



Checklist 4 - Facebook Ad Formats

Project Name: _____

Date: _____

Yes No

There are a number of different Facebook ad formats that fit into every need and demand one has. These formats help business owners to advertise better and in accordance with the type of product being advertised. Some of these ad formats are discussed below, and they can be used whenever they're suitable to be used:

a. Brand Awareness:

1

Such formats of Facebook ads can be used to spread brand awareness, and they can be in the form of a photo, video, canvas or a slideshow.

2

There are certain limits and specs of these formats that should be kept in mind while using them like image size and resolution etc.

b. Reach:

3

These formats of Facebook Ads are used to increase reach frequency to your site by using suggested and streamed videos on the News Feed that link Facebook Account to the original website.

c. Traffic:

4

This format of Facebook Ads is used to get traffic on site by using engaging videos and photos created by fixed and ideal specs.

d. Engagement:

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5 The engagement format of Facebook ad is very simple as it is the most clicks, the likes on posts and the number of the new audience getting to your site.

6 So, the engagement can be increased by creating more appealing content in Facebook Ads.

e. App Installs:

7 This format can easily be selected while creating the ad by going to the option showing “Formats” and choosing “App installs” format from there.

8 App install formats can either be a photo, a video or a carousel. You just simply have to include an option to install the app in there.

f. Video Views:

9 This Facebook Ads Format is in the form of videos that include a link to the website. By video views, the viewers get an idea about the brand and are persuaded to tap on the link and get directed to the product's website.

g. Lead Generation:

10 Such formats of Facebook Ads have a call-to-action in them which direct the users to the main web page of the site where products can be viewed and bought.

11 Lead generation format includes an Instant Form that is required to be filled by the users, and they provide their contact information there.

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h. Messages:

- 12 This format of Facebook ads includes clicking to messenger feature where all the queries are answered, and details are given via messages to those who click on the ad being shown on the Facebook page.

i. Conversion:

- 13 This type of Facebook ads format asks users to take immediate action after clicking on the ad.

- 14 The users are asked to install the app, buy product or visit webpage by clicking on such ads having conversion format in them.

j. Product Catalog Sales:

- 15 The product catalogue sales format can be very helpful for you in selling your products.

- 16 You can include your products in a single image or create a catalogue by choosing multiple images of your product and show it on Facebook ads to attract an audience.

k. Store Visits:

- 17 This format works by adding the location of your stores to the Facebook ads.

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The audience will be able to reach you even if you have multiple stores through the location being provided by you on the Facebook ad.

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