Facebook Ad Examples

How To Go From Zero To 200,000 Followers On Facebook
Facebook Ad examples

This ad uses video content, a great deal and a call to action all in one.

DoorDash Sponsored

Explore our selection of local favorites with $0 delivery fee for your first month. $10 order minimum. Terms apply. 🍜

Ramen in your recliner.

$0 Delivery Fee For Your First Month
Order on DoorDash
WWW.DOORDASH.COM

Order Now
Slack shows the users the benefits of their app. “Stay in the loop from anywhere.” Additionally it also gives the user a call to action with “install now”, making it very simple of the user.

Collaborate while on the go with Slack for Android. Keep all your messages, files and tools in one place.
It offers a solution to a customer pain problem. The design of the ad is also very clean.
A high quality picture of a product you sell can work very well.

Ben & Jerry's
Sponsored

Fans agree, Half Baked is ice cream perfection.

Half Baked, All Awesome
Scoop up a pint today!
BENJERRY.COM
This ad uses a call to action to hook people in. “See your credit now.” Additionally it says you can find out for just one dollar.
The advertisement is using data to back up their call to action. “Scores are used in 90% of credit decisions” followed up by a call to action.
The advertisement is offering insights in competitors to hook people in. The call to action is to sign up for the demo. People tend to be more willing to sign up to free trials and demos than paid programs.
This advertisement is trying to attract a broad range of sales people from beginner to experienced. The hook here is that they are explaining you a concept and cutting off the text at the end. To read more users will have to click on “learn more”.

Whether you’re an experienced or new sales manager, a fundamental understanding of sales management will help you and your team to achieve better results for your business, predict future performance more accurately, and develop a sense of control over the sales process. Read on to learn more...

The Complete and Definitive Guide to Sales Management

Businesses that thrive excel in sales management. This guide will provide you...

BLOG.PIPEDRIVE.COM

Learn More
The advertisement is trying to relate to pain problems users have and offering a solution for this problem.
This ad is making use of hashtags and creating a sense of urgency with offering specific dates. It also has a nice festive image to hook people in.
The first ad is offering a direct solution to “still using spreadsheets to manage contacts”. The second ad is also offering an improvement to the current state of building campaigns. It is offering insights into competitor ads and asking people to get started.
It is offering a great deal with 75% off and using some humor with the line: “My savings-sense is tingling”. Humor is a great way to have more people click on your ads.
This ad plays in on a sense of urgency with ‘available only for a limited time’ and offers free delivery also with a specific date attached. Additionally it tries to capture the attention of the Facebook user with a video. People tend to interact a lot more with videos than other sorts of content such as images.

Chipotle Mexican Grill
Sponsored

Celebrate our team’s big win with go-to orders of star players Rose Lavelle, Julie Johnston Ertz, and Lindsey Horan. Available online only for a limited time. Get free delivery until July 9th.

$10 min/$200 max order, excluding tax. Valid 7/5-7/9 only, subject to extension/cancellation. Chipotle website or mobile app only. Additional terms apply. View full terms at chipotle.com/freedelivery.

Get Free Delivery
Get free delivery from 7/5 - 7/9
ORDER.CHIPOTLE.COM
In this ad the user is being asked a question “Creating an online course?”. Then it is offering 7 steps to building a profitable online course. It is also offering a free download, and saying you can bypass mistakes. Basically this ad is offering a solution to a problem.

It plays in on humor here and gives a few simple options for the user to peak the curiosity and ultimately click through.
The picture fits very well with what the ad is trying to sell. It is offering a free introductory course and selling people the idea of a living a life they deserve. Painting people a picture and telling a story is a great way to sell your products or services.

In this ad they are using a sense of urgency with "Increase your sales today" and using trust in the form of "we've partnered with leading payment providers". Additionally they offer something new with "Latest technologies".
This WordPress ad is using data and statistics as a selling point.