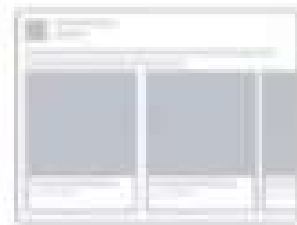


ANZEIGENFORMATE

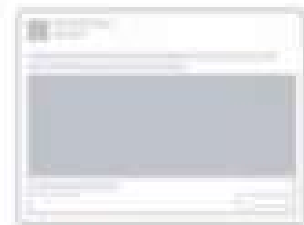
Format

Choose how you'd like your advert to look:



Carousel

Create an advert with 2 or more scrollable images or videos



Single image

Create up to 6 adverts with one image each at no extra charge



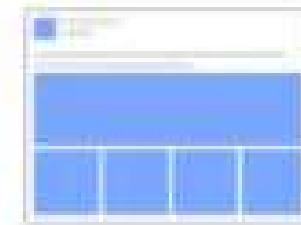
Single video

Create an advert with one video



Slideshow

Create a looping video advert with up to 10 images

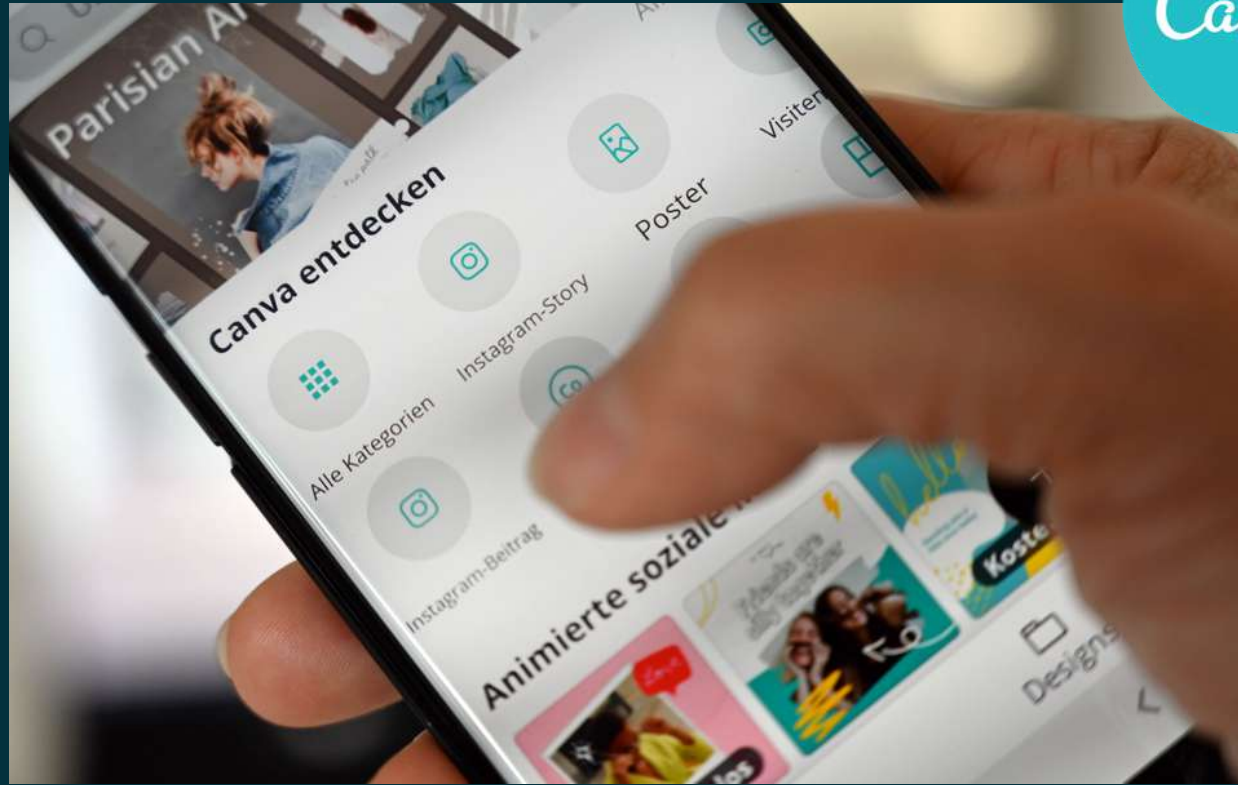


NEW

Collection

Feature a collection of items that open into a full-screen mobile experience. [Learn more.](#)

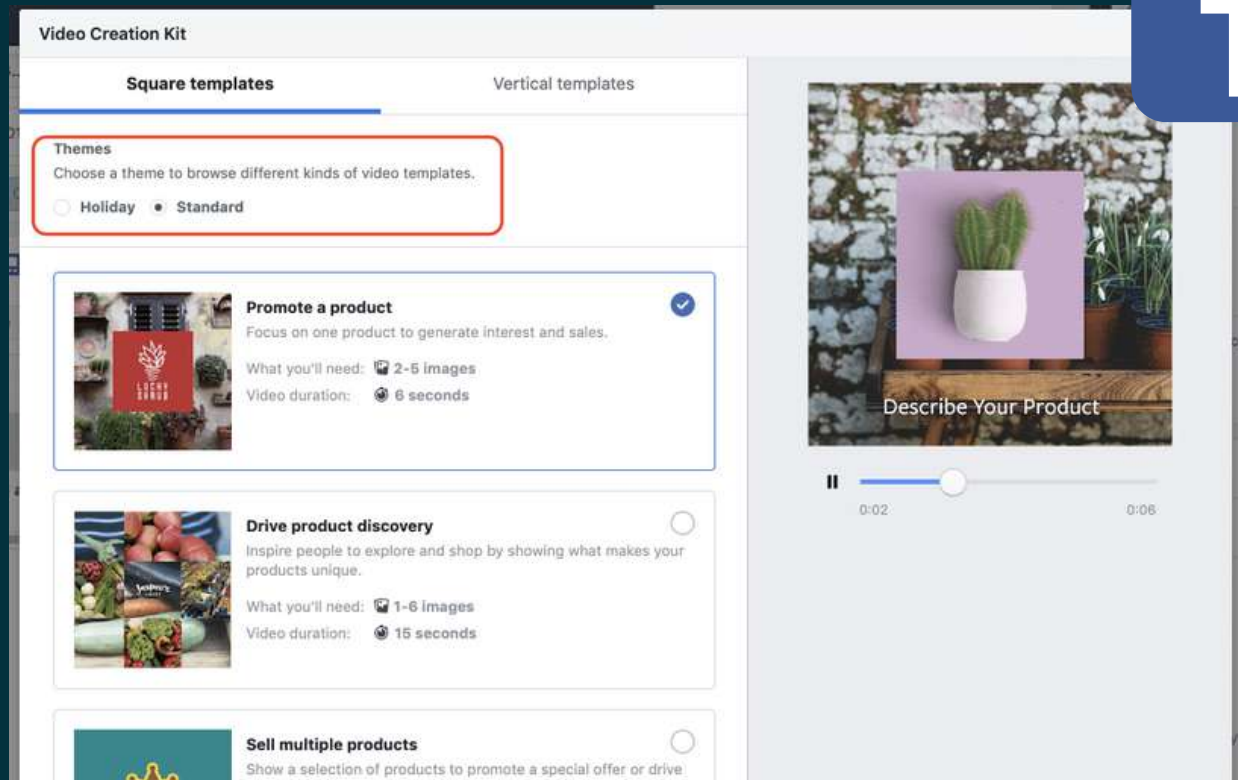
TOOLS



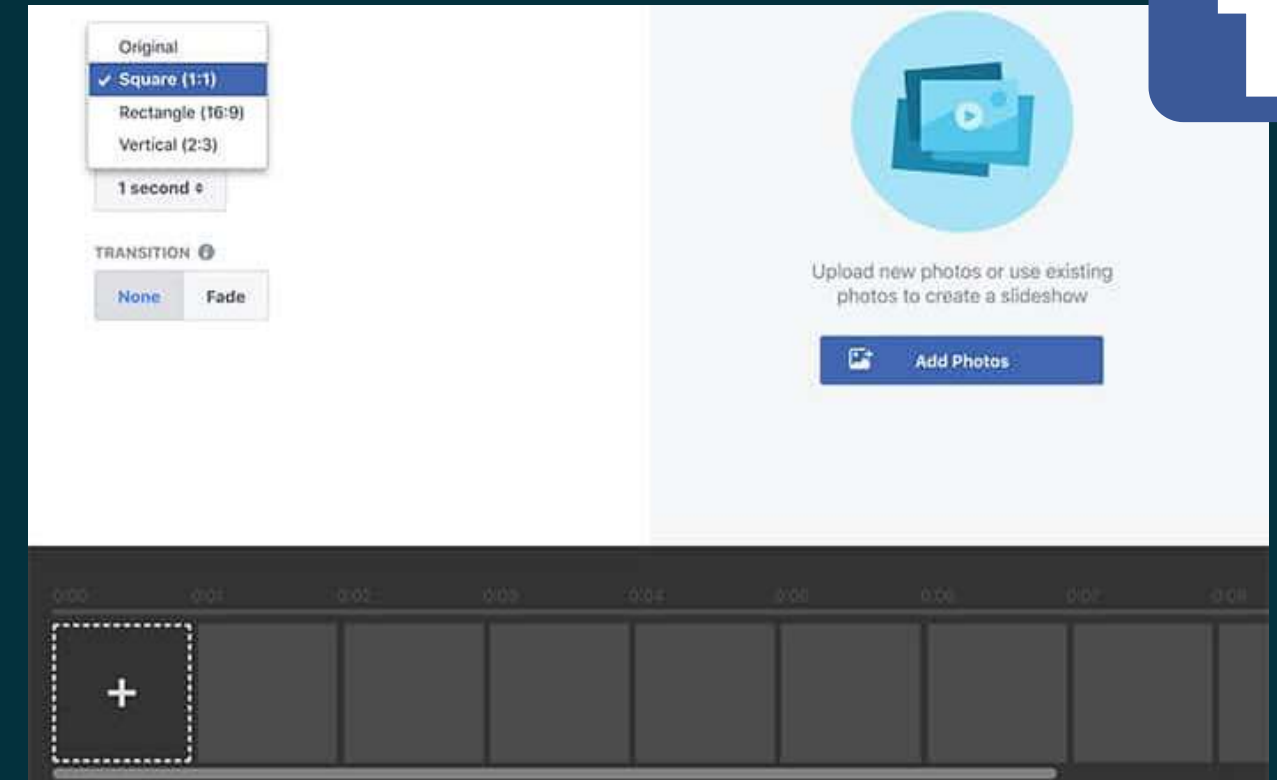
Canva



Photoshop/Indesign

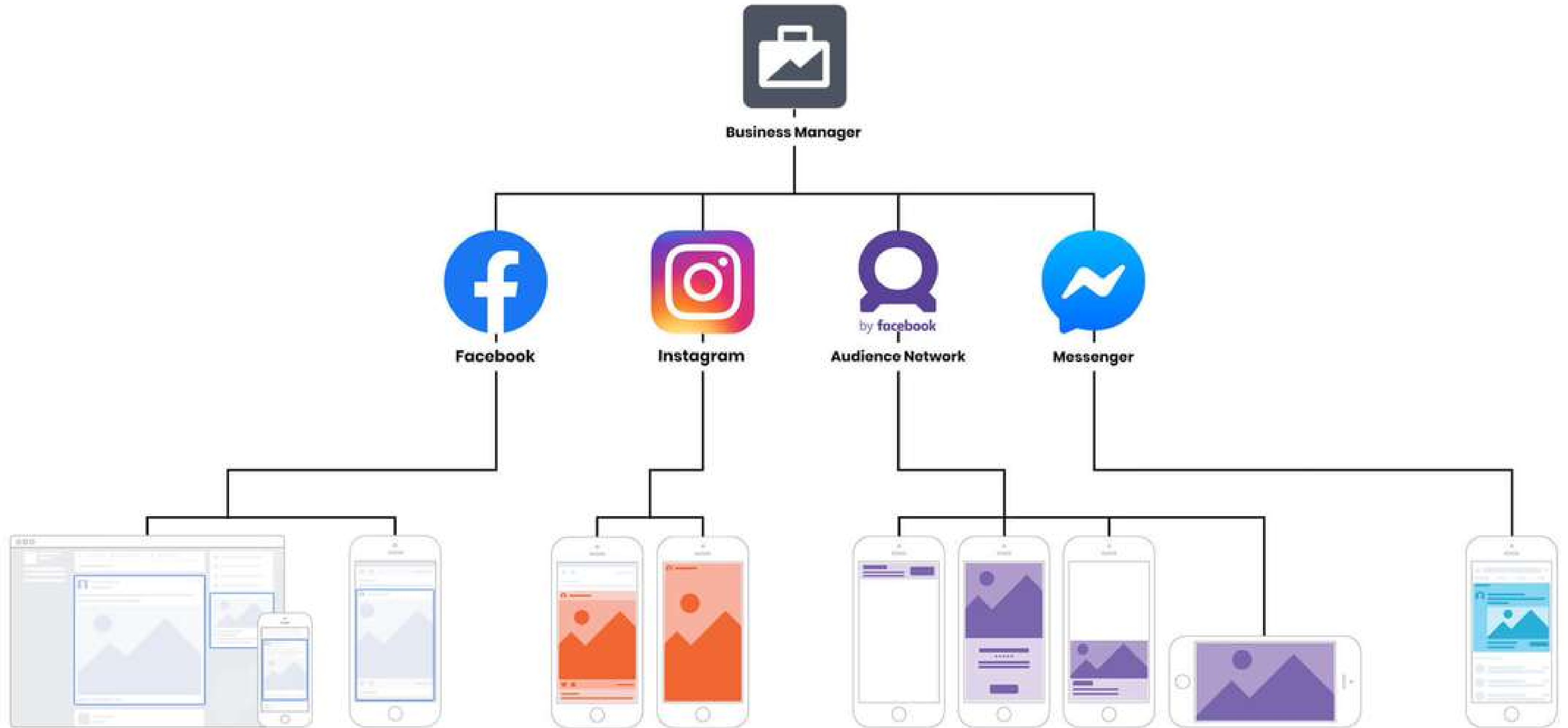


Facebook Video Creation Tool



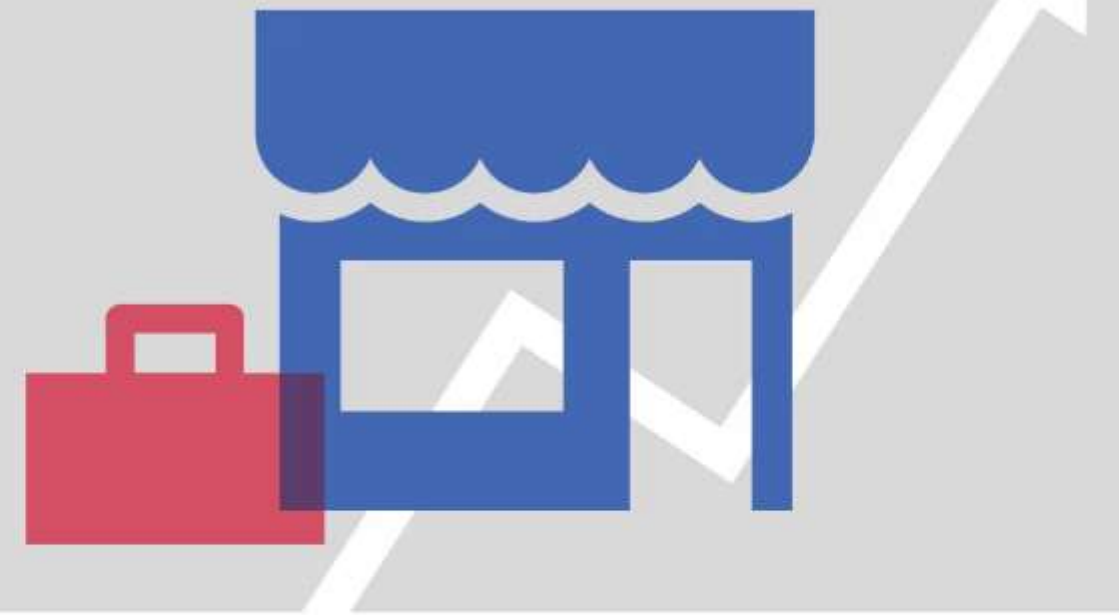
Facebook Slideshow

PLATZIERUNGEN



FACEBOOK ZIELGRUPPEN INSIGHTS

facebook business



Audience Insights: interactive Facebook insights tool

Learn more about your Facebook audience with the Audience Insights tool. Interactive, Audience Insights allows you to get consumer insights on particular topics.

FB Facebook for Business

ZIELGRUPPE



Gespeicherte Zielgruppe



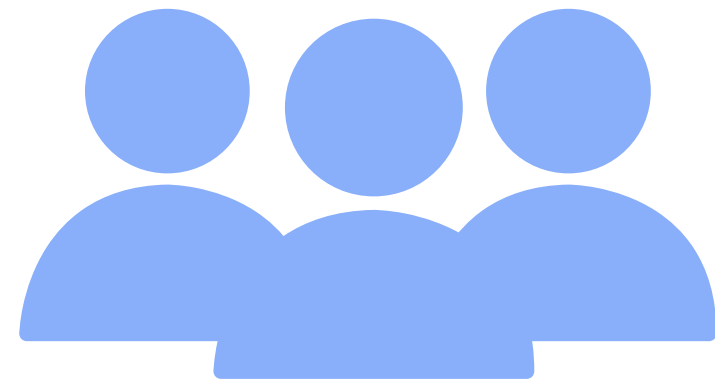
Custom Audience



Lookalike Audience

**Drei primäre
Zielgruppentypen**

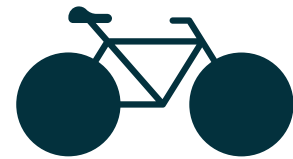
GESPEICHERTE ZIELGRUPPE



Standortbasiertes Targeting



Demografisches Targeting



Interessenorientiertes Targeting



Verhaltensbasiertes Targeting

TIPPS FÜR WERBEANZEIGEN



Keywords verwenden



Kurze Texte verwenden (Desktop & Mobile Check) in mehreren Abschnitten



Call to Action Button verwenden



Hashtag: sparsam, im Text einbauen



@ Mention wenn sinnvoll & Ort