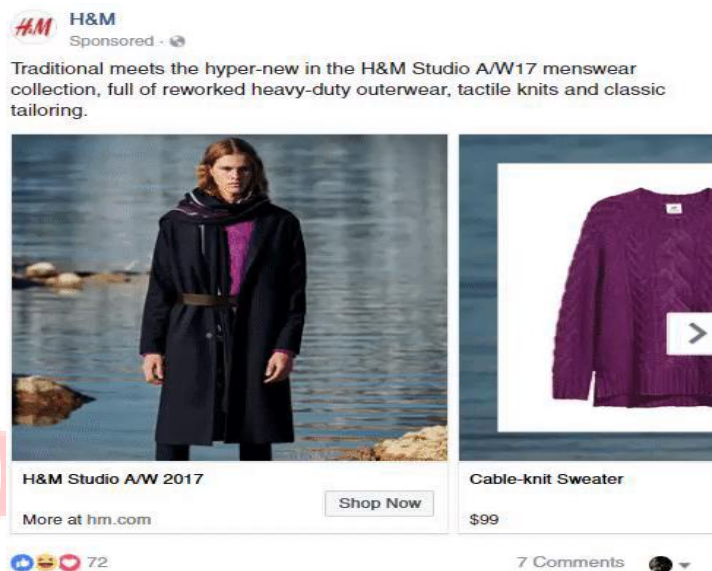


Lesson no. 12: Types of Facebook Advertising

TYPES OF FACEBOOK ADVERTISING

i. CAROUSEL ADS

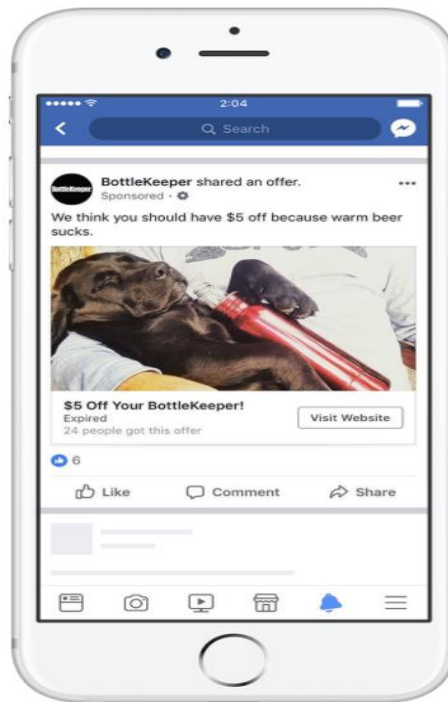
Facebook carousel ads are noted to boast a lower cost-per-conversion and cost-per-click compared to static ads. Interactive and mobile-friendly, creative marketers love to use carousels to show off products and tell stories.



ii. OFFERS AND HOMEPAGE ADS

Even with all of Facebook's functionalities, brands always have the option of keeping their ads simple.

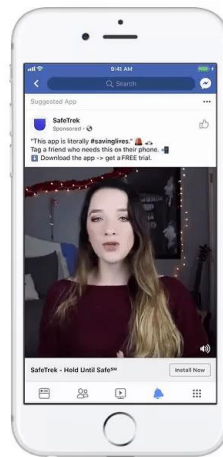
Want to include a discount or promo code? No problem. Traditional Facebook ads such as this one from BottleKeeper can funnel traffic from the social network back to your site. These sorts of ads are great for retargeting, reminding people who've visited your site to engage with you again.



iii. VIDEO ADS

Video content marketing is booming, especially on Facebook where users spend triple the time interacting with video as opposed to text or image-based content.

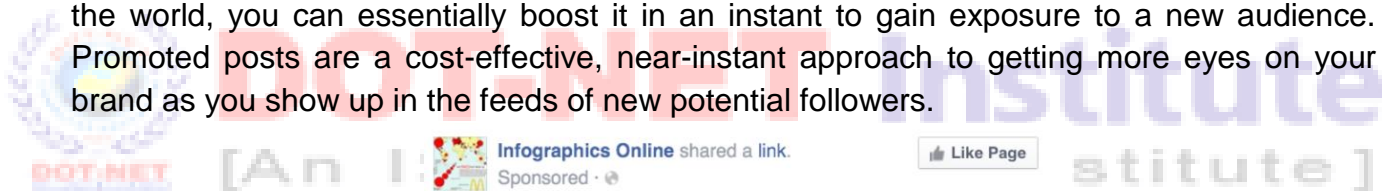
You can think of a video ad as a sort of mini commercial for your brand. Videos are a great way to stop scrollers in their tracks to see what your ad is about. Meanwhile, you also have the opportunity to tell your ad's story without requiring users to leave Facebook.



iv. BOOSTED AND PROMOTED APPS

Perhaps one of the easiest ways to run an ad is by simply promoting your existing Facebook content.

If you have a high-performing piece of content or product launch that you want to share with the world, you can essentially boost it in an instant to gain exposure to a new audience. Promoted posts are a cost-effective, near-instant approach to getting more eyes on your brand as you show up in the feeds of new potential followers.



Like Comment Share

v. LEAD ADS

Akin to a traditional lead magnet, lead ads allow users to download content from your brand directly from Facebook. Ideal

for brands promoting webinars or downloadable PDF's, these types of ads serve as a reminder of Facebook's potential as a list-building tool. If you have a piece of educational content that your audience is hungry for, lead ads are the way to go.



A screenshot of a Facebook advertisement from AdEspresso. The ad text reads: "How was your last Facebook ad? AdEspresso & Hubspot analyzed 111,018 Facebook Ads to find the secret formula for a perfect Facebook Ad. Get this Free Guide Now!". The ad features a dark background with a central image of a laptop displaying a website with a cartoon character. To the right of the laptop, the text "THE SCIENCE OF SUCCESSFUL FACEBOOK ADS" is displayed above a green "Download Now!" button. The HubSpot and AdEspresso logos are at the bottom of the image. Below the image, the text says: "Learn The Secret Formula For Successful Ads! The secret to the perfect Facebook Ad is just one click away! You'll immediately receive an email with direct download link!"



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