

What Makes a Good Facebook Ad in 2025

Ultimate Checklist

Tailored Messaging

- Does your ad speak directly to a specific audience?
- Are you using Facebook's targeting options like interests, age, or location?

Engaging Videos

- Is your video mobile-friendly, and does it grab attention within the first three seconds?

Mobile Optimisation

- Have you tested your ad on mobile devices?
- Is the landing page optimised for mobile?

Interactive Elements

- Are you taking advantage of Facebook's interactive features to increase engagement?

Eye-Catching Visuals

- Are your visuals high-quality and relevant?
- Do they match your brand's message and include a strong CTA?

Social Proof

- Have you included genuine feedback or user-generated content?

Transparency and Ethics

- Are you following data privacy laws?
- Does your ad focus on building trust with your audience?

Ad Placement Variety

- Have you explored different placements to maximise visibility and engagement?