



# 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  
1.91:1  
MP4 & MOV



# Weekly Ad Facebook Guide

**Mayowa Ajisafe**



## **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](#)

**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](#) **Facebook Advertising** Jeremy Preace,2019-11-15 Are you looking for the best strategy on Facebook to promote your business Do you want increase your income using Facebook marketing campaign Do you want avoid common mistake and discover the ultimate secrets on Facebook This is the complete guide for Facebook advertising Almost around a decade ago television and print were considered to be the main modes of marketing and getting the message across to the consumer With the advent of Facebook marketing in recent years the competitive landscape has majorly changed Companies now use Facebook as the main mode of communication between them and the consumer due to the many advantages that it offers to them This change has mainly happened due to the rise of social media usage and the effect that it has on consumers People use Facebook excessively in the modern age more so to connect with other people However as the usage of Facebook has increased tremendously marketers have noticed that it allows them to reach consumers in a much better way a way that is more engaging than conventional media Facebook marketing not only allows marketers to get their messages across effectively but also allows them to form personalized connections with consumers People share a lot of their experiences with a specific product or service on Facebook which eventually does not only stay restricted to them but reaches a much larger and wider audience by the use of the social networks of those very people People also share a lot of reviews advice warnings and tips on social media that marketers can use to their advantage This gives other people a lot of validation before choosing to buy a product or service With conventional media this was not really possible In addition to that it is also of importance to note that it is much easier to reach a target audience through Facebook than it is to make a mark through conventional mediums Statistics show that on an everyday basis almost 684 478 pieces of content are shared on Facebook This is a huge amount of

data if you look at it closely With this much amount of data circulating the internet every single day marketers can make use of this and they are absolutely doing so in the modern era With a lot of filtering out of information and customization being available on Facebook consumers also trust Facebook advertising way more than they trust other mediums On Facebook advertising does not only happen through the companies or company representatives but also through opinion leaders and other customers Word of mouth is known to be a very strong and trusted medium of marketing and Facebook marketing does a very good job 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

**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.

**The Complete Idiot's Guide to Facebook, 2nd Edition** 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.

**Facebook Ads Guide 2025: Step-by-Step Strategy to Increase Engagement and Grow Your Business** Carter Jameson Brooks, 2025-07-09. Facebook Ads Guide 2025: Step by Step Strategy to Increase Engagement and Grow Your Business. Transform your business with the full power of Facebook Ads. Whether you're a small business owner, marketer, or entrepreneur, this updated 2025 edition walks you through every step from campaign setup to advanced optimization, so you can create ads that not only attract attention but also drive results.

**Why This Book Matters:** In today's digital landscape, mastering Facebook advertising is essential for reaching your ideal audience and boosting conversions. Built like top-performing guides, including titles such as *Facebook Ads 2024-2025*, this book delivers practical, up-to-date strategies to help you stay ahead of the curve.

**What You'll Learn:** Campaign Blueprinting: Launch high-performing ads from scratch with hands-on, step-by-step instructions. Audience Targeting Strategy: Reach the right people using detailed demographic and interest-based targeting. Ad Optimization Secrets: Learn proven tactics for improving performance and ROI based on the latest 2025 best practices. Advanced Analytics Insights: Understand what the stats are telling you and make data-driven decisions to maximize results. Benefits You'll Gain: Higher Engagement: Learn how to craft attention-grabbing ads that resonate with your audience. Business Growth: Use targeted strategies that bring in more leads and drive conversions. Smart Spending: Avoid wasted ad spend by focusing only on tactics that work. Competitive Edge: Stay ahead with techniques tailored to the latest Facebook Ads platform updates. Why Buy It Today: Practical, Updated for 2025. Covers the newest ad formats, features, and algorithm changes to keep campaigns sharp. Ideal for All Levels: Clear, actionable guidance, whether you're a beginner or an experienced marketer. Designed for Results: Every chapter ends with actionable tasks so you build as you learn. Trusted by Experts: Modeled after high-ranking guides like *Facebook Ads 2024-2025* with added focus on clarity and usability. If you're ready to take control of your Facebook advertising, boost engagement, and grow your business, *Facebook Ads Guide 2025* is the definitive resource. Click Buy Now and start turning ad spend into real growth today.

*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 eco system 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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[Facebook Retargeting | Following Ads Secrets 2022](#) Wojciech Zalech, 2020-12-19

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- 3 How to target potential customers on Facebook
- 4 How to analyze user data collected by Facebook
- 4 How to analyze user data collected by Instagram
- 5 How to analyze user data collected by your company s website
- 6 How to increase sales and thus profits thanks to Facebook Ads campaigns
- 7 Remarketing applications on Facebook
- 8 Remarketing applications on Instagram
- 9 Remarketing applications on your company s website
- 10 Learn three types of online visitors
- 11 Seven 7 Facebook ads templates that made me and my clients thousand of dollars

Remarketing and how to effectively benefit from it In other words it is a simple marketing procedure aimed at increasing the probability of selling your products or services through continuous subconscious or unconscious interest of your clients in your brand Colloquially remarketing activities are said to be walking advertisement Why Because this ad is sent to customers who have somehow reacted to your ads posts content on the web company website Facebook page they sent an email left comments and react in a specific time range for example 180 days That is why it follows because it walks behind your potential clients from time to time letting them know about itself

**Facebook Ads Authority** Paul Cundell,2017-07-25 This Step By Step Guide Will Show You How To Get Started With Facebook Ads Attract The Right Audience Bidding Strategies And Much More Are you lacking leads traffic and sales Do you want to gain a constant stream of visitors to your website What would that mean to you More sales More subscribers More followers Every business would love all that but the question is how It s by using Facebook Ads Facebook Ads is a Powerful Marketing Tool Facebook Ads is an incredibly powerful tool for building an audience and gaining customers online This is the only advertising platform that gives you direct access to an audience larger than the population of any country in the world More importantly it s the only tool that gives you the means to hone in on highly specific sub sections of that community and find exactly the right type of buyer for your product Got a high end luxury line of clothing for older women Then target older women with higher incomes who list fashion as their main interest Facebook Ads is the only tool that will let you do that and it is a guaranteed strategy for amazing ROI In fact Facebook Ads is such a powerful tool that you can build an entire business around it What s The Solution You could spend years trying to figure it out fail and make lots of mistakes or you could learn everything you need to know to get started with Facebook Ads in what I m about to reveal to you I ve put it all into one easy to understand guide that you can go through at anytime so you can get started with Facebook Ads and start attracting the business you deserve Without further ado let me introduce you to my brand new guide Facebook Ads Authority Discover How To Use Facebook Ads To Get More Leads Build Brand Awareness And Make More Sales Here s exactly what you ll get inside the course The Facebook Ads Authority Guide What you ll discover in this eBook How to set up your Facebook Page and advertising account How to create your first Facebook Ad Advanced targeting techniques to find the perfect audience for your offer The different types of audiences you can target The different types of ads you can create How to write amazing ad copy that will convert How to

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**Facebook & Instagram Ads Mastery: The Complete 2026 Guide for Beginners** Jesse Roberts, 2025-10-12 Facebook Instagram Ads Mastery The Complete 2026 Guide for Beginners Unlock the full potential of your business with Facebook and Instagram advertising no experience required In this comprehensive guide you'll learn how to create manage and optimize ads on both platforms to drive real results Whether you're a small business owner entrepreneur or marketer this book provides step-by-step instructions to help you succeed Inside This Guide You'll Discover Foundations of Facebook Instagram Ads Understand the platforms structures including campaigns ad sets and ads Crafting Effective Ads Learn how to write compelling ad copy and design eye-catching visuals that capture attention Targeting the Right Audience Utilize advanced targeting options to reach your ideal customers Budgeting and Bidding Strategies Implement cost-effective strategies to

maximize your return on investment Analyzing and Optimizing Campaigns Use analytics to assess performance and make data driven improvements Why This Book Is Essential for You Beginner Friendly Approach No prior experience needed this guide breaks down complex concepts into easy to understand steps Practical Examples Real world scenarios and examples help you apply what you learn immediately Up to Date Information Stay current with the latest features and updates in Facebook and Instagram advertising as of 2026 Time and Cost Efficiency Avoid common pitfalls and wasted ad spend by following proven strategies Who Should Read This Book Small Business Owners Looking to expand their online presence and attract more customers Marketing Professionals Seeking to enhance their skills and stay competitive in the digital advertising space Entrepreneurs Ready to launch their products or services with effective online advertising Don't let the complexities of Facebook and Instagram ads hold you back Equip yourself with the knowledge and tools to create profitable campaigns that drive real results Your journey to mastering social media advertising starts here **Facebook Marketing Step-by-Step** Bryan Bren, 2021-04-21 Have you ever wanted to use Facebook ads for your business Are you interested in growing your business through one of the most prominent social media companies today How about gathering customer information and metrics in order to forecast future information Then this book has you covered This book will show you everything from setting up campaign ads sales funnels being able to target your desired audience and so much more It's packed with all useful and applicable information no fluff You'll be able to get started with a Facebook account today and begin setting up effective ad campaigns to be able to grow your side hustle or your business Or even if you just want to learn the fundamentals to be able to apply to something else then this book is for you too With this step by step guide you'll learn the following How to start from the beginning setting up an account to be able to start these campaigns and engage with people Starter advice on using the Facebook app and how you can maximize its platform The various factors that are considered when growing your business through Facebook like quickly reach your desired audience low in cost group creation and is another avenue for people to reach you How to create advertisements and use tools to make them effective Marketing fundamentals for Facebook and various tactics to use for each aspect of marketing Creating an effective marketing strategy with engaging content Optimizing your content with SEO practices and increasing visibility to consumers Powerful marketing strategies through contests posts sponsored stories and more Getting started with Facebook pixel how it can help your business and gather consumer data How to use Facebook analytics for accurately tracking and measuring data The fundamentals for creating a sales funnel and advice for improvement How a Facebook community makes an impact and how you can grow one organically The power of Facebook Live and how you can use it as a high quality marketing tool Plus much more So if you're looking to gain some marketing experience and working with consumer data and to track this information and be able to forecast future data and sales then this book is for you What are you waiting for Scroll up and preview what the book has to offer and then click the Buy Now button to purchase your own copy and get started with

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Conversion Optimization And Various other helpful tips

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