

# BEST PRACTICES FOR FACEBOOK VIDEO ADVERTISING

When you launch your video ads on Facebook, you want to do everything you can to ensure success. Start by following these best practices, which will give you an advantage over your competition.

## ■ BE FUNNY

Facebook recommends creating humorous videos, as funny videos result in 70% higher video completions than informational videos and cost 60% less than emotional videos.

## ■ DON'T TIE YOURSELF DOWN

Mobile accounts for 90% or more of Facebook and Instagram delivery.

## ■ OVERLAY IT ON STRONG

Using text overlays and visual descriptions in your Facebook video ads gives them a 30% more efficient cost per video completion.

## ■ PUT YOUR BRAND FIRST

Your company stands out more if you present your brand within the first two seconds of your video ad.

## ■ FOCUS ON RELEVANT CONTENT

Your CPM is deeply tied to your video ads' relevance score, and as the relevance increases, the CPM decreases, giving you more impressions for less.

## ■ DO SHOOT THE MESSENGER

Utilize Facebook's Messenger audience by running 15-second video ads in the Messenger app and pair them with Facebook's direct response features.

## ■ TAKE THE MOST OPTIMIZED DELIVERY ROUTE

Overwhelmed by all the different ad placement options? Use Facebook's internal delivery system to automatically serve your video ad to the highest performing placements.

## ■ MEAL PREP YOUR VIDEO SCHEDULE

Plan your video ad campaigns in four-hour blocks to coincide with meals for optimal daytime viewership. Four hours at breakfast, lunch, dinner, and then before bedtime from 7-10pm.