

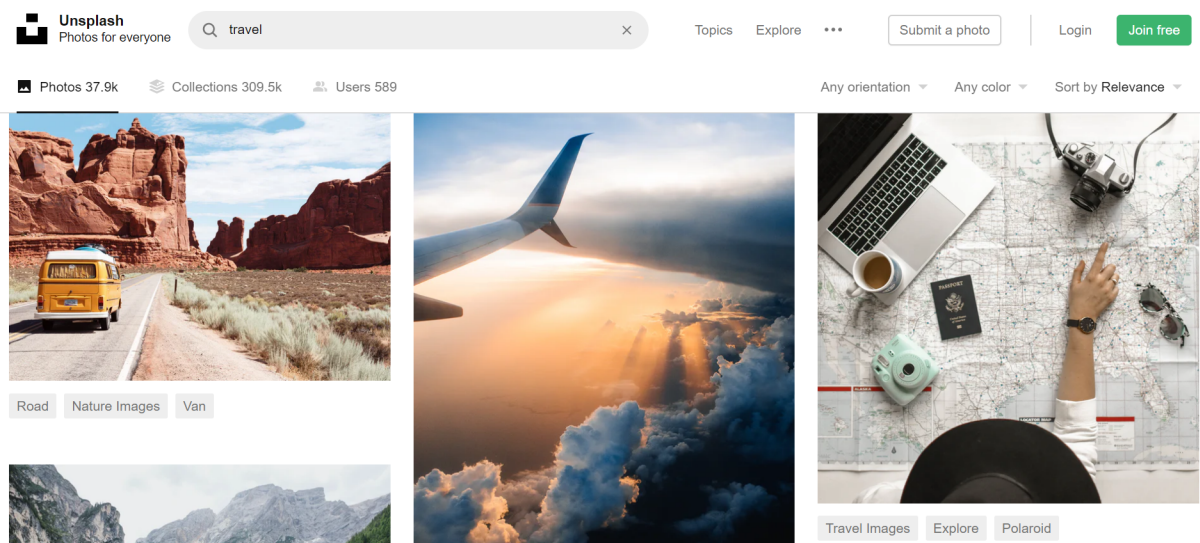
1Facebook Ad Tools

- [Website to find images for Facebook ads](#)
- Facebook ad design tools
- Facebook ad checkers
- [Facebook ad automation tools](#)
- [Facebook analytics tools](#)
- [Facebook ad video creators](#)
- [Extra: 3 more Facebook Ad tools to know](#)

Websites to find images for Facebook ads

These websites provide you with high-quality images—some sources are even free of charge.

1. Unsplash



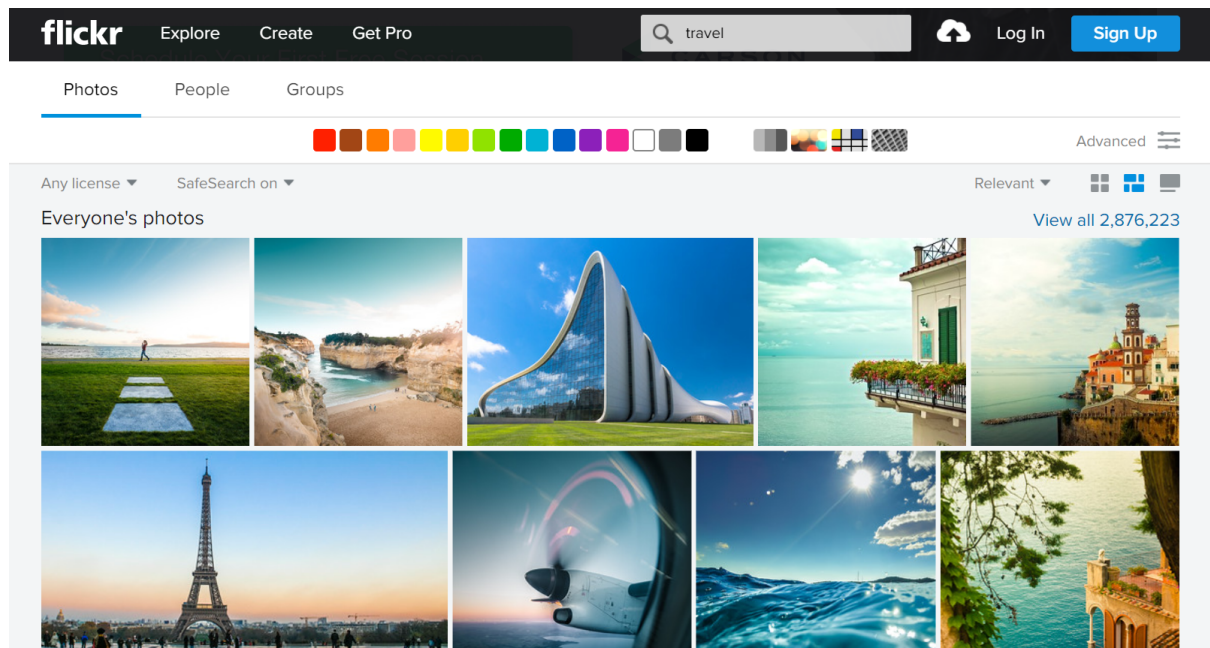
[Unsplash](https://unsplash.com) is one of the best stock image websites with over 1 million free high-resolution images brought by 157,866 (and counting) skilled photographers all over the world.

You can use Unsplash's search tool to find the picture you want or use Collections to discover new ideas for your Facebook ads image. While it's not necessary to credit the

photographers, it's recommended you add a simple credit with a link back to their profile or the photo's URL as a courtesy.

Similar alternatives: [Pexels](#), [Pixabay](#)

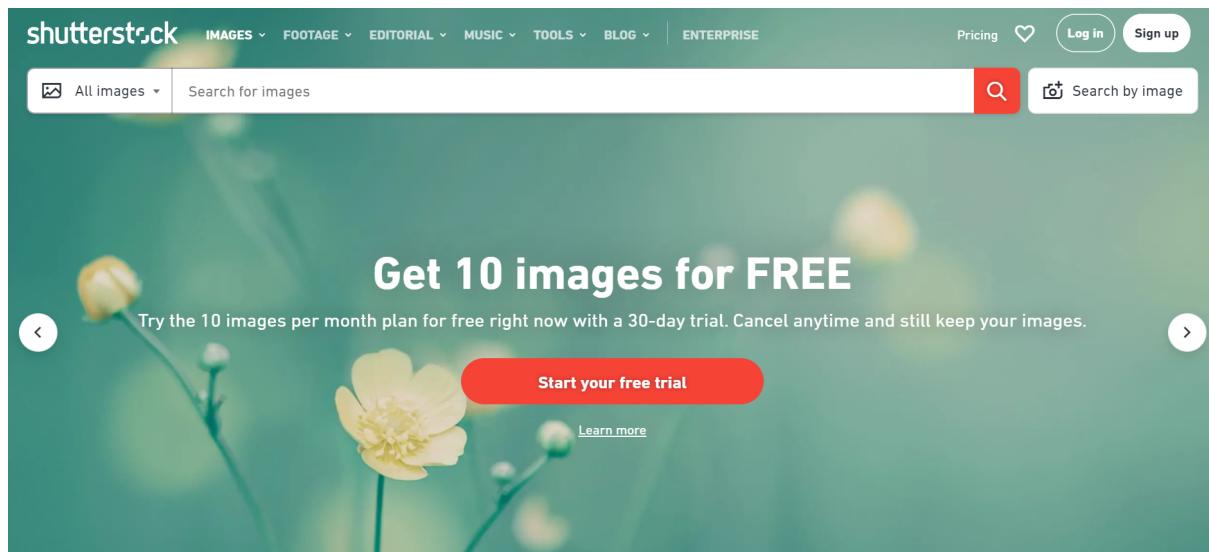
2. Flickr



[Flickr](#) is a photo-sharing social network for both professional and amateur photographers. On Flickr, you can search for images by keyword, images captured by a specific photographer or by a group. The World Map feature is useful, especially when you want to find photos taken in a particular location.

While Flickr is a good source for stock images, it has some limitations. For example, you can't use every photo for free, especially for commercial purposes.

3. Shutterstock



If you want to find exclusive, high-quality images for your next Facebook ad campaign, check out [Shutterstock](https://www.shutterstock.com). This site gives you over 300 million images—with about 200,000 more added every day—to choose from. From illustrations and vectors to product photos, you can find the picture you want on Shutterstock.

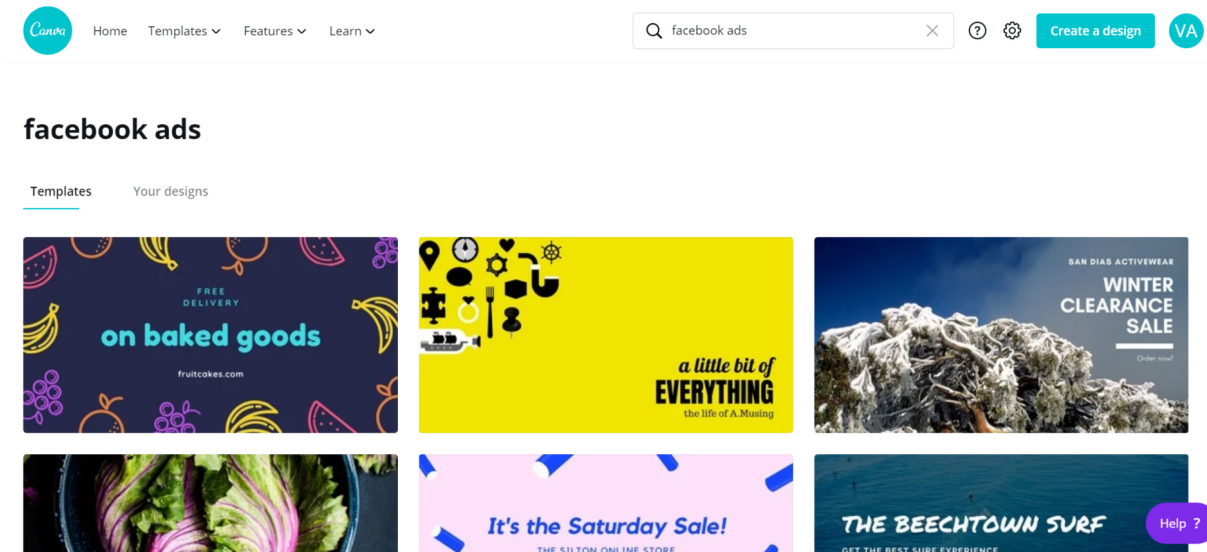
For first-time users, Shutterstock gives you 10 images for free. After that, you can purchase an on-demand image pack or a subscription plan, depending on your needs.

Similar alternatives: [Getty Images](https://www.gettyimages.com), [Dreamstime](https://www.dreamstime.com)

Facebook ad design tools

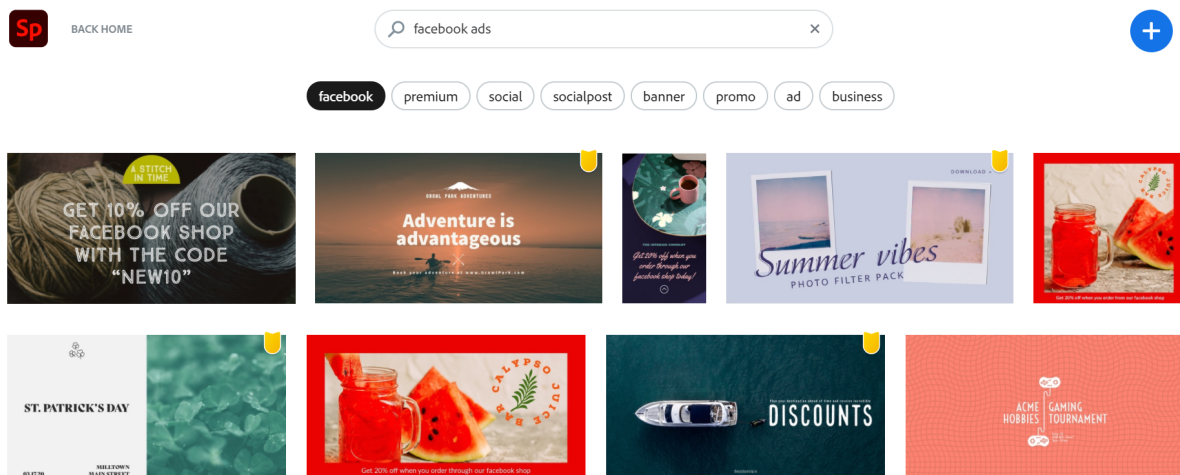
These tools save you a ton of time and energy designing while still having an eye-catching Facebook ad.

4. Canva



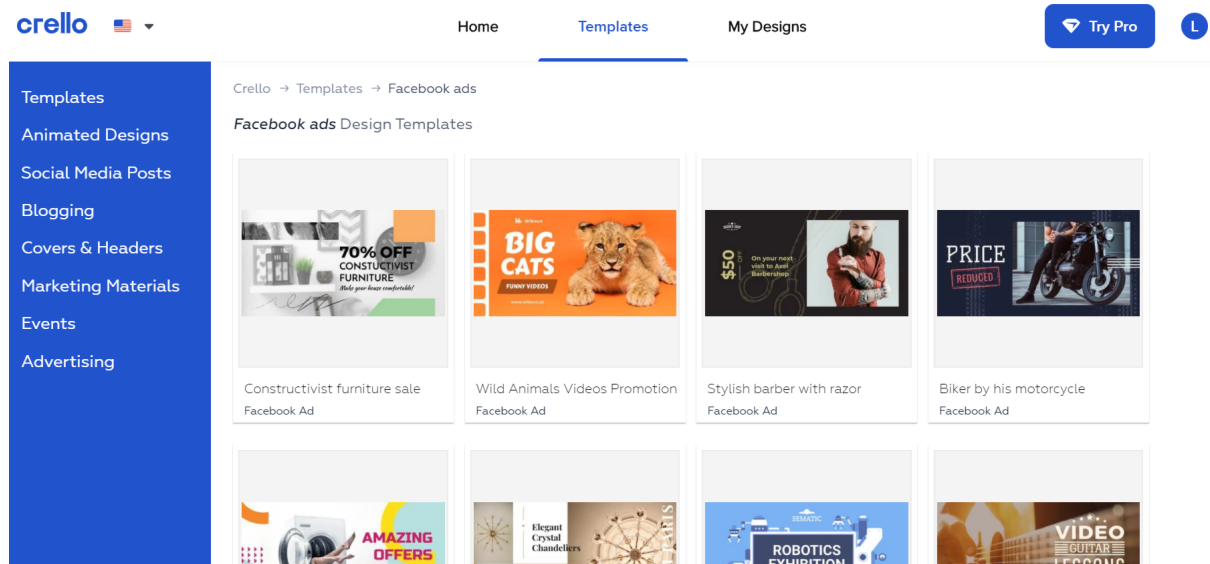
[Canva](#) is a simple online graphic design platform, perfect for those who don't have design experience. It gives you powerful drag-n-drop tools and a wide variety of templates, elements, text styles, backgrounds, and animation effects. Plus, each template is already optimized in the right dimensions, making it easier for you to get started.

5. Adobe Spark Post



Recommended reading: [Tips for Creating Engaging Visual Content on Social Media](#)

6. Crello

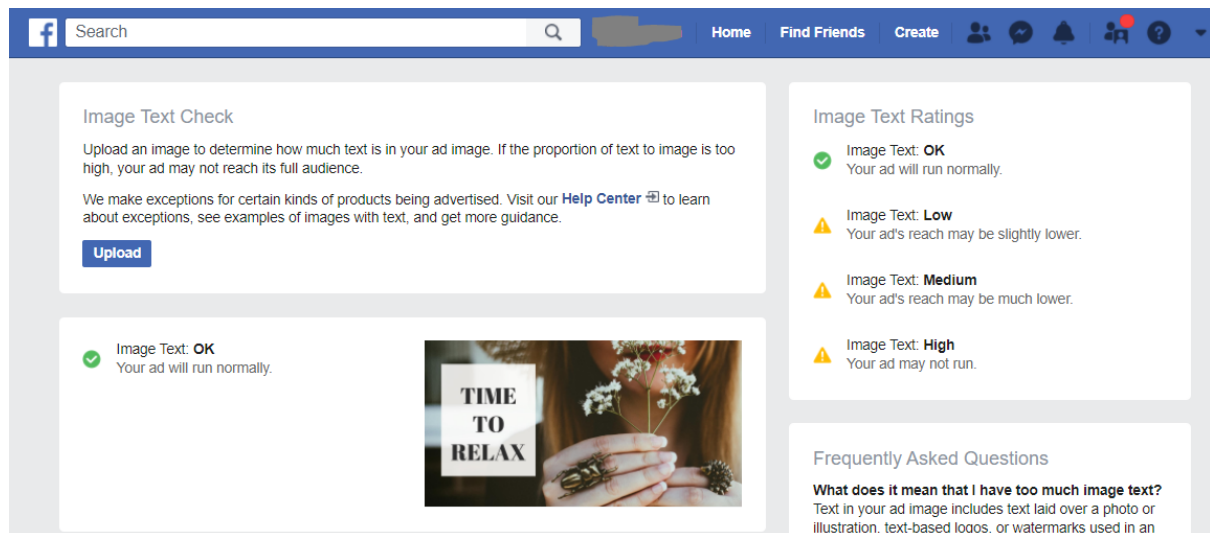


[Crello](#) supports over 720 patterns and 25,000 premium layouts for Facebook ad design. Its Animation Maker suite allows you to create animated images with ease; however, this feature is available only for Pro users.

Facebook ad checkers

These tools help you check if your ad image meets Facebook guidelines or if your ad copy needs improvement.

7. Facebook Grid tool



The screenshot displays the Facebook Grid tool interface. At the top is a blue navigation bar with the Facebook logo, a search bar, and links for Home, Find Friends, Create, and various notification icons. The main content area is divided into several sections:

- Image Text Check:** A section with instructions on how to use the tool. It includes an "Upload" button.
- Image Text Ratings:** A section showing the results of the image text check. It lists four categories: OK, Low, Medium, and High, each with a corresponding icon and a brief description of the impact on ad reach.
- Frequently Asked Questions:** A section titled "What does it mean that I have too much image text?" with a brief explanation of what constitutes too much image text.

The "Image Text Check" section contains the following text:

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)

The "Image Text Ratings" section shows the following results:

- Image Text: OK** (Green checkmark icon): Your ad will run normally.
- Image Text: Low** (Yellow warning icon): Your ad's reach may be slightly lower.
- Image Text: Medium** (Yellow warning icon): Your ad's reach may be much lower.
- Image Text: High** (Yellow warning icon): Your ad may not run.

The "Frequently Asked Questions" section includes the following text:

What does it mean that I have too much image text?

Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an

8. Grammarly

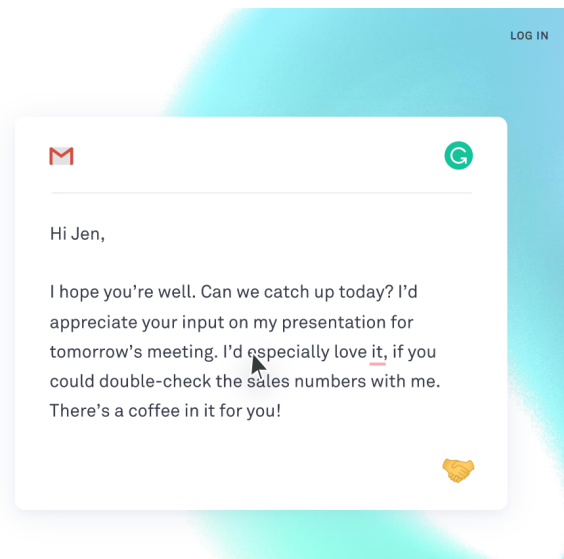


Great Writing, Simplified

Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant.

Add to Chrome It's free

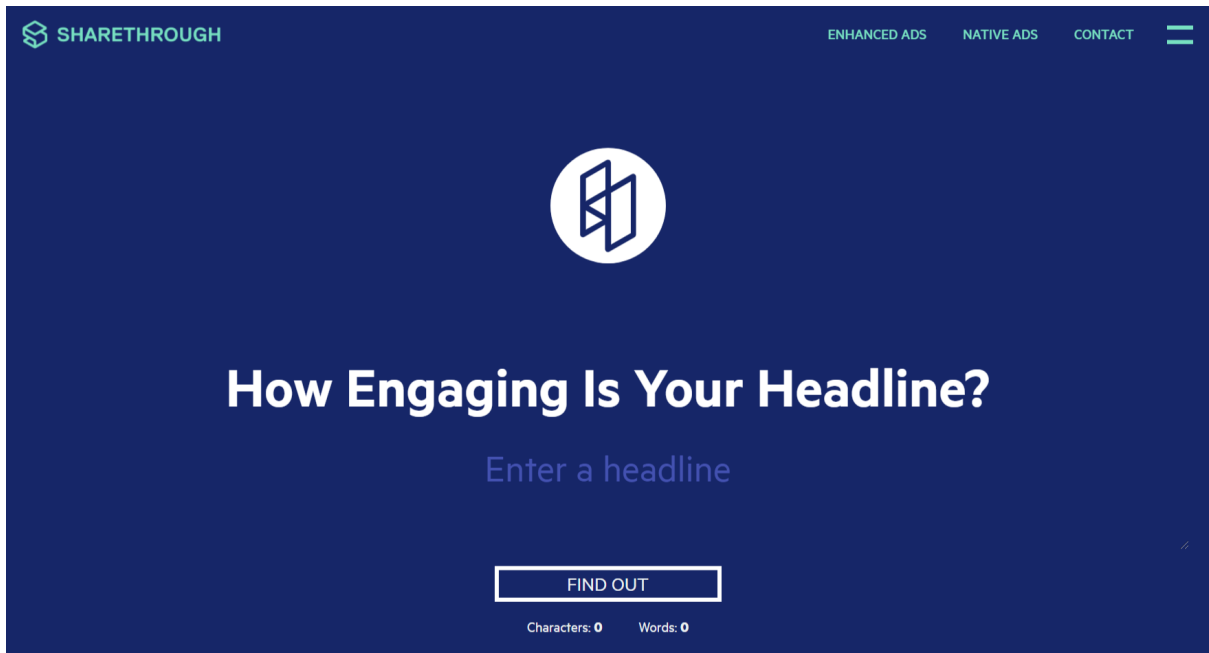
★★★★★ 34,000+ Chrome store reviews
20 million people use Grammarly to improve their writing



Grammarly is a powerful tool to correct grammatical errors in your ad copy and make it more readable and concise. The software is beneficial because one single spelling mistake can result in [getting your ad disapproved](#).

One of the best benefits of using Grammarly is that it allows you to specify the writing style you're aiming for (e.g., casual, business) and customize types of suggestions you want to see.

9. Sharethrough Headline Analyzer

The image shows the Sharethrough Headline Analyzer web interface. It has a dark blue background. At the top left is the Sharethrough logo and name. At the top right are links for 'ENHANCED ADS', 'NATIVE ADS', and 'CONTACT', followed by a hamburger menu icon. In the center is a white circular icon containing a stylized 'S' made of geometric shapes. Below this is the main heading 'How Engaging Is Your Headline?' in large white text. Underneath the heading is a light blue placeholder text 'Enter a headline'. Below that is a white rectangular button with the text 'FIND OUT'. At the very bottom, there are two small white labels: 'Characters: 0' and 'Words: 0'.

[Sharethrough Headline Analyzer](#) helps you optimize your ad headline. It tells you how engaging your headline is, what words you should replace or remove from the headline, and more. It's 100% free.

All you need to do is type your headline into the text field and click “Find Out.” Then, you’ll get your headline quality score in a second.

Facebook ad automation tools

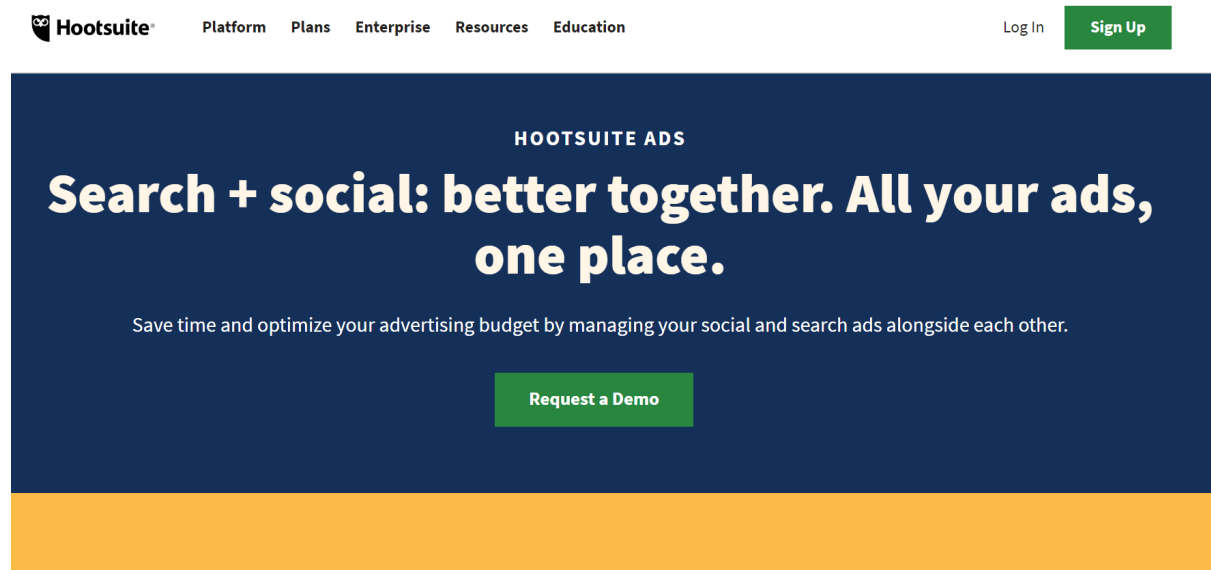
10. AdEspresso



[AdEspresso](#) is the preferred Facebook marketing software for many brands all over the world. Using this platform, you can create ads right through the interface, which syncs with your existing Facebook Ads account.

AdEspresso also analyzes your campaign and lets you decide which metrics you want to see. It's useful because you won't get lost in hundreds of data columns.

11. Hootsuite Ads



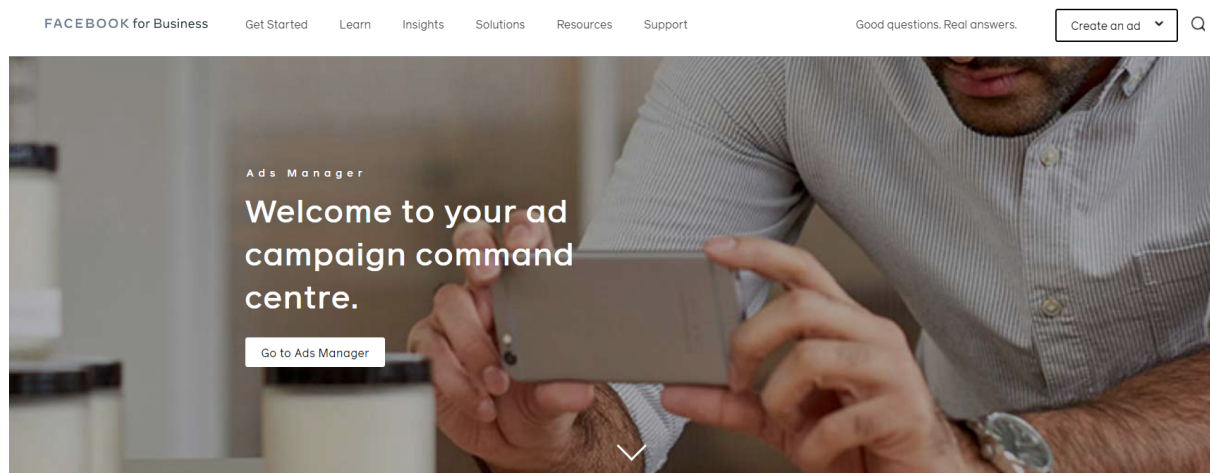
[Hootsuite Ads](#) is an ideal Facebook ad automation tool for any business, regardless of size or industry.

Here are a few things it can help with:

- Remove the guesswork from a complicated ad system and simplify the process. You can manage your Facebook ad campaigns in one spot.
- Create and test multiple Facebook ads in minutes. Improve conversions by adjusting placement, timing, and targeted audiences.
- Automatically boost budgets or start new campaigns based on predefined performance triggers.

And much more.

12. Facebook Ads Manager

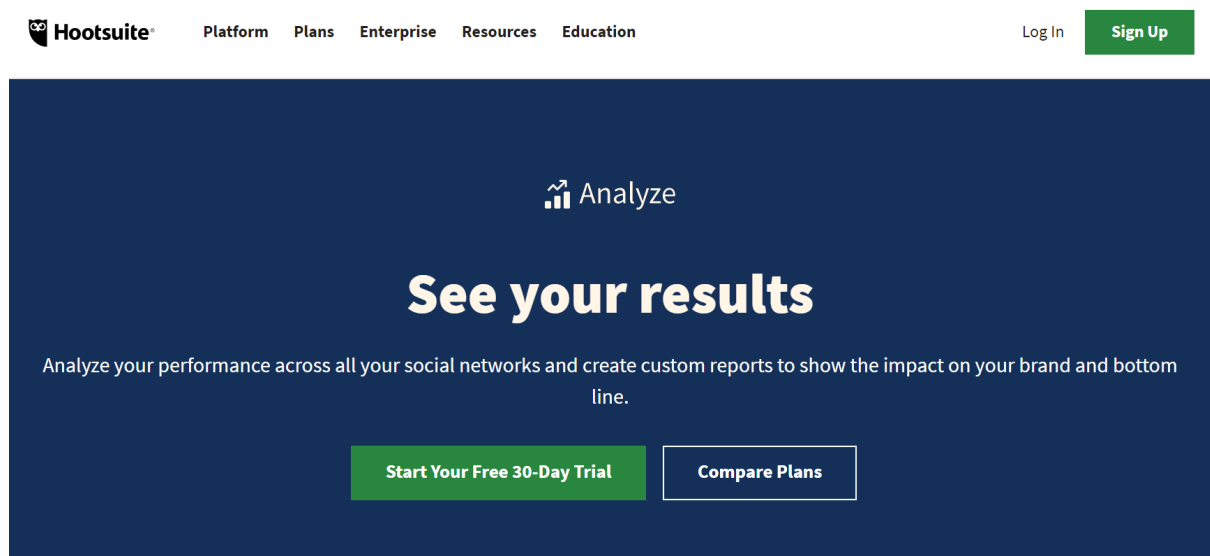


[Facebook Ads Manager](#) is an advertising management tool to make, edit, and analyze paid promotional Facebook advertising campaigns. Use it to create new ad sets, edit existing campaigns, track your ad performance, etc.

Facebook analytics tools

These tools help you optimize your Facebook ad campaign performance.

13. Hootsuite Analytics

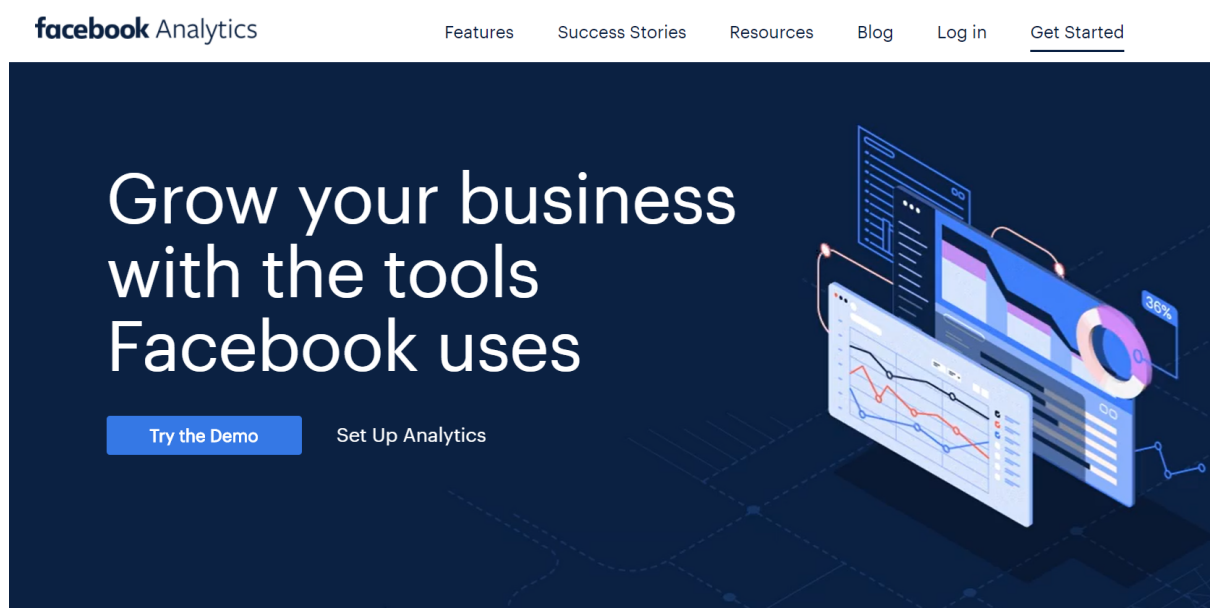


[Hootsuite Analytics](#) allows you to create and share custom reports for your Facebook page. It covers many metrics, including clicks, comments, shares, reach, video views, and video reach.

This tool also provides analytics for other social media platforms like Instagram and YouTube, making it easier for you to compare performance across networks.

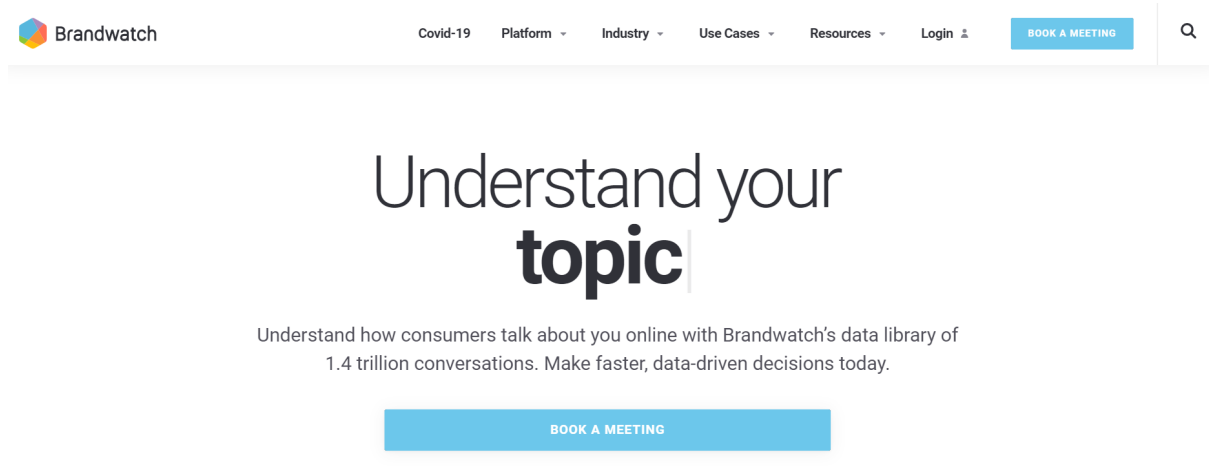
Recommended watching: [How to use Hootsuite Analytics](#)

14. Facebook Analytics



[Facebook Analytics](#) is useful to check how people interact with your Facebook page and how you can optimize your ads for better results. Features include funnel, journey, retention, lifetime value, and more.

15. Brandwatch

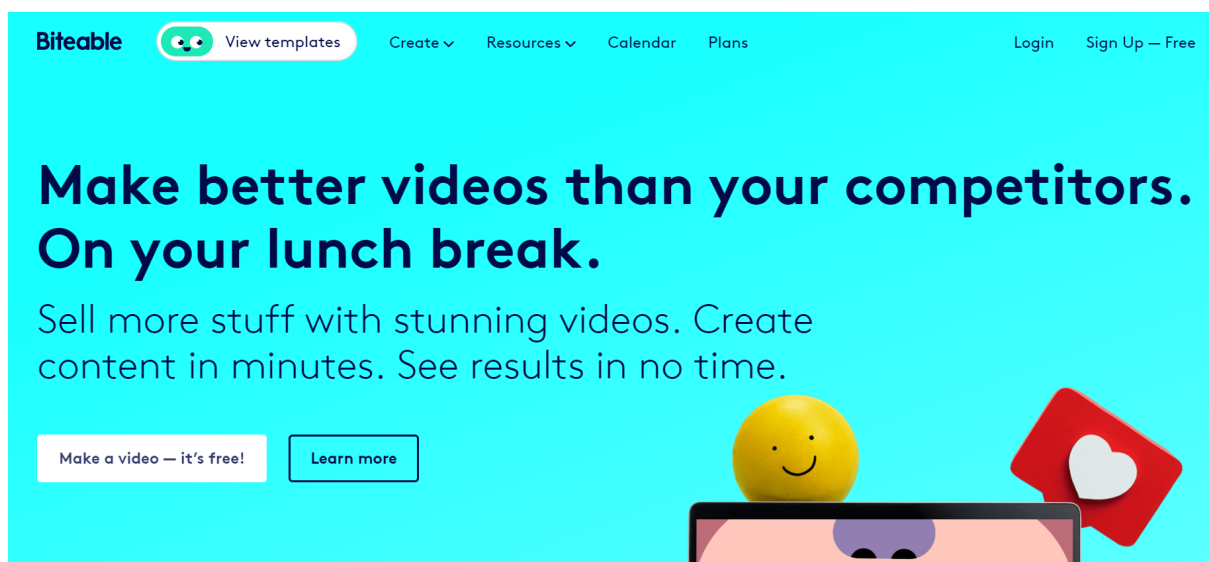


[Brandwatch](#) gives you information about how many people are talking about you/your brand/your content on Facebook. It helps you track your Facebook page, discover what works for you, and see how you're progressing.

Facebook ad video creators

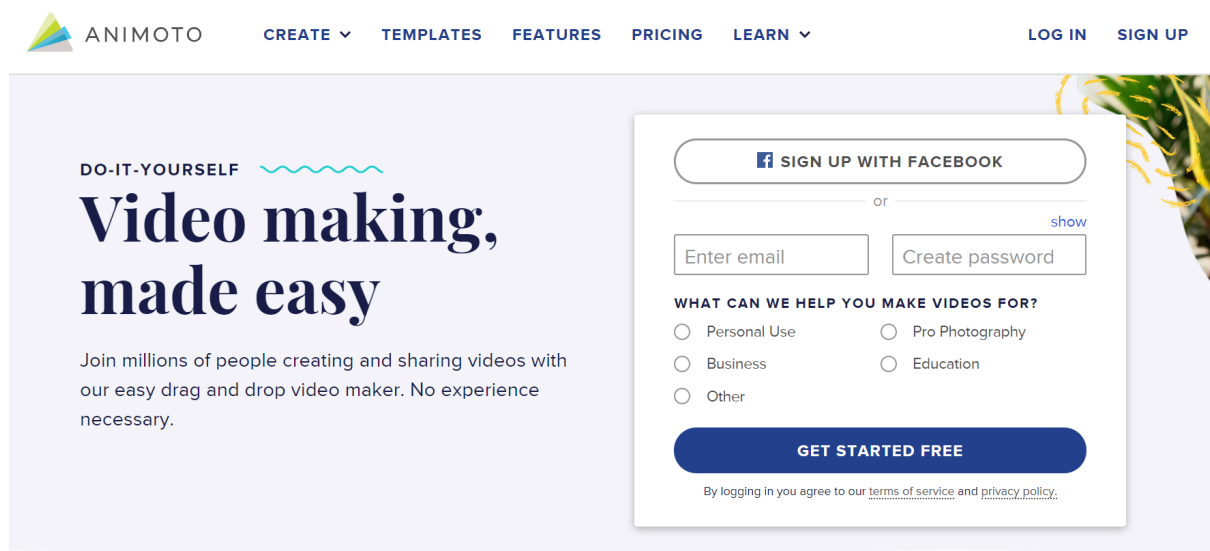
These tools help you create a compelling, professional Facebook video ad.

16. Biteable



[Biteable](#) allows you to create a Facebook video ad with three simple steps: (1) select a video template, (2) edit text, (3) customize elements like image/colors/footage. Within minutes, you can turn an idea into a stunning video without needing design skills.

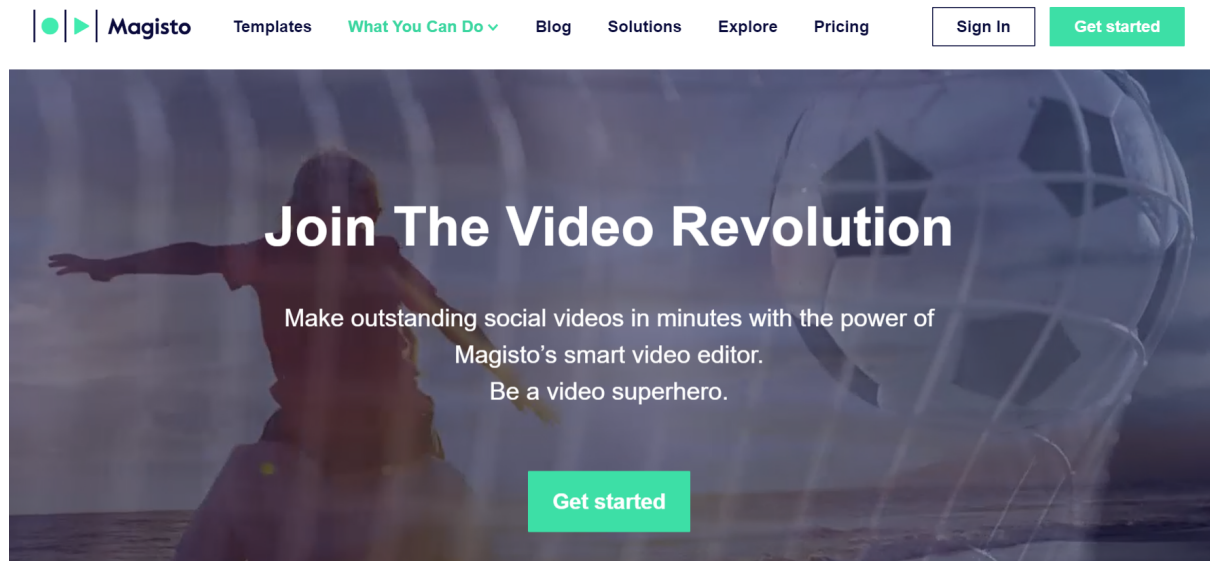
17. Animoto

The image shows the Animoto website's landing page. At the top, there is a navigation bar with the Animoto logo on the left and links for 'CREATE', 'TEMPLATES', 'FEATURES', 'PRICING', 'LEARN', 'LOG IN', and 'SIGN UP' on the right. The main content area has a light purple background. On the left, it says 'DO-IT-YOURSELF' followed by a wavy line and the large text 'Video making, made easy'. Below this, it says 'Join millions of people creating and sharing videos with our easy drag and drop video maker. No experience necessary.' On the right, there is a white sign-up form. The form has a 'SIGN UP WITH FACEBOOK' button at the top. Below that, it says 'or' and 'show'. There are two input fields: 'Enter email' and 'Create password'. Below these fields, it asks 'WHAT CAN WE HELP YOU MAKE VIDEOS FOR?' and lists five options: 'Personal Use', 'Pro Photography', 'Business', 'Education', and 'Other'. At the bottom of the form is a large blue button that says 'GET STARTED FREE'. Below the button, it says 'By logging in you agree to our terms of service and privacy policy.'

[Animoto](#) offers you three storyboard templates: testimonial video, seasonal promotion, and event promo. Choose any of them to start creating a video for your Facebook ad campaign.

Similar alternatives: [Filmora](#), [WeVideo](#)

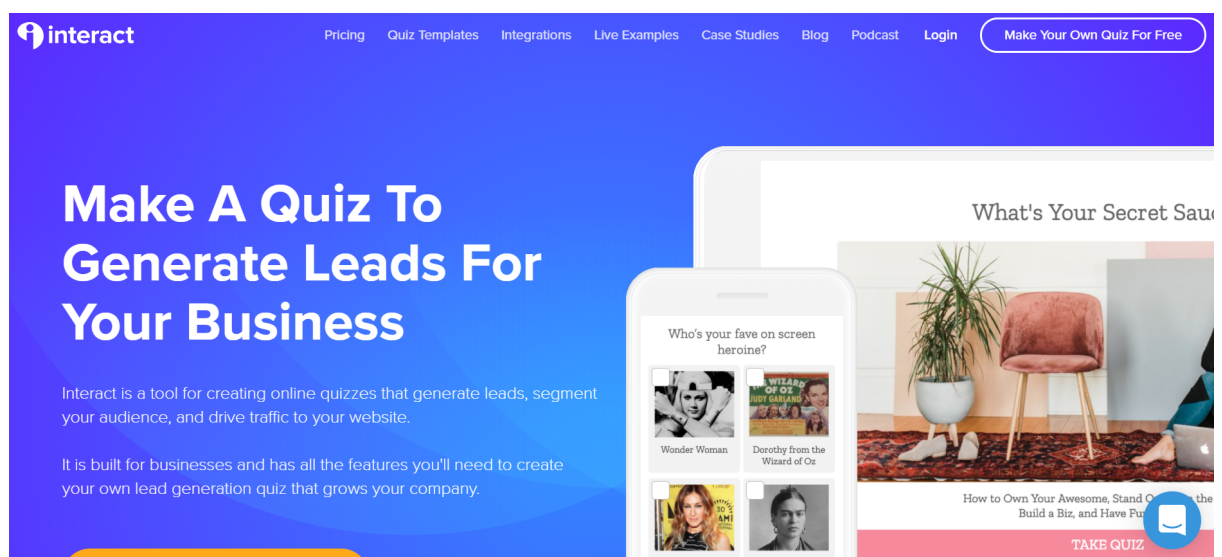
18. Magisto



[Magisto](#) is a professional yet simple and affordable Facebook video ad creator. It takes advantage of artificial intelligence to create videos with virtually no editing work on your side. However, you can manually edit your video if you're not happy with automatic edit.

Extra: 3 more Facebook Ad tools to know

19. Interact



[Interact](#) is an easy-to-use tool for creating online quizzes. If you want more engagement for your Facebook lead ads, try to make a quiz with Interact.

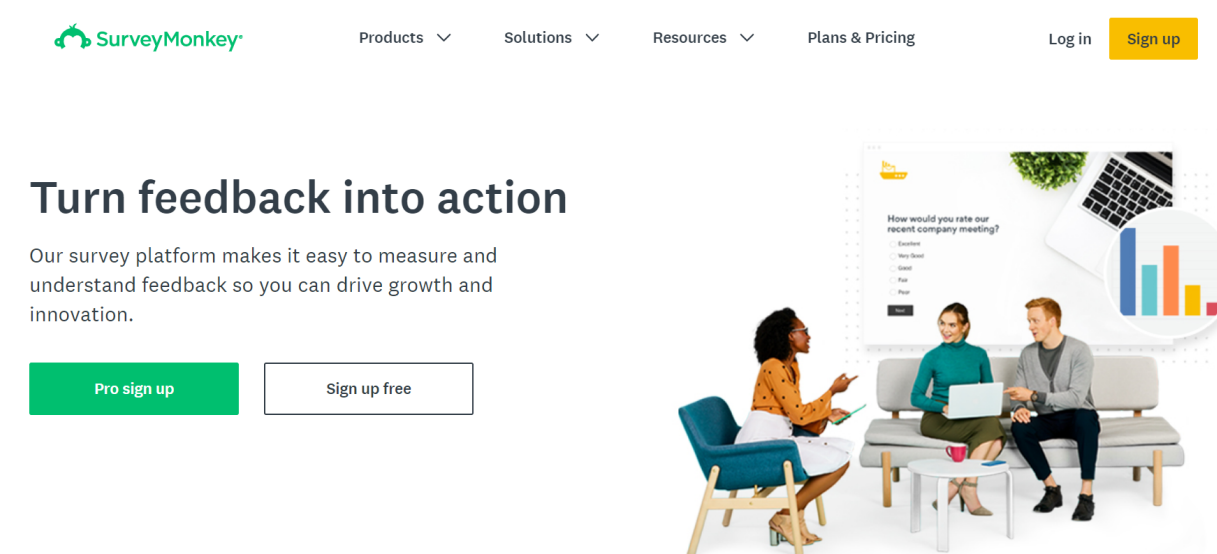
Similar alternatives: [Outgrow](#), [Opinion Stage](#)

20. MobileMonkey

[MobileMonkey](#) allows you to create chatbots for Facebook Messenger in minutes. It can be used for a variety of purposes, for example, marketing and customer support.

Similar alternatives: [Chatfuel](#), [ManyChat](#)

21. SurveyMonkey

The image shows the top portion of the SurveyMonkey website. At the top is a navigation bar with the SurveyMonkey logo on the left, followed by links for 'Products', 'Solutions', 'Resources', and 'Plans & Pricing'. On the right side of the navigation bar are 'Log in' and a yellow 'Sign up' button. Below the navigation bar is a large hero section. On the left, the headline 'Turn feedback into action' is displayed in a large, bold, dark font. Below the headline is a paragraph: 'Our survey platform makes it easy to measure and understand feedback so you can drive growth and innovation.' Underneath this text are two buttons: a green 'Pro sign up' button and a white 'Sign up free' button with a thin black border. To the right of the text is a large, light-colored illustration. It depicts three people (two women and one man) sitting on a modern grey sofa and a blue armchair, engaged in a discussion. In the background, there is a large screen displaying a survey question: 'How would you rate our recent company meeting?' with radio button options: 'Excellent', 'Very Good', 'Good', 'Fair', and 'Poor'. To the right of the screen is a small bar chart with three bars of increasing height in blue, orange, and yellow.

If you plan to create a Facebook survey ad, try [SurveyMonkey](#). This tool offers more than 150 survey templates and all the features you need to create an effective survey that helps you easily get responses from your target audience.

Use Hootsuite to level up your social media marketing. Manage multiple social profiles in one place, schedule posts in advance, quickly respond to followers'

comments, track performance across platforms, and the list goes on. Try it for free today!