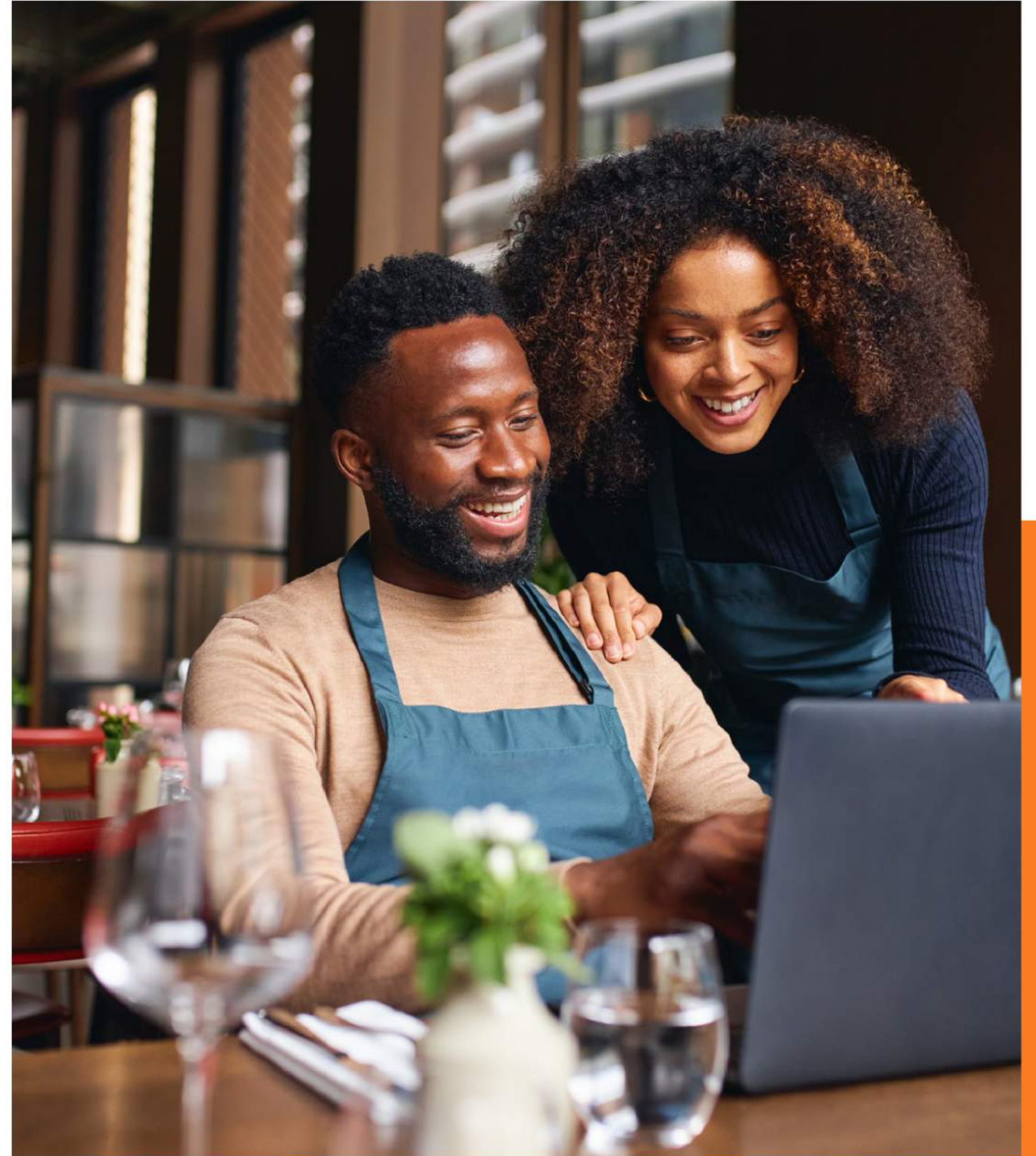


Design & Perfect

YOUR META AD CREATIVE

 Meta 





CRAFT CAPTIVATING ADS THAT MOTIVATE IMMEDIATE ACTION AND DRIVE RESULTS

In a crowded marketplace, ads that stand out are visually stunning, present products in a compelling way, and feature a distinct call-to-action (CTA) that compels viewers to engage immediately.

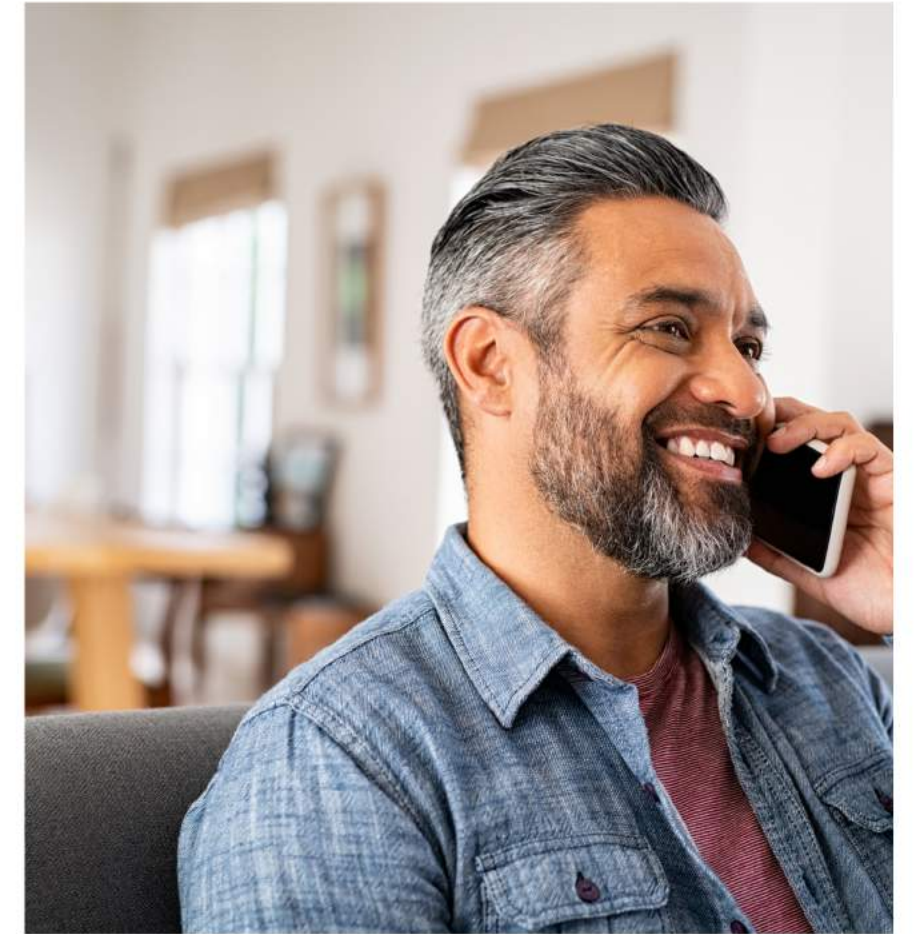
3 ELEMENTS OF ACTION-DRIVING ADS



TEXT




VISUAL



CALL-TO-ACTION

Little Lemon shared a link. Sponsored

Your favorite Little Lemon dishes, now available for larger groups.



LITTLELEMON.COM
Catering by Little Lemon
Catering tailored to your needs

Order now

TEXT

Ensure your ad's text enhances the visuals; keep it concise and punchy to grab the fast-paced reader's attention instantly.

VISUAL

Make a powerful first impression with an image or video that not only resonates with your audience but also captivates their attention immediately.

CALL-TO-ACTION

Boost your ad with a call-to-action button that drives instant engagement. Adding one depends on your goals, but it can significantly increase your conversions.

PROMPTS THAT ENCOURAGE PEOPLE TO TAKE ACTION

Drive meaningful engagement with easy-to-use action buttons that prompt your audience to act.

Discover the options available to elevate your campaign.

Note: Availability of options may vary by business category.



BOOK NOW

Make it easier for people to book travel or make an appointment.



ORDER NOW

Make it easier for people to order from a restaurant.



CALL NOW

Make it easier for people to call the business with a single tap of their phone.

PROMPTS THAT ENCOURAGE PEOPLE TO TAKE ACTION



CONTACT US

Take people to a form on a website to get more leads.



SEND MESSAGE

Make it easier for people to message a business on Facebook.



SIGN UP

Take people to a form on a website to get more leads and subscribers.



GET QUOTE

Take people to a form on a Facebook Business Page so they can request more information about a business.



WATCH MORE

- ▶ Encourage people to watch a video on a Page or website.

LEARN MORE

- ▶ Direct people to where they can learn more about a business, product or service.

SHOP NOW

- ▶ Get more people to see and buy products on a website or Facebook Business Page.

GET OFFER

- ▶ Get more people to see and claim offers on a Facebook Business Page.

USE APP

- ▶ Take people to an app to increase downloads or engagements.

SETTING UP AN AD



Now that you're familiar with the three key elements of an ad, mastering how to seamlessly integrate them on Meta is crucial for crafting campaigns that captivate and convert.

AD CREATIVE

Select a striking visual that instantly grabs your audience's attention and leaves a lasting impression.

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

*Media

15 Placements

Ads, In-stream videos

Placements

Stories and Reels, Apps and sites

Placements

Describe what your ad is about

➕ Add text option

Headline

Write a short headline

Description

Include additional details

Send people to chat with another Page

Call to action

Send message

When people click Send Message on an ad, they'll be able to send a

By clicking "Publish", you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

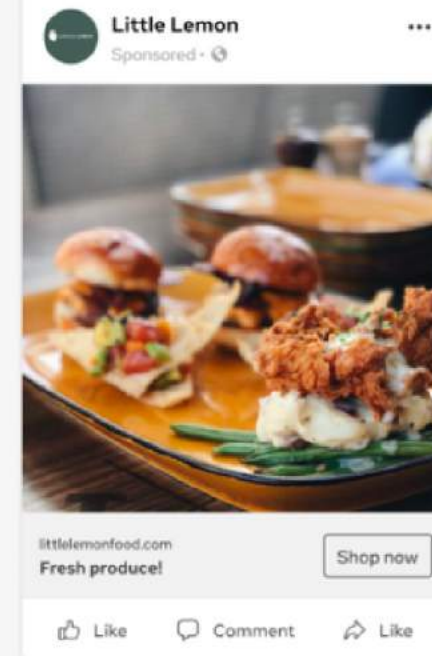
Back

Publish

Ad preview

Advanced preview

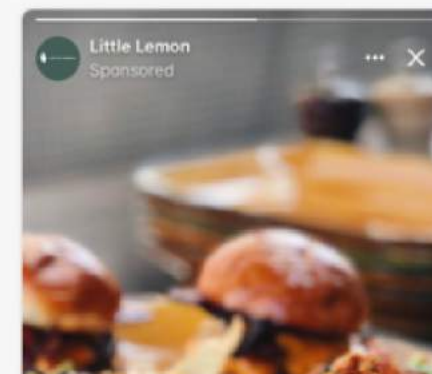
Facebook Feeds



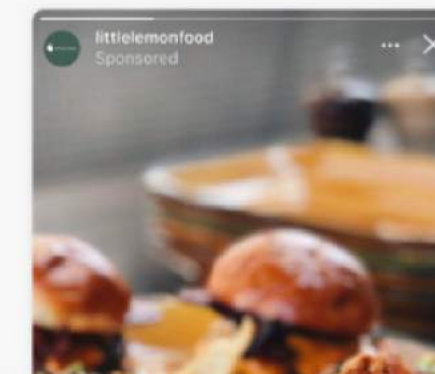
Instagram Feed



Facebook Stories



Instagram Stories



AD FORMAT

Select a format that aligns with the business goal.

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

*Media

15 Placements



Feeds, In-stream videos

Reels, Apps and sites

Stories

and Reels, Apps and sites

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Ad preview

Advanced preview

Facebook Feeds

Instagram Feed



Facebook Stories

Instagram Stories



By clicking "Publish", you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

Back

Publish

New Campaign > 1 Ad set > New Ad

In draft

Edit Review

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

*Media ⓘ

15 Placements

Feeds, In-stream videos
4 Placements

Stories and Reels, Apps and sites
4 Placements

Primary text ⓘ

Tell people what your ad is about

+ Add text option

Headline

Write a short headline

Details

Send people to chat with another Page ⓘ

Call to action ⓘ

Send message

When people click Send Message on an ad, they'll be able to send a

By clicking "Publish", you agree to Facebook's [Terms and Advertising Guidelines](#).

Close ✓ All edits saved

Back Publish

Facebook Feeds

Instagram Feed

Facebook Stories

Instagram Stories

Little Lemon Sponsored

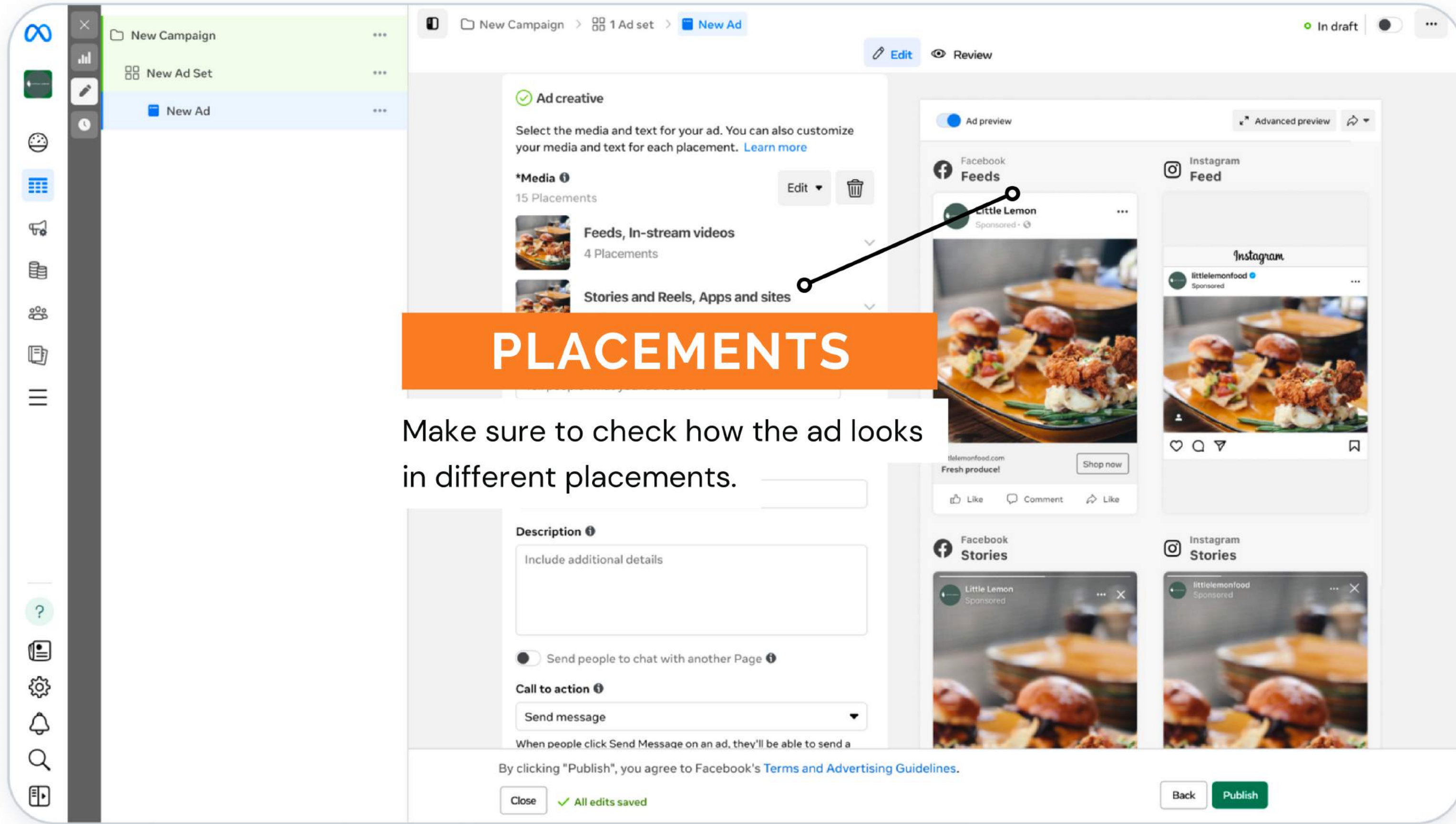
littlelemonfood Sponsored

Little Lemon Sponsored

littlelemonfood Sponsored

PRIMARY TEXT

Write a caption that complements the ad creative.



PLACEMENTS

Make sure to check how the ad looks in different placements.

By clicking "Publish", you agree to Facebook's [Terms and Advertising Guidelines](#).

Close ✓ All edits saved Back Publish

Need expert help with your Meta Ads?

Connect with us.



416-477-0587



sales@mrkt360.com

 Meta 



 Meta 

Resources

https://www.facebookblueprint.com/student/activity/212753?ref=cms_redirect#/page/5fc6e57b4a46d349.e9dff453