

Facebook Images



As we know, when used correctly, social media can play a huge part in the growth of businesses of all sizes.

This week we're making sure you don't lose out on a tactic that will make your ads or posts 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 or 1200 x 1200px)

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 image is going to help your ads and posts get noticed by a lot more people, removes distractions from your viewer and gets you more 'bang for your buck!'.

So with your next Facebook Ad or post, 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

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