



STORYTELLING IN 150 CHARACTERS:

A Quick Reference Guide to
the Anatomy of a Social Ad



BONFIRE
MARKETING

Using narrative to build better ads

Paid social ads are a dime a dozen. Online users are inundated with them in their timelines, so it's easy to become numb to these pleas from brands. But users are humans beings, and as humans, they respond to storytelling that speaks to their needs, wants, pain points, and desires.

This idea inspired the theme of our most recent Firestarter event, where panelists broke down the anatomy of a social ad and how best to build a compelling narrative into a very small amount of copy.

As a handy takeaway, we've built out quick guides to the anatomy of these oft-used social marketing tools:

- Facebook Timeline Ads
- Instagram Feed and Stories Ads
- LinkedIn Sponsored Content

Plus, get a few key takeaways that will help you improve your story-driven social ad campaigns.



Facebook Timeline Ads

Account name and logo



Ideal status length

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

90 characters

TEXT / LINK HERE www.website.com

Upload image size



1200x628 pixels

Headline

25 character limit

Headline text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Ideal link description length

DISPLAYLINK.COM

CTA

30 characters

135

31 Comments 18 Shares 27K Views

Display link

Like

Comment

Share

CTA button

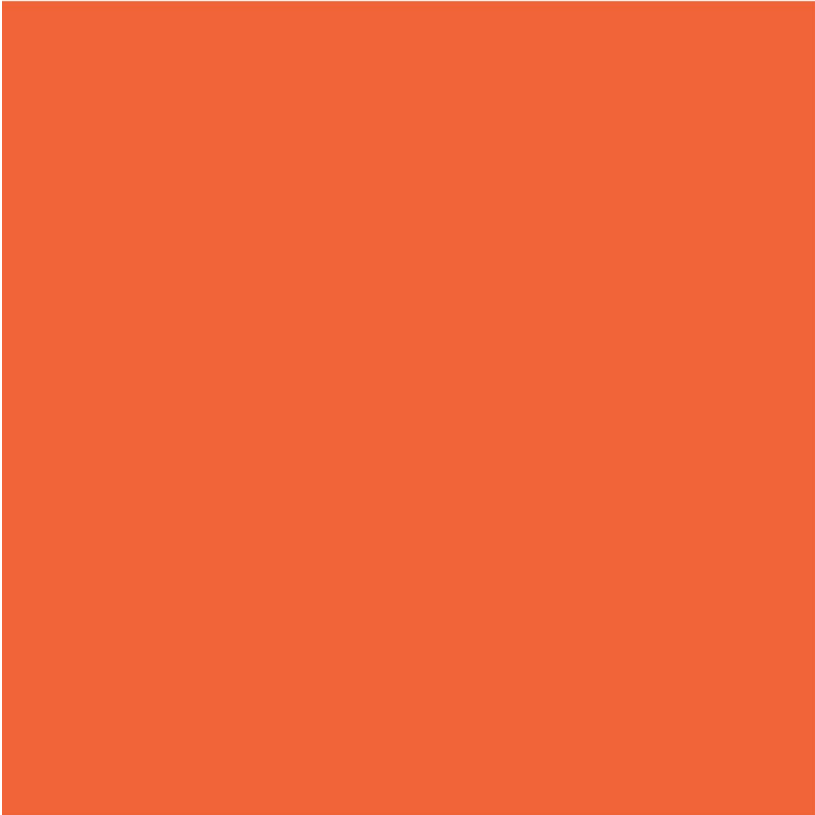
Instagram Feed Ads

Account name and logo



Upload image size

1080x1080 pixels



Like, Comment, Share, and Bookmark



Ideal caption length

100-125 characters.

17 likes
nameofcompany Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

4 HOURS AGO

Add a comment...

LinkedIn Sponsored Content

Account name and logo



nameofcompany

5,401 followers
Promoted



Ideal status length

70 characters to avoid cutoff across platforms
Maximum length is 150 characters

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Upload image size

1200x627 pixels
Image to cover less than 20% text



Subhead text goes here
website.com



64 Likes

Like Comment Share

**INCREASE CLICKS ON
YOUR SOCIAL POSTS.**



GET MORE SOCIAL MEDIA BEST PRACTICES

Key takeaways

Beyond the layout and best practices of effective social ads, here are some important things to remember to help optimize the ad experience for users.

- The user's eye will be drawn to the ad's image first, followed by the headline. Put the most important and attention-grabbing copy here.
- The headline is more important than the description. Grab the reader's attention with stats, dates, FOMO (fear of missing out), or "need to know" info.
- The post status and link description are best for providing additional value to the reader.
 - *What will they gain?*
 - *What will they learn?*
 - *Stats and social proof also work well here.*
- When you A/B test, only test one variable at a time in order to gain clear insights on what's working.

Best practices for cause marketing in social ads

Ninety-four percent of consumers are more likely to switch to a brand that supports a cause. And cause marketing can be an extremely effective way to talk about your most passionate initiative—giving back to others. These tips will help your cause marketing ads land with audiences.

- Copy for ads supporting a cause should focus on the nonprofit, not your brand.
- Similarly, the ad's image should foster an emotional connection with the cause, not your brand. But a small brand element can be included to help with association.

Best practices for event marketing in social ads

Event marketing is all about getting people to show up—literally. These tips can help optimize your event marketing ads.

- Make sure to include the most essential event info users need—name, date, time, location—in the image (allowing for Facebook’s 20% rule) and the supporting headline.
- Your brand doesn’t need to be the main focus of the image but should have an element (like your logo) tied in for association.
- When A/B testing, try colors that stand out even if they don’t match your brand colors.
- Include value to the customer from the event, like key learnings, sessions to expect, and stats in the status copy to provide more incentive to click.
- Sending a LinkedIn InMail provides a more personal touch to users who may be on the fence regarding a potential purchase or event attendance. Tell them the value the event brings—no fluff. And use personal pronouns.

Best practices for new channel ad strategies

Finally, here are a few new channel tactics you can use as you kick off a new social platform for your brand, like Instagram or Facebook Stories.

- Video content holds 5x more attention on Instagram and Facebook ads than static images.
- Instagram Stories can have up to an 18x return on ad spend.
- Repurpose content from other channels to merge initiatives. For example, Instagram/Facebook Stories can be animated, have overlays added, or feature moving text on a static image.
- Integrate your logo into images to stand out, insulate yourself against competition, and make it pop on feeds. Don’t be generic.
- Set aside small budgets for new channel campaigns to stay top of mind with your target audience and provide useful data on behavior patterns and platform performance.

Start telling your story

Now you're ready to embark on a trek to better, more compelling ads.
If you need a guide on your journey, send up a smoke signal.

TALK TO A TRAILBLAZER



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