



Know your target audience demographics, interests, and online behavior. Consider what they are doing and at what stage of the destination-decision journey they are currently in.

- Use compelling visuals: Create curiosity to learn more about your business.
- Use high-quality images or videos that are relevant to your campaign objectives.
- Consider using immersive visuals that stand out and “stop the scroll”.
- on the feed.
- Create share-worthy moments that solve problems, entertain and inform.

Create Compelling Copy:

Keep your ad copy concise and clear, highlighting the benefits of your region and the elements of emotional connections audiences will have to your area.

- Create multiple versions that resonate deeply with different audience segments.
- Use a conversational tone that speaks directly to your audience and invite conversation.

Infuse your copy with a touch of emotional connection. Appeal to the desires and aspirations of your target audience, making them feel like your region is the perfect fit for their dreams.

Video Pro Tip - Capture attention quickly: Put the most compelling part of your video at the very beginning to grab interest, within the first 3 seconds.

Use Vertical Videos:

Use a vertical or square aspect ratio. Most people hold their phones vertically, so you'll cover more of their screen.

Shorten Text:

People on Facebook and Instagram scan quickly. In research conducted by the Mobile Marketing Association, it took 2–3 seconds for 2 out of 3 for people to see and cognitively recognize desktop ads compared to 0.4 seconds on mobile. Keep your text short, clear and concise to get your message across.

Add Multiple Images Using the Carousel Format:

Carousel allows you to show several images for people to scroll through at the same cost. It's a great opportunity if you have lots of product or brand images. Get carousel tips.

Add Movement:

Ads with movement can stand out in Feed. Templates in Meta Ads Manager can help you create a video ad from your images. Try this [How to create engaging reels course](#).

Use Calls to Action:

A range of call-to-action (CTA) buttons are available for Facebook and Instagram ads. These buttons draw attention and encourage people to engage with your ad. Based on what you want people to do when they see your ad, experiment with the CTA buttons available for different ad objectives and formats. See which ones get your audience to take action.