



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

**Jamie Crager, Scott Ayres, Melanie
Nelson, Daniel Herndon, Jesse Stay**

Facebook Guide:

Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook Dave Awl, 2010-12-16 With more than 500 million active users around the world and still growing steadily Facebook is more than just another social media site In the words of author Dave Awl Facebook is the new town square the place where people gather to discuss the news of the day as well as share what's going on in their lives And Facebook can actually be a useful business tool as well as a great way to promote creative projects So what's new in the second edition of Facebook Me Facebook has changed dramatically since the book was first published and this newly revised and expanded edition will bring readers up to speed on all the new features and interface elements that have been added and revamped in the time since It addresses the ongoing controversies about Facebook's privacy policies with detailed coverage of Facebook's privacy settings and advice for keeping your Facebook experience as secure as possible as well as expanded info on Facebook's sharing tools and how to control who sees what It includes a brand new chapter called Advertising and Promoting on Facebook that shows you how to apply the principles of social media marketing specifically to Facebook's user culture in order to maximize the ripple effect of Facebook's news feed to win new fans and customers and build stronger bonds with existing ones Plus there's an expanded chapter on Facebook at Work how to keep your profile professional avoid getting in trouble and use Facebook for job hunting And in the etiquette department this edition features new guidance on how to deal with conflict and avoid flame wars between Facebook friends All in all Facebook Me takes you on a guided tour of everything Facebook has to offer and shows you how to get the most out of the time you spend there while helping you avoid some of its pitfalls Find out what you can do on Facebook and what it can do for you Reconnect with old friends and make new ones let your friends know what you're up to and share photos or video all while protecting your privacy Learn Facebook etiquette how and why to friend someone how to socialize politely whether you should friend your boss and how to keep your profile looking professional if you do Publicize your projects business or causes Post to your Wall set up a Page organize a Group or invite friends to Events Discover how to use Facebook's News Feed to connect with an audience that reaches far beyond the boundaries of your own friends list Look for the Facebook Me page on Facebook to connect with the author and other readers of this book

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

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*

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

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 *Facebook for Seniors: Beginner's Guide* Matthew Hollinder,2015-04-10 Facebook is the most popular online social network Originally developed to connect college students Facebook is used by different people from around the world amounting to its 1 39 billion users The website gained popularity by providing an easy means of communication between people Instead of having to send several messages to different people about how you are doing you can post one update on Facebook to alert everyone It also allows you to share pictures and other media with multiple people instantaneously creating simpler and faster communication More and more people join the network daily and the fastest growing demographic of users are in the age group of 55 and over proving that Facebook is no longer a network limited to teenagers and young adults People of all age groups and backgrounds recognize the value in the services it provides which is why Facebook has become a social buzzword because of its prominence in modern culture and interaction **The Rough Guide to Social Media for Beginners** Sean Mahoney,2012-07-05 If you haven t joined the social media revolution yet don t fret there s still time But with so much out there where do you even start Something more than a text message something less than a phone call not engaging in these new types of online social messaging could mean you are missing out on the action without either friends or followers Business leisure and everything in between is covered and this guide walks the uninitiated through setup to maintenance and gives you the skills to make your pages lively and relevant to the people you know or work with and the folk you re about to meet or reach out to The term social media covers an ever expanding suite of apps blogs and wikis but this book focuses on the most popular and personal forms of social media Facebook and Twitter Significant attention is also paid to Google the latest direct challenge to Facebook s overwhelming dominance of social

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Marshall, Keith Krance, Thomas Meloche, 2015 Covering the latest and breaking news in Facebook advertising this updated edition introduces revised expanded and new chapters covering fundamentals Newsfeed ads sidebar ads and BIG data In addition advertisers are taken farther than just Facebook itself Marshall and coauthors provide priceless insight into the audience exploring what was happening before the visitor clicked on an ad and what needs to happen after ten seconds later ten minutes later and in the following days and weeks Presented in the same step by step format that made Marshall's Ultimate Guide to Google AdWords a top seller this book guides online marketers with a potential audience of 1.1 billion people via a completely different unbelievably powerful online advertising channel Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand loyal customers *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 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 right 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 *The Step by Step Guide to Facebook for Business* Kathryn Rose, 2011-03-01 Newly Updated March 2011 Why Facebook Simply put your market lives here Facebook has more than 500 million users worldwide Brands large and small are recognizing the benefits of Facebook and are eager to tap into Facebook's marketing potential This book is a step by step guide to help you set up your Facebook presence and master beginning strategy in minutes a day Designed for busy professionals who want to save time and get started with the right steps to creating a successful Facebook presence for

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Facebook Advertising For Dummies Paul Dunay, Richard Krueger, Joel Elad, 2010-11-16 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

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

Enjoying the Tune of Expression: An Psychological Symphony within **Facebook Guide**

In a world consumed by screens and the ceaseless chatter of quick transmission, the melodic elegance and mental symphony produced by the published term frequently disappear into the background, eclipsed by the persistent noise and disruptions that permeate our lives. Nevertheless, situated within the pages of **Facebook Guide** a charming literary value overflowing with fresh thoughts, lies an immersive symphony waiting to be embraced. Constructed by a masterful musician of language, that interesting masterpiece conducts visitors on a mental trip, well unraveling the concealed songs and profound impact resonating within each carefully constructed phrase. Within the depths of the moving evaluation, we shall discover the book is key harmonies, analyze their enthralling writing model, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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