
Facebook Ads - Best Practices

A guide by Hubbli for the School of Profit Course

Selling your school

The purpose of Facebook, social media, or advertising in general, is to sell your product, service, or idea.

Schools are no different! You use Facebook to build awareness, and for lead generation to book tours and get more enrollments.

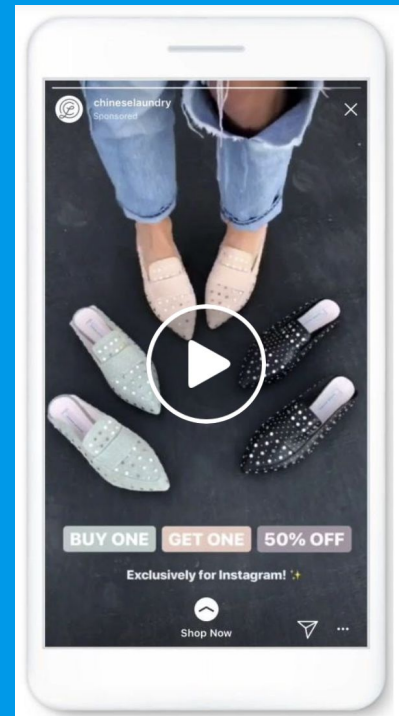




1. Use vertical video

Use a vertical or square aspect ratio. Most people hold their phones vertically, so you'll cover more of their screen.

- **Unexpected**
Highlight what's new, unusual, or surprising.
- **Emotional**
Give people a reason to care.
- **Simple**
Provide a simple unifying message for what is to come





2. Use less text on images

When you use text on your image, try a smaller font and fewer words to lower the proportion of text to image. We've found that images with less than 20% text perform better, though there is no limit on the amount of text you can use in your ad image.

Your audience should be able to visualize:



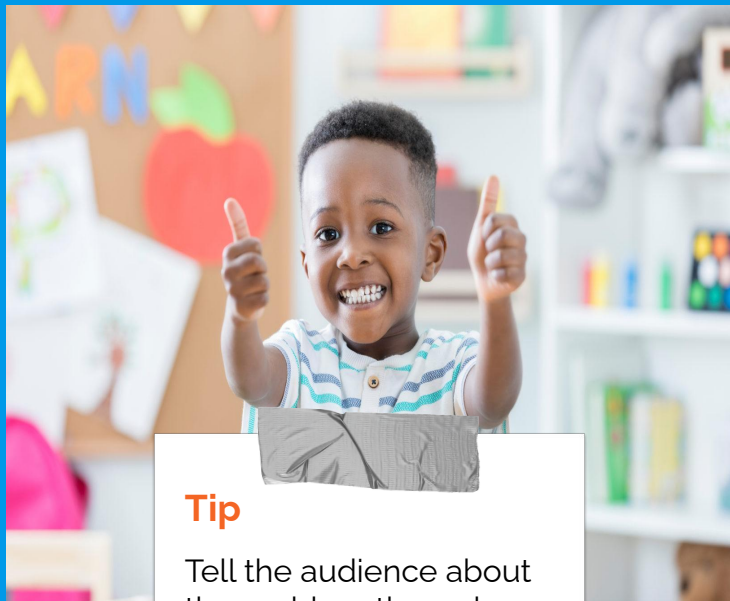
What

What is the pain you cure with your solution?



Who

Show them a specific person who would benefit from your solution.



Tip

Tell the audience about the problem through a **story**, ideally a person.

Meet Sean.

His family recently moved from Salt Lake to a small town in new York.

He loves sports, reading, and art.

How can your school benefit Sean?



Tip

Show how your solution helps the person in the story reach his or her goals.

A simple gesture

Show the connection between teacher and student



3. Use real life examples in your copy

Your audience should understand how special your school is.

→ **Relate**

To your target parents by telling a story

→ **Compare**

Your school to others without naming names. How are you different?



4. Call-to-action

Build confidence around your product or idea by including at least one of the these slides:

- **Learn More**
Send people to your landing page
- **Call**
When you want parents to call
- **Book Now**
Send parents to a calendar or booking page

5. Use testimonials

“With my child enrolled at {school name}, I’m confident he/she can...”

Wendy Writer, CA

“My child’s transformation feels like magic.”

Ronny Reader, TX

“{school name} has inspired my child to start painting.”

Abby Author, NYC

6. Audiences

Narrow or test different audiences

→ Custom Audiences

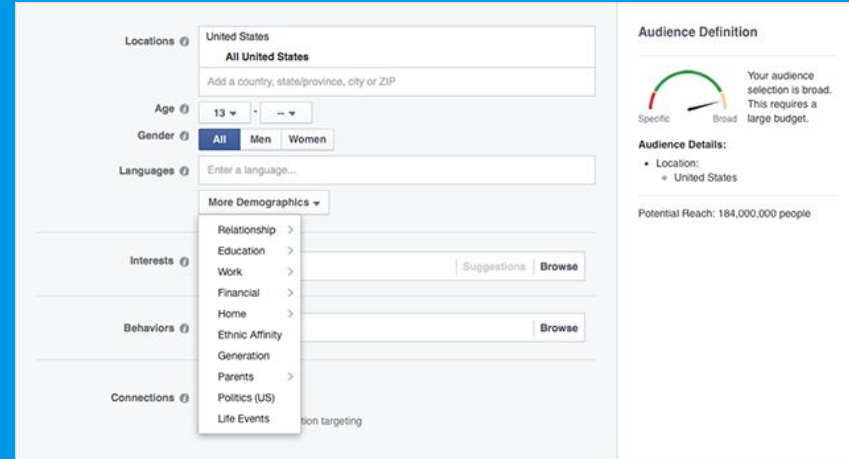
Remarketing to people who have been to your landing page

→ Lookalike

People who share characteristics of your target audience

→ Interest & Demographics

Test different interests & demographics



The screenshot shows the Facebook Audience Definition interface. On the left, there are sections for 'Locations', 'Age', 'Gender', 'Languages', 'Interests', 'Behaviors', and 'Connections'. The 'Locations' section is expanded, showing 'United States' and 'All United States'. The 'Age' section shows '13' and '18'. The 'Gender' section shows 'All', 'Men', and 'Women'. The 'Languages' section shows 'Enter a language...'. The 'Interests' section shows a dropdown menu with options like 'Relationship', 'Education', 'Work', 'Financial', 'Home', 'Ethnic Affinity', 'Generation', 'Parents', 'Politics (US)', and 'Life Events'. The 'Behaviors' section shows 'Browse'. The 'Connections' section shows 'Browse'. On the right, there is an 'Audience Definition' section with a progress bar and a message: 'Your audience selection is broad. This requires a large budget.' Below this, there is an 'Audience Details' section showing 'Location: United States' and 'Potential Reach: 184,000,000 people'.

6. Campaign Types

Test different campaign types. Consider your goal and create campaigns with different objectives

→ Engagement

Get likes, comments, and shares. Then use that post for another ad

→ Conversion

Send to people most likely to convert (use the Traffic objective first)

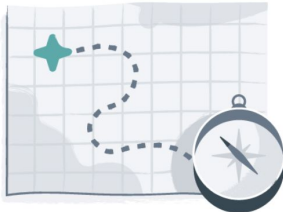
→ Awareness

Test different interests & demographics

[Create new campaign](#) [Use existing campaign](#) ×

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.



7. Budget

If your ads are underperforming, check your budget

→ **Campaign vs Ad Set**

When possible, use a campaign budget

→ **Spend**

Increase your daily ad spend

→ **Consolidation**

If using a campaign budget, don't have too many ad groups that will dilute your ad spend too much

Budget & schedule

Schedule ⓘ

Start Date

Dec 16, 2021

🕒 5:15 PM

Central Time

End · Optional

☐

Set an end date

[Hide options](#) ▾

Ad Set Spend Limits · Optional

☐

Ad Set Spend Limits



Good luck!

We hope you'll use these tips to go out and deliver a memorable Facebook ad for your school.

Be sure to attend our weekly live Q&A sessions for more tips, tricks, and clarity on your ad strategy.

