

FACEBOOK ADS TEMPLATES YOU CAN USE TO CREATE BETTER ADS



THE 10 MOST POPULAR FACEBOOK ADS TEMPLATES

Facebook ads are the #1 tool that advertisers have for connecting directly with their audience, but creating these ads takes a lot of time and hard work.

Because there are so many different types of ads you can create, anything you can do to streamline the process is a big help.

That's why we've put together these templates — to help you create better Facebook ads that are optimized for the platform and consistent with your brand.

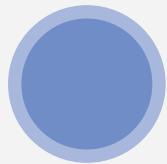
For each different Facebook ad type you'll find two sections:

- > A general template that summarizes all the specs you need to know (the right dimensions, content, and layout) and suggests some best practices to follow.
- > An example of the real Facebook ads we (or our clients) ran, with a breakdown of what makes it unique and additional insight into how you can make each template work for You!

And remember that all ads must also comply with [Facebook Advertising Policies](#).

If you're not using templates for your Facebook ad campaigns already, get started now with this first batch of Facebook Ads Templates (yes, there's more to come)! But don't stop here!

If you really want to **grow your business and boost your digital advertising results** (both on Facebook, Instagram and Google Ads) you need a mix of **smart A/B testing, laserfocused retargeting, and great copy and design assets**.



Luckily, AdEspresso can help you do all three of these things and more!

IMAGE AD TEMPLATE

The image ad is your best friend, your stalwart companion, and the most popular format for social media ads.

SPECIFICATIONS:

- **Image ratio:** 9:16 to 16:9
- **File type:** jpg or png
- **Text:** Truncated to 125 characters
- Contains 20% or less text in relation to the image content. [Check here](#)

WITH LINK:

- **Image ratio:** 1.91:1 to 1:1
- **Recommended resolution:** at least 1,080px x 1,080px
- **Link Description:** 30 characters

BEST PRACTICES

- Think about how to make your ad stand out in your audience's News Feed. **Bold colors and engaging copy** are a must.
- Keep your images simple, with a **single focal point**. You don't want to distract the viewers from the primary goal of your ad.
- Make sure the **imagery is consistent with your brand's design standards**.
- Create **high-resolution images** to grab your audience's attention.
- **Use square images** for a lower cost per acquisition (CPA) and to **increase conversion**.

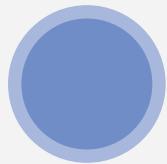


HOW THIS AD NAILED IT

- Clear and concise ad copy that introduces a problem AdEspresso can solve.
- An on-brand image featuring our mascot
- Less than 20% image to text ratio
- Clear headline and CTA

This is an image ad we created to speak about how AdEspresso can help advertisers troubleshoot their campaigns.

In the ad copy, we present a problem that many advertisers face every day underperforming Facebook Ad campaigns. We then offer a solution, letting potential customers know that our brand is here to help diagnose the problem.



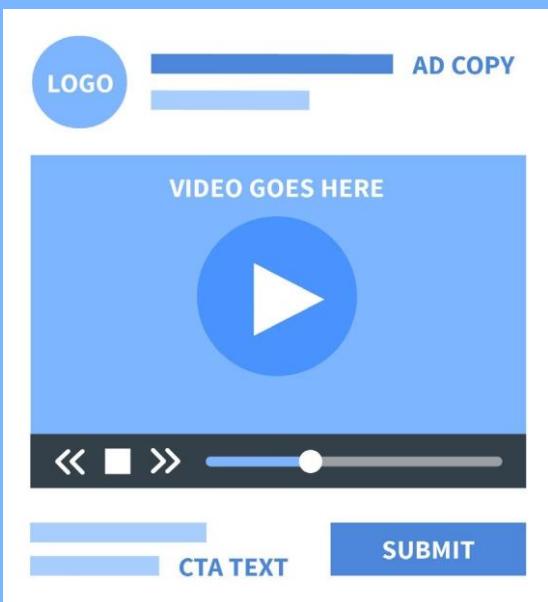
The image we use mirrors what we're talking about in the copy section, showing our mascot and another doctor reviewing Facebook ads. This not only ties these two sections together but also shows off our company personality. **We use the headline section to ask another question and position AdEspresso as an expert in the field.**

Overall, **this ad is a good example of how copy and images can work together to tell a story about your brand**. We're speaking directly to potential customers about a problem they have likely encountered in the past, and we let them know that AdEspresso is here to help.

If you'd like to give Facebook image ads a try, check out [**The Facebook Ad Image Size Ultimate Guide**](#) before you get started!

VIDEO AD TEMPLATE

Facebook Video Ads give you an opportunity to connect with followers on an emotional level. They help you tell a story about your brand and boost engagement with your content.

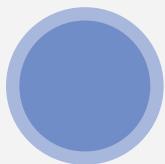


SPECIFICATIONS:

- **Video Ratio:** 9:16 to 16:9
- **Max File Size:** 4GB
- **Video Length:** between 1 second and 240 Minutes
- **Captions:** optional but recommended
- **Sound:** optional but recommended

BEST PRACTICES

- Record your video using the highest resolution possible. [Facebook recommends](#) H.264 compression, square pixels, a fixed frame rate, progressive scan, and 128kbps+ stereo AAC audio compression.
- Create an [enticing thumbnail image](#) that draws the viewer in.
- Make sure viewers can follow along with or without sound. [Adding captions](#) is the best way to accomplish this.
- Create a video that works well on desktop and mobile devices. This ensures that your video is watchable on any device, without suffering any distortion due to scaling.



 AdEspresso 
25 September 2018 · 

Custom audiences are the definitive tool that will help Facebook advertisers to increase CTR and conversion rates, often at a lower cost-per-click. Check out our free 50 page Ultimate Guide to Custom Audiences ebook to learn how you can get these results for your business.



ADESPRESSO.COM
The Ultimate Guide to Facebook Custom Audiences 
Create laser focused ads that convert

 17 2 comments 4 shares 1.4K views

HOW THIS AD NAILED IT

- Includes a written recap of what's said in the video
- Both the positioning of the speaker and the thumbnail image are enticing
- Uses the brand name as the backdrop for the video
- The video gives smart extra content like: the length of the eBook, a Call to Download, a strong social proof

This is an example of a video ad we ran for our [Ultimate Guide to Facebook Custom Audiences.](#)

We use the post text section to highlight certain aspects of the guide we believe are most enticing to the audience targeted in this ad. That includes a strong value proposition and an explanation of the content and benefits of the guide.

The video itself features AdEspresso founder, Massimo Chieruzzi, speaking directly to the viewer. He provides users with additional context about why custom audiences are important, and what metric can they boost.

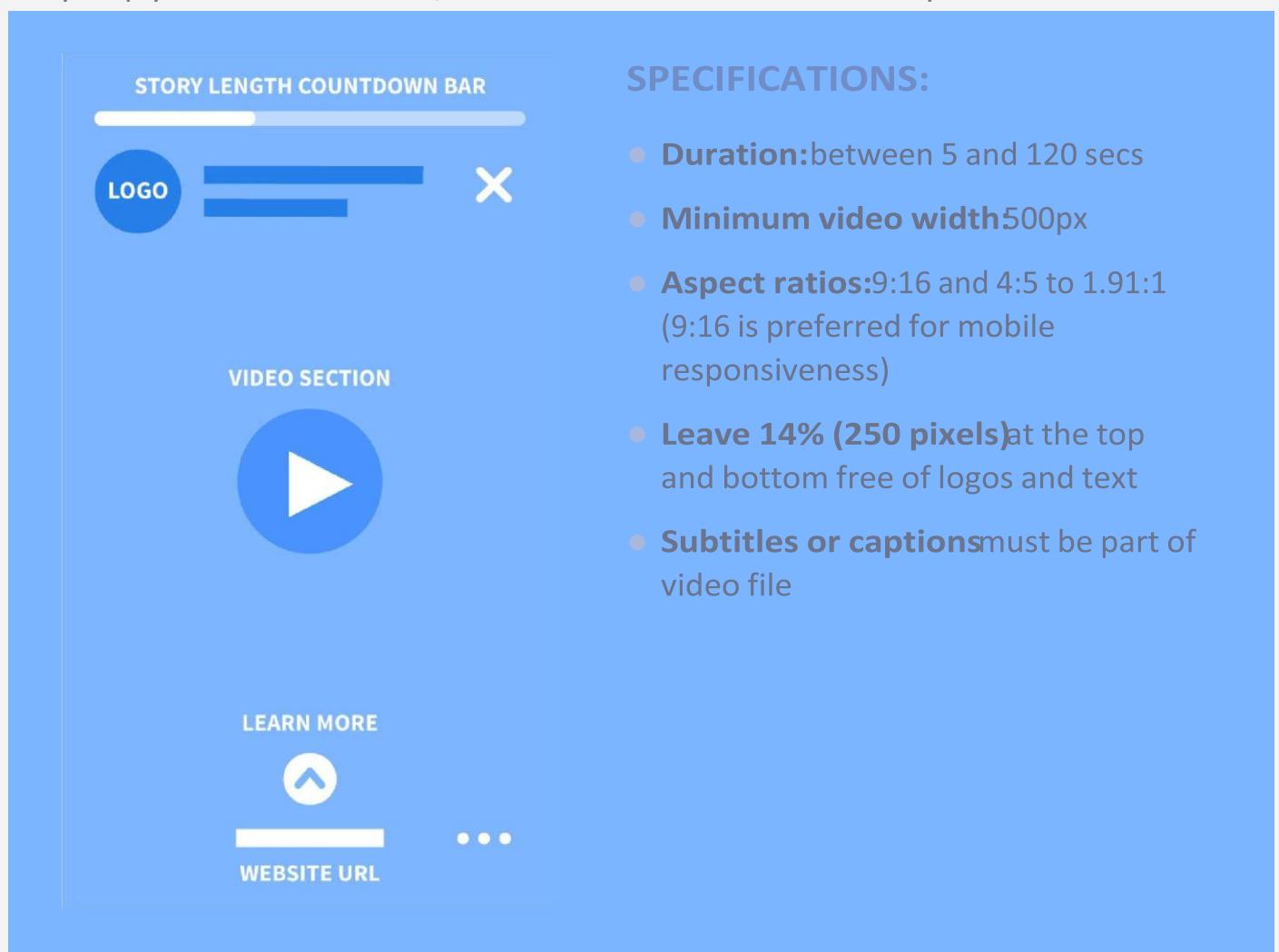
He also **repeats the CTA and adds social proof** by saying “Over 20K advertisers like you have already read it”.

For more information check out our \$1000 experiment:

Which Is The Best Facebook Video Ad Format?

STORY AD TEMPLATE

Facebook Stories are some of the most immersive options you have for your ads campaigns. They help you create authentic, low-cost videos that connect with your audience.



BEST PRACTICES



- Keep 250px on the top and bottom free of important information so it isn't blocked by the logo and "learn more" sections of all Facebook Stories.
- Use your story to **connect with customers and encourage them to click through to learn more.**
- Use less ad copy. Your customers won't hang around for long-winded explanations, so **the images need to speak for themselves.**
- Remember that **these ads can be used on Instagram as well.**

HOW THIS AD NAILED IT

- Space left for logo and countdown bar which tells viewers how long the ad will display
- Minimal but impactful ad copy that supports the CTA at the bottom
- Ad content stays in the 14% rule
- Visually consistent with AdEspresso brand
- Uses a custom CTA

This example is a story ad that promotes our ebook, [The Ultimate Guide to Custom Audiences.](#)

We use a format that is standard for story ads that don't feature a video.

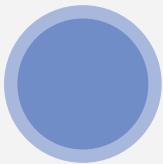
We chose to **keep the text** in this ad **short and uncomplicated**. We also chose to use the word Download for the CTA to **let customers know what to do on the landing page**.

The **image is eye-catching, with big letters and contrasting colors**. By focusing on a single theme, the book itself, we're able to make it stand out in the ad. It's also in-line with AdEspresso's design standards for visual branding.

For more information check out [The Beginner's Guide to Facebook Advertising!](#)

CAROUSEL AD TEMPLATE

With carousel ads, you can create a series of images or videos that tell a story about your brand. **Carousel ads are great tools for boosting engagement**, walking through the features of a product, and encouraging potential customers to sign up. You have a lot more space to **be creative and tell a story**, so the ads are incredibly versatile.



The diagram illustrates the structure of a single LinkedIn ad card. It features a logo at the top left, followed by a horizontal bar divided into two sections: 'AD COPY' on the right and a blue bar on the left. Below this is a large blue square containing a placeholder image icon. To the left of the image is the text 'DIFFERENT COLOR FOR EACH IMAGE'. Below the image is a section labeled 'BOLDED IMAGE TAGLINE' and 'CTA' (Call-to-Action). At the bottom of the card is the text 'SHORT IMAGE-SPECIFIC AD COPY'. To the right of the main card is a vertical blue bar with a large white arrow pointing right, and below it are three horizontal blue bars.

SPECIFICATIONS:

- Between 2 and 10 cards
- Video length: up to 240 minutes
- Recommended resolution: at least 1080 x 1080px
- Maximum image file size: 30MB
- Individual image headline: 40 characters max
- Individual image link description: 20 characters max

BEST PRACTICES

- Make sure **each image is visually distinct from the rest**. This helps differentiate each card and **encourages engagement**.
- Use **headlines, link descriptions, and CTA text to provide context** on the individual offer shown in each card.
- **Create a narrative** about your company or product **that progresses through each card**. ● **Provide an overview** of your service, **or dive deep** into the features of **a single product**.

HOW THIS AD NAILED IT

- Recognizable logo
- Concise ad copy
- Visually distinct images
- Image-specific headlines, copy, and CTAs
- The headline and link description are both focused on the conversion goal of the ad (new trial sign ups)

In this example, we use this carousel ad to highlight AdEspresso's various different features. The **post text copy is short**, which makes it easy for Facebook users to **focus on the images**. We chose to **differentiate each image by color**, but we **keep them all in-line with AdEspresso's design standards**.

The first card is a link to our 14-day free trial. It gives people a way to **get right to the conversion goal of the ad**, which is **new trial sign-ups**.

We speak about several other features in subsequent **cards, each with their own distinct image, headline, and link description**. The CTA for each card, however, links to the freetrial sign-up landing page.

By showing multiple features, we don't have to guess which one will be most appealing to potential customers. When someone scrolls to a feature they find enticing, they're able to click the sign-up button directly, which increases the potential for conversion as a whole.



If you'd like more information on carousel ads, check out this post: [**Facebook Ad Types: Why Collection Ads and Carousel Are Killing It \(and How to Use Them to Your Advantage\)!**](#)

COLLECTION AD TEMPLATE

Collection ads let you showcase a number of products, giving Facebook users the ability to browse your store from their mobile device.

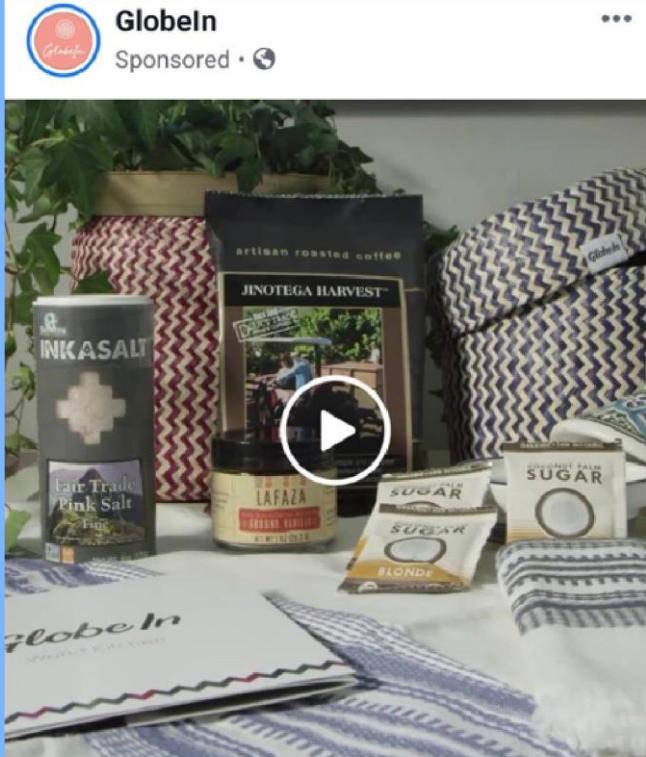
With [**four standard templates**](#), you can **tailor the experience to a precise acquisition or conversion goal**.

The diagram illustrates the structure of a Collection Ad Template. At the top left is a 'LOGO' icon. To its right is a horizontal bar divided into three segments: 'AD COPY' on the right, and two smaller, unlabeled blue bars in the middle. Below this is a large 'MAIN FEATURE IMAGE' containing a central play button icon. To the left of the main image is the text 'FEATURE IMAGE PRODUCT TAGLINE'. At the bottom are four small thumbnail images followed by a right-pointing arrow icon. To the right of the ad structure, under the heading 'SPECIFICATIONS:', is a bulleted list of requirements:

- **Headline:** 25 characters
- **Text:** 90 characters
- All image and video specifications apply
- The cover image or video that shows in your ad is the first asset from the full-screen [**post-click experience**](#).

BEST PRACTICES

- Make sure the series of images and videos are distinct from one another and are visually appealing.
- Show off your personality as well as the products or services that your company sells. When you're specific with the logos, colors, and fonts being used, it helps customers build **positive associations with your brand**.
- Because the destination for this ad is an **Instant Experience**, focus the content on garnering interest in your brand **or** boosting purchase intent for a particular product.



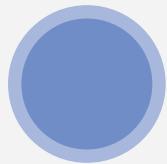
Introducing Globeln

Be the first to like this

Like Comment Share

HOW THIS AD NAILED IT

- Enticing thumbnail for main video
- Headline restates brand name
- Visually distinct secondary images
- Secondary images support the content of the video by featuring individual products



For this collection ad, lifestyle subscription box company [GlobeIn](#) features a video which explores one of their boxes.

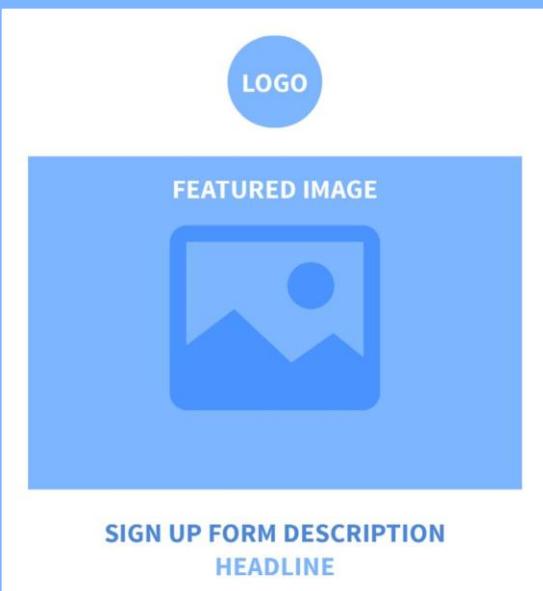
The ad goes on to **showcases the different products** that are included in the box, linking each image to more information about a specific product.

They **differentiate the type of product shown** in the ad through the **use of different colored backgrounds**. This **creates visual distinction for each product** and makes the ad more powerful.

The video also **alludes to the experience a customer can expect** when they receive their monthly box, making the message more effective.

LEAD AD TEMPLATE

A Lead ad can be made with an image, video, or carousel, followed by the lead form, where Facebook users enter their information.



SPECIFICATIONS:

- **Text:** Truncated to 125 characters
- **Integrates with your CRM**
- Includes a **Sign-up/Enter your information CTA**
- Can use **pre-populated data fields**

BEST PRACTICES

- Keep your **lead form simple, and offer up something in return** for their valuable information.
- Collect personal details about your potential customers, which you can use to **create more specific custom audiences**.
- Lead ads have a **higher barrier to entry** than other types of ads because you're asking for personal information. **Make sure your targeting is specific**, otherwise you waste time showing the ad to uninterested followers who won't convert.
- Syncing with your CRM is easy with **CRM Synchronization**.



The image contains two side-by-side screenshots of Facebook lead ads from AdEspresso. Both ads feature a purple book cover for 'THE ULTIMATE GUIDE TO SOCIAL PROOF MARKETING' with a king-like character on it. To the right is a cartoon character with a large red beard, blue shirt, and a blue hat. Below the book is a green bar with the text 'FREE EBOOK' and 'Download Now!' with a download icon. A small 'i' icon is also present.

Top Ad (Post Text):

Marketing on social media?

Get AdEspresso's collection of Social Marketing Ebooks!

Manage Your Facebook Ads in Less Time Facebook Advertising can be simple and powerful. Because your time is valuable, using Facebook Ads effectively shouldn't take extensive effort.

Bottom Ad (Post Text):

AdEspresso's Social Marketing Ebook Bundle

Just share your name and email address and you'll receive AdEspresso's Social Marketing bundle of Ebooks!

To download from AdEspresso, provide your info below.

Email:

Full name:

HOW THIS AD NAILED IT

- Engaging featured image
- Descriptive headline
- Easily understandable form description
- Name and email inputs

This lead ad features a free ebook download of [The Ultimate Guide to Social Proof Marketing](#)

This ad might look familiar to you because it's very similar to the image ad. We've opted to use our mascot again — his name's Walter, by the way — to remain visually consistent with the other types of ads we typically run on Facebook.

The post text section is notably shorter in this example because **lead ads give you the ability to include a longer description.**

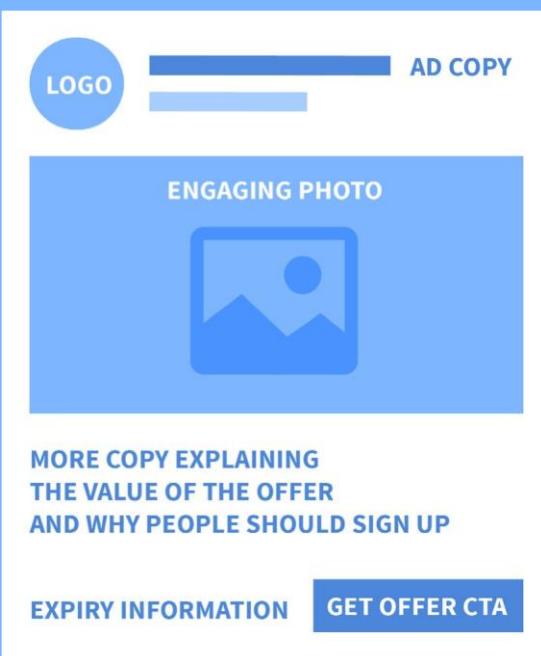
We use that description to talk about the value of the ebook we're offering. When someone clicks the "Download" CTA, a form opens up for them to enter their information. This form is why **lead ads** are so useful. They're a **great opportunity to capture information about your followers in return for something of value**. Embedding the form directly in your ad helps provide followers with that value instantly, instead of having them fill out another form on your landing page.

Find out more about the effectiveness of lead ads here: [Landing Pages vs Lead Ads: The \\$2,000 Facebook Experiment!](#)

OFFER AD TEMPLATE

With an offer ad, you're **giving something of value to your audience in return for their engagement**.

The most common offers are a deal or discount on the products/services you provide.

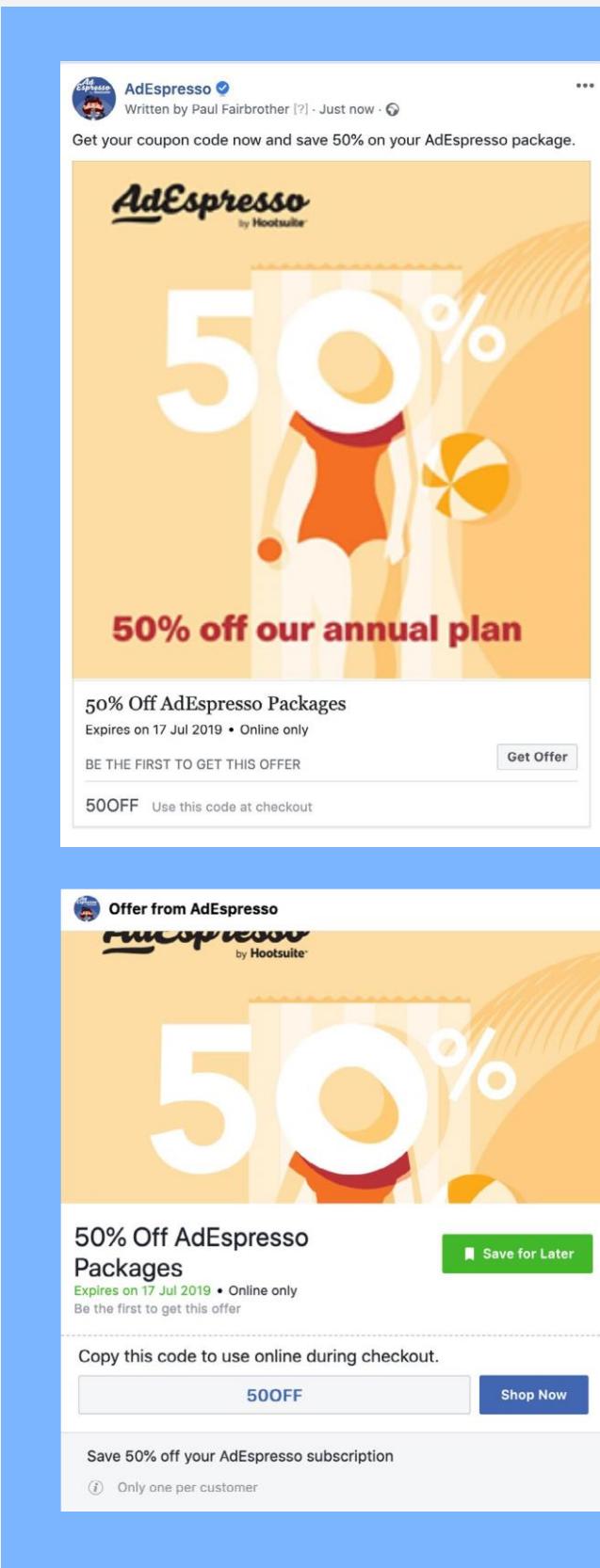


SPECIFICATIONS:

- All Image ratio with link and video specifications apply
- 2 types of offer ads: Online and In-Store
- Text: Truncated to 125 characters
- Includes sign-up form and CTA

BEST PRACTICES

- Include the discount or coupon code in your image for Facebook users who skim past the ad copy.
- Your offer needs to be enticing to sell the value your discount or coupon code provides.
- Use a strong image, video, or carousel ad to make the offer appealing; the post text ad copy won't always draw Facebook users in.
- Because you can use an image, video, or carousel ad as the format for your offer, always make sure you're tailoring the type of ad used to the importance/value of your discount.



HOW THIS AD NAILED IT

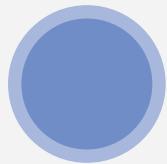
- Calls out the discount in the ad copy and image
- Strong and clear CTA
- Easy to understand offer code
- Includes offer expiry date

This offer ad uses a 50% coupon to entice customers to sign up for an annual plan with our service. The text explains this, and the image reinforces the value of the discount offered.

Underneath the image, we talk about the discount percentage again and show the code that people can use. If someone clicks “Get Offer” they’re met with a bit more information, including the option to “Shop Now” or “Save for Later.” This is great because it **lets two different kinds of followers interact with the ad.**

The “decided” can buy right away, while the “undecided” can save the code until it expires.

When someone saves that code, Facebook lets you follow up three times.



This extends the ad experience much longer than a typical ad and works to drive conversions further down the line.

Learn [How to Use Facebook Offer Ads to Drive Sales for Your Business](#) here!

POST ENGAGEMENT AD TEMPLATE

These ads are made to encourage engagement with past posts or content. Use them to connect with your current audience, put high-performing content in front of a new audience, and promote content that you know appeals to specific audiences.



SPECIFICATIONS:

- All **image ratio** with **link and video specifications** apply
- Includes a **CTA**
- Tailored to promote previously shared post content

BEST PRACTICES

- Keep these ads simple. The goal is to **tease the content in the post** that's being promoted.
- Only **share content you know has performed well in the past**. This gives you a better chance of driving engagement.
- Make adjustments to the ads based on how previous content resonated with your audience. It's easy to **tailor these ads to a specific Facebook user with the right audience**.
- Use **automatic post promotion** with AdEspresso to find the right kinds of posts to promote.



AdEspresso
Published by Paul Fairbrother [?] · 12 June at 15:24 · ⓘ
What's the best time to post on Instagram? That's a harder question than you know...
With the increasing complexity of Instagram's algorithm, it's more difficult than ever to know the best time to post content for your followers.
Reverse chronological order is no more, the way followers interacted with your content in the past matters, and fresh content is still just as important.... See more

BEST TIME TO POST ON INSTAGRAM

ADESPRESSO.COM
The Best Time to Post on Instagram in 2019
If you want to maximize engagement on the platform, then you need to...

HOW THIS AD NAILED IT

- Uses a brightly colored, attention grabbing image
- Teases article content that is promoted in the ad
- Includes an attention-grabbing feature image
- Highlights the title of the post

Our article [**The Best Time to Post on Instagram in 2019**](#) brings in a lot of valuable traffic to the AdEspresso website, which is why we've chosen to promote it in this ad.

See how the post text section of this ad is much longer than previous examples. As we're teasing a blog post that includes a lot of information, **it's important to let Facebook users know what they can expect by clicking through**. This is our opportunity to really **sell the value the post** we're promoting provides for readers.

Outside of the copy, the ad is another example of an image ad. **The image itself stands out, the headline is the same as the title of the article, and the landing page is the post that's being promoted.**

It is a good example of how **simplicity can stand out in the News Feed**.

For more information, check out our post on [**4 Ways to Skyrocket Organic Reach and Site Traffic using Facebook!**](#)

LEAD GENERATION AD TEMPLATE

Lead-generation ads target your ideal customers with the goal of enticing them to sign up for more information.

SPECIFICATIONS:

- **Text:** Truncated to 125 characters
- **Sign-up/Enter your information CTA**
- **Include pre-populated data fields if possible**
- **Clear value proposition**

BEST PRACTICES

- Think about what kind of personal details will help you build on the customer relationship. It's a big ask to get your followers to provide their information, so you need to be as targeted as possible.



- The post text section is a great place to **hit home on the value of your lead-generation asset.**
- Make sure the **copy and image work together to educate** Facebook users **on the value your download provides.**

The screenshot shows a Facebook post from AdEspresso. The post text reads: "Custom audiences are the definitive tool that will help Facebook advertisers to increase CTR and conversion rates, often at a lower cost-per-click. Check out our free 50 page Ultimate Guide to Custom Audiences ebook to learn how you can get these results for your business." Below the text is a cartoon illustration of a man with a large red beard and a blue suit holding a trophy. To his left is a smartphone displaying the same trophy image. At the bottom of the post, it says "ADESPRESSO.COM The Ultimate Guide to Facebook Custom Audiences" and has a "Download" button.

HOW THIS AD NAILED IT

- Educational ad copy section
- Branded image
- Headline restates important information
- “Download” CTA

Here's another example of how **the image template can be applied to a number of different ad types**. In this case, we use it as a lead-generation ad.

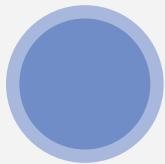
The post **text section provides important information** on what kind of value the reader can expect to find in [The Ultimate Guide to Custom Audiences](#). We also **let readers know how it will help them achieve specific Facebook advertising goals**.

The image is branded with our unique character, Walter the Ad Concierge, and lets customers know that they're able to download an ebook by clicking on the "Download" CTA. **We use the headline to give the full name of the ebook** as well.

Find out more about lead generation ads in [6 Facebook Lead Generation Mistakes + 4 Proven Ways to Get More Leads!](#)

FREE TRIAL AD TEMPLATE

Free-trial ads have one goal: **get followers to sign up for the trial**.

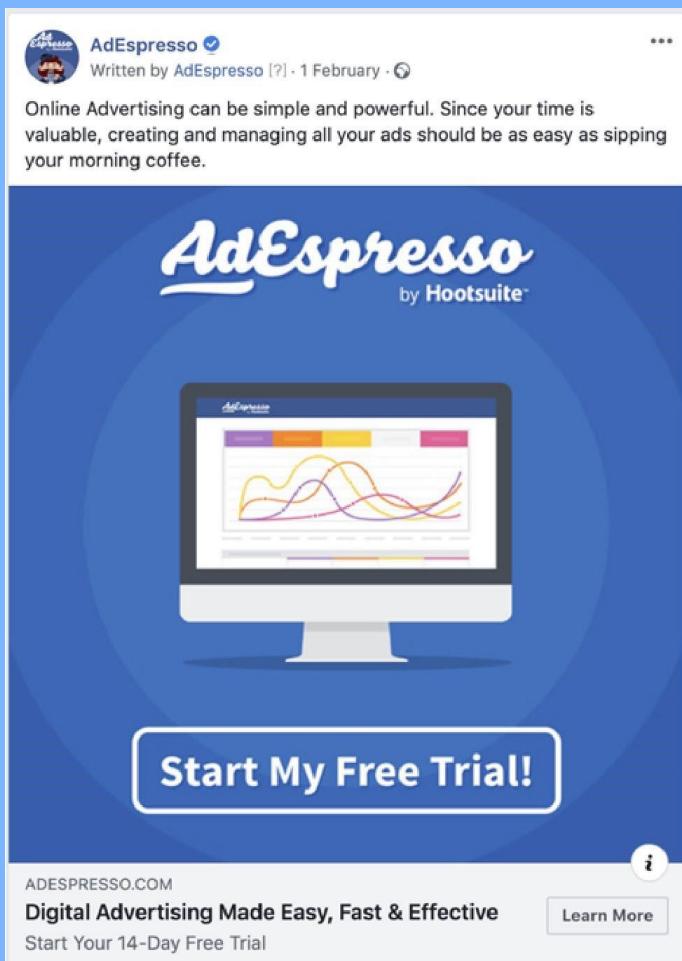


SPECIFICATIONS:

- All image and video specifications apply
- Include Sign-up/Enter your information CTA
- Use pre-populated data fields if possible

BEST PRACTICES

- Target a **custom audience** that is close to making their buying decision.
- **Speak to the value of your product or service directly.** This isn't the time to be coy or to beat around the bush.
- Try to **include information on the length of the free trial and the features it includes**, and encourage followers to reach out to your team for more information.
- **Include next steps** for Facebook users **to take when they complete their sign-up.**



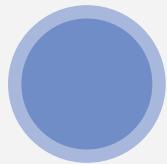
HOW THIS AD NAILED IT

- Ad copy states our unique value proposition
- Featured image includes the brand name
- Free Trial is introduced in the image
- Headline and description reinforce the value of a free trial
- The CTA “Learn More” is consistent with the landing page that breaks down more of what is available with an AdEspresso free trial.

We used an image ad to promote a free trial for AdEspresso.

The ad copy states AdEspresso’s value proposition — we help make it easy for advertisers to save time and manage their ads. The image restates our brand name, shows a graphical representation of a typical account report, and includes the text “Start My Free Trial!”

We use the headline to reinforce the value our service provides and give more information on the free trial in the description.



It's a great example of how simplicity and templated design can help get your point across effectively.

For more information on what kind of CTA's to use for your free trial ad, check out this post:

[**Learn More vs. Sign Up vs. Download? What's the Best Call-to-action?**](#)

GIVE YOUR CAMPAIGNS A BOOST WITH FACEBOOK ADS TEMPLATES

And here you have it: the **10 most popular Facebook ads templates you can start using right now**. More are yet to come, and we'd love to hear what other templates you'd like to see as a part of this guide.

With standardized ad templates creating your ads will become easier, and this is not the only benefit you'll obtain.

- > Templatizing your ads also makes creating them more efficient. You will always have a solid base on which to build any new ad.
- > Any member of your team will use the same guidelines to easily create successful “on brand” ads for your campaigns.
- > Consistent ads will help make your brand recognizable to any follower who's interacted with your content.
- > Each of your ad will build on the next and help reinforce the value your company provides.

Standardized ad templates will make it easier to scale your team as well.

When you bring on new team members, they can jump into creating their first ad quickly, and you can spend your time providing feedback that optimizes these ads rather than teaching someone how to create the perfect one.

With the Facebook ad landscape evolving and growing every day, it's important to understand how every different type of ad can be used to optimize your Facebook Ads campaigns and reach all of your business goals.

You don't need to be (or hire) a top Facebook Ads expert to start doing it right now. AdEspresso is all you need.

Check next page for more details and to give AdEspresso a try, it's free!

3 REASONS WHY 10,000 MARKETERS LOVE ADESPRESSO



Painless A/B Testing

With just a few clicks, AdEspresso lets you test any aspect of your Facebook and Google Ad campaigns. Want to discover the most effective headline or image? Need to find your perfect audience by testing different interests, age ranges, or locations? With AdEspresso you can create as many (or as few) experiments as you need.



Automatic Optimization

AdEspresso's sophisticated optimization engine gives your campaigns an extra edge by automatically pausing underperforming ads and reallocating budget to the winners. It's a perfect way to manage all of your ads and increase campaign ROI.



Dynamic Email Retargeting

Speed is everything when it comes to showing the right ad to the right person at the right time. But how can you be fast when you need to rely on CSV files exports and imports to keep your Custom Audiences and Lead Ads up to date? With our Data Sync tool, you can sync your email database in real time to retarget leads and customers with Facebook and Google ads.

Try all these features and the many more AdEspresso offers, [get your free 14-day trial now](#).