



THE 4½ MINUTE GUIDE TO

DIGITAL ADVERTISING

Small Business Nation and Beutler Ink team up to bring you a guide to digital advertising on Facebook, LinkedIn, and Google AdWords.

Digital ad spending is projected to grow by 13.5% this year, overtaking even TV as the biggest advertising category by 2018. This gives any digital advertising a potentially huge audience, but successful entrepreneurs understand that the quality of that audience is just as critical. They use targeted digital advertising, enabling them to optimize their ad dollars by using social media and Google.

GET STARTED TODAY WITH THIS GUIDE!



Small Business Nation
A Project of The U.S. Chamber of Commerce

FACEBOOK

IF YOUR OBJECTIVE IS...

CLICKS TO WEBSITE

DESIGN GUIDELINES:

- Recommended Image Size: 1,200 x 628 pixels
- Image Ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link Description: 30 characters
- Your Image may not Include More Than 20% text.

PRO TIP!

See how much text is on your image using Facebook's text grid tool:
https://www.facebook.com/ads/tools/text_overlay

BEST PRACTICES:

- Refresh your ad creative every 1 to 2 weeks for the best performance.
- Include a call to action. Your five options are Shop Now, Learn More, Sign Up, Book Now or Download.

PAGE LIKES

DESIGN GUIDELINES:

- Recommended image size: 1,200 x 444 pixels
- Image ratio: 2.7:1
- Text: 90 characters
- Headline: 25 characters
- Your image may not include more than 20% text.

BEST PRACTICES:

- Refresh your ad creative every 1 to 2 weeks for the best performance.

PAGE POST ENGAGEMENT: PHOTO

DESIGN GUIDELINES:

- Recommended News Feed image size: 1,200 x 900 pixels
- News Feed image ratio: 4:3
- Text: 90 characters, though longer posts may be truncated on small screens.
- Your image may not include more than 20% text.

BEST PRACTICES:

- This ad objective optimizes for engagement. Want traffic? Better to use clicks to website ad objective (listed above).



ALWAYS BE TESTING!

Try several options for your image, audience, and copy.

PAGE POST ENGAGEMENT: VIDEO

DESIGN GUIDELINES:

- Text: 90 characters, though longer posts may be truncated on small screens
- Headline: 25 characters
- Thumbnail image size: should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text.
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- Format: .mp4
- Recommended Aspect Ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillar boxing or letter boxing
- Audio: Stereo AAC audio compression
- File Size: Up to 1.75GB max
- Length: 45 minutes max

BEST PRACTICES:

- Videos autoplay without sound. Many viewers watch the whole video without sound, so if audio is important, add captions!

CAPTIONED VIDEO ADS INCREASE VIDEO VIEW TIME BY AN AVERAGE OF 12%

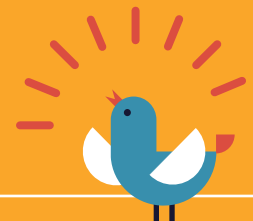
PRO TIP!

Automated captions are available through Power Editor and may be added to most video ads.



Don't see your goal here?
You can also advertise with
these objectives in mind:

- Instagram
- App Installs
- App Engagement
- Local Awareness
- Event Responses
- Offer Claims
- Video Views
- Lead Generation



LINKEDIN

IF YOUR OBJECTIVE IS...

CREATING A SPONSORED UPDATE

DESIGN GUIDELINES:

- Recommended embedded link image size: 500 x 300 pixels
- Recommended stand-alone Image size: 1,200 x 627 pixels

TEXT SHOULD STAY WITHIN 1,000 X 586!

- Social text: 600 characters but keep to 150 characters to avoid truncation!
- Auto-pulled title from link: 70 characters
- Link description: 230 characters

BEST PRACTICES:

- Timeline: Keep ads running a minimum of 3-4 weeks. LinkedIn takes some time to optimize your ad's delivery.
- Audience size: Most successful campaigns have an audience range from 300,000 - 500,000. Include a short link in your social copy to provide another opportunity to get clicks.
- TARGETING: Start broad and then narrow down your audience to only people who are engaging with your ad.



CREATING A TEXT AD

DESIGN GUIDELINES:

- Headline: 25 characters
- Test: 75 characters
- Image: 50 pixels x 50 pixels

BEST PRACTICES:

- Audience size: Most successful campaigns have an audience range between 60,000 400,000.
- Targeting: Start broad and then narrow down your audience to only people who are engaging with your ad.
- Timeline: Keep ads running a minimum of 3-4 weeks. LinkedIn takes some time to optimize your ad's delivery.

ALWAYS BE TESTING!

Try several options for your image, audience, and copy.

GOOGLE ADWORDS

IF YOUR OBJECTIVE IS...

CLICKS TO WEBSITE VIA SEARCH RESULTS

DESIGN GUIDELINES:

- Recommended image type is .png with a transparent background
- Headline: 25 characters
- Description: 2 lines of 35 characters each
- Should include a call to action: Find out more, Buy Now, etc.

SEARCH ADS CAN USE EXTENSIONS TO INCREASE FUNCTIONALITY, SUCH AS CLICK TO CALL BUTTONS.

BEST PRACTICES:

- Timeline: Keep ads running a minimum of 2-3 weeks. AdWords needs time to yield enough results to measure.
- Group keywords to match your headline: Running Shoes and Ballet Slippers should go in different groups!
- Stick to keywords that related directly to your website—misleading keyword stuffing will be penalized by Google.
- Make sure your ad links to a landing page with a concise, action-oriented headline and an obvious next step to take (often filling out a form).

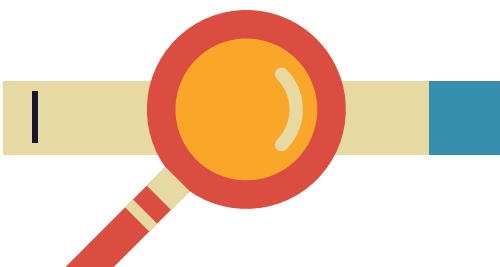
CLICKS TO WEBSITE VIA DISPLAY ADS

DESIGN GUIDELINES:

- Recommended image type is .png, .jpg, or .gif
- Image sizes:
 - Vertical rectangle: 240 x 400
 - Mobile leaderboard: 320 x 50
 - Banner: 468 x 60
 - Leaderboard: 728 x 90
 - Square: 250 x 250
 - Small square: 200 x 200
 - Large rectangle: 336 x 280
 - Inline rectangle: 300 x 250
 - Skyscraper: 120 x 600
 - Wide skyscraper: 160 x 600
 - Half-page: 300 x 600
 - Large leaderboard: 970x90
 - Large mobile banner: 320 x 100
 - Billboard: 970 x 250
 - Portrait: 300 x 1050
- File Size: no larger than 150 kb
- Your ad must take up the entire space of the size you've selected.
- Ads can't be upside down or sideways.
- No flashing or strobing.
- Ads must not mimic site content or text ads.

BEST PRACTICES:

- Timeline: Keep ads running a minimum of 2-3 weeks. AdWords needs time to yield enough results to measure.
- Use Affinity Audiences—target demos composed of people who have already viewed related content—to show your ad to people who have searched



similar content, regardless of the site they're on. Make sure your ad links to a landing page with a concise, action-oriented headline and an obvious next step to take (often filling out a form).

ANIMATED ADS MAY BE NO LONGER THAN 30 SECONDS.

ALWAYS BE TESTING!

Try several options for your image, audience, and copy.



Want more small business resources? Check out the Marketplace from Small Business Nation.

www.uschamberssmallbusinessnation.com/marketplace

Or find out how Beutler Ink can help with your digital advertising:

www.beutlerink.com



Small Business Nation
A Project of The U.S. Chamber of Commerce



SOURCES

Ember, Sydney. "Digital Ad Spending Expected to Soon Surpass TV." New York Times. N.p., 7 Dec. 2015. Web. 6 Apr. 2016.
<http://www.nytimes.com/2015/12/07/business/media/digital-ad-spending-expected-to-soon-surpass-tv.html?_r=0>.
<https://www.facebook.com/business/news/updated-features-for-video-ads>