

# THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY



Timeline

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## CONTENT AD EXAMPLE



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Rand Fishkin and the folks at Moz have been cranking out top-notch content (and products) for over a decade. But this time they're [mostly] wrong - and we just can't let go. This kind of thinking is truly dangerous.

We've got the proof and we lay it out in a rebuttal article to this popular Moz Whiteboard Friday video: <http://bit.ly/1GK1189>



WE'RE **CONTENT MARKETING**  
MYTH BUSTING...



**[REBUTTAL] The ACTUAL Greatest Misconception in Content Marketing**

Digital Marketer's content marketing expert shows you why Moz is wrong when they claim that direct conversions cannot be attributed to content marketing.

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Branded image or use a photo... Portray the marketing message.

TEXT HEAVY  
What's the benefit of the content?  
Make it actually look like content!

Summary of Content

Content Headline

## LEAD MAGNET EXAMPLE



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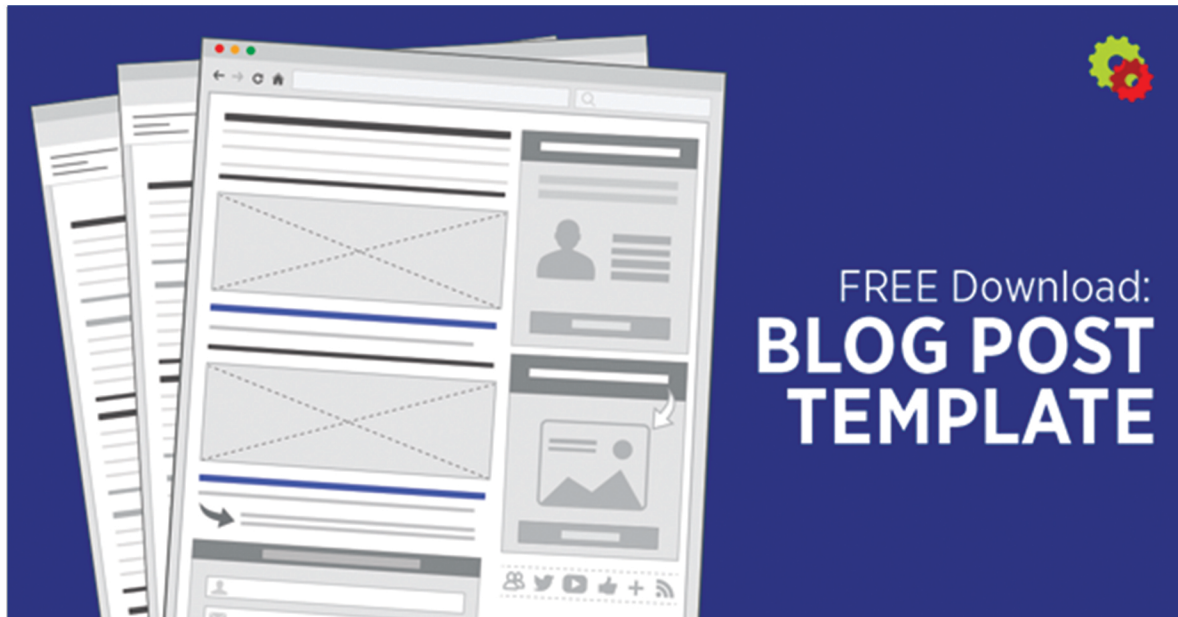
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Want to create blog content FAST - without having to write a single line of text?

Download our "Perfect Blog Post Template" and get your post up and running Today:



FREE Download:  
**BLOG POST  
TEMPLATE**

**Blog Post Template**

Use the "Content Aggregator" template to create viral blog posts - FAST (without having to "write" a single line of text). Download the template and get your post up and running today!

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DOWNLOAD

EYE CATCHING  
Portrays the message  
What is it?!

HIT A PAIN POINT  
Specific End Benefit  
if possible  
Strong Call-to-Action

What is it?

Reiterate the  
Call-to-Action.

## RETARGETING AD EXAMPLE



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Did life get in the way? You forgot to take advantage of this deal?



**WANT TO BUILD  
A CONTENT ENGINE?**

LEARN MORE

**Enjoy The Blog Template?**

Take advantage of this offer and get a step by step guide for building your content engine today!

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LEARN MORE

Similar enough to the last ad that they say to catch their attention... but DIFFERENT enough so that prospects don't think it's the same ad.

USE THIS EXACT COPY!  
You aren't acknowledging that they said "no"

Reiterate the  
Call-to-Action.

Acknowledge that they downloaded the templates



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