# Facebook Ads Copy

**Purpose:** This document serves as a guide to craft high-performing Facebook ad copy by filling in structured templates for headlines, main body text, and calls-to-action (CTA). It helps marketing teams consistently create compelling messaging that adheres to best practices for user engagement and conversion.

## Ad Campaign Overview

|  |  |  |
| --- | --- | --- |
| **Campaign Name** | **Target Audience** | **Objective** |
| {#campaign}{campaignName} | {targetAudience} | {objective}{/campaign} |

## Headline Ideas

{#headlines}

* **{headline}**

{/headlines}

## Primary Text (Ad Body)

Below are the main ad messages to test or use across your ad sets.

{#bodies}

* {bodyText}

{/bodies}

## Call-to-Action Options

Choose one or more CTA options below:

{#ctas}

* **{ctaLabel}:***{ctaText}*

{/ctas}

## Ad Copy Example

This is a composed version of a suggested full Facebook Ad using the fields filled above.

* **Headline:** {exampleHeadline}
* **Body:** {exampleBody}
* **CTA:**{exampleCTA}

## Notes & Testing Insights

{^hasNotes}No testing insights or notes provided yet.{/hasNotes}

{#hasNotes}

{notes}

{/hasNotes}