



Photo: Stock Snap

When creating ads for Facebook, one of the biggest challenges you might face is writing the copy. Here are some guidelines to help you create compelling ad copy that aids in ad success.

Facebook Ad Headline and Copy Tips

There are 3 text field options - headlines, main text, and the news-feed link description.

The most popular headline is just 4 words long with a maximum of 25 characters.

- Numbers in headlines are very effective, e.g., 20% Off, \$10 Discount, Top 10, #1, etc.
- When promoting a product, consider adding the price of it in the link description.

The main text is where you have the most flexibility, but keep things relevant, catchy, and fun.

Facebook Ad Link Copy Tips

- Link text maxes out at about 13 words.
- Top five call-to-action terms: “Learn More,” “None,” “Shop Now,” “Sign Up,” and “Download.” None means there is no call-to-action button used in the ad. According to [AdEspresso](#), “Not having a CTA button can increase the cost per lead by nearly 2.5 times.”
- Use targeting to narrow the audience and then write the ad for that audience. Write the ad outside of FB first.

- Write different ads for different target markets.

Additional Facebook Ad Copy Tips

- Make sure the copy goes with the ad. The image should feel like it makes the point or solves the problem.
- Stay focused with one call to action for each ad.
 - It can be the same call to action, but be sure you're keeping it in mind when writing copy, e.g., you wouldn't say "listen now" for a book; that would be a for a podcast.
- Keep the copy short and lead with value.
- Use simple, easy-to-understand language.

Bonus – Fool-Proof System for Writing Facebook Ads

1. Create a document (or grab a paper and pen)
2. Close all tabs on your screen, or go somewhere else to write. You may want to keep your website open for inspiration.
3. Set a timer for 15 minutes.
4. Write everything that comes into your head – don't stop until the timer goes off.
5. Avoid being clever, rather be clear.
6. Avoid mentioning your brand.
7. Speak to the person you're writing the ad for. "Does your company paperwork make you crazy?" Starting an ad with a question is a great way to draw attention.
8. Make it emotional. "We'll take the stress out of your paper mess."
9. Keep it simple.

Now that you have the copy tips, what will your next Facebook ad campaign copy be?

Additional Resources

- [Facebook Ads Guide](#)
- [Ad Formats Guide](#)
- [Facebook Fundamentals: Beginner's Guide](#)
- [The Ultimate Guide to Facebook Ads](#)
- [Ad Sizes and Specs](#)