**4 How To Create An Ad - An**

**Facebook Ad**

Welcome back to our next lecture from this adobe spark course in our previous lecture with a new instagram type of post. So let's say a graphic resource that we have created with adobe spark now in this new lecture we are going to see how we can create a different type of graphic post and because many of you are online marketers and entrepreneurs and online businesses and you create marketing campaigns you probably want to know how you can create a type of ad that you can use on different types of platforms in your online marketing campaigns. Now first things first in the dashboard we go again and press the plus sign and on the plus sign in the graphic section we scroll down and we have the ads subsection. Okay and from the ad subsection for this example we are going to choose the platform which is most popular at the moment and that platform is Facebook. Okay so we are going to select let's say a size template for Facebook and we are going to select the Facebook ad type of graphic. We are waiting for the page to load and this is how it looks like. Obviously we are going to have different types of designs and that's where the big advantage is that for each type of ad we have different type of variations or templates. First of all let's give it a name Facebook ad template. One okay and this is how it looks at the moment variation. If we look in the right side of the screen we can see that we have the same menus as in the previous lecture when we have created the Instagram post and we first of all we have the let's eat bigger menu which shows us different types of layouts for our Facebook ad and we have a couple of suggested layouts. Then a simple layout, a banner type of layout or different types of grids as you already know the grids basically are sectioning your picture or your template and you can introduce more types of pictures in your template okay more photos. It's like collage okay the grid is like a collage. Now let's see what type of designs we have we select design I come from the right menu and we have different variations here let's scroll down very beautiful variations and very useful to create a custom Facebook ad can cost you a lot of money from a graphic designer. So this is a big advance using Adobe Spock to create free ads for Facebook. Let's scroll down to find something that we like let's say that we are running a marathon ad or we like this type of template. We will select it and this is how it will look like the photo didn't change obviously because this is the photo that we have we can replace the photo by selecting it and going and replacing the image okay it's very, very simple. Now every element in this grid is editable okay and not just editable we can also customize it a little. So the template doesn't have to stay exactly as it is. We can customize it a little bit first of all we can let's say customize the text we can edit the text as you can see if we selected a new type of menu appears and you are already a little bit familiar from our previous lecture with how you can edit the text. Like the size, the letter spacing the line spacing okay the opacity the order and maybe what is most important of the type of font okay. So this is how we edit the text you already know the options that we have the shape of the text the effects okay. So everything it's editable now again as you can see the template that we are using is actually a grid. So we can modify by this grid or this layout let's say that we want the text to be on a bigger type of shape. You just have to drag it just like this maybe we want the let's say the part below to be dragged okay to look like different to have like a different layout or let's say that we want the image to be like small okay or just to enlarge the part of the image. The one I mean the one that occupies a specific portion of our template right. So this is how we do it it's very, very, very simple now this is how you create a Facebook ad obviously the other parts are the same like the color scheme. You can change the code and you will see that the template is changed okay or something like this or maybe something like this and if you change the color scheme. You can try different variations till we find the color scheme that we like or it's or the color scheme which is a good fit for our business right. The layout you have already seen how we can use the layout the resize you know how we can already use the resize. So there's no point in going again for this basically this is how we can create a Facebook ad template and it works the same for every type of other template okay. Now we may we may want to download the image just press the start download button and it's pretty much done. So again thank you for watching this and we are looking forward to see you in our next lecture where we are going to discuss about how you can create a flyer.