

# Facebook Ads Swipe File

Prepared By Aaron Zakowski

For More Facebook Ads and Growth Marketing Tips...  
[www.AaronZakowski.com](http://www.AaronZakowski.com)

# Background

Thanks for downloading my Facebook Ads swipe file. I've compiled the ads in this PDF over the past few years to help inspire you to create powerful and effective new ads for your next campaign. I encourage you to learn from both the images and the text copy in the ads below.

If you need help optimizing your Facebook ad campaigns, you can visit my blog at [www.AaronZakowski.com](http://www.AaronZakowski.com) for more articles and tutorials.



# B2C > Retail > Desktop Ads

Jessie Drehs likes Club W.



**Club W**

Sponsored · 🌐

👍 Like Page

Your Wine is Waiting! Get a bottle on the house → <http://bit.ly/1prFW8N>



Like · Comment · Share · 🍷 1,288 💬 174 ➦ 671

Suggested Post



**zulily**

Sponsored · 🌐

Sanuk sandals for the entire family! Up to 50% off!



Sanuk sandals on sale from \$14.99!

[WWW.ZULILY.COM](http://WWW.ZULILY.COM)

Shop Now

Like · Comment · Share · 🍷 11 💬 1 ➦ 1

# B2C > Retail > Desktop Ads

Suggested Post



**Play-i**

Sponsored · 🌐

Like Page

Fuel your child's imagination.

Learn more now.

"If you're interested  
in giving your kids  
a head start ...  
you'll want to check  
out Play-i."

engadget



Meet the robots that teach your child to code.

Limited quantities available. Reserve your robot now.

PLAY-I

Learn More

Like · Comment · Share · 150 19 138

Kaitlyn Gomez likes Plated.



**Plated**

Sponsored · 🌐

Like Page

Haven't tried Plated yet? For a limited time we're giving new customers their 1st box FREE (just pay s&h). Each box contains 4 meals of your choice from our menu.



Click Here: 4 Free Meals

Cook something extraordinary tonight. Chef-designed recipes & fresh ingredients...

PLATED.COM/FREE

Shop Now

Like · Comment · Share · 75 14 23

I like the use of text in this image to highlight positive press from a major website.

This collage of images does a great job of telling the story and explaining this product.

# B2C > Retail > Desktop Ads

Marjorie Petrogonas Esparza likes Exclusively.In.



**Exclusively.In**

Sponsored · 🌐

Like Page

See what's on sale at Exclusively.In. New items added every day, up to 50% off.



## Exclusively.In Sales

Exclusively.In is your destination for Indian-inspired luxury lifestyle. Consider this your passport to all that is Indo-chic.

EXCLUSIVELY.IN/SALES

Shop Now

Like · Comment · Share · 👍 46 ➦ 1

Suggested Post

20x0

**Twenty Jeans**

Sponsored · 🌐

Like Page

Our raw denim is a style masterclass. Act fast: get educated for \$35.



**12.5 Oz Raw Skinny-Slim Jeans - \$35**

20JEANS.COM


Like · Comment · Share · 👍 605 💬 143 ➦ 108



# B2C > Retail > Desktop Ads

**PetFlow - Pet Food Delivery**  
Sponsored ·  Like Page


Pet Parents!  
Enjoy **FREE SHIPPING** on ALL items for the next 24 hours! Hundreds of **DOORBUSTER** Deals to choose from as well as brands like Blue Buffalo, Taste of the Wild, Wellness, and many more!  
\*Use Coupon Code: SHIPFORFREE




**FREE SHIPPING**  
ON PET FOOD

**CLICK HERE TO ORDER**


**CLICK HERE – FREE SHIPPING on EVERYTHING!**  
Use Coupon Code: SHIPFORFREE and get FREE SHIPPING on everything!...

PETFLOW 

Like · Comment · Share


**PetFlow - Pet Food Delivery**  
Sponsored ·  Like Page




These shirts are a **MUST HAVE** this summer!  
We have over 70+ different breeds to choose from! Can you find your favorite breed?



**3D T-Shirt Sale + FREE SHIPPING!**

**Click Here To Order Your 3D T-Shirts Today**

PETFLOW - PET FOOD DELIVERY 

Like · Comment · Share ·  804  70  210

Facebook gave these as examples of great ads in their [Link Ad Tips](#)

# B2C > Retail > Desktop Ads

 **Wayfair.com**  
Sponsored · 



[Like Page](#)

Love the look? Click "SHOP NOW" to see more at Wayfair.com!




Click "SHOP NOW" to save up to 70% on every style of furniture and décor at Wayfair.com!  
Enjoy 10% off your first order when you join our mailing list!

WAYFAIR.COM [Shop Now](#)

 **Tile**  
Sponsored · 

[Like Page](#)

It's 8am. Do you know where your keys are? Tile does. Get yours for \$20.

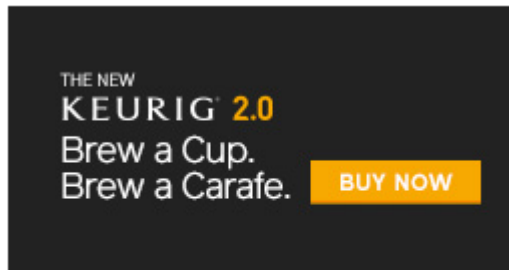


Never  
Lose  
Anything  
Again

**Tile Has Arrived**  
Tile has begun shipping to our early backers. Order yours now and join the world's largest lost and found. Stick a Tile to anything and find it with your iPhone. Never lose your stuff again!

WWW.THETILEAPP.COM [Learn More](#)

# B2C > Retail > Right Side Column Ads



**New Keurig® 2.0 Brewers**  
[keurig.com](http://keurig.com)

The perfect brew for you. And your 300+ friends.



**The New Moto X**  
[motorola.com](http://motorola.com)

Thousands of customization combinations make the look of your new Moto X up to you.



**Clearer Vision**  
[lenscrafters.com](http://lenscrafters.com)

5X more precise measurement FOR CLEARER VISION Schedule an eye exam today



**Make it Affordable**  
[michaels.com](http://michaels.com)

Get up to 50% off Any One Regular Price Item, this week at Michaels. Shop now!



**FREE Samsung Galaxy S4**  
[shop.sprint.com](http://shop.sprint.com)

Get the Samsung GS® 4 FREE when you switch to Sprint online. After \$50 MIR. Learn more.



**Get 25% off Photo Gifts**  
[photo2.walgreens.com](http://photo2.walgreens.com)

Save 25% on personalized photo gifts at Walgreens. Restrictions apply. Get code.



# B2C > Retail > Right Side Column Ads

SPONSORED

Create Ad



**Women's Running Shoes**  
amazon.com  
Free shipping and returns on eligible items.

SPONSORED

Create Ad



**Men's Holiday Dresswear**  
amazon.com  
Free shipping and returns on eligible items.

SPONSORED

Create Ad



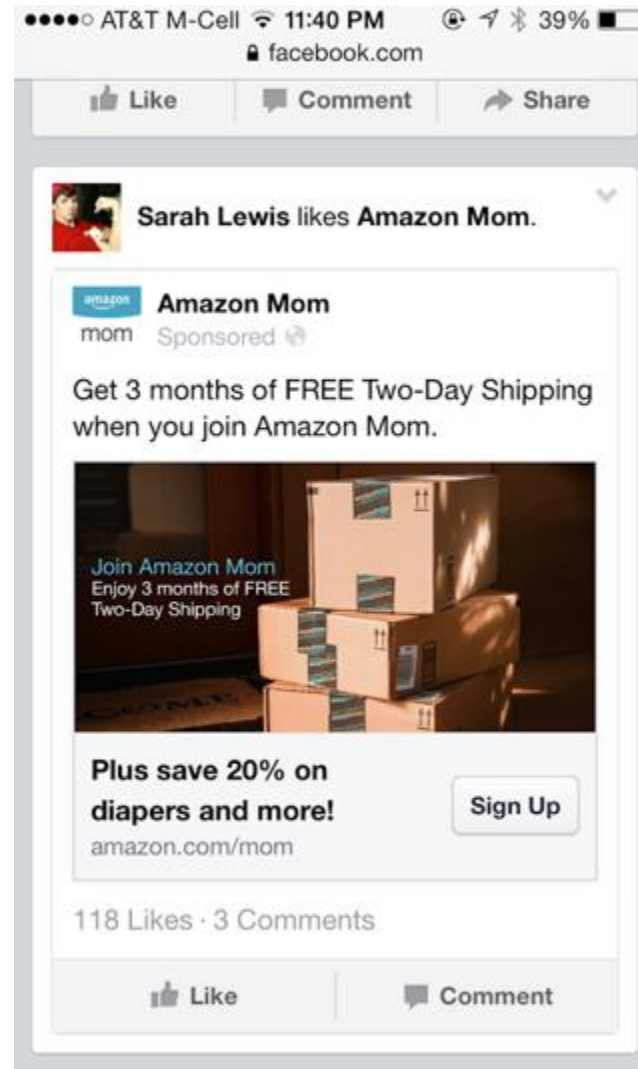
**Cole Haan Pinch Weekender**  
amazon.com  
Introducing the Pinch Weekender – the season's perfect gift.



**Blundstone Israel**  
carrot.co.il

המגף האוסטרלי המקורי! בלנסטון, כל הדגמים כולל  
מבצעים ועודפים, עכשיו בחנות האינטרנט!

# B2C > Retail > Mobile



# B2C > Services > Desktop Ads

 **Uber**  
Sponsored · 🌐

Like Page

Come drive with Uber and earn good money in fares helping folks get around town.



**YOUR CAR IS NOW A MONEY MAKER**


U B E R

**Apply to Drive Today with Uber**  
Know the fastest route across town? Like getting behind the wheel? Drive with...

[PARTNERS.UBER.COM](https://partners.uber.com)


Sign Up

Like · Comment · Share · Buffer · 32 2 2

 **Upstart**  
Sponsored · 🌐

Like Page

Don't let debt build up. Upstart can help you refinance and get your life on track.



**End Debt The Smart Way**  
APRs starting at 6.7% makes it easier to get rid of credit debt.

[WWW.UPSTART.COM](https://www.upstart.com)

Learn More

Like · Comment · Share · Buffer · 859 95 115

# B2C > Services > Desktop Ads

Suggested Post



California Cryobank

Sponsored · 🌐

Like Page

Get Cash! Earn up to \$1,200/month by helping people create families!



## Get Paid to Donate?

Cryobank needs donors in your area! If you're a college graduate, you can make up to \$1,200/month by donating AND help others fulfill their dreams of starting a...

WWW.SPERMBANK.COM

Learn More

Like · Comment · Share · Buffer · 👍 69 💬 29 ➦ 29

Disa Johnson likes howaboutwe.com.



howaboutwe.com

Sponsored · 🌐

Like Page

Never say "I don't know...what do you want to do?" again. Start today!



## The Best Date Ideas

HowAboutWe for Couples makes it easy to go on wonderful dates together. View our collection, choose a date and we'll handle the rest.

COUPLES.HOWABOUTWE.COM

Like · Comment · Share · 👍 213 💬 13 ➦ 50

How could this ad not grab your attention?



# B2C > Services > Desktop Ads

**Motorcycle Mechanics Institute**  
Sponsored · 

Like Page 

# B2C > Services > Right Side Column



Are you on a good path?

[keen.com](http://keen.com)

Learn to create the life you want! Speak to a psychic advisor now – first 3 minutes FREE

SPONSORED

[Create Ad](#)



Switch and save!

[progressive.com](http://progressive.com)

You could save an average of \$497 by switching to Progressive.

# B2B > Marketing > Desktop Ads

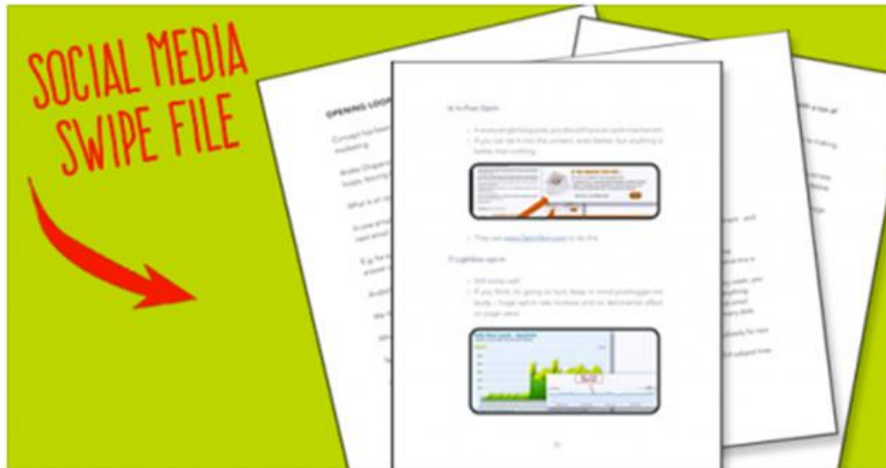


Digital Marketer

Sponsored · 🌐

👍 Like Page

Download our Free Swipe File of 72 Proven Headlines to get more clicks from Social Media:



Download our Headlines

Want to copy and paste our 72 proven social media headlines? You can download them for FREE! Click Here.

GO.DIGITALMARKETER.COM

Download

Like · Comment · Share · 👍 3 💬 1 ➦ 1



Ryan Deiss

Sponsored · 🌐

Want more clicks from Social Media? Download my free Swipe File of 72 proven headlines:



Download My Headlines

Download my swipe file of 72 proven, tested headlines to get more clicks from Social Media. Click Here!

DIGITALMARKETER.COM

Download

# B2B > Marketing > Desktop Ads

 **Lewis Howes**  
Sponsored ·  Like Page

Free Training on How to Convert up to 40% of Your Leads With Webinars!  
Sign up Here!



**The Power of WEBINARS!**  
Live Call- The 7 Step System for Building a Multi-Million Dollar Business with Webinars.

THESCHOOLOFGREATNESS.LEADPAGES.NET

[Sign Up](#)

Like · Comment · Share ·  562  10  56

 **Lewis Howes**  
Sponsored ·  Like Page

How to Create High Converting Webinars in 60 Minutes or Less



**Kill It With Webinars**  
Live Call - The 6 Step Formula For Building a Multi-Million Dollar Business with Webinars!

THESCHOOLOFGREATNESS.LEADPAGES.NET

[Sign Up](#)

Like · Comment · Share ·  218  6  52

Here are two images that Lewis Howes tested for this campaign (Unfortunately, I don't know which one did better)



# B2B > Marketing > Desktop Ads

 **Mcintyre Method**  
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Are You Making One Of These 5 Mighty Mistakes Of Email Marketing And Autoresponders? (Just One Of These Mistakes Could Be MURDERING Your Profits)





**The 5 Mighty Mistakes of Email Marketing and Autoresponders**

Did you know that most people NEVER make any money with email marketing and autoresponders because they make dumb, easy-to-avoid mistakes that RUIN their...

[WWW.MCINTYREMETHOD.COM](http://WWW.MCINTYREMETHOD.COM)

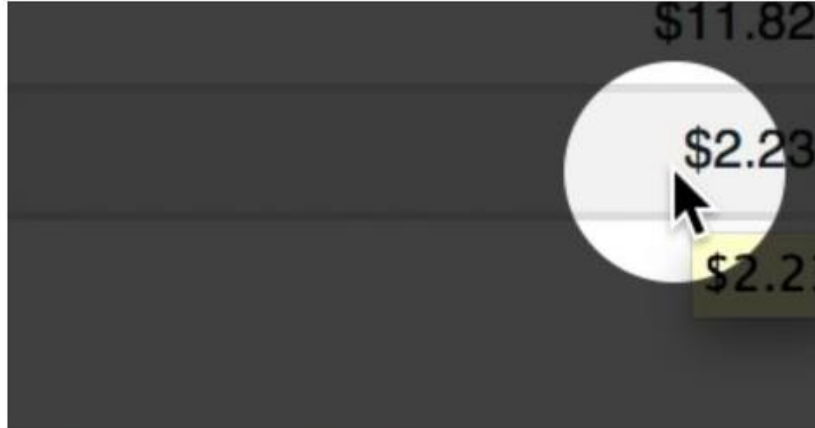
[Learn More](#)

Like · Comment · Share ·  1

 **James Grandstaff**  
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Want to see the simple FB ad strategy that boosted our profits by 70 percent?



**Then You Should Watch This 4 Minute Video...**

No email required.

[JAMESGRANDSTAFF.COM](http://JAMESGRANDSTAFF.COM)

[Learn More](#)

Like · Comment · Share · [Hootlet](#) · [Buffer](#)

# B2B > Marketing > Desktop Ads

 **Simply Measured**  
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How effective are you at growing your brand's social media audience? Learn how big brands do it, so you can too. Download our complete guide here:



**How to Grow Your Social Media Audience**  
For big brands, growing your social media audience means taking it from hundreds of thousands to millions or more. Download our guide to learn the tactics to get you there.

[WWW.SIMPLYMEASURED.COM](http://WWW.SIMPLYMEASURED.COM) [Download](#)

Like · Comment · Share ·  316  23  134

 **Marcela De Vivo** via **Sprout Social**  
12 mins ·  



**5 HABITS**  
of Successful Social Media Managers  
A FREE GUIDE FROM SPROUT SOCIAL

**The 5 Habits of Successful Social Media Managers**  
Our free resource discusses five habits of successful social media managers and proposes questions social managers should start to consider.

[FREE PDF DOWNLOAD](#)

# B2B > Marketing > Desktop Ads

 **Marin Software**  
Sponsored · 

Drive Facebook conversions by 5x & decrease ad spend by 67%. Get your Facebook Playbook!



**THE 2014 FACEBOOK ADVERTISING PLAYBOOK**

Reach High Value Audiences & Increase Conversions By 5x



[GET THE GUIDE >>](#)

**Marin Software**  
Facebook Advertisers: Learn how to use News Feed, mobile, brand power, and fresh...  
[MARINSOFTWARE.COM](#)

[Download](#)

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Sponsored · 

Are you getting the most out of your Facebook Ads? Try AdEspresso now! Save money & time!



**SAVE UP TO 40% ON FACEBOOK ADVERTISING**

**Free Facebook Ad Manager**  
AdEspresso helps you improve your Facebook Ads performance up to 40% Fast, Simple, Free!  
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# B2B > Marketing > Desktop Ads

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We have put together a **FREE** eBook on the 10 ways to use Facebook Remarketing Ads. This is honestly the secret sauce that makes Facebook Ads work! Instantly download the free guide today!





**10 Ways To Use Facebook Remarketing**

We have put together a **FREE** eBook on the 10 ways to use Facebook Remarketing Ads. This is honestly the secret sauce that makes Facebook Ads work! Instantly...


**FREE INSTANT DOWNLOAD** 

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 **Outbrain**  
Sponsored · 

 Like Page

"A client of mine advertised on Facebook and Google for months but it was only after amplifying a PR article with Outbrain that people started to approach him in conferences and events." - AMIT LAVI, CEO, MARKETING ENVY




**Grow Your Brand**

**START NOW**

**Outbrain - Content Discovery Platform**

With Outbrain your content appears as recommendations on the web's largest content publishers. Learn more now ...

[WWW.OUTBRAIN.COM](http://WWW.OUTBRAIN.COM) 



# B2B > Marketing > Desktop Ads

Vicky Bustillo and 7 other friends like wix.



wix with Peggy Leong

Sponsored · 🌐

Like Page

Design Your Own Website

<http://www.wix.com/htmlsites/get--a-stunning-site>

It's Free!



Like · Comment · Share · 15,547 655 2,663

In this example, Wix uses a photo ad rather than a Link Post



Marcela De Vivo via HootSuite

April 14 at 11:41pm · 📍





HootSuite Social Media Tool

HootSuite is a social media dashboard that allows businesses to save time on their Facebook and Twitter campaigns, measure social ROI, and grow their presence online.

[WWW.HOOTSUITE.COM/FREE-TRIAL](http://WWW.HOOTSUITE.COM/FREE-TRIAL)


Sign Up

# B2B > Services > Desktop Ads


 **WhatRunsWhere**  
Sponsored · 

Like Page

Ready to crush your competition? We have the insights on what your competition is doing.  
Try Now For \$1!



**See WhatRunsWhere!**  
WHATRUNSWHERE.COM

Like · Comment · Share ·  1

 **Shopify**  
Sponsored · 

Do you know what's cool? Selling on Facebook.



**Create a Facebook Store**  
Sell right on your Facebook page. Full synchronization with inventory and products.

SHOPIFY.COM [Sign Up](#)

Like · Comment · Share ·  2,707  205  1,067

# B2B > Services > Desktop Ads

 **App Links**  
Sponsored · 



See how App Links will allow your app to easily link anywhere on mobile.  
Visit <http://bit.ly/1upqJZj>

 Like Page




29,446 Views


Like · Comment · Share · Buffer ·  323  39  66

 **LinkResearchTools**  
Sponsored · 

Don't do a link audit alone! Seriously, we have professionals who can help. It can be complicated and a bit overwhelming to a beginner. That's why LinkResearchTools has teamed up with 29 of our brightest partners to offer you a complete link audit package. With Google Penguin 3.0 right around the corner, there's literally no time to waste. Let us help your site survive.



**GOOGLE PENGUIN 3.0**  
**LINK AUDIT PACKAGE**  
by LinkResearchTools





Get a link audit from one of 29 Certified LRT Partners

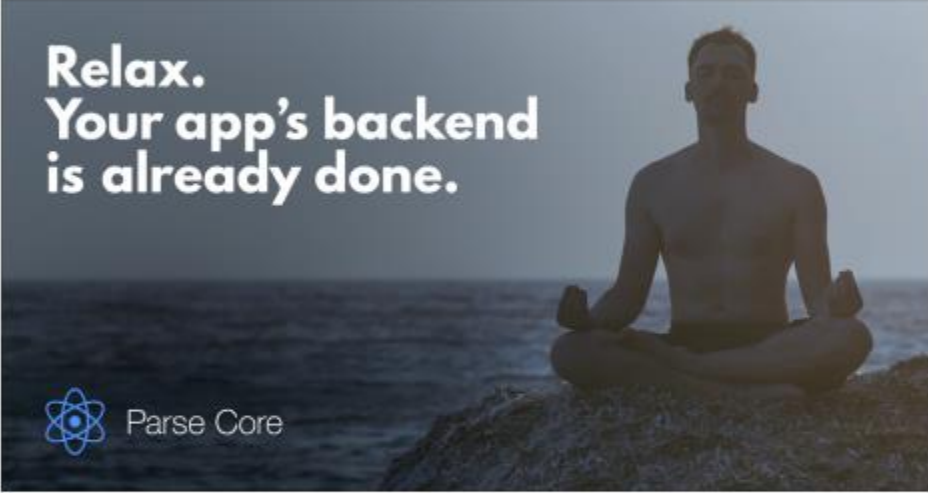
Google Penguin 3.0 is coming. When it drops, you want to be confident your site will weather the storm. Be relaxed. Get a link audit today.

[TRACKER.LINKRESEARCHTOOLS.COM](http://TRACKER.LINKRESEARCHTOOLS.COM)


# B2B > Services > Desktop Ads

 **Parse**  
Sponsored · 

Everything your app needs to save data, be social, and much more.






**Relax.  
Your app's backend  
is already done.**

 Parse Core

**Try Parse Core**  
Create a powerful app with Parse.

PARSE.COM [Sign Up](#)

Like · Comment · Share · Buffer ·  130  15  19

 **Facebook for Business**  
Sponsored · 

Use the video views objective to reach more people who matter to you.



**Video Views**

Like · Comment · Share ·  52  5  15

3,729 Views 

This ad was made by Facebook themselves.  
They know what they are doing. Pay attention!



# B2B > Services > Desktop Ads

 **emaze.com**  
Sponsored · ✱

Like Page

Get the New presentation maker now



**CREATE AMAZING PRESENTATIONS**

 **emaze**

**Sick of Slides? Try emaze**


It's time for something new. With 3D effects and cool transitions emaze is the best animated presentation maker - available now for free!

EMAZE

Sign Up

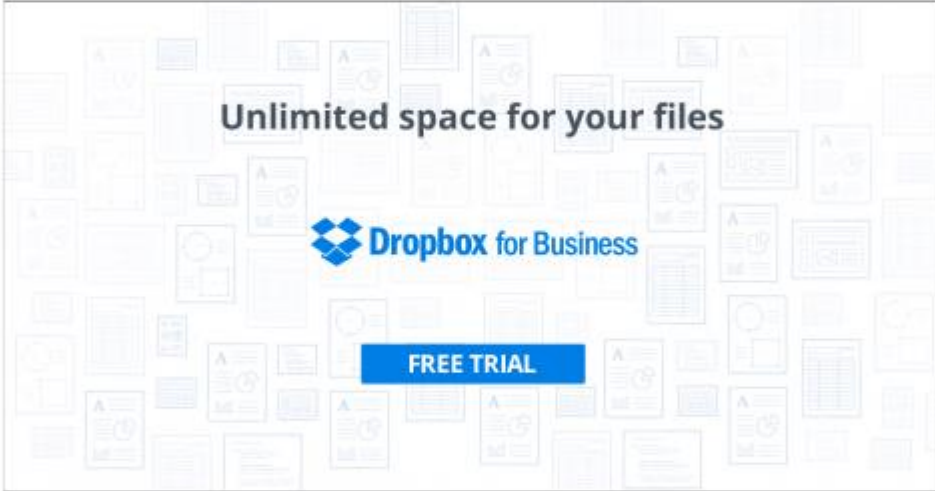
Like · Comment · Share · 143 10 57

I like how emaze uses the grey scale background image to make the text in this image really stand out.


 **Dropbox**  
Sponsored ·

Like Page

Dropbox for Business is the Dropbox you know and love with more business features you need. Join the 90,000+ businesses using Dropbox for Business. Try 14 days free.



**Unlimited space for your files**

 **Dropbox for Business**

**FREE TRIAL**

**Introducing Dropbox for Business**

See why 100,000+ businesses use Dropbox. Start your free 14 days now.

DROPBOX.COM

Sign Up

# B2B > Right Side Column Ads



**Kick Off 2015 With \$10 Courses!**

[www.udemy.com](http://www.udemy.com)

Take Charge in 2015 and Turn those Resolutions into Reality! Get it Done with One of OVER...



**Know your competition!**

[terapeak.com](http://terapeak.com)

See their best strategies. Make them your own. Try Terapeak for Free Now.



**Dell Holiday Deals**

[dell.com](http://dell.com)

For every passion, the perfect gift. Buy Dell tablets powered by Intel® Atom™.



**Desk Free Trial**

[desk.com](http://desk.com)

Grow your business with fast, awesome customer service. Get started in minutes.

# B2B > Marketing > Right Side Column Ads

## How Neil Patel Does it neilpatel.com



Most SEO agencies have it wrong! They focus on rankings, not revenue.

## Work With Neil Patel neilpatel.com



Work with Neil on driving more profitable web traffic to your business.

## Learn From The Best appsumo.com



I worked at Facebook, Mint and started AppSumo. Want to start your own business? Let's go.



## Derek Halpern

Out of all the ad copy I wrote today, I'm pretty sure this is the one that's going to convert the best.

And if it doesn't, it still makes me laugh (that's what matters after all).

## This guy is a tool...



But this free webinar reveals 3 HUGE blog mistakes that keep you starving for clients.

You and Derek Halpern like Social Triggers.

Like · Comment · Share · 3 hours ago ·

28 people like this.




Gary Zaydman Nice one...

3 hours ago · Like



Jon Goodman Turn the photo upside down again and see what happens. It'd work well with the "this guy is a tool" tagline

# B2B > Marketing > Mobile Ads

 **Single Grain**  
Sponsored 



Get fully researched, custom designed infographics delivered right to you.





We've helped many VC backed startups grow their revenue. *Now it's your turn.*

**Get your FREE 30 Minute Consultation**


[www.singlegrain.com](http://www.singlegrain.com)

[Learn More](#)

93 Likes 2 Comments

 **Driftrock**  
Sponsored 

Optimise your Facebook ad targeting the easy way



Facebook Ad Analytics made easy

with OpenBook

**Facebook Analytics - On Your Mobile**

[www.driftrock.com](http://www.driftrock.com)

[Learn More](#)

2 Likes



# B2B > Marketing > Mobile Ads (continued)



**Liz Benny**  
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KAPOW! My passion is teaching YOU how I've become a highly paid Social Media Manager... so that YOU can too!



I'm running a FREE "LIVE" training webinar this week ... where you'll learn exactly how I've created my dream li... [Continue Reading](#)




**[FREE WEBINAR] How to Build A 6-Figure Social Media Management ...**  
[REGISTER NOW](#)

26 Likes

# B2B > Services > Desktop Ads





 **InVision**  
Sponsored (demo) · 



Discover why InVision is the design prototyping and collaboration platform trusted by some of the world's smartest companies...




**Get InVision FREE Forever!**  
Over 400,000 designers trust InVision to quickly transform their designs into beautiful, fully interactive prototypes for the web, iOS or Android.

INVISIONAPP.COM [Sign Up](#)

Like · Comment · Share · Buffer ·  621  31  85 




 **InVision**  
Sponsored · 

Discover why InVision is the design prototyping tool trusted by some of the world's smartest companies...



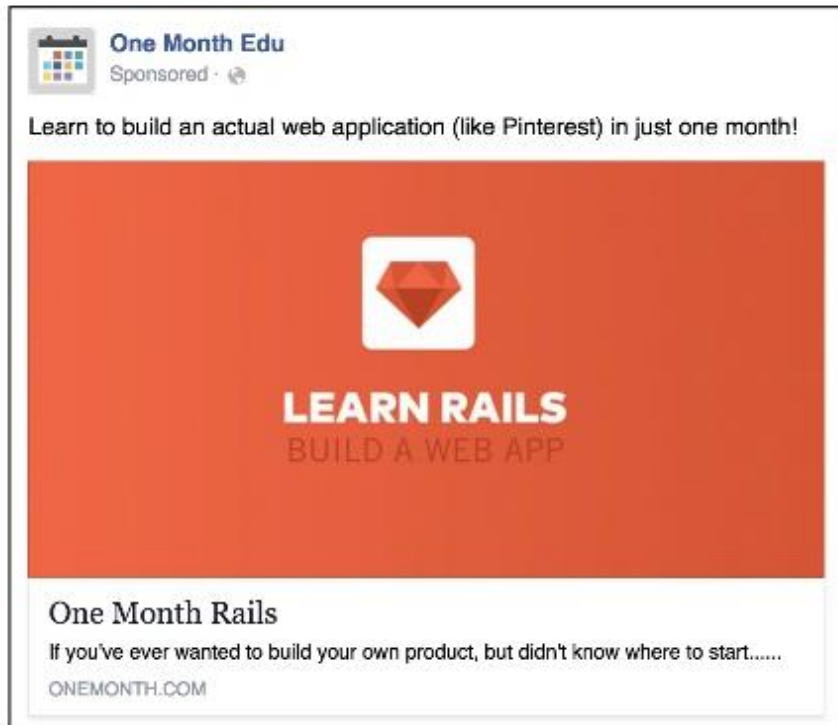
**Get InVision FREE Forever!**  
Over 400,000 designers trust InVision to quickly transform their designs into beautiful, fully interactive prototypes for the web, iOS or Android.

INVISIONAPP.COM [Sign Up](#)

Like · Comment · Share ·  369  11  64


I created these ads for InVision, so I can tell you that they performed very well.

# B2B > Services > Desktop Ads



One Month Edu  
Sponsored · 🌐

Learn to build an actual web application (like Pinterest) in just one month!




**LEARN RAILS**  
BUILD A WEB APP

One Month Rails  
If you've ever wanted to build your own product, but didn't know where to start.....  
ONEMONTH.COM



One Month Edu  
Sponsored · 🌐

Learn to build an actual web application (like Pinterest) in just one month!



**BUILD A WEB APP**  
LEARN RAILS IN ONE MONTH

One Month Rails  
If you've ever wanted to build your own product, but didn't know where to start.....  
ONEMONTH.COM

**+136% CTR**

# B2B > Services > Desktop Ads



This is a Facebook advertisement for 'One Month Edu'. It features a white header with the company logo and name, followed by a line of text about scaling product growth. The main body is a large blue rectangle with a white icon of a folded paper airplane and the text 'GROWTH HACKING FOR BEGINNERS'. The footer contains the course name, a tagline, and the website URL.

 **One Month Edu**  
Sponsored · 

Learn how to scale product growth in just one month.



**GROWTH HACKING**  
FOR BEGINNERS

One Month Growth Hacking  
Growth hacking isn't magic... it's a science that you can learn.  
[ONEMONTH.COM](http://ONEMONTH.COM)



This is a Facebook advertisement for 'One Month Edu'. It features a white header with the company logo and name, followed by a line of text about scaling product growth. The main body is a large blue rectangle with a white icon of a folded paper airplane and the text 'DIGITAL MARKETING ONLINE BOOTCAMP'. The footer contains the course name, a tagline, and the website URL.

 **One Month Edu**  
Sponsored · 

Learn how to scale product growth in just one month.



**DIGITAL MARKETING**  
ONLINE BOOTCAMP

One Month Growth Hacking  
Growth hacking isn't magic... it's a science that you can learn.  
[ONEMONTH.COM](http://ONEMONTH.COM)

**+35% CTR**



# B2B > Marketing > Twitter Ad



OK, So this is a Twitter ad but I still thought that it was a great image that could be used effectively for Facebook as well.

[www.AaronZakowski.com](http://www.AaronZakowski.com)