



THERE IS AN
Art
TO THE PERFECT FACEBOOK AD

scott rawcliffe

Program Ad TEMPLATE



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Qualify Who This Offer Is For
Hit a Pain Point or Speak of the Benefits
Add Urgency
Include Strong Call To Action

***Contrasting, Relevant
Image That Grabs Their
Attention***

Program Name & Benefit 🌐

Qualify who it's for, add pain point or benefit, another call to action

SUBURB'S #1 FITNESS & FAT LOSS EXPERTS

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Landing Page TEMPLATE



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Hit a Pain Point

Ask Question if possible

Include specific end benefit

Include Strong Call To Action

***Contrasting, Relevant
Image That Grabs Their
Attention***

The Name of The Report/Lead Magnet 🌐

Re-introduce the benefits and the call to action.

WWW.DISPLAYURL.COM

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Content Ad

TEMPLATE



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[Blog Title]

Benefit Rich, Informal, What's the benefit for them to click the link?

Call to Action => insert hyperlink



Strong, Benefit Rich Headline/Title of Blog (X steps is a great one)

Summary of the content in the blog post (If possible use an incomplete sentence with a ... to create an open loop)

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Retarget Ad

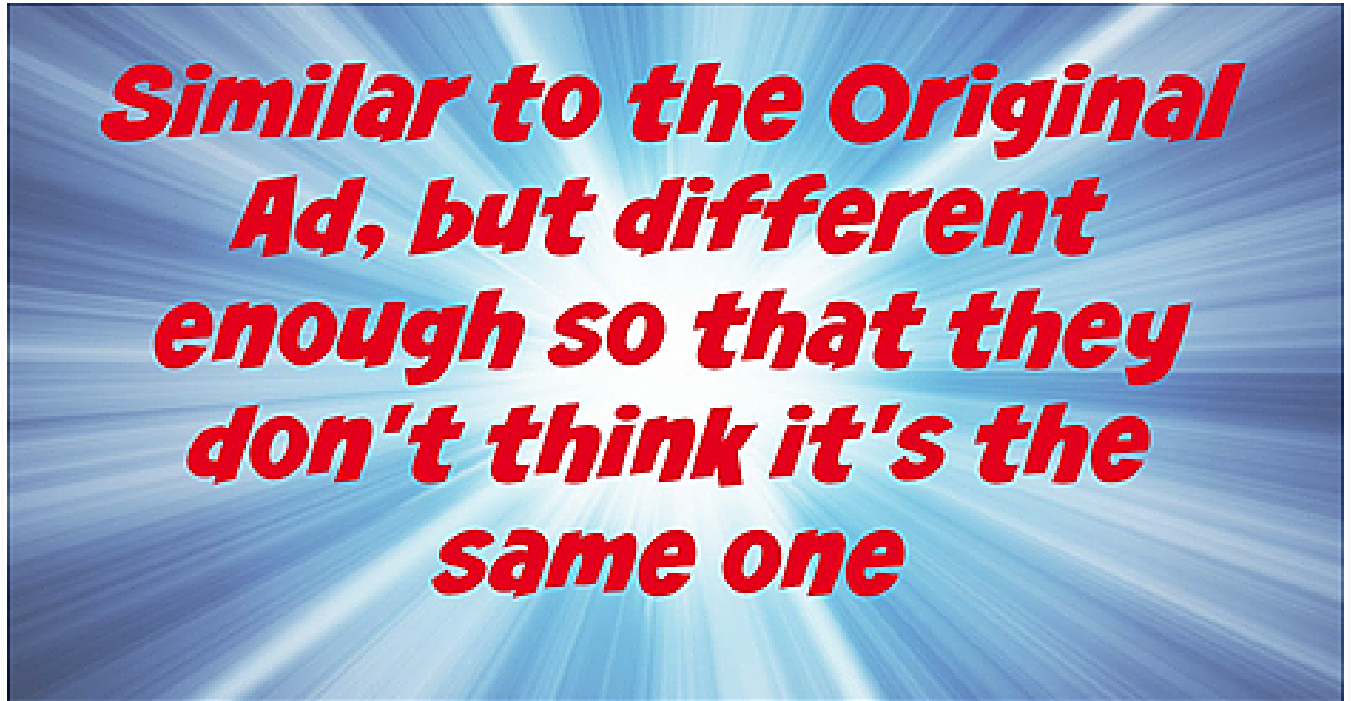
TEMPLATE



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Did life get in the way? Forgot to take advantage of this special offer/forgot to apply for this program?



Program Name with Urgency OR Lead Magnet Name 🌐

Qualify who it's for, add pain point or benefit, another call to action

SUBURB'S #1 FITNESS & FAT LOSS EXPERTS

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