



## Image

**How to choose and create the  
perfect images for your ads**

# How to create the perfect image for your ads

Images are an amazing way to grab the viewer's attention and make him / her stop and read your ad.

You can use:

Photos that show you

Photos you took

Stockphotos

You can design them in different way:

Just the plain photo

Add text to your photo

**Social Media Magic by Sarah Lorenz**

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Did you know Facebook & Instagram are going through MASSIVE changes? 😬

Let me show you how to:

- 📱 include your logo in livestreams done from mobile phones
- 💎 create stories for Facebook business pages and groups... [More](#)



[GETSOMEMAGIC.COM](https://getsomemagic.com)

**Did you know Facebook & Instagram are going...**

[LEARN MORE](#)

# Photos that show you

Especially when you're selling coaching services there is no way around showing your beautiful face in your ads ;)

You want to build a connection and trust with your audience and this happens much faster when people really get to know YOU.

So go out and have a photoshoot or ask a friend to take photos of you whenever you are somewhere nice.

Selfies can work as well.



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Are you tired of wasting money on FB ads that don't work? Do you have an exciting launch coming up? (I loooove launches! 😊)  
Use the code "spring20" to get 20% off my Facebook Ads services 🙌 <http://bit.ly/yeah-fb>  
Only until Sunday! 🎉 Let's hop on a quick call about this 📞



GETSOMEMAGIC.COM

**Get 20% off my Facebook  
Ads packages until...**

LEARN MORE

# Photos that show you

You can also use an app like [SNOW](#) (or Instagram) to take a selfie with you and a crazy filter.



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Do you want me to go crazy with your Facebook Ads? 🤪🤪

<https://getsomemagic.com/fb-ads-course/>

Let me teach you everything I know about Facebook Ads. Every single technique, tip and hack (that I'm normally only... [More](#)



GETSOMEMAGIC.COM

**Join my crazy Facebook  
Ads course before Monday!**

LEARN MORE

# Photos you took

When you're a photographer or when you're selling a physical product you definitely need photos you took for your ads.

As a photographer they display your work and style and therefore are super important.

When selling a physical product it makes sense that people see it as often as possible for them to eventually make the decision to buy it.

But also when you're selling services (website building, event management, ...) you can get creative and take photos that fit to what you do.



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I've been shooting two complete online courses the last two days. Wow, that was intense 😊 But also SO much fun! 🎉👏 The cool thing: I'm giving away my courses FOR FREE this week cause it's my birthday week 🥳... [More](#)

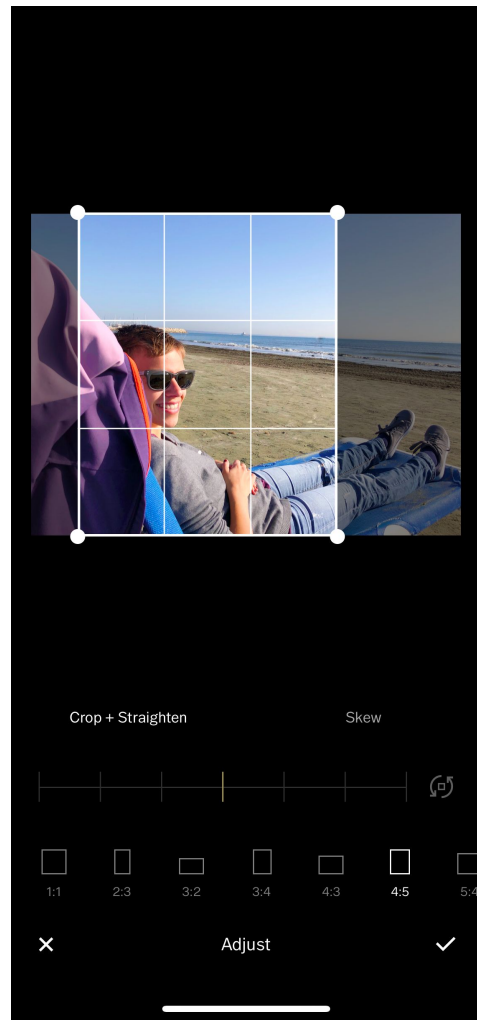


# Make your photos look nice

Obviously, when you're a photographer this is something you do naturally. Simply go with your normal picture editing style.

When you're not a photographer and have no idea how to actually edit photos: Don't worry! There are apps and tools for that ;)

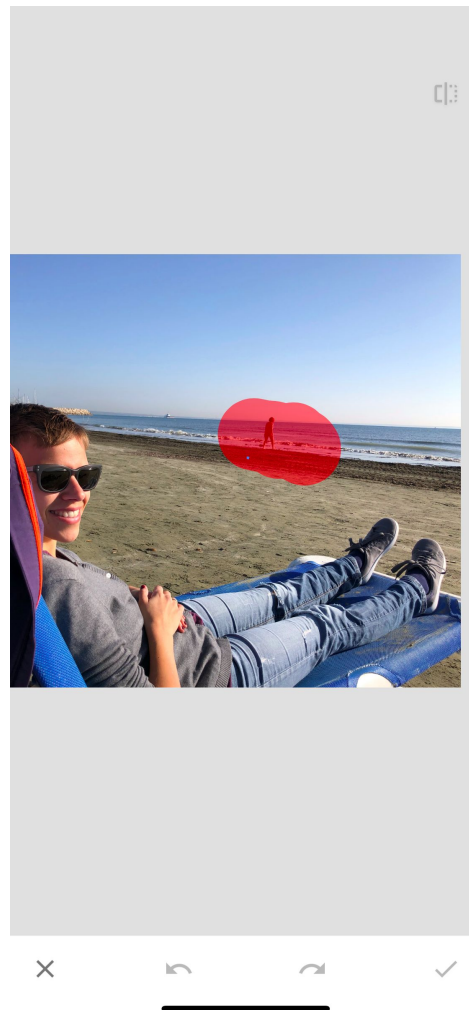
I use the app [VSCO](#) to edit things like the format, brightness and saturation.



# Make your photos look nice

When I need to edit things out of the picture (such as people in the background) I use the app [Snapseed](#).

For fancy filters I sometimes also use the app [PicTapGo](#).



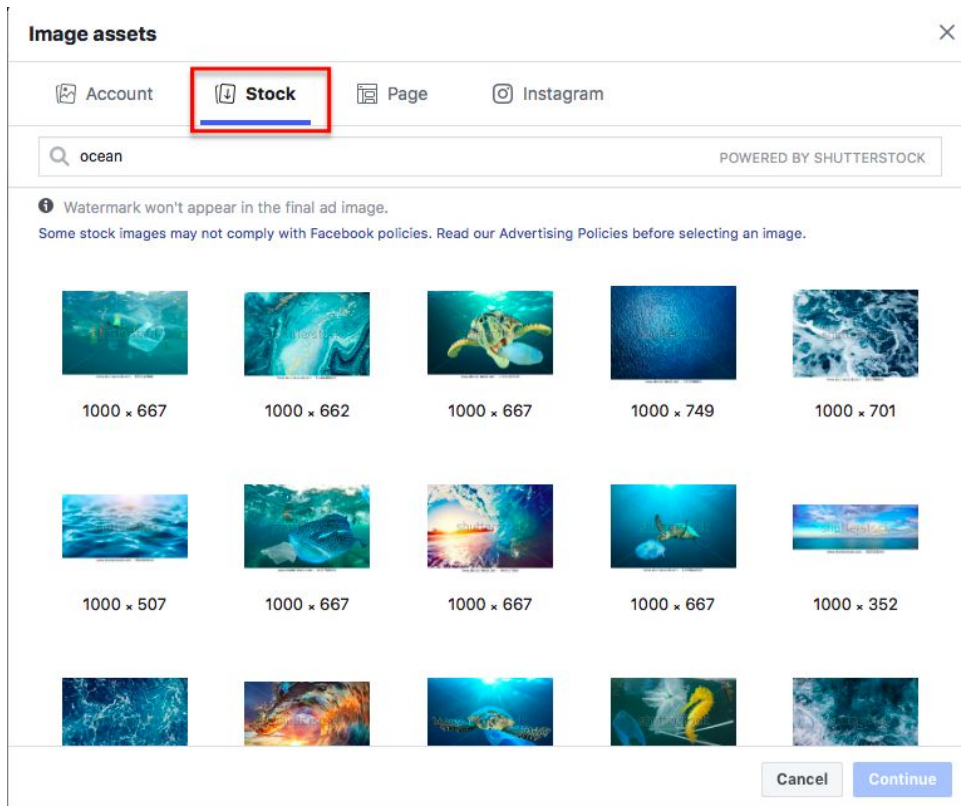


# Stock photos

The Ads Manager comes with a built-in stock photos archive which is Shutterstock.

You can use those pictures for free for your ads (and only there, you can't download the photos and use them for your website or other things).

In the search the photos will have the Shutterstock logo on them. This will not show in the actual ads.





# Stock photos

There are also other (free) stock photo websites. There you can also download and use the photos for various things (for example for your landing page).

Make sure to always check the copyrights!

Only use photos that are explicitly free for commercial use and do not require an attribution (giving credit to the photographer).

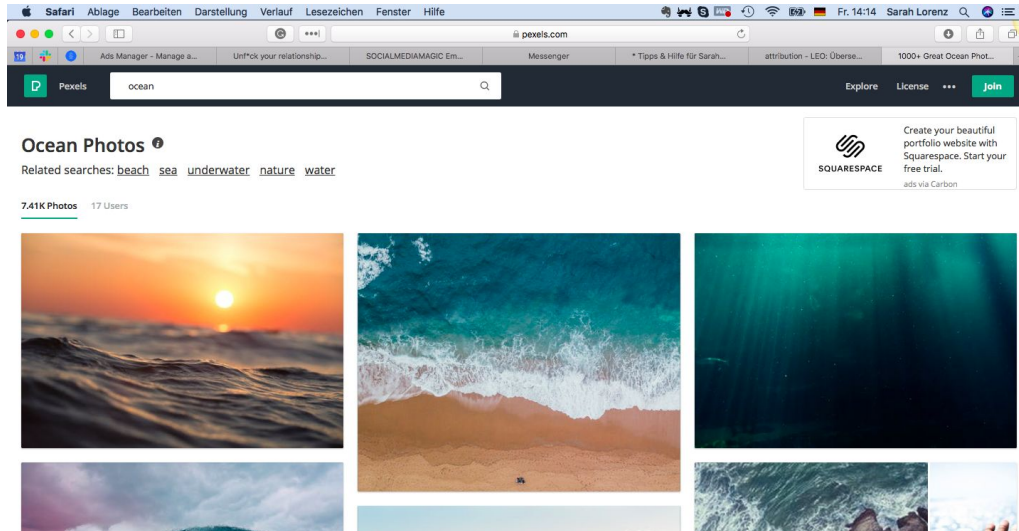
## CC0 License

- ✓ Free for personal and commercial use
- ✓ No attribution required

# Stock photos

I mostly use [Pexels](https://www.pexels.com/) when I search for a stock photo.

Here you can find a lot of other archives: <http://thestocks.im>  
(always check for the copyright and license).



# Text on photos

Adding text to your photo can make it even easier to grab the viewer's attention. In the past, Facebook had a 20% rule, meaning that no more than 20% of the picture could be covered with text.

This rule (officially) no longer exists.

Facebook will still send you notifications telling you “your ad may reach fewer people”.

Use this link to check how much text you have on your photo: [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

If it says “high”: change it. Otherwise: test it.



**Social Media Magic by Sarah**

**Lorenz**

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ATTENTION COACHES WITH OWN Facebook PAGE: Do you sometimes have this feeling that on your page you are mainly talking to yourself and your fans are not interacting and far from converting into paying clients? Often it's only a matter of asking the right questions!



MANYCHAT.COM

**100 awesome questions for  
your FB page {for free!}**

DOWNLOAD

# Text on photos

Make sure your text is specific and to the point. You can always explain the details in the actual copy of the ads. Use short words and sentences such as:

“Only 5 slots left”

“Only until tomorrow”.

“Online coaching for photographers”

“Is this you?”

“YOU can do this, too”.

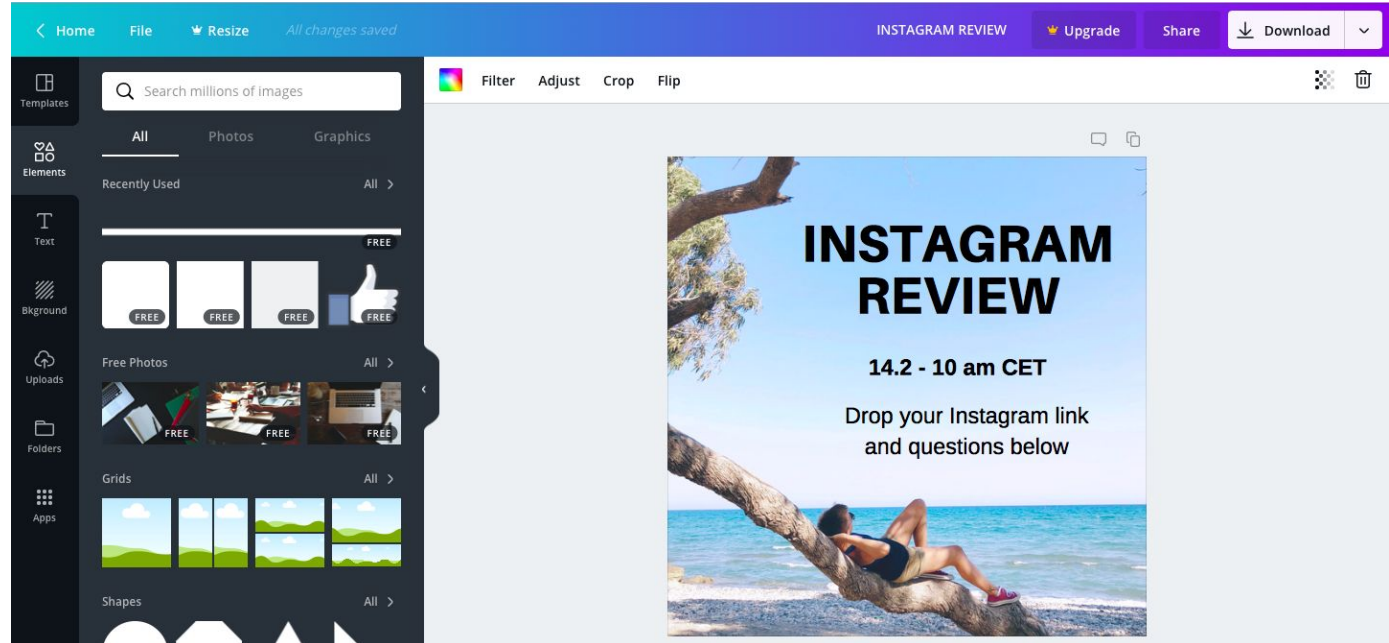
“This might change your life.”

(Never promise anything that is not 100% true to everyone, like “Lose 5 pounds” but instead “This could help you lose weight”.)

Always make sure that the text is easily readable on small mobile devices as well.

# Text on photos

To put texts and graphics on your photo you can use [Canva](#) either as an app or as a browser tool on your laptop. It's an amazing free tool with lots of templates and graphic elements.



# The perfect format

As you already know, different placements require different formats.  
For newsfeed ads you can use the ratio 4:5 or 1:1.

Here you can find a list of the different aspect ratios:

<https://www.facebook.com/business/help/103816146375741>

# Preview of your ad

When you're creating your ad, make sure to always have a look at the previews on different devices, especially your mobile phone.

The screenshot displays the Facebook Ads creation interface. On the left, the 'Create Ad' tab is active, showing options for ad formats: 'Ad with an image or video' (selected), 'Ad with multiple images or videos in a carousel (recommended)', and 'Collection'. Below these is the 'Instant Experience' section with an 'Add an Instant Experience' checkbox. At the bottom, there are radio buttons for 'Image' (selected) and 'Video/slideshow'. The main area on the right is the 'Ad preview' section, which includes a toggle switch for 'Ad preview' and a '1 of 1 ad' indicator. A red box highlights the 'Mobile News Feed' dropdown menu. Another red box highlights the share icon (a square with a diagonal line). A share menu is open, listing options: 'Share previews', 'Share a link', 'Preview on device', 'Send notification to Facebook', 'Feed Ad: Send Notification to Instagram', 'See post', 'Facebook post with comments', 'Instagram post with comments', 'View on Facebook', 'Facebook desktop News Feed', 'Facebook mobile News Feed', and 'Facebook right column'. The preview itself shows a sponsored post from 'Ponyliebe Christin' with a profile picture of a horse and the text 'Träumst du auch Geld zu verdienen durchstarten, wie du anfangen Kurs gibt dir alle'. Below the text is a video thumbnail showing a horse's head. The bottom of the preview shows the URL 'PONYLIEBE-FOTOGRAFIE.DE'.



# Image strategy

The most important strategy when it comes to images in ads:  
Choose something non-boring!

The image is supposed to grab the viewer's attention. So go for something that makes them say:

“Aaaaw, how pretty!”

“Hahahaha, this is funny!”

“Interesting, what is that?”

“Wow, this makes me jealous!”

“Haha, I can relate to this!”

# Image strategy

You can play with:

- extraordinary backgrounds
- flashy accessory (earrings, scarves, gloves)
- funny / interesting poses (jumping, hands on your ears, upside down, “fail” photos, holding a pet, ...)
- attention grabbing texts and overlays



# **HOMEWORK**

**Choose and create the following photos and post them in our group:**

**1 photo of yourself**

**1 photo you took**

**1 stock photo that fits your topic**

**1 photo with text on it**

# Now it's your turn

You can do this! Have fun! ●

