

# FACEBOOK VIDEO ADS

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How To Drive Traffic And Sales With Video



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# Introduction

Facebook video ads are taking over the social media sphere today. There is presently an estimated one billion people using Facebook and over 100 million hours of video being consumed daily. Among these users are businesses that leverage Facebook video ads to capture the attention of their target customers.

Video ads are among the most powerful Facebook ad formats for generating user engagement. From this eBook, you will learn how to create such relevant and actionable videos ads on Facebook. As a marketer, you will learn why you should be running Facebook video ads as well. You will also learn how to use it to drive traffic and increase sales by planning your strategies using our top tips and best practice suggestions.

## What are Facebook video Ads?

Facebook video ads are exactly what they sound like—Facebook advertisements in the format of videos. They can be used to reach a wide range of audience on a diverse range of topics. With Facebook video ads you can give your business personality, showcase different features of your products, or simply let people know who you are and what you do.

The effect of Facebook video ads in getting customer engagement is staggering. According to Nielsen, the body commissioned by the Facebook Marketing Science team to analyze data on how video ads affect brand metrics, a recent measure of 300 video campaigns showed that 73% of them had a significant lift in ad recall. Also, the average lift between test and control groups measured was a whopping 86%!

Video ads are usually uploaded using Facebook’s recommended specs to ensure the highest quality viewer experience. The recommended Facebook video specs include the following:

- Format: .MOV or .MP4 files
- Resolution: minimum 720p
- Aspect ratio: widescreen (16.9)
- Duration: 60 minutes max (2.3 GB)

Videos allow you to deliver complex messages in a simple and easy to understand manner. Their effectiveness far surpasses the use of static images in promotional campaigns. Just as a picture is worth a thousand words, James McQuivey, Ph.D. of Forrester research aptly puts it that “a one-minute video is worth 1.8 million words.”

The common Facebook video ad types being used today are most likely to have a positive impact on Return on Investment (ROI) are:

- **How-to or instructional videos:** This type of Facebook video ads are employed to reassure your customer/client that he or she will be able to successfully use or install your product.

- **Product demonstration videos:** These are similarly employed to convince your customer of being able to successfully use your product.
- **Explainer videos:** These video ad types are aimed at explaining a concept, product or service in an interesting way. It makes use of diverse styles like animation or live action.
- **Interviews with experts:** These are employed to help validate your authenticity and authority in your area of business

The above Facebook video ad types are effective at increasing confidence in making a purchase.

- **Conference and presentation videos:** These video types are instrumental for B2B, educational organizations, and not-for-profits. When employed, they help establish your credibility and authority in your field.

You stand a better chance of attracting new business with this video ad type above. It all depends on the overall objective of your organization. It is effective whether used for paid conferences, boosting donations for charities, educational institutions or not-for-profits.

## Why Marketers Should Use Facebook Video Ads

Marketers who want to get the most out of their online advertising campaigns need to start using Facebook video ads. They help you to stand out from your competitors and grab people's attention with motion. They also show people what your business does or offers and connects and brings your message to life.

Video is increasingly becoming a very important component of several marketing strategies. According to Cisco, video currently makes up 69% of all consumer internet traffic. As a marketer, it is catastrophic not to get on board the Facebook video ads train.

A 2014 video statistics released by Invodo revealed that shoppers who viewed video ads are more likely to make a purchase than non-viewers. Also, 51.9% of marketing professionals worldwide picked video as the type of content with the best ROI.

Video is taking over social media, and Facebook is the platform where it reaches the most audiences and gets the most engagement. Boasting about 1.5 billion monthly active users, Facebook is the world's largest social media network.

According to Facebook CEO, Sheryl Sandberg, a record 1.5 million small and medium-sized businesses shared videos on Facebook in September of 2015.

TechCrunch also noted that that same year experienced a 50% increase in the average ad revenue per user in the U.S. This goes to show that the video ad strategy is working.

In the same vein, Facebook videos are making a tremendous impact in the ad space than any other post on the network. It provides visual storytelling which does a great job of captivating its audience. Videos also serve as a marketing vehicle, and Facebook provides the largest

possible platform where you can share your story to target audiences worldwide.

Marketers that are not leveraging the power of Facebook video ads will only have themselves to blame. Facebook video ads convert faster than all other marketing vehicles, and they also let you reach audiences that are difficult or expensive to reach on TV.

According to a 2016 social media survey carried out by Buffer, which collected data from over 1,200 marketers, 83% said they'd like to create more video content if they didn't have restraints like time and resources.

Thirty percent claim to be enthusiastic about spending more time focused on Facebook video in 2017. Sixty percent of marketers employed video as part of their social media marketing in 2016, while 14% of marketers used live videos in their social media marketing in 2016.

Facebook video ads are the most captivating marketing strategy as they leave a positive, lasting impression of your brand on the minds of your site/page visitors. It is a strategy that synchronizes all other marketing efforts, propelling them as a whole to be more productive. Video ads engage and convert website visitors, push leads down a funnel in email marketing campaigns and increase engagement across multiple social channels.

Need more convincing? Here are more specific reasons why marketers of all sizes and all niches should consider using Facebook video ads:

### **Facebook Video Ads Helps Boost Conversions and Sales**

Making use of videos in your Facebook ad campaigns is a guaranteed way of earning yourself some serious money. Also, embedding videos in your landing pages can help increase conversions by 80%. If your video is creative and captivating enough, it can lead directly to sales.

A 2016 video marketing report by Wyzowl states that 74% of users who watched an explainer-video regarding a product eventually went ahead to purchase the product. Regardless of the category in which your video is positioned, these types of ads provide consistently higher conversions and sales.

Also, people get naturally aroused by pictures because vision is the most dominant of the five senses. A majority of the information communicated to our brains is visual. Static pictures alone boost engagement, but adding moving pictures to your marketing campaigns can do wonders for your business.

### **Facebook Videos Ads Offer Great ROI**

It would amaze you to know that videos also provide great returns on investment. No doubt, producing a video may not be the easiest or cheapest thing to do, but you can be sure of getting every penny you've invested back in spades.

Video ads are increasingly becoming more affordable and widespread. As a marketer who is on a tight budget, you could even shoot a decent video using your smartphone. All it takes is some creativity and knowledge about human psychology.

You don't have to worry about how perfect your video looks; what matters is the content. Studies have shown that in most cases, users are more discouraged from purchasing a product, not because of the poor quality of the video, but due to its video not being explanatory enough.

Also, it doesn't matter what industry you're in, the effect of Facebook video ads is universally effective. An e-commerce video statistics report recently reported a tremendous increase in the conversion rates of video marketing. This growth has been increasing explosively since 2010, and it cuts across all industries.

## **Facebook Video Ads Builds Trust**

Videos have a way of reassuring a prospective customer about the quality of your product. With a well-presented video, carefully delivered in a conversational form, you are sure to reach the hearts of your audience faster than any other medium would.

Trust is the foundation of conversions and sales. Selling a product or service online can be tough sometimes as many consumers are still skeptical about purchasing anything over the internet. It is your job as a marketer to break the ice and convince them that they have nothing to be afraid of.

Douse their fear of being cheated by utilizing effective marketing videos that create a sense of your business' personality and authenticity. Your products have to appeal to your customer's needs and interest, but including a personal touch, so potential customers feel connected to you will always pack a more powerful punch.

By building trust first, you will have gained the loyalty of a customer before a purchase is ever made. It is no wonder why 57% of consumers confirmed the effectiveness of videos, admitting that it gave them more confidence to purchase a product or service online.

## **Facebook Video Ads Helps Build Your Search Engine Rankings**

You can also boost your search engine ranking by simply having a video on your website. Moovly confirms that you are 53 times more likely to show up on the first page of Google by embedding a video on your website.

A video allows visitors to spend a long time on your site. This extended period of exposure translates into increased visibility for your site because the longer a visitor stays, the better the signal to search engines that your website has good content.

Google loves videos, as a matter of fact, Google now owns YouTube - the most popular video-sharing website on the internet. This means more importance has been attributed to videos, and if you want to improve your search engine rankings on Google, you will need to include videos in your marketing mix.

It doesn't end there, you have to make sure that you optimize your videos on YouTube and Facebook for SEO. Take the time to write out interesting titles and descriptions for every video uploaded. Direct potential customers to your website, products, and services by using backlinks. Above all, make sure that the entire process is easy to navigate and user-friendly.

### **Customers love watching videos**

Very few people enjoy reading through extensive amounts of texts. The same is slowly happening to picture messages and infographics. The majority of people now prefer watching video ads over reading or viewing them as pictures. Facebook videos ads, on the other hand, can convey a considerable amount of information in a quick and friendly manner.

As of 2015, online videos accounted for 55% of all mobile traffic, and they are predicted to rise to 75% by 2020. Consumers are hungry for more videos, they want to be entertained. Things like video testimonials, video reviews, how-to videos, explanatory videos, and so on create massive engagement, take advantage of it!

Video marketing is a huge phenomenon that is here to stay, and it will only get bigger. Businesses that put the interests of their customers first are sure to succeed. Bless the screens of your customers with Facebook video ads then sit back and watch your business grow by leaps and bounds.

### **Video marketing and email work best together**

With Facebook video ads, marketers can be assured of an increase in their email click-through rates and also improve email engagements. Try incorporating videos into your email marketing campaigns—they can increase your open rates by 5.6% and click-through rates by 98%. Yes, Facebook video ads can be embedded in email campaigns and offered for free to boost your stats.

Similarly, by using video ads to direct prospects to the call-to-action button on your Facebook business page, you can get them to subscribe to your email newsletters. You will be able to see who watched the video, who finished watching it, and who replayed it using video tracking. With this much information at your fingertips, there is no limit to what you can do with video ads.

### **Facebook video ads appeal to mobile users**

Mobile video views have increased over 233% since the third quarter of 2013. According to YouTube, mobile video consumption rises at a rate of 100% every year. Most smartphone users prefer watching videos on the go and their numbers keep multiplying.

According to Google, smartphone users are twice as likely as TV viewers and 1.4 times more likely than desktop viewers to become personally connected to brands that advertise video content on their devices.

Marketers who want to benefit from this trend have to adapt accordingly by making their Facebook video ads mobile accessible. Bottom line: develop a personal relationship with your audience by ensuring that your business content can be viewed on their mobile devices.

### **Facebook video ads are elaborate**

You don't have to be overly descriptive about your product or service with Facebook video ads. A simple video would get a complex product or service launch job done in less than 60 seconds.

Yes, it has been revealed that 45% of businesses who employ video marketing have an explainer video on their homepage. Eighty-three percent of these businesses admittedly confirmed the effectiveness of home page explainer videos on their websites.

Animated videos are also super effective at disassembling difficult concepts. They breathe life into boring, cluttered and complex subjects. They're a perfect blend of entertainment and information in a simple format. Try to make sure that your animated video ads content is not cliché, but unique.

### **Lazy buyers are not left out**

Facebook video ads can capture a wide audience. It can penetrate even the most difficult to reach places. For example, a person who is too busy to dedicate some time to reading lengthy product descriptions or research your services can be reached with the use of video ads.

Today's customer wants to see your products in action; they don't want to read, so why not provide them a better service with the use of explanatory videos. It is important that you target not only the eyes but also the ears of the potential clients with your videos. This can set you in a better position against your competition.

### **Facebook video ads can be shared across platforms**

Ever watched a motivational or inspiring video that was so good you just had to share it with your Facebook friends? That's the advantage of Facebook video ads - they encourage sharing. If your friends like the video, they can, in turn, share it with their friends, and on and on it goes, thus making the video viral.

Create fun and entertaining videos to encourage social shares. Seventy-six percent of users admitted that they would share a branded video with their friends if it was entertaining. So when planning your video ad, try to

focus on emotions, not facts, as people are more likely to share a video that appeals to their emotions.

An emotionally charged, creative video can be spread across the internet within a matter of days, generating millions of views. With quality videos that encourage social shares, you will also increase traffic to your website, and the rest they say is history.

### **Facebook video ads are generally super effective**

Already, the average click-through-rate of video ads is 1.84%. This is undisputedly the highest click-through-rate of all digital ad formats! Also, the completion rate of a 15-second non-skippable YouTube video ad is 92% while skippable video ads are 9%.

These stats prove just how very effective video ads are. They are also highly effective in social media platforms. Facebook joined forces with Nielsen, and together, they realized that 74% of the total Ad Recall is achievable within the first 10 seconds of the video. Make it your next objective to incorporate videos into your Facebook ad campaigns, and see how far they take you.

## **Creating Video Ads that Grab Viewers' Attention**

You already know the importance of Facebook video ads and why you should incorporate them into your next marketing campaign. It is now time to get your hands dirty and attract viewers to your videos. Below is a detailed breakdown of how to create video ads that grab viewers' attention.

As previously mentioned, to create your own Facebook video, you only need your smartphone camera, a few apps and some creative ideas.

### **Catch people's attention with movement**

Click on the 'record' feature in Boomerang (available only on the App Store for iOS devices) to film your product in action or to capture the activity in your business in a creative way. You can do this by using your smartphone to move the camera in a back and forth motion. Make a photo-shoot from varying angles and be sure to highlight someone cheerfully interacting with your product.

### **Transform your images and photos into captivating videos**

Go to your gallery and select and upload your existing images. Use Vidlab (available only on the App Store for iOS devices) to create animations from your images and include text. It's all very practical, you just have to play and be creative. Talk about your product's benefits, display your product, and highlight your services. Let your customers know how something works or tell your business story.

### **Create smooth time-lapse videos**

Facebook video ads also come out great when they are time lapsed. You can record a time-lapse video using Hyperlapse (available only on the App Store for iOS devices). Simply record the video with the app and then increase the video speed.

A cool feature of this app that makes it so special is that it automatically fixes all shaky footage. It is perfect for creating Facebook video ads that are crisp and smooth.

There are lots of creative ways to use time-lapse videos for your Facebook video ads. You can take customers on a journey “behind the scenes” of your business. You can also showcase your product in action, display the assembly line of your products, and so much more.

Here are a few extra tips to help you create video ads that grab viewers’ attention:

### **Draw attention with visuals first, not sound**

Facebook video ads, as you may already know, automatically play in the news feed without sound. When scrolling down your news feed, you will likely come across several videos that require clicking to activate the audio.

Now, as a marketer wanting to grab viewers’ attention and ensure full engagement, you must make sure that the first ten seconds of the video makes a big impression. This simply means providing eye-catching visuals that are captivating enough to make people click the video for sound before they scroll past.

You can learn a couple of tricks from the animated visuals giant, Facebook, itself. Their “Helpful Tips” animated videos feature a fun value proposition at the beginning which promises to teach users something useful from the video during the next 20 to 30 seconds.

### **Follow Facebook’s design recommendations**

There is a high tendency for your videos to look distorted and unprofessional if not exported correctly from the movie editor. Facebook provides its own design recommendations, which include guidelines to

create a video ad that looks good anywhere and everywhere it appears on Facebook.

Some notable guidelines for Facebook videos include a text of 90 characters, using 30fps or less, H.264 video compression and 128 kbps + preferred audio. Try to get familiar with these guidelines at the beginning of the video creation process and not when you're at the tail end of the project when you want to upload it. You can find out more about Facebook's design recommendations for videos [here](#).

### **Include a call-to-action**

This is the trigger that ultimately pulls the customer into the funnel. You can use Facebook's call-to-action functionality to direct users to any URL of your choice at the end of the video. There are several menu buttons that serve as call-to-action on Facebook including, "watch more," "shop now," "contact us," "sign up," and so on.

With the sign-up call-to-action, you will need to setup your landing page to encourage these new visitors to subscribe to a newsletter, register for an event, or download additional content. You can even add a vocal call-to-action at the concluding part of the video for more impact.

### **Remember the 20% rule**

This is the rule guiding the ads and promoted posts on Facebook. It signifies the "no more than 20% text" rule which marketers must follow when uploading their videos. Luckily for marketers, the rule is only applicable to the thumbnail and not the whole video.

Be proactive, choose the image that you want to use as the thumbnail and upload it separately. Also, before uploading, remember to crosscheck the ratio criteria of the image using Facebook's Grid Tool.

### **Stop the use of animated GIFs - for now**

Animated GIFs have been a long-awaited development on Facebook. Although it has since been officially launched and is now supported in the Facebook newsfeed, it is still not available to brand pages. You can, however, post .mov or .mp4 files for shorter videos. It may be a bit technical getting it in your video editor, but with some dedication and persistence, you should still be able to achieve the loop.

## How to Create the Ad Part of the Equation

Creating the ad part of your Facebook video as was previously explained requires some creativity and knowledge about human psychology. One thing though is clear—you need to reach people where they spend their time most, and what better way than to go mobile?

Most of today's consumers can be reached via their mobile devices. This means that your Facebook video ad must be tailored to suit the mobile audience. Yes, it must be short and straight to the point - 15 seconds or less. Shorter videos have higher completion rates, and they also allow you to share your entire message successfully.

You can either choose to create the Facebook video ad yourself, or you can employ the services of a videographer. You can also upload an already existing video directly to Facebook's native video player. With Facebook's native video player, you will be able to customize the video description, add a thumbnail, set your budget and the audience you want the ad to target.

That being said, let's move on to the content of your video. You should know that there are no set rules as to what your video should contain as far as your industry is concerned. However, by following the steps outlined below, you should be able to set up your own eye-catching Facebook video ad successfully.

Step 1: Navigate to the top of your Facebook profile page and click on "Create Ads."

Step 2: Select the campaign objective "Get video views."

Step 3: Define your audience (or select a predefined audience), set your budget, and ad schedule.

Step 4: Create your ad! This can either be through a video upload from your library, or you can create a slideshow with images. Bottom line, a pre-made video from your desktop or a new promotion from a pre-uploaded video should do the trick. Ensure that your video follows all of Facebook's recommended video specs before uploading.

Step 5: As a final step, ensure that you customize the copy above your video, preview it, and proceed to generate yourself some traffic.

# Top Tips and Best Practices for Facebook Video Ads

Like every other form of advertising, building effective Facebook video ads require the application of both art and science. To do this, you need to follow the best practices as specified by Facebook itself, and also learn from the tips as obtainable in your industry.

By applying these tips and best practices in the creation of your Facebook video ads, you will be able to grab the attention of your target audience and drive your business goals. Below are four top tips offered by Facebook that should help you make high-impact video ads:

## **1. Upload your videos directly to Facebook**

Make sure that your video is not linked from outside of Facebook. Doing this may cause your video to be displayed as a smaller preview image which may require an additional click to watch. Avoid falling into that trap by uploading your video straight from your movie editor to your Facebook page. That one extra click may cost you views.

To help your video get the needed views, strive to make sure that the uploaded video takes up the width of the news feed, plays automatically when in view on the news feed, and has video reporting.

## **2. Create for mobile**

When designing your Facebook video ad, take into consideration your mobile audience. Make sure that your video is even more visually engaging on mobile, as that is where the bulk of your viewers will come from. You can do this by simply using a vertical or square video.

## **3. Endeavour to capture users attention straight away**

Please don't treat this particular tip with levity. It should be at the helm of your video production. Use the first few seconds of your video wisely

to bring your story to life quickly. It can be done by simply leading with engaging visuals immediately. Consider showing your brand or product in the early parts of the video and above all, make sure your video is short—less than 15 seconds when possible.

#### **4. Design your video to be captivating even with the audio off**

Yes, make sure that your video ad makes sense even without sound. See to it that the visuals are still sensible enough to deliver your message across to your viewers when the audio is muted. Ensure that they understand what is being displayed without hearing a word of it.

You can do this by adding text to your videos, using imagery that is easy to understand without sound and by uploading subtitles with your videos. All of these can help tell your story even when the sound is off. Your video's sound should offer additional value to viewers when the sound is enabled. It should further bring your story to life and leave a stronger impression.

Some other useful tips you should consider are:

#### **Focus on quality from the onset**

As earlier stated, since videos on the desktop and mobile news feed play out automatically, you want to make sure that you capture the attention of your targeted audience right from the beginning. The first 3 seconds of your Facebook video ad is crucial in determining the response it'll generate.

You want it to be convincing enough to get users to watch it all the way through. This means cutting out long intros or the use of an animated logo. Show your prospective customers who you are and what you do visually, precisely and immediately.

Irrespective of whether you measure ad recall, brand awareness, or sales, you should create value for your video ad right from the start. The value momentum should increase consistently until the end of the video.

According to Nielsen, 47% of the value in a video campaign is delivered in the first 3 seconds, and 74% of the value is delivered in the first 10. The message, question, or statement contained in your video should hold the user's attention until the end. You can also use the opportunity to introduce your brand early and logically.

### **Give users a compelling offer**

To guarantee that your Facebook video ad gets the desired result, endeavor to create a compelling offer that your target audience can't resist. It is already an established fact that users want to be entertained with your video, but they also want something that fills a burning need.

It is now your duty to tailor your story to your audience. This simply means customizing your video ad's message for the people who will see it. Your video should be relevant to their interests, even if it means creating unique videos or multiple versions of the same video and tailoring it to suit different audience segments.

You can copy the same strategy and apply it to your own video ad as well. Include it in your call to action. Be clear and precise with the text. Also, remember to track the links using UTM codes or something similar to measure the effectiveness of your video ad.

### **Express your personality**

Facebook video ads provide you with the opportunity to show your audience who you are and what you do. This possibility can be greatly explored and can make your videos even more interesting. When recording your video, be excited and enthusiastic about what you're presenting to your audience.

An upbeat and lively personality can turn an interested person into a loyal customer. Your personality will show through and engage your viewers. It will draw people to your page, and it can even be the reason why people want to subscribe or purchase your product or services.

### **Add captions to your videos**

Adding a caption to your video can also make users click on your ad even when they haven't watched the video yet. Usually, after uploading a video ad, Facebook will automatically add captions to it. All you have to do is click "Add Captions" when you're ready to promote the video.

If, however, you uploaded your video as an organic wall post, you will need to add the captions yourself. A great way to generate captions for your video ads is to use a transcription service such as Rev.com.

An alternative route to generating captions for your Facebook video ads is through YouTube. After uploading the video file to YouTube, get an SRT (SubRip Text) file. This is usually an automated process, but it isn't exactly 100% accurate, so you will need to read and edit the transcription afterward.

Also, depending on your video duration, you may need to wait a little for the captions to auto-populate. Once that is done, go to the video player and click the CC icon under your video in the list of tools. You will be directed to the Subtitles and CC section. Select the default language.

Click the Edit button on the next screen. Play the video and select the section of captioning that you need to edit. You can replay the video by clicking in any caption segment to replay selected parts of the video. It also allows you to pause the video automatically when typing. After you've finished editing the caption, click on Publish Edits to save your work.

Download the saved file then click on the new captions language located on the right of your video. At the top of the Captions section, locate the Actions drop-down menu and select .srt under Download. Rename the file using Facebook's syntax: "filename.en\_US.srt" ("en" being the two-letter language code and "US" being the two-letter country code.)

Proceed to your Facebook video, click on the gray arrow found at the top right corner of your post. Select Edit Post, navigate to the Captions tab and click Upload SRT file, then click Save after you have successfully uploaded the file.

This should give you a better shot at getting engagement for your Facebook video ads. You should nonetheless make your video graphically enhanced so that users will be able to comprehend it without the need to hear it. Always, remember, it is only after a user has been enticed by a visually appealing video that he will feel compelled to enable sound, so strive to make the visual count.

### **Connect with users on a personal level**

Get your viewers to feel connected to you. Create videos that show that you are approachable. You can do this by focusing on storytelling - keeping your customers interested from start to finish. Don't worry about the video length as long as your message is relatable and concise. Try to tell your business's story in an informal, yet authoritative way.

You can do this by sharing stories of how your brand got started and the names and faces behind its success. Give a practical demonstration of how your product or service can be applied to the user. Be yourself, and ensure that the characters in your video are comfortable and genuine as well. This will easily help customers feel a personal connection with your brand.

### **Inspire curiosity with the use of headlines**

Headlines can also be the compelling factor that causes a viewer to watch your video ad even without hearing the muted video. This is because headlines will grab viewer's attention in the field before the video does. So create headlines that arouse the viewers' curiosity and places them in a must-click scenario.

Your video may be perfect, but with a poor headline, you are likely to lose out on some significant engagement. Your headline needs to be teasing, yet engaging and informative. It should be tempting enough so that the viewer cannot help but watch the video.

Remember that the headline space is limited, so use it wisely. Also, try to split-test multiple headlines in your video ads to see which headlines get the most response.

### **Add lower-third highlights**

The inclusion of lower-thirds on your Facebook video ads is also important. It allows users to decimate your video content and grab its salient points without having to watch the entire video or reading through a detailed description or a related post. Lower thirds can be added anywhere on your video. You can do this with the use of video editing programs like iMovie or Movie Maker.

### **Provide an informative description**

The quality of your video description is as important as the video itself. An informative product or services description added to your Facebook video ad is a huge plus since it supplements and supports your video. Try to keep it short and simple. Studies reveal that shorter descriptions work best for Facebook posts.

### **Provide value**

By all means, give your audience something that would make them see reasons why your product or service would be beneficial in their lives. Make sure that your video ad has a message contained in it that adds

value to its viewers.

You can do this by showing your audience something like step-by-step instructions on how to use your product and be as clear and concise as possible. You can also share other uses for your products or special tips on how they can be used. It creates a special feeling in the minds of your viewers knowing they have such valuable information.

Don't be hesitant to employ the best tools in carrying out your video production project. Whether you are using a mobile camera or a video production team, work to secure the best available creative resources. Your main objective is to make sure that every aspect of your video ad is valuable and well-crafted, from quality to content and more.

### **Take full advantage of CTA buttons**

Call-to-action buttons are vital in prompting users to take action as directed in the message contained in your Facebook video ad, so be sure to make the most of them. Buttons like 'Shop Now,' 'Learn More,' etc. are all simple ways to boost conversion rates. Develop a coherent consumer experience that allows users to easily navigate from their Facebook app after viewing your video, to another page or app.

## Conclusion

The year 2015 was recognized as the year of Facebook video. Since then, Facebook videos have surpassed the number of watched videos on YouTube. No doubt, video is an excellent way to entertain and connect with your target audience.

The auto play feature of Facebook video ads already does a great job at instantly catching the eye of users. By employing Facebook video ads in your online marketing campaign, you can increase engagement and boost your conversion rates. Some salient points to remember when creating effective Facebook video ads include:

- Make your first seconds count
- Take full advantage of CTA buttons
- Include captions
- Follow Facebook's design recommendations
- Show your personality
- Make proper use of headlines
- Upload your videos directly to Facebook
- Draw attention with visuals first, not sound
- Provide value
- Focus on quality and make sure your video is compatible across multiple devices.