You’re a business owner who’s mastered the art of organic social media and want to dabble in social media ads. This template will take you through the steps and considerations needed for a social media ad. It will also give you a structure you can use for creating effective social media ads, including headline, description, visuals and targeting parameters.

**Platform:** [Social Media Platform]

* Facebook
* Instagram
* LinkedIn
* TikTok
* Snapchat
* YouTube
* Other

**Campaign Objective:** [Specify the objective of your ad campaign, such as brand awareness, website traffic, etc.]

* Awareness
* Traffic
* Engagement
* Video views
* Leads
* Job applicants (LinkedIn)
* App promotion
* Sales

**Ad Type:** [Choose the ad format that suits your campaign, e.g., image ad, video ad, carousel ad, etc.]

* Single image
* Carousel of images
* Video
* Document (LinkedIn)
* Text Ad (LinkedIn)

**Campaign Dates:**

* Start date:
* End date:

**Budget:** [Set a budget for your ad campaign]

* Daily budget:
* OR, Lifetime budget:

**Tracking and Measurement:** [Define the metrics you'll track to measure the success of your ad campaign, such as impressions, clicks, conversions, etc.]

**Social Media Profile Template**

**Target Audience:** [Define your target audience based on demographics, interests, behaviours, etc.]

|  |  |
| --- | --- |
| **Location** |  |
| **Age** |  |
| **­Gender** | * Male * Female * All |
| **Interests** |  |

**Primary text:** [Create a caption that grabs attention and conveys the main message]  
Facebook character limit – 125  
LinkedIn character limit - 255



**Headline:** [Write a concise headline that highlights the value proposition and encourages action]



**Call-to-Action (CTA):** [Specify the desired action you want your audience to take, such as "Shop Now," "Learn More," "Sign Up," etc.]

* Learn More
* Book Now
* Apply Now
* Sign Up
* Contact Us
* Download
* Order Now
* See Menu
* Shop Now
* Subscribe

**URL/Link:** [Include the URL or landing page where users will be directed upon clicking the ad]

**Visual:** [Attach or describe the visual element of your ad, such as an image or video]  
  
Note: there are no limitations to having text on imagery, but it is recommended to keep it minimal and place your important key messages in the primary text.

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**Notes:**

* Edit the template based on the social media platform you're running your ad campaign on (e.g., Facebook, Instagram, Twitter, LinkedIn, etc.).
* Tailor the campaign objective, ad type, targeting parameters, and budget according to your specific goals and budget allocation.
* Create a compelling headline that captures attention and entices users to engage with your ad.
* Craft a concise and persuasive description that clearly communicates the value proposition and motivates users to take action.
* Include an eye-catching and relevant visual element, such as an image or video, to enhance the impact of your ad.
* Specify the desired action through a clear and actionable Call-to-Action (CTA).
* Provide the URL or landing page where users will be directed upon clicking the ad.
* Define the targeting parameters to ensure your ad reaches the right audience based on demographics, interests and behaviours.
* Set a budget for your ad campaign to control your ad spend and maximise return on investment.
* Establish tracking and measurement mechanisms to evaluate the effectiveness of your ad campaign and make data-driven optimisations.