

A close-up photograph of a nest made of dry straw and twigs, containing several large, smooth, golden eggs. The lighting is warm, highlighting the texture of the straw and the metallic sheen of the eggs.

# **7 - Million Dollar Facebook Ads**

**And What You Should Learn From Them**

**Regional Broadcasting Services**

# Is it okay to steal ideas?

No, but it is okay to be inspired by and learn from.

*You should never copy someone else's ad verbatim. BUT to use their ideas and testing as inspiration and guidance is wise.*

- In the days of print, radio and tv ads people would compile books of great ad ideas and use them for inspiration for their own ads or their clients ads.
- Now with digital advertising, we can and should do the same.
- If an ad has run for a long time, or it has tens of thousands of likes, or shares or comments. You KNOW it's a good ad. No one would pay to run ad ad for months or years if the ad was not producing results. In this presentation we will look at some great ads.

# How do we define a great ad?

## What we can know.

The “BEST” ads are ads that serve their purpose. Depending on the goal of the ad judging how “good” or “bad” an ad is would be determined by how well it fulfilled the goal.

Since we don't have access to the financial records and results of these ads we are using a different criteria based on what we can observe and some logic and common sense.

My three main ways of judging someone else's ads are:

Shares.

Likes.

Longest Running.

When a Facebook ad gets Shared it means that it's getting free views. So if you create an ad that people love and share with their friends, it's like getting an endorsement. I love when I post an ad for a client and people start tagging their friends saying things like ““*friend's name*” I bet you'd love this.”

Likes are almost as good because when people see that thousands of other people have liked an ad they're more likely to really check it out. It's not quite the same as a friend endorsing but it is still very effective.

Longest Running ads are always the ads that I look to first. No one with any basic skills in advertising and marketing will allow an ad that is a failure to run for more than a couple of weeks. So ads that run for months or years are basically guaranteed to be running that long because they are working.

Let's look at some ads.

# Most Shared

## WP Starter Software package

- 2.3 million shares
- 1.6 million comments
- 14 million likes

This ad works for a lot of reasons. The biggest reason is the price. \$29 for a collection of WordPress themes is a great price. The price is not hidden, it's right there on the ad to grab you and pre-qualify you. If you don't have \$29 you're not clicking this ad.

Also, notice the colors, very bright and exciting colors to catch your eye.



The image shows a Facebook advertisement for a WordPress premium pack. At the top, it features the Facebook logo, a WordPress logo, and the text 'WP Starter Pa...' and 'Sponsored'. Below this is a headline: 'TOP 200 the best selling WP Premium Themes & Plugins ever ??? Save over \$10000 ... Read More'. The main visual is a collage of various WordPress themes and plugins, including Avada, Divi, Meet Smush Pro, Yoast SEO Premium, and Elementor. A prominent green starburst graphic in the lower-left corner of the collage says 'only \$29'. At the bottom of the ad, there is a call to action: 'PREMIUM WORDPRESS PACK JUST \$29' and 'Premium Wordpress Themes', with a 'Learn more' button to the right. Engagement statistics at the bottom show 14.0M likes, 1.6M comments, and 2.3M shares.

WP Starter Pa...  
Sponsored

TOP 200 the best selling WP Premium Themes & Plugins ever ??? Save over \$10000 ... Read More

ALL-IN-ONE  
TOP 100+ PREMIUM PLUGINS & THEMES

Avada:  
LOVED BY 500,000+  
HOME OF ALL TIME

Divi  
MEGA MENU

Meet Smush Pro  
A powerful image optimizer,  
making your site  
load faster and rank higher

23  
ESSENTIAL GRID  
THE #1 SELLING GRID GALLERY PLUGIN

#1 Best Selling  
WooCommerce  
Theme  
The Perfect Theme  
for any WooCommerce Site

Build  
Anything

yoast  
Yoast SEO Premium

only  
\$29

elementor  
LIVE PAGE BUILDER

NEV

News

PREMIUM WORDPRESS PACK JUST \$29  
Premium Wordpress Themes

Learn more

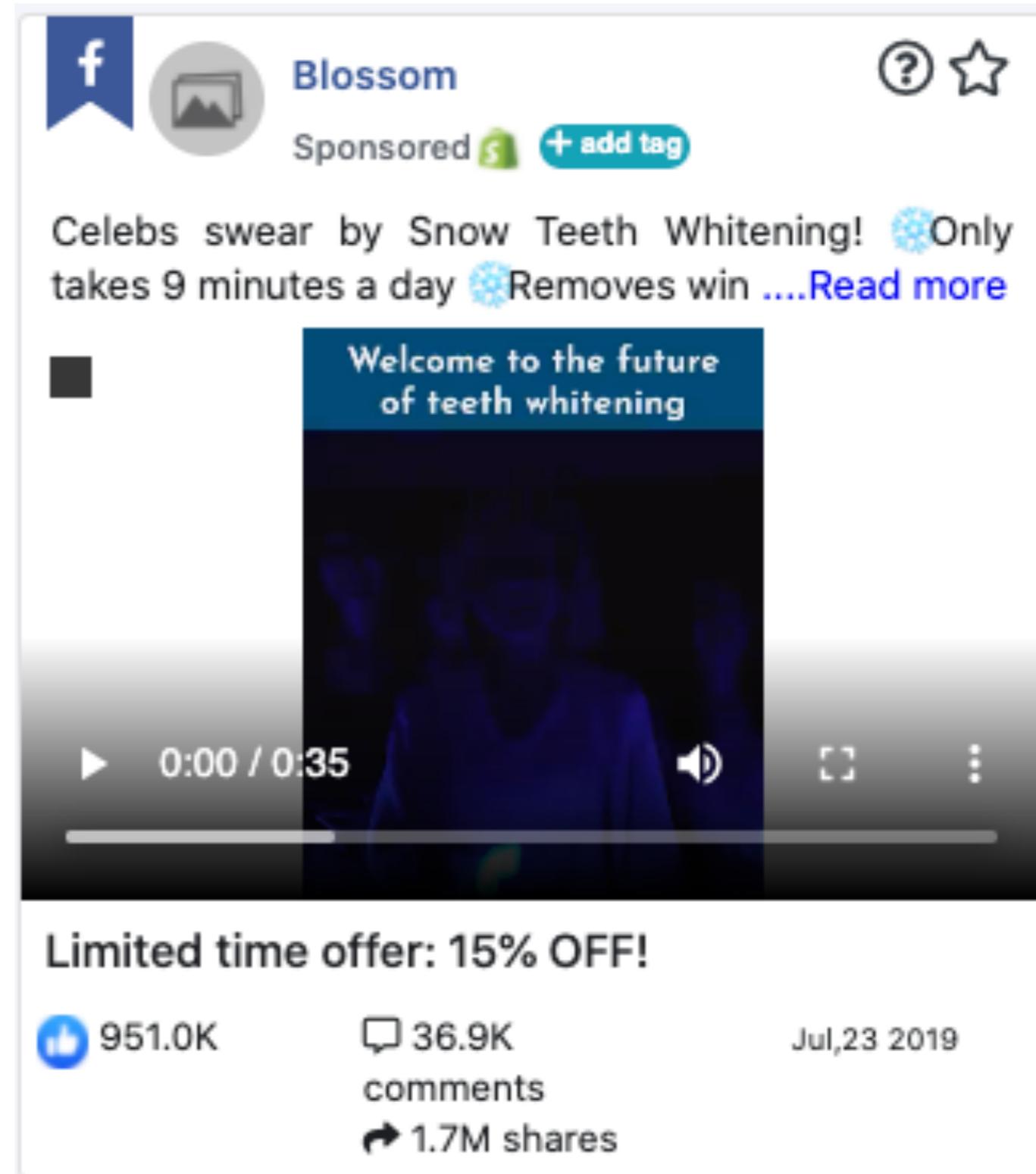
14.0M  
1.6M comments  
2.3M share

# Most Shared

## Blossom Teeth Whitening

- 1.7 Million Shares
- 36,900 Comments
- 951,000 Likes

It appears that they only paid to run this ad one day. Thanks to all the shares they didn't need to keep paying to run it. It's a video ad, only 35 seconds and they targeted 25-34 year old females in the United States only. I'm making an assumption here but I imagine they pulled the ad after one day because of the number of orders that came in. The ad has been run in new campaigns since then without any noticeable changes so I believe this was a winner.



The screenshot shows a Facebook post from the page 'Blossom'. The post is a sponsored video advertisement. The video player shows a woman with her hands raised in a dark setting, with a blue banner at the top that reads 'Welcome to the future of teeth whitening'. The video progress bar indicates it is at 0:00 / 0:35. Below the video, the text reads 'Limited time offer: 15% OFF!'. The engagement statistics are: 951.0K likes, 36.9K comments, and 1.7M shares. The post is dated July 23, 2019. The ad includes a 'Sponsored' label and an '+ add tag' button.

**Blossom**  
Sponsored 

Celebs swear by Snow Teeth Whitening! ❄️ Only takes 9 minutes a day ❄️ Removes win ...[Read more](#)

Welcome to the future of teeth whitening

0:00 / 0:35

**Limited time offer: 15% OFF!**

 951.0K  36.9K comments Jul,23 2019  
 1.7M shares

# Most Liked

 Family Design  
Sponsored

These tiny feet step into nice dream ,that melt your Heart & stay there Forever  
... [Read More](#)



Jan. Feb. Mar. Apr. May. Jun.  
Jul. Aug. Sep. Oct. Nov. Dec.



[Learn more](#)

 10.0M  1.3K comments  6.3K share

## Family Design Tiny Feet Necklace

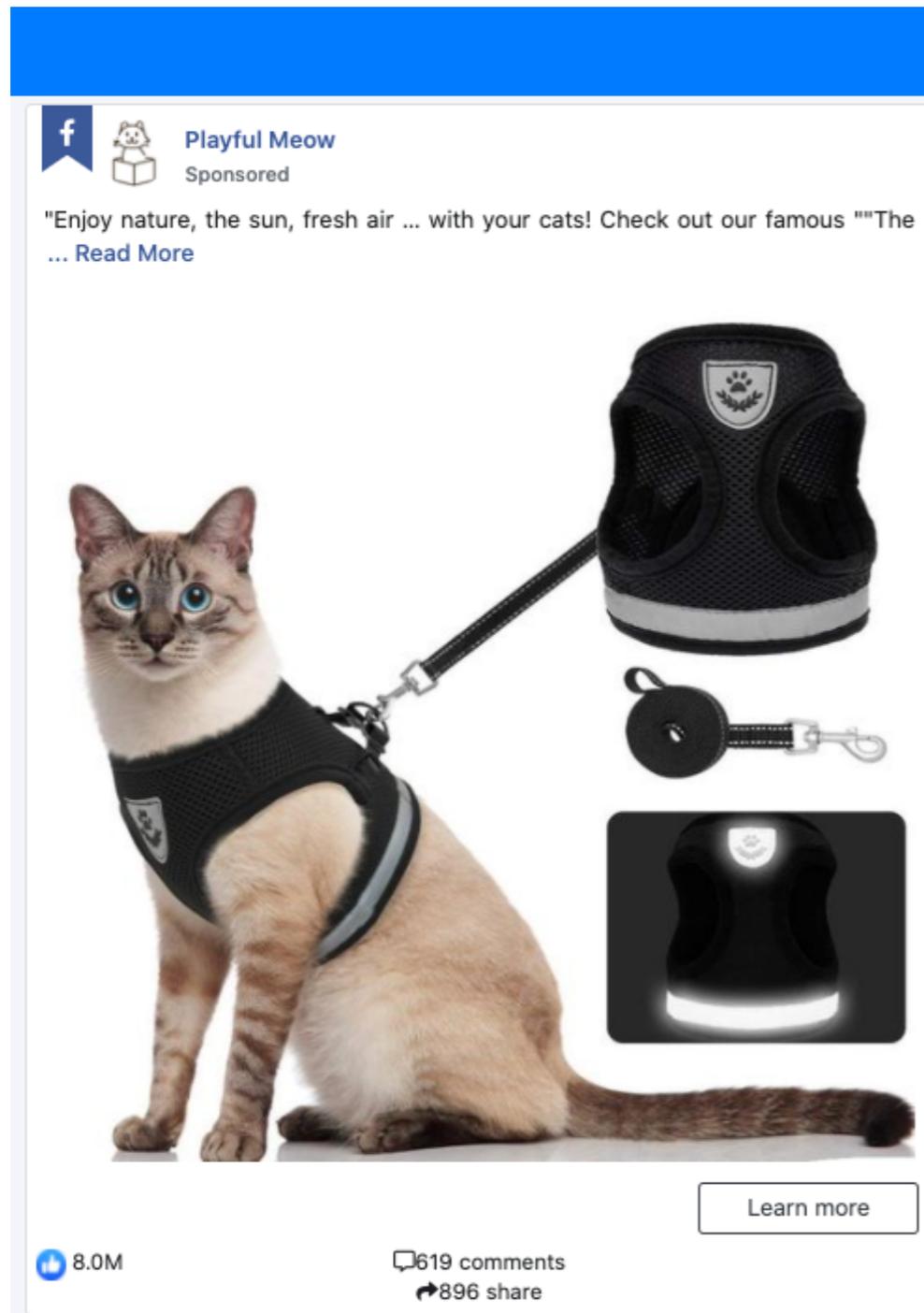
- 10 Million Likes
- 1,300 comments
- 6,300 shares

This ad ran for 417 days and got 10,000,000 likes. They were selling these necklaces for \$24.95 and cost per necklace was around \$5.

I'm guessing they made a fortune. So what can we learn. First, great niche, new parents.

Second the photo is cute and eye catching. If you sell a jewelry or baby product consider learning from this design.

# Most Liked



A Facebook advertisement for 'Playful Meow' featuring a black cat harness. The ad includes a blue header bar, a profile picture of a cat, and the text 'Playful Meow Sponsored'. The main image shows a Siamese cat wearing the harness, with three smaller images showing the harness from different angles and a close-up of the reflective strip. The ad has 8.0M likes, 619 comments, and 896 shares. A 'Learn more' button is located at the bottom right of the ad.

f Playful Meow  
Sponsored

"Enjoy nature, the sun, fresh air ... with your cats! Check out our famous ""The ... Read More

8.0M 619 comments 896 share

Learn more

## Playful Meow Cat Harness

- 8 Million Likes
- 619 comments
- 896 shares

The pet niche is always a good one. This ad only ran 50 days from April 2020 until May 2020. Although I don't know for sure, I suspect that supply chain problems shut this down at the time. The strength of the ad is the photos and the text that says "check out our famous "The""... read more. Getting people to "Read More" is a great way to get them to interact with your ad. Have a hook that makes them want to read more.

# Most Liked

  **Jollyhola**  
Sponsored

Aluminum Magnesium Sunglasses! 🤩FREE SHIPPING TODAY! 🤩



Buy The Second One,50%off  
Glasses (Brand) [Learn more](#)

 8.0M  40 comments  509 share

## Jollyhola

### BARCUR Sunglasses

- 8 Million Likes
- 40 Comments
- 509 Shares

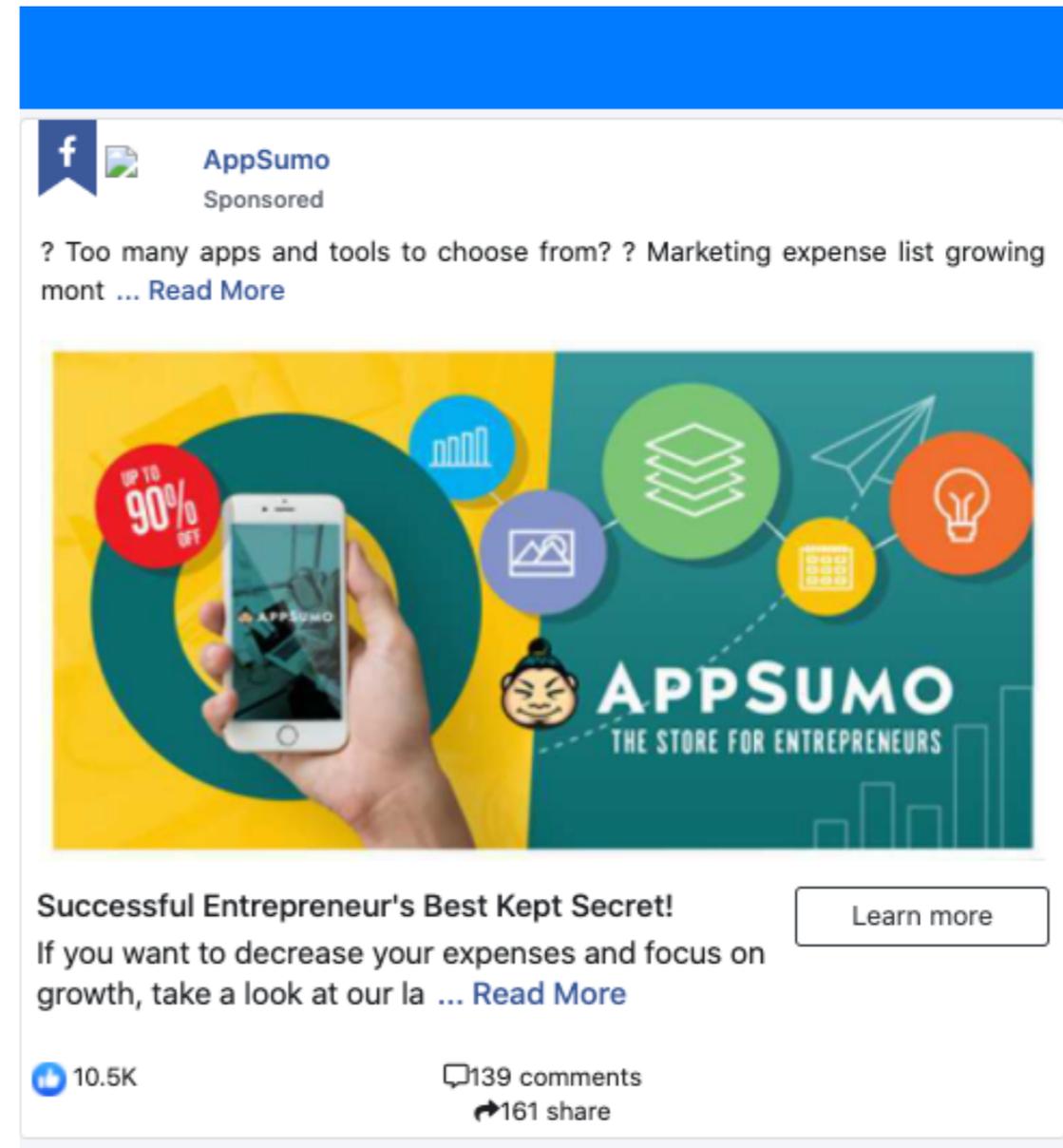
Ad ran for one full year. Strength of the ad is the image. That's a very cool photo and the black and red color combination is powerful. They make these sunglasses in a variety of frames and lenses colors but this one got the most likes. That's a good lesson for us. If a product you are selling has a variety of colors try using different photos in your ads to see which one resonates most with your audience. Also the offer of buy one (at full price) and get 50% off the second is a deal that works for a variety of items.

# Longest Running

## AppSumo Entrepreneur Store

- Ran 1471 Days
- 10,500 Likes
- 161 Shares
- 139 Comments

AppSumo is an online store that sells apps for business owners. They ran this ad non-stop for 1,471 days from November 2017 until December 2021. It's simple and it uses the "Read More" strategy to get clicks plus the ad offers up to 90% off. Using lines like "Entrepreneur's Best Kept Secret" is also very effective. Got a store? Use this strategy.



**AppSumo**  
Sponsored

? Too many apps and tools to choose from? ? Marketing expense list growing mont ... [Read More](#)

**UP TO 90% OFF**

**APPSUMO**  
THE STORE FOR ENTREPRENEURS

**Successful Entrepreneur's Best Kept Secret!**  
If you want to decrease your expenses and focus on growth, take a look at our la ... [Read More](#)

[Learn more](#)

10.5K likes, 139 comments, 161 shares

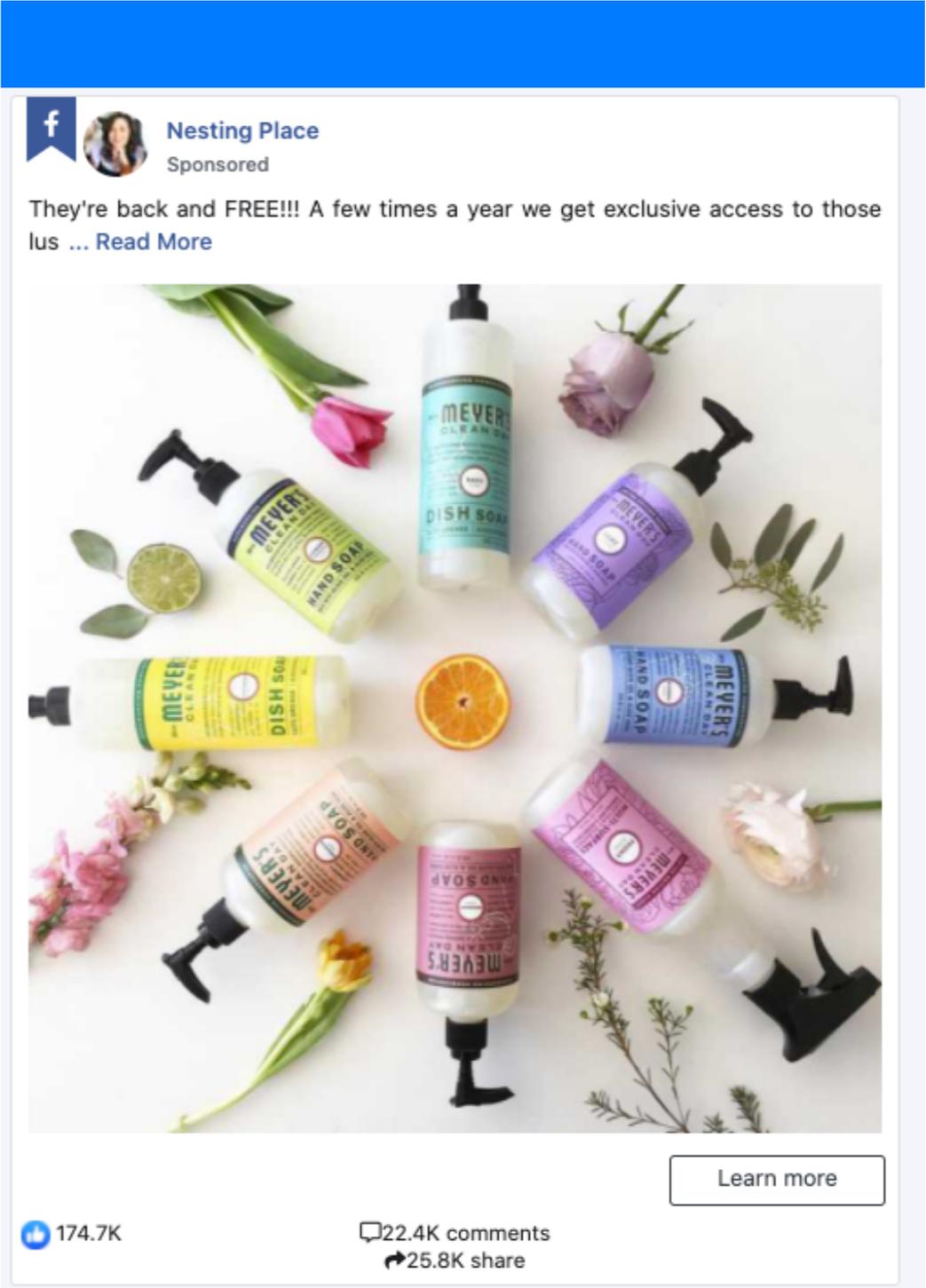
# Longest Running

## Nesting Place

### Meyer's Products

- Ran 1,311 consecutive days
- 174,700 Likes
- 22,400 comments
- 25,800 shares

A few things to love about this ad. First, the photo is perfect for the product. It looks fresh, natural and inviting. Second the headline “..back and FREE” plus the “read more” is going to get you to click to find out what’s free. It ran unchanged for 3.5 years and it appears they are running it again now.



The image shows a Facebook post from the page 'Nesting Place', which is marked as 'Sponsored'. The post text reads: 'They're back and FREE!!! A few times a year we get exclusive access to those lus ... Read More'. The main visual is a top-down photograph of several bottles of Meyer's Clean Day products, including hand soap and dish soap in various colors (yellow, teal, purple, blue, pink, orange), arranged on a white surface with fresh flowers and citrus slices. At the bottom right of the post is a 'Learn more' button. Engagement statistics at the bottom show 174.7K likes, 22.4K comments, and 25.8K shares.

# What do to next.

## Using these and other ads as a guide.

By studying these ads you can get ideas for your own ads.

Look at their headlines, offers, color combinations and photos and be inspired.

Look at other ads, specifically in your niche to get ideas. In this presentation we used AdverSpy to find the best ads and to find the information on likes, shares, longest running, demographics etc.

AdverSpy can check out ads in Facebook, Instagram, Google Adwords and YouTube. You can sort by keyword, longest running, most liked, most shared, most comments, country, language etc. Plus AdverSpy shows you the landing pages and offers that the ads point to. This is like having someone on the inside giving you all the information you need before launching a campaign and will save you thousands in A/B testing.

We are making a few licenses available to people who want to use AdverSpy for themselves or for their clients.

Use this link to learn more: <https://www.rbs919.com/adverspy.html>

The AdverSpy service is \$199 per month, and you can cancel anytime or, depending when you see this, there may be a \$2,500 one-time for life option. If you purchase the lifetime option, you are free to resell the license to someone else if you decide you no longer need it.

There are over 40 MILLION ads in the library right now from all niches and from all over the world.

That page will explain some additional features and then provide you with a link to a page where you can purchase your own account. There is no limit to the number of ads you can search and we add roughly 10,000 new ads per day.