

**Squarespace is a  
leader in B2B  
website creation.**

**What do their B2B  
Facebook ads  
look like?**

**RIGHT  
PERCENT**

A quick  
overview of  
Squarespace's  
Facebook ads.

**We've run over \$50m of B2B ad spend for dozens of companies.**

**This commentary comes from that experience.**



# What makes a good B2B ad?

## ad?

Take a look at the parts of an ad below:

The image shows a screenshot of a sponsored social media advertisement for Zenefits. The ad features a woman sitting in an office chair with her back to the camera, looking at a calendar on the wall. The calendar is titled "THIS MONTH" and shows a grid of dates. The text "The Essential 2020 HR Calendar" is overlaid on the image. Below the image, there is a URL "ZENEFFITS.COM/CALENDAR", the text "Downloadable 2020 Calendar For HR Professionals", and a "DOWNLOAD" button. The ad is annotated with green arrows pointing to various parts: "Main Copy" points to the text "This is the ultimate downloadable calendar for HR professionals.", "Main Visual" points to the calendar image, "Visual Headline" points to the text "The Essential 2020 HR Calendar", and "Subhead/CTA" points to the URL and "DOWNLOAD" button.

**Zenefits**  
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.  
...See More

**THIS MONTH**

**The Essential  
2020 HR  
Calendar**

ZENEFFITS.COM/CALENDAR  
Downloadable 2020 Calendar  
For HR Professionals

DOWNLOAD

**Main Copy**

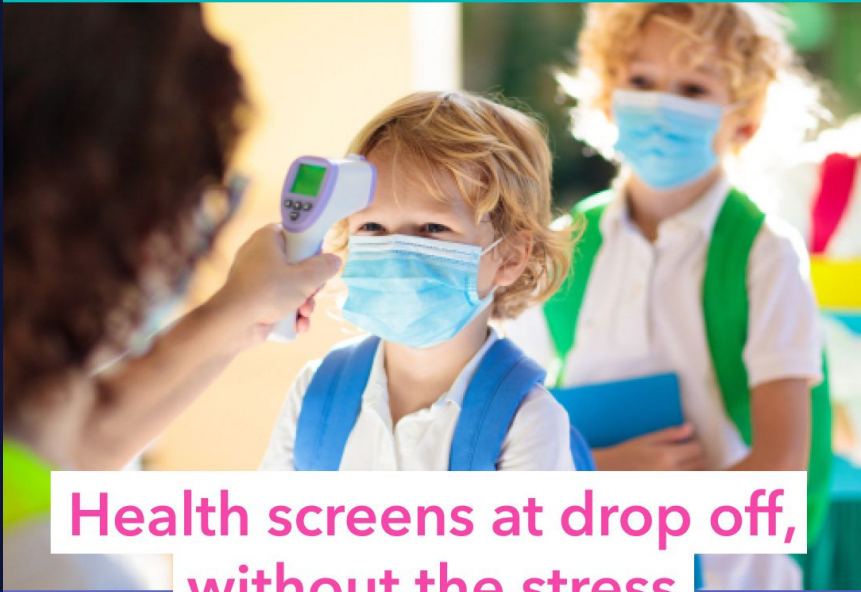
**Main Visual**

**Visual Headline**

**Subhead/  
CTA**

The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

For Childcare Directors



Health screens at drop off,  
without the stress

 brightwheel

# Squarespace Time

There's a lot more best practices, but with that, let's jump into Squarespace.

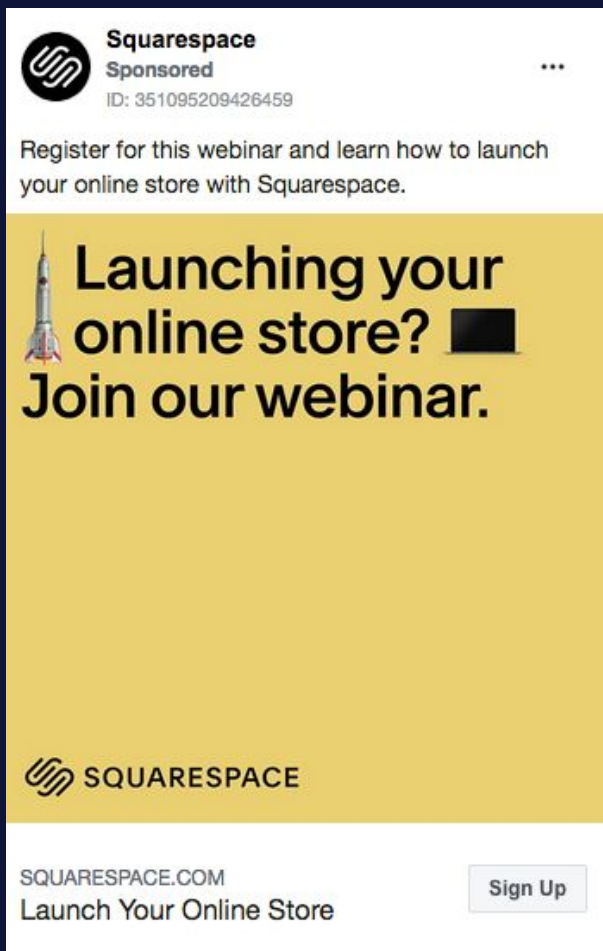


# Overall Summary

- Really striking, straightforward visual headlines.
- I'm concerned the visual headlines may not be driving "qualified" conversions - those willing to pay.
- Testimonial ads could take direction from the direct response ads.



See specific ad commentary below  
- and an overall rating at the end!


Great, straightforward headline, memorable ad design.



 **Squarespace**  
Sponsored  
ID: 351095209426459

Register for this webinar and learn how to launch your online store with Squarespace.

 **Launching your  
online store? **  
**Join our webinar.**

 SQUaresPACE

SQUARESPACE.COM  
Launch Your Online Store

[Sign Up](#)

Again, great use of simple text and iconography. I actually love this.



**Squarespace**  
Sponsored

A step-by-step guide to building a customizable Squarespace website.

Learn everything  
 you need to  
know to build  
a website. 



**SQUARESPACE**

SQUARESPACE.COM  
How to Build a Website

[Learn More](#)



Finishing off with another amazing visual headline design. My biggest concern after seeing these three - are you attracting people that will actually pay for your product?



**Squarespace**  
Sponsored

This step-by-step guide will help you start selling so you can continue to grow your business.



**How to make  
your first online  
sale in nine  
easy steps.**



**SQUARESPACE**

SQUARESPACE.COM

How to Make your First Sale

[Learn More](#)

This is more of a brand ad, so hard to evaluate for direct response. But overall it doesn't get attention immediately.



**Squarespace**

Sponsored

Squarespace Email Campaigns allow Era to build a community around their brand.

 SQUARESPACE



Era Zero Waste uses  
email campaigns to  
build a community.

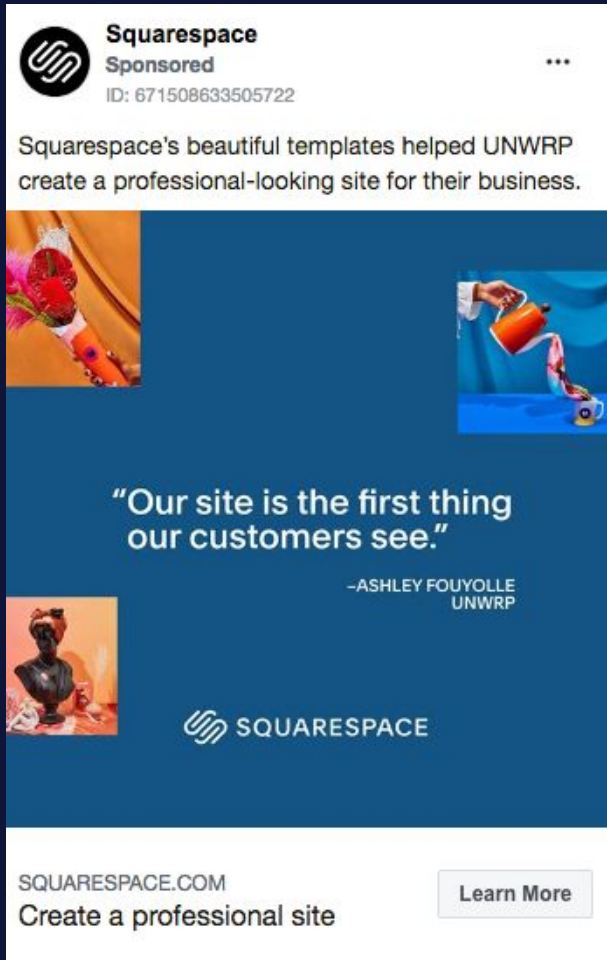



[START YOUR FREE TRIAL TODAY](#)

SQUARESPACE.COM  
Grow your business



[Learn More](#)

A bit better than the above one for a testimonial ad.




 **Squarespace**  
Sponsored ...  
ID: 671508633505722


Squarespace's beautiful templates helped UNWRP create a professional-looking site for their business.



**"Our site is the first thing  
our customers see."**

—ASHLEY FOUYOLLE  
UNWRP



 SQUaresPACE

SQUARESPACE.COM  
Create a professional site

[Learn More](#)

Fun! Credible and concrete with a strong visual headline. Not many cult skate brands out there, but it's interesting enough to attract fashion in general.



Squarespace

Sponsored

ID: 416043659359718



You'll need: Vibes, vibes, more vibes. And an online store. Whatever your idea is, launch it with Squarespace.

## ALL YOU NEED TO LAUNCH A CULT SKATE BRAND

The ability to skate (optional)

Weekly drops that only bots can beat

An online store with mostly sold-out products

A logo that looks good on literally anything

LAUNCH YOUR WEBSITE WITH SQUARESPACE

SQUARESPACE.COM  
Launch Your Website

Learn More

Too vague.



The image shows a screenshot of a sponsored social media post. At the top left is the Squarespace logo, a stylized 'S' inside a circle. To its right, the text reads 'Squarespace' in bold, followed by 'Sponsored' and 'ID: 138521371185931'. On the far right is a three-dot menu icon. The main text of the post says: '@ziwef's Instagram live show got us comfortable with the uncomfortable. And that was just the start. Take a look back at Ziwe's 2020 as part of our #BrowserHistory exhibition – link in bio. #SQSP'. Below this is a large image featuring a sky with soft, golden clouds. The text 'ZIWE FUMUDOH' is at the top of the image. In the center, a quote reads: '“This is just the beginning. **The real work starts now.**”'. At the bottom of the image, the URL 'GENERATIONZIWE.COM' is visible. Below the image, the text 'BROWSERHISTORY.SQUARESPACE.COM' is followed by the Squarespace logo. To the right of this is a button labeled 'Learn More'.

**Squarespace**  
Sponsored  
ID: 138521371185931

@ziwef's Instagram live show got us comfortable with the uncomfortable. And that was just the start. Take a look back at Ziwe's 2020 as part of our #BrowserHistory exhibition – link in bio. #SQSP

ZIWE FUMUDOH

“This is just the beginning. **The real work starts now.**”

GENERATIONZIWE.COM

BROWSERHISTORY.SQUARESPACE.COM  
**Squarespace**

[Learn More](#)

# Overall Rating: 7/10

Striking visual headlines, but I'd be worried about acquiring low quality/small customers. Test more qualifying headlines.



Want us to improve your B2B  
ads and ad strategy?

Get in touch below:

GET IN  
TOUCH

[growth@right  
percent.com](mailto:growth@rightpercent.com)

[rightpercent.c  
om](http://rightpercent.com)