover how to Maximize your ad ROI with newsfeeds, videos, and branded content. Create custom audiences from your contact lists, video views, and page engagement. Use the Facebook Campaign Blueprint proven to generate your first 100 conversions. Boost your Facebook ads using the

Audience Network and Instagram Follow the three step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5 10 percent more effective overnight [Facebook Advertising For Dummies](#) Paul Dunay,Richard Krueger,Joel Elad,2010-11-16 Profitable ideas and techniques for advertising on Facebook Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively It s all here and more in this detailed easy to follow guide from two award winning marketers You ll learn what makes a good Facebook ad how to apply the latest strategies and tactics for effective pay per click and cost per impression advertising how to test your ad results and much more Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1 6 million active Pages on Facebook Works as an all around hands on guide for both experienced and new Facebook advertisers Walks you through planning and creating an advertising campaign Explains writing effective ad copy how to use landing pages and how to test and optimize your ads Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company s best face forward with the sound advertising tips and techniques in [Facebook Advertising For Dummies](#) *A Beginner's Guide to Facebook Marketing Strategies* The Non Fiction Author,2018-08-10 As the biggest website today Facebook offers a lot of marketing opportunities and benefits that you can take advantage of and even have fun pursuing However while investing your time and money on the social network site can lead to a great pay off do bear in mind that Facebook is the only tool that you can use to obtain your objectives Don t become so focused on this social networking website that you end up ignoring all of the other options available to you to drive traffic to your site build a community and generate sales and conversions Learn more through this book [What s Inside Why Facebook The Fan Page Craze Facebook Advertising Go Further With Facebook Connect Other Facebook Marketing Strategies](#) [Facebook Advertising Guide](#) Kris Olin,2009 **The 7 Day Authors Guide to Facebook Ads** Matthew J. Holmes,2021-03-12 Reaching new readers is the bedrock of a successful sustainable career as an author Advertising on Facebook is one of the best ways to reach these new readers But where do you start Who do you target How much should you spend How do you create scroll stopping Facebook Ads These are just some questions that were going around in my head before I started running Facebook Ads And that s exactly why I have written this book [The 7 Day Authors Guide to Facebook Ads](#) It walks you through step by step the entire process I use when planning building launching analyzing optimizing and scaling Facebook Ads It s the guide I wish I had when I was getting started I know there are authors out there who understand the importance of advertising but just feel so overwhelmed about where to turn first that they end up in a situation of paralysis by analysis resulting in them taking no action at all Facebook Ads offer an incredible opportunity to position your books in front of your ideal readers increase your sales page reads royalties and ultimately take your author career to new heights Here s what we ll cover together over the

next 7 days Day 1 Understanding Facebook Ads Day 2 Building Your Foundation Day 3 Facebook Ads Structure Day 4 Finding Your Readers and Planning Your Ads Day 5 Creating Your First Facebook Ad Day 6 Key Metrics and Optimization Day 7 Your Next Chapter Scaling Things Up At the end of each Day I've also laid out a 10-20 minute Action Step that will help you keep moving forwards implementing what you learn and ensure you start seeing results fast Your Bonus Resources On top of the 7 days of actionable content in this book I've also put together The Author Ads Bundle which you can access for FREE Inside The Author Ads Bundle you will find everything you need to take action on what you learn including planning building launching tracking analyzing optimizing and scaling your Facebook Ads Start reading The 7 Day Authors Guide To Facebook Ads today and just a week from now you can be running profitable Facebook Ads that are growing your readership selling more books and building your career as an author

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Mikal E. Belicove, Joe Kraynak, 2011-10-04 Expert tech authors cover all new features and functionality Reveals Facebook's full potential and users options to communicate connect and have fun

[Complete Facebook Advertising Guide](#) Chris J. Brodie, 2019-10-22 Facebook Advertising is the new advertising platform of the digital age that is dominating the advertising industry With over 2 billion users on the platform Facebook allows you to scale to your specific target in a way no other forms of media can do Unfortunately Facebook ads can be categorized as the rocket science of the digital marketing industry create effective and cost efficient ads is a very tedious and convoluted process this book will aim to guide you into the right direction to save you from wasting ads spend this book might be your best investment yet This eBook will cover the following in details Facebook ads guidelines Facebook Pixels mastery So important Facebook Business accounts Different types of Facebook Ads in the ecosystem and when to use which Creating effective Facebook ads copy And much much more Don't wait add to cart now

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of generating word of mouth This guide will focus on the following Everything about Facebook Pages Marketing is a two way street Pre selling your audience Sales Funnel Improve Test Grow and Monetize Analyzing and Retargeting Scheduling Maximizing Organic Reach on Facebook Using the Pixel to improve Ad Targeting Common mistakes and How to Avoid Them AND MORE Facebook marketing can help a business achieve its goals by targeting the right people and by making efforts to market in the right kind of way By making use of all that this book has to offer you will be able to market effectively using Facebook Don t lose this opportunity get your copy of this book *Latest Instagram Marketing Step by Step Training guide* Goncalo Paxe Jorge Miguel, This step by step training guide will take you by the hand and teach you how to effectively target your desired audience communicate visually with your fans followers and customers With its proper use you can easily boost the authority of your website and demonstrate expertise in your niche And MOST IMPORTANTLY You ll discover Premium Instagram marketing tools services to boost sales and profits Well this is a proven tried and tested method and It works today It will work tomorrow It will work for months and years to come It works for product creators It works for service providers It works for me and will work for you Table of Contents And all you need to do is to follow the exact steps mentioned in the training guide And as they say rest will be history Here s a brief insight into the great assistance that we are providing you with our info packed training guide Latest Instagram Marketing Made Easy TOC Chapter 1 What Is Instagram Marketing All About Chapter 2 Optimizing Your Instagram Profile For Doing Business Chapter 3 Researching The Best Hashtags And Topics For Your Instagram Campaigns Chapter 4 Creating A Basic Instagram Marketing Post Or Product Teaser Chapter 5 Promoting An Instagram Post From The App Chapter 6 Using Instagram Stories To Raise Product Awareness Chapter 7 Repurposing Your Instagram Content For Other Platforms Chapter 8 Using Instagram Live For A Product Reveal Chapter 9 Promoting A Facebook Post On Your Instagram Account Chapter 10 Running A Facebook Video Ad On Your Instagram Profile Chapter 11 Running A Product Catalog Ad On Instagram Chapter 12 Instagram Marketing Tips For Brands And Businesses Chapter 13 Creating The Type Of Instagram Content That Customers Love Chapter 14 Tips For Capturing And Editing The Perfect Instagram Photo Chapter 15 Using And Understanding Instagram Insights To Track Your Performance Chapter 16 Proven Instagram Marketing Strategies To Try Chapter 17 Instagram Marketing Do s And Don ts Chapter 18 Instagram Marketing Premium Tools And Services To Consider Chapter 19 Instagram Marketing Success Stories Chapter 20 Instagram Marketing Frequently Asked Questions **Facebook Retargeting | Following Ads Secrets 2022** Wojciech Zalech,2020-12-19 Since you are reading this text you are probably interested in the development of your business You ve come to the right place because my eBooks are professional tools for building a high market position They were prepared on the basis of 22 years of experience in building business strategies and my young view on Social Selling Thanks to them using this knowledge in practice you will increase your brand s recognition on the web create an additional product or service distribution model and increase the likelihood of selling your products on Facebook and your profits will increase That s what

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