

# Facebook Ad Size

## TOP TIP TUESDAY!

A couple of weeks back we gave you an insight into how to make your Facebook Ads stand out with the type of image, colour and wording you use. This week we're expanding on that to make sure you don't lose out on a tactic that will make your ad hard to miss.

It's a really simple trick that will increase your conversion rates, engagement and return on ad spend with virtually zero additional work by you... sound good?

### Here it is:

Instead of using the conventional rectangular (1200 x 628px) size images on your Facebook Ads...

...use square ones! (1080 x 1080).

Yep - that's it.

### Here's why it works:

Facebook is a real estate game. You're bidding for spots on your prospect's newsfeed.

Now here's the key - Facebook doesn't care how BIG the spot on that newsfeed is - and square images take up much more room.

The traditional size only takes up about a third of the screen (as most people look at Facebook on their phones now). However, a square image fills the entire phone!

The square ad image is going to help you get noticed by a lot more people, removes distractions from your viewer and gets you more 'bang for your Facebook Ad buck!'.

So with your next Facebook Ad why not swap out the old rectangle for a square - you'll be amazed at what it can do!

And if you need some help or direction with Facebook Ads and how to make them work for your business, just give us a call.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne