

How To Create Your First Facebook Video Ad



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Overview

In this blueprint, you'll learn how to create video ads using your smartphone... even if you don't know how to use fancy video software like Final Cut Pro and Adobe Premiere.

While the principles and techniques can be applied to any kind of advertising, we're going to focus on creating videos specifically for Facebook Ads.

How You Can Use This?

- You can use what you already have to create videos for your ads.
- You can create your first video using your smartphone.
- You can setup and launch your first video ad on Facebook.

Tools & Resources

There are several tools we'll be recommending in this blueprint.

Your main equipment for creating videos on your computer will be a good laptop or desktop with at least an Intel i5 processor (with integrated graphics card) and at least 8GB of ram.

If you plan to record and edit videos with your smartphone, I recommend at least an iPhone 6 plus or a Samsung S7 plus. You can use other decent android smartphones such as Google Pixel 2 or Mi 6.

We also recommend having a good internet connection if you are going to upload your videos online.

There are other tools and equipment we'll recommend along the way but the ones we mentioned are the bare minimum you should have if you're looking to record and edit videos.

As usual, you can download a PDF version of this blueprint [here](#).

What You Need To Know

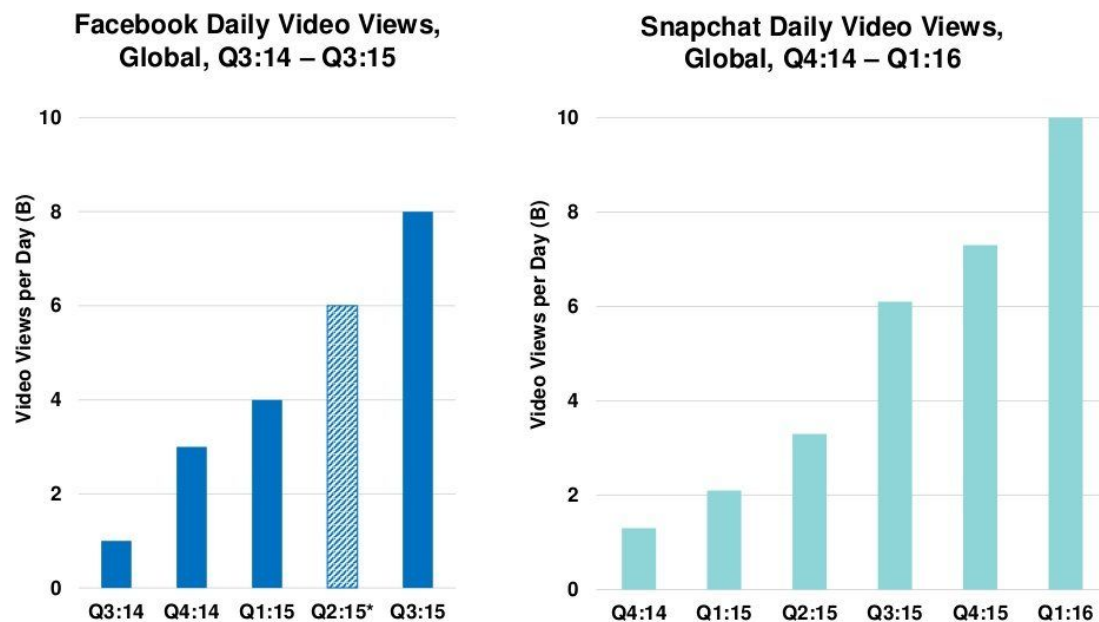
Why Create Facebook Video Ads?

High Reach And Views

Facebook recorded more than 8 billion video views per day in 2015. This means an average of 3-4 videos viewed per active user on the platform.

With an increasing trend of video consumption across different channels, it's important for small business owners to start advertising on Facebook.

User-Shared Video Views on Snapchat & Facebook = Growing Fast



Source: Facebook, Snapchat. Q2:15 Facebook video views data based on KPCB estimate. Facebook video views represent any video shown onscreen for >3 seconds (including autoplay). Snapchat video views counted instantaneously on load.

KPCB INTERNET TRENDS 2016 | PAGE 78

(Credit: [Kleiner Perkins Caufield & Byers](#))

Increasing Video Advertising Spend

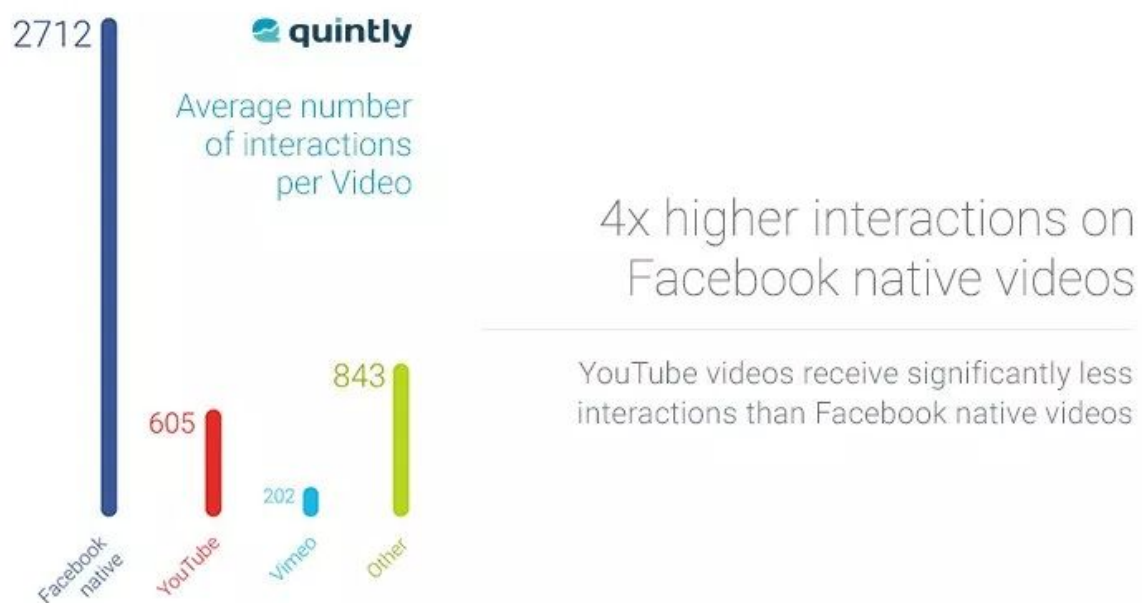
About 44% of small business owners plan to put their money in Facebook video content in 2017. It's highly likely that the number will increase in 2018.

This means that if you're not investing in creating video content on Facebook, you're likely to lose out to your competitors.

More Engagement

There are currently 2 dominant players in the online video advertising space - Facebook and Youtube.

As a whole, Facebook videos get about 4 times more interaction than Youtube videos. This means your ads have a higher chance of being viewed and shared amongst your target market.



(Credit: [Quintly](#))

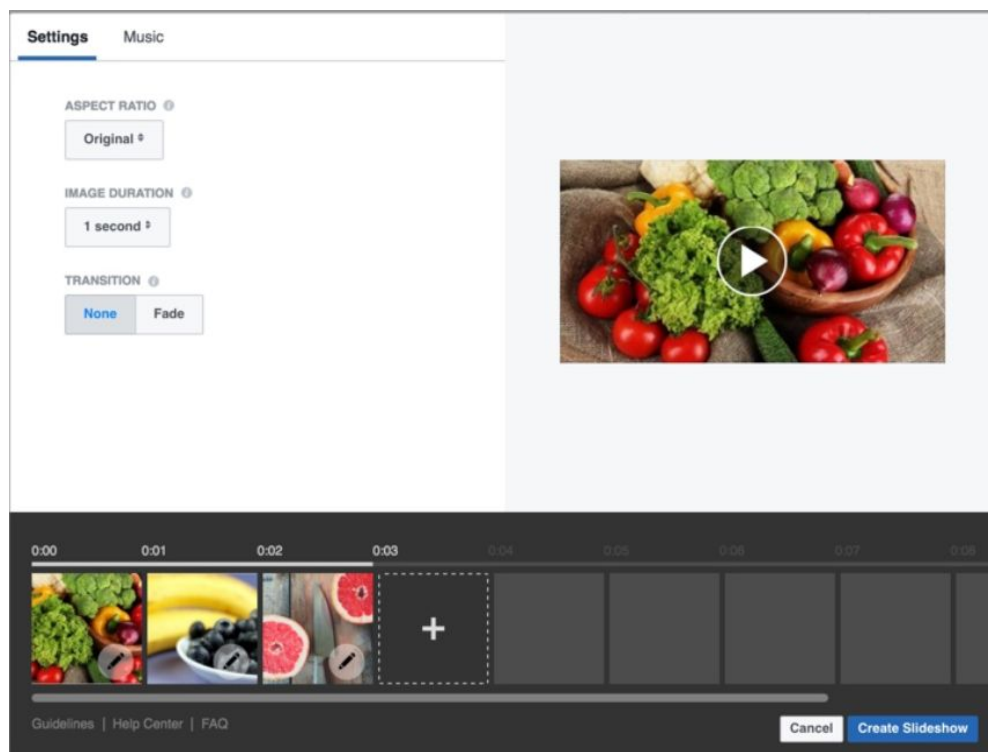
Types Of Facebook Video Ads

Slideshow Ad

This ad type is similar to the single image ad type that we covered in our '[How To Create Attention Grabbing Ad Images](#)' blueprint.

The only difference is that you can use multiple images and create a slideshow within Facebook's Ads Manager itself.

If you want to learn how to create this type of ad, you can check out the 'Slideshow Ad' section in that blueprint.



(Credit: Facebook)

The image specs for this type of ad are:

- 1,280 x 720 pixels for image size
- 16:9, 1:1, or 2:3 for image ratio

We recommend that you use images that are all the same dimensions. Otherwise, your slideshow will be cropped to be square.

Video Ad

This ad type is similar to a normal image ad. You'll still be able to use all the targeting options on Facebook.

The only difference is that instead of using image, you'll use a video clip as the creative, as you can see below:



(Credit: Facebook)

This ad type allows for increased engagement. It's possible to get extremely cheap video views too.

The recommended specs for this type of ad are:

- MOV or MP4 files for video format
- 16:9 for image ratio
- At least 720p for resolution
- 2.3 GB max for file size
- 240 minutes max for video length

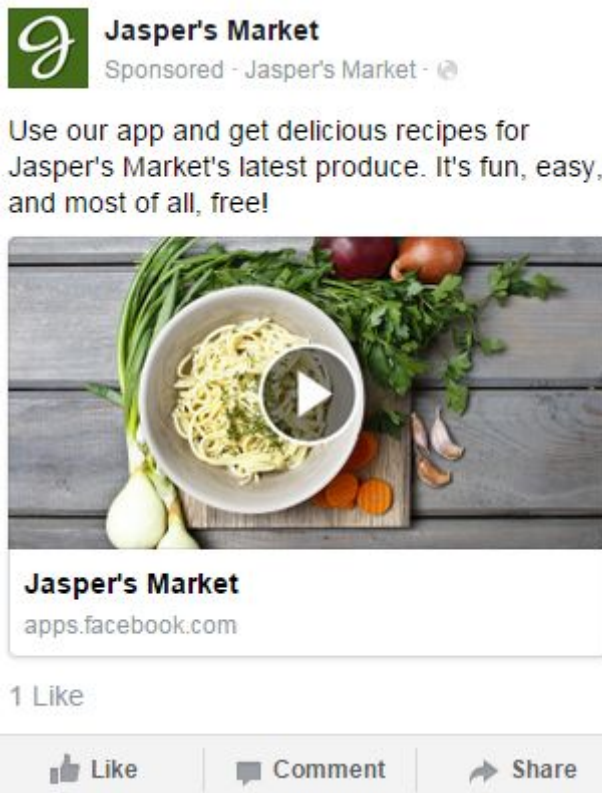
Video Link Ads

This type of ad is similar to the video ad type above.

The difference is that it will lead viewers who click on the ad creative to your website or other pages that you want them to see.

That's why this ad type is extremely effective for getting conversions.

The recommended specs for this type of ad are the same as those for the video ad above.



(Credit: Facebook)

The Process

There are basically 4 steps to launching off your video advertising campaign on Facebook. .

You'll need to produce the videos. This can be done with existing images or videos or you can shoot your own videos. We'll show you how to do both in this blueprint.

Once you have produced your video, the next step is to edit it. You can use a wide variety of free and paid software to do your editing. The tool we'll be using is FilmoraGo, which has a great app on both iOS and Android phones.

Once you're done with the editing, you want to upload and post the video on Facebook. We'll walk you through the steps on how you can do it on your mobile phone.

Last but not least, we'll share how you can create and launch off your video ad on Facebook.



Objective

It's important to have a clear idea what is the objective of your video ad. Otherwise, you might be spending precious time and resources creating videos without getting any measurable results for your business.

Some objectives could include:

- Growing your email list
- Attracting more sales
- Getting more reach
- Building brand awareness
- Get more likes on your Facebook page

Depending on your objective, you will determine the topic of your video and the format in which it delivered.

Guidelines

Short

We recommend that you keep your videos as short possible.

On average, we try to keep the videos for our campaigns around 1-5 minutes long.

This ensures that you have a higher chance of getting your message across to viewers.

First 5 Seconds Are Crucial

It's important that you can grab the attention of viewers within the first 5 seconds of them watching your video.

This is because research by Facebook has shown that viewers spend, on average, 1.7 seconds with a piece of content on mobile.

So if you aren't able to get them hooked within the first few seconds, you'd have missed the opportunity for them to consume your content.

Dynamic

The more dynamic your video, the more engaging it will be.

This increases the chance that viewers will continue to interact with your content and take the action that you want them to take.

Share Factor

If your video is memorable and entertaining, it increases the likelihood of viewers sharing your video.

This increases your organic reach and the chances of you getting organic leads.

Studies have shown that viewers tend to click more on videos that are shared by their friends as they trust what their friends have shared.

Call To Action

Just like an image ad, you should include a clear call to action (CTA) in your videos.

You should also ensure that you choose the right CTA button for your Facebook ad.

These will help you to deliver your message to the viewers clearly, so they'll take the specific action that you want them to.

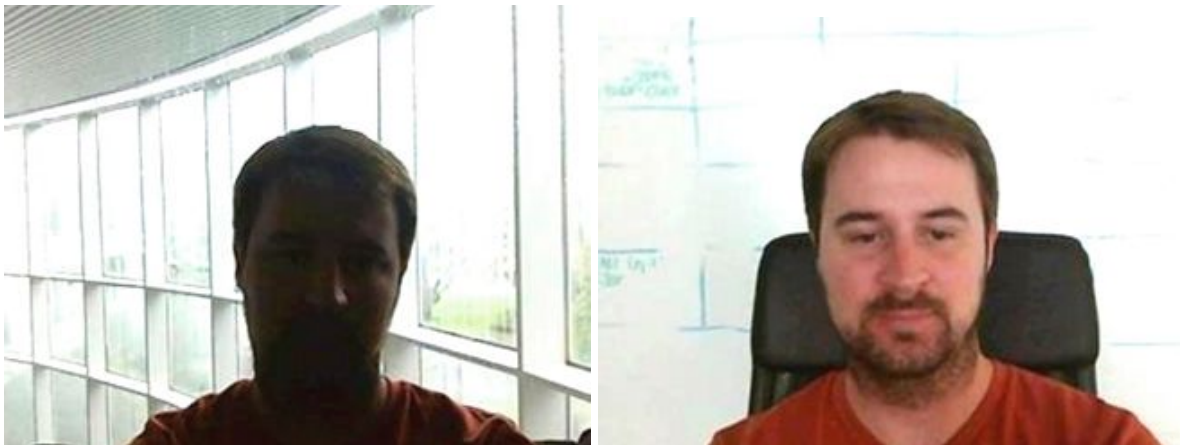
Production

Lighting

You should select a place with good natural lighting or fluorescent lighting.

It's also important to ensure that there is enough lighting on the primary subject's face and the background.

In the example below, you can compare the image of poor lighting (on the left) vs the image of good lighting (on the right).



Audio

In general, the quality of the audio recording on many smartphones are enough for filming purposes.

As much as possible, you should try to shoot your videos indoors instead of outdoors to avoid wind noise.

You should also take note of places with high ceilings as this may result in an echo, which affects the audibility of your video.

If you have to shoot outdoors, you can also invest in a dead cat windscreen for your phone, as shown below.

It is designed for minimising any wind noise when recording in high wind conditions.



(Credit: Photojojo)

Stability

It's crucial to ensure that your equipment is stable when you are filming as too much vibration in the video can be irritating for the audience.

This will negatively affect the watchability and engagement of your video.

You can prevent this by getting a cheap portable tripod with a smartphone holder or clamp.

Alternatively, you can also invest in a gimbal (3-axis).



(Credit: Zhiyun Tech)

Editing

Introduction

Now that you've filmed your first video on your smartphone, it's time to edit it before you use it in your ad.

In this blueprint, we'll focus on how you can edit your video on your smartphone itself using a mobile app called FilmoraGo.

Introducing FilmoraGo

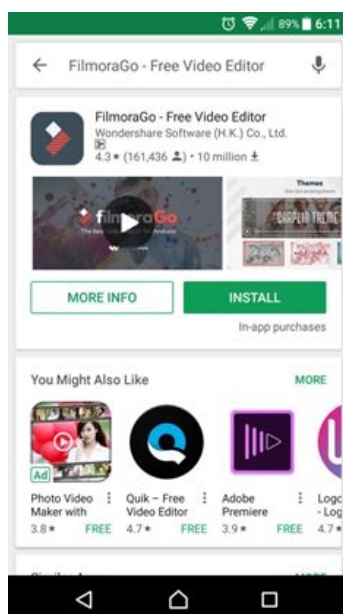
FilmoraGo is a video editor mobile application, which will not stamp a watermark or place a time limit on your video clip.

The best thing about it is that it's free!

Installing FilmoraGo

Go to your phone's app store and search for 'FilmoraGo'.

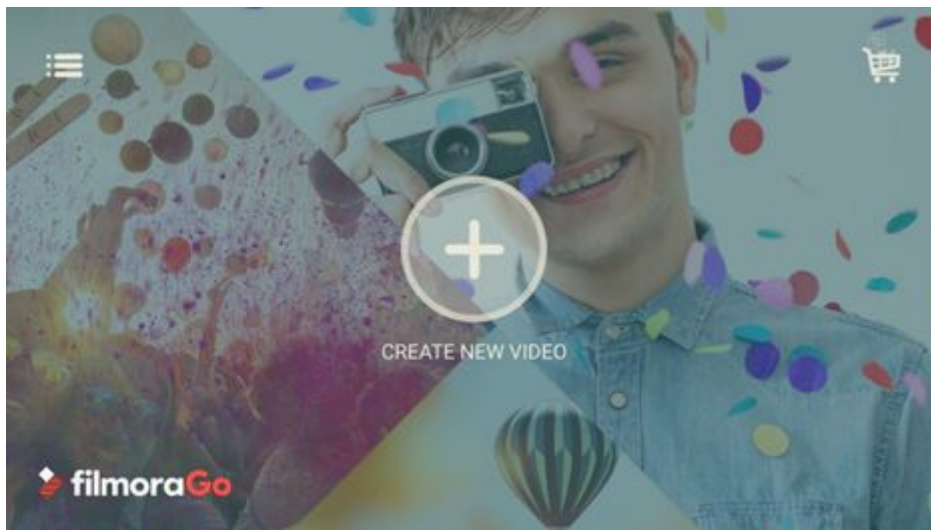
Click 'Install' and open the app.



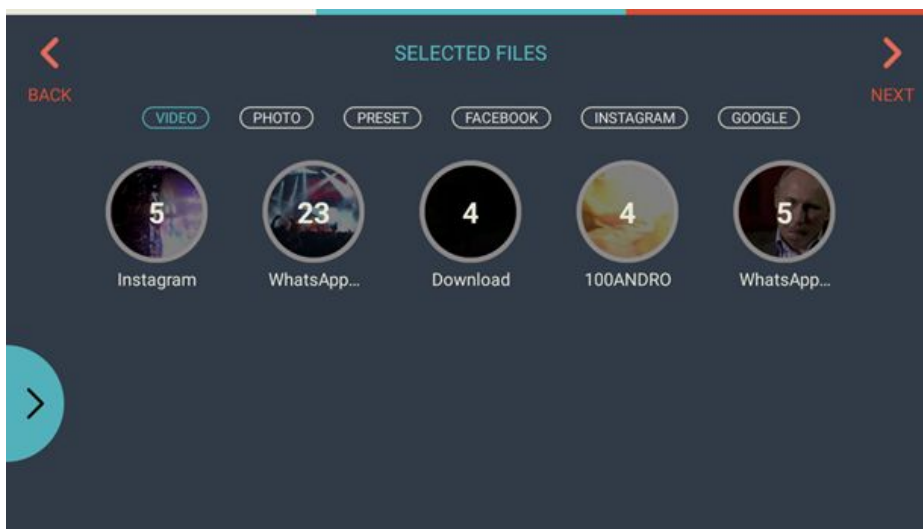
Uploading Videos

Open the FilmoraGo app on your phone.

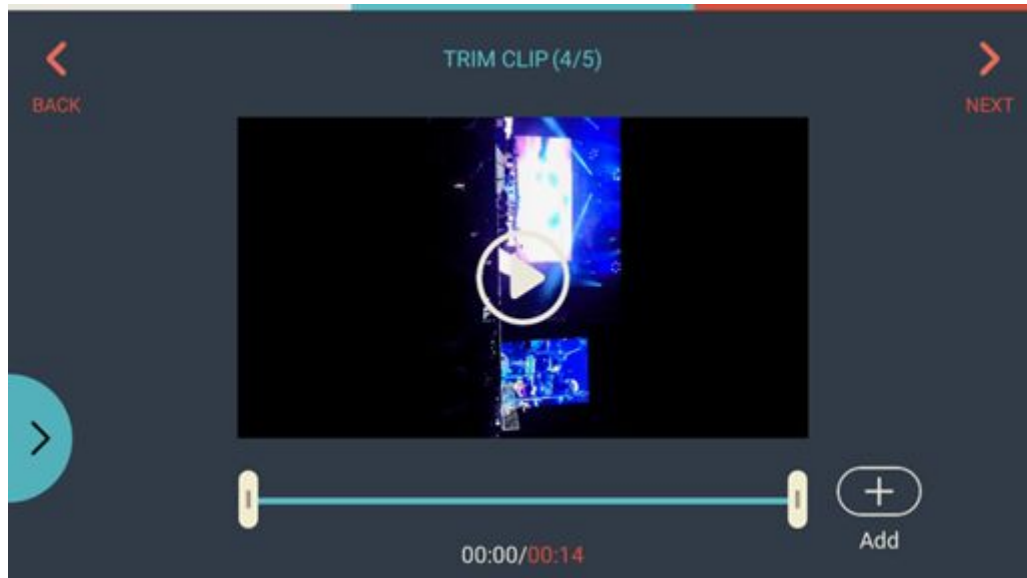
Click 'CREATE NEW VIDEO'.



Select the video(s) that you want to use.



After choosing the videos, click on 'Add'.



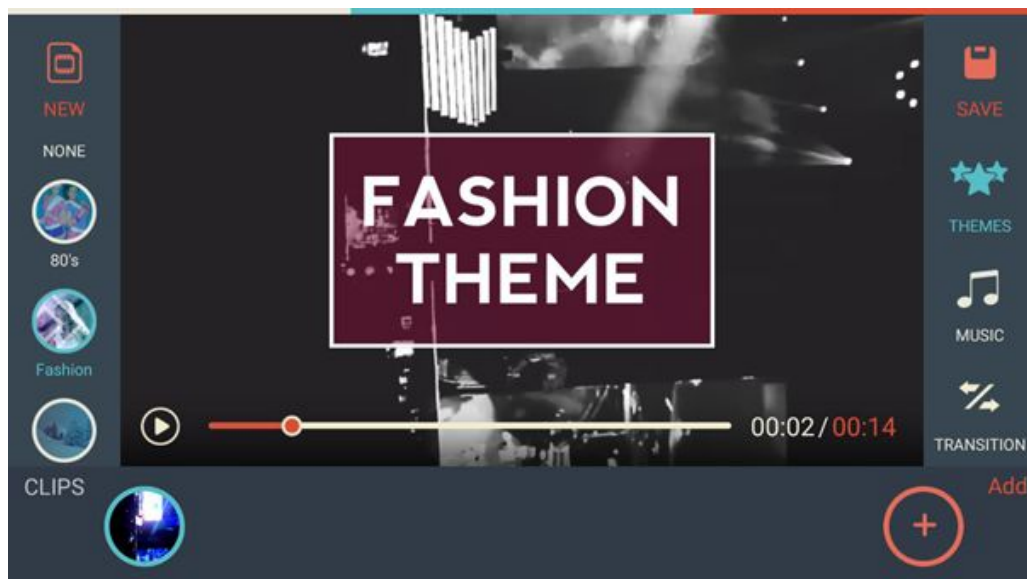
Using Themes & Filters

Sometimes, you may want to add themes and filters to your video so that it looks more interesting or makes the viewer feel a certain emotion.

For example, if current clip is a flashback scene, using the '80's' filter can create a nostalgic vibe and is also a visual cue to the viewer.

You can try it out by clicking 'Themes' on the right side of the phone screen.

You can choose the filter and special effect that you want on the left side of the screen.

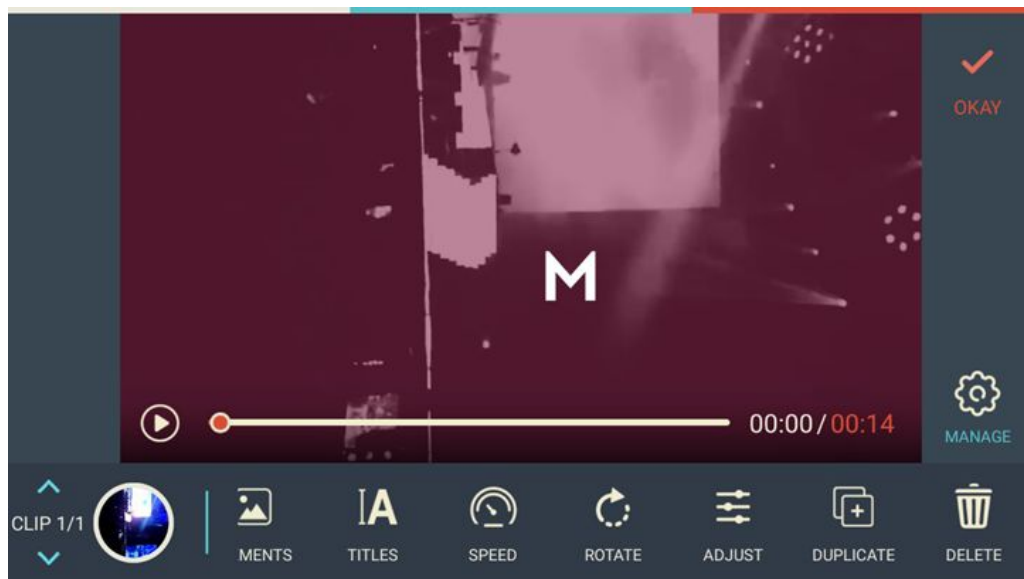


Adjusting Your Video Clips

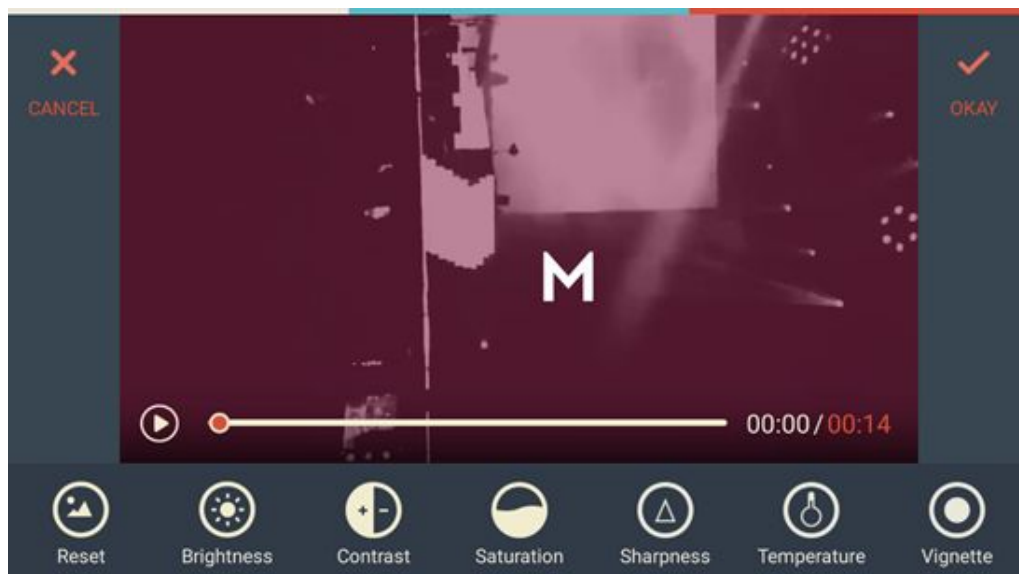
Sometimes in the production process, even though you try your best to improve your lighting, you may still need to make some adjustments to your video.

Using the app, you can edit elements like the brightness, contrast, saturation and so on.

To make such edits, click on 'Adjust'.

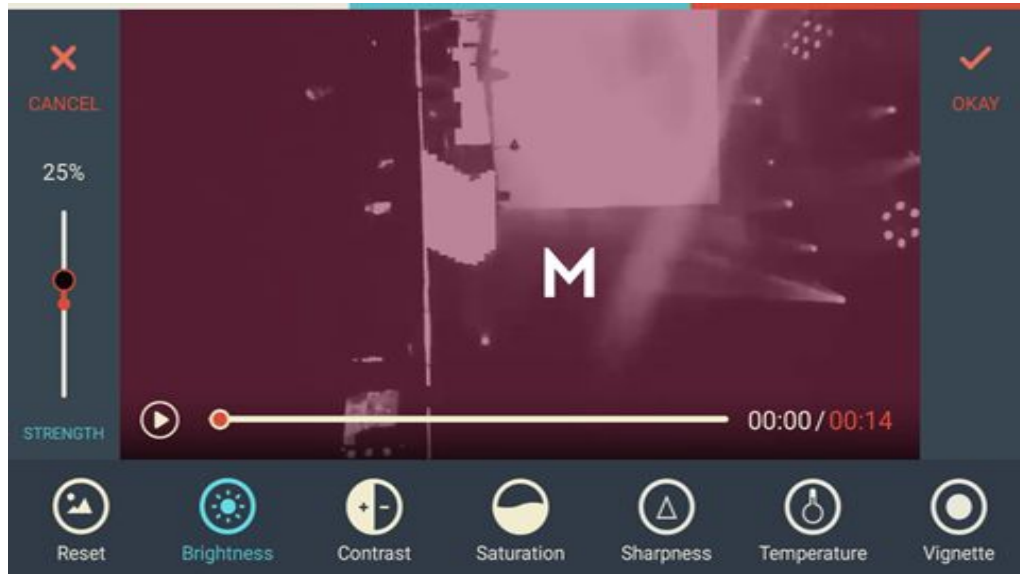


Click on any of the elements at the bottom of the screen to edit your video.



Once you select the element, you can choose the level of strength that you want to change it to.

Then click 'Okay' to save your changes.



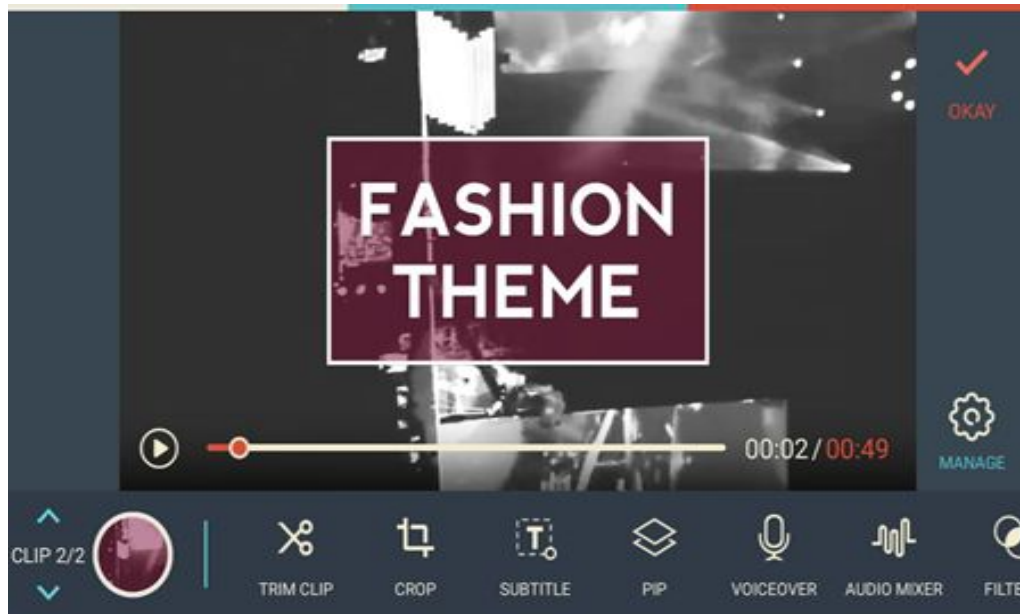
Trimming Your Clips

In some cases, you may only want to use certain parts of a video, so you'll have to trim it to end up with a clip with the relevant parts.

To do this, click 'Edit Tools' on the bottom right of the screen.

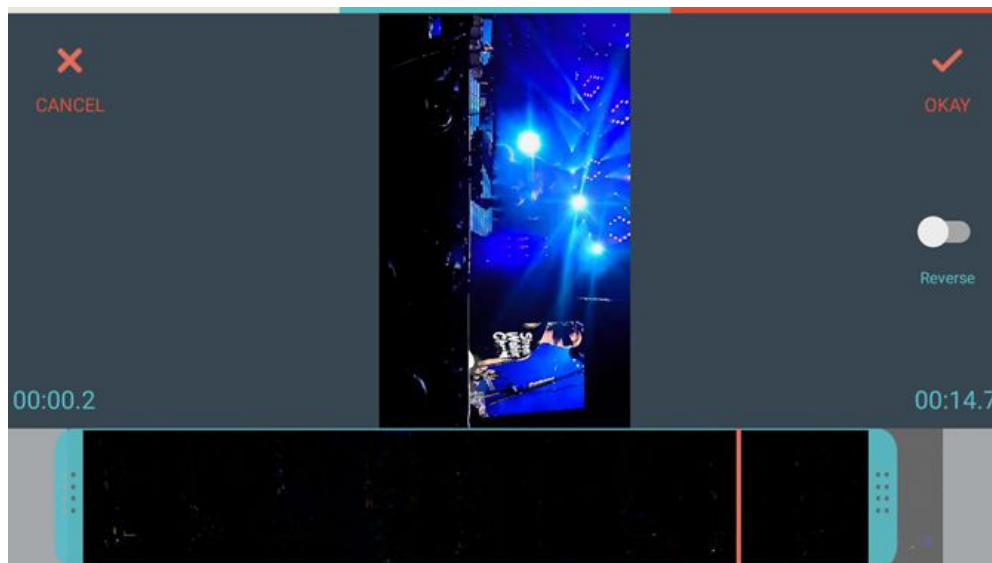


Click 'Trim Clips' at the bottom left of the screen.



By moving the blue edges front and back, you can select the relevant parts of the clip that you want.

Once you are done selecting, click 'Okay' and the video will be trimmed.



Adding Music

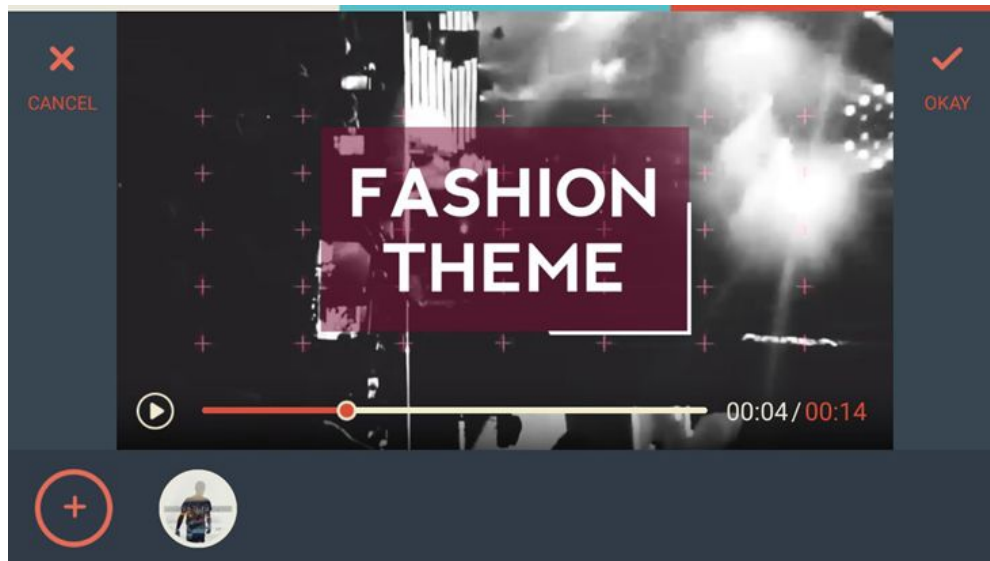
Just like filters and themes, adding music to your video can also make your video more interesting and engaging.

Music can also be used as emotional intensifiers.

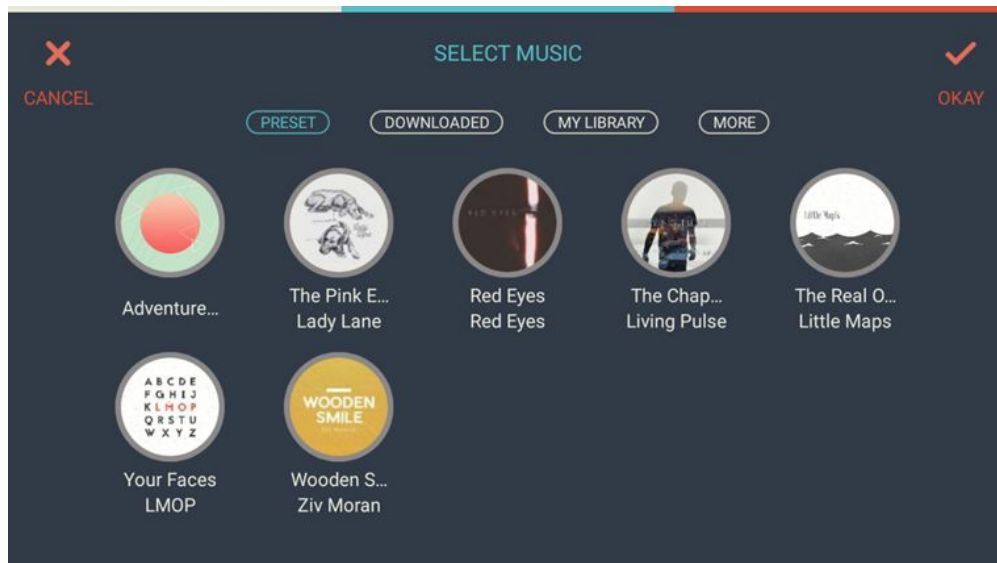
In fact, an abrupt absence of music can also create a stark contrast and can be impactful on the viewer when used properly.

Click 'Music' on the right side of the phone screen.

Click on the '+' sign at the bottom left of the screen to select songs that you want to add to your video.



You can select songs that are stored in your phone or use the free music provided in the app itself.

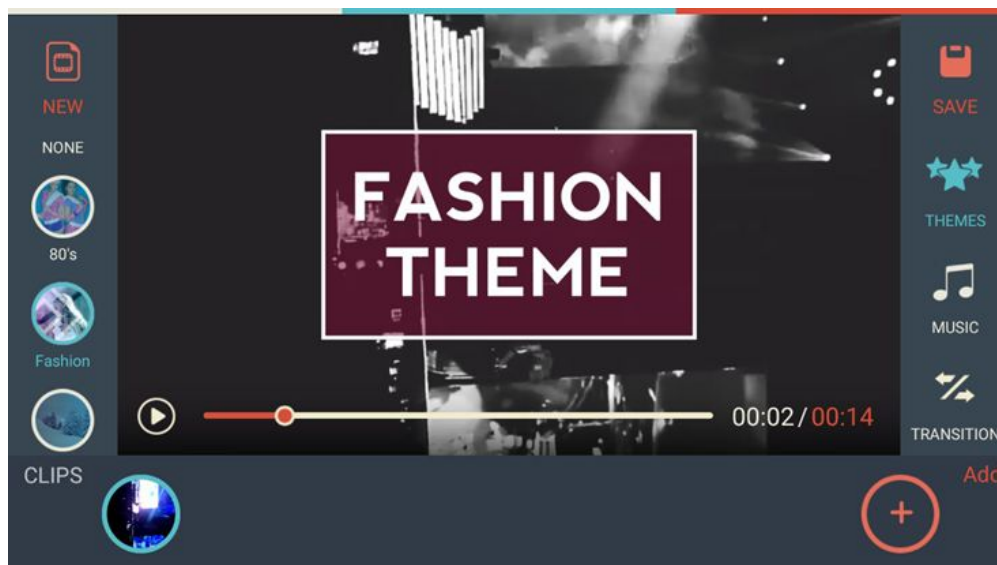


Adding Transitions

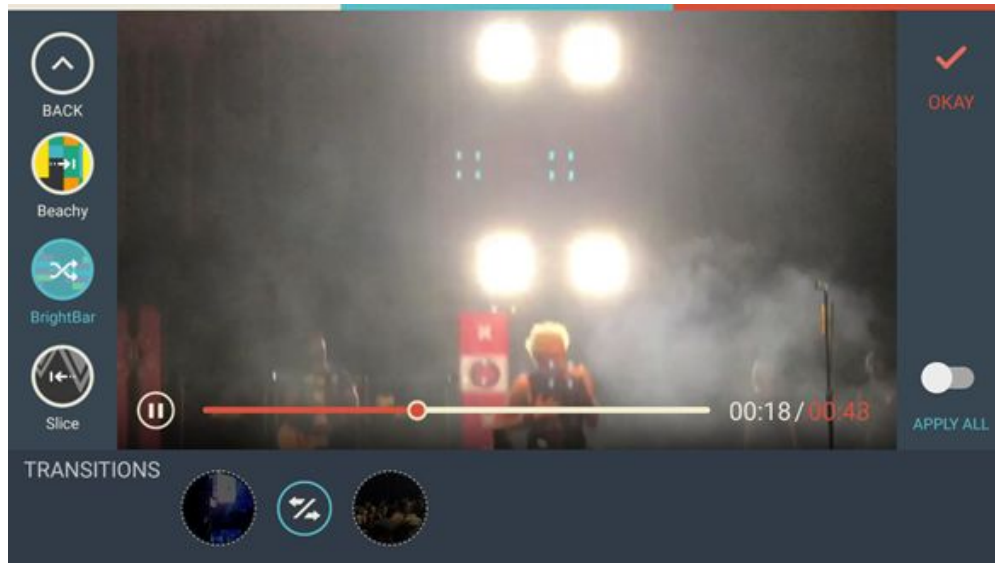
Adding transitions is a useful visual cue to signal to the viewer that there is a progression in the video content.

For example, if there are several parts to your video, using a transition between each part will help the viewer follow your content more clearly.

To do this, click 'Transition' at the timing in the clip where you want to add this effect.



Select the type of transition that you want on the left side of the screen then click 'Okay'.



Adding Text

Captioning your videos can impact how successful they'll perform as Facebook ads.

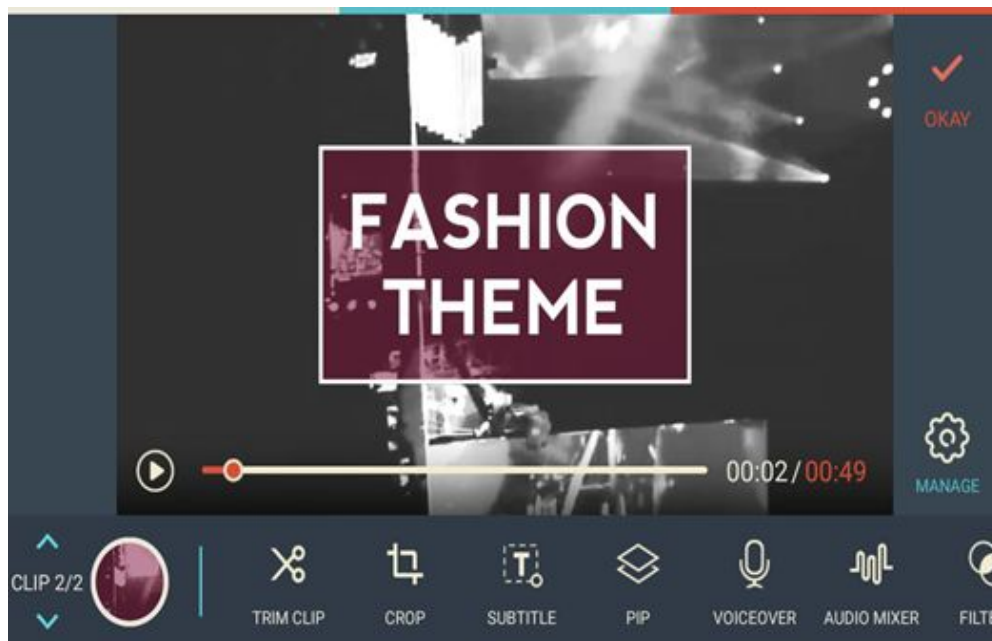
A report by [Digiday](#) revealed that on average, 85% of their Facebook videos are watched on mute.

This is because by default, videos autoplay in your Facebook news feed and are muted.

Facebook says internal tests showed that captions can increase video view time by an average of 12%.

Thus, it's crucial for you to add subtitles and clear Call To Action phrases in your videos.

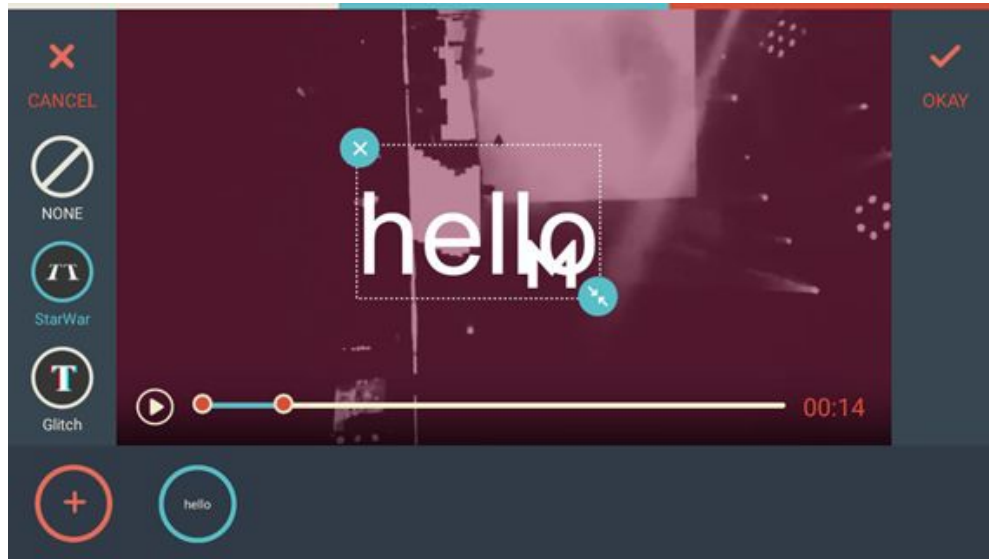
To add text to your videos, click 'Subtitle'.



Click '+' sign and a text box will appear.

Edit the text in the box and select the effects that you want on the left side of the screen.

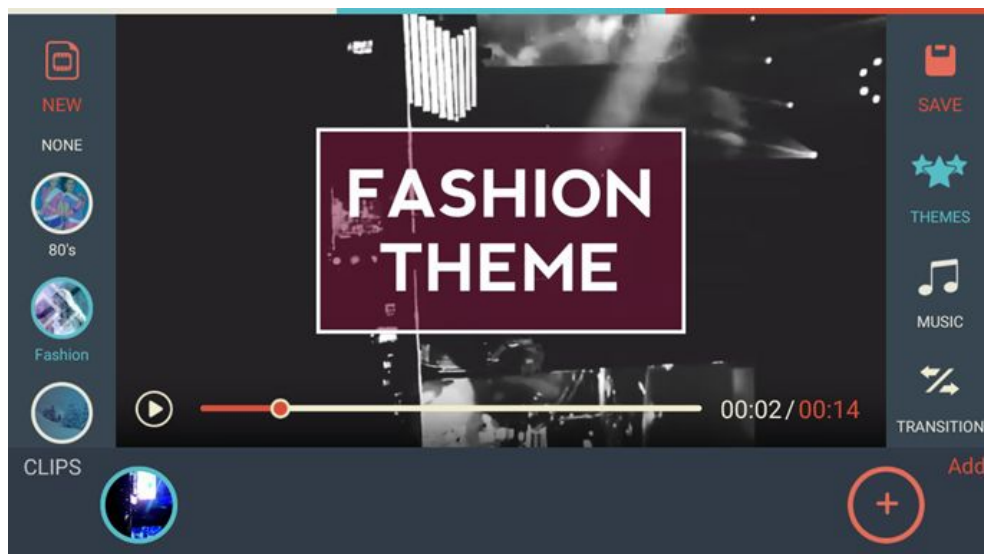
Then click 'Okay'.



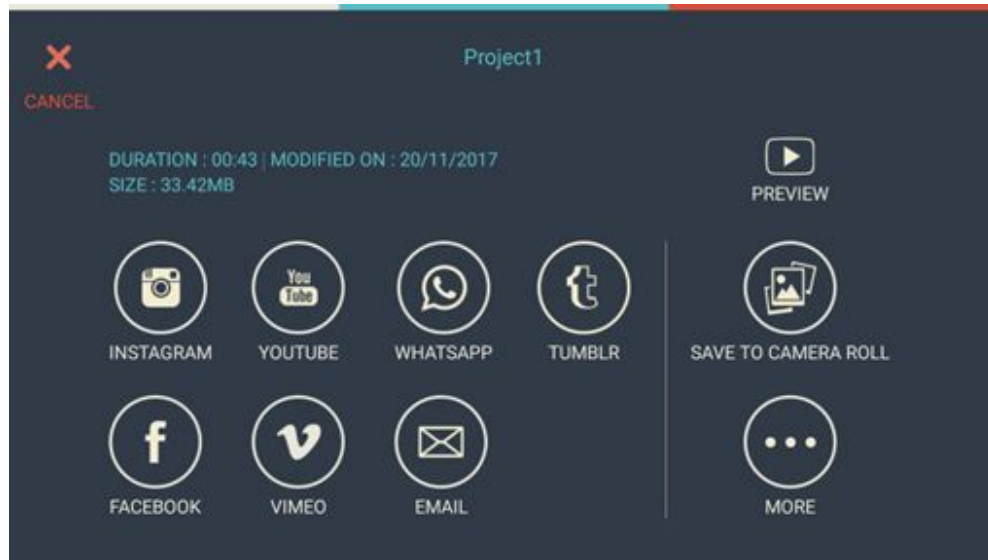
Saving Your Video

Now that you've done making all the edits that you want to your video, remember to save it!

Select 'Save'.



Choose where you want to save your video to.



Congratulations! You've just created and edited your first video and this was done on just your smartphone!

How About Laptop Or Desktop?

We won't be covering how you can edit your video on a computer.

Nevertheless, we recommend that you check out Filmora Wondershare for Windows and iMovie if you're a Mac user.

What To Write In Your Facebook Post?

Now that you've created your first video, you can use it in your Facebook ad as the creative instead of a still image.

In this section of this blueprint, we'll cover what you can write in your Facebook ad.

Attention Grabbing Lead In

It's important to have a callout that targets a specific niche and piques their curiosity.

One of the ways to do this is to create a knowledge gap either by introducing a new perspective or mythbuster.

You can learn more about writing converting ad copy in our ['How To Create Facebook Ads That Sell'](#) blueprint.

Optimize Title And Description

The headline is the second important part of the ad.

Your headline should stop your market on its tracks and literally force them to continue reading your post or click to the next page.

The description usually gets the least attention by most readers.

In fact, on the mobile platform, most of the description is hidden by the call to action button.

However, if you do write the description, keep it as straightforward as possible and direct as possible.

You can learn more about optimizing your ad's headline and description in our ['How To Create Facebook Ads That Sell'](#) blueprint.

Keep It Short

Instead of writing a long ad copy, try to clearly explain to users why they should click. Use stories and elements of curiosity to get them to click.

Offering additional incentives such as discounts and freebies usually helps. However, be careful not to attract too many cheap clicks that don't convert into leads and sales.

You can learn more about writing converting ad copy in our [‘How To Create Facebook Ads That Sell’](#) blueprint.

‘Sound On’ Prompt

As mentioned above, it has been reported that about 85% of videos on Facebook are being watched without the sound on.

If you want to increase engagement, you can prompt viewers to turn on the sound in your ad copy.

For example, your ad copy can start like this “[Turn Sound On]”.

Call To Action

Depending on the objective of your ad, you should state explicitly the action that you want viewers to take after seeing your ad.

For example, if you are running a video link ad, you might say. “Click here to learn more: (your website’s URL)”.

How To Post Your Video On Facebook

Introduction

So now that you've created a video and you know what to write in your Facebook post, it's time to learn how you can post your video on Facebook.

We'll be demonstrating the 'Quick Creation' feature in this blueprint.

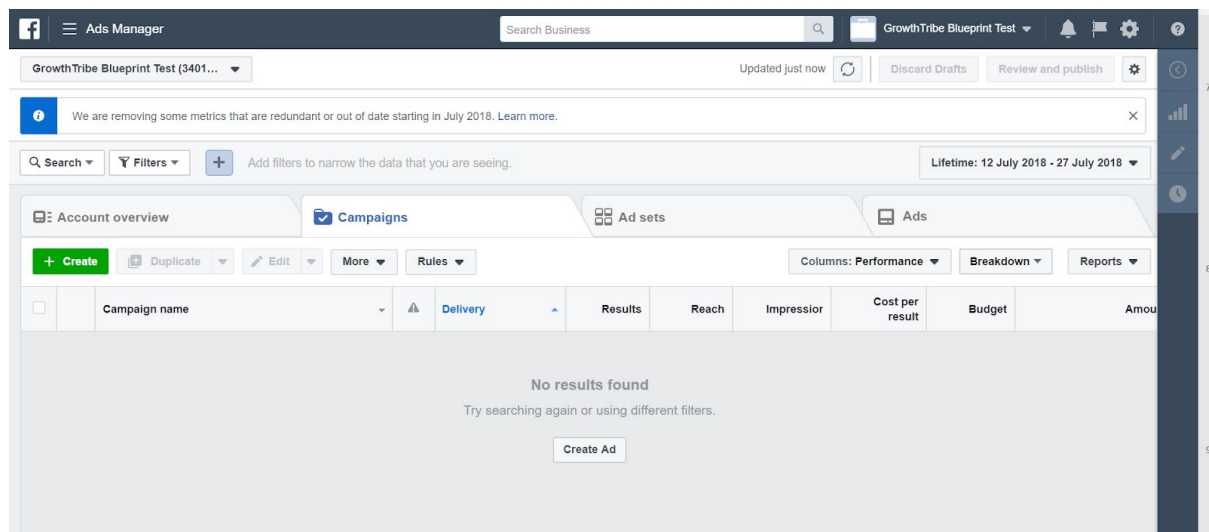
Creating Your Campaign

Go to <https://business.facebook.com> and log in.

Click on your ad account.

(If you haven't set up your Facebook Business Manager account and Ad Account, then you can learn more in our '[How To Use Facebook Business Manager To Improve Your Ad Performance](#)' blueprint.)

On the campaign level, click the green '+Create' button.



Name your campaign, select buying type as 'Auction' and choose 'Video Views' as the campaign objective.

Quick creation

Switch to Guided Creation

Create New Campaign

Campaign name

GrowthTribe Blueprint Test

Buying type

Auction

Campaign objective

Video Views

Split test

Create New Ad Set

Ad set name

Enter an ad set name

Create New Ad

Editing Your Ad Sets

You can name your ad set according to the type of interest you are targeting.

In our example, we're assuming that we're targeting parents with children who are taking the Primary School Leaving Examination (PSLE) a compulsory national exam in Singapore.

So we're naming the ad set as 'PSLE'.

Quick creation

Switch to Guided Creation

Create New Campaign

Campaign name

GrowthTribe Blueprint Test

Buying type

Auction

Campaign objective

Video Views

Split test

Create New Ad Set

Ad set name

PSLE

Click 'Save draft'.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a dropdown for 'GrowthTribe Blueprint Test'. Below that, there's a notification about removing metrics. The main section shows the 'Campaigns' tab with a table of campaigns. The first campaign is 'GrowthTribe Blueprint Test', which is in the 'Drafts' stage. The ad set is named 'PSLE'. The campaign objective is 'Video Views'. The buying type is 'Auction'. The split test is disabled. The campaign is named 'GrowthTribe Blueprint Test'. The ad set is named 'PSLE'.

Account overview	Campaigns	Ad sets	Ads
<div>Columns: Performance Breakdown Reports</div>			
Campaign name	Delivery	Results	Reach
GrowthTribe Blueprint Test			
Results from 1 campaign			

Click on the 'Ad sets' tab in the middle.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and a dropdown menu for 'GrowthTribe Blueprint Test'. Below this, there's a status bar with a warning icon and a message: 'We are removing some metrics that are redundant or out of date starting in July 2018. Learn more.' The main content area has tabs for 'Account overview', 'Campaigns', 'Ad sets' (which is selected), and 'Ads'. Under the 'Ad sets' tab, there's a table with columns: 'Ad set name', 'Delivery', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Budget', and 'Amount'. One ad set is listed with the name 'PSLE', a daily budget of '\$20.00', and a status of 'In Draft'. Below the table, there's a section for 'Results from 1 ad set'.

Select the ad set and click 'Edit'.

The screenshot shows the 'Creating Ad set: PSLE' form. The form is divided into several sections. The top section has a text input for 'Ad set name' with the value 'PSLE' and a link for 'Advanced options'. Below this is a section for 'Dynamic creative' with a toggle switch. The 'Budget & schedule' section includes a 'Budget' dropdown set to 'Daily budget' with a value of '\$20.00' (SGD), a 'Start date' of '27/7/2018' at '12:47', and an 'End date' set to 'Don't schedule end date, Run as ongoing'. The 'Audience definition' section features a gauge showing 'Specific' to 'Broad' and a 'Potential reach' of '130,000 people'. The 'Estimated daily results' section is at the bottom. At the bottom of the form, there are buttons for 'Close', 'Saved to draft', 'Discard Draft', and 'Publish'.

Edit the daily budget that you are comfortable with.

Edit the audience details according to your ideal customer avatar.

Creating Ad set: PSLE

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create new ▾

Locations ⓘ Everyone in this location ▾

Singapore

📍 Singapore

📍 Include ▾ | Type to add more locations Browse

Add locations in bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Close ✓ Saved to draft

Audience definition

Specific Broad

Your audience selection is fairly broad.

Potential reach: 130,000 people ⓘ

Estimated daily results

Reach 1,600-4,500 ⓘ

10-second video views 470-2,000 ⓘ

⚠ Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.

Discard Draft Publish

Select the detailed targeting interest based on your ideal customer avatar's interests.

In our case, we chose the Primary School Leaving Examination interest.

Creating Ad set: PSLE

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional interests

Primary School Leaving Examination

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow audience

Connections ⓘ Add a connection type ▾

Save this Audience

Placement

Close ✓ Saved to draft

Audience definition

Specific Broad

Your audience selection is fairly broad.

Potential reach: 130,000 people ⓘ

Estimated daily results

Reach 1,600-4,500 ⓘ

10-second video views 470-2,000 ⓘ

⚠ Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.

Discard Draft Publish

You can edit the placement for your ads.

In our example, we'll select 'Edit placements' and select 'Mobile' for device types.

Select Facebook and 'Feeds' then uncheck all the other boxes. For this demonstration, we'll just focus on one placement, which is the Facebook news feed.

Select 'All mobile devices' for specific mobile devices & operating systems.

Creating Ad set: PSLE

Messenger

Inbox

Sponsored Messages

Messenger Sponsored Messages

This placement isn't available with the Video Views objective.

Removing Audience Network as a placement may increase the cost per video view. Select Audience Network to show ads to your target audience off Facebook. [Learn more](#)

Specific mobile devices & operating systems

All mobile devices

☐ Only when connected to Wi-Fi

Exclude content and publishers

Available for the Audience Network, Instant Articles and In-stream videos.

Apply block lists

Audience definition

Your audience selection is fairly broad.

Potential reach: 120,000 people

Estimated daily results

Reach

1,600-5,600

10-second video views

190-870

Removing Instagram and Audience Network may result in 9% fewer 10-second video views, based on your past campaign performance. We recommend

Close ✓ Saved to draft Discard Draft Publish

Select '10-second video views' for optimisation and 'Impression' for when you are charged.

Creating Ad set: PSLE

Optimisation and delivery

Optimisation for ad delivery

☒ 10-second video views - We'll deliver your ads to the right people to help you get the most video views of more than 10 seconds at the lowest cost.

☐ 2-second continuous video views - We'll deliver your ads to get the most video views of two continuous seconds or more. Most 2-second continuous video views will have at least 50% of the video pixels on screen. [Learn more.](#)

To help us improve delivery optimisation, we may survey a small section of your audience.

Bid strategy

Lowest cost - Get the most video views of 10+ seconds for your budget

☐ Set a bid cap

When you are charged

☒ Impression

☐ 10-second video view

Delivery type

Standard - Get results throughout your selected schedule

[More options](#)

Audience definition

Your audience selection is fairly broad.

Potential reach: 120,000 people

Estimated daily results

Reach

1,600-5,600

10-second video views

190-870

Removing Instagram and Audience Network may result in 9% fewer 10-second video views, based on your past campaign performance. We recommend

Close ✓ Saved to draft Discard Draft Publish

Click 'Close' at the bottom left and Facebook will automatically save your changes as a draft.

Creating Your Ads

Click on the 'Ads' tab on the right.

The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and the account name 'GrowthTribe Blueprint Test'. Below the navigation bar, there's a status bar with a warning icon and a message: 'We are removing some metrics that are redundant or out of date starting in July 2018. Learn more.' The main content area has tabs for 'Account overview', 'Campaigns', 'Ad sets', and 'Ads'. The 'Ad sets' tab is currently selected. Below the tabs, there's a table with columns: 'Ad set name', 'Delivery', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Budget', and 'Amount spent'. The table contains one row for an ad set named 'PSLE' with a budget of '\$20.00 Daily'. The 'Ads' tab is highlighted on the right sidebar.

Select the untitled ad and click edit.

The screenshot shows the Facebook Ads Manager interface with the 'Ads' tab selected. The table now has columns: 'Ad name', 'Delivery', 'Results', 'Reach', 'Impressions', 'Cost per result', and 'Amount spent'. The table contains one row for an ad named 'Untitled ad' with a status of 'In Draft'. The 'Edit' button is visible for this ad. The '1 selected' indicator is shown in the top right corner of the table area.

Name your ad and select your Facebook page.

If your business has an Instagram account, you can add an Instagram placement too. But we won't be covering that in this blueprint.

Creating Ad: Untitled ad

Ad name: Untitled ad

Advanced options

Identity

Facebook Page: Your business is represented in ads by its Facebook Page.

GrowthTribe Blueprint Test

Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)

Add Instagram Placement

Create Ad Use existing post

Close

Ad preview 1 of 1 ad

Mobile News Feed

Discard Draft Publish

Click 'Select Video'.

Creating Ad: Untitled ad

Create Ad Use existing post

Full-screen experience

Add a mobile landing page that opens instantly from your ad. Start with a template or create a custom Canvas to feature photos, videos or products and encourage action. [Learn more.](#)

Add a full-screen Canvas

Video

Select Video Create Slideshow

VIDEO RECOMMENDATIONS:

- Recommended length: **Up to 15 seconds**
- Recommended aspect ratio: **Vertical (4:5)**
- View aspect ratio specifications
- Sound: **Enabled with captions included**

VIDEO SPECIFICATIONS:

- Recommended format: .mp4, .mov or .gif
- View the full list of supported formats

Ad preview 1 of 1 ad

Mobile News Feed

Please select media for your ad

Close ✓ Saved to draft

Discard Draft Publish

Click 'Upload videos'.

The screenshot shows the GrowthTribe interface with a top navigation bar containing four tabs: 'Account videos' (selected), 'Page videos', 'Paste a link', and 'Upload videos'. Below the tabs is a 'Filters' dropdown and a '+' button. On the right, there are menu icons. A table with the following headers is visible: 'Video name', 'Duration', 'Last used', and 'Resolution'. An 'Upload' button with an upward arrow icon is located to the right of the table. At the bottom right, there are 'Cancel' and 'Select' buttons.

You can drag and drop the video from your computer or you can click the shaded area to upload your video.

This screenshot shows the video upload area. The top navigation bar is the same as in the previous image, but the 'Upload videos' tab is now active and highlighted in blue. A blue tooltip with a close button (X) is displayed, containing the text: 'New! Upload a video faster by pasting the link of a hosted video file.' The main area is a large rectangle with a light blue diagonal line pattern. In the center, there is a blue square with a white '+' sign and a small video icon. To the right of this icon, the text reads: 'Drag and drop a video or click to upload'. At the bottom right, there are 'Cancel' and 'Import' buttons.

You'll see your video uploading.

The screenshot shows the 'Creating Ad: Untitled ad' interface. On the left, the 'Create Ad' tab is active, with options for 'Full-screen experience' and 'Video'. The 'Video' section shows a video titled 'Processing video Happy Train - 60 sec_1.mp4' with a progress bar. On the right, the 'Ad preview' section shows a placeholder for the video. A red error message box at the top right states: 'Fix 1 error in 1 ad. Please choose a video for your ad. (#1487897)'. A notification box at the bottom right says 'Processing video Happy Train - 60 sec_1.mp4'.

You'll see a preview of your video on the left once it's uploaded.

The screenshot shows the 'Creating Ad: Untitled ad' interface after the video has been uploaded. The 'Ad preview' section now displays a video player with a play button. The video is titled 'GrowthTribe Blueprint Test' and is marked as 'Sponsored'. A notification box at the bottom right says 'Your video Happy Train - 60 sec_1.mp4 has... Review your video ad to finish and publish. View Ad'. The left sidebar shows the 'Full-screen experience' and 'Video' sections, with the video title 'Processing video Happy Train - 60 sec_1.mp4' visible.

Then you can paste your ad copy to the box below the 'Text' header.

Creating Ad: Untitled ad

Text

(Paste your ad copy here.)

☐ Add a website URL

Tracking

URL parameters (optional)

E.g. key1=value1&key2=value2

Conversion tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

☐ Facebook pixel

Ad preview 1 of 1 ad

Mobile News Feed 1 of 1

GrowthTribe Blueprint Test Sponsored

(Paste your ad copy here.)

Like Comment Share

Close Saving... Discard Draft Publish

Tick 'Add a website URL' and fill up your headline and description.

Choose a 'Call to action'. In our case, we selected 'Learn More'.

Creating Ad: Video Ad 1

☒ Add a website URL

Website URL <https://www.growthtribe.com/blueprint-home/> Preview URL

Display link (optional)

Enter the link as you want people to see it in your ad

Headline

(Insert your headline here.)

News Feed link description

(Insert description here.)

Call to action

Learn More

Ad preview 1 of 1

Mobile News Feed 1 of 1

GrowthTribe Blueprint Test Sponsored

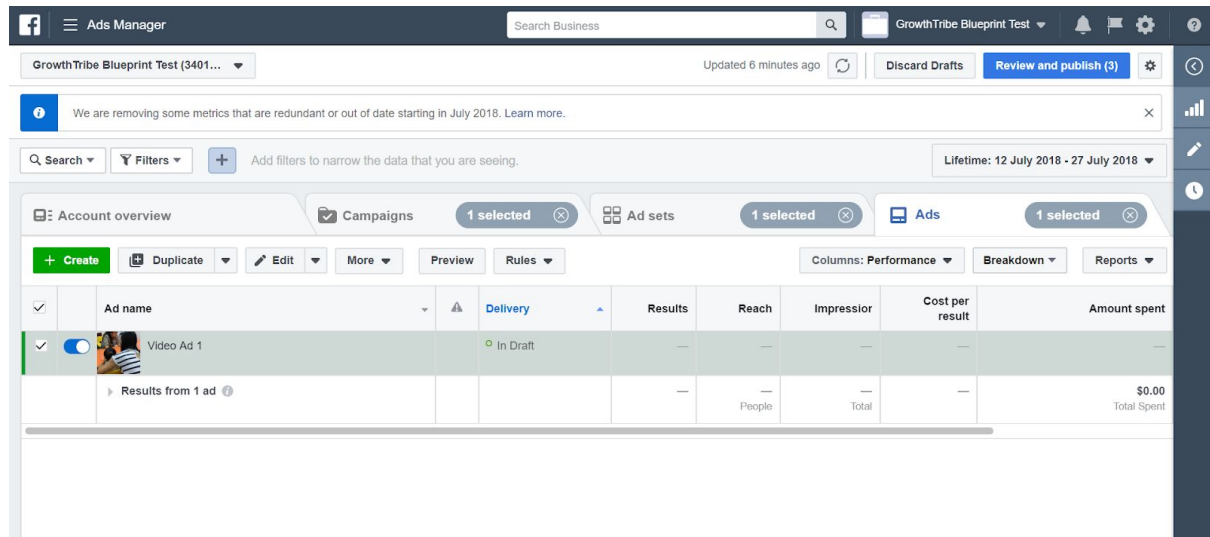
(Paste your ad copy here.)

(Insert your headline here.) (Insert description here.) LEARN MORE

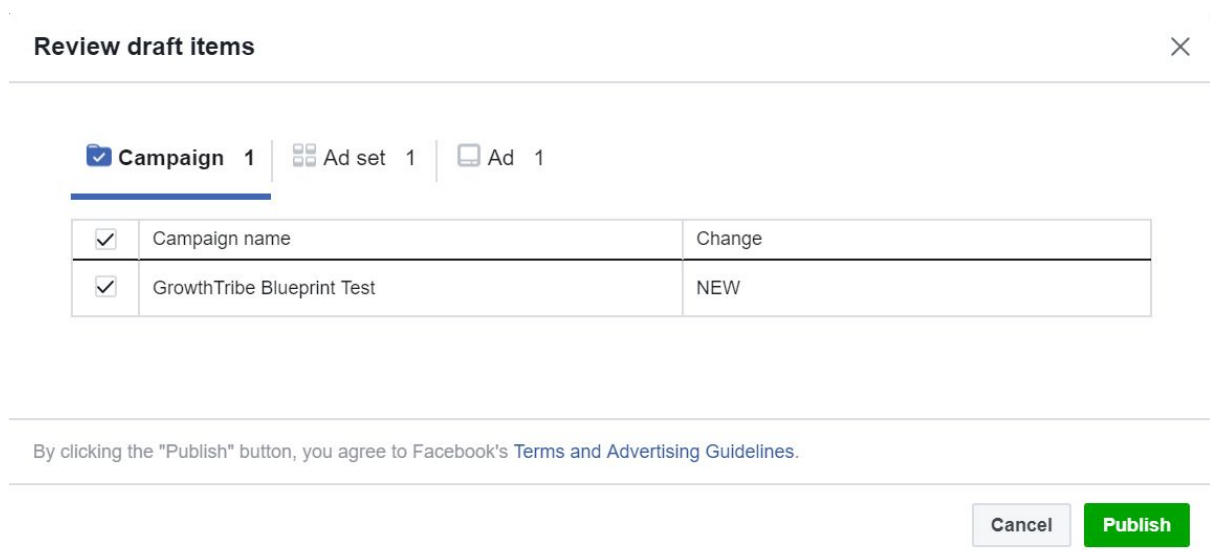
Close Saved to draft Discard Draft Publish

Click 'Close' at the bottom left and Facebook will automatically save your changes as a draft.

Check that you've set up everything correctly on the campaign, ad set and ad level. Then click 'Review and publish'.



Click 'Publish'.



And your campaign will be reviewed by Facebook. Once it is approved you will see that the campaign is 'Active'.

How To Know If Your Video Is Working?

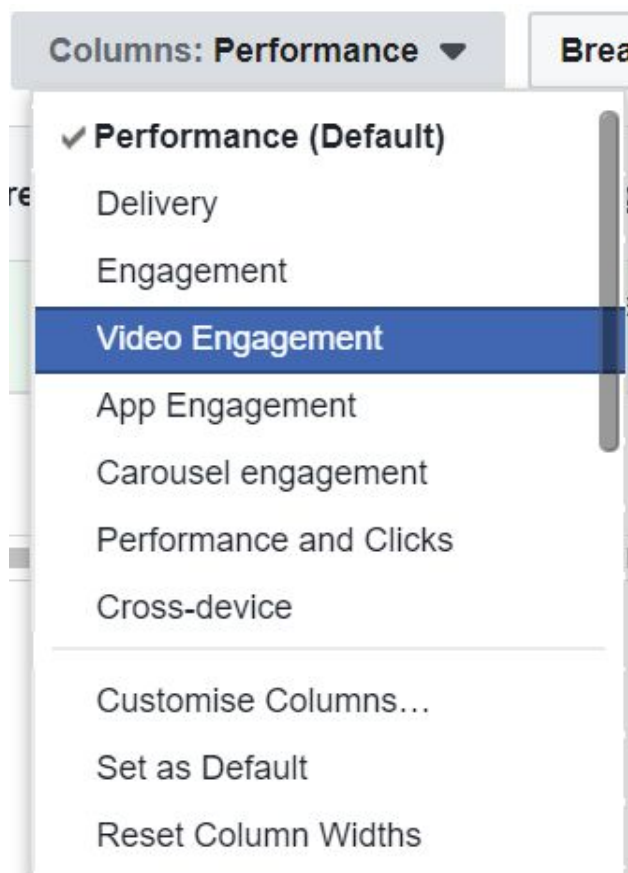
Introduction

The 'Video Views' objective is designed to show your video ad to people most likely to watch your video.

Some of the metrics that you can track to measure the performance of your ad are 3-second video views, cost per 3-second video view, 10-second video views and video watches at 100%.

You can view these metrics in the ads manager.

Click on the 'Columns' button at the campaign level and select 'Video Engagement'.



You'll see the metrics as the column headers.

Account overview

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

More

Rules

Columns: Video Engagement

Breakdown

Reports

<input type="checkbox"/>	<div>Campaign name</div>	<div>3-second video</div>	<div>Cost per 3-second</div>	<div>10-second video</div>	<div>Cost per 10-second</div>	<div>React</div>	<div>Amount spent</div>	<div>Vid percenta watch</div>	<div>Video watches at 25%</div>	<div>Video watches at 50%</div>
<input type="checkbox"/>	<div><div><div></div><div>GrowthTribe Blueprint Test</div></div></div>	—	—	—	—	—	—	—	—	—
<div>Results from 1 campaign</div>		—	—	—	—	—	\$0.00	—	—	—
		Total	Per Action	Total	Per Action	People	Total Spent	Average	Total	Total

3-Second Views and Cost Per 3-Second Video View

The '3-second views' metric measures the number of times your video was watched for an aggregate of at least 3 seconds, or for 97% of its total length, whichever happened first.

On the other hand the 'cost per 3-second video view metric' measures the cost of each 3-second view.

It is calculated by dividing the total amount spent by the number of 3-second views.

A large number of 3-second video views could be a good indicator of that your target audience is interested in your video content.

10-Second Video Views and Cost Per 10-Second Video View

These 2 metrics work the same as their 3-second counterparts above.

This will be a better indicator of engagement as it shows the number of people who were engaged by your video for a longer period of time.

Video Watches At 50%

You could look at video watches at 50%, which is the number of times your video was watched at 50% of its length, including watches that skipped to this point.

The higher the number for this metric, the better the performance of your ad.

What's Next?

Now that you've created your first video, you have a system that will help you generate new video ads.

If you want to learn about to set up and launch a Facebook campaign, you can check out our blueprint '[How To Launch Your First Facebook Lead Generation Campaign](#)'.