



Guide to Facebook Ad Specs

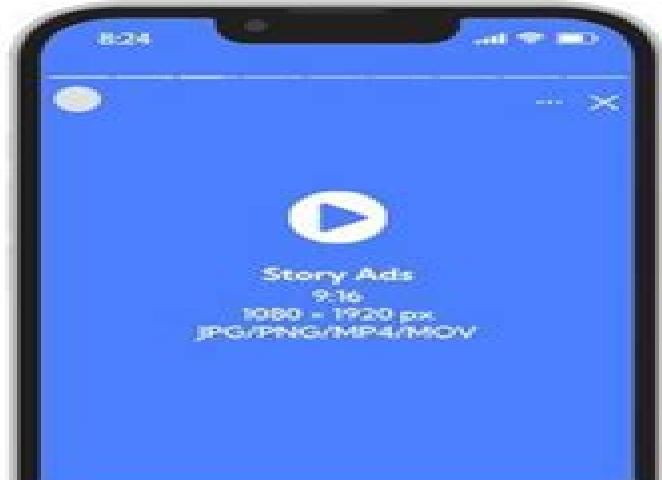


Image Ads
1200 x 628 px
9:16 to 16:9
JPG & PNG

Carousel Ads
1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Collection 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



Horizontal Video Ads
Min. 600 x 315 px
19:9
MP4 & MOV

Facebook Guide

Matthew Hollinder

Facebook Guide:

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 **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 Rough Guide to Social Media for Beginners** Rough Guides,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 networking Start connecting now with The Rough Guide to Social Media for Beginners Now available in ePub format **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

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Hejney,2013-05-31 Knowing how to use Facebook to network and market yourself or your business gives a single person the potential for reaching Facebook s over 1 billion users in 60 countries BarCharts new Facebook guide will show you how to manage your personal profile and your business s Facebook page as well as all the settings that go with them This well rounded guide will immediately change the way you use Facebook and the way you market your business Pair it with BarCharts new YouTube guide to cover the two most far reaching social media sites together *The Facebook Guide for People Over 50* Paul McFedries,2011-06-16 The Facebook guide for people over 50 People over 50 are the fastest growing segment of the Facebook population and they have some unique interests and concerns This one of a kind guide addresses issues of specific interest to older generations helping them create a profile connect with old friends and relatives communicate with others and maintain their safety online If you re among this group you ll find these tips and instructions will give you confidence and help you enjoy all that Facebook has to offer People over 50 are joining Facebook in record numbers an estimated 6 million such people are Facebook users This Facebook guide for people over 50 focuses on topics of particular interest to older generations such as finding and connecting with relatives friends from the past former colleagues and classmates Helps you set up your profile find old and new friends communicate with others through the site and protect your privacy Facebook insiders contribute plenty of tips and ideas to make the Facebook experience more fulfilling If you re over 50 and already on Facebook or thinking of joining The Facebook Guide For People Over 50 can help you make the most of the experience [Ultimate Guide to Facebook Advertising](#) Perry Marshall,2022-08-01 NEW CUSTOMERS ARE WAITING FIND THEM ON FACEBOOKFacebook 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

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Mastering Facebook Adidas Wilson, This is not a book of ideas but a blueprint for Facebook success Facebook is becoming a social media and search engine powerhouse Seeing the trends in the online platform and knowing how to utilize them will ensure success This has revolutionized publishing and has dawned to a new digital era There are a million and one reasons However you do not need all of them Just a few concrete ones to make you see the light as to why Facebook is giving you a golden opportunity to monetize publishing in a smarter creative way Table of Contents Facebook History Managing

Your Facebook Business Page Succeed in Facebook Marketing Make Your Facebook Post Command Attention Running Your Facebook Business Page Guide to a Successful Facebook Page Running an Effective Facebook Page Video Marketing on Facebook Definitive Guide to Marketing Your Business on Facebook Facebook live Video for Your Business Facebook for Marketing Facebook Ad s Facebook Revenue for Entrepreneurs Make Money Online With Ads Likes Pages and Apps Secrets to Facebook Success Facebook Store Successful Facebook Fan Page Facebook Video Ads Selling Facebook App s Facebook for Publishers Facebook Instant Articles Facebook Messenger for Business Facebook Live Monetization The Complete Idiot's Guide to Facebook Joe Kraynak,Mikal E. Belicove,2010 As the largest online social meeting place Facebook enables millions of users to easily connect and stay in touch with friends and family all over the world Everything you need to know about Facebook is here in one handy place *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 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 hight target audience and successful ad creatives How to read Facebook reports and choose the right bidding type **REAL BOOK REVIEW** This 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 Facebook Advertising Guide Kris Olin,2009 *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

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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.

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