



Photo: Tim Bennett

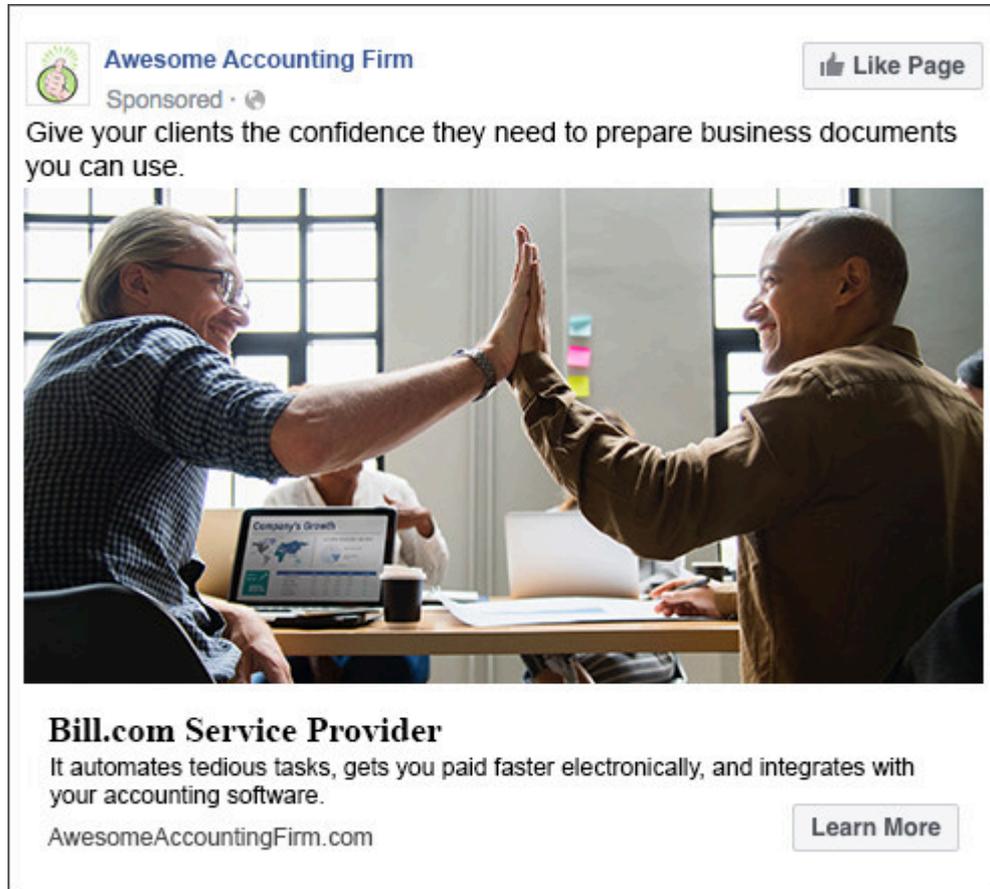
There are three text fields in a Facebook ad – **headlines** that go under the image, **main ad text** that sits above the image, and the **news-feed link description** that appears below the headline. Download the [Facebook Content Template](#) to help you write within the confines of the ad-copy lengths.

When writing ad copy, keep these nine, best practices in mind.

1. The most popular headline is still just four words long and a max of 25 characters. Numbers in headlines are very effective, e.g., 20% Off, \$10 Discount, Top 10, #1, etc. When promoting a service, consider how you can work a number into the headline, e.g., #1 Accounting Software for Dentists
2. The main ad text (above the image) is where you have the most flexibility, but keep things relevant, catchy, and fun.
3. Ad text maxes out at about 13 words or 125 characters.
4. Use the correct call-to-action for the ad, for example, you wouldn't use "Shop Now" for a service landing page; rather, you'd use "Learn More."
5. Write the ad only for the target audience, not a large, generic audience.
6. Write different ads for different target audiences, e.g., farmers, construction, manufacturers, artists, health care, etc.
7. Ensure the copy goes with the ad imagery. For example, you might show a before and after photo of a frustrated person next to a happy person in an ad that talks about relieving the stress of doing your own business accounting.
8. Keep the copy short and lead with value.

9. Use simple, easy-to-understand language

Example

A screenshot of a Facebook advertisement. At the top left is the profile picture and name 'Awesome Accounting Firm' with a 'Sponsored' tag. To the right is a 'Like Page' button. The main text reads: 'Give your clients the confidence they need to prepare business documents you can use.' Below this is a photograph of two men in an office setting, one giving the other a high-five. In the background, a laptop displays a 'Company's Growth' chart. Below the photo, the text says 'Bill.com Service Provider', followed by 'It automates tedious tasks, gets you paid faster electronically, and integrates with your accounting software.' and the website 'AwesomeAccountingFirm.com'. A 'Learn More' button is located at the bottom right of the ad.

Fool-Proof System for Writing FB Ads

1. Create a document in Word, grab a paper and pen, or use the [Facebook Content Template](#)
2. Close all tabs on your screen—unless you want to keep your website open for inspiration, or go somewhere else to write.
3. Set a timer for 15 minutes.
4. Write everything that comes into your head about the service you want to promote – don't stop until the timer goes off.
 - Avoid being clever, rather be clear.
 - Dodge mentioning your brand.
 - Speak to the person you're writing the ad for. "Want better cash flow management in your business?" Starting an ad with a question is a great way to draw attention.

- Make it emotional. “Delinquent accounts are trouble for your business. Find out how to get clients to pay on time.”
- Keep it simple.

There is an art to writing effective, Facebook ad copy. You’ll only get better by practicing and testing ad copy. If you need help, [give us a call](#). We do Facebook training sessions, as well as write ads and promote them through your account.

What will your next Facebook ad be about?

Additional Resources

- [The Ultimate Guide to FB Ads](#)
- [5 Facebook Hacks for the Busy Accountant](#)
- [5 Social Media Blunders That Could Bruise Your Biz](#)
- [4 Facebook Messenger Best Practices to Increase Business](#)
- [Spring Cleaning for Your Facebook Account Settings](#)
- [Sustaining a Successful B2B Facebook Strategy Post Algorithm Change](#)