FACEBOOK ADS TEMPLATE

How you can setup a Facebook/Instagram Ad Campaign in 4 HOURS or Less

Written By @Toya Wilson-Smith, M.B.A., Founder of NexGeneration Digital Marketing Inc.
About Me

Toya D. Wilson-Smith, MBA Digital Marketing Consultant

Toya is the Co-Founder and Chief Marketing Officer of NexGeneration Digital Marketing Agency. She has been a self-proclaimed techie since she joined Myspace (pre-Facebook😊) decades ago. As a digital strategist, speaker, adjunct professor and huge Indianapolis Colts fan, Toya has over 15+ years of sales and marketing experience.

Her workshops and courses focus on how to place your brand message in front of your target audience with precision using social media and paid advertising. Toya teaches you how to share your brand story, at the right time to the right group of people using the best digital platforms.

She has consulted with SCORE, AARP, Small Business Technology and Development Center and numerous chambers of commerce. Through her social media marketing online courses and workshops, she has helped thousands of small business owners, marketing professionals and entrepreneurs from around the world.

You can follow her online at bit.ly/toyawilsonsmithmba, Instagram @DigitalMarketingDiva. You can watch her Local Business Marketing Blueprint Masterclass here.

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I’ve put together the steps that my team and I use to create high converting Facebook and Instagram ads, along with some great examples of our highest converting ads found in my Facebook newsfeed so you don’t have to do all the guesswork.

Just follow our steps, model our ads and turn on your new ad campaign.

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Step #1: Create your “Hook” statement.
The ad hook statement is a question or statement that will disrupt the viewer’s scroll through their social network newsfeed. I often like to you use questions to grab attention.

Example 1: “How did I take my digital business from side-hustle to full-time in less than 6 months using video and social media marketing?”  
Example 2: “I use this networking process to attract new clients every single week.”  
Example 3: “Now we can deliver your favorite Italian meal to your doorstep in less than 45 minutes.”

Task 1: Write your own campaign hook statement.

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Step #2: Introduce your offer, product/service, or promotion.
You don’t want to waste time in your advertisement. Let people know early that you want to take action because you want to eventually sell them something. If you begin the sales conversation early, you will weed out the buyers from the “freebie seekers” who never plan on investing money with you or your business. Now, if you are like I was...
at the beginning of my entrepreneurial journey and afraid to have sales conversations early, you can save this to later in the ad copy.

**Example 1:** “You can get this social media advertising template for free so you can start creating successful advertising campaigns on the social network of your choice.”

**Example 2:** “Visit our website to see all 20 mouthwatering dishes we have available for delivery.”

**Task 2:** Describe your product or service in 2 sentences or less.

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**Step #3: Describe who you are targeting with your new ad campaign.**

**Example 1:** Female entrepreneurs between the ages of 25 and 65 who have been in business for 2+ years who are generating at least 6-figures annually.

**Example 2:** Families with 1 or more children that reside within 5-7 miles of downtown Pittsburgh who have expressed interest in “Italian food.”

**Example 3:** Men ages 18-30 who have purchased a course on learning how to code.

**Task 3:** List the attributes of your target audience below.

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Step #4: Think about the group of people that you are targeting. Tell your own personal story or that of a previous client where you show the problem and solution that your product/service will address.

Ex. 1: “...I totally get how you feel. I used to blog, record videos, post on social media 2x/day and attend networking functions. I was exhausted and all the advice from the online gurus weren’t working for me. So, I focused on networking and sharing my expertise in LinkedIn groups. To my surprise, I got my first eight clients that asked to work for me in the first month. Social media marketing could work!”

Task 4: Write down your personal story that shows a problem and solution as it relates to your industry, product or service.

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Step #5: Add some more “educational or entertaining” content into your ad.

Example 1: “In order to create presentations that attract clients, you need to include these three things in your presentations…”

Example 2: “Our healthy eating coaching program will have you beach ready by summer because we will show you the four things you must incorporate into your diet. Hint: Only two of foods are green :) “

Task 5: List two educational secret tips or strategies you can incorporate into your ad.

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Step #6: Inspire them to join your mission. Share with your target audience why you are doing/selling/creating your product/service and encourage them to join your mission.

Example 1: “We are on a mission to provide healthy, yet delicious vegan dishes to all the people of Chicago who are interested in eating well.

Example 2: “We at NexGeneration Digital Marketing want to help 1,000 businesses implement marketing strategies that will help them attract new customers even when they are asleep.”

Task 6: Write down the mission of your business or brand.

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Examples of High-Converting Facebook and Instagram Ads:

Written By @Toya Wilson-Smith, M.B.A., Founder of NexGeneration Digital Marketing Inc.
Azteca Mexican Restaurants

Want to support your local, 45-year-old, family-run Mexican restaurant, but can't afford to order-out every day? We understand.

Purchase an Azteca gift card online! For a limited time, receive a $10 BONUS Gift Card for every $50 purchased:
http://www.aztecamex.com/gift-cards/…

Written By @Toya Wilson-Smith, M.B.A., Founder of NexGeneration Digital Marketing Inc.
We got some bad news babe: you’re staring at your computer screen too much. 😅

It’s unavoidable. But this 100% female owned & operated company can help.

Introducing the first pair of blue blockers as sleek and stylish a…

BUY ONE GET ONE 50% OFF

Code: ROGO50

SHOP NOW
6 Dollar Shirts

Prepare for the holiday with sci-fi style! #maythefourth
#scifiart #sciencefiction #maytheforcebewithyou

ONLY $6 in the shop! 🛍 Get 10 TEES for $50!
https://6dollarsHIRTS.com/may-the-fourth

May The Fourth Be With You T-Shirt | 6DollarShirts
May The Fourth T-Shirt by 6 Dollar Shirts. Thousands of designs
available for men, women, and kids on tees, hoodies, and tank tops.

Shop Now

Written By @Toya Wilson-Smith, M.B.A., Founder of NexGeneration Digital Marketing Inc.
Elea has been video chatting with friends and cousins a lot the last couple days... she shared some of the tricks from this kit by Jim Stott with her friend yesterday, and both girls had a blast! Super fun for all ages. Highly recommend to help make this time at home more enjoyable. Check out his YouTube channel as well. 😊

Jim Stott's 'My First Magic Kit for Kids, Magic Tricks Set for Girls...
**Final Note: Are you looking for more Facebook Ad examples or ethically spy on industry competitors’ ads?**

**Check out the Facebook Ad Library**–> [https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&impression_search_field=has_impressions_lifetime&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&impression_search_field=has_impressions_lifetime&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped)

**Want more tips and secret strategies to take your marketing to the next level:**

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