

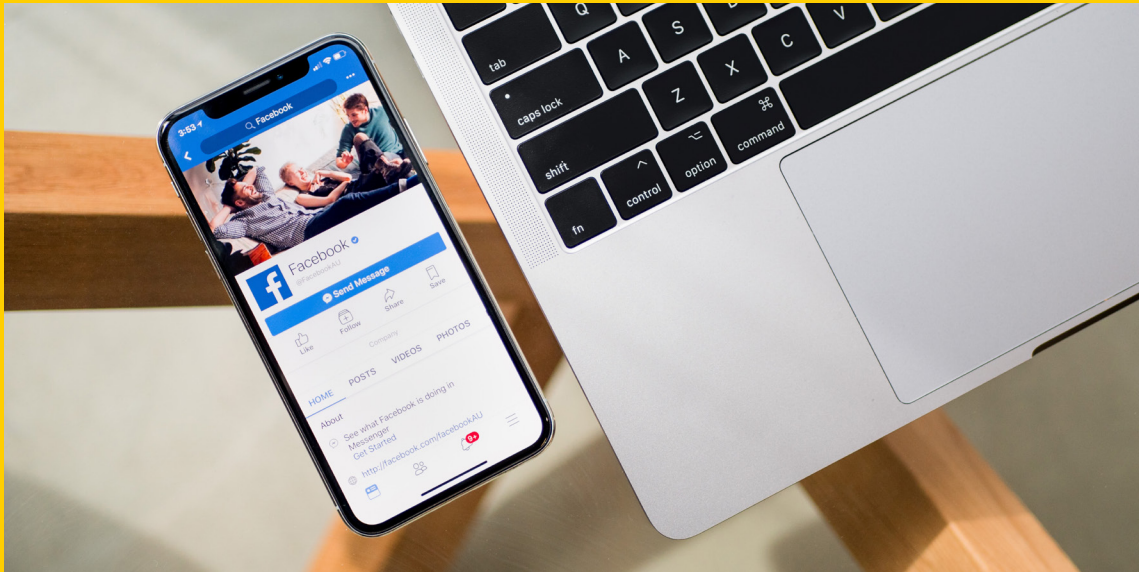


# How to create mockup Facebook Ads with Creative Hub.

eBook



# It's no secret that **social media advertising** is one of the best ways to reach new customers.



The average Facebook user clicks on **11 ads every month**, and **73% of marketers** cite 'increased acquisition of new customers' as their top outcome for social.

But with many Facebook ad types to choose from and almost limitless creative possibilities, knowing where to start as a small business owner can be a challenge.

In Yellow polls, **nearly a third of business owners (32.2%) said advertising on Facebook directly boosts sales**, but **48% said they don't find it easy to post ads on the platform**. It just goes to show that, for many SMBs, the time and difficulty involved in creating social media ads is a major roadblock to reaping all the benefits Facebook has to offer.

This is where **Facebook Creative Hub** comes in.

Whether you're just getting started with Facebook advertising or aren't seeing the results you want, Creative Hub is an incredibly useful tool for experimenting with mockup ads. And the best part? You don't have to spend anything to get started.

In this guide you'll learn the ins and outs of Facebook Creative Hub and how to use it to get the best results for your business.

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# What is Facebook Creative Hub?

**Facebook Creative Hub is designed to help you create, test, review and share ads before publishing.**

This means you can explore loads of creative possibilities and visualise different ad formats without wasting any of your ad spend.

## So how does it work?

Creative Hub is essentially a mockup tool for Facebook ad formats, including:

- Feed ads
- Video feed ads
- Right column ads
- Messenger ads
- Stories ads
- Instant Articles ads
- App ads

You don't need to be familiar with all (or any) of these formats, because Creative Hub allows you to visualise what each one looks like on both mobile and desktop devices. All you need to do is input a few elements to test and review all the ad formats before anything goes live.





# Why use Creative Hub?

The obvious advantage of Creative Hub is you can familiarise yourself with Facebook advertising, and test and learn, completely free.

That's a big benefit for businesses of any size. But there are some other important reasons to give it a try:



## Take inspiration from big brands.

Facebook's **creative inspiration hub** allows you to scroll through dozens of real-world examples of every ad type and draw inspiration from businesses around the globe. You can select from different ad types to view specific examples and a short description of the creative process behind each one.

When you come across an example that could work for your business, all you need to do is click 'Create a Mockup' to start building a similar ad of your own.



## Share ideas with your team.

Creative Hub enables you to share links to examples you find, as well as your own mockups, with the click of a button. This makes it easy to not only test ads across multiple devices, but also to collect feedback from other teams or people.



## Discover new ad formats.

You're probably familiar with common Facebook ad formats, like an image with a single website link, but what if you want to showcase multiple product pages in one ad? Or encourage interaction on your post rather than traffic to your website? Or share offers directly through Facebook?

There are ad formats to serve all these needs and more, and Creative Hub is one of the best ways to figure out which one will work best for your objectives.



## Explore Facebook and Instagram ads at the same time.

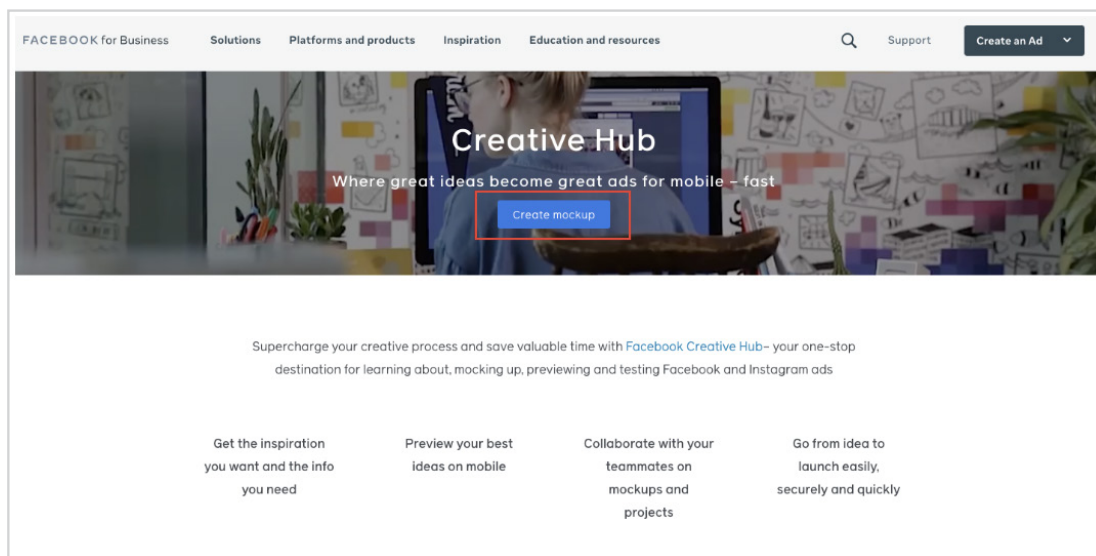
One of the great things about Creative Hub is it includes both Facebook and Instagram. So if you're thinking about advertising across multiple platforms or you want to see what an ad would look like on Facebook versus Instagram, you can do this quickly and easily in one place.

# How to use Creative Hub.

Ready to get started? Here's a step-by-step guide on how to create mock-up Facebook Ads.

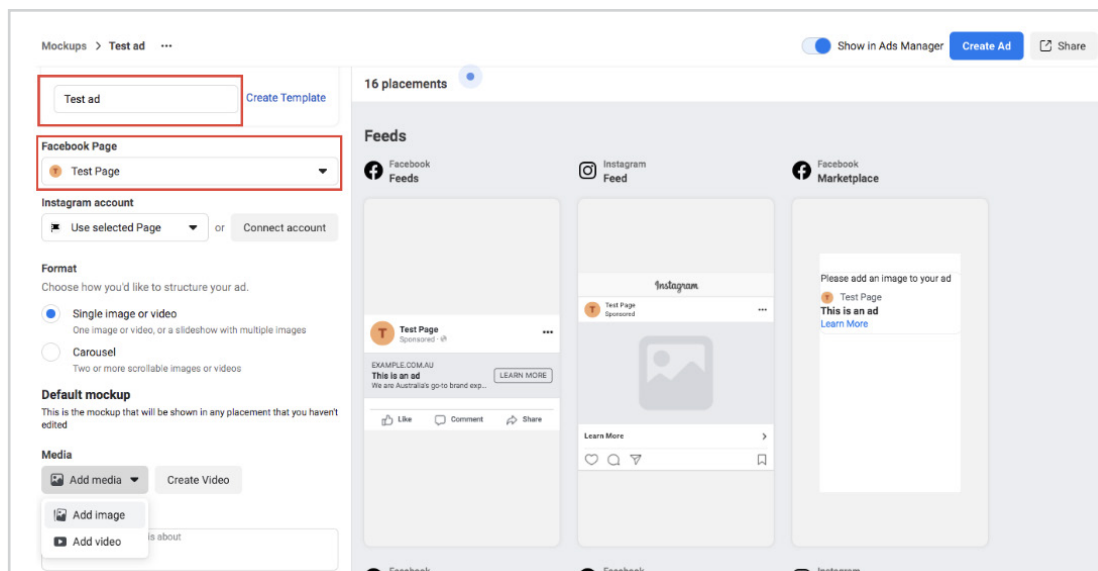
## ■ Head to Creative Hub.

Navigate to the **Facebook Creative Hub** homepage and click 'Create Mockup'. If you're not logged in, Facebook will prompt you to do so.



## ■ Enter some basic details.

On the mockup home screen, give your ad a name and add the Facebook Page you're designing the ad for.



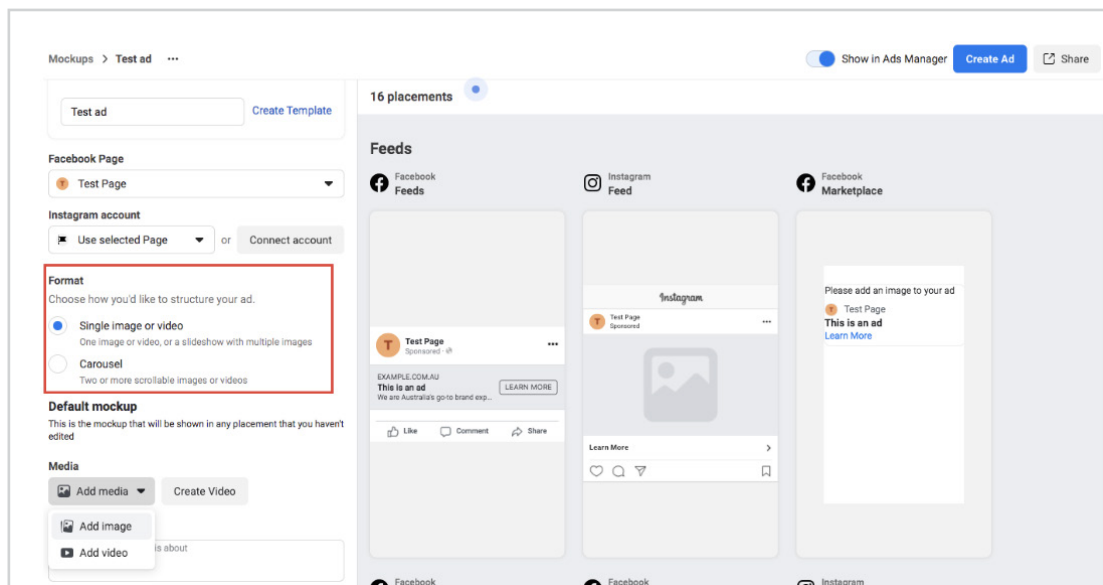
## ■ Choose your image format.

Next, choose the image format for your ad. There are two options:

- **Single image or video**, or a slideshow with multiple images
- **Carousel ad** with two or more scrollable images or videos

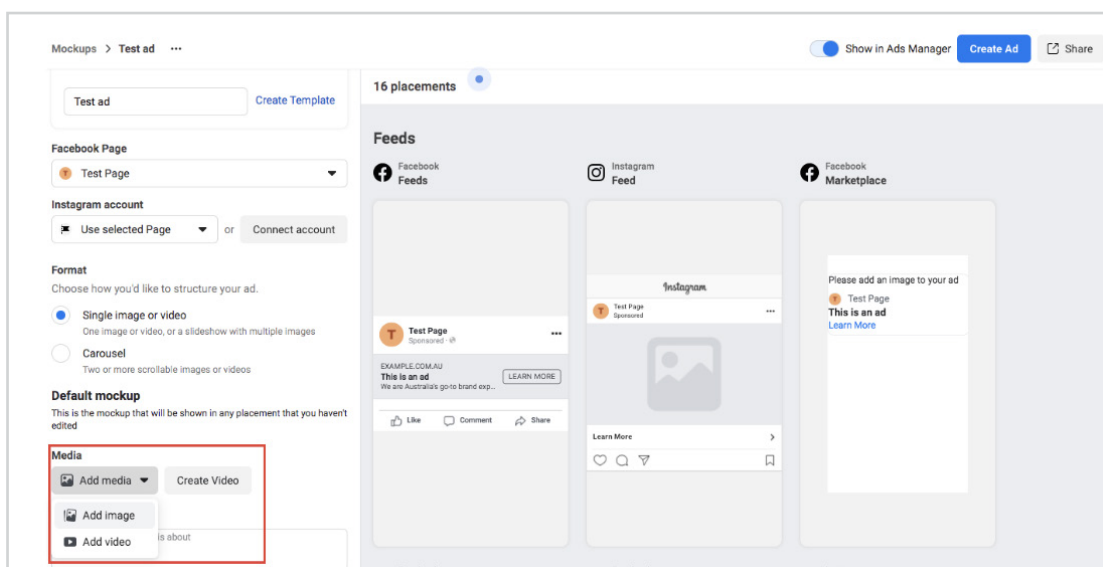
Single image and video ads are great if you want to focus on a single offer or goal, such as increasing brand awareness, **generating leads** or driving traffic to your website.

Carousel ads are useful for showcasing multiple products or services, or including multiple calls-to-action (such as to make a purchase or sign up to a newsletter).



## ■ Upload your visual elements.

Click on 'Add media' to upload visual elements for your ad. If you're uploading images, make sure the size is at least 600px x 600px to retain quality on high-resolution devices.



Not sure what the best size is for your ad? Check out our [guide to ad formats and specs for social media advertising](#).

## ■ Add your mockup elements.

Now is the time to get your creative juices flowing and think about how you can capture people's attention with some compelling ad copy. There are a few things to fill in here:

### Primary text:

This is the main caption for your ad, so it needs to pack a punch. Try to make to the key offer or proposition as succinct as possible – ideally it should be under 125 characters.

### Headline:

Aim for a headline of five words or less, or you can leave one out altogether if you think your primary text is engaging enough on its own.

### Description:

This is optional additional text that only appears in a few ad formats, such as Facebook feed image ads.

### Website URL:

Choose where you want to send traffic, such as your website homepage. You can also opt to send people to a Facebook Event page, or include your phone number instead of a website link.

### Display link:

You can choose to display a shorter URL instead of your full website URL.

### Call-to-action:

Select a CTA from the drop-down list depending on what you want people to do after seeing your ad.

Options include:

Play Game

Send WhatsApp Message

Get Offer

Watch More

Pre-register

Get Showtimes

Get Quote

Download

Request Time

Apply Now

Learn More

Find your groups

See Menu

Book Now

Listen now

Open Link

Shop Now

Call Now

Send Message

Get Access

Sign Up

Contact Us

Subscribe

Mockups > Test ad

Show in Ads Manager Create Ad Share

16 placements

**Primary text**  
Tell people what your ad is about.

**Headline - Optional**  
This is an ad

**Description - Optional**  
Include additional details

**Destination**  
☒ Website  
☐ Facebook event  
☐ Phone call

**Website URL**  
www.example.com.au

**Display link - Optional**  
Enter the link that you want to show on your ad

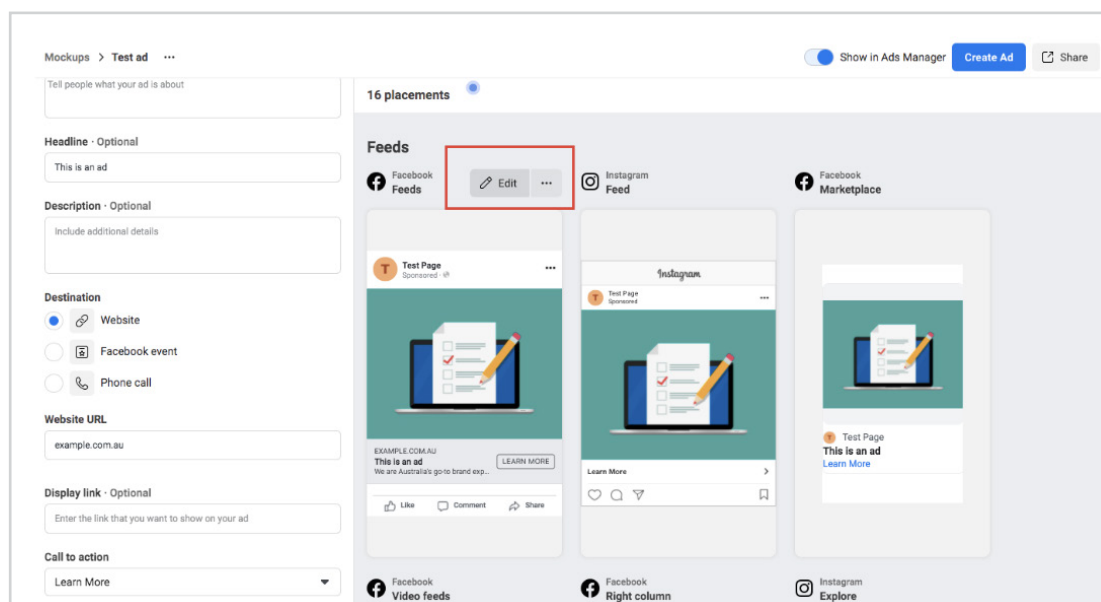
**Call to action**  
Learn More

Facebook Feeds, Instagram Feed, Facebook Marketplace, Facebook Video feeds, Facebook Right column, Instagram Explore

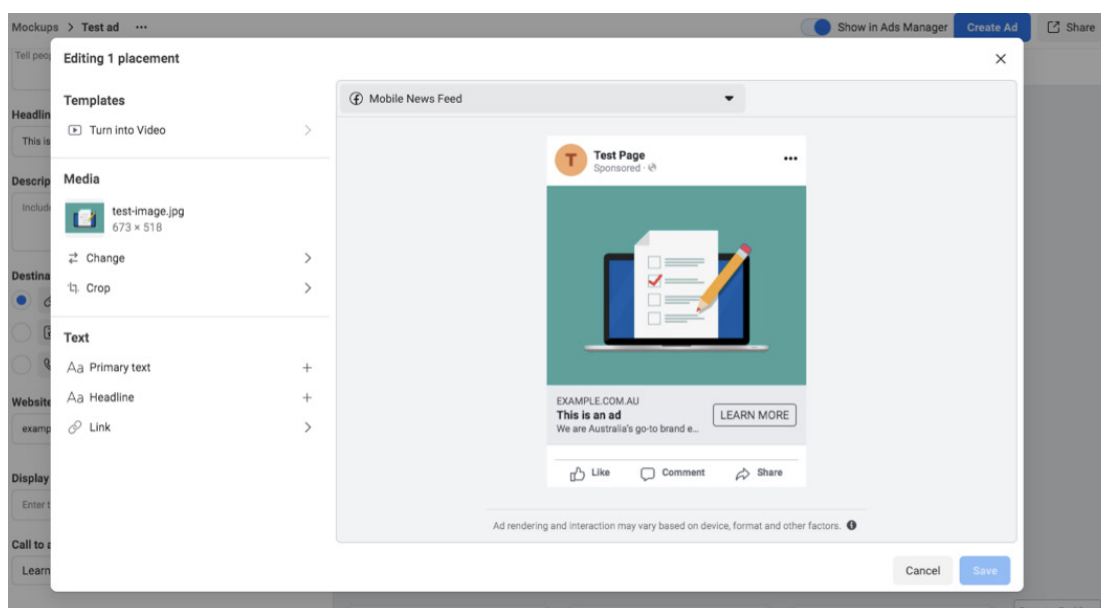


## ■ Review your ad in different formats.

Once you've added in the essential details, you'll see mockups (called 'placements') appear covering all the major Facebook and Instagram ad formats.

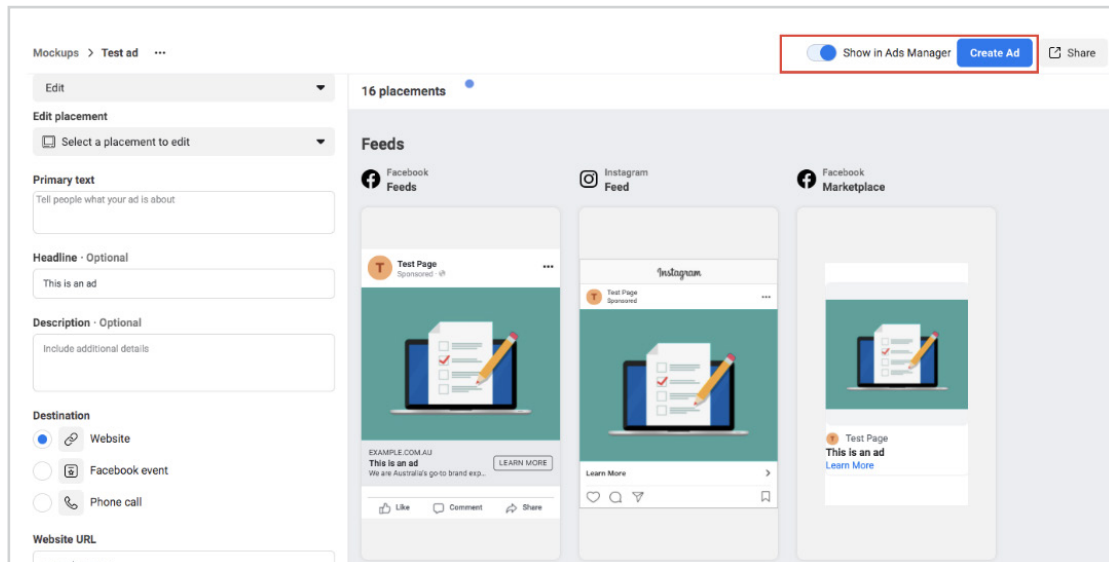


Hover over mockups and click 'Edit' to change any of the creative details for individual placements.

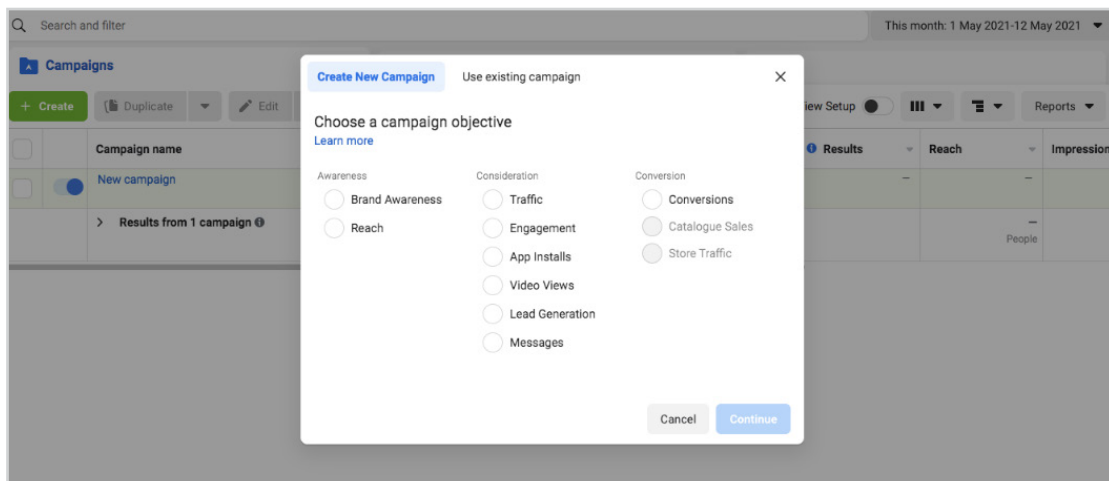


## ■ Publish your ads!

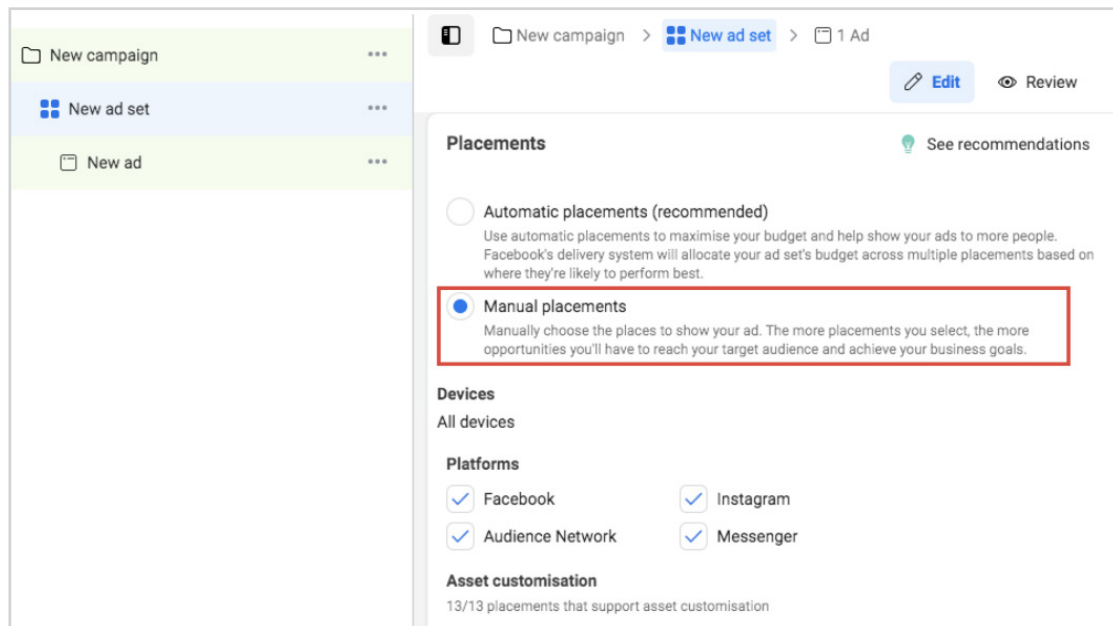
If you're happy with your mockup and ready to add some budget behind it, you'll need to add it to Ads Manager before you can publish it. Click on 'Create Ad' in the top right-hand corner. If this button is greyed out, click the slider next to 'Show in Ads Manager' to turn it on.



From here, a pop-up box will ask you to choose your campaign objective from three columns: Awareness, Consideration or Conversion.



What you select here will determine which placements from your ad mockups are shown to your target audience. If you want to choose your own placements, scroll down to the 'Placements' header and select 'Manual Placements'.



In Ads Manager, you can also choose your daily ad budget, your timeline and your audience. Once you're happy with all your settings, click on 'Publish'. Your ad will be reviewed and Facebook will notify you once it's approved and live.

**Read more:** [Facebook advertising: boosted posts vs sponsored ads.](#)

# Tracking your success.



**While Creative Hub is an excellent tool for experimenting with ideas, the real test happens when you send your ads out into the Facebook universe.**

Once you hit the 'Publish' button, it's important to keep tabs on how your ads are tracking to make sure you're getting the most out of your budget.

Depending on your objectives, it's a good idea to look at metrics like:

- **Traffic referrals:** how many people visited your website after seeing your ad?
- **Leads:** how many people took a desired action, such as contacting your business, after seeing your ad?
- **Sales:** how many people made a purchase after seeing your ad?
- **Engagement:** how many people liked, commented on or shared your ad?

**Read more:** [7 free tools to analyse and measure your social media marketing.](#)

Whether you're just testing the waters with Creative Hub or looking to run a professional Facebook ad campaign, there's a lot to get right when it comes to creating social media advertising.

If you need a hand anywhere along the way, Yellow's Social Ads experts can help connect you with the right audience through creative social ads – and make sure you get the best value for money. **Find out more about Yellow Social Ads** or give us a call on 1800 670 722.