

THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY

for Beauty Spas

39 CELSIUS FACEBOOK AD FORMULAS

PUBLISHED BY:

39 CELSIUS WEB MARKETING CONSULTING

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THE SPA/SALON FACEBOOK AD GUIDE



Salon Solutions
Sponsored · 🌐

Like Page

#HairGoals #Highlights #Balayage #HairSolutions #HairSalon
 👍 Say YES! To Gorgeous Highlights and Healthy Hair 🥰. Come To Our Expert Stylist and Get A New Look Just in time for Spring/Summer 🌸🌺. Ask For Our New Client Special - For A Limited Time Only.
 Visit us at - 1717 Mosport Ave #5, in Tampa River.

SALONSOLUTIONSNJ.COM/BOOK_APPOINTMENT
Voted 5 ⭐ Hair Salon By Locals.

29 1 Comment 2 Shares 2.7K Views

Sign Up

MAIN AD IMAGE
Includes very little text, preferably in a badge form, or a small headline. No more than 20% of the image

HEADLINE
Describes core value of the ad. Limit characters to 25 to maximize deliverability

SHORT DESCRIPTION
Includes strong headline. Why would someone want to keep on reading. Limit characters to 90 to maximize deliverability

CALL TO ACTION
Always include. What do you want people to do?

Basic elements all ads should have

- Value proposition
- Call to action
- Sense of urgency
- Relevant image / video

Ads by Goal

Branding

- Branding is extremely important to ensure you're top of mind when the time comes for the potential consumer to act.
- Even at a small budget, always try to maintain branding ads going in your market. These ads will have the same effect as direct mail (BUT WAY CHEAPER) with people in your neighborhood. People will know they've seen your business name – you'll become a “celebrity” in your area.

Branding

Ba Sponsored · nt D

Specializes in Color Correction over 20 years experience in Balayage . First time clients receive 15% off Returning clients receive Complimentary Loreal Power Dose Hair Treatment

I don't think I've ever been this happy with a hair stylist

@michelefury & @byguillaumem created my vision exactly as I described it

SALONSOLUTIONSNJ.COM/FACEBOOK-SPECIAL

GET 20% C

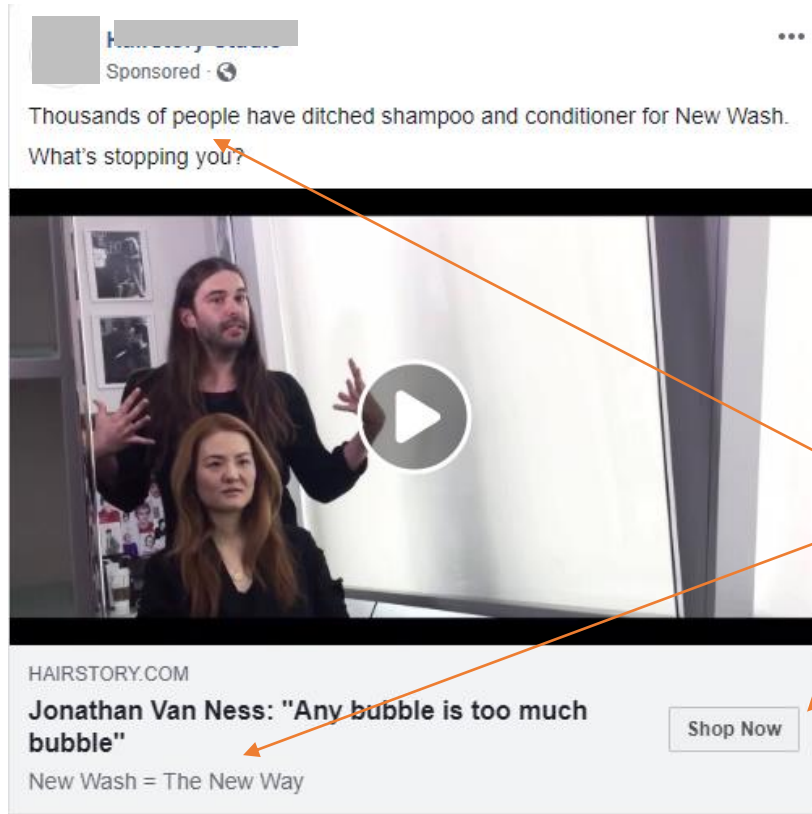
Cuts, Color, Blowouts, Styling and More...call us NOW 732-.....8 to book your appointment with a junior or senior stylist.

Call Now

Become a celebrity in your neighborhood by showing your image in your ads.

- Value proposition
- Customer need
- Offer
- Call to action

Branding



Promoting testimonials and/or educational videos is a great way to promote your brand in a neighborhood

- Customer need
- Value proposition
- Call to action

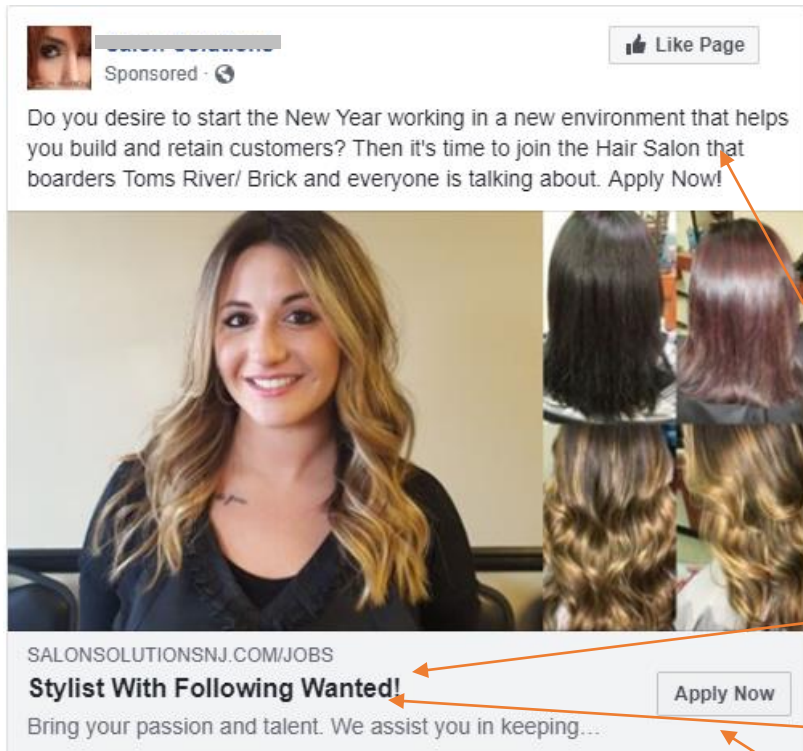
Branding

The image shows a Facebook advertisement for a hair salon. At the top, it says 'Sponsored' and 'Like Page'. The main text reads: 'Top Rated Local Hair Salon. Client SPECIAL GET 20% OFF Cut & Color! Call 732-202-6412 ask for our *Facebook Special*.' Below this, there are two side-by-side 'Before and After' hair transformation photos. The left photo shows a woman's hair before a cut and color, with the word 'BEFORE' overlaid. The right photo shows the same woman's hair after the cut and color, with the word 'AFTER' overlaid. Below the photos, the text reads: '\$98 with Junior Stylist' and '\$200 with Senior Stylist'. At the bottom, it says '20% OFF Cut & Color' and 'Call Now'.

“Before and After” ads are also a great way to promote your brand and services.

- Value proposition
- Customer need
- Offer
- Call to action

Branding



Include your picture to increase brand awareness

- Value proposition
- Customer need
- Offer
- Call to action

Lead Ads

- Leads ads will capture customer leads right within Facebook
- Lead acquisition is similar to branding, except you want to include a good offer (coupon) and specific services.
- A huge advantage can be gained when you include strong incentives for a person to go with you versus another business. Think, what else can you do or can you offer? Can you partner with a nail salon and offer customers a coupon on nails as well? Lashes? Massage?

At 39 Celsius, we've used Lead Ads to capture hundreds of customer leads right within Facebook for our clients.

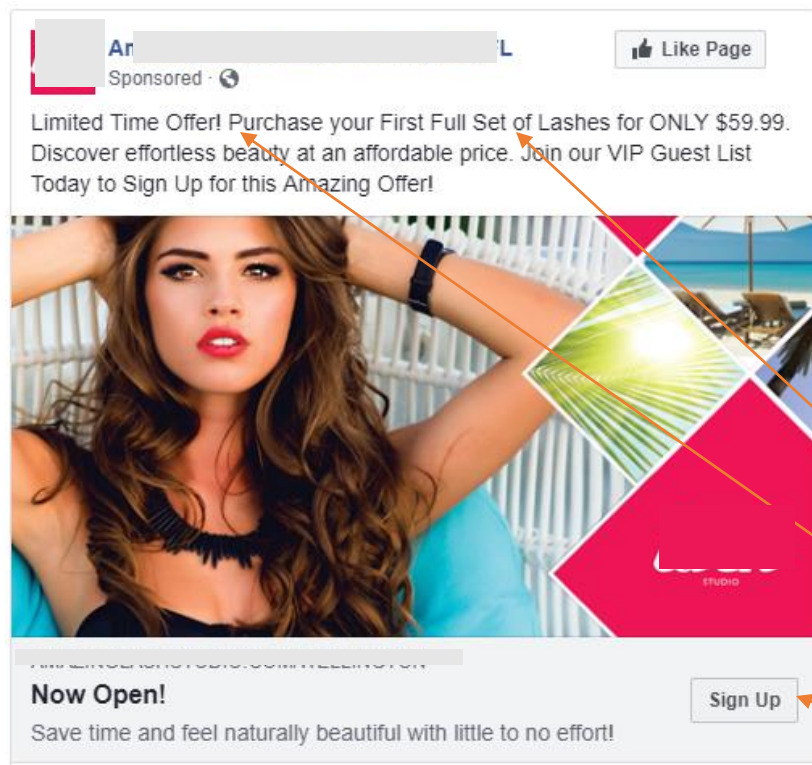
Lead Ads



Lead ads encourage people to act. Target people within the neighborhood with a strong offer

- Value proposition
- Sense of urgency
- Call to action

Lead Ads



A Facebook Lead Ad for 39Celsius. The ad features a woman with long brown hair and a black top, with her arms raised. Overlaid on the image is a graphic with a green sunburst and a pink diamond shape containing the word 'STUDIO'. The text of the ad includes a 'Sponsored' label, a 'Like Page' button, and a 'Sign Up' button. The main text reads: 'Limited Time Offer! Purchase your First Full Set of Lashes for ONLY \$59.99. Discover effortless beauty at an affordable price. Join our VIP Guest List Today to Sign Up for this Amazing Offer!'. Below the image, it says 'Now Open!' and 'Save time and feel naturally beautiful with little to no effort!'.

Ar [Profile Picture] L
Sponsored · [Globe Icon]

Like Page

Limited Time Offer! Purchase your First Full Set of Lashes for ONLY \$59.99. Discover effortless beauty at an affordable price. Join our VIP Guest List Today to Sign Up for this Amazing Offer!

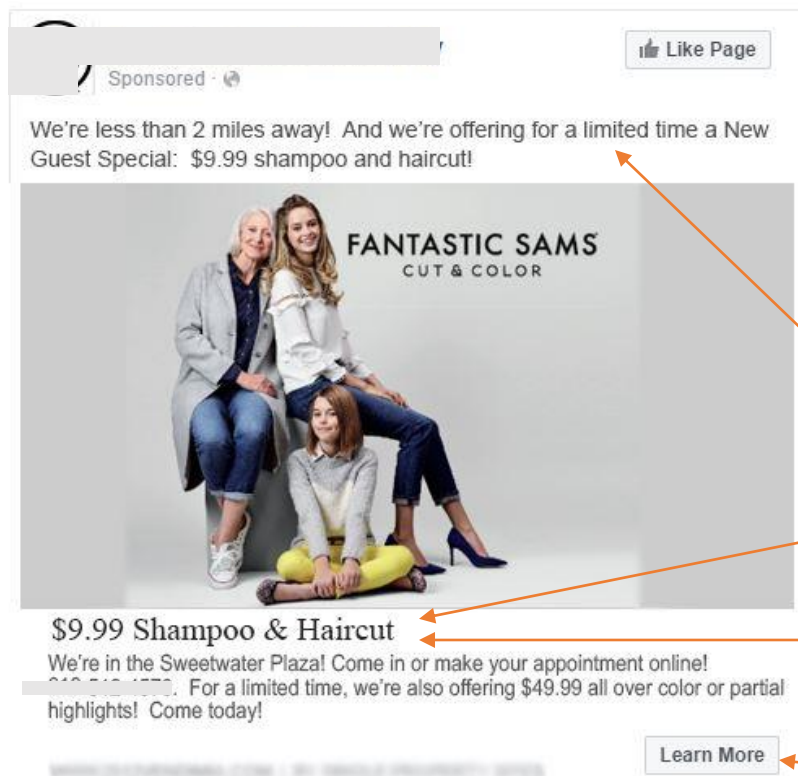
Now Open!
Save time and feel naturally beautiful with little to no effort!

Sign Up

Promoting “VIP Specials” can be a differentiator between you and your competition

- Value proposition
- Sense of urgency
- Call to action

Lead Ads



Showing prices and a local address can encourage customers to act

- Sense of urgency
- Value proposition
- Offer
- Call to action

Ads by Type

Single Image Ads

- Single image ads like the ones we've showcased earlier are easy to implement.
- The advantage of single image ads is that if you load several images, different single image ads will be created. This means you can test different type of images.
- Create a single image ad, but add several images so you can easily rotate between ads without having to create a new ad every time.

Video

- Video ads are delivered at a lower cost than single image ads and receive greater engagement.
- Use video as the ad within the Reach, Branding, Traffic, or Lead objective.
- Using a video for an ad does not mean your objective is video views.
- When using video ads, load the video file directly to Facebook. Do not just include the link of the video on another platform (like YouTube).

Video

Sponsored · 🌐 Like Page

Top Rated Local Hair Salon. "Like Us" NOW and GET 20% OFF! Your Cut & Color. Call 732-202-6412 and ask for our "Facebook" special.



BEFORE AFTER

\$98 with Junior Stylist

FACEBOOK-SPECIAL

GET 20% OFF! Cut & Color

Cuts, Color, Blowouts, Styling and More...call us NOW 732-202-6412 to book your appointment with a junior or senior stylist.

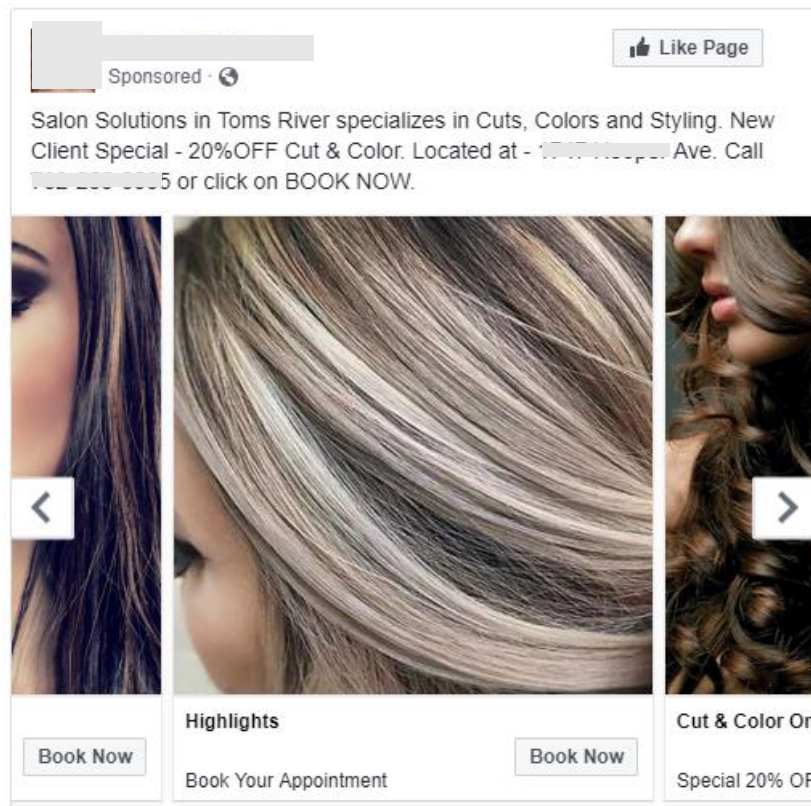
Call Now

Load a video directly to Facebook to run ads (not a link from YouTube or any other platform), or create a slideshow right on Facebook that will deliver just like a video.

Carousel

- Carousel ads are great to showcase different services because you can include multiple images in one ad.
- This type of ad is great for promoting coupons.

Carousel



Showcase several images of your services to increase clickthrough.

Things to remember when writing copy

- Include a call-to-action.
- Be specific when possible (prices, services, location of your business, testimonials).
- Include a value proposition (what are you offering the client that they want?)
- Include an element of urgency.

Need more help?

Call us today to find out how we can help you grow leads
through digital marketing so you can grow sales.

866-202-6412

