

Secrets to Facebook advertising

By [Dan Fletcher](#)

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Images are consistently the most engaging content on Facebook. No other type of post gets as many likes and shares, meaning those with images usually receive the widest distribution.



This is particularly important to keep in mind when constructing an [ad campaign](#) on Facebook. You might have a great offer and crisp copy, but without a compelling image, you won't be nearly as successful.

I'm going to set aside introducing Facebook's ad types and formats and focus instead on the types of images that will perform well in a campaign.

Generally, though, this advice applies to nearly any type of advertisement you'd run on Facebook, from the smaller marketplace ads that appear in a user's sidebar to the larger sponsored stories that appear directly in the news feed.

Consider the competition

Before creating a campaign, it's worth taking a step back to think about the competition you're up against. You're hoping users will notice your ad amid a perpetually updating feed of status updates, photos, videos, news stories, page updates, and music recommendations.

That's a daunting proposition, particularly considering this might be the first introduction someone has to your brand. Making a good first impression is important. Fortunately, Facebook allows you to create multiple ads as part of the same campaign, as a way of testing different variations.



Before burning through your entire budget, it's worth experimenting with different image and copy combinations to learn what performs best.

Find the right image



Remember that your image has to catch the attention of users, even when they view it at a small size. Images that are horizontal generally look better in Facebook's ad sizes.

Faces

People tend to click on photos of other people's faces. The tighter the cropping on the face, the better; bonus points if the person's smiling. But avoid images that feel too posed - the goal should be something that feels like a really nice photo a friend might have taken.

Simplicity

Images with a lot of clutter won't display well, particularly at a smaller size. Choose images with one subject that dominates the frame. The goal is to be immediately comprehensible, even at a glance.

Contrast

Bright colours perform really well. Remember that most of Facebook's interface is largely blue, so images with blue tones will tend to blend in. Images with white backgrounds tend to get lost. Reds, oranges, and yellows make for a nice contrast.

Humour/quirk

Images that prompt a double-take can be really powerful, provided they're not too cheesy.

Of course, no matter which image you choose, it's important to be authentic. Users aren't dumb - they'll know if you're trying to game the system by attaching an image unrelated to your brand or offer. It's an unnecessary risk that can damage your campaign.

It's worth noting, too, that Facebook approves all advertisements before they go live. So, as tempting as it might be to show some skin in your ads, they still have to abide by [Facebook's content guidelines](#).



Gather inspiration

There are a few places you can go to gather more ideas for your Facebook ad campaign. The [Facebook Ad Board](#) is a good start, as it will show you a collection of advertisements targeted to you personally at the moment.

Facebook also maintains a site called [Facebook Studio](#), which highlights some of the best examples of marketing on the platform, as selected by Facebook's creative team.

Source: [Shutterstock](#)

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