



# Guide to Facebook Ad Specs



## Image Ads

1200 x 628 px  
9:16 to 16:9  
JPG & PNG

## Collection Ads

1:1  
1080 x 1080 px  
JPG/PNG/MP4/MOV

## Carousel Ads

1:1  
1080 x 1080 px  
JPG/PNG/  
MP4/MOV

## Lead Form Ads

1:1  
1080 x 1080 px  
JPG & PNG



## Square Video Ads

1:1  
1080 x 1080 px  
MP4 & MOV



## Story Ads

9:16  
1080 x 1920 px  
JPG/PNG/MP4/MOV



## Horizontal Video Ads

Min, 600 x 315 px  
1.91:1  
MP4 & MOV



# Facebook Guide

**Jan Christian Seevogel**



## Facebook Guide:

**The Facebook Guide to Small Business Marketing** Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook s many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook s staff Guides you through creating a profile for your business taking advantage of Facebook s unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can t go wrong with the marketing advice in The Facebook Guide to Small Business Marketing *Das Buch zu Facebook und Recht* Jan Christian Seevogel, 2014-09-01 Fast jeder ist auf Facebook Das Unternehmen das seine Produkte bekannter machen will das Caf das regelm ig ber die Tagesgerichte informiert die Gro mutter genauso wie der Freund oder die Arbeitskollegin Kein Wunder denn Facebook ist hervorragend geeignet um sich zu vernetzen und Inhalte aller Art auszutauschen Doch die Aktivit ten auf Facebook bergen auch Risiken man denke nur an die Urheber und Pers nlichkeitsrechte die beim Posten von Bildern verletzt werden k nnen F r Unternehmen kann schon ein falsch platziertes Impressum eine teure Abmahnung nach sich ziehen Diese Risiken werden deutlich geringer wenn Sie die rechtlichen Fragen und Probleme rund um die Facebook Nutzung kennen und im Blick behalten Rechtsanwalt Jan Christian Seevogel gibt Ihnen in diesem Buch dazu einen kompakten auch f r juristische Laien verst ndlichen berblick Perfekt als Einf hrung und um schnell mal etwas nachzuschlagen **The Complete Idiot's Guide to Facebook Marketing** Damon Brown, John Wayne Zimmerman, 2012-03-06 Covers all aspects including Facebook Marketplace Facebook Places and Facebook Deals Practical Insecurity: The Layman's Guide to Digital Security and Digital Self-defense Lyndon Marshall, 2023-07-10 This book provides practical advice for everyone on how to effectively secure yourself your devices and your privacy in an era where all of those things seem doomed From acquiring software to the ongoing flaws in email to the risks of file sharing and issues surrounding social media and social reputation Practical Insecurity is the tool you need to maximize your self protection in the digital world Everyone has had a brush with cybersecurity in some way Our computer has gotten a virus somebody you know has lost all their company s data because of ransomware someone has stolen our identity a store we do business with has their computer system compromised including our account so we are offered free identity protection and so on It seems like everyday there is another bit of bad news and it often impacts us But the question largely goes unanswered what can I do as an individual or as the owner of a small business to protect myself against having my security compromised Practical Insecurity provides the answers *How to Use Guide*

für Facebook und Instagram Marketing Sebastian Dietz, 2021      *Communication2Win* Angélique Werner, 2012-02-23 Ein Buch für Praktiker in Unternehmen aller Branchen insbesondere im B2B Geschäft die das Potential der zur Verfügung stehenden Kommunikationskanäle noch nicht vollständig ausgenutzt haben Angélique Werner bietet Ihnen eine griffige Anleitung um Ihre externen und internen Kommunikations- und Marketingaktivitäten zu optimieren Sie liefert Tipps für die klassischen Kommunikations- und Marketingkanäle wie auch für den systematischen Aufbau von Social Media Ein wesentlicher Fokus ist auf das gezielte Social Networking gerichtet also die konsistente Netzwerkpflge und Kontaktsuche auf innovativen Kanälen Social Media Marketing und Networking werden anhand eingängiger Praxisbeispiele als Schlüssel zum Erfolg vermittelt Die fundiert dargebotenen Kommunikationsinstrumente lassen sich unabhängig von der Unternehmensgröße leicht umsetzen effiziente Marketingstrategien mit einfachen Maßnahmen schnell und wirksam implementieren Praktische Tipps Dos und Don'ts ergnzen das Informationspaket Ein derart umfassender praktischer und lebendig geschriebener Überblick über alle Facetten der Marketingkommunikation in der Welt von Google XING LinkedIn Facebook Twitter usw ist in dieser Form neu Er liefert dem Leser sowohl nützliches Best Practice Wissen als auch die Motivation Kommunikation als Phänomen zu verstehen das wir permanent selbst mitgestalten können und sollten Angélique Werner ist eine anerkannte Expertin für innovatives Marketing und Kommunikationsmanagement sowie eine gefragte Referentin und Autorin Sie betreibt ein eigenes Blog und ist in allen relevanten Netzwerken präsent Ein rundum empfehlenswerter Ratgeber Sehr praktisch unkompliziert und gut umzusetzen Wer wissen will wie Marketingkommunikation im Social Media Zeitalter aussieht kommt am Buch von Angélique Werner nicht vorbei Thomas Koch Media Urgestein und Ex CEO Starcom Gründer tkm und tk one Wenn man Marketingkommunikation auf den neuesten Stand bringen möchte ist dieser praktische Ratgeber eine wertvolle Hilfe Matthias Moritz CIO und Musikproduzent Angélique Werner schildert anschaulich und ehrlich ihre Erfahrungen mit Social Media in der B2B Kommunikation Mit den zahlreichen Tipps und Checklisten in denen das Buch die Erkenntnisse strukturiert und zusammenfasst gewinnen sowohl Einsteiger als auch Fortgeschrittene Harriet Kasper Researcher Consultant Fraunhofer Institut IAO      **The Complete Idiot's Guide to Facebook, 3rd Edition** Joe Kraynak, Mikal E. Belicove, 2012-10-02 Facebook is by far the most popular social networking site but it is not as user friendly as the service would like people to think It leaves many users scratching their heads over even the most fundamental features such as the difference between their Wall and their News Feed And Facebook's help system is woefully inadequate The Complete Idiot's Guide to Facebook Third Edition gets readers registered and touring Facebook in the very first chapter and never lets up as it reveals the features that have made Facebook so amazingly popular Users discover how to Flesh out and protect the all new personal profile Track down long lost friends family members and classmates Communicate via status updates email and chat Share photos and video Make the best use of the new Timeline feature Take advantage of Facebook's new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games

Understand Facebook's dizzying array of privacy options that dictate who sees one's content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause **Facebook All-in-One For Dummies** Jamie Crager, Scott Ayres, Melanie Nelson, Daniel Herndon, Jesse Stay, 2014-04-07 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users worldwide Whether you enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps It's fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign Facebook has more than one billion active users who share more than 30 billion pieces of content each month More than 37 million brands have Pages on Facebook This complete guide has been fully updated to cover Facebook's latest changes including Graph Search mobile apps for both users and Page managers a redesigned news feed and enhancements to the Timeline Minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps Facebook All in One For Dummies 2nd Edition is packed with helpful information great ideas and ways to help you get even more out of Facebook

**Ultimate Guide to Facebook Advertising** Perry Marshall, 2022-08-01 NEW CUSTOMERS ARE WAITING FIND THEM ON FACEBOOK Facebook makes it easy for businesses like yours to share photos videos and posts to reach engage and sell to more than 1 billion active users Advertising expert Perry Marshall is joined by co authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten fold return on your investment Now in its third edition Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after 10 seconds later 10 minutes later and in the following days and weeks You'll discover how to Maximize your ad ROI with newsfeeds videos and branded content Create custom audiences from your contact lists video views and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5 10 percent more effective overnight If anybody can make practical sense of Facebook for marketers it's Perry He has his finger on its truth as advertising media not social media He also realizes there is a short window of time during which it offers greatest opportunity He identified this with Google AdWords Now this book shows how to capitalize on ideal timing with this media Finally he is a well disciplined direct response practitioner who holds this accountable for ROI I bestow my

No B S blessing Dan S Kennedy legendary direct marketing advisor and author of the No B S series     **The Complete Guide to Facebook Advertising** Brian Meert,2019-12 UPDATED FOR 2020 LEARN TO MASTER FACEBOOK ADVERTISING Reach 2 3 billion potential customers instantly on Facebook Instagram Messenger Easy step by step instructions for creating Facebook ads Discover insider tips and tricks to improve your ROI Brian Meert is the CEO of AdvertiseMint the leading advertising agency specializing in Facebook advertising This book brings a fast paced and simple learning approach to digital marketers looking to learn more about social advertising Whether you re new to Facebook ads or an expert at digital marketing and and paid social you ll discover how to select the correct objective target your perfect audience and create ads that make a connection with your audience The Complete Guide to Facebook Advertising covers such topics as How to set up your Business Manager Facebook and Instagram accounts How to create your ad campaigns on Ads Manager How to create different ad formats such as Instant Experience and Dynamic Product Ads How to create marketing funnels the hight target audience and successful ad creatives How to read Facebook reports and choose the right bidding type REAL BOOK REVIEWSThis is the book to get folks Not only does it dive deep into how Facebook advertising works it also breaks down all the targeting and analytics in very easy to follow format There s so much useful information that is easy to understand Duc CaliforniaIt s simple enough even for the most social media challenged to start with and detailed enough for an expert to learn from Whatever your level of experience this book will absolutely have what you need Sergio FloridaThis book is invaluable to anyone who wants to start Facebook advertising at any level It can bring someone who s never run a Facebook ad to pro status I found this book incredibly enlightening Mackenzie New YorkThis complete guide to Facebook advertising is just that absolutely complete It walks novices like myself through every step so clearly Even experienced people will find information they didn t know Mary California     [Facebook](#) Dana Kilroy,Chelsea Hejney,2013-05-31 Knowing how to use Facebook to network and market yourself or your business gives a single person the potential for reaching Facebook s over 1 billion users in 60 countries BarCharts new Facebook guide will show you how to manage your personal profile and your business s Facebook page as well as all the settings that go with them This well rounded guide will immediately change the way you use Facebook and the way you market your business Pair it with BarCharts new YouTube guide to cover the two most far reaching social media sites together     **Windows 8 Visual Quick Tips** Paul McFedries,2012-09-07 Easy in easy out format covers all the bells and whistles of Windows 8 If you want to learn how to work smarter and faster in Microsoft s Windows 8 operating system this easy to use compact guide delivers the goods Designed for visual learners it features short explanations and full color screen shots on almost every page and it s packed with timesaving tips and helpful productivity tricks From enhancing performance and managing digital content to setting up security and much more this handy guide will help you get more out of Windows 8 Uses full color screen shots and short step by step instructions to help visual learners become more proficient with Windows 8 Covers the basics as well as innovative

ideas and tricks to help you get more done in less time Explores customizing Windows 8 managing digital content maintaining privacy and security enhancing operating system performance and more From the basics to beyond Windows 8 Visual Quick Tips will help you get everyday tasks done quickly and easily and get more out of Windows 8      **Facebook Advertising For Dummies** Paul Dunay,Richard Krueger,Joel Elad,2010-10-26 Profitable ideas and techniques for advertising on Facebook Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively It s all here and more in this detailed easy to follow guide from two award winning marketers You ll learn what makes a good Facebook ad how to apply the latest strategies and tactics for effective pay per click and cost per impression advertising how to test your ad results and much more Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1 6 million active Pages on Facebook Works as an all around hands on guide for both experienced and new Facebook advertisers Walks you through planning and creating an advertising campaign Explains writing effective ad copy how to use landing pages and how to test and optimize your ads Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company s best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies      **The Unofficial Guide to Marketing in Facebook** Knowledge Treasure Collection, An estimated 50 percent of active Facebook users take the time to log into Facebook each and every day That s some 200 million people coming to this site daily The amount of time people spend on Facebook means there is an advertising goldmine waiting for you Just think of all the new people you could expose your brand to with very little effort      Facebook Dana Kilroy,2017      **Facebook Advertising** Michael Fortunate,2019-11-10 Have you ever wanted to expand your brand and product sales through e commerce marketing Have you ever wanted to use Facebook Ads Do you want to grow your business through the best social media company of the moment Then keep reading Facebook Ads are your best approach to ensure you reach your target audience effectively while saving your revenues Facebook Advertising The Beginner s Guide for Facebook Marketing is a book that enables you to understand how to maneuver and develop the most successful ads in the e commerce sector This book gives clear guidelines for Facebook advertising With digital marketing becoming more dominant globally Facebook offers an excellent platform to advertise your brand and products for both awareness and promotion This book highlights the essential aspects of creating an ad account and designing your campaign for the benefit of your viewers Creating a Facebook campaign may be complicated for beginners therefore Facebook Advertising The Beginner s Guide for Facebook Marketing book is your best choice You ll learn Why you need to advertise on Facebook The psychology behind Facebook users How to make money through Facebook Ads Steps to open your Facebook Business Manager profile How to create an account under Business Manager settings How to use your Facebook Ads account and create a successful Facebook ad The best procedure to choose the right objective for your marketing campaign The best

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**Social Media Marketing** Adidas Wilson , What Is Social Media Engagement It is the number of shares likes and comments A big following is great but an engaged audience is better than a big one quality over quantity There are certain metrics used to measure social media engagement They include Use of branded hashtags Mentions Click throughs Audience and followers growth Likes Comments Retweets shares Your followers can naturally start engaging with your content But often you may need to encourage them a little Here are a few tricks to help you with that Assess your engagement see how many followers you have the average number of shares and comments you get on each post and any other relevant numbers Make sure you continue monitoring these numbers Choose your strategy every company has different goals and strategies are thus different Your strategy will depend on your goals This could be educating the audience collecting feedback changing the public perception etc Understand your audience it is not easy to engage people you do not know

**Manager's Guide to Online Marketing** Jason Weaver,2013-02-05 A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY S MOST IMPORTANT MARKETING PLATFORM Online marketing has evolved far beyond just websites and banner ads Your business s credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign Manager s Guide to Online Marketing explains how to do this and more by planning and executing effective cross channel digital outreach using the latest most sophisticated tools and strategies It provides in depth coverage of essential online marketing tools and techniques including Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online Public Relations Briefcase Books written specifically for today s busy manager feature eye catching icons checklists and sidebars to guide managers step by step through everyday workplace situations Look for these innovative design features to help you navigate through each page Clear definitions of key terms and concepts Tactics and strategies for effective online marketing Tips for executing the tactics in the book Practical advice for preventing errors Caution signs to avoid common and uncommon mistakes Examples of successful online marketing tactics Specific planning procedures tactics and hands on techniques

**Facebook Advertising Guide** Kris Olin,2009 **Complete Facebook Advertising Guide** Chris J. Brodie,2019-10-22 Facebook Advertising is the new advertising platform of the digital age that is

dominating the advertising industry With over 2billion users on the platform facebook allows you scale to your specific target in a way no other forms of media can do Unfortunately Facebook ads can be categorized as the rocket science of the digital marketing industry create effective and cost efficient ads is a very tedious and convoluted process this book will aim to guide you into the right direction to save you from wasting ads spend this book might be your best investment yet This eBook will cover the following in details Facebook ads guidelines Facebook Pixels mastery So important Facebook Business accounts Different types of Facebook Ads in the eco system and when to use which Creating effective Facebook ads copy And much much more Don t wait add to cart now

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