



# Facebook Ad Examples

Approved Ads Are In Canva

## Target Your Zip Codes

Target income in the zip codes. If you are getting a lot of responses that say, “that’s too expensive,” then do not target any further than that.

## One Awareness Ad

Do one awareness ad across Facebook and Instagram. All other campaigns should be messaging campaigns.

## Run Ads For At Least One Month

If you are getting a lot of responses for one ad, don’t let it end. Go in and extend the ad length and budget. If you don’t need it for a while, don’t let it end. Pause it. Otherwise, the algorithm has to relearn your target audience each time you create a new ad.

## Make It Friendly

When you are starting the ad or making a post, make sure it sounds friendly. Start with “Hi 🐾 Friends” or “Hi 🐾 neighbors!” It seems silly, but it sets the tone.

## Ad Examples:

