

Paid Social Ad Style Instructions

1. Benefit-Focused

Purpose: Highlight the core value or transformation the product/service delivers.

Tone: Positive, aspirational, clear.

Key Elements:

- Lead with the **main benefit** the audience cares about most.
- Frame the benefit as a **personal win** (“you” language).
- Use simple, confident phrasing without jargon.
- Include **before/after framing** where relevant.
- Reinforce with a **supporting proof point** or stat.

Example Style Cue:

“Show how life improves with this product in a way that feels attainable and desirable. Every word should push the audience toward picturing themselves enjoying the result.”

2. Problem–Solution

Purpose: Create tension by showing a relatable pain point, then resolve it with the product/service.

Tone: Empathetic, reassuring, and direct.

Key Elements:

- Start with a **clear articulation of the problem**, in the audience’s own language.
- Keep the problem **specific and visual** — make it easy to feel.
- Present the product/service as the **natural, obvious solution**.

- End with a **confidence-boosting promise** or differentiator.

Example Style Cue:

“Make the audience nod in agreement at the problem, then feel immediate relief when the solution is revealed. Avoid overdramatizing — authenticity builds trust.”

3. Social Proof

Purpose: Use credibility, testimonials, and external validation to build trust quickly.

Tone: Trustworthy, authentic, and conversational.

Key Elements:

- Use **real voices** — customer quotes, expert endorsements, review snippets.
- Where possible, add **numbers or ratings** to strengthen proof.
- Keep the language natural, as if overheard in a conversation.
- Avoid sounding like a press release; **let the audience feel the “human” in it.**

Example Style Cue:

“Your job here is to make the audience think, ‘If it worked for them, it can work for me.’ Every proof point should feel organic, not staged.”

4. Urgency-Driven

Purpose: Push the audience to act immediately by emphasizing scarcity or timeliness.

Tone: Energetic, persuasive, slightly heightened without feeling desperate.

Key Elements:

- Use **time-based triggers** (“today,” “this week only,” “limited run”).
- Use **quantity scarcity** where relevant (“only 200 left,” “selling fast”).

- Keep copy **short and punchy** — less explanation, more action.
- Close with a **clear call to action** (CTA) that feels immediate.

Example Style Cue:

“Make the reader feel they’ll miss out if they don’t act now — but keep it believable and on-brand. Urgency should feel like an opportunity, not a threat.”

5. Mixed (General)

Purpose: Combine multiple persuasive levers for broad, high-rotation use.

Tone: Balanced, engaging, and versatile.

Key Elements:

- Start with a **hook** (benefit, question, or bold statement).
- Layer in **one light pain point** or friction the audience recognizes.
- Add **social proof or credibility** subtly.
- End with a **soft urgency push** and a clear CTA.
- Keep flexible enough to adapt for testing variations.

Example Style Cue:

“Think of this as your ‘Swiss Army knife’ ad style — touches on benefit, credibility, and action without leaning too heavily on any one angle.”