

How To Create An Effective Facebook Video Advertisement

Video marketing has revolutionized the way businesses promote their brand and engage with their audience. It has transformed the marketing industry as a whole. In the past, companies had to secure a spot in TV commercials to promote their products and services—and that never comes at a cheap price. Nowadays, advertisers don't have to deal with that anymore because of social media platforms. One of these is Facebook, which is one of the contenders for the throne as the biggest online video platform.

The Facebook community expands at an impressive rate annually. This is where prospects spend a fair amount of time, and advertisers are thoroughly banking on this opportunity. The Facebook ads and video marketing combo is proven to be efficient in expanding one's reach and raking in customers. This poses the question: how does one create an effective Facebook video advertisement?

While creating one may sound intimidating, you'll be surprised at how straightforward the whole process works. Below are the necessary steps and tips on how you can create Facebook ads that sell:

How To Create An Effective Video Ad

Before setting up a Facebook campaign, you have to create a video ad first. Below are some tips to remember before uploading one on Facebook:

1. Know Your Objectives

You have to determine the goals you want to achieve in creating and spending for a Facebook video ad. Are you planning to increase traffic to your website, or perhaps transform your visitors into leads? Setting clear and achievable objectives is a must before launching your campaign. Facebook will guide you in doing so and even recommend the kinds of campaigns you can set up.

2. Identify Your Audience

Targeting your ads to a particular audience will significantly improve the performance of your ad and your Return on Investment (ROI). It is a sure way of showcasing your products and services to the right people who will most likely drive conversions.

3. Get Their Attention

Let's face it—social media users tend to have an incredibly short attention span. It can be very easy for them to scroll away once they're bored. In the case of video ads, you only have a few seconds to capture their attention for them to watch your ad until the end. Thus, there's really no

point in incorporating a long intro or using an animated logo. Your audience won't think twice about scrolling away from this kind of content.

Instead, you can use colourful text and the right graphics for your video to catch the wandering eye of a social media explorer.

4. Use Captions

Most people, especially if they're attending an event or traveling, tend to watch videos on mute. Unless they have their earphones on, they fully rely on captions to understand the content of a video. Thus, video advertisers may also need to step up and add captions to their ads. Voiceovers are now a thing of the past and captions with graphic overlays are not the best way to compel people to watch your content.

You may add the captions manually or let Facebook generate them for you. Expect the former to be more accurate.

5. Write A Compelling Headline

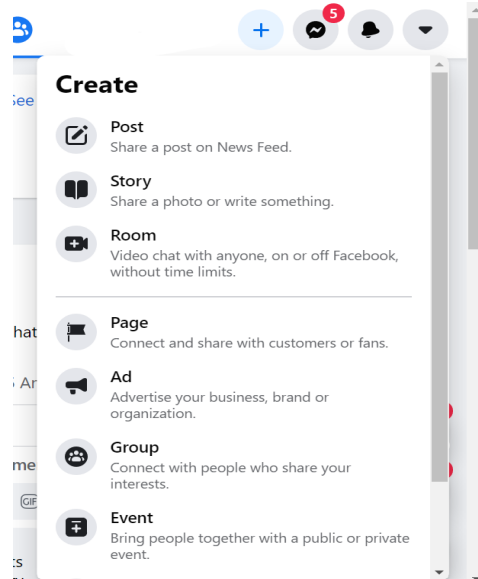
A video ad mostly relies on its headline and description. Pick a headline that viewers can never ignore. However, click-baiting is frowned upon—advertisers don't have to stoop that low. Instead, you can write a title and description relevant to the products and services you offer. You can effectively play with words or maybe incorporate an intriguing statement in the captions.

How To Build Facebook Video Ad Campaigns

Let's say you've already created an effective video ad. All that's left to do is upload it on Facebook. Below is a step-by-step tutorial on how to set up a video ad campaign:

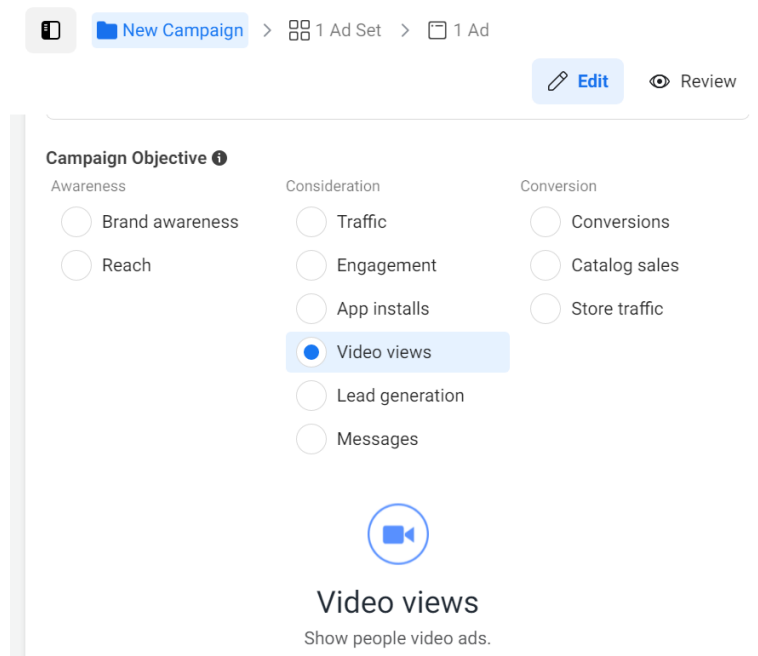
Step 1: Create An Ad

You just have to click a few buttons to create an ad on Facebook. First, click **Create** from the Menu button at the top right navigation. Next, you will see the **Ad** option in the dropdown. You may go ahead and click that. For the next window, just click **Continue**.



Step 2: Fill Out Information

You will then see a page you can fill out and select options in. Make sure to change the campaign name. Then choose **Video Views** for the campaign objective. You'll see other options in this page, and you can either change the defaults or click the **Learn More** button. After all of these, click **Next**.



Step 3: Choose Your Ad Specifications

In the next window, you'll see several options for your video ad. Each of these options may be explored by clicking the **Learn More** button. You can then change or choose to use the default options offered in this page. After making all the necessary adjustments, click **Next**.

The screenshot shows the Facebook Ad Specifications interface. At the top, there is a note: "Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals." Below this is a "Show More Options" link. The main content is divided into two columns. The left column is titled "Optimization & Delivery" and includes "Optimization for Ad Delivery" (set to ThruPlay) and "Cost Control (optional)" (set to PX.XX PHP). Below this is a note: "Facebook will aim to spend your entire budget and get the most ThruPlays using the lowest cost bid strategy. If you want to set a cost control, enter an amount." The right column is titled "Estimated Daily Results" and shows "Potential Reach: 83,000,000 people", "Reach: 1.3K - 3.7K", and "ThruPlay: 400 - 1.2K". At the bottom of the right column, there is a disclaimer: "The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?"

Step 4: Create Your Video Ad

You're now ready to show the world your ad.

For this step, you'll have several options. You may choose to upload a pre-made video or browse through your storage and make a photo slideshow. Most use their own video since a slideshow is not attention-grabbing content.

First, you'll need to write a name for your video ad. Remember that the ad has to be associated with a Facebook page. You can view the ad through the **Ad Preview** button. You can modify and fine-tune it as you prefer. After everything, you can then click the **Review and Publish** button.

We all know that ads are not free, so you have to pay for the ad on the next page. Finally, your video ad is up and running and prepared to trend.

The screenshot displays the Facebook Ad Setup interface. On the left, there are sections for 'Ad Setup' (with a 'Create Ad' dropdown) and 'Fullscreen Mobile Experience' (with an 'Add an Instant Experience' checkbox). Below these is the 'Ad Creative' section, which includes instructions to select media, text, and destination, and a 'Media' section with an 'Add Video' button. On the right, a 'Review 1 error' notification is shown, stating: 'Your ad must be associated with a Facebook Page. Please choose a Page to represent your business at the ad level. (#1443121)'. Below this is a '1 field needs your attention' notification: 'Review the following fields in order to publish.' and a 'Preview Off' toggle switch. At the bottom, a disclaimer reads: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.' The bottom navigation bar contains 'Close', 'All edits saved', 'Back', and 'Publish' buttons.

As Easy As It Sounds

Most people get intimidated by the thought of creating videos and posting them on Facebook as ads. Allow us to let you in on a little secret—you can shoot a video from your phone. You can even use a free app or software to create one. Videography lessons nor skills are not needed. All you have to do is connect with the customers and capture their interest in a matter of seconds.

If you're not making good use of your Facebook presence in advertising, then it's high time for you to do so. Since people haphazardly scroll through their feeds all day, putting up a Facebook ad truly makes sense for all kinds of businesses.