

BROUGHT TO YOU BY:



ABOUT LeadGuru

Lead Guru is a UK-based digital marketing agency that helps businesses increase revenue through online lead and sale generation.

The primary marketing platform we use is Facebook. And where possible, we like to go beyond single ad campaigns and build comprehensive lead and sales funnels that consistently generate fantastic results.

So you're in very good hands with this Facebook ad template.

The 6 ads you'll see below were all created by us and they all performed very well in live Facebook ad campaigns.

FACEBOOK AD TEMPLATE

We've discovered a lot spending millions of dollars on live campaigns...

And we know that when you offer something your prospects want, write engaging copy, use relevant and appealing creative AND target the right people, you will win with Facebook advertising.

So we thought it would be really helpful to put together this Facebook ad template.

We've used 6 different ads from the 3 most common types of businesses:

- 1) Local / Service
- 2) Ecommerce / Product
- 3) Digital / Info Product

No matter what industry you're in, you'll be able to model from at least one of these example ads.

A standard Facebook ad is split into 5 parts and for each ad below we've explained what we included and why.

As we've used ads that we've created for our clients, we've blurred out the information that could identify them and used different images where necessary.

We've seen the incredible effect a successful Facebook advertising campaign can have on a business and we want to wish you the very best of luck with yours.

Without further ado... here's our 5-Part Facebook Ad Template:

1

**LOCAL / SERVICE:
*INTERIOR
DESIGNER***



OVERVIEW & OBJECTIVE

The ad shown below was part of a campaign we created for an interior design company. This company acquires new clients by offering free interior design consultations.

During these free consultations, they visit their prospect's property to discuss their requirements and offer advice. This is a great offer to advertise on Facebook.

Facebook is a social network, and people are not on the platform to see adverts. So where possible, it's important to offer value upfront and for many service businesses, a free consultation is a great way to do so.

This company was confident in their ability to convert prospects that signed up for a free consultation into clients.

Therefore the objective of this ad was to generate as many leads (people signing up for free consultations) as possible.

1



Sponsored (demo) · ⓘ

...

Moving house? Redecorating? We'll design a beautiful interior for your home and manage the project for you.



2

3

Free Interior Design Consultations

Want a free consultation with our award winning designers?

[Sign Up](#)

5

4



COPY

Call out your target market. Here we've used a couple of very short questions to let people who are moving house or redecorating know that this ad is for them.

You can also do this by being location specific. Local businesses such as restaurants and hair salons can include the name of their location in their ads e.g. '50% off men's haircuts in West London'

Once we've got our target market's attention, we then tell them why they should click on this ad. We've listed two benefits of the service being offered - 'a beautiful interior' and 'manage the project for you'.

Keep it brief. There are exceptions to this and if you're promoting a piece of content, you'll need longer copy. But for a simple offer like this, brief is best.

②

IMAGE

If your business is portfolio based like this interior design company, simply use an image that displays your work, as we've done here.

If your service or local business isn't portfolio based, you can use an image of your premises. You'll see that in action in the next example.

Alternatively you can use a stock image. Facebook have teamed up with Shutterstock to provide advertisers with free stock photos to use in their ads.

You won't hear this advice elsewhere, but we recommend using these stock photos if you don't have something physical to display. They often outperform images that we create.

Facebook is interruption advertising, so images need to be eye catching, relevant and preferably colorful.

A red circle with a black outline and a black number '3' inside, with a curved red stroke extending from the top right of the circle.

HEADLINE

People scroll through their Facebook news feed quickly, so in the headline it's often best to tell them exactly what your ad is about and what you're offering, as we've done here.

This ad is offering free interior design consultations and that's what we've included in the headline.

Just like this interior design company, lots of service businesses will have success advertising a simple free consultation on Facebook.



NEWS FEED LINK DESCRIPTION

The news feed link description is the least noticeable element of a Facebook ad. If someone's reading it, they're probably interested. This means you can add more detail about your offer.

It's important that people care about the extra detail you provide. In the ad above we have told the audience that they'll be meeting award winning interior designers.

We also turned this section into a question. Using a question like this can get your prospects saying yes, which makes them more likely to click on the ad.



CALL TO ACTION

If possible, it's usually best to include one. Our testing has shown us that if you want prospects to take a specific action (such as signing up for a free consultation) including a call to action produces better results.

This is quite a straightforward part of any Facebook ad. Simply use the call to action that is most relevant to the action you want people to take.

Here, we want prospects to sign up for a free interior design consultation, so we used the 'Sign Up' call to action. There are a number of different options, so you should easily be able to find one that fits your offer.

2

**LOCAL / SERVICE:
*GYM & FITNESS
STUDIO***



OVERVIEW & OBJECTIVE

We created the ad below for a gym franchise that wanted to promote their personal training services.

Facebook users respond very well to free offers, so whenever we're working with a local or service business, we like to make a free offer the focal point of their ads.

A free personal training session for example, is a low risk option for this company's prospects. If they don't like the session, they haven't lost any money and are under no obligation to continue with the service.

However, if a company is able to deliver a fantastic experience with a free offer, it can be a great way to convert a large number of prospects into paying customers.

Sponsored (demo) · ⓘ

...

1

*** FREE PERSONAL TRAINING SESSION ***

Ever used a personal trainer?

Right now we're offering FREE personal training sessions with one of our expert personal trainers!

Now is the time to commit to your fitness goals, and one-to-one training with an expert will really help you get results.

Click the SIGN UP button to secure your FREE personal training session.

2



3

FREE Personal Training Sessions

Click the button to sign up for a free session.

Sign Up

4

5



COPY

Start with an attention grabber. Here we've stated the offer at the beginning of the copy in capitalized letters and with asterisks either side. Capitalization is great for stopping people as they scroll through their news feed, but be careful not to overdo it, otherwise your ad will look like spam and may get disapproved by Facebook.

After that, we've asked a quick question to help identify the target market, which is people that are struggling to make progress with their fitness goals and are not working with a personal trainer.

Then we provide a bit more detail about the offer and highlight the fact that it's free. We also emphasize the benefits of using a personal trainer, which is very important.

And we finish the copy by telling people exactly what they need to do, to take advantage of this offer. Don't be afraid to tell your target market what you want them to do.



IMAGE

If your business is based around your premises, it often makes sense to use a photo of your location and the activity that occurs inside it.

Remember, this photo needs to be appealing enough to get people through the door. Therefore it's important that you use high quality images. I would recommend that you hire a professional photographer or use appropriate stock photos that are similar to ones a photographer would produce.

If your business operates on a local basis, you probably don't have a large population to advertise to. In that case it's important to appeal to a large proportion of the people that live nearby.

To do that we created a number of different ads with different images in this campaign. These images featured people that are male, female and a mixture of ages.

③ HEADLINE

The headline in this ad is very simple. We have just included the offer and capitalized the word FREE to emphasize it.

This lets people know exactly what this ad is about very quickly and can catch their eye as they skim over this ad.

④ NEWS FEED LINK DESCRIPTION

Like most ads, the news feed link description here is very simple. We reiterate the action that we want people to take.

In this case, we want people to click the button to sign up for a free personal training session.



CALL TO ACTION

Another simple part of this ad. We want people to sign up for a free personal training session. Therefore we have used the 'Sign Up' call to action.

This ad was part of a Lead Generation campaign on Facebook which limits your call to action options.

For most service or local businesses using the Lead Generation objective, 'Sign Up' is most appropriate and will produce the best results.

However, if it doesn't accurately describe the action you want people to take, it's best to choose an alternative.

3

ECOMMERCE / PRODUCT:

ONLINE BAKERY



OVERVIEW & OBJECTIVE

We created the ad below for a company that sells luxury, low-calorie bakery products. Given how colorful this ad is, it's not surprising that it performed very well. However, there is more to this ad than a colorful product image.

For most ecommerce businesses, discounts and special offers will massively improve the performance of their Facebook ad campaigns. Particularly if the offers are for a limited time only.

Limited time only offers work so well because they help convince customers to take action and purchase now, as opposed to putting it off.

A lot of ecommerce sales are generated around holidays and it's often a significant challenge to generate sales during the rest of the year.

We included the ad below as an example because it isn't holiday specific and performed very well all year round.

1



Sponsored (demo) - ⓘ

...

Our signature Rainbow Cake smothered in white chocolate buttercream frosting & topped with fresh fruit... but the best bit?

It's only 150cals per slice AND we're currently offering a 10% discount 😋😋

Seriously! 🤪

Click Shop Now to brighten up your day 🌈

2



3

Mouthwateringly Good, Low-Calorie Cakes

Limited Time Only 10% Discount

Shop Now

4

5



COPY

The product we're advertising here is very sensory, so we've used descriptive and emotive copy to sell it, as you can see in the first sentence.

One of the major selling points of this company's products is that they are low calorie. We make sure people are aware of that in the second sentence and we make sure they know about the 10% discount as well.

You'll notice that this copy is fun, playful and full of emojis. Cakes aren't serious or formal, so there's nothing wrong with this approach. In fact, we've found that it often improves results, if it's in-keeping with the brand.

Like most Facebook ad copy that we write, we end with a short call to action that tells people exactly what they should do next.

A red circle with a thick black outline and a white center, containing the number '2' in a bold, black, sans-serif font.

IMAGE

Choosing ad images for physical products is not rocket science. Just use the best ones you have. If you don't have high quality photos, I'd strongly recommend that you hire a professional photographer.

I'd also recommend that you split test a few different images. You may be surprised which one delivers the best results.

A red circle with a thick black outline and a white center, containing the number '3' in a bold, black, sans-serif font.

HEADLINE

A lot of people just use the name of their product here. There's nothing wrong with including the product's name, but the headline is an opportunity to sell as well.

In this headline we've used the limited space available to include more emotive copy and reiterate a major product benefit. We made sure to keep the headline copy fun and playful as well.



NEWS FEED LINK DESCRIPTION

In a lot of news feed link descriptions we reiterate the action that we want people to take. For most product ads, that's not necessary because it is already pretty obvious.

Therefore, we like to use this section to help make the sale. Here we've mentioned the 10% discount and told people that it is a limited time offer.



CALL TO ACTION

The call to action is a very straightforward part of a Facebook ad for ecommerce businesses.

We nearly always use the 'Shop Now' option, as we have done here.

4

ECOMMERCE / PRODUCT: *ONLINE SHOE RETAILER*



OVERVIEW & OBJECTIVE

This ad example was for a company that sells high-quality, UK manufactured, leather shoes.

Even though their products are high quality, they are priced very competitively and that is one of their major selling points. Facebook is interruption advertising which means low prices are very effective sales motivators. We made sure that their competitive pricing was very prominent in this ad.

You'll notice that the example below is a carousel ad. This ad format can work very well for ecommerce businesses because different people within your target market will be interested in different products.

Carousel ads are a very effective way to display a number of different products from your product range, and by doing so they appeal to more people.

The ad below is displayed over a number of pages because we have included screenshots of all the carousel cards in the ad.

1

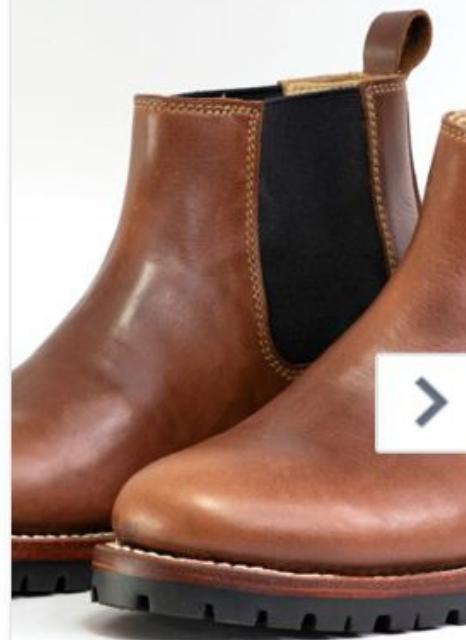
Sponsored (demo) · 🌎

...

Men's real leather shoes made in the UK, starting from only £45.



2



3

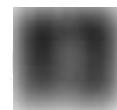
Classic Tan Oxford Wingtip
Brogues

Shop Now

4

Chelsea Boots on Commando
Sole

1

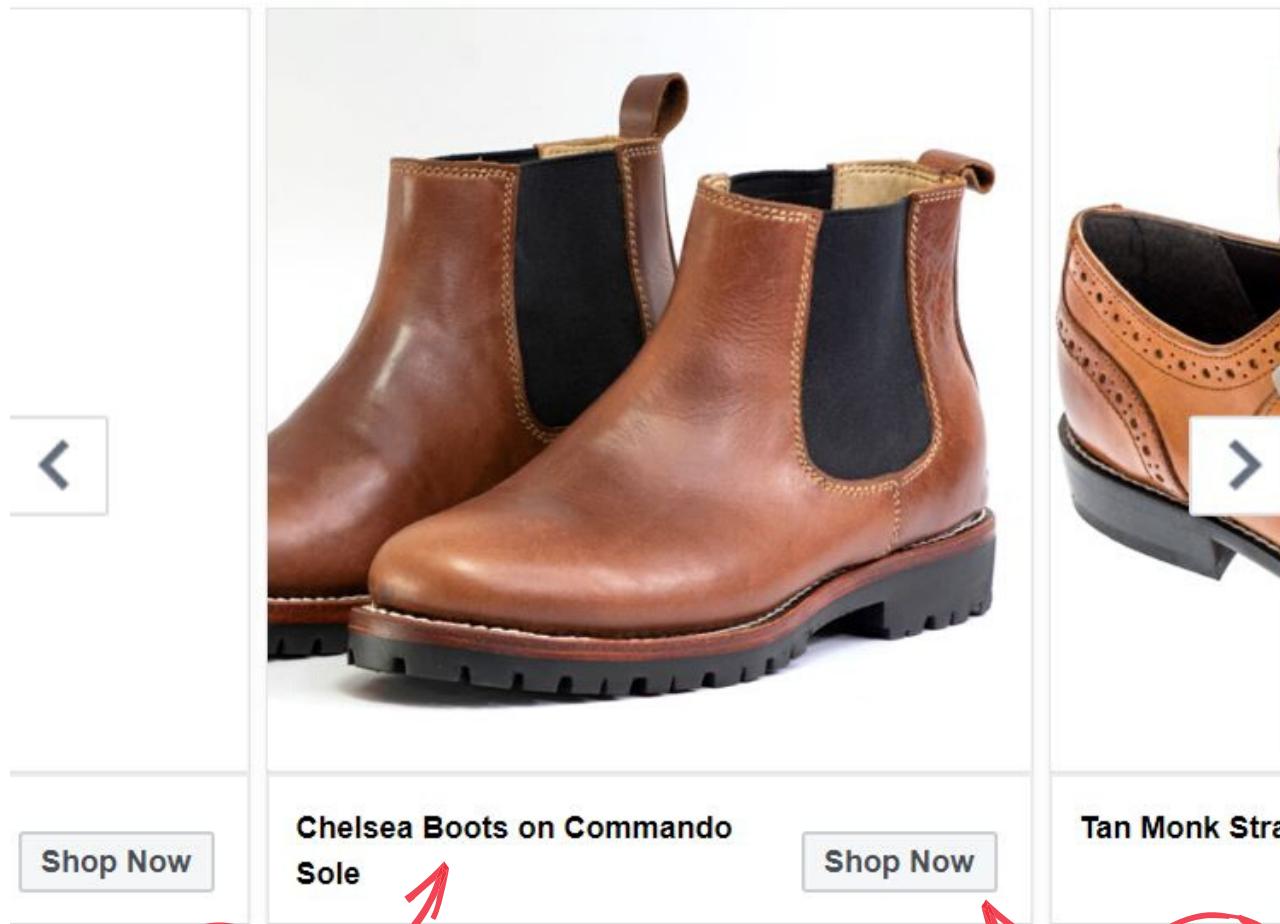


Sponsored (demo) · 🌎

...

Men's real leather shoes made in the UK, starting from only £45.

2



Shop Now

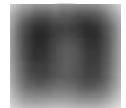
Chelsea Boots on Commando
Sole

Shop Now

Tan Monk Stra

3

4



Sponsored (demo) · 🌎

...

Men's real leather shoes made in the UK, starting from only £45.

④



Tan Monk Strap Shoes

Shop Now

Shop Now

②



Classic Burgu

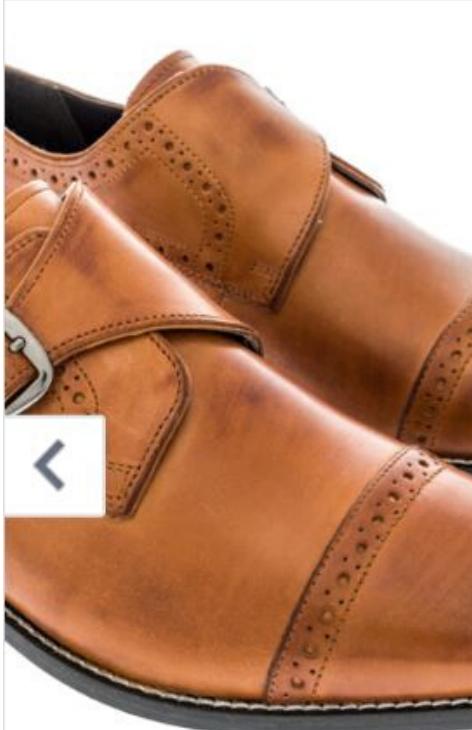
③

④

1

Sponsored (demo) · 🌎

Men's real leather shoes made in the UK, starting from only £45.



2



3

Shoes

Shop Now

Classic Burgundy Penny Loafers

Shop Now

4



COPY

With carousel ads it's important to keep the copy very short. In fact, we've found just one sentence produces the best results.

There is a lot of information in a carousel ad and people are more likely to scroll through the images than read long copy. Therefore you want to quickly and succinctly include product benefits.

In this ad we've included three major benefits - real leather, made in the UK and the very competitive pricing.

If you're advertising multiple products as we are here, it's important to make sure your copy is applicable to your product range, as opposed to an individual product.



IMAGES

Carousel ads are a fantastic way to display a number of product images. It's best to include at least 4 product images and display a wide variety from your product range.

Remember, different people will be interested in different products from your store. That's one of the reasons why carousel ads can be so effective for ecommerce businesses.

Once again, it's very important that your photos are high quality and look professional.

We also prefer to use images that are of a similar style. You'll see that the images above have a simple and clean look. There isn't a lot of distractions on any of the images and the products speak for themselves.

③ HEADLINE

With carousel ads, it's best to keep the headlines simple and just include the name of the product.

If you try to sell here or include anything else, you're likely to run out of space and it may confuse your customers.

④ CALL TO ACTION

Like most product based Facebook ads, the call to action here is very straightforward and we've used the 'Shop Now' option for all the carousel cards.

When you create carousel ads, make sure that each card links directly to the sales page for that product. Facebook users do not want to have to navigate your website to find the product they clicked on in your ad.

5

DIGITAL / INFO PRODUCT:
***FACEBOOK AD
TEMPLATE***



OVERVIEW & OBJECTIVE

Because you're reading this Facebook ad template, there's a good chance you've seen this video ad in action.

It's our primary method for advertising this lead magnet and it has performed incredibly well, generating over 23,000 opt ins and counting.

For any business that needs to demonstrate industry authority and expertise, video ads can perform very well on Facebook.

This video was designed to grab our target audience's attention, provide real value that people can implement, and convince them to download our free 5-Part Facebook Ad Template.

Before we get into the detail of this video ad and explain why it performs so well, I would recommend that you watch it here first:

[**Facebook Ad Template Video Ad Example**](#)



Ben Heath

Sponsored (demo) · 7

...

If you're trying to promote your business on Facebook then you're probably wasting your time...

...and in this video I explain why, and what you need to do to actually get results.

I've also created a 5-Part Facebook Ad Template, that you can download right now for free.

This template includes some of the best performing ads we've created for our clients in multiple industries and if you're looking to promote your business on Facebook you'll find it very useful.

To download this free ad template click here:

<http://www.leadguru.co.uk/facebook-ad-template-lp/>



1.7K

449 Comments 310 Shares 155K Views



VIDEO

We've started with the video in this ad example because it's the part of the ad that people see first and that really grabs their attention.

This is a face-to-camera video ad, which is a great format for delivering value quickly and demonstrating expertise. The eye contact also helps stop people scrolling through their Facebook news feed.

We chose a controversial title and made sure that is was included in the video itself - Why You're Wasting Your Time With Facebook.

This controversial title grabs and more importantly holds the attention of our target market, which is business owners, entrepreneurs and marketers that advertise on Facebook.

We provide value in this video by showing people how they can effectively promote their business on Facebook.

The video ends with a strong call to action. In it, we encourage people to download this Facebook Ad Template and provide a number of benefit rich reasons for doing so.

Another important thing to note is the video quality. Poor quality video and audio does not work very well on Facebook anymore. I would recommend hiring a professional to help with video recording and editing.

If you're looking to build an email list or advertise a digital asset, this is a very good Facebook video ad to model from.

For a more detailed breakdown of this video ad, check out this YouTube video:

[How to Create Perfect Facebook Video Ads](#)

A red circle with a white outline and a black number '2' inside.

COPY

We like to keep video ad copy quite straightforward. It starts with a brief summary of the content of the video and does so in a way that encourages our target market to watch it.

Then we focus on the Facebook Ad Template. Even though we have described the actions people need to take to download it, and the reasons why they should in the video, it helps to reiterate those selling points here.

A red circle with a white outline and a black number '3' inside.

SOCIAL PROOF

When a Facebook ad delivers fantastic results for your business and you're able to profitably put a large budget behind it, you'll generate a lot of social proof.

The number of likes, comments and shares this ad has, acts as an endorsement and helps improve its performance.

④ & ⑤ AD FORMAT

You may have noticed that this video ad doesn't have a headline, call to action button or news feed link description.

That's because we posted this video to our Facebook Page and then used that post as an ad. Instead of creating the ad within Facebook's Ads Manager.

This has a couple of advantages. The first is that you're able to concentrate social proof. Even if we use this ad in different ad sets or different campaigns, all the social proof will appear on this one post.

The second is that by not including a headline and call to action button, this ad looks less like an ad and more like a piece of content. Which can really help video retention.

6

DIGITAL / INFO PRODUCT: *REMOTE SERVICES APP*



OVERVIEW & OBJECTIVE

The final ad in this Facebook ad template was created for an app based company.

The app being advertised connects service providers with customers remotely, and allows people to make money from their expertise without having to go anywhere.

Facebook is a very effective platform for advertising apps and we've delivered fantastic results for a number of app based clients.

In this ad example there is no news feed link description. That's because with Facebook's app install ads, there is no option to add a news feed link description.

Sponsored (demo) · ⓘ

④

Want to monetize your skills and expertise without having to go anywhere?

With the _____ app you can use your smartphone to provide services remotely.

Connect with people through live video or chat and help them solve their problems (for a fee) from the comfort of your own home.

Whether you're a plumber, computer expert, translator, etc - there's a market for you.

Download the _____ app and find new customers today.

②



③

Monetize Your Skills & Expertise Remotely

Use App

④

④ COPY

Advertising an app on Facebook is often more complicated than advertising a product or service.

Your target market probably won't know exactly what your app is or does, just by looking at the image or reading the headline. Therefore, you often need to use longer copy to explain how your app works and the benefits of using it, as we've done here.

The opening sentence asks the audience a question that they are highly likely to say yes to. This encourages them to read on, which is important for longer copy.

We then include three sentences that explain how the app works and very importantly why people would want to use it.

As usual, the final sentence tells people what we would like them to do next.

② IMAGE

The image we've used in this ad is very benefit focused. It doesn't show the app being used, instead it demonstrates the major selling point of the app, which is the ability to earn money and provide services remotely.

Images with beautiful backgrounds often do well on Facebook. They naturally attract people's attention, which is the primary job of any ad image.

③ HEADLINE

In most Facebook ad headlines we try to describe the product or service in a benefit rich way. However, with app install ads we've found that approach doesn't produce the best results.

Apps are often difficult to describe in a couple of words. We've seen the best results from focusing on the main benefit or selling point of the app. That's exactly what we've done here.



CALL TO ACTION

Using an app installs campaign means that you're limited with the call to action options that you can use.

In this ad we've selected the 'Use App' call to action. However, we don't always use that option for app install ads. We often use the 'Install App' call to action, as that can sometimes produce better results.

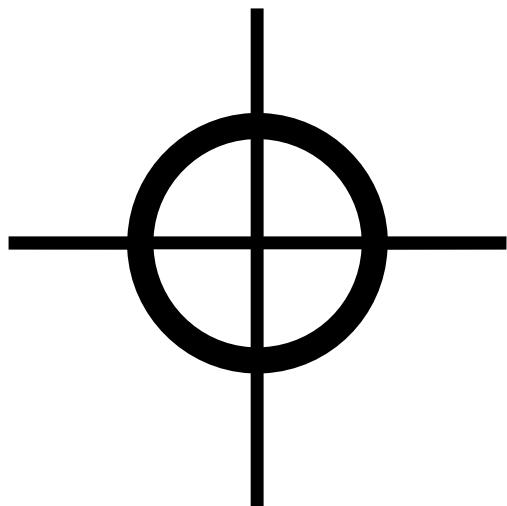
Whenever we work with an app based company we test both options to see which performs best, as it seems to be app specific.

Like most aspects of Facebook advertising - if you're not sure which option will produce the best results - test them both. You'll soon find the winner.

7

NEXT STEP:

***FREE WEBINAR
& OUR SERVICES***



FACEBOOK AD STRATEGY WEBINAR

This template will really help you create high converting Facebook ads. However, if you want to generate the best results from Facebook, you need to use the right **STRATEGY** for your products and services.

That's why I've created a free webinar called:

3 Killer Facebook Advertising Strategies To Double (or More!) Your Revenue

In this FREE webinar I'll be breaking down 3 Facebook ad sales funnels that I have used to generate 7+ figures for my clients.

AND...

Most importantly, I'll tell you which one you should use depending on the products and services you offer.

If you want fantastic Facebook Advertising results in 2020... this is a training you don't want to miss.

[**Click here to watch it now for FREE**](#)

OUR SERVICES

As a digital marketing agency we offer fully managed, done-for-you Facebook advertising services.

We use our Facebook advertising expertise to create Facebook ad campaigns, like the ones you have seen above, that generate low cost leads and sales for our clients.

We also manage and optimise campaigns on an ongoing basis to ensure those campaigns generate as many leads and sales as possible, for the lowest cost.

If you're generating at least £20k (\$25k) per month in revenue, and would like to find out more about our services, click the link below to schedule a free strategy session with me (Ben Heath).

[Click here to schedule a free strategy session.](#)

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