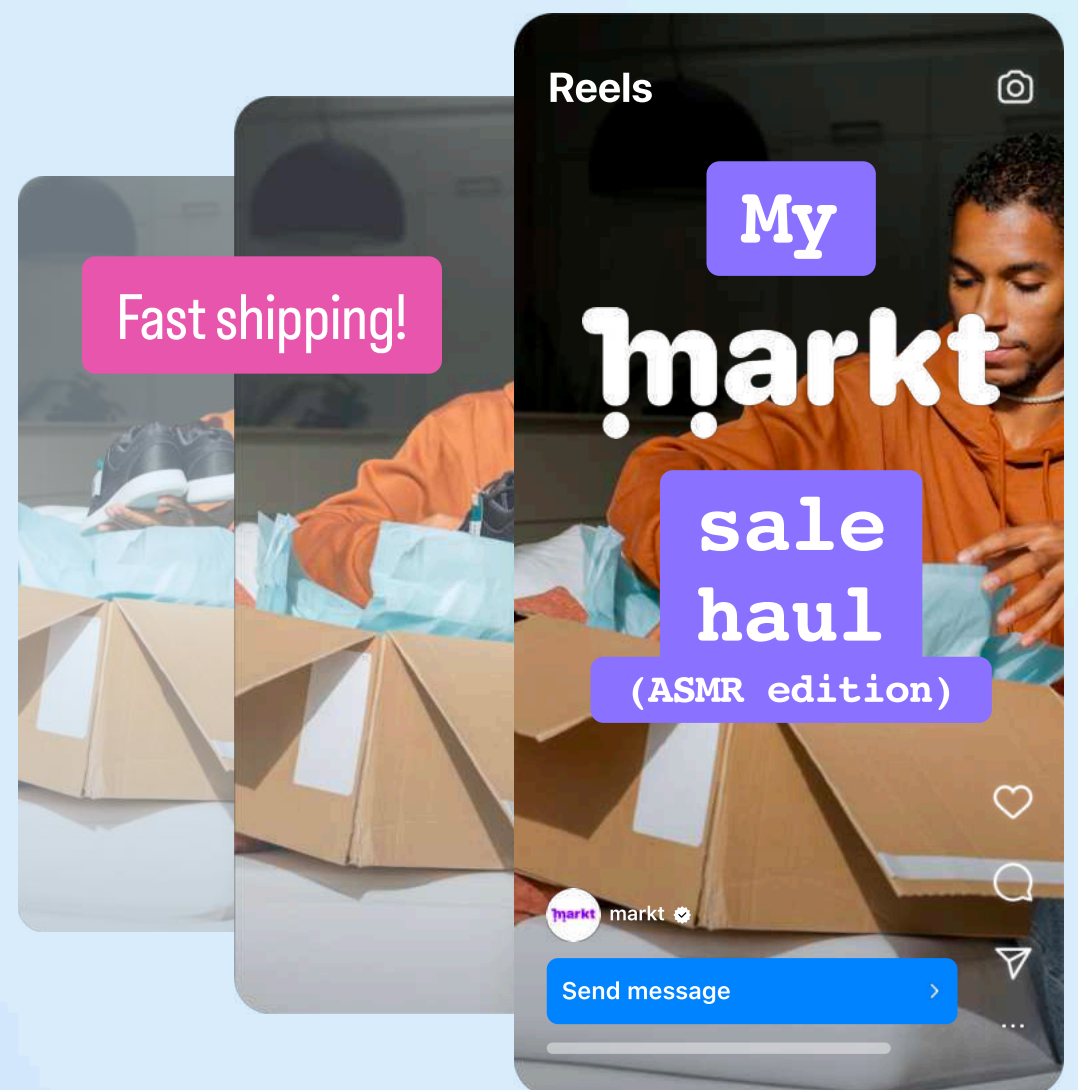


Build  
Reels that  
actually get  
results  
sales  
messages  
leads



# Supercharge your campaign with Reels ads

Reels is a growing creative canvas where brands can turn attention into action, and where creativity multiplies success. 3.24 billion people use at least one Meta technology each day,<sup>1</sup> and we're seeing sustained growth in Reels and video overall. Video now represents more than 60% of time on Facebook and Instagram,<sup>2</sup> and approximately 50% of time spent on Instagram is on Reels.<sup>3</sup>



## Reels turn attention into action

### Reels ignite connection

Reels are built on top of your existing social graph, meaning your friends and family are already here. People reshare reels over 3.5 billion times per day.<sup>4</sup>

### Reels spark action

# 85%

of people surveyed have followed a business after watching reels.<sup>5</sup>

# 79%

of people surveyed have purchased a product or service after watching reels.<sup>6</sup>

### Reels supercharge results across the funnel

#### Direct response

- Adding the Instagram Reels placement to business-as-usual (BAU) direct response campaigns drove more incremental value than BAU campaigns alone and increased the likelihood of page visits by 97%, add to cart by 97% and purchases by 90%.<sup>7</sup>
- Adding the Facebook Reels placement to BAU campaigns drove 3% more incremental purchases per dollar spent than BAU campaigns alone.<sup>8</sup>

#### Brand

- Campaigns using Reels ads resulted in a 14% higher average brand lift and 24% higher median brand lift than BAU campaigns.<sup>9</sup>

SOURCE: 1,2,3: META Q1 2024 EARNINGS CALL. APR 2024. 4. META Q4 2023 EARNINGS CALL. FEB 2024. 5. META-COMMISSIONED RESEARCH WITH GWI, 2023. BASE: 6,758 HEAVY SHORT-FORM VIDEO CONSUMERS (1,178 IN BRAZIL, 1,110 IN GERMANY, 1,178 IN INDIA, 557 IN JAPAN, 515 IN SOUTH KOREA, 1,113 IN UK, 1,107 IN US) AGED 16-64 WHO ARE AT LEAST WEEKLY REELS USERS. 6. META-COMMISSIONED RESEARCH WITH GWI, 2023. BASE: 6,758 HEAVY SHORT-FORM VIDEO CONSUMERS (1,178 IN BRAZIL, 1,110 IN GERMANY, 1,178 IN INDIA, 557 IN JAPAN, 515 IN SOUTH KOREA, 1,113 IN UK, 1,107 IN US) AGED 16-64 WHO ARE AT LEAST WEEKLY REELS USERS. 7. PAGE VISITS RESULTS ARE BASED ON 12 LIFT STUDIES, ADD TO CART RESULTS ARE BASED ON 13 LIFT STUDIES AND PURCHASE RESULTS ARE BASED ON 11 LIFT STUDIES. ALL STUDIES WERE RUN FROM JUN 2022 TO DEC 2022 BY GLOBAL ADVERTISERS FROM VARIOUS VERTICALS INCLUDING ECOMMERCE, CPG, RETAIL AND PROFESSIONAL SERVICES. BUSINESS-AS-USUAL CAMPAIGNS MEANS FACEBOOK FEED, INSTAGRAM FEED AND INSTAGRAM STORIES. 8. WE CONDUCTED A 2-WEEK LONG, LARGE-SCALE STUDY MEASURING INCREMENTAL EFFECTS WITH 14K GLOBAL ADVERTISERS ACROSS MULTIPLE VERTICALS IN Q3 2022. RESULTS SHOWED THAT ADDING ADS THAT WERE OPT-IN TO FACEBOOK REELS PLACEMENT DELIVERED 3% MORE INCREMENTAL PURCHASES PER DOLLAR SPENT COMPARED TO NOT OPT-IN TO FACEBOOK REELS PLACEMENT. TO MINIMIZE SKEW, WE CAP CONVERSION COUNTS AT 5 FOR EACH USER FOR ANY GIVEN AD ACCOUNT IN THE TEST. THE RESULT IS STATISTICALLY SIGNIFICANT AT 90%. 9. IN A META-ANALYSIS OF 63 BRAND LIFT STUDIES ACROSS ALL REGIONS, WITH A TEST DESIGN BAU (NO REELS) VS BAU (NO REELS) + REELS (AT LEAST 20% OF CELL INVESTMENT) AND RAN BETWEEN 02 JAN 2023 AND 29 FEB 2024 FOR AD RECALL WITH 96% CONFIDENCE.

# Build reels. Build results.

When you build them the right way using the Reels creative essentials — vertical 9:16 video with audio and key messages in the safe zone — they're even more effective.

## Reels drive better performance...

9:16 video ads with audio in the safe zone resulted in, on average, 34.5% lower cost per result (CPR) than image ads<sup>10</sup> and 15% lower CPR than non-9:16 video ads without audio on Reels.<sup>11</sup>

## ...and see stronger delivery.

Campaigns that include ads with the Reels creative essentials get 101% higher delivery to the Reels placement.<sup>12</sup>

### 1 Build 9:16 video to make your Reels ads captivating

Reels is a full-screen immersive video format. To help your creative feel at home here, consider leading with video and resizing it to 9:16.

- [Crop your video ad to 9:16 in Meta Ads Manager](#)

### 2 Build with audio to make your Reels ads entertaining

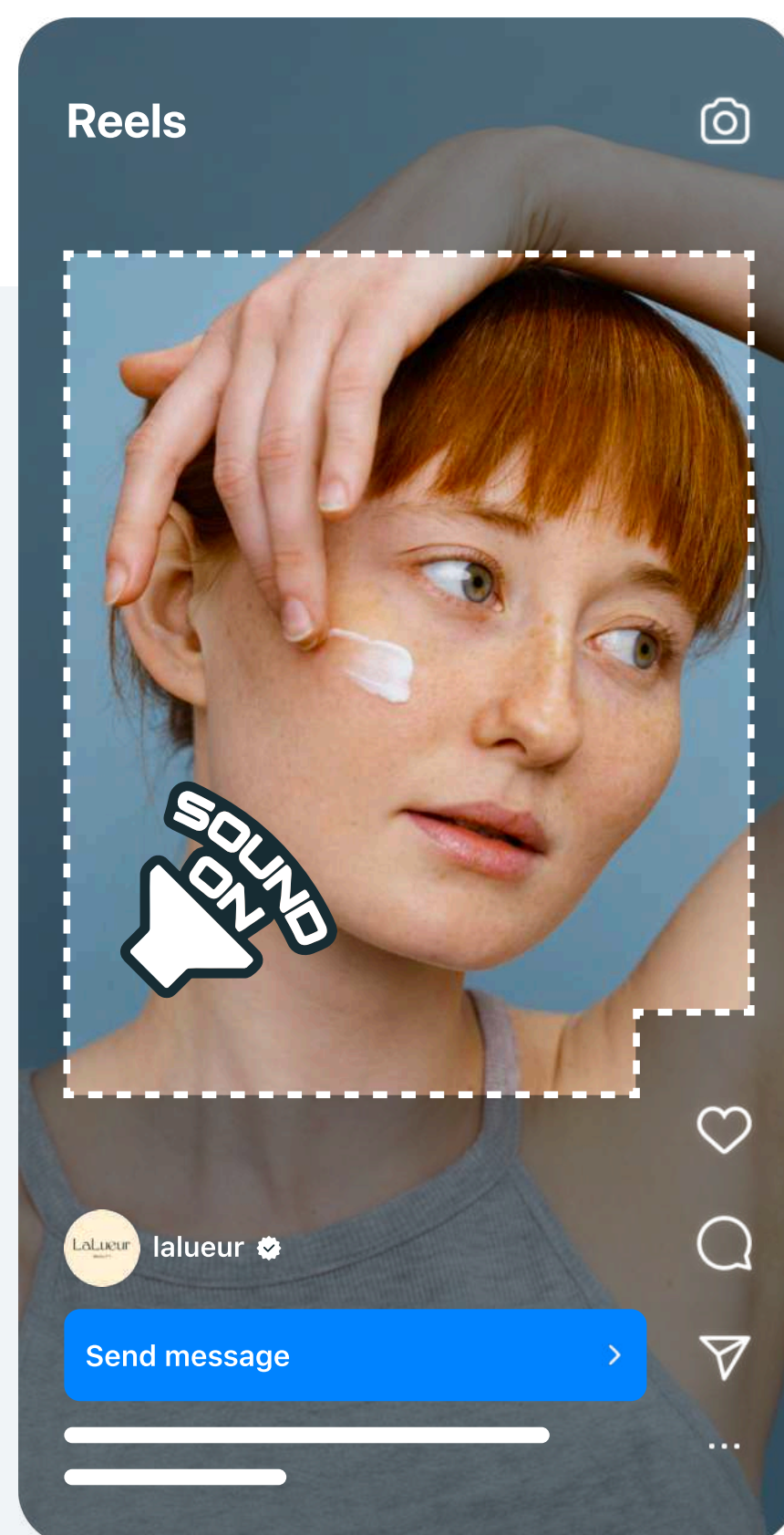
Audio — whether that's music, voiceover or sound effects — is a key driver of engagement and entertainment on Reels.

- Download free audio from the [Meta Sound Collection](#) that you can use in your creative. Sound Collection now features a library of sounds created specifically for Reels. Simply search for 'Reels Sound' in the search bar to discover audio for different story types.

### 3 Build in the safe zone so your message is clear

To ensure your messaging isn't overlapped by the Reels user interface, keep the bottom 35% of your ads free of key creative elements, text and logos.

- Check that your key creative elements are in the safe zone with the [safe zone](#) checker for Reels.
- Toggle on the [safe zone guardrail](#) in Meta Ads Manager to see how your ad fits within the Reels safe zone.



10. STATISTICAL GLOBAL META-ANALYSIS OF 15 SPLIT TESTS OF REELS-ONLY CAMPAIGNS WHERE ADVERTISERS USED A STILL IMAGE ASSET IN ONE CAMPAIGN AND 9:16 VIDEO WITH SOUND ON RESPECTING SAFE ZONES IN ANOTHER CAMPAIGN. ADVERTISER VERTICALS INCLUDED ECOMMERCE, RETAIL AND CONSUMER PACKAGED GOODS AND INCLUDED SMALL AND MEDIUM BUSINESSES. THIS APPROACH OUTPERFORMED WITH 99.9% CONFIDENCE. 11. STATISTICAL GLOBAL META-ANALYSIS OF 15 SPLIT TESTS OF REELS-ONLY CAMPAIGNS WHERE ADVERTISERS USED A BUSINESS- AS-USUAL VIDEO ASSET IN ONE CAMPAIGN AND 9:16 VIDEO WITH SOUND ON RESPECTING SAFE ZONES ASSET IN ANOTHER CAMPAIGN. BUSINESS AS USUAL WAS DEFINED AS ANY VIDEO THAT WAS SMALLER THAN 9:16 AND DID NOT INCLUDE AUDIO. ADVERTISER VERTICALS INCLUDED ECOMMERCE, RETAIL AND CONSUMER PACKAGED GOODS AND INCLUDED SMALL AND MEDIUM BUSINESSES. THIS APPROACH DIRECTIONALLY OUTPERFORMED, WITH 70% CONFIDENCE. 12. GLOBAL TREND ACROSS FROM MARCH 2024 TO MAY 2024, BASED ON A SAMPLE OF 4M CAMPAIGNS OPTED-IN TO REELS. REELS CREATIVE ESSENTIALS BEING 9:16 VIDEO CREATIVE WITH AUDIO.



# Reels designed to drive sales

To make reels that drive sales, you'll want to focus on your product, showcasing its value, variety and appeal.



## DO:

- Highlight your product.
- Showcase your brand up front.
- Feature any special offers.
- Make your content cohesive.



## DON'T:

- Use content taken at really different times and in different styles.
- Only feature professionally-shot content — your phone works great.

## Introducing Taft Shoes

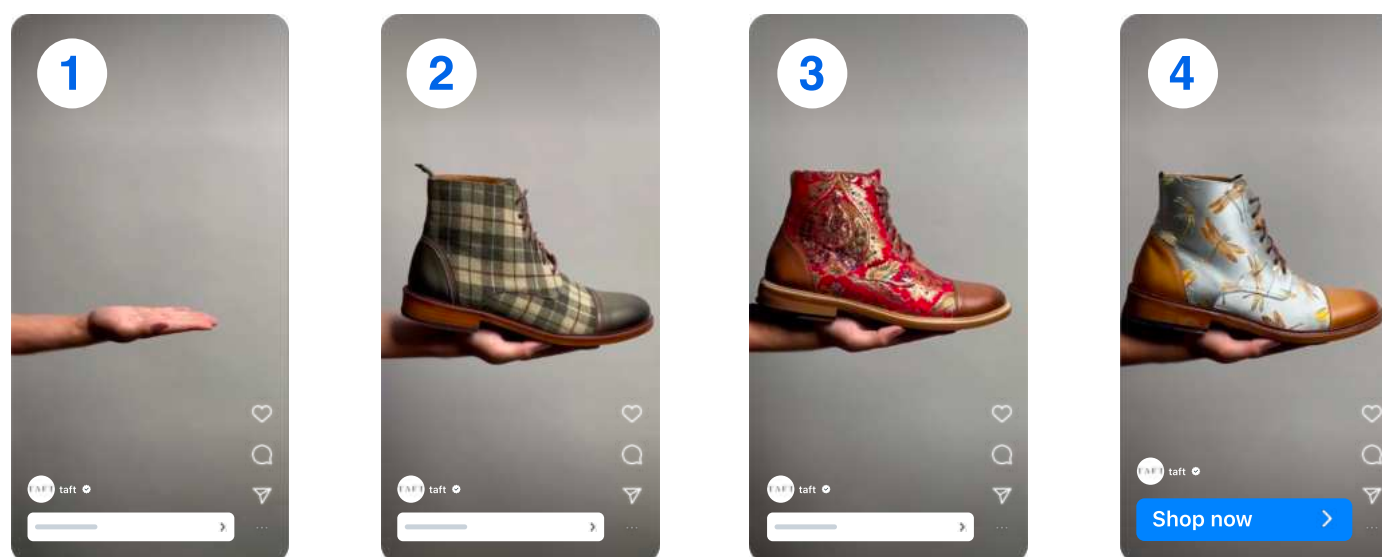
Meet TAFT Shoes based in Utah, USA. Founded in 2013 by Kory and Mal, TAFT is an ecommerce business offering a collection of luxury boots, sneakers and accessories that are handmade by artisans in Spain and León, Mexico.

Here are 3 storyboard ideas from TAFT for reels that drive sales.

### IDEA 1

## Get a seamless backdrop

Grab a seamless backdrop and film several short video clips against it. The benefit? It's easy to edit them together into a compelling video.



### 1 The Intro

Create an opening with text or a hand gesture to show your products appearing.

### 2 The Products

Film short cuts of your products against the backdrop, using your hands to interact with them or the camera to pan around them. This will help you create motion in the middle portion of your video.

### 3 The Closer

Wrap it up with a simple hand gesture.

### 4 The CTA

Be sure to always add a clear call to action to **Shop now**.



### How do you choose a seamless backdrop that's right for you?

A seamless backdrop is a continuous surface — usually a large roll of paper — used to create a clean, uncluttered background. They're readily available online and come in a variety of colors.

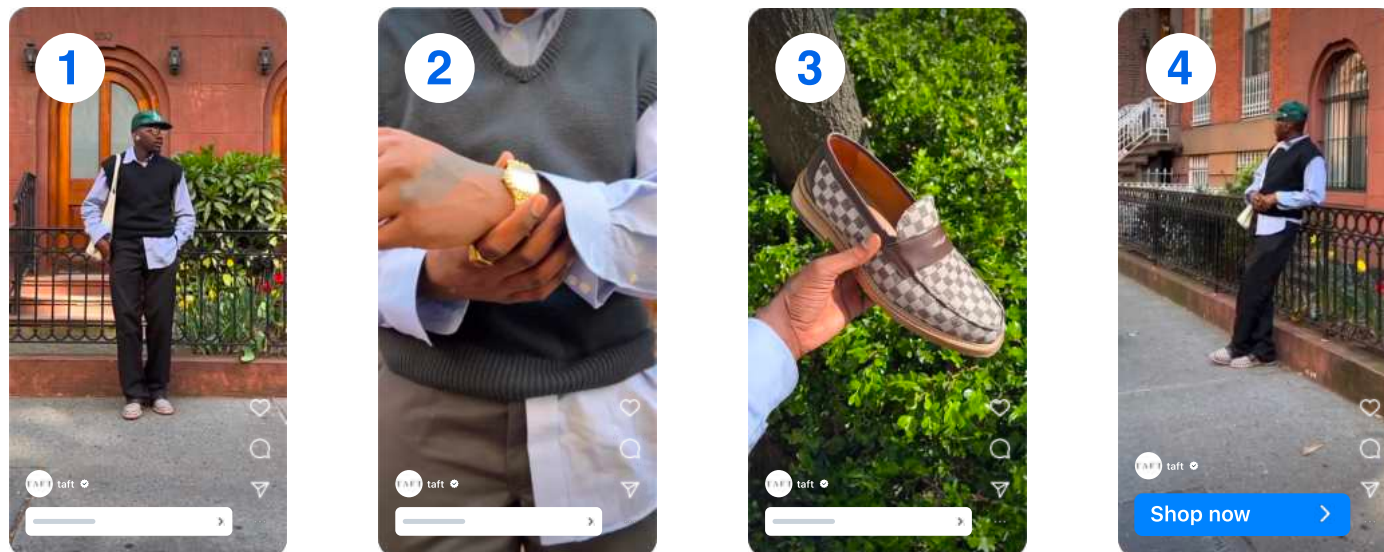
- Try a plain white seamless if your products have lots of colors and detail. It'll help them pop.
- Switch to a colored seamless to contrast your products against vibrant colors.



## IDEA 2

# Interact with a fellow customer

Film several videos of a customer, then edit short clips together using the Reels interface.



### 1 The Long-shot

Get a wide angle shot that shows the full customer using your product.

### 2 The Close-up

Get a series of close-ups of your customer to highlight how the product is being used.

### 3 The Detail

Get a close up of just the product, then you can quickly transition to a video of the full fit for added effect.

### 4 The CTA

Have your customer wave goodbye, or acknowledge the camera. Be sure to always add a clear call to action to **Shop now**.



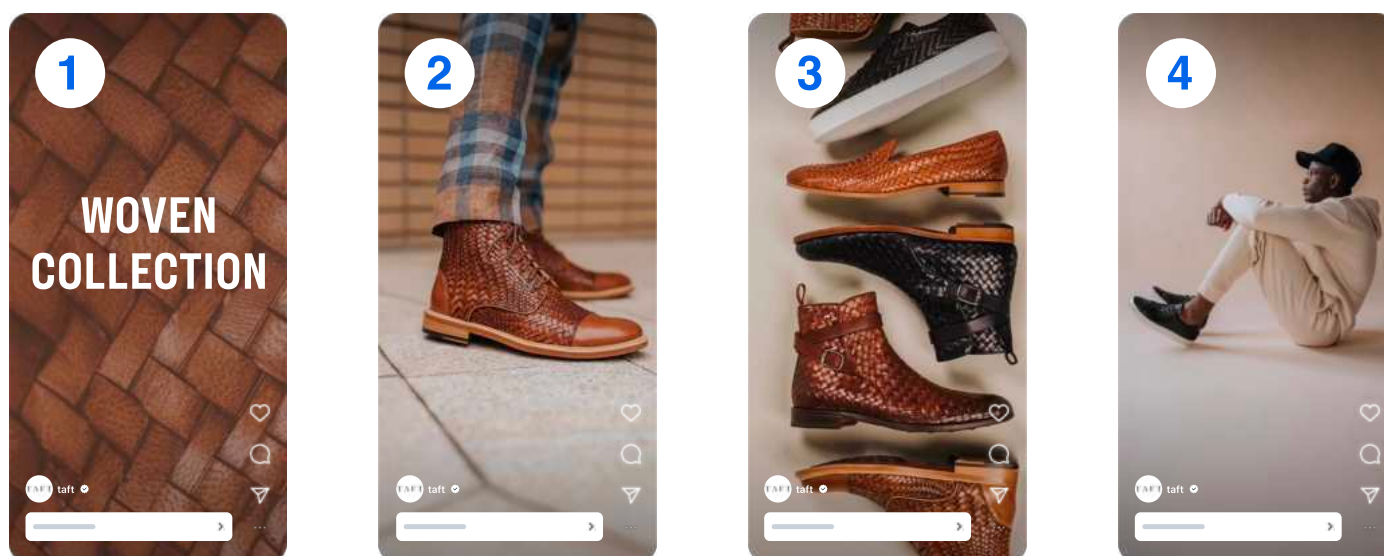
## How do you find a customer to film?

Choose a friend or customer who loves your brand and your business. Or, pick a team member to play the role. You want someone who is going to be natural and casual on camera.

## IDEA 3

# Repurpose photos from a recent shoot

Use the Reels interface to combine photoshoot photos and set them to catchy music.



### 1 The Intro

Try using a close-up or textural image from your shoot and overlaying it with text to introduce your products.

### 2 The Action Shot

Get a shot of your product in action.

### 3 The Group Shot

Feature a group of your products together in a single shot.

### 4 The Solo Shot

Feature a solo shot of one of your products.



## How do you make photos look cohesive?

Try repurposing photos from a single photoshoot so the style and backgrounds are consistent. During the shoot, try to get a few angles of your products so you can showcase variety when you edit them together in a video.

Curious what kind of music to set to your photo slideshow? Try these curated selects from the Meta Sound Collection.

[Beautiful Sunrise](#) by Christian Davis

[Centuries](#) by Adam Griffith

[Dale](#) by Giulio Cercato

[Blue Skies](#) by The K Club

[Dizzy Golf Square](#) by Matan KG

[Traveler](#) by Lusine

[Splash](#) by The K Club



# Reels designed to promote more messages

To make reels that promote more messages, you'll want to humanize your reels by showcasing your team, answering questions and more. Customers should feel like there's a real person out there to have a conversation with.



## DO:

- Show real people.
- Appear warm and inviting to potential customers.
- Feature your products in context.
- Position yourself as an expert.



## DON'T:

- Rely on product imagery or videos alone.
- Seem uninviting or "too cool" for customers to connect.

## Introducing Lezé the Label

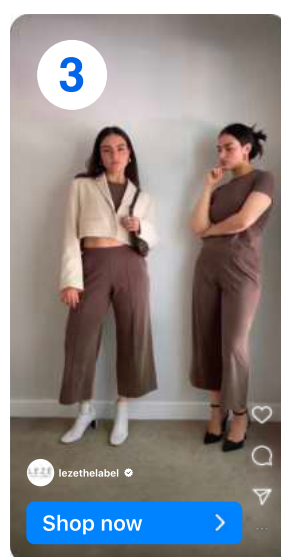
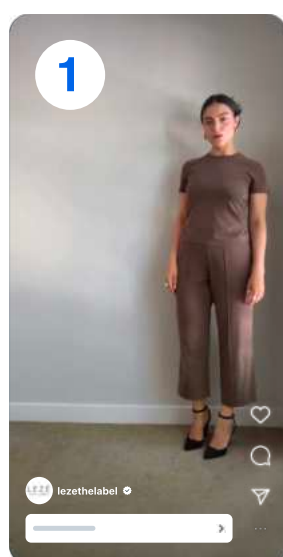
Specializing in recycled workleisure, LEZÉ The Label practices sustainability with materials like corn, recycled fishing nets and beech trees, and has been featured in Forbes, Oprah and People Magazine.

Here are 3 storyboard ideas from LEZÉ for reels that drive messages.

### IDEA 1

## Give advice

Help your customers understand how you'd recommend using your products.



1

### The Before

Gives styling advice by showing a "before" look that's not styled.

2

### The After

Compare it with a series of "after" styled looks, using easy Reels text to highlight the difference.

3

### The Closer

Add a clear call to action to **Message now**, so people can start a conversation and learn more.



### How do you know what kind of advice to give?

Think about your business; what are you an expert in? Whether it's styling advice or how to season the perfect steak, choose advice that's going to require a product and a real person to make your point.

Curious what kind of music to set to your before-and-after reels? Try these curated selects from the Meta Sound Collection.

[Champion](#) by Adam Griffith

[Caipirinha](#) by Kolektivo

[Bring It Back](#) by Giulio Cercato

[Pink](#) by Flow Lori

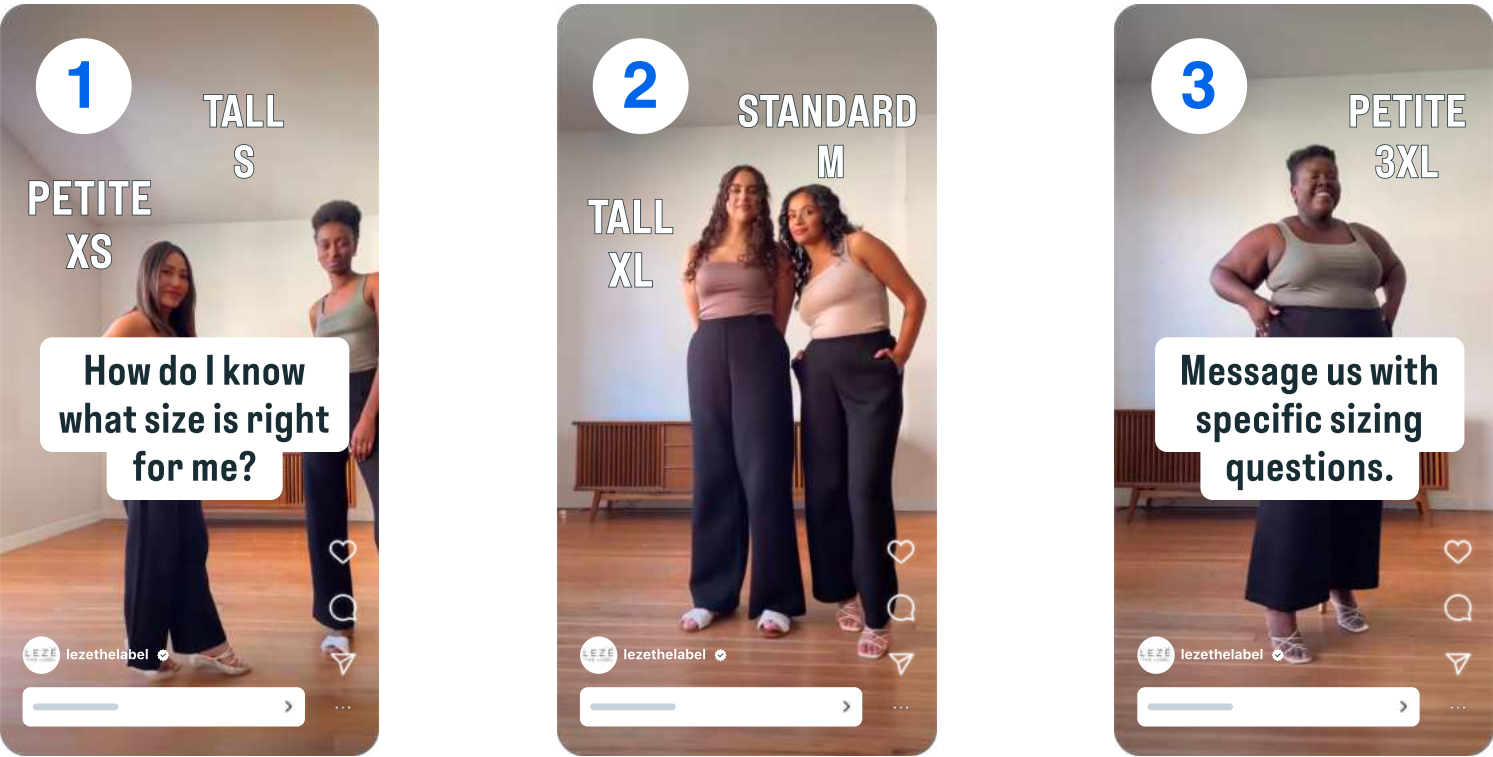
[Viral Camera](#) by Sugartapes



IDEA 2

Answer common customer questions

Show how you engage with customers by answering questions about product details, like sizing.



- 1 The Question  
Either add on-screen text or include the question in your post text so customers can read it.
- 2 The Answer  
Make your answers visual by including real people. This business showed the different sizes on different models.
- 3 The Closer  
Add a clear call to action to **Message now**, so people can start a conversation and learn more.



How do you know which customer questions to answer?

Ask your customer support team, or post a poll on your organic Instagram account. Common questions such as, “How do I know what size to order?” are great starting points.



- 1 Feature yourself  
Showcase yourself or a team member so customers see who they might be messaging with.



- 2 Leave an opening ending  
End with a question that prompts customers to respond for more information.

IDEA 3

Showcase the value of sending a message

Highlight how you can provide one-on-one service related to your products with a message, like helping customers build a personal wardrobe.



How do you figure out what you can help customers with?

Think about your products and what customers might use them for. If you were to give them instructions for how best to use your product, what would you say? Use these questions as you’re creating your reel.



# Reels designed to get more results

When you’re building reels to get results, you need to keep your call to action in mind. Build your reel around getting your customers to take the action at the end.



**DO:**

- Feature a clear call to action.
- Highlight the value of acting right away.
- Mention sales, special promotions and limited-time offers.
- Include your brand up front.



**DON'T:**

- Focus only on lifestyle or vibes.
- Use clips that are too long and lose customer interest.

## Introducing Red Clay Hot Sauce

Based in Charleston, Red Clay Hot Sauce was labeled “Tabasco for the 21st century” by *Food & Wine*, and offers hot sauce, hot honey, gift sets and more.

Here are 3 storyboard ideas from Red Clay Hot Sauce for reels that drive results.

IDEA 1

### Try an unboxing

Film everything that’s included in your product bundles against a simple backdrop.



- 1 The Before**  
Start by showing the full package, box or basket to build anticipation.
- 2 The Details**  
Take products out one by one to let customers really see what’s included in your bundle.
- 3 The Group**  
Line all your products up and showcase the full set outside the box at the end of the video.



**What filming style should you use for an unboxing?**

Unboxing videos work best using a low-fi approach. Try filming using your phone and feel free to feature customers, your team members or influencers in the unboxing to highlight all the elements of your products.



IDEA 2

Get a close-up action demo

Have a mouthwatering product? There’s no better way to show it than getting close with a product demo.



- 1 Start with the ending**  
Start with a drool-worthy finished shot of your product, getting close to show the details.
- 2 The Subtle Promotion**  
Be sure to keep your product visible throughout the demo, even with wider angle shots, to stay top of mind for your customers.
- 3 The Full Circle**  
Return to your opening shot to complete the demo with your product.



**Do some products work better than others for action shots?**  
It’s true — products like this hot sauce work well for a demo, but almost any product has details that would benefit from getting up close and personal.

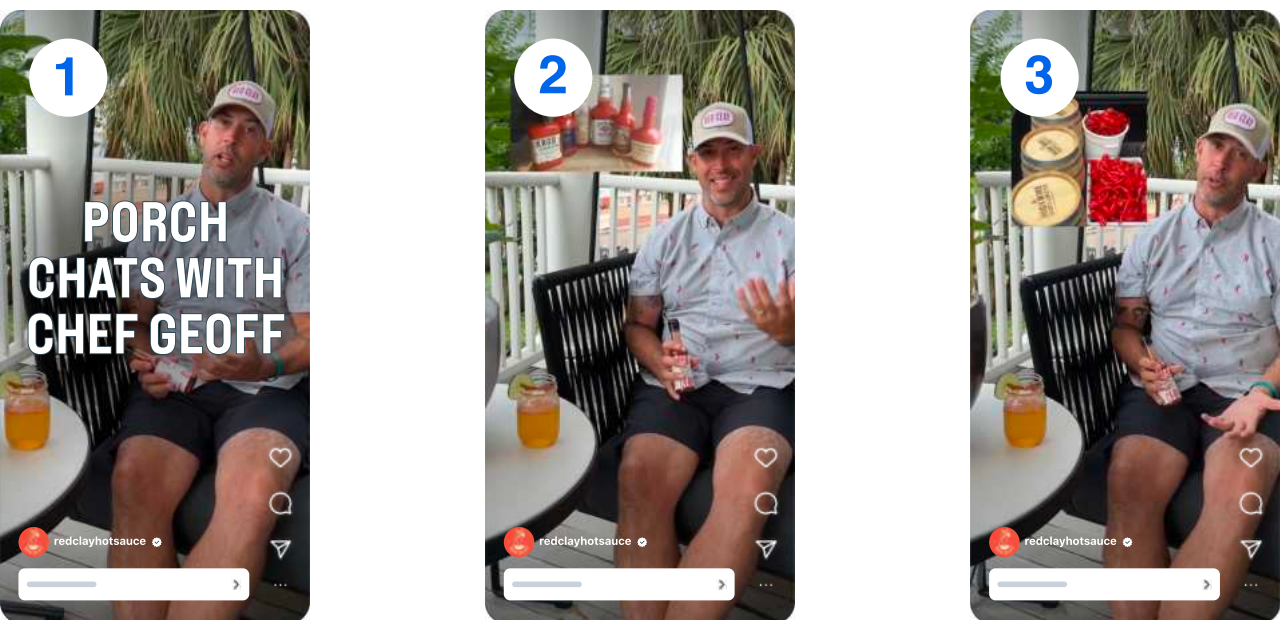
Curious for some fun music picks that will work on almost any reel? Try these curated selections from the Meta Sound Collection.

- [Me & U](#) by Kiri T
- [In My Bag](#) by Mazbou Q
- [Our Love](#) by Ruby Amanfu
- [A Whistle A Day](#) by kingpenguin

IDEA 3

Introduce your team

Highlight the work that goes into your product by filming a short Q&A with key players on your team.



- 1 The Intro**  
Introduce your team member with their full title in on-screen text so we know who is speaking.
- 2 The Key Details**  
Use a story to relate some of the core values of your business, like this hot sauce that started in a restaurant.
- 3 The Selling Point**  
Be sure to wrap up the story with a clear ending so customers are anxious to take a next step.



**How do you decide what you should talk about?**  
Think about your team’s expertise or experience with your product and pick 3 details they can share. Be sure to center the talking points around your products, so you’re still focusing on driving results.



Meta AI

# Reels prompt whispering guide

Our AI tools can help  
inspire your Reels strategy.

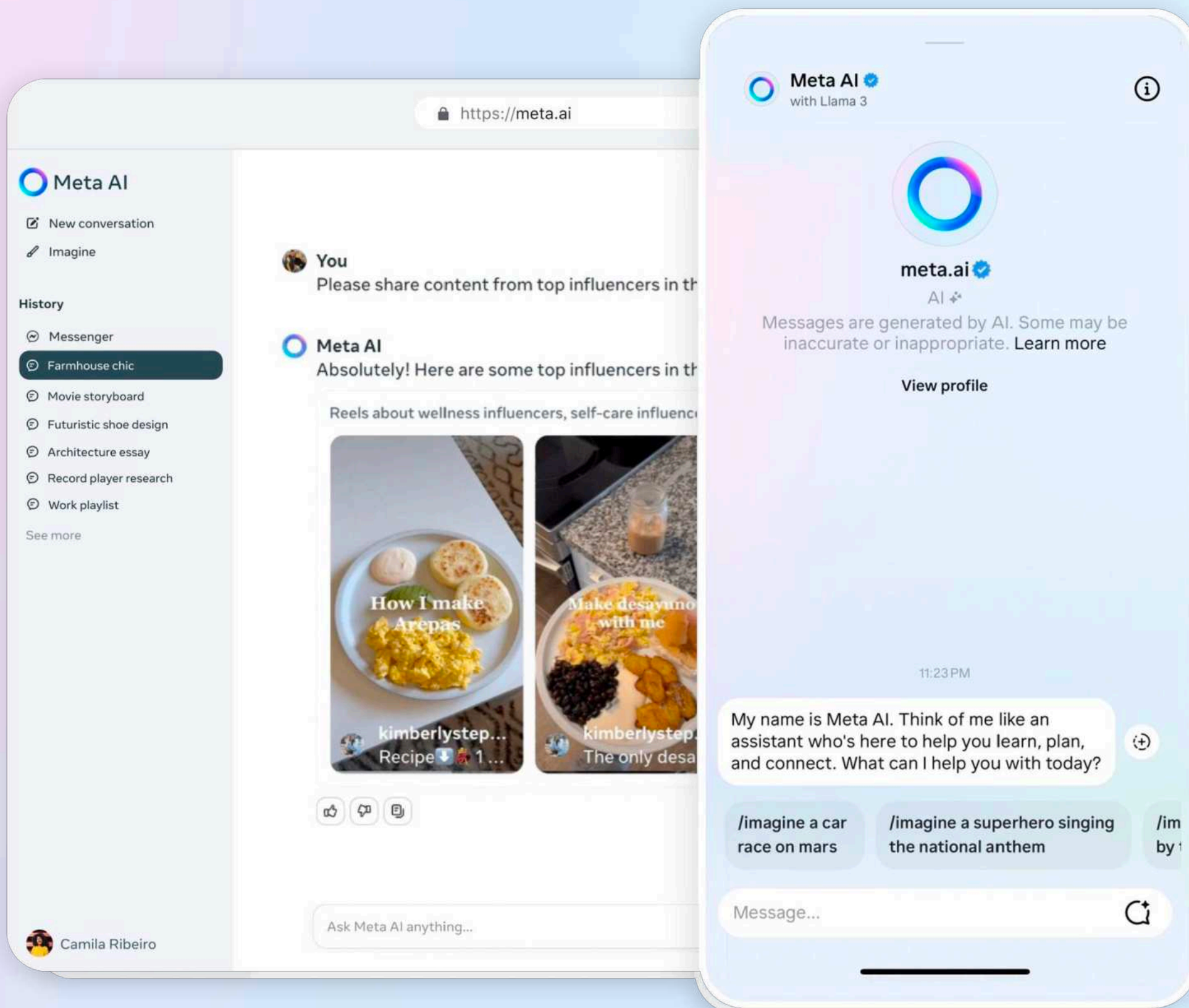


Generate Reels ideas for my business.

META AI IS CURRENTLY ONLY AVAILABLE IN LIMITED COUNTRIES AND MIGHT NOT BE AVAILABLE TO YOU YET. THE PROMPT GUIDANCE IS PROVIDED FOR ILLUSTRATIVE PURPOSES ONLY AND META MAKES NO GUARANTEE ABOUT THE PERFORMANCE OF META AI.



# Two ways you can access Meta AI



1

**meta.ai**  
(the website)

TIP: You can easily log in to save your conversations with Meta AI for future reference.

2

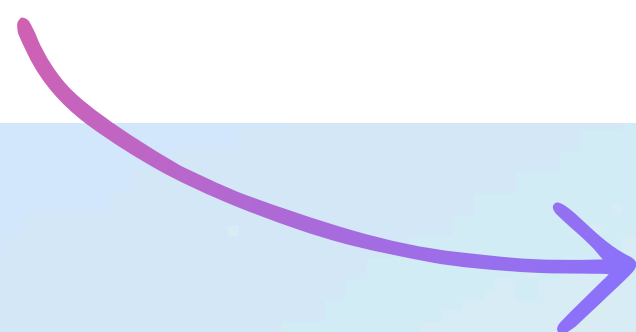
**Meta AI**

Depending on your region, you can find it within your messages on Facebook, Instagram, WhatsApp.



# Wondering how to use this AI prompt guide?

- ① Open Meta AI in your messages inside Instagram, WhatsApp or Messenger, or start a new chat at meta.ai.
- ② Copy and paste **prompt 1** into the chat window.
- ③ Anywhere where you see [ ] be sure to edit the text with the appropriate details.
- ④ Send prompt and Meta AI will generate a reply to you.



**Now, we're ready to jump in.**



# Collaborate with Meta AI to craft high-performing reels

Let's use AI to generate high-quality reels hooks that grab attention and build a connection between your brand and target audience. This simple, 5-prompt flow can help you uncover new creative angles and highly effective hooks.

Use **prompt 1** to prep Meta AI with relevant information about your brand

## Prompt 1

Before we begin, let me share key information about my brand for you to consider as we collaborate today. My brand, **[brand name here]**, is a **[category of vertical here]** company selling **[core product or service offering]** to **[key target audience]**. Our brand tone of voice is **[tone descriptor]**, **[tone descriptor]**, **[tone descriptor]**. Our hooks will be written against 3 distinct content angles (motivators) : **[angle #1]**, **[angle #2]** and **[angle #3]**

**Tip: Following the steps in order will improve your results.**



Use **prompt 2** to instruct Meta AI on how to craft your hooks

## Prompt 2

Write a series of video hooks against our first content angle: **[angle #1]**. Each hook should be written in our brand's tone of voice and be 10 words or less. Think like a copywriter and avoid category cliches.



Use **prompt 3** to push Meta AI toward even more creativity and nuance

## Prompt 3

These are good, but let me give you an example of our highest-performing hook for this content angle. See if you can match our creativity. Here's our top-performing hook for **[angle #1]**: **[Insert high performing hook for angle #1]**



Use **prompt 4** to inspire new concepts around the best new hooks

## Prompt 4

These are great. Let's use **[insert best hook here]** and create a video concept built around this hook. Using what you know about Reels trends in the **[insert product category]** and in other categories popular with **[insert your audience]**, give me 5 video concepts we can use with our new hook.



Use **prompt 5** to explore real content that can inspire your new concept

## Prompt 5

These are great. Can you share any examples that will help me bring these ideas to life? (You may have to open the chat thread on the mobile app to review/save content surfaced by the Meta AI.)

## Things to think about when using AI as a creative partner:



The **more specific your prompt is**, the more likely it is that the response will meet your needs.



**Iteration is part of the process.** Prompt Meta AI to explore different ways in. By approaching the prompt from various angles, you'll end up with a range of responses, helping you refine and achieve the output you're after.



**Supplement Meta AI with expertise.** Don't assume it's exhaustive or all-knowing. Category knowledge will almost always be able to add insights and observations that Meta AI isn't easily able to come up with. Your creativity and knowledge bank is the exact input needed to get the best output.



**Every connection is an opportunity.  
It's Your World.**

