

# THE ANATOMY OF A HIGH-CONVERTING FACEBOOK AD

## DESCRIPTION

### Start with "Yes"

Engage your audience right off the bat with a question or statement you know they will say "yes" to. This builds trust, shows you understand them, and encourages them to imagine themselves interacting with your offer.

## Build Rapport

Tell how you and your offer can help. Name the offer, say how amazing it is, and describe some of the benefits it can provide.

## Establish Urgency

Make sure your audience knows the offer is limited so they act right away.

## Call to Action

Name the offer, describe what your audience can expect, and explicitly tell them how to get the offer.

## Scrambled URL

Create a custom URL using a service like bitly, so what users click is trackable but not easy to remember. If the URL is a word or phrase, they may just type it into their browser — the click would not be tracked and tying results directly to your Facebook ads would be difficult.

## IMAGE

**Show a friendly face**  
Your image should resonate with your audience by showing people who look like them or are doing activities they enjoy, or, if you are promoting a prominent physician, a photo of the person they will meet if they download your offer.

## Test offers

If you're offering something downloadable, like a PDF, test one version of your ad creative with an image of the offer and one without. Showing people what they will get often yields a higher conversion rate.

### Scenic City Health Care

Sponsored · 

Get the most out of life.

We put together a guide to joint care that outlines simple exercises to do in the comfort of your own home, as well as your options for joint pain treatment and what the process for joint care looks like.

This week, we're offering this guide to you FREE.

Click here to download your copy ==><http://bit.ly/2l1JtiU>



**FREE DOWNLOAD "Complete Joint Care Guide"**

Discover your options for relief.

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## NEED HELP?

Let's connect! Contact  
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