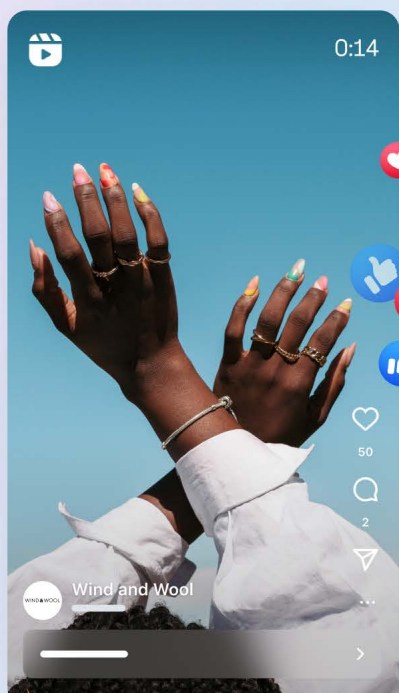
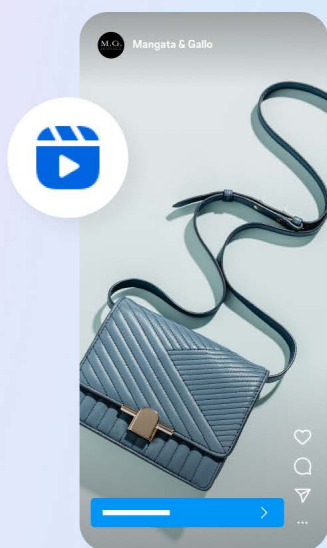
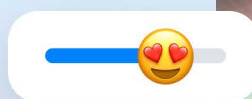


Meta's guide to Reels-style video ads

Learn how to boost your online or in-store sales and ad performance by creating immersive video ads that your customer will love.



But first, why Reels?

Reels are relatable and entertaining videos that are changing the way that customers interact with ads on Meta platforms...

... and reels become even more powerful when you turn them into ads. 🏆

Reels-style video ads deliver real results, such as:¹

16% improvement in **cost per result**

13% higher **return on ad spend**

29% higher **conversion rate**

11% higher **reach**

1. Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals, including e-commerce, CPG, retail and tech. Native Reels creatives are 9:16 video creatives that have sound on and are in compliance with safe zones. These creatives had at least one additional creative element, such as human presence, text sticker overlays, voiceover, lo-fi content and a "hook" in the first few seconds.

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01

Reels creative essentials

Make sure that your Reels-style video ads tick these boxes to maximise performance.



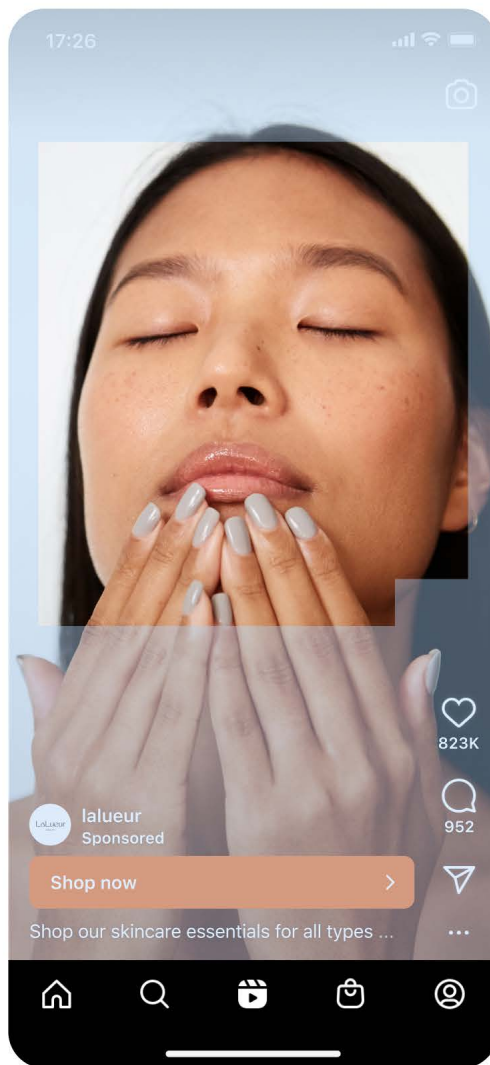
Use 9:16 video to make your video immersive.

Reels-style video ads that use a 9:16 aspect ratio show a +7-point statistically significant higher average positive response score compared to non-9:16 ads.²



Build for audio on to make your video captivating.

Reels-style video ads with both music and voiceover show a +15-point statistically significant higher average positive response score than those without sound.³



Build in "safe zones" to make your video viewable.

The "safe zone" is the portion of your Reels-style video that will never be covered by the Reels interface, such as the profile icon or call-to-action button. Keep your key messaging and visual focal points in the safe zone for a 28% higher click-through rate (CTR).⁴



Add people to boost performance.

Include action shots or people talking to the camera. Reels-style ads that do this have a 27% higher CTR.⁵

2 and 3. Source: Consumer study by MetrixLab (Meta-commissioned online study of 10,000 people in the US aged 18+; monthly active users who are active Instagram users in Q1 2022). Metrics definition: Positive response is an aggregated metric measured with forced exposure for how effective the creative is at generating positive feeling about the brand – mid/lower-funnel brand – weights and attributes as follows: 12.5% each for more interested, improves opinion, would recommend and action intent and 5.5% each for entertaining, likability, relevance, differentiation, easy to understand, credibility, authenticity, new info and fits brand collected in survey polling.

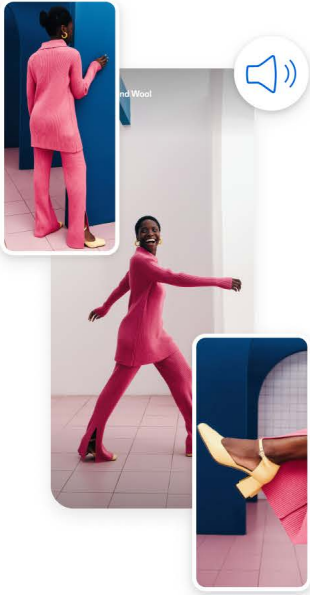
4. Source: Safe zone violations: Analysis of placement-level results for ads associated with 58 global brand lift studies that were self-identified at the time of study creation as testing the addition of Reels as a placement to a current campaign strategy. Studies run from June 2021 to March 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity or product label is obscured by any portion of Reels user interface or persistent camera icon.

5. Source: Analysis of approximately 2.2M global Facebook and Instagram Reels ads. Research findings do not guarantee future results.

02

Your next great video ad idea 📌

Two-thirds of people surveyed have purchased a product or service after watching reels.¹ Get more online and in-store sales by trying one or more of these story types that your customers will love.



THE PHOTO DUMP

Turn a collection of images or videos synced to music into a mini story.

Ideas

"Meet the [insert product name]": Showcase a variety of images and videos of product details, the product being used etc.

"Our new products for autumn": Round up new releases or seasonal favourites to build excitement.

THE LISTICLE

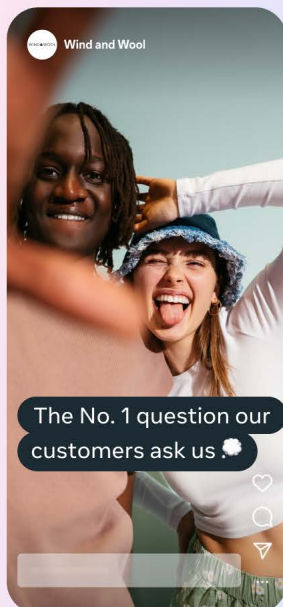
Use an editorial approach to storytelling with text stickers to break down a video into bite-sized chunks.

Ideas

"Five ways to use [your product]": This type of listicle is especially fun if your product can be used in unexpected ways.

"Three things that you'll love about [your product]": Create a fun sizzle reel of the top reasons why customers will love your product.





THE Q&A

Answer commonly asked customer questions about your online or retail shop.

Ideas

"The No. 1 question our customers ask us": This is a great way to answer the most commonly asked question.

Let a customer interview you/an employee: An interview format can create a real-time sense of authenticity and showcase your brand's personality.

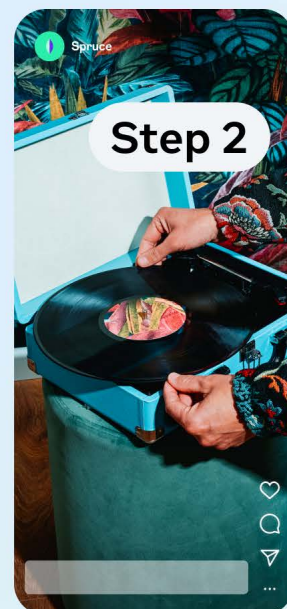
THE TUTORIAL

Give back to your audience by sharing knowledge or making something complex feel accessible.

Ideas

Show real customers using your product: Featuring real customers who genuinely love your product helps build credibility and relatability.

Give a step-by-step demonstration: Show customers how to use your product in a specific context, such as during a certain season.



THE BEHIND-THE-SCENES LOOK

Show your audience a peek behind the curtain.

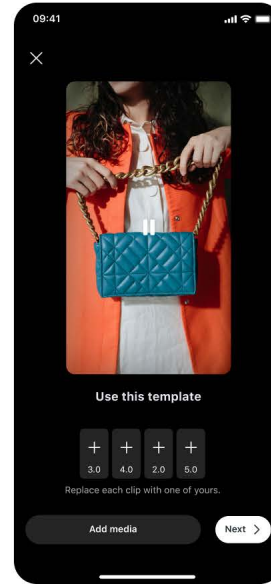
Ideas

"How we make [your product]": Highlighting the craftsmanship and care that goes into every product is a great way to build a loyal customer base.

"How we source our materials": Root your brand in transparency and authenticity by sharing sustainability information that your customers care about.



Ads are starting to look more like organic content. Use organic Reels creation and editing features to make native-looking content for your ads.



Option 1:

Create a reel in the Instagram app.

1. Navigate to your Instagram app.
2. Select the new post button and choose REEL to get started.
3. Tap the multi-clip shutter button to capture and stitch together multiple clips within your reel.
4. Upload video or stills from your camera roll.



Option 2:

Use Reels templates in Instagram.

Reels templates on Facebook and Instagram let you borrow the structure and audio of another reel and upload your own visuals.

1. Navigate to the Reels tab.
2. Select the camera icon in the top right-hand corner, where you'd typically go to upload your content.
3. At the very bottom of your screen, you'll see Reel and Templates. Click Templates.
4. From there, scroll through trending templates to pick the one best for you.



Tip: You can also find the template button wherever you watch reels, including:

- ✓ In your feed
- ✓ The Reels tab
- ✓ Reels content on accounts
- ✓ In Discover

04

Running your ad in Meta Ads Manager



Now that you have some great video content, let's create your Reels-style ad.

1. In Ads Manager, at the ad set level, select Use existing post in the Ad setup section.
2. Navigate to the Facebook or Instagram tab and select the Reels post that you'd like to use.
3. Finish setting up your ad, making sure that you turn on Advantage+ placements and Advantage+ creative with standard enhancements.
4. Launch your ad.

Ad creative

Add media ▼

Add image

Add video

Two easy ways to maximise your ad performance



Run your ads in the right places with Advantage+ placements:

Don't limit your reach by running your ad in the Reels placement only. Instead, turn on Advantage+ placements when creating your ad in Ads Manager to automatically allocate your budget to the most cost-effective placements. [Learn more.](#)

Placements

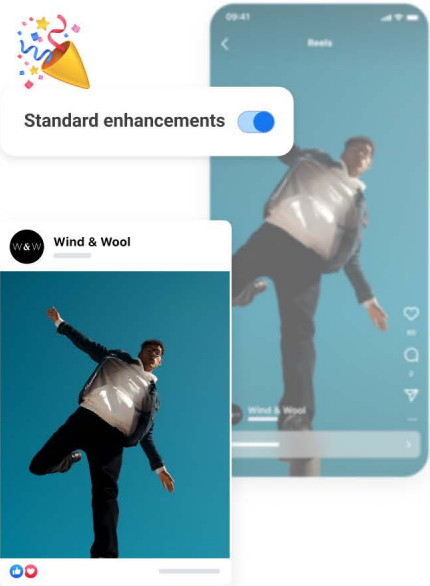
☒ Advantage+ placements (recommended)

☐ Manual placements



Personalise ads with Advantage+ creative standard enhancements.

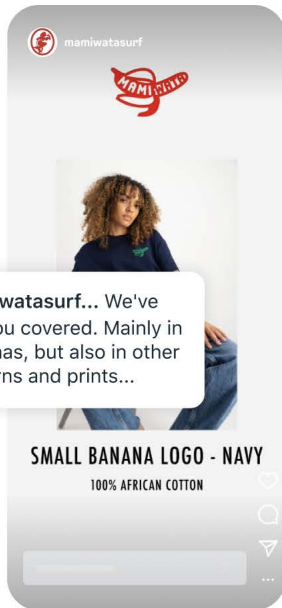
Automatically create more relevant ads for every viewer in your audience based on what they're most likely to respond to. [Learn more.](#)



05

Success stories: Mami Wata Surf and El Rey Court 🙌

Get inspired by two businesses who are finding creative ways to reach their business goals with Reels-style video ads.



MAMI WATA SURF

Be inspired by this e-commerce and retail company's approach to Reels-style video creative.

Strategy 1: Pair product slideshow reels with clever captions.

Mami Wata Surf uses rapid-fire product slideshows to showcase sales and new product releases, while providing just enough motion to make customers stop scrolling.

Strategy 2: Encourage people to visit your physical shop(s).

Mami Wata Surf uses techniques such as shop walk-throughs, invitations to local events and time-lapses of in-store attractions to highlight their shop space. Try this to help people visualise what it's like to shop at your location(s).

EL REY COURT

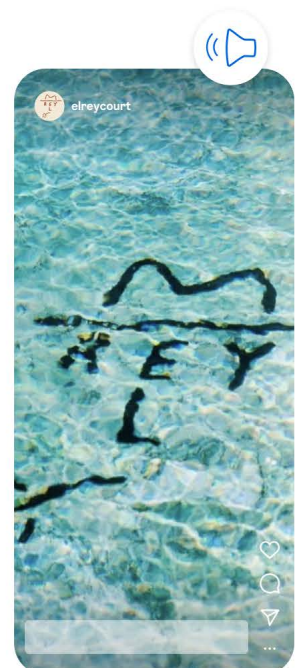
Snag this strategy to bring in new customers and local residents, such as this US-based hotel.

Strategy 1: Show off what makes your business unique.

El Rey Court uses video clips of their outdoor hot tub and fireplace, record, art and book collection and live music nights to showcase what they do well.

Strategy 2: Sync your clips to music.

El Rey Court does a great job of syncing their videos to clips of songs that are popular on Reels. Try adding music or sound to enhance your Reel's visuals.



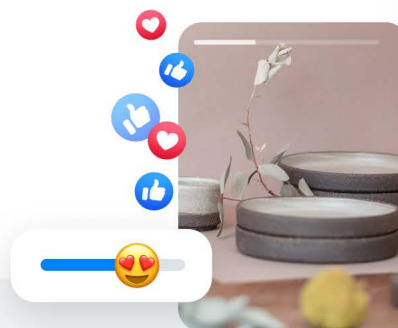
06

Bonus: Reels checklist for winning ads

For every great reel that you turn into a video ad, make sure that you tick all of these boxes. Then, get ready for more online or in-store sales and better ad performance.

Does your Reels-style video ad...?

- ☐ Use a 9:16 aspect ratio
- ☐ Add audio and/or music
- ☐ Keep key messages and imagery in the safe zone
- ☐ Feature people in your creative
- ☐ Use simple, authentic production
- ☐ Opt in to Advantage+ placements when you create your ad
- ☐ Use Advantage+ creative with standard enhancements when you create your ad



Additional resources

Meta Blueprint

Take a Meta Blueprint e-learning course on content creation.

Ready, set, Reels guide

Get more tips and content ideas for creating video ads on Meta platforms.

Meta Creative Centre

See video ad inspiration from other small businesses like yours.

Video Creation Kit

Use your existing images to create mobile-friendly videos in just a few steps on Ads Manager.