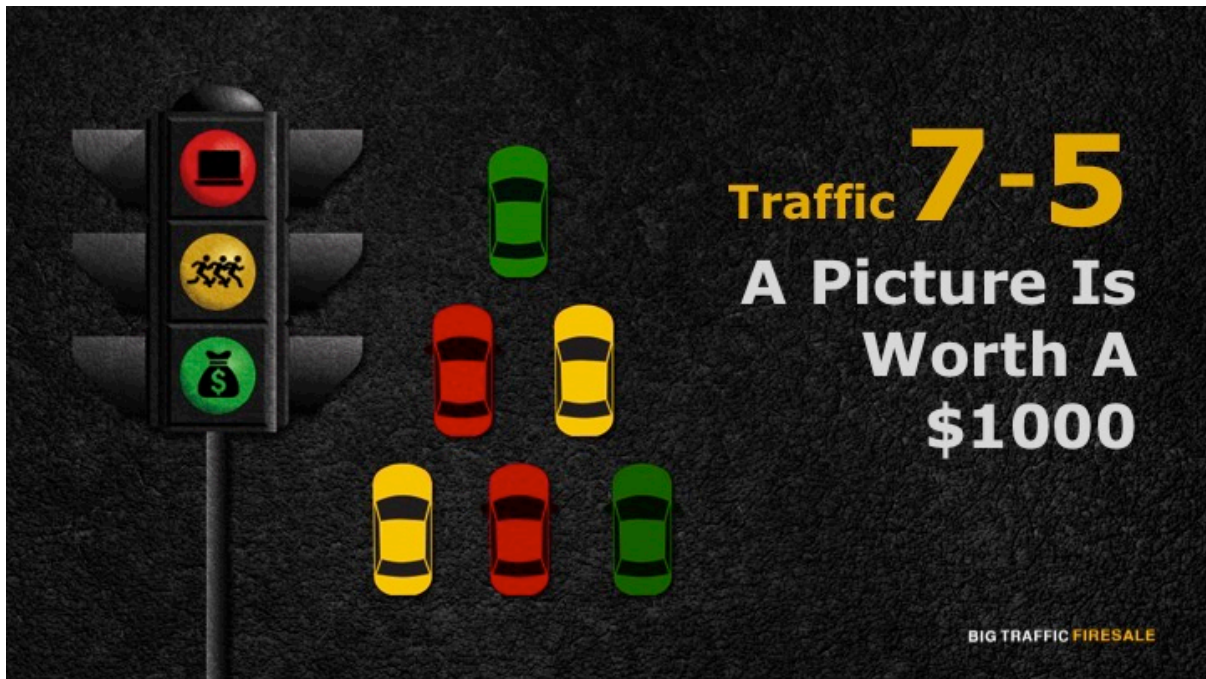


7-5 - A Picture Is Worth A 1000 Dollars



S1: Hi there and welcome back. In this module, I will walk you through 3 simple steps in building your visual portfolio for your Facebook adverts.



S2: Believe it or not, the success of your adverts is 80%-90% dependent on the images that you choose to display. Images are the first thing that will grab your audience's attention. Therefore, it pays to invest some time in curating and

selecting the most impactful images for your advertisements. You don't even need an expensive camera to capture good quality images. All you need is the right strategy and tips. Always remember that your images are speaking up for you!

Selection Of Images

- ▶ The first step is to choose relevant images that your audience can resonate with.
- ▶ Your pictures will be competing against other Facebook users which includes pictures.
- ▶ Focus on your business's features and make it stand out from the crowd of other images.

BIG TRAFFIC FIRESALE

S3: The first step is to choose relevant images that your audience can resonate with. Bear in mind that your pictures will be competing against other Facebook users which includes pictures of babies as well as fancy travelling destinations. The key is to focus on your business's features and make it stand out from the crowd of other images.

This can include the people, the environment and the product that you're offering. For instance, if you are operating a café, try and capture your café's ambiance, the coffee that you're serving as well as the friendly staff that are ready to attend to their customer's needs. Do not post pictures of furry animals, unless you are in the business. The key here is to be true to your context and staying relevant so that your audiences are clear of what you are offering.

Your Image's Size

- ▶ Always remember that your audiences are moving from one device to another.
- ▶ It is important to adjust your image's size to fit the needs of your audiences and the different devices that they are utilizing.

BIG TRAFFIC FIRESALE

S4: This brings us to our second step, which is getting familiar with your advertisement's size. Always remember that your audiences are moving from one device to another. They can be on their computers and 5 minutes later they can switch to their mobiles. Hence, it is important to adjust your image's size to fit the needs of your audiences and the different devices that they are utilizing.

The Standard Rules

- ▶ Always remember that the width of your image needs to be 1.91 times the height
- ▶ If you want a full size image on your advertisement:
 - 560x292 pixels on mobile devices
 - 400x209 pixels on desktop
 - 100x72 pixels on sidebar

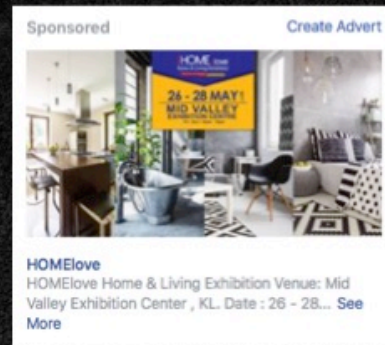
BIG TRAFFIC FIRESALE

S5: These are the standard rules that you would want to apply for your images across devices:

- Always remember that the width of your image needs to be 1.91 times the height
- If you want a full size image on your advertisement:
 - 560x292 pixels on mobile devices
 - 400x209 pixels on desktop
 - 100x72 pixels on sidebar

If you do not choose any of the sizes above, Facebook will automatically resize your images to 154x154 pixels or even 90x90 pixels. Consequently you will need to resize your photos before putting it up on your advert to ensure that the audience may view it in the best resolution possible, as it is also your selling point.

Less Text, More Images



BIG TRAFFIC FIRESALE

S6: The third and final step is to use less text and more of actual images. This means that you need to keep your text at a maximum of 20% when you are using images for your Facebook advertising.

Use actual images when you choose to post images of people or living things, as it gives more of an impact as compared to vectors. But when you really need to use vectors for your adverts, make sure to make an impact by using pattern interrupts such as:

- Eye-ball staring (to trigger emotion)
- Colorful and vibrant vectors (to captivate their attention)
- Strong borders (captivate their attention)
- Familiar images (the audience can resonate with)
- Peculiar or ridiculous images (triggers the audience's curiosity)

Test Run What Works

- ▶ Test run what works for you and your audience.
- ▶ If it does not work, try and play around with your image sizes and the choices of images.
- ▶ Figure out if you are staying true to your advertisement's context.

BIG TRAFFIC FIRESALE

S7: When you have come up with your ads and you have selected the appropriate images as well as the correct size, it is time for you to test run what works for you and your audience. If it does not work, try and play around with your image sizes and the choices of images; whether your audience will be attracted more to real-life images or vectors and figure out if you are staying true to your advertisement's context. Optimization is always key.