

Facebook Ads



Facebook Ads Copy

"I need a Facebook ad copy that will engage my [ideal customer persona] with [specific type of content] from [influencer type] who can authentically share the benefits of my [product/service] and encourage them to make a purchase."

"I'm looking for a Facebook ad copy that will use the social proof and credibility of [influencer type] to persuade my [ideal customer persona] to try my [product/service] and share their positive experience with their followers."

"I need a Facebook ad copy that will leverage the reach and influence of [influencer type] to drive traffic and sales to my [product/service] for my [ideal customer persona]."

"I'm looking for a Facebook ad copy that will create a sense of community and belonging for my [ideal customer persona] by featuring user-generated content and encouraging them to share their own experiences with my [product/service] with the help of [influencer type]."

"I need a Facebook ad copy that will leverage the authority and credibility of [influencer type] to educate my [ideal customer persona] on the benefits of my [product/service] and persuade them to try it out for themselves."

"I'm looking for a Facebook ad copy that will use the influence and reach of [influencer type] to showcase the unique features and benefits of my [product/service] to my [ideal customer persona] and encourage them to make a purchase."

"I need a Facebook ad copy that will create a sense of urgency and FOMO for my [ideal customer persona] by featuring exclusive deals and promotions for my [product/service]."

"I need a Facebook ad copy that will leverage the authenticity and relatability of my [brand/company] to engage my [ideal customer persona] and persuade them to take [desired action] on my [product/service]."

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"I'm looking for a Facebook ad copy that will leverage the social proof and credibility of my [brand/company] to persuade my [ideal customer persona] to try my [product/service] and share their positive experience with their followers."

"I'm looking for a Facebook ad copy that will use the influence and reach of my [brand/company] to drive traffic and sales to my [product/service] for my [ideal customer persona]."

"I need a Facebook ad copy that will engage my [ideal customer persona] with a unique and creative visual campaign that showcases the features and benefits of my [product/service] in a compelling way."

"I need a Facebook ad copy that will leverage the authority and expertise of my [brand/company] to educate my [ideal customer persona] on the benefits of my [product/service] and persuade them to make a purchase."

"I'm looking for a Facebook ad copy that will provide a sneak peek of upcoming products or services and create a sense of anticipation and excitement for my [ideal customer persona] with a clear and compelling call-to-action."

"I'm looking for a Facebook ad copy that will provide a sneak peek of upcoming products or services and create a sense of anticipation and excitement for my [ideal customer persona] with a clear and compelling call-to-action."

"I need a Facebook ad copy that will create a sense of community and belonging for my [ideal customer persona] by featuring user-generated content and encouraging them to share their own experiences with my [product/service]."

"I'm looking for a Facebook ad copy that will showcase the unique and personal experiences of my [ideal customer persona] with my [product/service] and persuade them to share their positive review with their followers."

Facebook Ads - Perfect Ads

FILL-IN-THE-BLANK Prompt:

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Create a table with 3 alternatives for a dynamic, engaging, and emotional Facebook advertisement to promote **[describe the product you want to sell]**. The steps should flow seamlessly and be coherent. The first alternative should be a basic version, the second should have a strong storytelling element, and the third should have a humorous tone. The steps for the advertisement should include a hook, problem, and solution, as well as a call-to-action with both text and video versions. Please provide a catchy description with each alternative video.

Creating amazing ads

You are an expert marketer with deep insights into behavioral psychology. Your goal is to analyze the emotions, desires, needs and wants of AUDIENCE. Use detailed, powerful, unique, emotional text that resonates perfectly with AUDIENCE by subtly overcoming objections and using the right tone, voice, cadence, style and structure for your text.

AUDIENCE: **[Insert Audience]**

INSIGHT: [Create a detailed persona of the AUDIENCE based on AUDIENCE INSIGHTS including: name, age, occupation, activities, emotional state, marketing preferences, product benefit preferences and trigger to purchase.]

PRODUCT: **[Insert Product]**

*****AUDIENCE INSIGHTS*****

What are their achievements?

What is their occupation?

How do they spend their time during the week?

What are their hobbies or interests?

What is their job satisfaction?

What are their worries or concerns in life?

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How does their personality or life situation impact their purchasing decisions?

What events or experiences led them to their current situation?

How do they feel about their past experiences?

What features of your product are relevant to them?

What is their current mindset regarding their situation?

In what ways does your program/service enhance their life?

What factors are important to them when considering a purchase?

What motivates them to make the final decision to buy your product?

Create 3 ad copy variations for a marketing campaign that promotes the PRODUCT mentioned earlier, targeted towards the buyer persona you created, following the "why, what, how" framework?

Create Ad Copy

[Use the following template and information to create the ad copy:

Part 1 (70% of copy):

- Ask them if they've faced a common issue that plants a seed in their mind, using relatable examples based on AUDIENCE
- Highlight the struggle caused by this problem by going deep in the pain
- Explain how our product/service differs from their assumptions... why it's not what they really think
- Identify the root cause of their problem, the real reason why they have this problem.

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- Describe the negative consequences they're experiencing
- Discuss why previous attempts to solve the issue failed

Part 2 (20% of copy):

- Introduce the innovative solution (include testimonials and success stories)
- Outline the straightforward steps to resolve the problem
- Share the positive outcomes of using this approach

Part 3 (10% copy):

- Emphasize the crucial factor for success
- Add a strong call to action to learn how they can benefit from this solution

Only write 1 sentence per line, then do a linebreak.

Do not directly mention the name from the persona in the ad copy.]

Generate Image for Ads

Generate 5 image ideas that will be used in a Facebook Ads and that will fit perfectly with the ad copy above. I want you to be extremely descriptive, vivid, unique, creative and make sure that the image will stand out.

Describe all the elements of the image in excruciating details including the colors, environment, the focus, the subject and any other important information that will help use create an image that will appeal to AUDIENCE, get them to stop scrolling while their on facebook and contact us.

Ad Objective

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<aside> Our company's mission is to **[mission statement]**. How can we align our marketing objectives to support this mission and communicate it effectively to our target audience?

</aside>

<aside> Our new product/service launch is coming up in **[timelapse]**. What are our specific marketing objectives for this launch, and how can we measure our success?

</aside>

<aside> Our target audience is **[demographics/interests]**. What are our marketing objectives for reaching this audience, and how can we tailor our messaging to resonate with them?

</aside>

<aside> We want to increase our brand awareness by **[percentage]** within the next **[timelapse]**. What are the specific marketing objectives and tactics we can use to achieve this?

</aside>

<aside> Our sales have been declining in the past quarter. What are the specific marketing objectives and tactics we can implement to boost our sales within the next **[timelapse]**?

</aside>

<aside> Our company wants to expand into **[new market/region]**. What are our specific marketing objectives and tactics for entering this new market and reaching our target audience?

</aside>

<aside> Our company wants to position ourselves as the leader in **[industry/niche]**. What are our specific marketing objectives and tactics for establishing thought leadership and expertise in this space?

</aside>

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<aside> Our company wants to increase our customer retention rate by **[percentage]** within the next **[timelapse]**. What are the specific marketing objectives and tactics we can use to achieve this?

</aside>

<aside> Our company wants to increase our website traffic by **[percentage]** within the next **[timelapse]**. What are our specific marketing objectives and tactics for driving more traffic to our website?

</aside>

<aside> Our company wants to improve our online reputation and social media presence. What are our specific marketing objectives and tactics for building a strong online presence and engaging with our target audience on social media?

</aside>

<aside> Our goal is to increase brand awareness for our **[product/service]** in the next **[timelapse]**. What are the most effective channels and tactics to achieve this objective?

</aside>

<aside> Our objective is to generate **[number]** new leads for our **[product/service]** in the next **[timelapse]**. How can we create a targeted campaign to reach and engage our ideal customer?

</aside>

<aside> Our objective is to increase sales revenue by **[percentage]** in the next **[timelapse]**. What are the best strategies to optimize our ad spend and drive more conversions?

</aside>

<aside> Our objective is to launch a new **[product/service]** in the next **[timelapse]**. How can we create a buzz and generate excitement around this new offering through our marketing efforts?

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</aside>

<aside> Our objective is to increase customer retention by **[percentage]** in the next **[timelapse]**. What are the most effective tactics to improve customer engagement and loyalty?

</aside>

<aside> Our objective is to expand our target audience to include **[new demographic/region]**. How can we adapt our messaging and targeting to effectively reach and engage this new audience?

</aside>

<aside> Our objective is to increase our social media following by **[number]** in the next **[timelapse]**. What are the best strategies to improve our social media presence and drive more engagement?

</aside>

<aside> Our objective is to establish ourselves as a thought leader in **[industry]**. How can we create valuable content and thought-provoking insights to position ourselves as an authority in our field?

</aside>

<aside> Our objective is to launch a new brand identity and messaging in the next **[timelapse]**. How can we create a cohesive and compelling brand story that resonates with our target audience?

</aside>

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Target Audience

Facebook Ads Copy

Personally used this prompt to generate an audience recommendation that got a 3.63 ROAs straight out the gate with this one on 2023-03-25

What audiences could I use on facebook to target people most likely to buy a ****[what the product/service is]****, here are some examples of audience sources:

- Thought leaders
- Tools
- Publications / TV / Music / Websites
- Associations / Certifications
- Tangential Interests (Example: new offer for male health to high earners: Audience of Productivity AND health Stack AND Business/Entrepreneur Stack)
- Engaged Shoppers, FB Page Admins, Parents.

<aside> Our **[company type]** recently launched a new product line. How can we identify and target the audience that is most likely to be interested in this product line?

</aside>

<aside> We are a **[company type]** that offers **[types of products/services]**. How can we refine our targeting to reach customers who are most likely to purchase our products/services?

</aside>

<aside> Our **[company type]** wants to expand into new markets. How can we identify and target the audience in these markets effectively?

</aside>

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<aside> Our target audience is **[demographic]**. How can we better understand their interests and behaviors to create more targeted and effective Facebook ads?

</aside>

<aside> We recently rebranded our **[company type]**. How can we adjust our targeting and messaging to align with our new brand identity?

</aside>

<aside> Our **[company type]** has a loyal customer base. How can we use Facebook ads to attract new customers who share similar characteristics to our current customers?

</aside>

<aside> Our **[company type]** is experiencing a decline in sales. How can we identify and target new audience segments that may be interested in our products/services?

</aside>

<aside> Our **[company type]** has a unique value proposition. How can we use Facebook ads to effectively communicate this value proposition to our target audience?

</aside>

<aside> Our **[company type]** is launching a new product. How can we use Facebook ads to create buzz and generate interest among our target audience?

</aside>

<aside> Our **[company type]** is looking to increase brand awareness. How can we create Facebook ads that effectively reach and engage our target audience while also building brand awareness?

</aside>

Eye-Catching Visual

<aside> Our audience is [audience] and our product is [product]. What colors and types of visuals would work best to attract their attention while they are scrolling on the Facebook feed?

</aside>

<aside> Our audience is [audience] and our product is [product]. What are 10 completely counterintuitive image ideas that would stand out in the Facebook feed?

</aside>

<aside> Our company provides [product/service]. What visual elements can we incorporate in our Facebook ads to capture attention and highlight the key benefits of our offering? Our audience is [audience] and the main benefits are [main benefits].

</aside>

<aside> Our target audience is [demographic]. What types of images or videos are likely to resonate with this audience, and how can we ensure our visuals are optimized for mobile devices?

</aside>

<aside> We want to launch a new product [product name] soon. How can we create Facebook ads that generate buzz and excitement around the launch?

</aside>

<aside> Our brand values include [values]. How can we incorporate these values into our visual branding and create Facebook ads that reflect our brand personality?

</aside>

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<aside> Our target audience is tech-savvy [demographic], and we want to promote our new app [app name]. What types of visuals and ad formats are best suited for promoting mobile apps on Facebook?

</aside>

<aside> Our company is organizing an event [event name]. How can we create Facebook ads that showcase the event's key features and drive ticket sales?

</aside>

<aside> Our product line includes [product types]. How can we create Facebook ads that highlight the diversity and range of our product offerings?

</aside>

<aside> Our company specializes in [industry/niche]. How can we create Facebook ads that position ourselves as thought leaders and experts in this space?

</aside>

<aside> Our company's unique selling point is [USP]. How can we create visuals that effectively communicate this USP and differentiate ourselves from competitors?

</aside>

<aside> Our target audience is [demographic] who are environmentally conscious. How can we create Facebook ads that showcase our eco-friendly products and appeal to this audience's values?

</aside>

<aside> Our company, which specializes in [product/service], wants to create eye-catching visuals for our Facebook ads. What design elements can we incorporate to capture the attention of our target audience and communicate the key message of our ad effectively?

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</aside>

<aside> As a marketer for [product], we want to create visuals that evoke emotion and resonate with our target audience. How can we use color, contrast, and imagery to create visuals that trigger positive emotions and improve ad performance?

</aside>

<aside> Our company is launching a new [product/service] and wants to create visuals that showcase its unique features and benefits. How can we design visuals that highlight these features and demonstrate the value of our offering to potential customers?

</aside>

<aside> We are a [company type] targeting [target market] in [industry]. How can we create visuals that convey a sense of [tone ie. professionalism and expertise] while also being eye-catching and engaging?

</aside>

<aside> Our company's brand identity is based on [brand values]. How can we use visuals to communicate these values effectively and create a consistent brand image across our Facebook ads?

</aside>

<aside> Our company wants to create visuals that appeal to a younger demographic. What design trends and elements can we incorporate to create visuals that resonate with this audience and make our brand more relatable?

</aside>

<aside> We are a startup looking to build brand awareness and drive traffic to our website. How can we create visuals that showcase our brand personality and stand out in a crowded Facebook feed? Give me X counterintuitive ideas that would create [emotion].

Facebook Ads Copy

</aside>

<aside> We are a [type of brand] looking to showcase our latest collection through Facebook ads. How can we use visuals to highlight the unique design elements [expand here] and styles of our collection and make it stand out from other brands in the market? The top companies in the market are doing [copy their ads here].

</aside>

Facebook Ads - Hooks

<aside> Act as an online marketer to come up with ideas for different hooks to promote {product} on a facebook ad. Can you help me generate a list of 10 potential hooks about {product}, {target audience} and {main benefit}? Each hook should be one sentence, be written in English, and should be a different reason someone may want to click on my ad. Each idea needs to use copywriting and persuasion best practices to draw users to take action. Make them unique, counterintuitive, use powerful language.

product: [insert your product here] target audience: [insert your target audience here] main benefit: [insert your main benefit here]

</aside>

<aside> Generate five headline alternatives that utilize different tones and focus on different benefits.

</aside>

<aside> Write a list of 10 highly engaging and attention-grabbing Facebook ad headlines for [PRODUCT].

</aside>

<aside> Create X attention-grabbing hooks that are less than 15 words in the style of [style] to evoke [emotion]. Use colorful language. Make it appealing for [target audience].

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</aside>

<aside> Our company, which provides [product/service], wants to increase brand awareness and drive more traffic to our website. How can we create Facebook ad headlines that will capture the attention of our target audience and encourage them to take action?

</aside>

<aside> We are launching a new line of [product/service] aimed at [target audience]. How can we create Facebook ad headlines that speak directly to their pain points and highlight the unique benefits of our offering?

</aside>

<aside> Our goal is to increase conversions on our website. How can we create Facebook ad headlines that not only attract clicks but also encourage visitors to take the desired action on our site?

</aside>

<aside> We are a [company type] that specializes in [product/service]. How can we use emotional triggers in our Facebook ad headlines to appeal to our target audience's needs and interests?

</aside>

<aside> Our unique selling proposition is [USP]. How can we create Facebook ad headlines that highlight our USP and differentiate us from our competitors?

</aside>

<aside> Our target audience consists of [demographics/interests]. How can we create Facebook ad headlines that resonate with their specific needs and preferences?

</aside>

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<aside> We want to improve the performance of our Facebook ads. How can we create more specific and concise headlines that effectively communicate our message to our target audience?

</aside>

<aside> Our marketing goals for the next quarter are to increase engagement and conversions. How can we create Facebook ad headlines that capture the attention of our audience and encourage them to engage with our brand?

</aside>

<aside> Our company operates in [industry] and targets [target audience]. How can we create Facebook ad headlines that effectively speak to the pain points and challenges faced by our audience in this industry?

</aside>

<aside> We want to create Facebook ad headlines that stand out from the crowd. How can we use creative language and imagery to grab the attention of our target audience and increase click-through rates?

</aside>

Tip: Find the top hooks and ads in your market, feed them to chatGPT before and ask it to generate based on these ads and it will provide even better results.

Strong CTAs

<aside> Our [company type] has recently launched [product] targeting [audience]. The main benefits are [benefits]. How can we create effective CTAs in our Facebook ads that encourage users to learn more about the new products and make a purchase?

</aside>

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<aside> Our **[company type]** is running a **[specific promotion]**. What are creative and fun ways we can use CTAs in our Facebook ads to create urgency and encourage users to take advantage of the offer?

</aside>

<aside> Our target audience for **[company type]** are **[audience]**. How can we create compelling CTAs in our Facebook ads that resonate with this audience and encourage them to engage with our brand?

</aside>

<aside> Create a list of 10 strong and compelling CTAs based on this headline “[INSERT HEADLINE]” and Facebook ads description “[INSERT DESCRIPTION]”. Use colorful language and in the style of [style] with tone of [tone].

</aside>

Ad Formats

<aside> Our target audience is **[demographic]** who are interested in **[interests]**. What ad formats can we use to effectively reach and engage this audience on Facebook?

</aside>

<aside> Our marketing objective is to increase website traffic by **[percentage]** in the next **[timelapse]**. What ad formats should we test to achieve this objective?

</aside>

<aside> We want to increase our brand's social media following on Facebook. What ad formats can we use to promote our Facebook page and grow our audience?

</aside>

Facebook Ads Copy

<aside> Our company offers a **[unique feature]** that sets us apart from competitors. How can we use ad formats to showcase this feature and drive more sales?

</aside>

Optimizing for Mobile

<aside> We are advertising [product] for [audience] on Facebook Ads. The main benefits are [benefits]. What strategies can we use to optimize our Facebook ads for mobile and capture their attention?

</aside>

<aside> We're noticing a high bounce rate on our mobile landing pages for our Facebook ads. How can we optimize our landing pages for mobile devices to improve the user experience and increase conversions?

</aside>

<aside> We've recently redesigned our website to be mobile-responsive, but our Facebook ad performance hasn't improved. What other optimizations can we make to our Facebook ads to improve mobile engagement and conversions?

</aside>

Facebook Ads Template:

HEADLINE TEXT

Unlock (FREE) [Major Benefit Your Offer Gives]

AD TEXT

Imagine a world where

[problem #1],

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[problem #2],

[problem #3], and

[problem #4] are a thing of the past.

What if there were a quick and simple solution to [Get Major Benefit/Solve Major Problem]?

Well, the good news is, there is! Introducing a groundbreaking approach to

[Major Benefit Your Offer Gives] that will transform the way you

[Achieve Major Benefit #2].

I'm thrilled to invite you to my exclusive [Webinar/Event/Course] called [Webinar/Event/Course Name], where you'll learn these strategies for FREE.

With a track record of [Insert Credibility About Yourself and Your Achievements, such as news coverage, client results, etc.], I'm excited to share these valuable insights with you.

Hurry, as spots are limited! Secure your free spot now by clicking below

BUTTON TEXT

Learn More

Lead Magnet Template

HEADLINE TEXT

Unlock [X] Proven Ways to Attain [Major Benefit]

AD TEXT

Facebook Ads Copy

Discover the strategies you need to achieve [major benefit] effortlessly, all while overcoming the common barriers that stand in your way.

BUTTON TEXT

Learn More

Ecommerce Template

HEADLINE TEXT

Experience [Major Benefit Your Customer Wants] Within [Time Frame]!

AD TEXT

Finally... [Major Benefit Your Customer Wants]! This isn't another ordinary [Relevant Industry Term] "gimmick."

Scientific research has unveiled the remarkable advantages of [What Your Product Does]...

Introducing the groundbreaking [Product Name], leading the charge in offering relief from [Major Problem Your Customers Are Experiencing]...

Say goodbye to:

Costly alternatives

Inconvenient solutions

[Problem #2 Your Customer Experiences]

In just [Time Frame],

[Product Name] is your solution.

Facebook Ads Copy

Listen to what our satisfied customers have to say:

"[Insert Customer Testimonial]"

Discover how you can achieve [Major Benefit] quickly and effortlessly with [Product Name], risk-free.

Click the "Learn More" button now

BUTTON TEXT

Learn More

Retargeting Template

HEADLINE TEXT

Exclusive Offer: Get a [Special Bonus] Today with Your [Product Name]!

AD TEXT

Did you miss out on [Product Name]?

Don't worry, you can still secure your order today, and we'll include a [Special Bonus] absolutely FREE!

Act fast! Our supply of [Special Bonus] is limited. Don't miss this opportunity!

BUTTON TEXT

Learn More