

How can we do advertisement using Facebook?

These simple ads are a great way to get started with Facebook advertising. You can create one with just a few clicks by [boosting an existing post](#) with an image from your Facebook Page.

Image ads may be simple, but that doesn't mean they have to be boring. For example, you might think socks are a pretty ho-hum product, but [Happy Socks](#) puts them in surprising contexts to create fun Facebook photo ads. ii



Video ads

Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Video ads can show your team or your product in action.

Your video ads don't need to use filmed video footage. You can also create GIF-like graphics or other animations to capture attention or explain your offer, like in [this ad](#) from the New York Times.

This mobile-only Facebook ad format incorporates an interactive component with video polls. It's a brand-new type of Facebook paid advertising, but

Facebook's [early data](#) shows that these ads can increase brand awareness more effectively than regular video ads

Dynamic ads

Dynamic ads allow you to promote targeted products to the customers most likely to be interested in them.

For instance, if someone has visited a product page or placed a product in their shopping cart on your website, but then abandoned the purchase, dynamic ads for that precise product will appear in their Facebook feed.

he Facebook pixel is a small piece of code that can have a big impact on your Facebook ad campaign. Once you place the code on your website, it allows you to track conversions, remarket to people who have viewed a product on your site, and [create lookalike audiences](#).

Even if you're not ready yet to engage in some of the more advanced Facebook Pixel strategies, you should install it now. That way you'll have tracking and remarketing data ready to go when you are ready to start [optimizing your Facebook ads](#).