

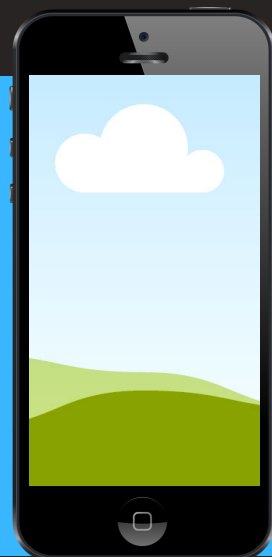


IMPORTANT VIDEO FORMATS FOR SOCIAL MEDIA ADS

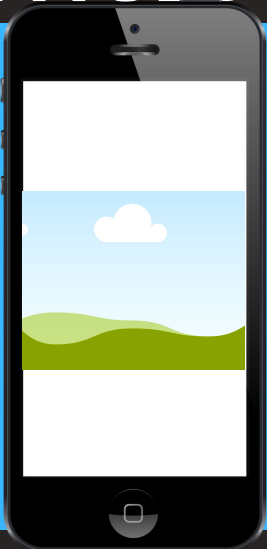
How to prepare for your Online Marketing Campaigns on
Facebook, Instagram & YouTube

STORY ADS ON FACEBOOK & INSTAGRAM

- 9:16
- max. 15 Sec
- Integrate CTA (Swipe Up)
- Do not use big lettering, concentrate on the visuals



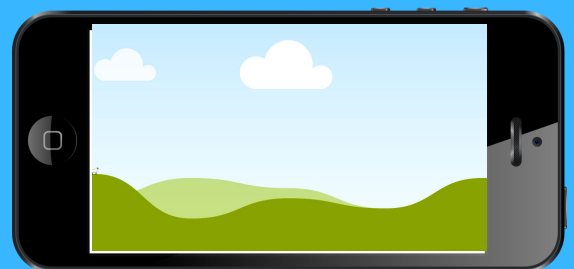
SQUARE VIDEO ADS FOR YOUR FACEBOOK & INSTAGRAM FEED



- 1:1
- max. 60 sec (Instagram)
- max. 240 min (Facebook) - but keep it short and simple!
- Best practice: use 30-40 sec videos for both platforms
- Avoid too much writing - let the visuals speak

LANDSCAPE FORMAT FOR MESSENGER ADS & YOUTUBE

- 16:9
- max 240 min (Facebook)
- Best practice: use 30-60 sec videos
- Integrate a story - people love watching exciting videos!



KEEP IN MIND...

- Always develop more than one video ad of each format - learn from your audience by offering variations
- Make sure that your audience will get the message even without listening to the sound (users often mute their smartphones)
- Less is more - the better the message, the less time needed to transport it! Keep it short and simple and you will gain awareness!