

How To Make Facebook video ads work for B2B

RIGHT
PERCENT

First Impression

You have **3 seconds** to make an impression. Don't count on sound. Instead, use a large visual headline superimposed on the video.



Use Text Throughout

Again, most users don't watch videos with sound. Use text throughout the video so others can follow along.



Support Your Text With Visuals

The graphics and video in your ad should support the main text positioning – product shots & metaphors work.





Want us to improve your B2B
ads and ad strategy?

Get in touch below:

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