

7 FACEBOOK AD TIPS & TRICKS

TO BOOST CLICK-THROUGH RATE (CTR)



2017 | 7 FACEBOOK AD TIPS & TRICKS

MAYK.COM

mayk

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Lyft  about 12 months ago

You drive to work every day. Why not get paid up to \$400/mo. for it with Lyft Carpool?

Goodbye, commuting costs.

Become A Lyft Carpool Driver
Sign-up is easy. Get started now.

WWW.LYFT.COM/CARPOOL

84 15 3

THINK SHORT

Brief Facebook posts get the highest CTR rates. Engagement also skyrockets when post length is limited. **For instance, very short posts can earn up to 86% more engagement.** Ensure each section of your ad – the text, header and link description – are all reasonably short.



GO BOLD

Use images that are more eye-catching,
with bright or contrasting colours
for instance.

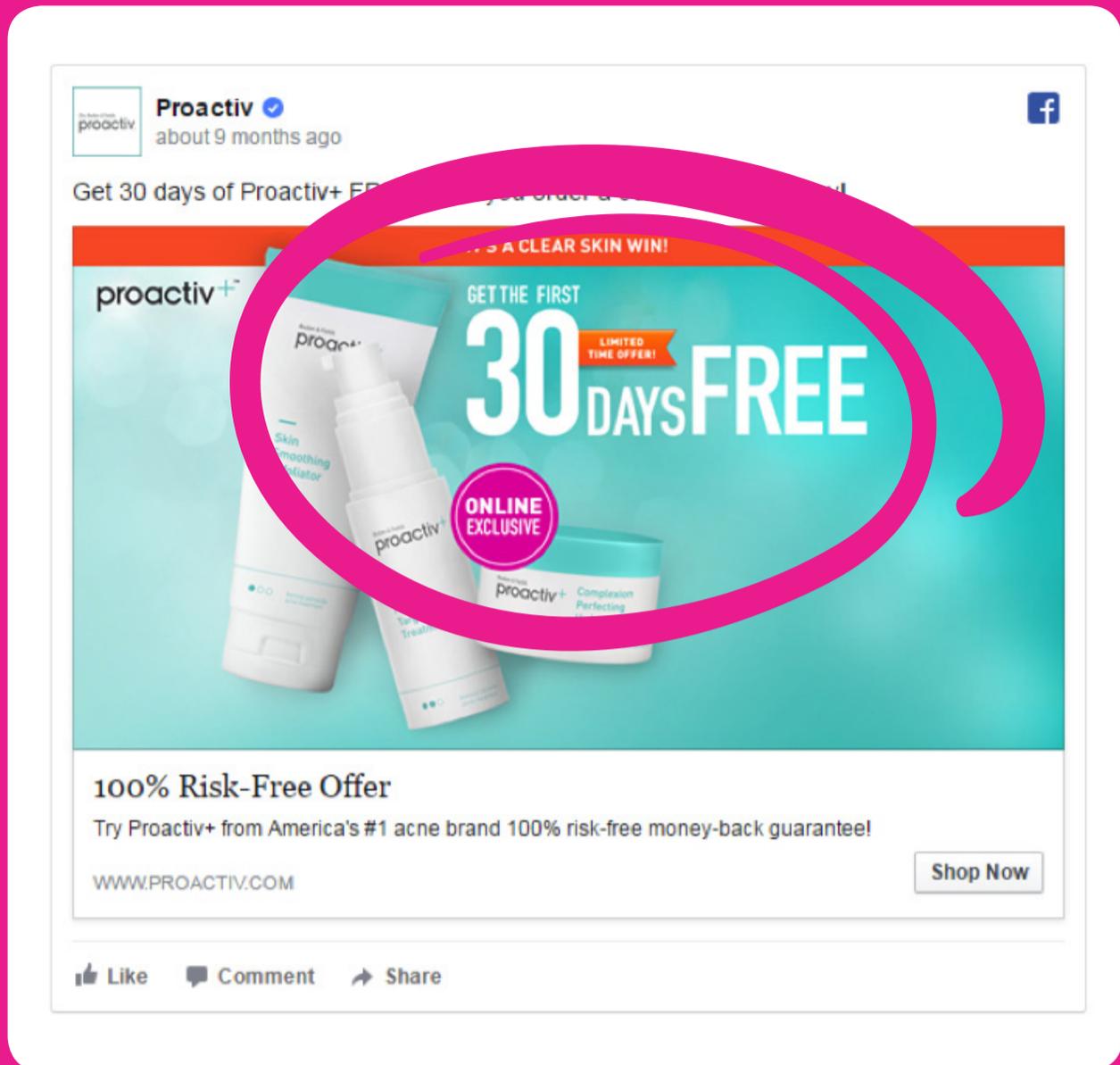
3



INCITE ACTION

Add a **Call-to-Action button** to your image such as “Download Now” or “Watch Video.”

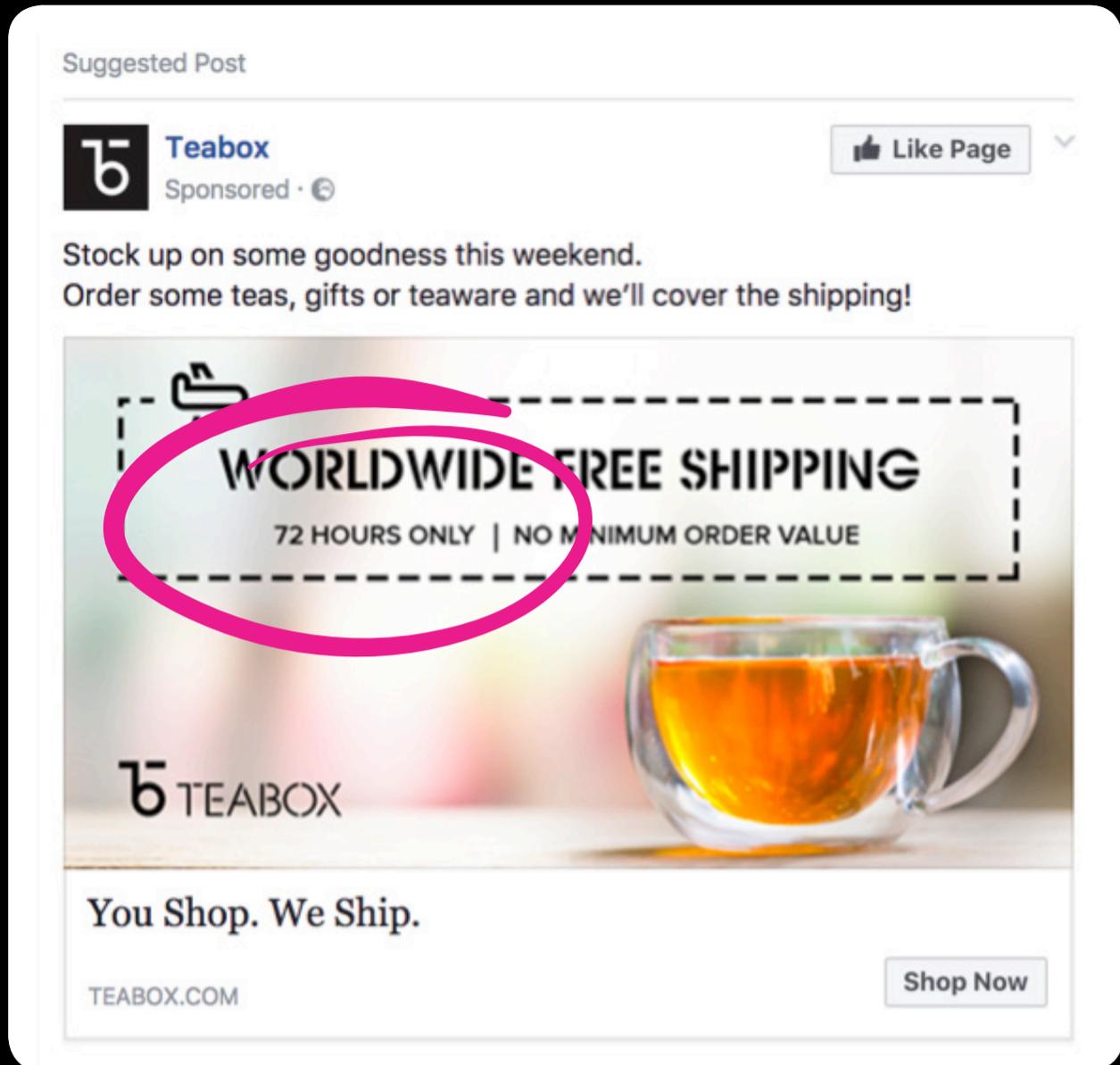
4



TRIGGER ENGAGEMENT

Add a click-trigger to your image, for example an “Online Exclusive” button that will make users want to learn more.

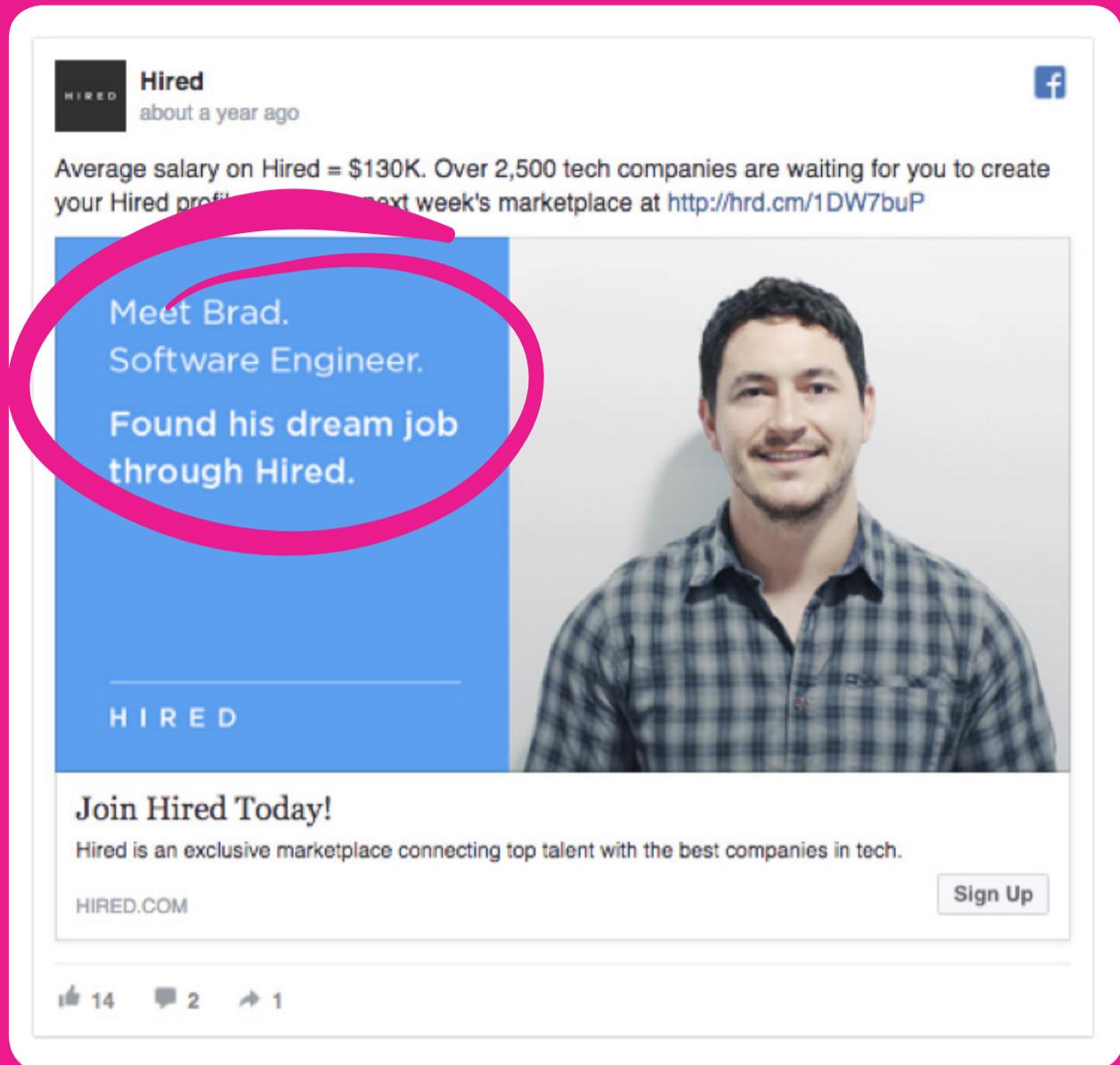
5



HURRY THEM UP

Create a sense of urgency or scarcity with copy on the image, such as "Free Shipping | 72 Hours Only."

6



PROVE IT

If you're offering a deal, you may want to **consider including "proof" of value.** So this could be a testimonial photo or video, or a positive mention of your brand or product by media and influencers.

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A screenshot of a Facebook post from Blue Apron. The post includes a profile picture of a blue apron, the name 'Blue Apron' with a verified badge, and the text 'about 7 months ago'. The main text reads: 'Make incredible meals with Blue Apron. Premium meats, sustainable seafood & farm-fresh produce delivered weekly. Get \$30 off your 1st delivery!'. Below the text are two images: one showing an open cardboard box filled with fresh produce like onions, eggplant, and leafy greens, and another showing a bowl of ramen with salmon, noodles, and vegetables. A pink oval highlights the text 'Blue Apron - \$30 Off' in the post's description. Below the description is the website 'WWW.BLUEAPRON.COM' and a 'Sign Up' button. At the bottom of the post, there are engagement metrics: 951 likes, 70 comments, and 96 shares.

FAITH IN NUMBERS

In your headlines, **include numbers** such as discounts, success metrics and studies that showcase the value of your product or service – or the number of people already using it.



PRO TIP

Headlines that include odd numbers get a higher click-through rate than those with even numbers.

KEY ELEMENTS CHECKLIST

While you can't always include every tip we've suggested in your ad, be sure you at least follow this "Key Elements" checklist when creating your Facebook ads:

- 1 Include a call-to-action, preferably as a button on the image
- 2 Write short "text," "headline" and "link description" copy
- 3 Highlight the value or benefit of the produce or service
- 4 Use bright, contrasting or eye-catching images or designs to capture viewer attention

Got questions for our expert? Drop us a line at info@mayk.com or connect with us on social.

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