Google Text ad:

Some standard practice:

1. Title Case
2. Exclamation only at the end of the description, as seen above
3. URL (15 char each) to be standard and match with all ads under that program category. URL path 2 is optional.

Facebook lead form ad:

Part 1: Facebook newsfeed/single image ad:

No hard character limits

Part 2: lead form:

45 characters

5 bulleting points – 80 char each

It can also be a paragraph with no character limit (not the preferred option)
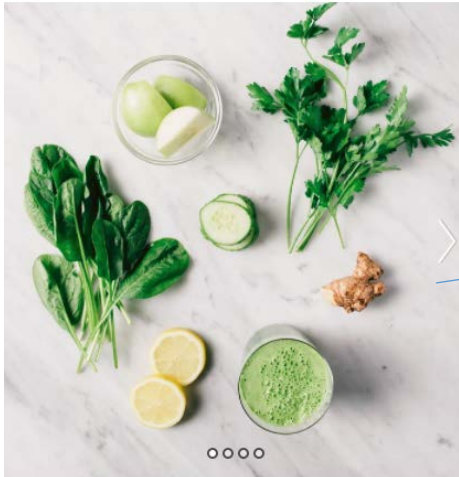
Facebook Slideshow content ad:

Add Context

Change the text and use this space to tell people about your product, brand, or service.

Write something...

No char limit

○○○○

Will hold 2-8 images, we can go for as many relevant ones as available

Add descriptive content for people to read while they swipe through your carousel images.

Write something...

Swipe to load website
∨

Text does not change, no char limit