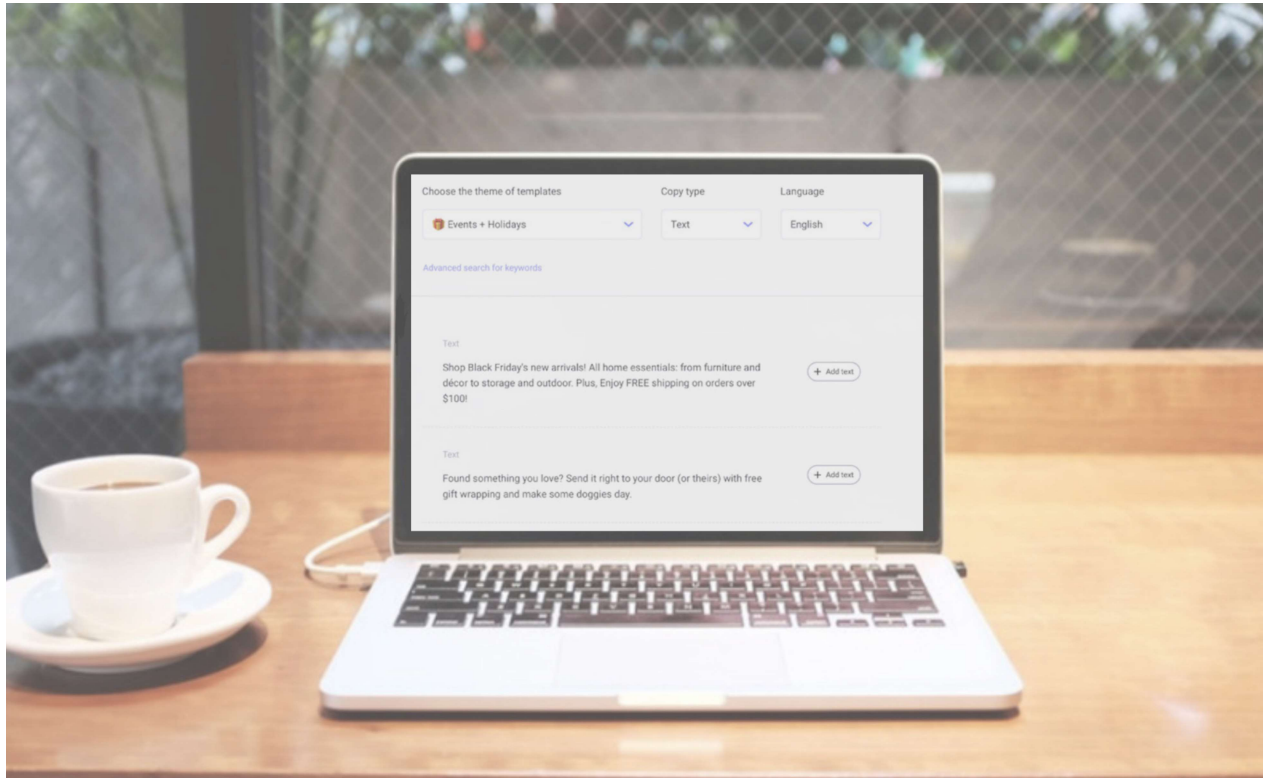


by Lyon Baker

## 🎅 20 Christmas Copywriting Templates Perfect for Your Facebook Ads



It's the most wonderful time of the year! Unlike other holidays, Christmas is celebrated in most countries worldwide. This means potential exposure to the largest audience you'll have all year. Not to mention billions of dollars in purchases are expected to be made on the days leading up to Christmas.

This is yet another high volume shopping holiday where consumers will heavily rely on ecommerce stores to get their shopping finished. You'll want to make sure your audience is seeing effective and relevant ads that make them want to click on your ads and browse your store.

This might seem like a lot of pressure to create the perfect ad, but don't worry. We've got the perfect resource for your task. Keep reading to find out how Brainity's ad library is a great resource to create the perfect ads for Christmas.

## The keys to the best Christmas ads

Thousands of ecommerce stores will be competing to stay top of mind for consumers, so it's important that your ads are creative and unique.

Being on Facebook ads will likely make your potential customers look somewhere else to buy. Here are a few tips to make sure your ads are memorable and motivate your consumers towards conversion:

- Stay current with common language
- Use emojis to convey emotions and capture your audiences' attention
- Make sure your ad copy is short and to the point
- Put emphasis on your important points by capitalizing words such as **SALE** or **SAVINGS**
- Be mindful of your consumer's stage in the advertising funnel, and use ad copy that's relevant to their moment of purchase
- Make your discounted items end in .99 so that consumers will associate the price with a lower cost
- Compare and contrast your old price vs new price in your ads
- Use Brainity's ad library to get access to over 500 ad copy templates with seven different themes to create the perfect tone in your ad 😊

## Find 500+ copywriting templates in Brainity's ad library

An [ad library](#) is a compilation of copywriting templates and a great resource for ad copy inspiration for any ecommerce store. Everything you need, no matter your industry, is all in one place.

Brainity's ad library is the largest searchable ad library on the internet, with over 500 text and headlines in English and Spanish. With a Brainity account, that you can make for free today, you can easily browse this collection. Here's how to use the ad library:

- Create a Brainity account, free and no credit card required. You can easily get started [here](#).
- After you've made your account, select the theme you think will best represent the tone of your brand. There are seven to choose from including playful + edgy, eco-friendly, general, sale, **retargeting**, events + holiday, and luxury.
- Once you've chosen your theme, browse through the options for headline copy and text copy.
- Finally, select the language you want to use in your ad.

When you finish these steps, hundreds of ad copy templates will display.

**Browse Christmas copy now**

# Copywriting examples for Christmas

These are just a few great examples of what your Christmas Facebook ad copy could look like:

Headline: A Very Merry Offer 🎁

Text: Take advantage of our incredible holiday sale ✨

20% off of everything sitewide 🗣️

Hurry! A sale this good won't last long

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Headline: 'Tis the Szn 🎄

Text: From heeled numbers as high as your standards, to comfy, flat sole ankle gazers, and close knit sock booties 🧦 – we got 'em all babe, and they'll get there before Christmas if you order now 😊

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Headline: Get in the Spirit 🎅

Text: This time of year brings out the best in us, and that's something to celebrate. So no matter where we are, we're so here for the holidays. Browse our website for unique and thoughtful gifts 🎁

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Headline: Luxury Holiday Gifts ✨

Text: "We've got brilliant gifts for everyone on your list

💎 Stunning Sterling Silver 💎

🕒 Designer Watches 🕒

Text: "Italian craftsmanship and elegant design: the new <<brand name>> jewelry collection is here 📿  
Shop now and score the perfect Christmas gift for him or her 🎁"

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Headline: Make Your Holidays Happier 🎄

Text: GIVE HAPPY! Unique (and chic!) gifts for spreading cheer and expressing gratitude 📺 Get all of your holiday shopping done at <<brand name>> with gifts the whole family will adore ❄️

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Headline: Your One-Stop Holiday Shop 🎄

Text: 'Twas the night before Christmas and you still haven't gotten everyone gifts 📺 We've got you covered 😊  
Shop our luxury collection with fun for the entire family 📺

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Headline: A Gift Worth Waiting For 📺

Text: Our handmade wood watches are back in limited stock 📺 Shop today and enjoy up to 50% off the perfect custom holiday gift!

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Headline: Jingle Bells, Sales Sales Sales 📺

Text: Who needs Santa when you have a holiday SUPER SALE like this 📺 50% off all winter clothes PLUS a free stocking stuffer with any purchase 📺

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Headline: Oh, What Fun! 📺

Text: This holiday style is designed for your everyday adventures. Discover our new collection & find a gift worth wearing year round 📺

## How Brainity can help with your ad experience

Creating and optimizing ads for your audience can be time-consuming and take a lot of effort. With so much happening for your ecommerce store during the holidays, you'll need some help to showcase engaging, successful ads.

Brainity makes Facebook advertising easy. Using advanced AI we implement advanced strategies that automate unique ad campaigns that adapt across all platforms and placement. Try Brainity for free today, no credit card required, and start building intelligent ads that drive traffic to your store and boost sales.

**Create successful ads**

automated ads, holiday advertising, holiday campaigns, Instagram, Instagram ads

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