



DRIVE CONVERSIONS WITH META ADS

Best Practices for Crafting
Compelling Ad Copy

THE POWER OF ENGAGING AD COPY

Once you've grabbed attention with a great visual, your ad copy must clearly communicate your message and encourage action. With varying text requirements for each placement, getting it right is crucial.

KEY AD COPY COMPONENTS

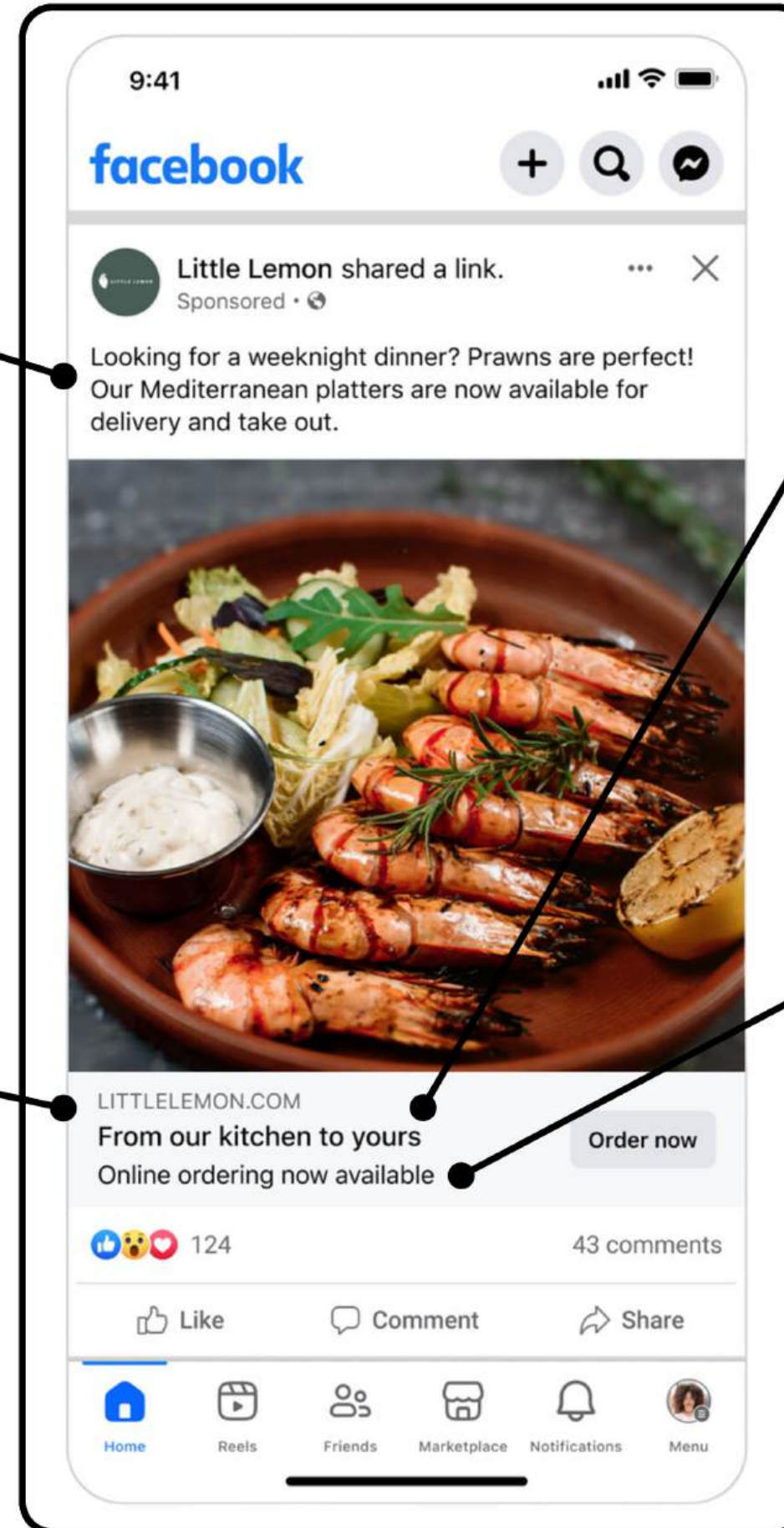
Primary Text

Your ad's primary text appears across all placements, but its position may vary. To maximize visibility and performance, keep it concise (ideally 125 characters) and use @ to tag relevant Facebook profiles or Pages.

Display Link

In some ad placements, a shortened display link will be used instead of your full website URL.

Link: littlelemon.com



Headline

Your ad's headline will appear in most placements, but note that its position may vary. To ensure full visibility, keep headlines under 40 characters.

Text: From our kitchen to yours

Description

Provide additional context with a short description (25 characters or less) that appears in various ad placements.

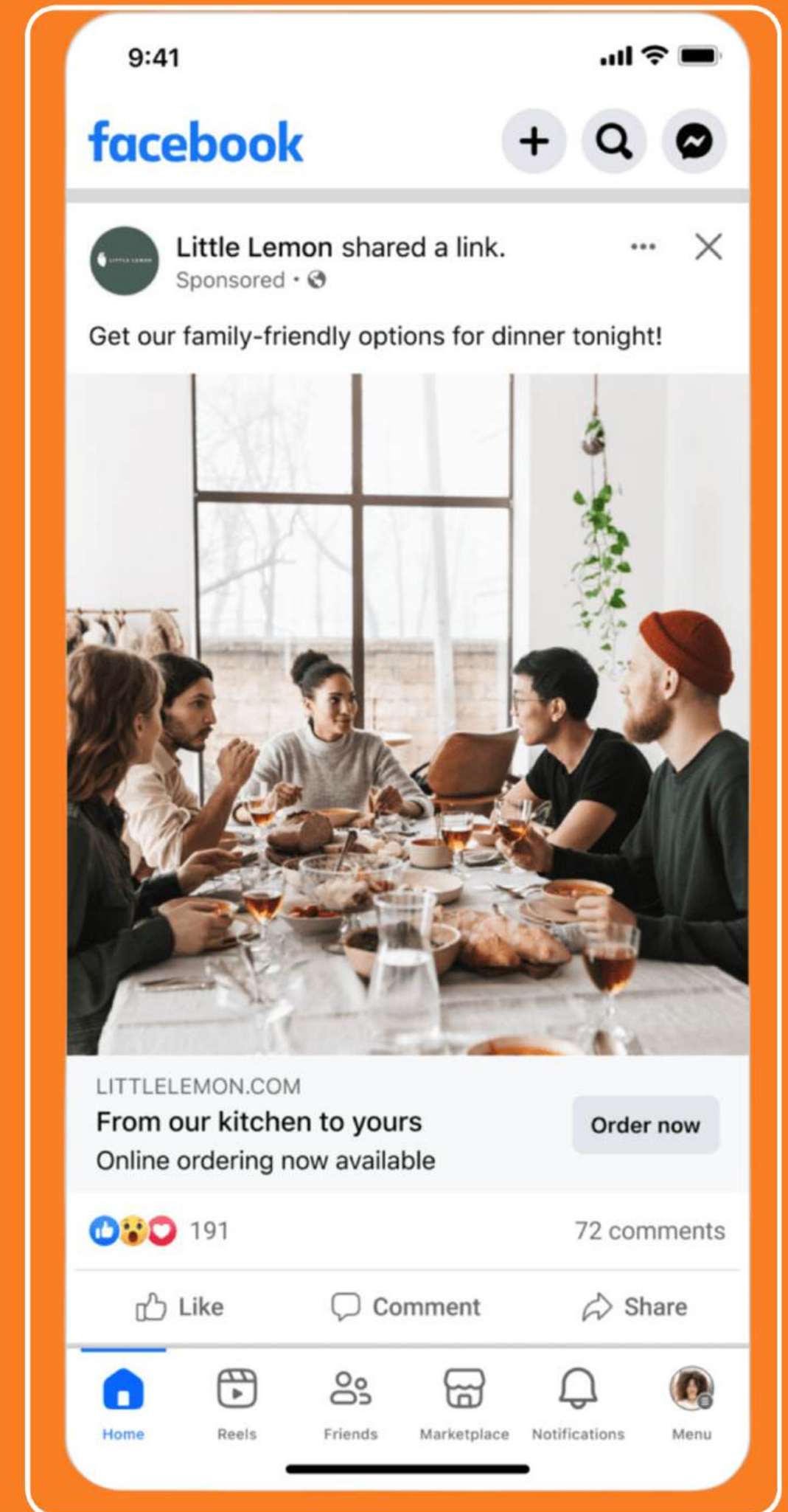
Text: Online ordering now available

TIP # 1

CONNECT WITH YOUR AUDIENCE: USE A PERSONAL TOUCH

Consider your audience's needs and interests when crafting ad copy. Write as if you're having a conversation with them.

Example: The ad on the right targets young families with: "Get our family-friendly options for dinner tonight!"

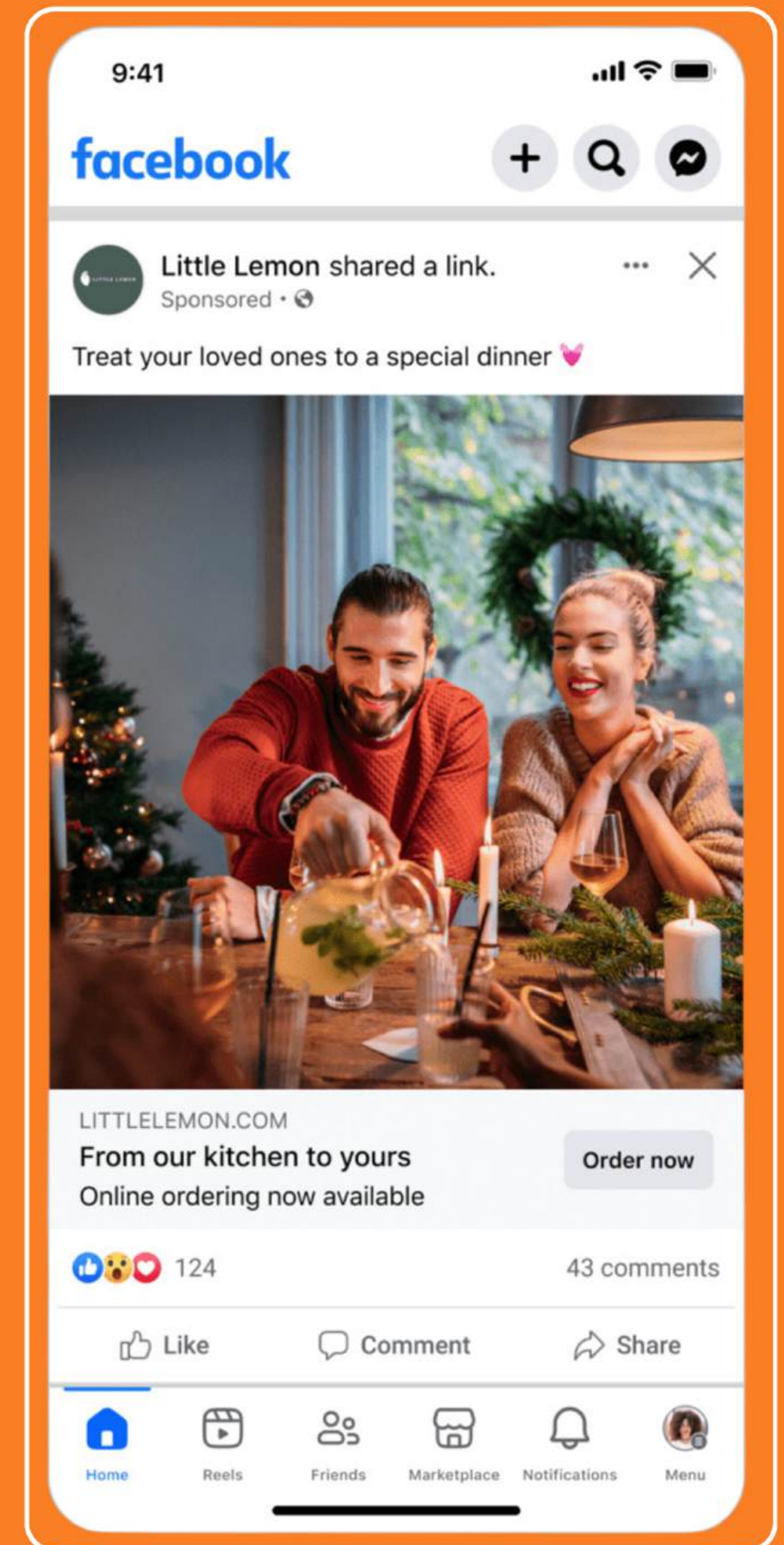


TIP # 2

CONSISTENCY MATTERS

Maintain a unified tone across all ads to build recognition and trust with your audience. Use clear, concise language to ensure your message shines through.

Example: The ad on the right "Treat your loved ones to a special dinner," reflects the brand's warm and inviting tone.



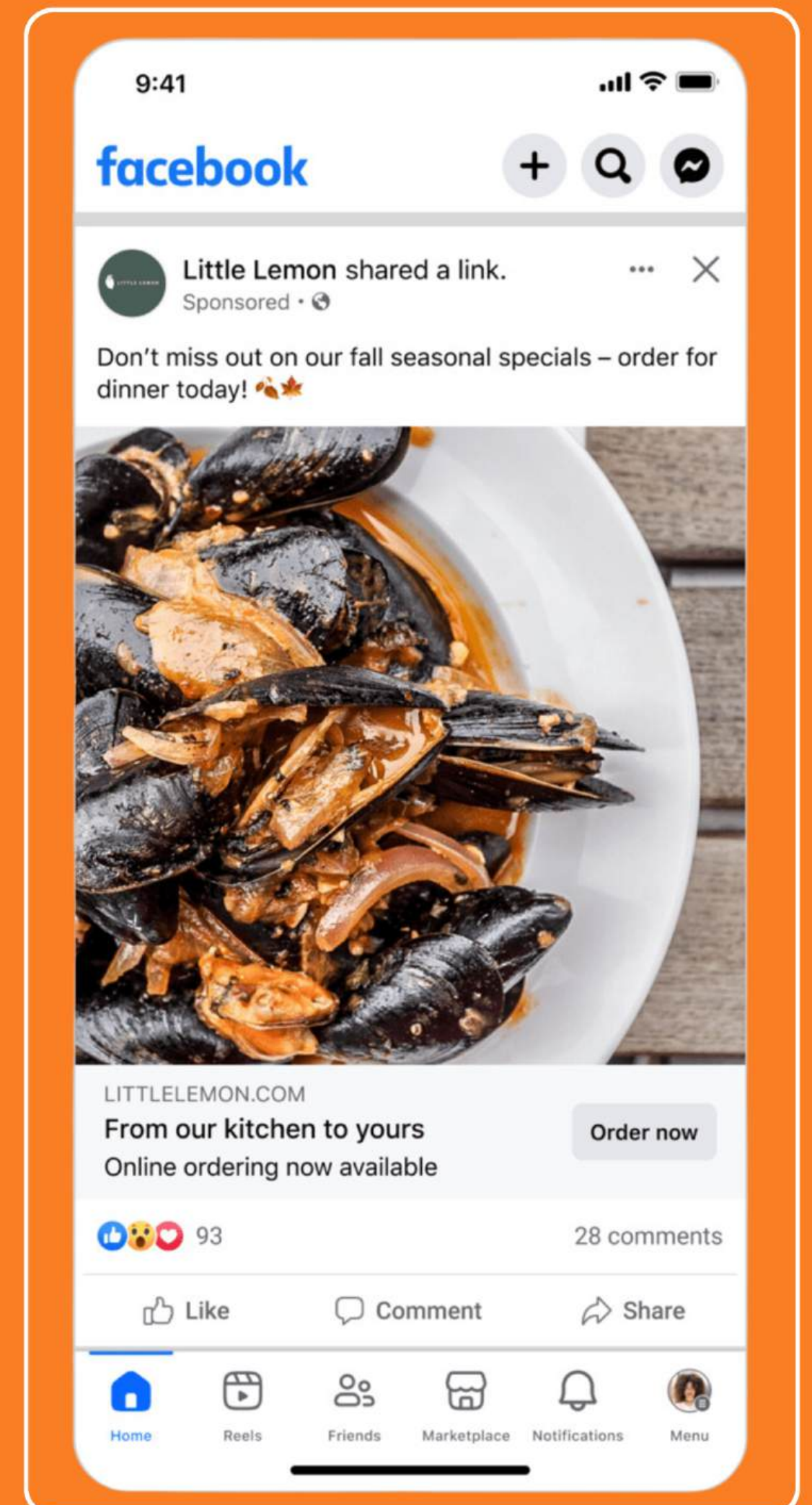
TIP # 3

CREATE URGENCY

Drive action with time-sensitive language:

- Now
- Today
- This week only
- Don't miss out

The ad on the right, "Don't miss out on our fall seasonal specials — order for dinner today!" creates FOMO (Fear of Missing Out) and encourages immediate action.



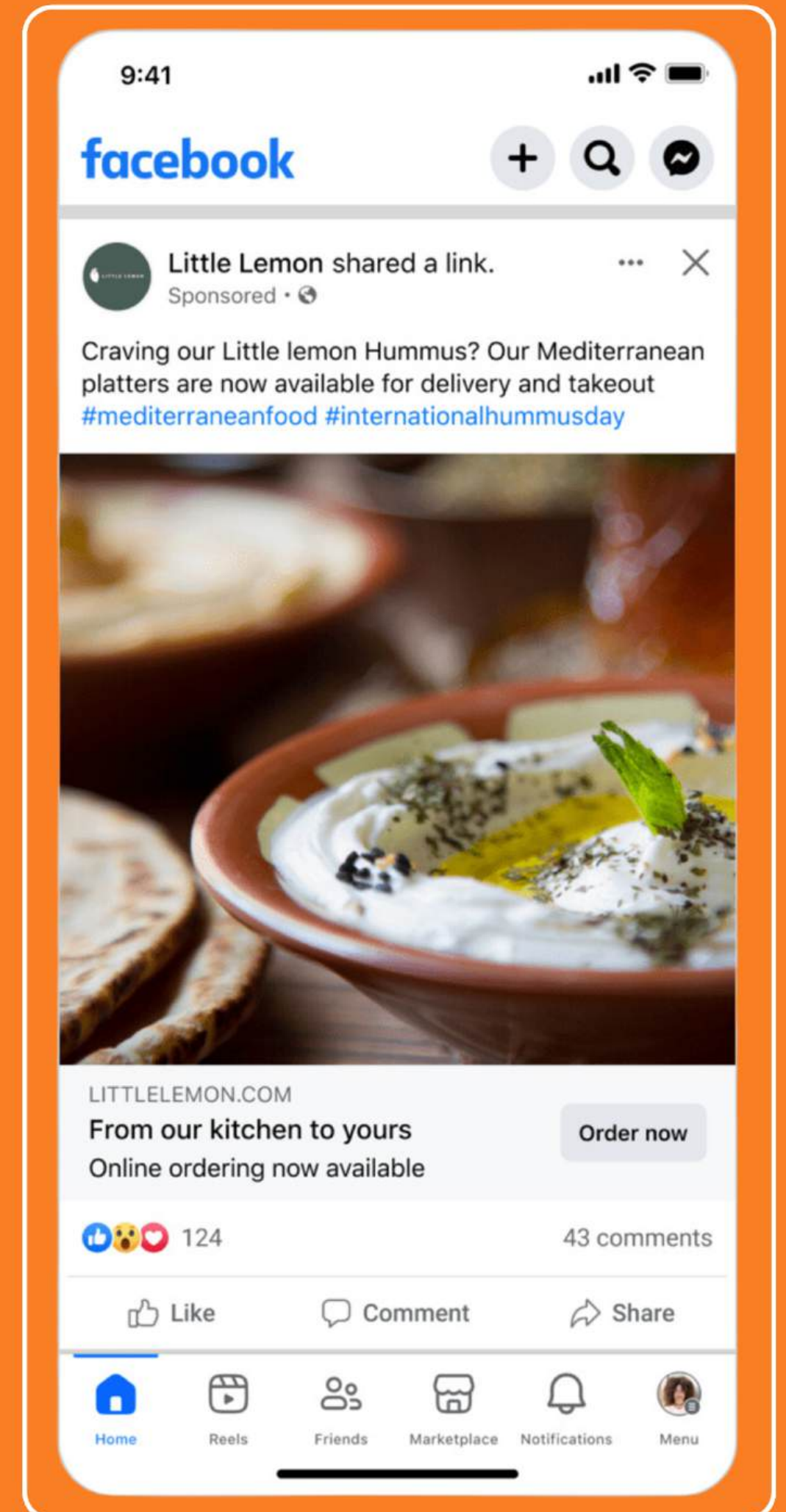
TIP # 4

AMPLIFY YOUR REACH WITH TAGS

Boost ad visibility using:

- Relevant hashtags
- Mentions
- Location tags

Example: The ad on the right with [#mediterraneanfood](#) and [#internationalhummusday](#) on the ad copy demonstrates effective hashtag usage.



BEST PRACTICES

People quickly scan their Feed, especially on mobile.
To stand out:



Keep it concise

- Primary text: 1–3 lines max
- Overlays: scannable, modern font, contrasting hue



Clear call-to-action (CTA)

- Communicate your goal at a glance
- Use call-to-action buttons tailored to your objective



Customize for placements

- Asset customization: tailor copy for Facebook, Messenger, Instagram, and Meta Audience Network
- Adjust copy length and tone for different platforms (e.g., shorter copy for Stories)



Optimize with multiple text options

- Input multiple text options for Primary text, Headline, and Description
- Our ad system optimizes delivery and performance based on individual preferences



Mind Truncation

Recommended text lengths:

- Primary text: 125 characters
- Headline: 40 characters
- Description: 25 characters

NEED EXPERT HELP WITH YOUR META ADS?

Connect with us.



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 Meta 

RESOURCES

<https://www.facebookblueprint.com/student/activity/212754>

