

# Image Testing with Facebook Ads

*Visual communications is not a beauty contest. The most beautiful photo is not always the most effective photo. There is no substitute for real world testing to identify the photos that will fire up your base.*

Nine out of 10 nonprofits have a Facebook page, and everyone we know would like to grow their fan base to reach more potential activists and donors. But, according to the [2013 eNonprofits benchmark study](#), the average organization's page is growing by just 2.6% per month. [Facebook ads](#) are an easy way to supercharge that growth while learning more about what makes supporters tick.

Perhaps the most exciting feature of Facebook ads is the ability to micro target by location, age, and interest. You can focus on a single congressional district, college students in a certain city, or retirees that enjoy outdoor recreation.


Once you have identified the audience for an ad, we recommend setting up several different versions to run concurrently. This will help you hone in on the messages and pictures that generate the most clicks.

**Be a clean air superhero**



Join the fight to protect our communities from dirty coal. Because we all gotta breathe.

**Be a clean air superhero**



Join the fight to protect our communities from coal trains. Because we all gotta breathe.

*There's no reason to guess which pictures will connect with your audience.*

When testing imagery, it is important to leave the headline and body copy the same for every alternate version, changing just the photo. Set up test ads as separate campaigns with the same audience targeting selections. This will ensure that Facebook's automatic optimization—which shows the best performing ads within a single campaign more frequently—doesn't skew test results.

We recommend testing a minimum of five images at a time, and analyzing results after about 100 clicks. The cost per click will vary depending on audience, but averages around \$0.65 per click.

## Facebook advertising in 10 easy steps:

1. Choose “get more page likes” as the ad objective.
2. Write an evocative headline (25 characters) and body copy (90 characters).
3. Choose an impactful image that works well as a thumbnail (100x72 pixels).
4. Identify your target audience (by location, age, and interest).
5. Set your budget (by day or lifetime maximum).
6. Review the ad and launch.
7. Create test ads as separate campaigns, changing one variable each time. For image testing, change just the photo.
8. Track results and note which kinds of photos generate the most clicks. Do they feature people, wildlife, scenery? What emotion do they convey?
9. Remove the ads that produce the fewest clicks, and create new ones with different headlines, calls to action, or variations on the most effective photo.
10. Document lessons learned, and apply to other outreach efforts.

### Save the Colorado



36 million people from Denver to LA drink Colorado River water. Help save the source!

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*A photo can illustrate the problem we're working to fix, or the resource we hope to protect. Test both options to see which inspires supporters to click.*

We hope you feel inspired to experiment with Facebook ads. Please do share your experiences with us by emailing [vizcom@resource-media.org](mailto:vizcom@resource-media.org).



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