



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

Kris Olin



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 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 **Facebook** Dana Kilroy,2017 **Facebook** Dana Kilroy,Chelsea 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 **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 [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

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and every day That s some 200 million people coming to this site daily The amount of time people spend on Facebook means there is an advertising goldmine waiting for you Just think of all the new people you could expose your brand to with very little effort *Facebook Marketing* Jacob Kirby,2023-05-19 FACEBOOK MARKETINGFacebook Marketing A Guide to Growing Your Brand with Facebook is a comprehensive guide to using Facebook to market your business or brand This book provides a beginner friendly introduction to the world of Facebook marketing including the latest strategies and best practices for reaching and engaging with your target audience The book starts by discussing the basics of Facebook marketing and how to create a strategy that will work for your business or brand It then delves into the various features of the platform including Facebook Pages Groups and Events and provides information on how to use each one to reach and engage with your target audience The book also covers the latest trends and best practices in Facebook marketing including how to use Facebook Insights Facebook Live and Facebook Advertising to boost your reach and engagement Whether you re a small business owner marketer or entrepreneur this book provides the knowledge and tools you need to succeed on the platform Are you ready to grow your business and brand on Facebook Scroll up and hit Buy Now to get started today

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