



**Creative Guide**  
for Small Businesses

**Real**

**Harnessing the power of relatable, digestible  
entertainment to drive action for your business**

**Talk**

## What you'll learn



**Why reels** are important and how they can help your ad campaign performance



**How to choose and plan a Reels ad concept** for your business and goal



**How to quickly and easily build a Reels ad asset** that follows best practices



**How to set up and test** a Reels ad campaign

## Contents

- 1 **Why Reels:** The rise of relatable, short-form entertainment
- 2 **The language of Reels:** What it is, how to speak it and mastering the creative essentials
- 3 **Structuring your story:** How to start, how to finish and what to say in-between
- 4 **Story types:** Reels concept starters for every business goal
- 5 **Creating Reels assets in a flash:** Tools and partners to make creation simple and fun
- 6 **Time to advertise:** Setting up your campaign and measurement strategy
- 7 **FAQs** and more resources

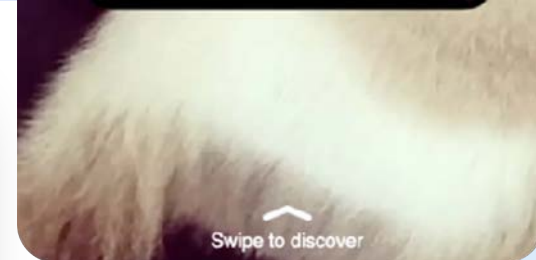


01 CONTEXT

# The rise of relatable, short-form entertainment







# Short-form video is the next big shift in how we make, watch and share entertaining content



Unvarnished,  
lo-fi and  
relatable



Concise stories  
that reward  
our attention



Highly entertaining,  
surprising or  
mesmerising



# Reels spark action



Brands are tapping into  
community and culture

**2 billion**

The number of reels shared  
each day, doubling over the  
last six months<sup>1</sup>



Brands are getting new  
followers and leads

**3/4**

Of people surveyed followed  
a business and 50% have  
messed a business after  
watching reels<sup>2</sup>



Brands are turning attention  
into customers

**2/3**

Of people surveyed have  
purchased a product or  
service after watching reels<sup>2</sup>

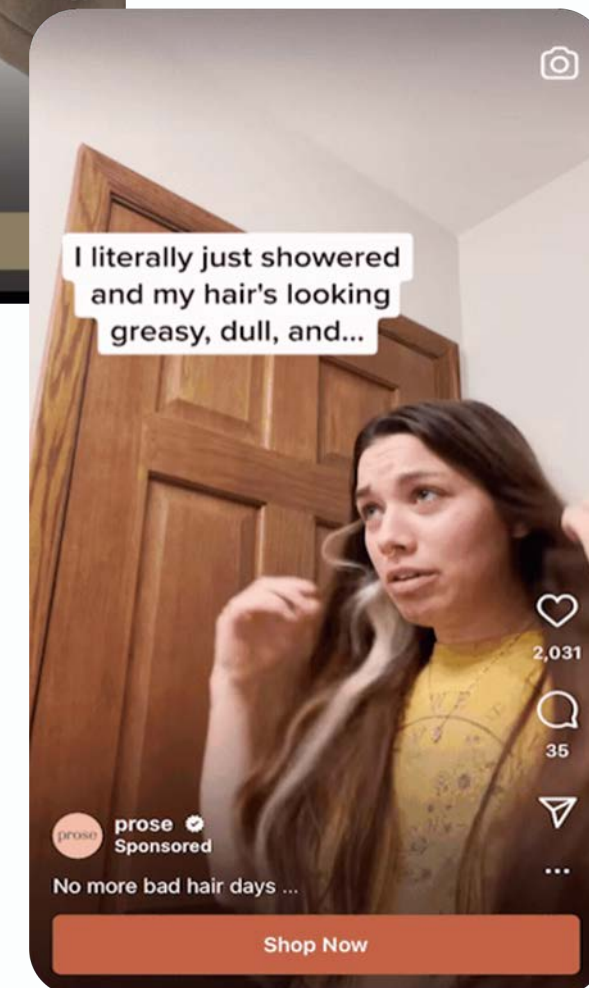
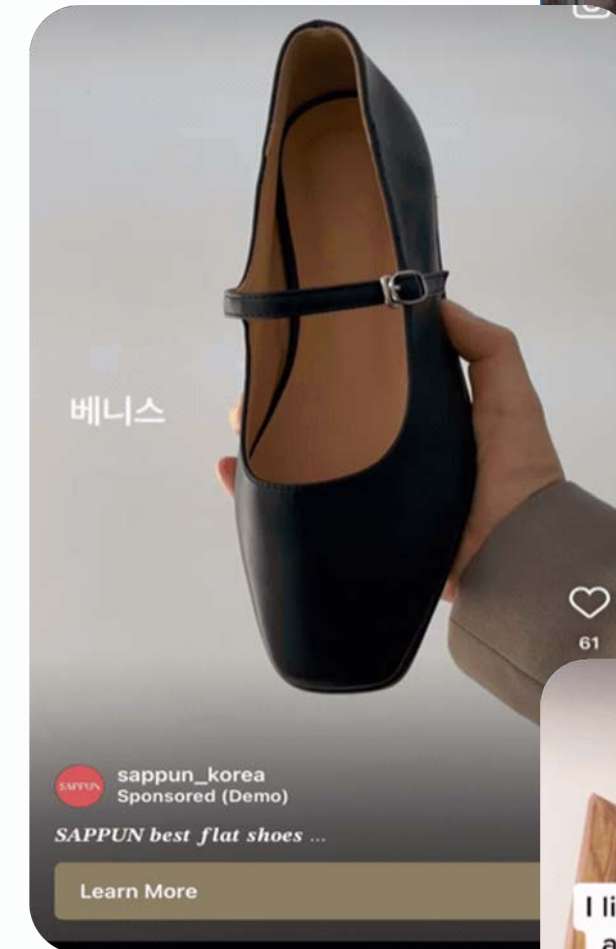


# Reels supercharge results

Adding Reels creative that follows best practices to the existing business-as-usual creatives in direct response campaigns led to the following results across all placements in comparison to campaigns with only business-as-usual creatives<sup>1</sup>:

- **16%** improvement in cost per action
- **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.





## 2 PRINCIPLES

# Reels isn't just a placement. It's a language.

There isn't just one way to reel. Reels can be comedic, mesmerising or thought-provoking – they can surprise us, teach us something we didn't know or introduce us to a brand or product we haven't met yet.

But they do have one thing in common – and that's a style of communicating that's a little bit different. We call it the "language of Reels", and it has three broad qualities.





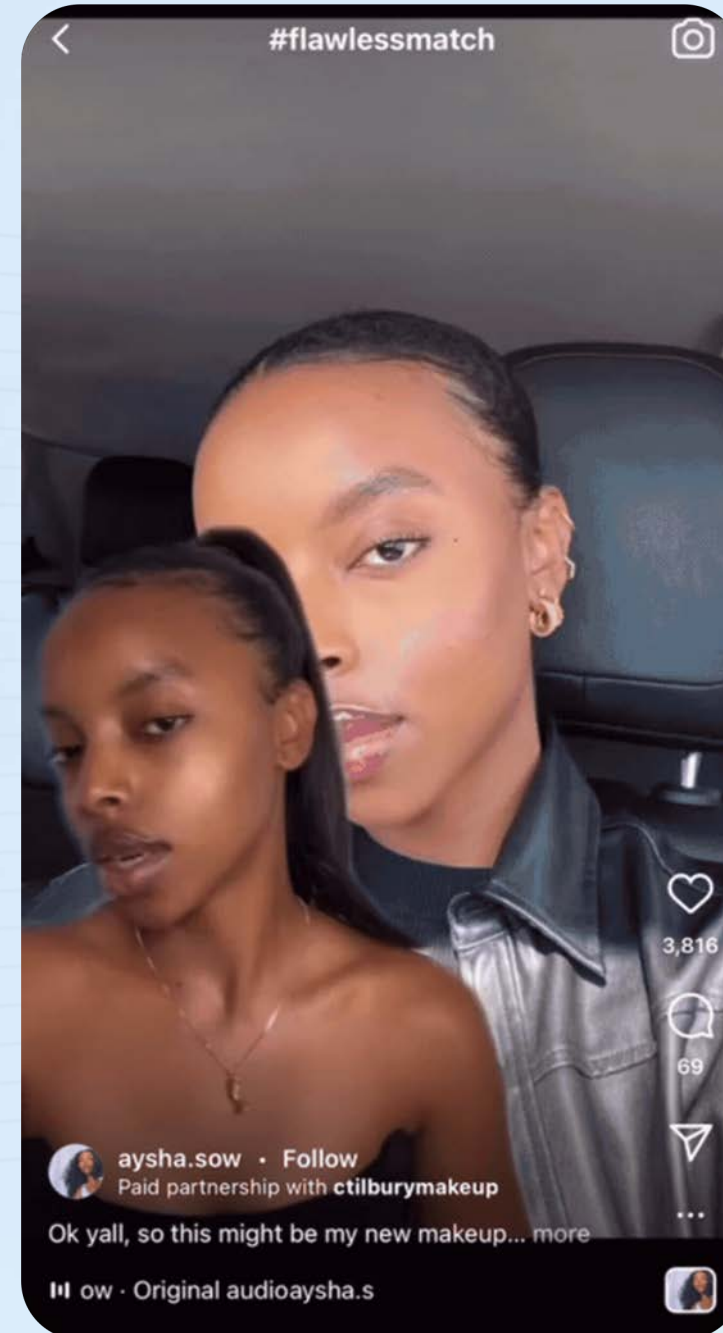


# Great reels are entertaining

Mix audio, visual effects and creative storytelling to provoke an emotional response.

**+22 pts**

Reels creative that featured audio brand cues showed a statistically significant higher average positive response by +22 points than ads without audio brand cues.



[Charlotte Tilbury](#) created an **original audio track** for creators to use in their product demos.



[Carlton Dry](#) partnered with creator Ian Zaro to harness the power of **comedy** to access new audiences.





# Great reels are digestible

Combine pace, value and clear communication to captivate your audience.

65%

of organic reels use the text sticker to overlay text onto the video.

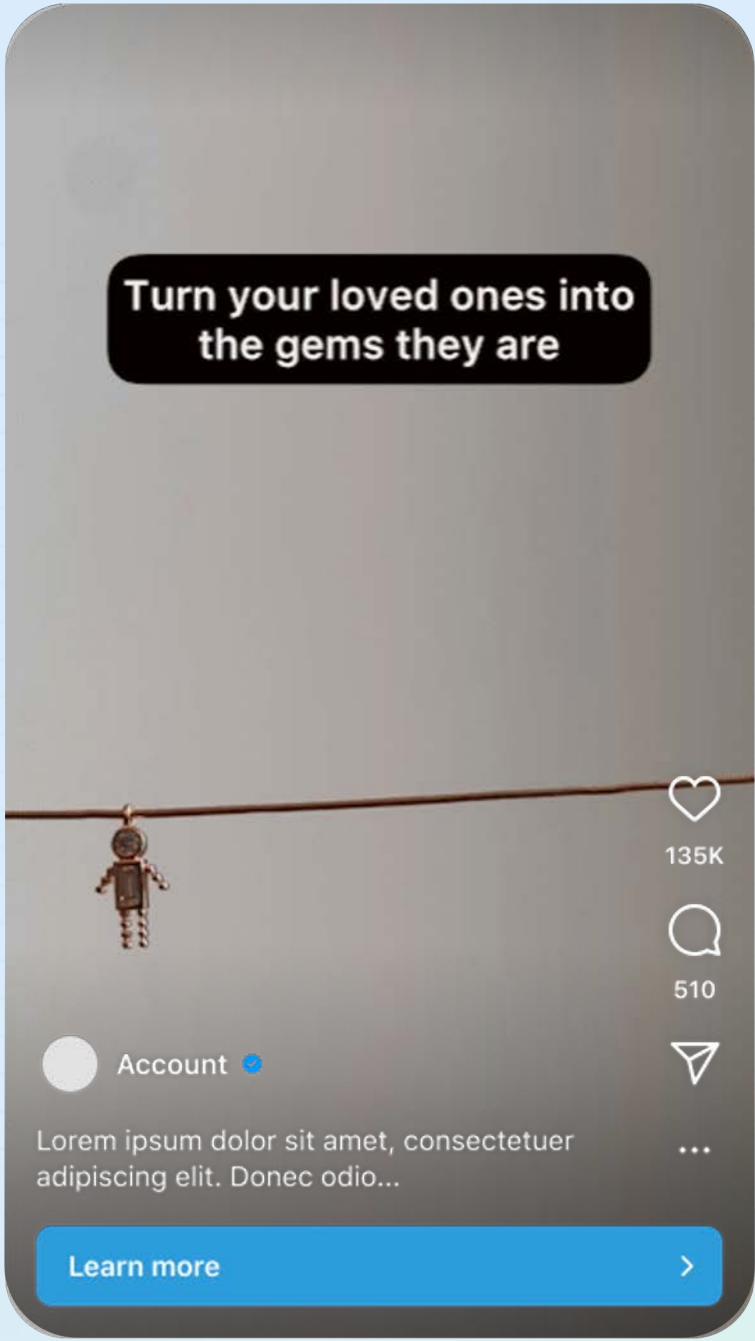
+11 pts

Reels creative that featured text or text stickers showed an +11-point statistically significant higher average positive response score compared to Reels creative without text or text stickers.

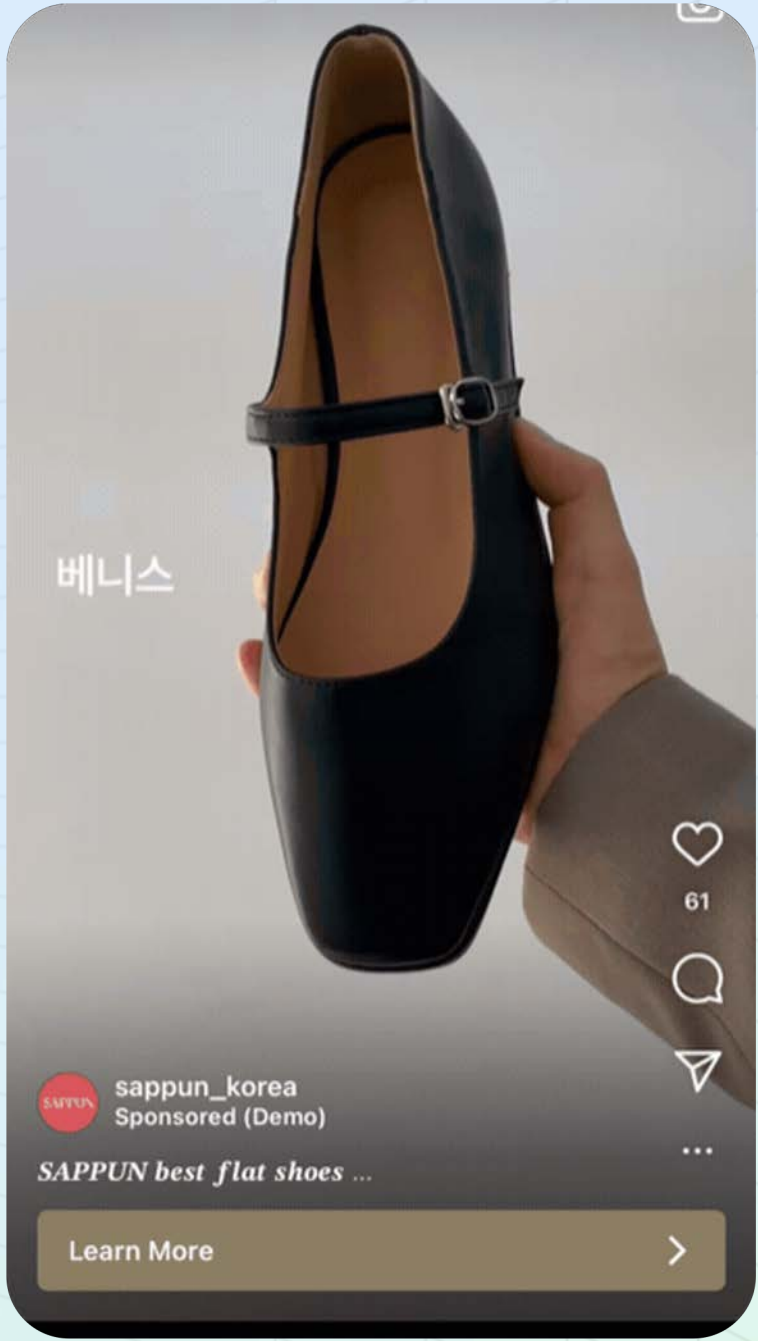
Source: Source: Instagram internal, September 2022.  
Source: Consumer study by MetrixLab (Meta-commissioned online study of 10,000 people in the US aged 18+; monthly active users who are active Instagram users in Q1 2022).  
Further details in speaker notes.



**Video Leap** used **text sticker overlays** to make a tutorial easy to understand.

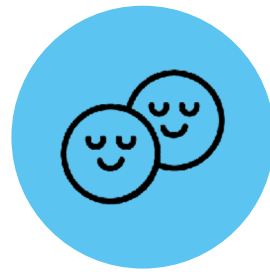


**Magal Jewelry** used the **first two seconds** of their reel to communicate the idea.



**Sappun** stitched together a series of bite-sized product video clips into a **mesmerising transition sequence**.





# Great reels are relatable

Use recognisable stories, visual codes and shared behaviours to establish a personal connection with your viewer.

84%

of young consumers agreed "I like it when content from brands is not perfect".<sup>1</sup>

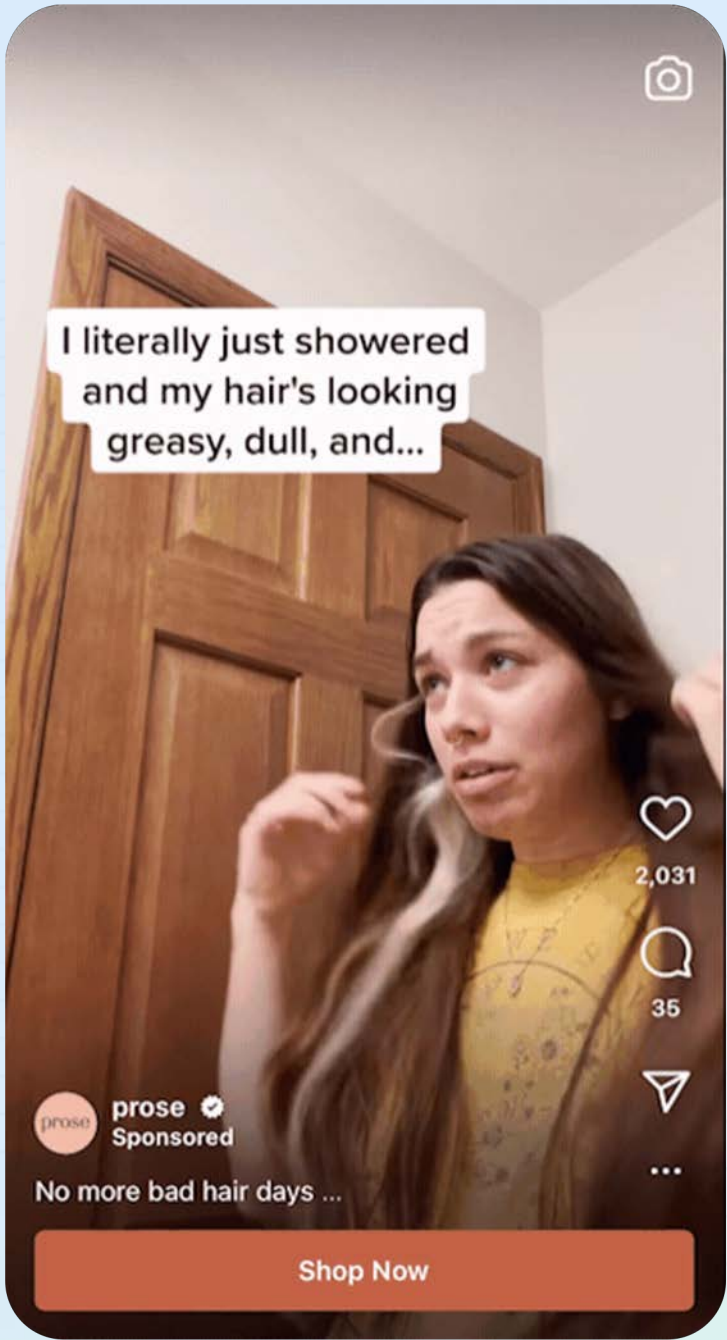
27%

Based on a sample of 1.2M Reels ads, we see that Reels ads with a human presence in the creative (such as a face, person or child) had a 27% higher CTR than those without.<sup>2</sup>

1. The Cult of Ugly report from YPulse, 2019.  
2. Analysis of approximately 2.2 million global Facebook and Instagram Reels ads. Research findings do not guarantee future results.



**Golde's** reel features a "get ready with me" or GRWM morning routine that many new parents will **recognise**.



**Prose** turned a **common consumer pain point** "greasy, dull hair" into a reel that uses the "Q&A" format.



**Adore Me** used an **unpolished, lo-fi** video style to create a video that feels like it could have been made by a trusted friend.



### 3 APPROACH

# Structuring your story

Any brand – regardless of their product, business size or production budget – can create a great reel.

## What you'll need

- A printed copy of the creative storyboard
- A writing utensil
- Your imagination



# Structuring your story – in action

Great Reels ads capture, maintain and reward attention.

## Your reel

### The beginning

#### **They capture attention**

Great reels "nail the hook" in the first few seconds.

### The middle

#### **They maintain attention**

Great reels deliver something relevant or valuable.

### The conclusion

#### **They reward attention**

Great reels close with a payoff, call to action or invitation to participate.



# Structuring your story - in action

## The Beginning



My plants before  
Planty

### Capture Attention

Uses a transition cut to show us a 'before and after' in the first few seconds. This lands the product benefit right up front.

## The Middle



### Maintain Attention

Breaks down the easy steps to maintaining your plants with Planty - and some important product benefits. Each point is made with a new video cut and a text sticker.

## The Conclusion



### Reward Attention

Ends with a product shot and a clear call to action 'buy now'

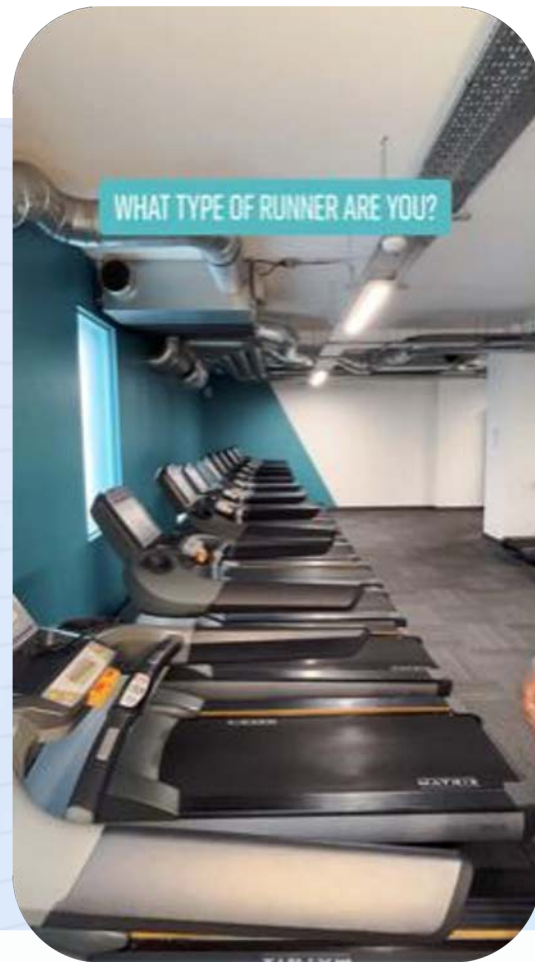


# Five ways to **capture attention**

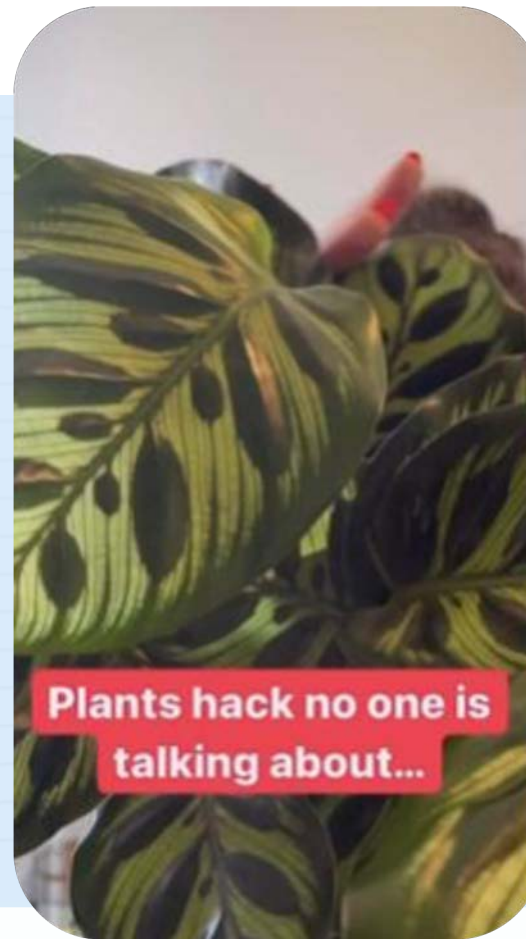
Capturing attention doesn't mean disrupting the viewing experience with a big logo. But it does mean "nailing the hook" – by delivering something surprising, entertaining or mesmerising in the first few seconds that makes the viewer want to stay around for the payoff.



Use audio to  
break through



Include your audience



Offer useful knowledge



Spark curiosity



Recreate a relatable  
situation



# Five ways to maintain attention

Once you've captured attention, the next task is to introduce your brand or product and to do it in the language of Reels – making sure that the way you present it is entertaining, relatable and digestible. Start with what your audience would want to know, not with what you want to tell them, then figure out how your story can deliver **value** to them.



Show how something works



Show your product in real life



Make it easy to understand



Make it mesmerising



Make it funny



# Using transitions to **maintain attention**

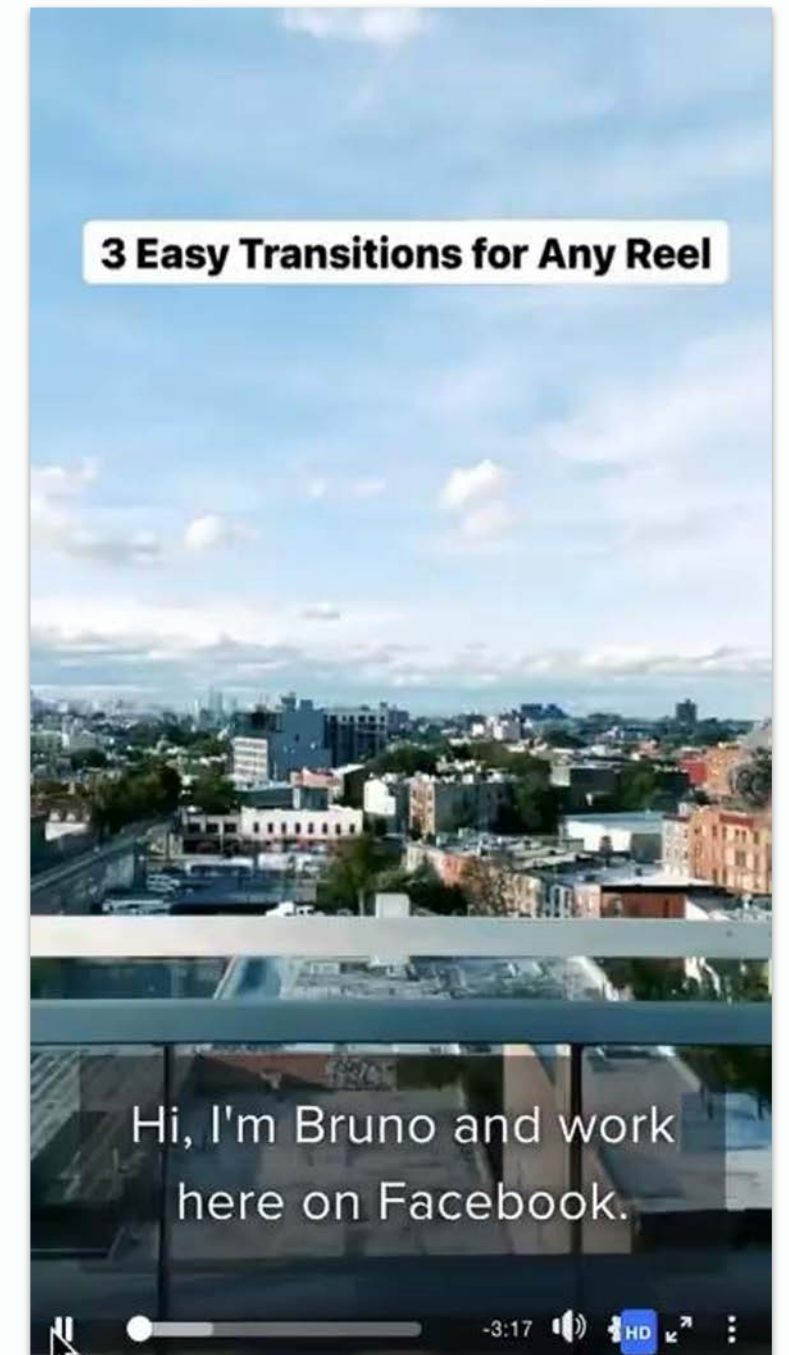
Interesting transitions can help keep your audience engaged.

Take a look at the videos on the right for easy transition ideas for any reel, including:

1. The camera tap
2. Motion magic
3. The pan
4. The swipe
5. The leave the frame
6. The clap



[Click here](#) to view the video on Instagram for Business.

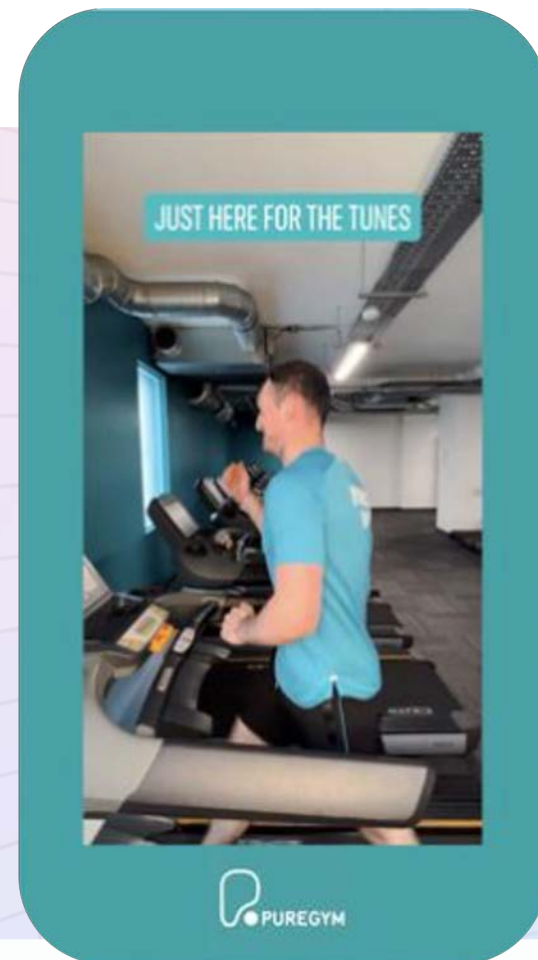


[Click here](#) to view the video on Instagram for Business.



# Five ways to reward attention

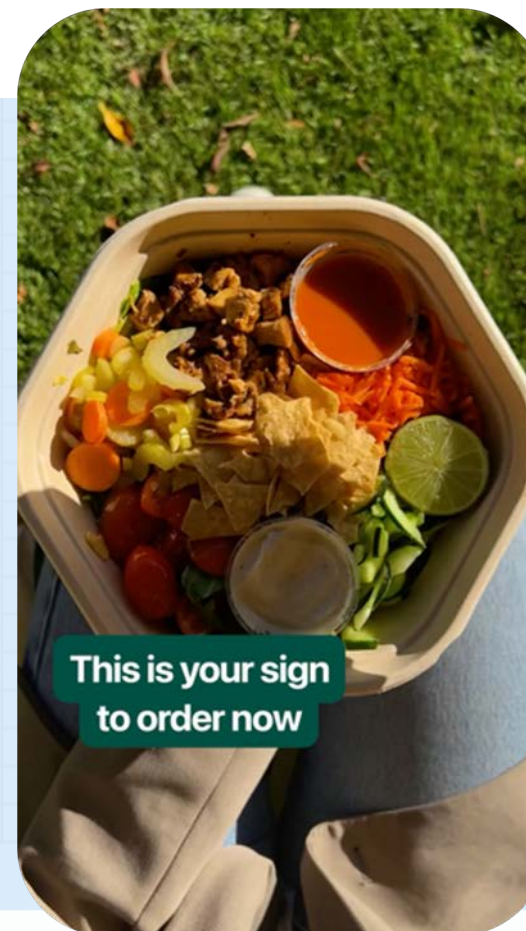
No matter what your objective is, a good story always needs a good ending. That could be a strong call to action, a payoff that rewards the attention of the viewer or an invitation to the audience to leave a comment or get in touch.



Close with your brand



Close with your product



Use a touch of humour to close your ad



Use animation to drive attention to your CTA



Invite the opinion of your audience



# Structuring your story – in action

## The beginning



**Capture attention**  
Sets up the idea in the first couple of seconds.

Uses text stickers, native font and an emoji to deliver a relatable tone.

## The middle



**Maintain attention**  
Shows how to use the product from start to finish.

Overlays the sounds of making the product on music to keep the user entertained.

## The conclusion



**Reward attention**  
Delivers the payoff with a relatable, selfie shot of enjoying the product.

*Bonus: For an ad, this is where they could add a text sticker with a CTA.*



# Creative prompts

| Capture attention to "nail the hook" |                                         | Maintain attention                       | Reward attention                                                            |
|--------------------------------------|-----------------------------------------|------------------------------------------|-----------------------------------------------------------------------------|
| No. 1<br>Use captivating audio       | Start quiet, then pump up the volume    | Show the product or service in action    | Close with your brand                                                       |
|                                      | Use voiceover instead of music          |                                          |                                                                             |
|                                      | Use a sound effect to create a contrast |                                          |                                                                             |
| No. 2<br>Use camera movement         | Start macro and then zoom out           | Show the product or service in real life | Sign off with your product or a shot of your service                        |
|                                      | Use a quick camera angle change         |                                          |                                                                             |
|                                      | Use a sound effect to create a contrast |                                          |                                                                             |
| No. 3<br>Involve your audience       | Ever felt like X happens when you Y?    | Break down features and benefits         | Use an animation on your video to draw attention to the UI CTA              |
|                                      | What type of X are you?                 |                                          |                                                                             |
|                                      | Which one of these is you?              |                                          |                                                                             |
| No. 4<br>Offer useful knowledge      | X things you didn't know about...       | Make it mesmerising                      | Reinforce the brand name or articulate a call to action with voiceover      |
|                                      | Here's how I did X and you can too      |                                          |                                                                             |
|                                      | Want to know how to do X?               |                                          |                                                                             |
| No. 5<br>Make it relatable           | This look familiar? Then listen up      | Employ humour                            | Invite the opinion of your audience "Which one of these did you like most?" |
|                                      | POV: If this is you, then you need...   |                                          |                                                                             |
|                                      | X shouldn't cause Y problem, try...     |                                          |                                                                             |



# Putting it all together

Ready to script your story? Use the worksheet to help write your next reel concept, step by step.





Creative storyboard



Capture attention

Frame 1



Transition

Frame 2



Transition

Maintain attention

Frame 3



Transition

Reward attention

Frame 4



Frame 5



# Creative storyboard



Think of an ad you've seen recently that grabbed your attention. Storyboard the ad below to break down how they captured attention, maintained attention and rewarded attention.

## Capture attention

Frame 1

Transition

## Maintain attention

Frame 3

Transition

Frame 4

Transition

## Reward attention

Frame 5

Transition

Don't forget a CTA!



# Story types

You can use the building blocks on the previous slides to storyboard any Reels ad concept that you like – just remember to keep it entertaining, relatable and digestible.

Not sure where to start yet? One option is to lean into "story types" – a set of commonly recurring narratives that are popular on the platform.

### Pro tip

You don't have to make a reel from scratch – you can also adapt your existing assets. Look out for this tag on the following slides for ideas!

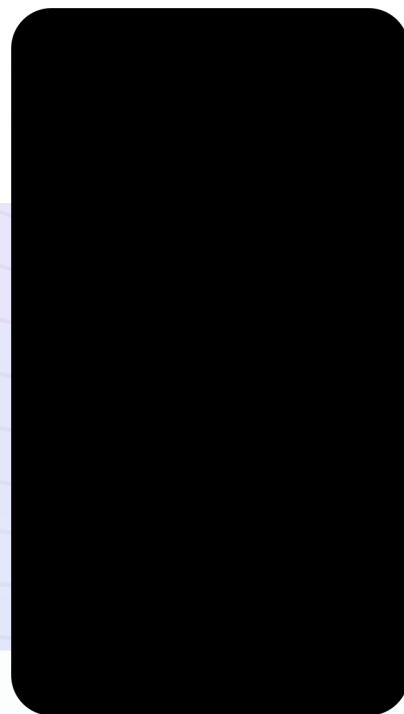
**Adapt  
and  
edit**

### What you'll need

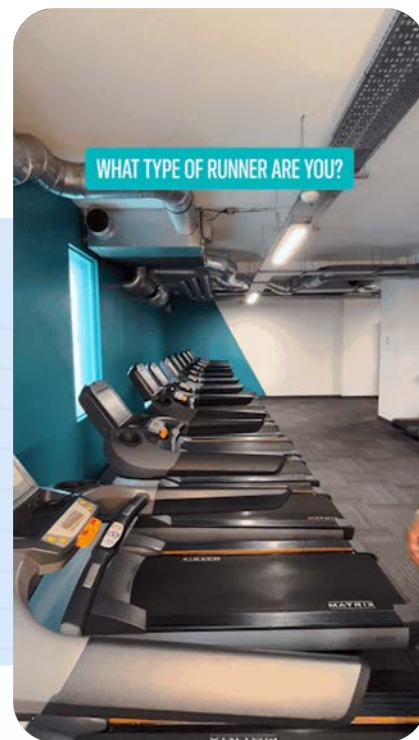
- A printed copy of the creative brief
- A writing utensil
- Your imagination



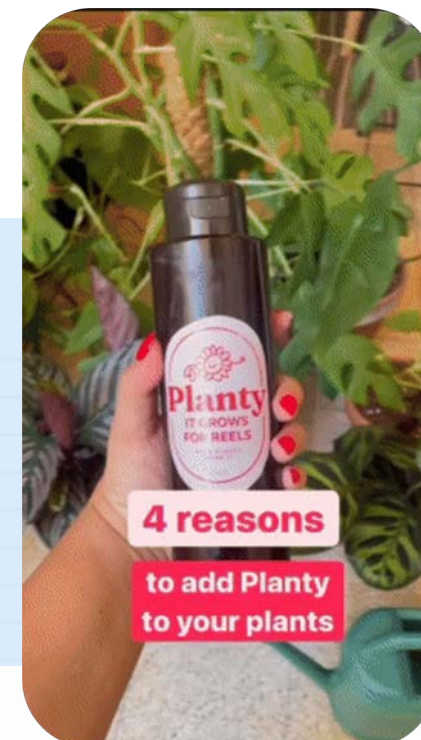
# Try one or more of these story types to get started



No. 1 The photo dump



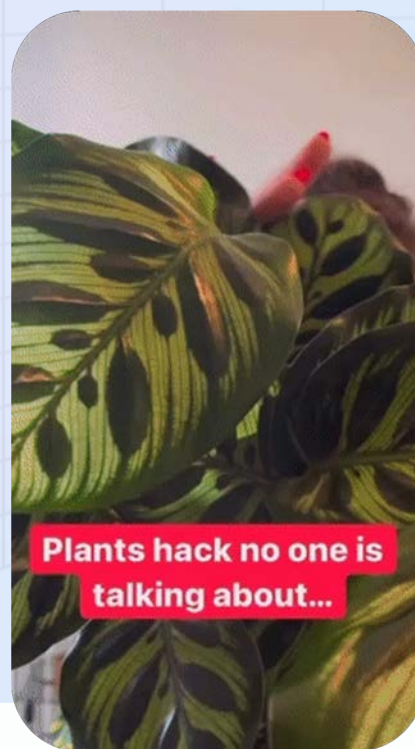
No. 2 The "types of" list



No. 3 The listicle



No. 4 The transition sequence



No. 5 The tutorial



No. 6 The before and after



No. 7 The POV



No. 8 The behind-the-scenes look

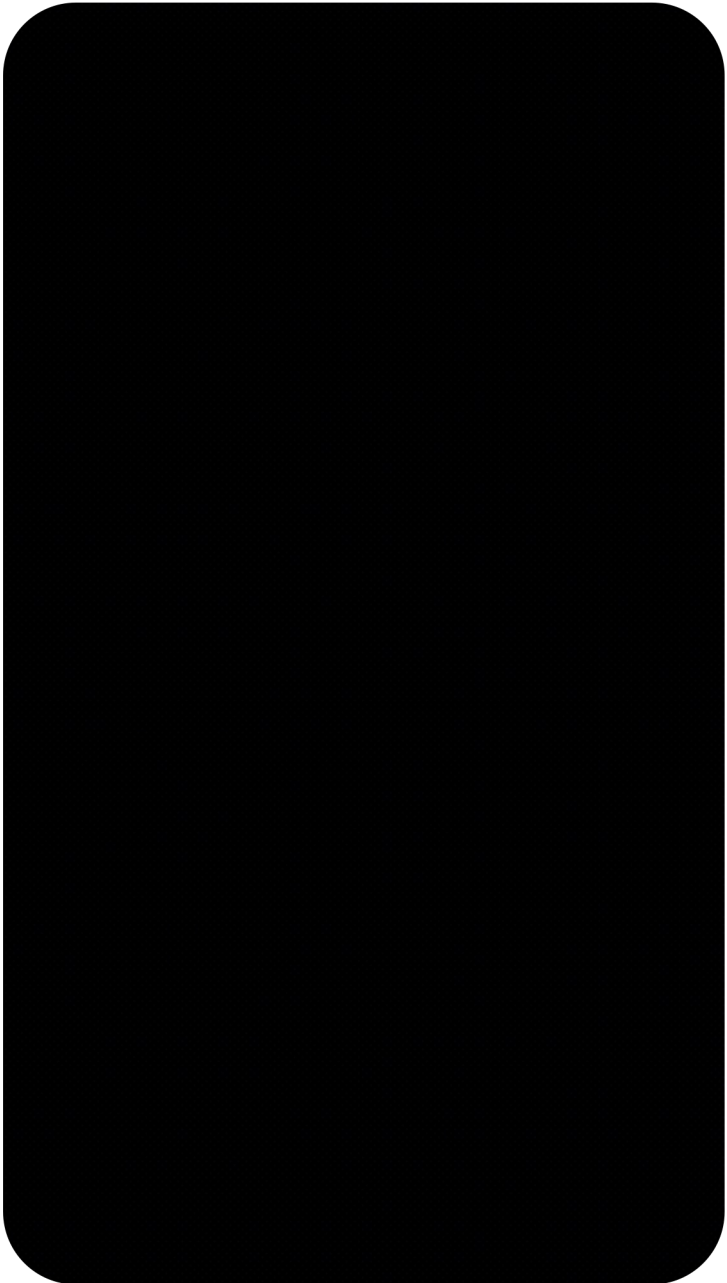


# The photo dump

## for Outlet City

A collection of images or videos synced to music

**How to use it:** Turn statics and video clips into a mini entertaining or informative story that shows off details of your service/product or how your service/product can make someone feel.



Bonus  
example  
from [El Rey Court](#)

**Capture attention**  
Poses a question to draw us in



**Maintain attention**  
Showcases a range of looks across key collections  
Promotional offer to entice us



**Reward attention**  
"Get everything cheaper"  
"Shop permanently low prices at Outlet City"



**Adapt and edit**

### Ideas to get more leads

- "The services that we provide" *For: Consulting/legal*
- "What are the [hair/nail/skincare] trends for summer?" *For: Beauty service providers*
- "Details from 123 Mulberry Drive" *For: Estate agents, architects or interior designers*
- "How do I plan the ultimate birthday party?" *For: Event planners*

### Ideas to get more purchases

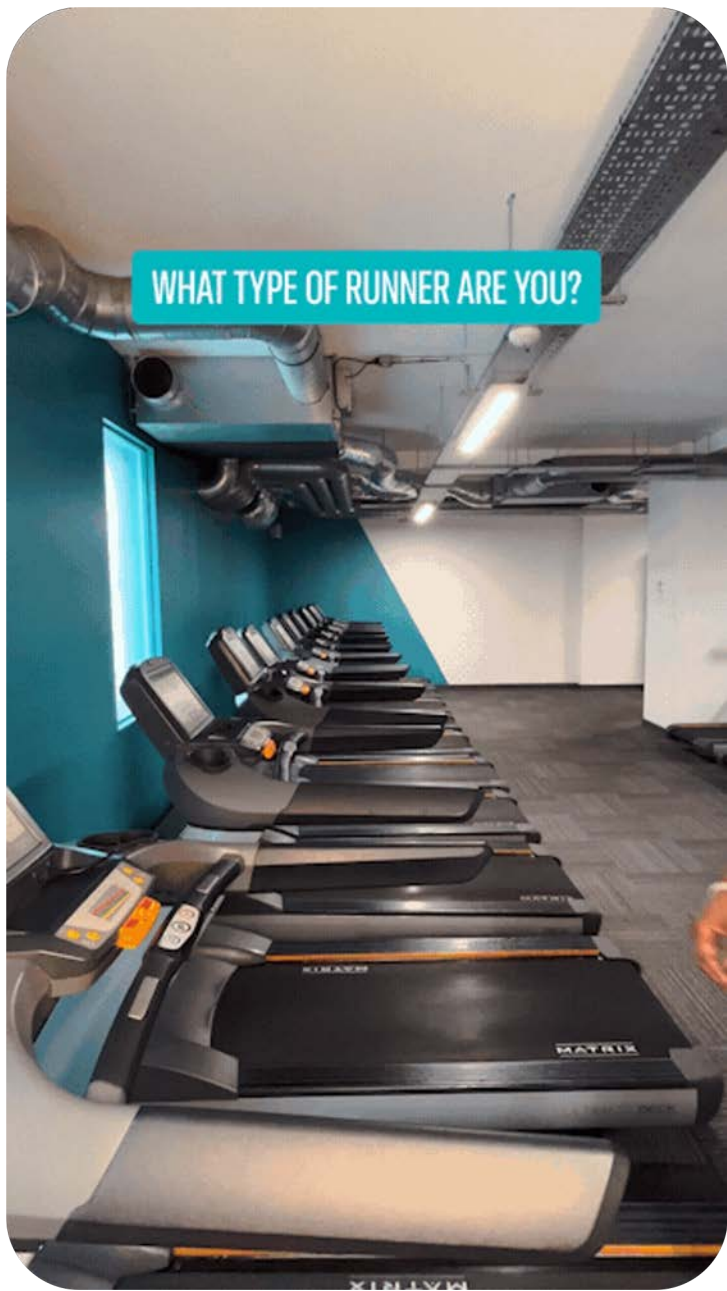
- "Meet the [insert product name]"
- "Things you can do with [insert product name]"
- "What are your top-selling Mother's Day gifts?"
- "Our new products for spring"



# The "types of" list for Pure Gym Fitness

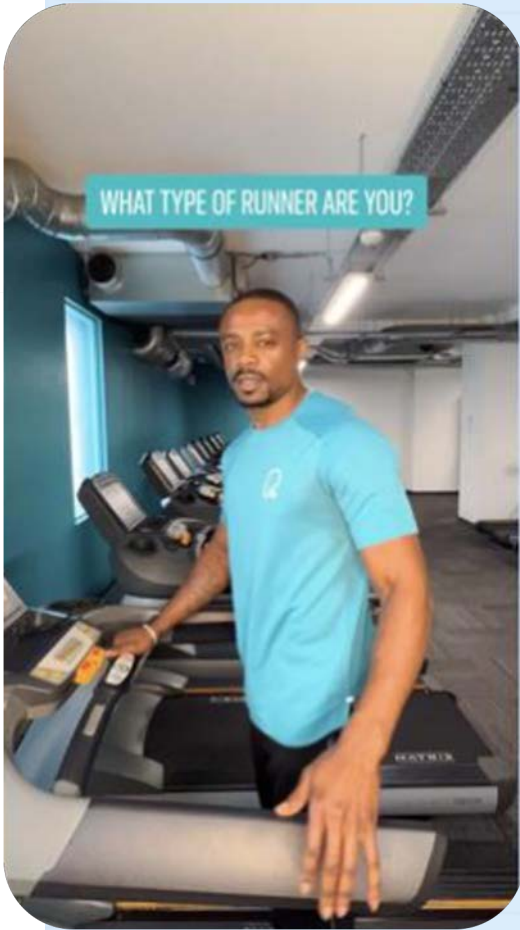
Your product reimagined as types of people, things or situations that your audience might relate to.

**How to use it:** Come up with five recognisable characters or customers. How would they use your service? Or what pain points does it help them solve?



## Capture attention

Includes the audience by asking a question



## Ideas to get more leads

"The types of homes that [insert reality show cast] would buy" *For: Estate agents*

"What type of budgeter are you?" *For: Financial services*

## Maintain attention

Shows different people using the gym, set to a pacy audio track



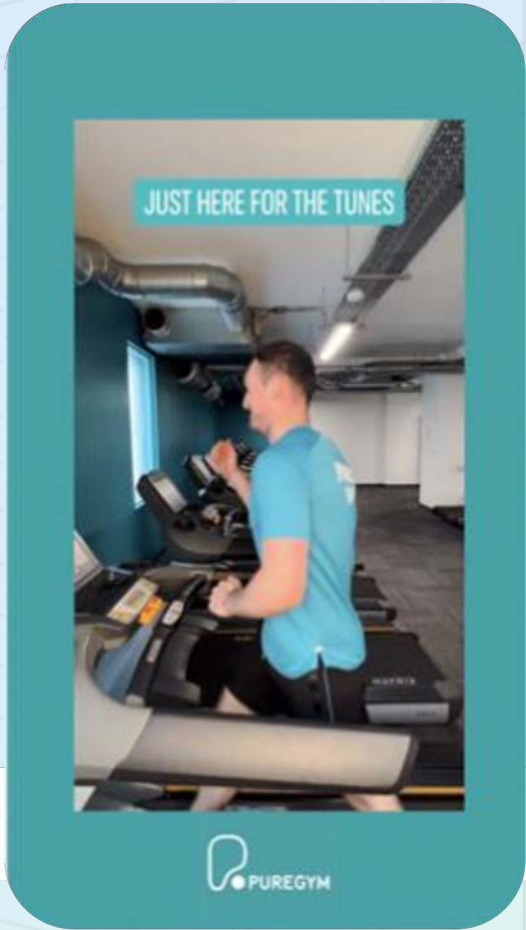
## Ideas to get more purchases

"The types of skincare products that [insert characters] would use" *For: Beauty product*

"What type of dog parent are you?" *For: Pet product*

## Reward attention

Branding only introduced at the end in a title card, providing a strong call to action



Make it  
new!



# The listicle

## for Planty

An editorial approach to storytelling that uses text stickers to break down a video into bite-sized chunks.

**How to use it:** Make a list of the three features or benefits of your product. How would someone talk about them in everyday language?



Adapt  
and  
edit

**Capture attention**  
Use of text stickers and native font, and text-to-speech tool to deliver a relatable tone



**Maintain attention**  
Provides four useful benefits of Planty and shows how to use the product, in a lo-fi style



**Reward attention**  
Delivers the CTA with an emoji to make it feel relatable



### Ideas to get more leads

"The top five things you'll love about this house" *For: Estate agents*

"Three tips for setting up a trust" *For: Legal services*

"Four common mistakes for toning arms and what to do instead" *For: Fitness providers*

### Ideas to get more purchases

"Five ways to use [your product]"

"Three things you'll love about [your product]"

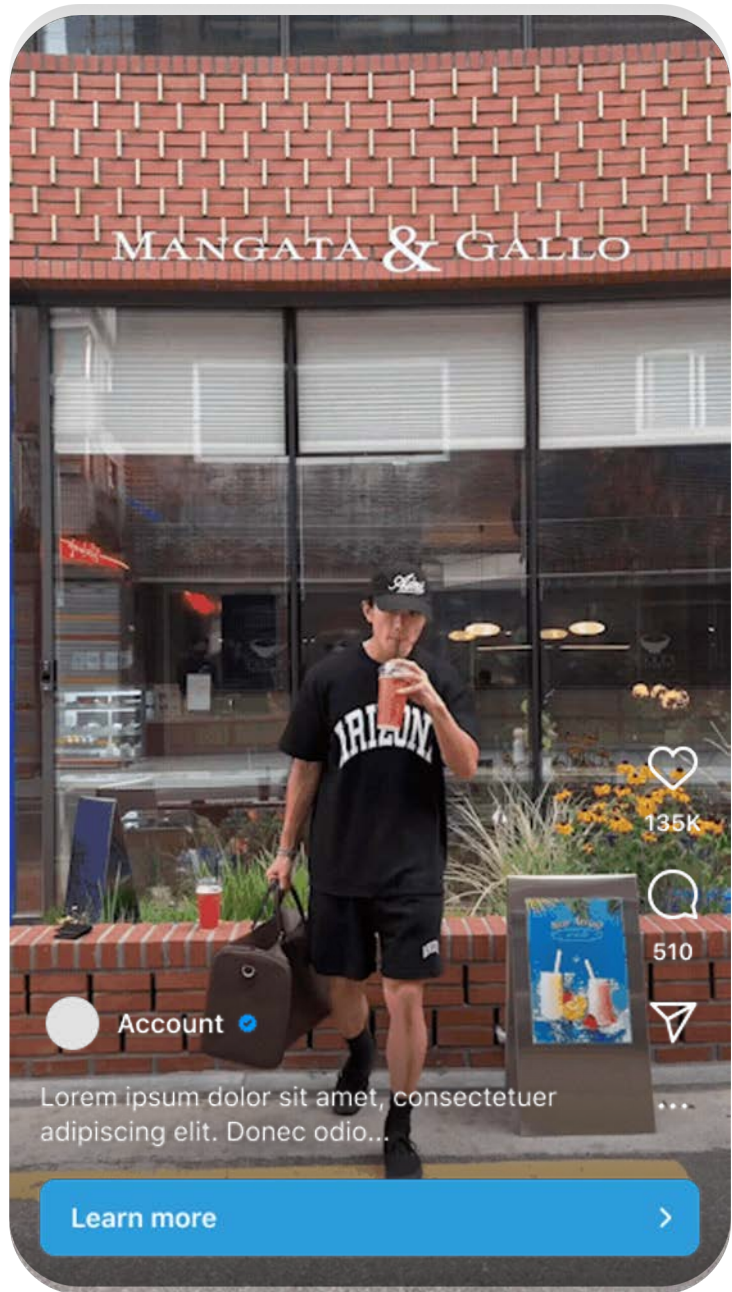
"Four things to consider when purchasing [your product]"



# The transition sequence for Mangata and Gallo

Using transitions such as jump cuts or swipe cuts to bring visual magic to a collection of video clips.

**How to use it:** Use props, your product, body movement – anything that can create motion. [Here's a few ideas to get started](#). Or consider using the transition features in the Reels creation tools or a Meta Business Partner app.



Make it new!

**Capture attention**  
Uses disruptive audio – the sound of feet on a pavement



**Maintain attention**  
A sequence of products with each transition synched to the beat



**Reward attention**  
Title card featuring the brand and call to action



## Ideas to get more leads

**"Meet the members who have joined our network"**  
*For: Consulting – use "the swipe" transition*

**"Introducing [insert address]"** *For: Estate agents – use "the pan" transition*

**"When you hire us to design your home"** *For: Architects, interior designers – use "the camera tap" transition*

## Ideas to get more purchases

**"All the ways [your product] [the problem your product solves]"** – use *"the motion magic" transition*

**"Meet our spring line"** – use *"clap" transition*

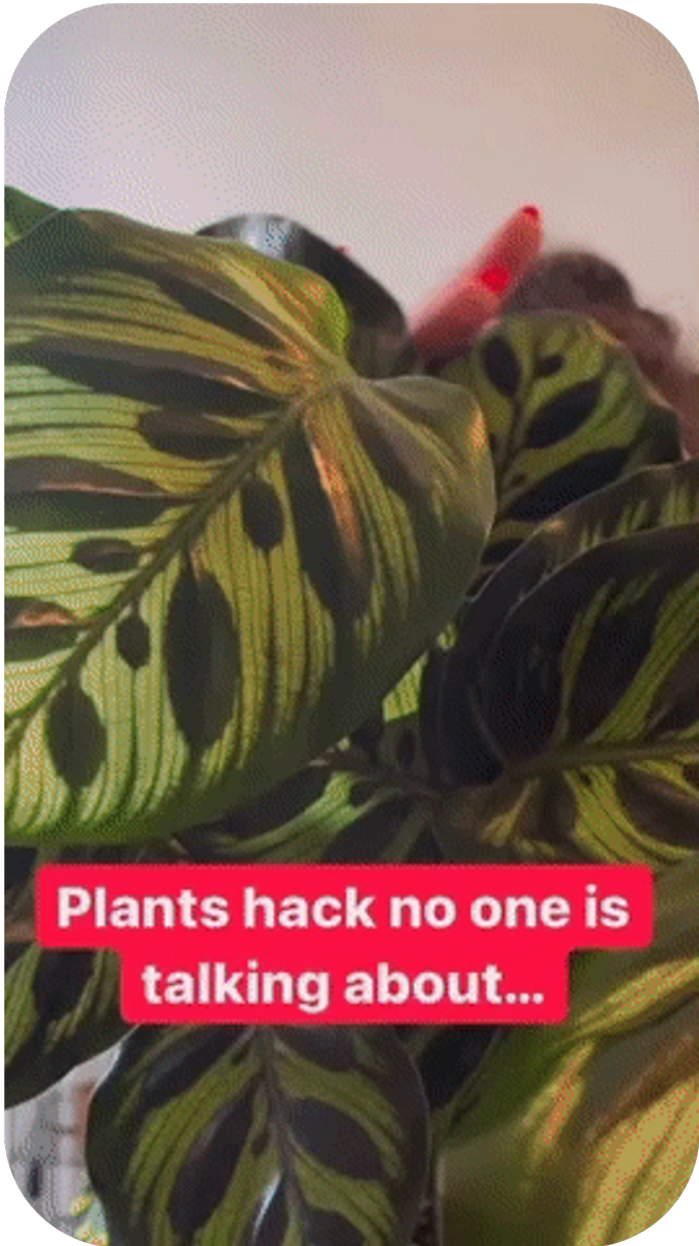
**"Your holiday with [your product]"** Use *"leave the frame" transition*



# The tutorial for Planty

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

**How to use it:** What's a common question or request you get about how to use your product or service? Put together a step-by-step overview with the answer.



 Bonus example from [The Laughing Pug](#)

**!** Reels ads that feature a product demo have a +7-point higher positive response than those ads that do not feature a demo of the product.

**Make it new!**

**Capture Attention**  
Offers a secret hack in the first two seconds



Ideas to get more leads

- "Top tips for booking your [your service]"
- "Customer: So what makes [your service] different?"
- "How to build your online presence in 30 days" *For: Consulting*
- "How to get ready for [insert cultural event or holiday such as back-to-school] with [your service]"

**Maintain Attention**  
Takes us through two tips and two benefits - shown on text stickers



Ideas to get more purchases

- "How to use [your product] to [customer need]"
- "Get the perfect holiday look" - *For: Fashion, beauty or home goods*
- "Customer: So what makes [your product] different?"
- "How to get ready for [insert cultural event or holiday such as back-to-school] with [your product]"

**Reward Attention**  
Ends with a clear call to action and product shot.

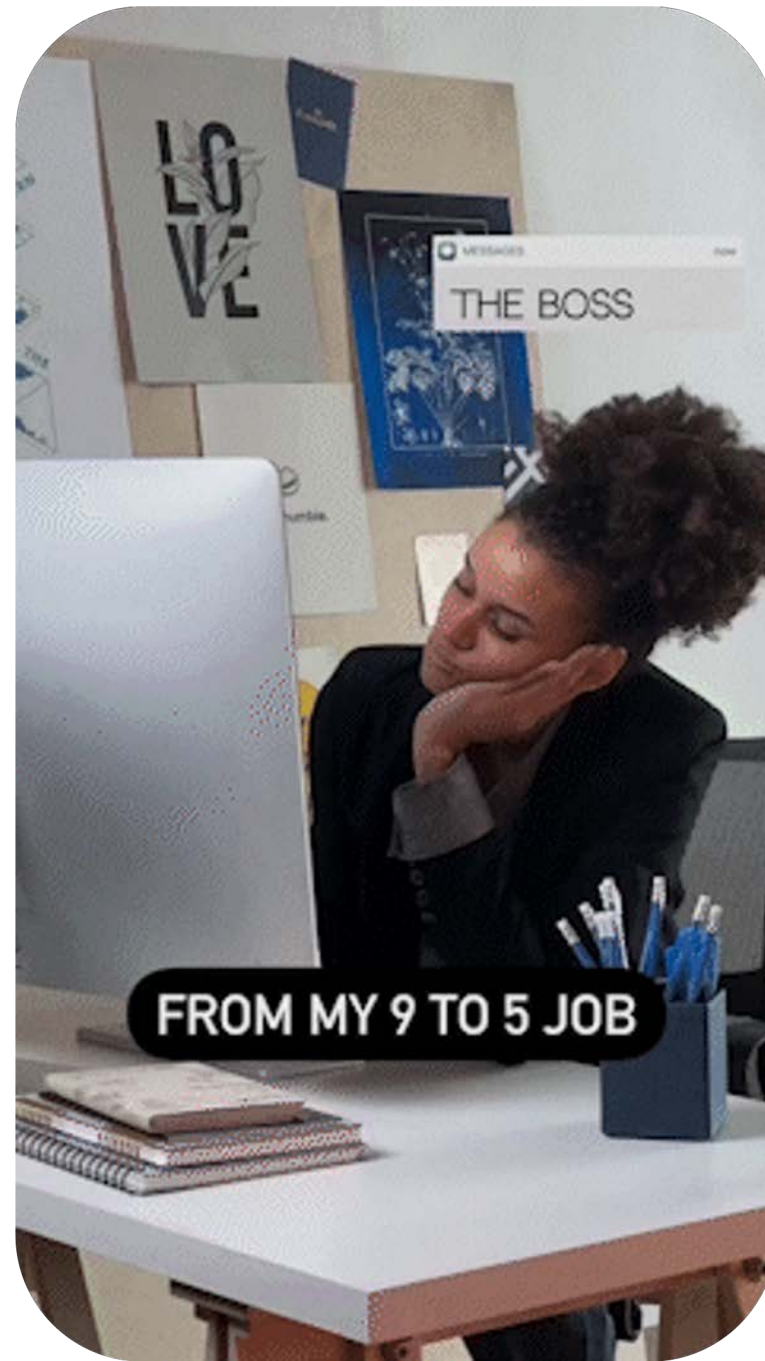




# The before and after for Tailor Brands

A way to dramatise a product or service benefit in a captivating way.

**How to use it:** Think about how your product or service would change someone's life. What does it look like before vs after? Consider using a comedic, relatable angle to grab attention.

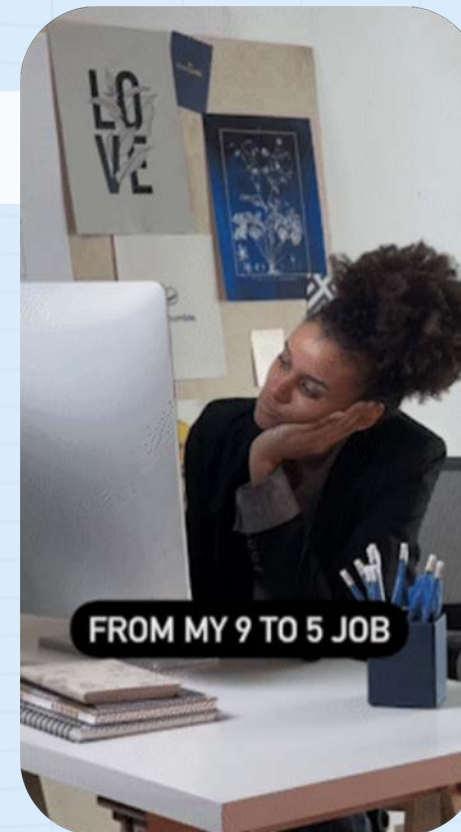


We don't allow advertisers to run ads that imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products. This includes before-and-after concepts with idealised results.

**Make it new!**

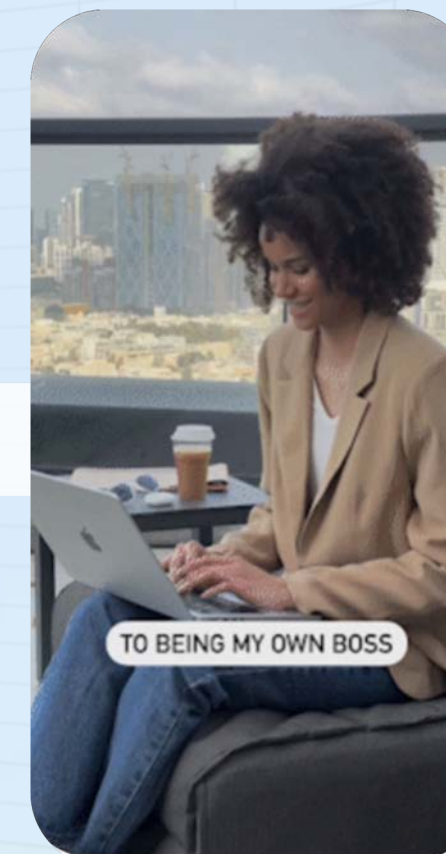
## Capture Attention

Sets up a situation we can all recognise instantly - reinforced in a text sticker



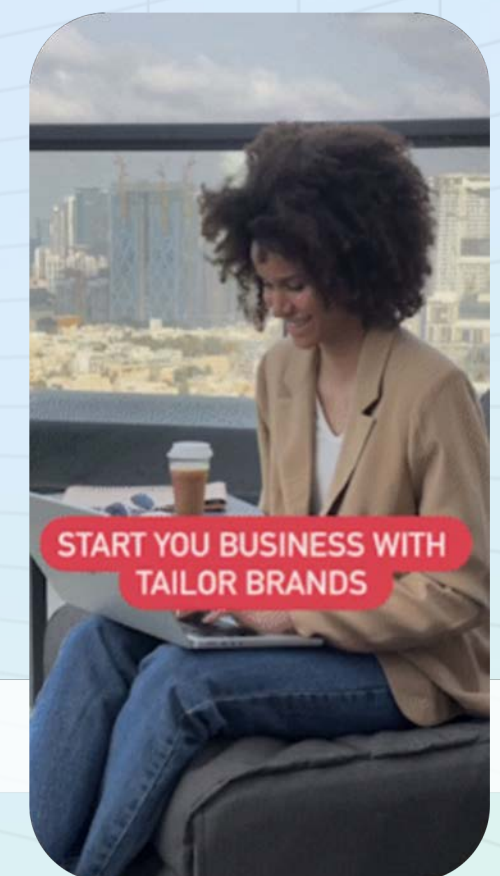
## Maintain attention

The voiceover 'from this...' lets us know this is a 'before and after' story - so we stick around to see how it ends



## Reward attention

The 'after' unfolds in the final scene and a clear call to action is delivered via native text sticker overlays



Ideas to get more leads

Ideas to get more purchases

"From this to this" - Give a quick look at the benefit of your product or service.

"Why I love [your product or service]" - Have a real customer provide a testimonial of how your product or service provided a positive change for them.

"Before [your product/service] and after [your product/service]" - Show what something looks like before using your product and service (e.g. a messy closet) and after using your product or service (e.g. a well-organised closet using your closet system).



# The POV for Golde

Show the narrator's perspective on a situation that's usually relatable to the audience.

**How to use it:** Think about a routine or situation where your product or service would be used to inspire your storyboard.



Make it  
new!

**Capture attention**  
Introduces a POV format (GRWM: Get ready with me) that's relatable to the user with native text and emojis



**Maintain attention**  
Shows how to use the product and shares product benefits using the voiceover effect



**Reward attention**  
Ends with the narrator enjoying the final product, showing the narrator's face



Ideas to get more leads

Ideas to get more purchases

Consider using a real customer or creator to bring to life a common POV format such as "get ready with me", "day in the life", "my [x] routine" or "unboxing" with a placement for your product or service.



# The behind-the-scenes look for [Howl + Hide](#)

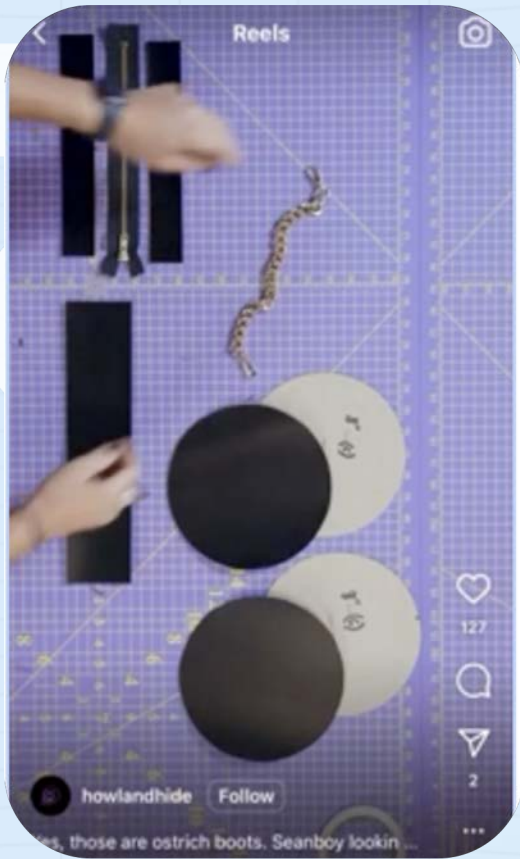
Show your audience a peek behind the curtain.

**How to use it:** Tell a story about how your products or services come together or give a look at your team or shop.

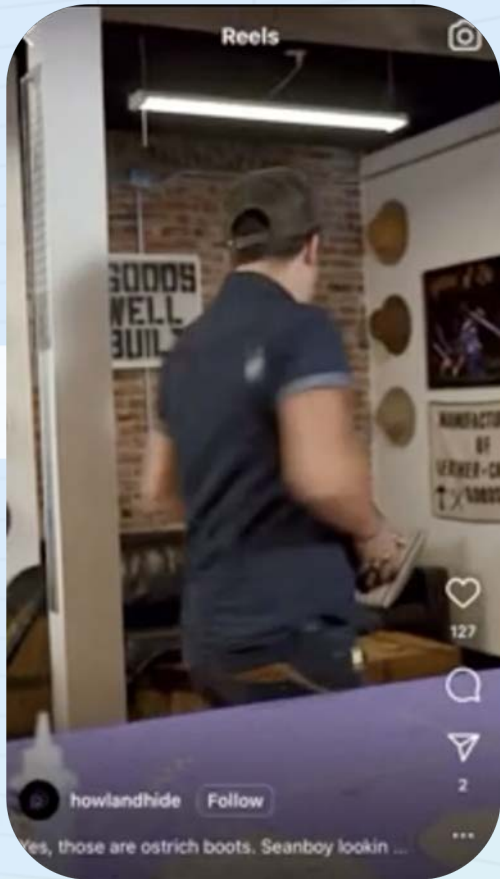


Make it new!

**Capture attention**  
Begins with overhead shots of the product being made from scratch



**Maintain attention**  
Continues to walk through the steps to make this handcrafted bag and infuses some fun with a comical spin by the craftsman



**Reward attention**  
Ends with a shot of the finished bag and the craftsman giving a call to action to "Try the circle bag"



## Ideas to get more leads

- "A day in the life of [your role and/or industry]"
- "Here's what happens when you book a service from us"
- "What our team does behind the scenes to go the extra mile for you"

## Ideas to get more purchases

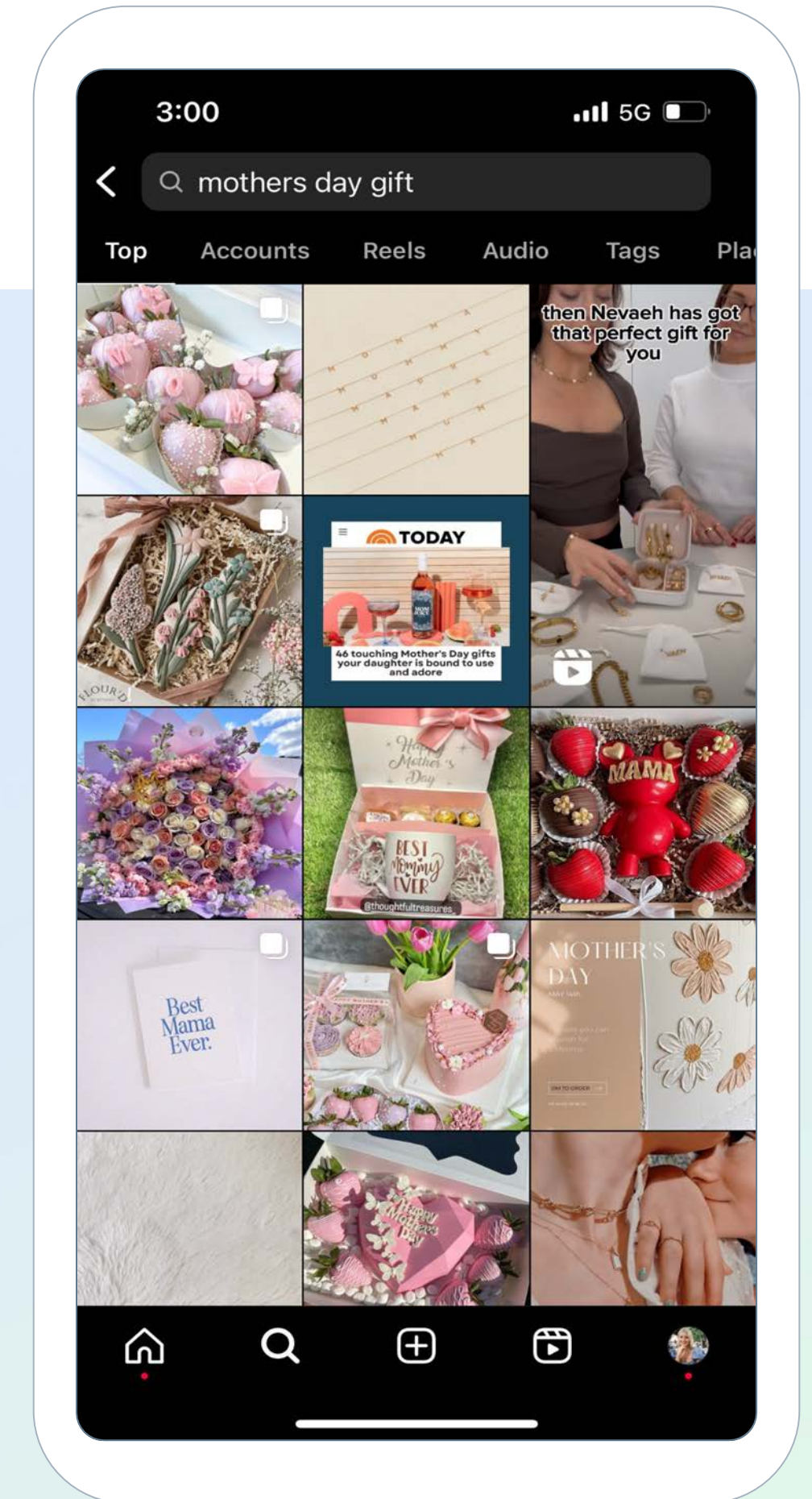
- "How we make [your product]"
- "How we source our materials"
- "A sneak peek of our newest product"
- "Package [your product] with me"
- "A summer day at [your shop]"



# More inspiration

Research to land on an idea for your Reels story

- ✓ Use [Meta's Creative Centre](#) to view a library of inspiration from businesses like yours
- ✓ Discover what's currently **trending**. Look for the ↗ icon to identify trending audio
- ✓ **Search keywords and hashtags** to see what similar brands or inspirational creators are sharing
- ✓ Centre content moments around relevant **holidays, events** or **occasions**
- ✓ Listen to what your audience is saying by taking a look at **Facebook Groups, website analytics, social media comments etc.**
- ✓ Consider other feedback channels for content inspiration, such as **Instagram polls** or **question sticker**



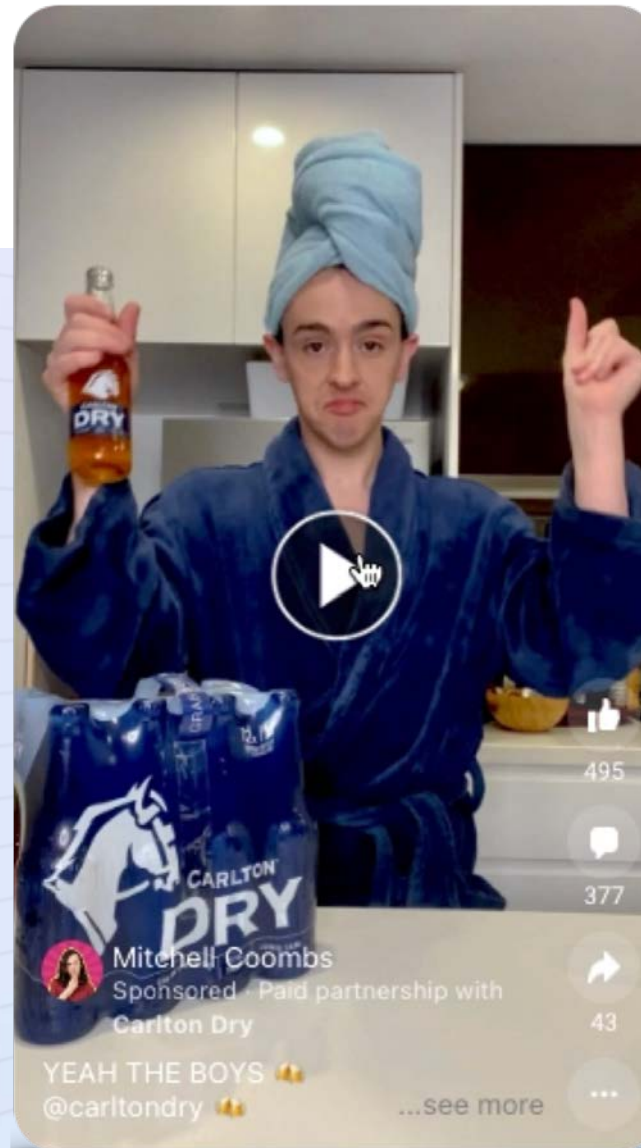


# Three ways to integrate your brand into your reel





# No. 1: Weave your product or service into the story



**Product in foreground**



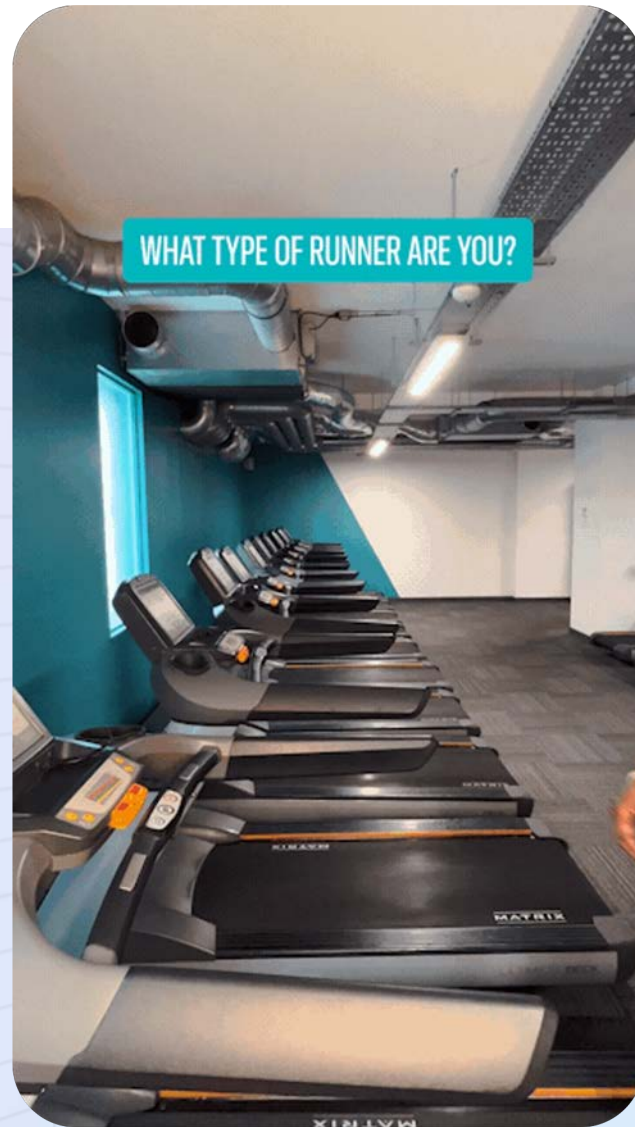
**Product in use**



**Product as background**  
(using the green screen tool)



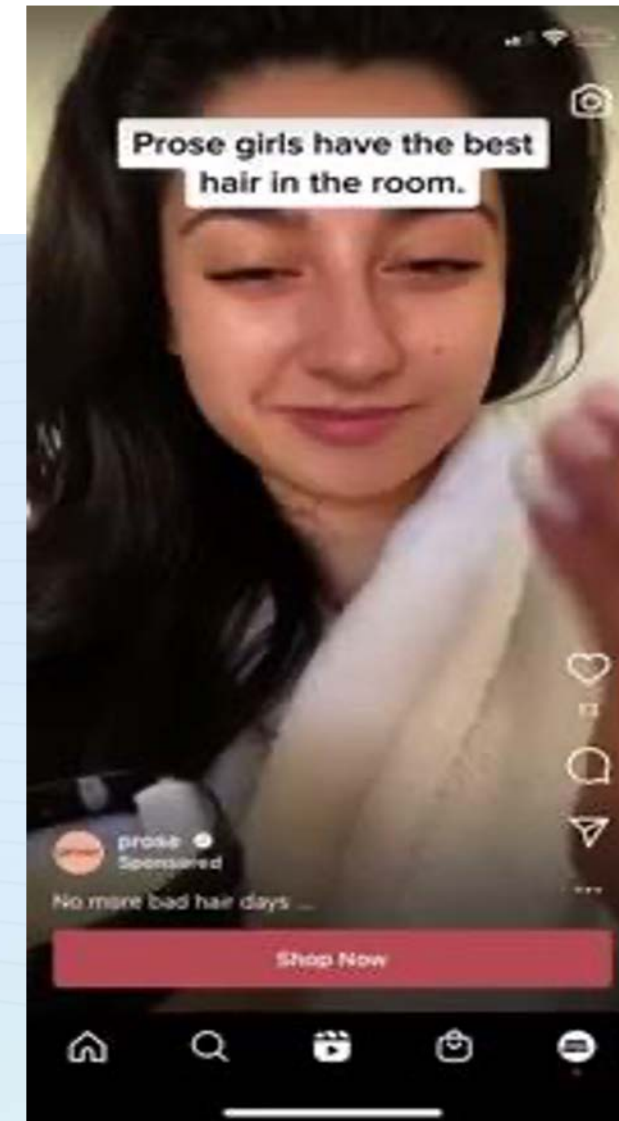
## No. 2: Weave your brand elements into your video



Through wardrobe



Through props



Through dialogue



## No. 3: Overlay the brand onto your video (but keep it subtle!)



Through sharing your  
IG handle



Through sharing the  
brand name in text  
sticker overlays



Through colouring the  
text sticker overlays



# Putting it all together

Ready to script your reel? Use these worksheets to help plan your next video, step by step.





Creative brief

Campaign goal

Drive more sales

Story type

- ☐ The photo dump
- ☐ The "types of"
- ☐ The listicle
- ☐ The transition sequence
- ☒ The before and after
- ☐ The POV
- ☐ The tutorial
- ☐ The behind-the-scenes look

Capture attention

How will you nail the hook?

Maintain attention

How will you showcase your product/brand in an entertaining way?

Reward attention

How will you provide a call to action or deliver a payoff to conclude your story?

Copy

Text sticker: My plants before Planty

Text overlay: "Start small"

"Give your plants all the right nutrients"

Close caption: Grow your plants with Planty

Video

Woman holding a small plant, transition to a huge plant at the beat

Show spraying Planty on the small plant

Show healthy leaves

Show woman putting bottle of Planty down next to the plant. She turns it so it faces the camera

Audio

Search for track with a strong "drop" to sync with the transition moment at the beginning

Example



# Creative brief

Campaign goal

- ☐ The photo dump
- ☐ The "types of"
- ☐ The listicle
- ☐ The transition sequence
- ☐ The before and after
- ☐ The POV
- ☐ The tutorial
- ☐ The behind-the-scenes look

## Capture attention

How will you nail the hook?

## Maintain attention

How will you showcase your product/brand in an entertaining way?

## Reward attention

How will you provide a call to action or deliver a payoff to conclude your story?

Copy

Video

Audio

Your turn



# Creating Reels assets in a flash

Making Reels ad assets can be fun and simple.  
Here's our most helpful tools and tips.

## What you'll need

- Your completed brief
- Assets for each frame in your brief
- Access to the Instagram app



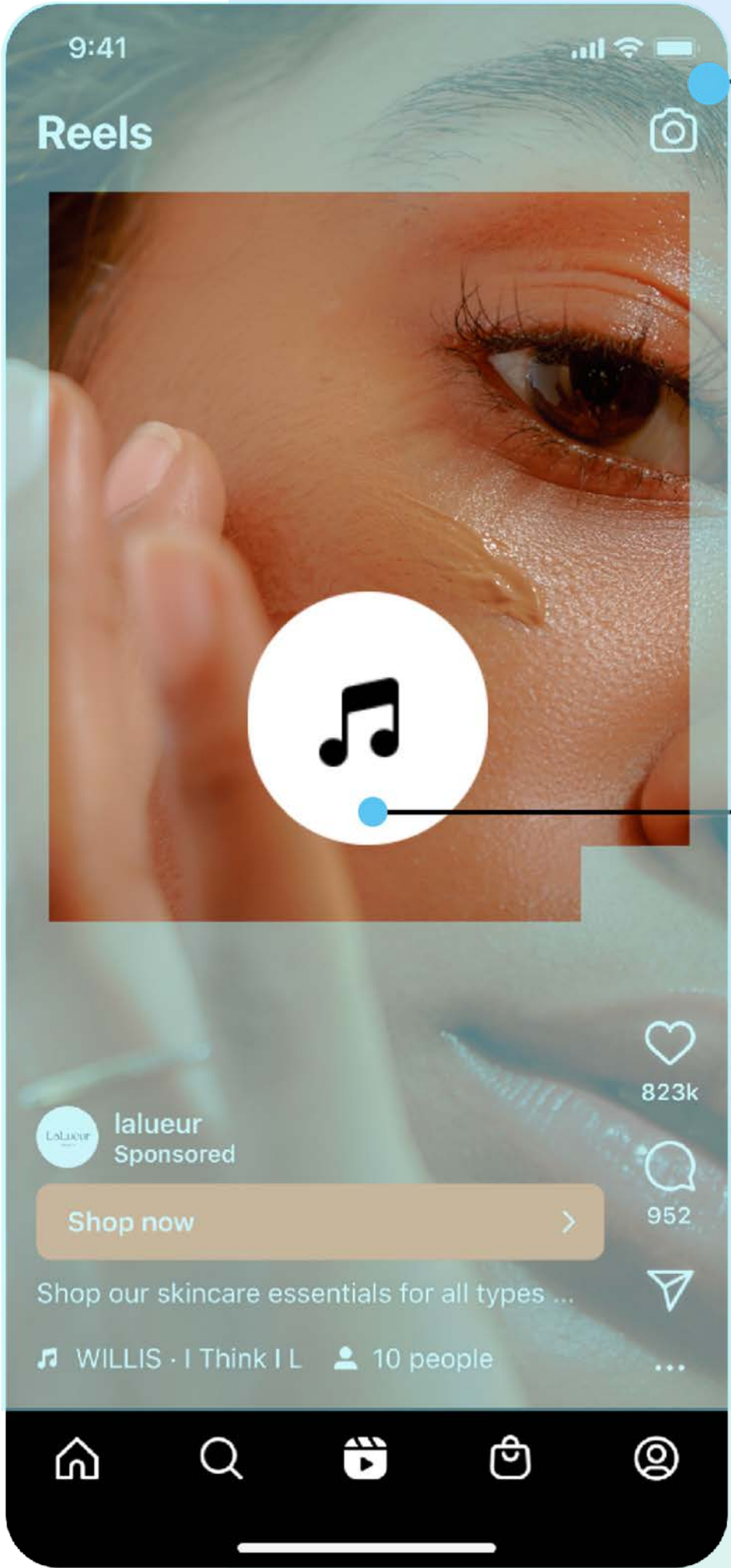
# To build a great reel, follow the creative essentials.

Use 9:16 video  
To make your video immersive

+7 pts

Reels ads that featured 9:16 videos showed a +7-point statistically significant higher average positive response score compared to non-9:16 ads. <sup>1</sup>

1 and 2: 9:16 video and audio: 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. 3: 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.



Build audio-on  
To make your video captivating

+15 pts

Reels ads with both music and voiceover show a +15-point statistically significant higher average positive response score than those without sound. <sup>2</sup>

Build in safe zones  
To ensure that your text overlays or other key messages aren't obscured by the Reels UI

+39 pts

On average, the CTR for ads within studies identified as respecting the Reels safety zone are 39% higher than ads within studies which did not. <sup>3</sup>



# Got questions about music on Reels?

## Can I use music from popular artists on my ads?

The short answer is no. Brands will not gain any additional access to music by advertising on Reels. Brands cannot use popular music tracks unless licensing is procured by the brand — even in an organic post.

We encourage advertisers to secure the proper music rights to accompany their ads.

Business accounts may record original audio, upload original video that includes audio owned by the business or use in-app royalty free music from the Meta's Sound Collection.

Advertisers always have access to music from Meta's Sound Collection, which features more than 9,000 royalty-free songs and sounds from a variety of genres that they could use for their advertising on Facebook and Instagram.

## What is the Meta Sound Collection? Is it all stock music?

The Meta Sound Collection brings free, high-quality music and sound effects to all accounts to inspire video creation and expression.

In the collection, you'll find 8000+ music tracks from established composers and songwriters and 1500+ sound effects. Discover a mix of songs, vocals, noises, and instrumental tracks spanning genres like hip-hop, pop, jazz, country, and more.

Sound Collection content can be used anywhere on Facebook and Instagram, and users are free to edit and mix the sounds into their videos.

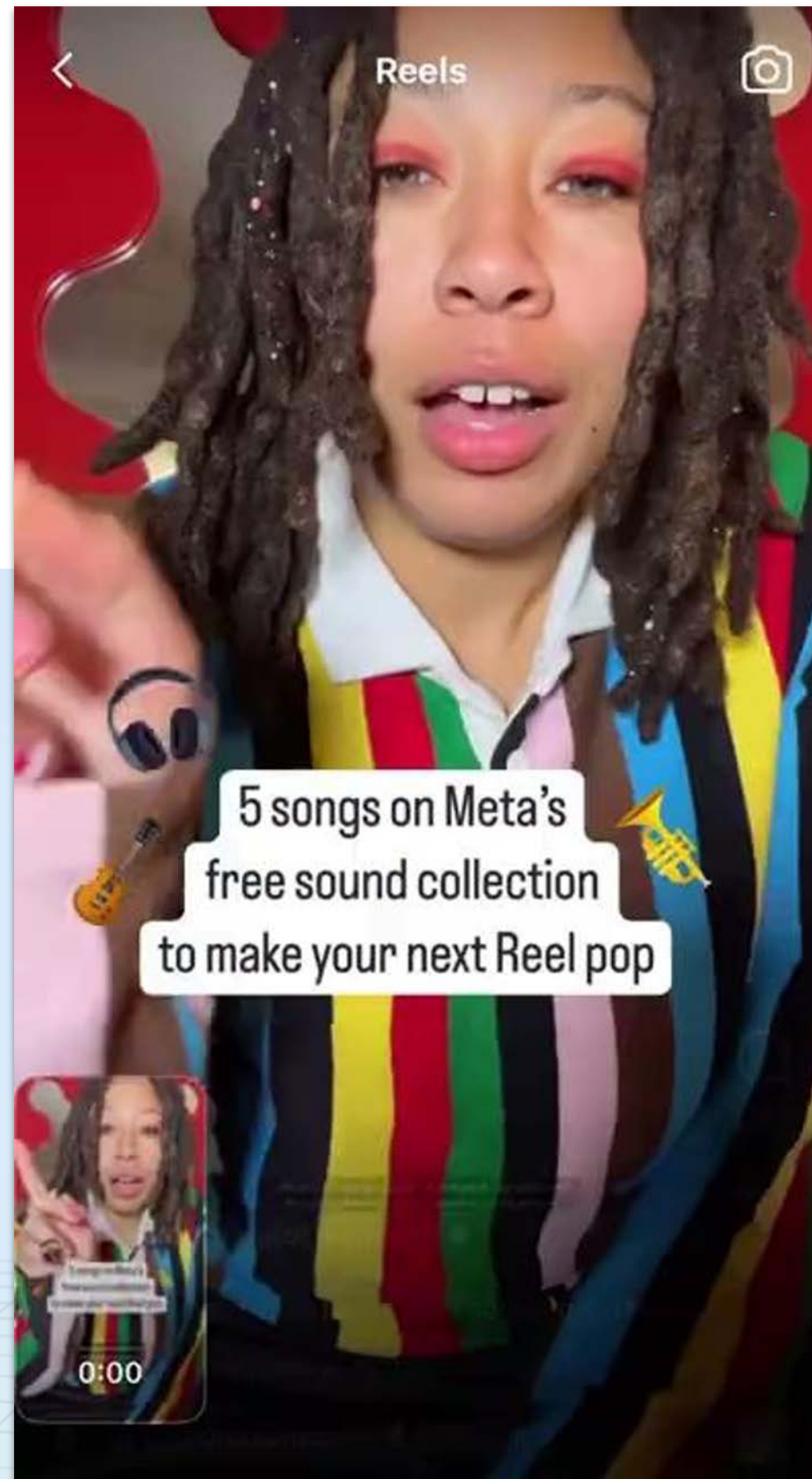
**Visit**  
**Meta Sound**  
**Collection**

## What's the difference between Facebook's Sound Collection and the Music Library?

The Meta Sound Collection provides access to over 9,000 songs and sounds which are entirely royalty free. The licensed Music Library consists of over 30 million songs of licensed music to use in Reels and with music stickers in Stories. Based on our agreements with rights holders, which are designed to support artists, songwriters, and their works, some business accounts do not have access to this library.



# Music ideas to get started



[Click here](#) to view the video on Instagram for Business.



# Ways to make a reel

Try one or more of the following paths to create a ready-to-advertise Reels ad asset

Organic templates  
+ tools



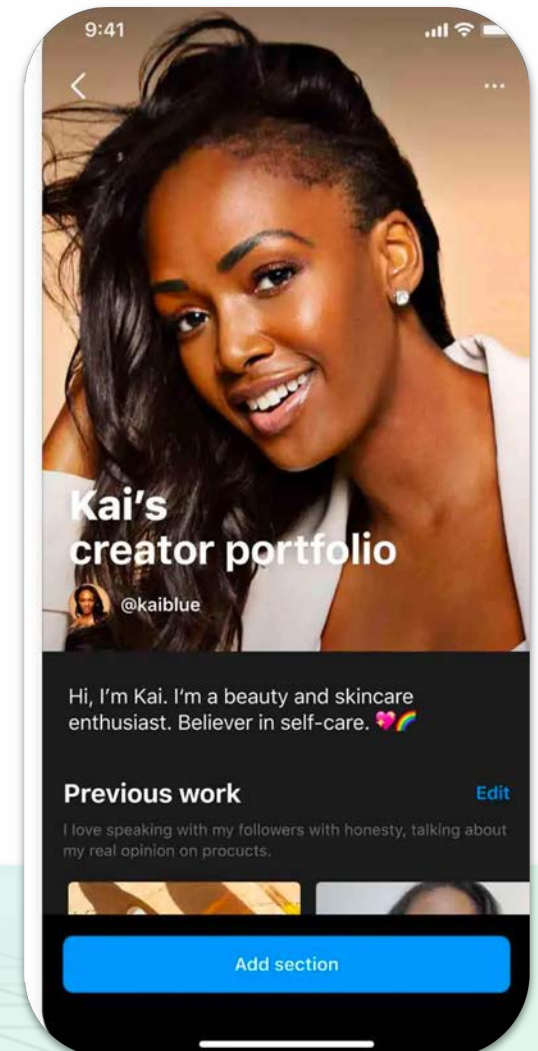
Advantage+  
creative



Meta Business  
Partner



Experiment  
with creators





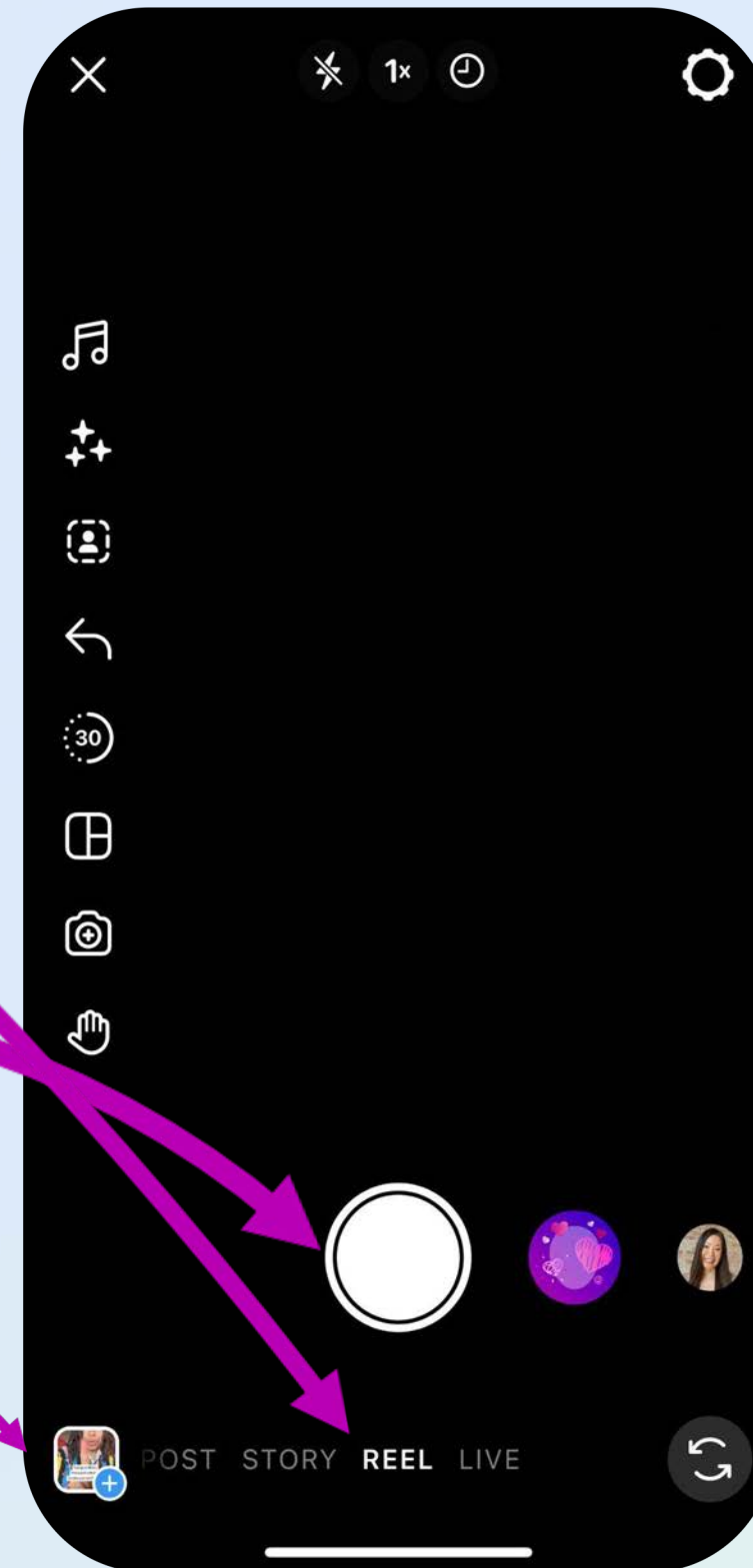
# Organic creation tools

Getting started with making reels in the Instagram app

Select the New post button  and choose REEL to get started.

Tap the multi-clip shutter button to capture and stitch together multiple clips within your reel.

Upload video or stills from your camera roll.



## AUDIO

Select a song from Meta Sound Collection, add a voiceover, adjust volume and/or enhance audio.



## EFFECTS

Record a clip using effects – such as filters, Pop-up or Superbeat – or record multiple clips with different effects.



## GREEN SCREEN

Select a photo or video from camera roll to use as your background. Pinch to adjust the size of what you record in front of the background.



## LENGTH

Select 15s, 30s, 60s or 90s.



## LAYOUT

Create fun, one-of-a-kind layouts with your videos and photos.



## DUAL CAMERA

Use the dual camera to capture using your front and back camera at the same time.



## GESTURE CONTROL

The ultimate hands-free mode. Open your hand to automatically start or stop recording on Reels camera without clicking a button.



If you plan to run your organic content as an ad, make sure that you use commercially available music.

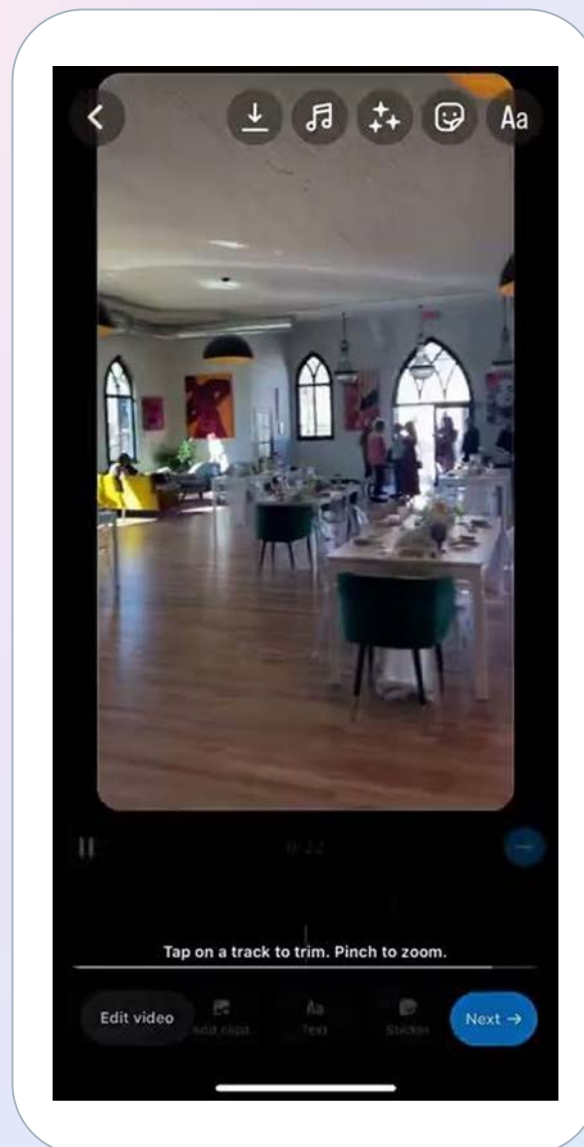


# Organic creation tools

Bring your Reels creative to life with the Reels creation features like the ones below.



## Transitions



1. Click the Edit clips button.
2. Tap the white box between your clips. This is the Transitions button.
3. Choose a transition and hit Done.



## Stickers

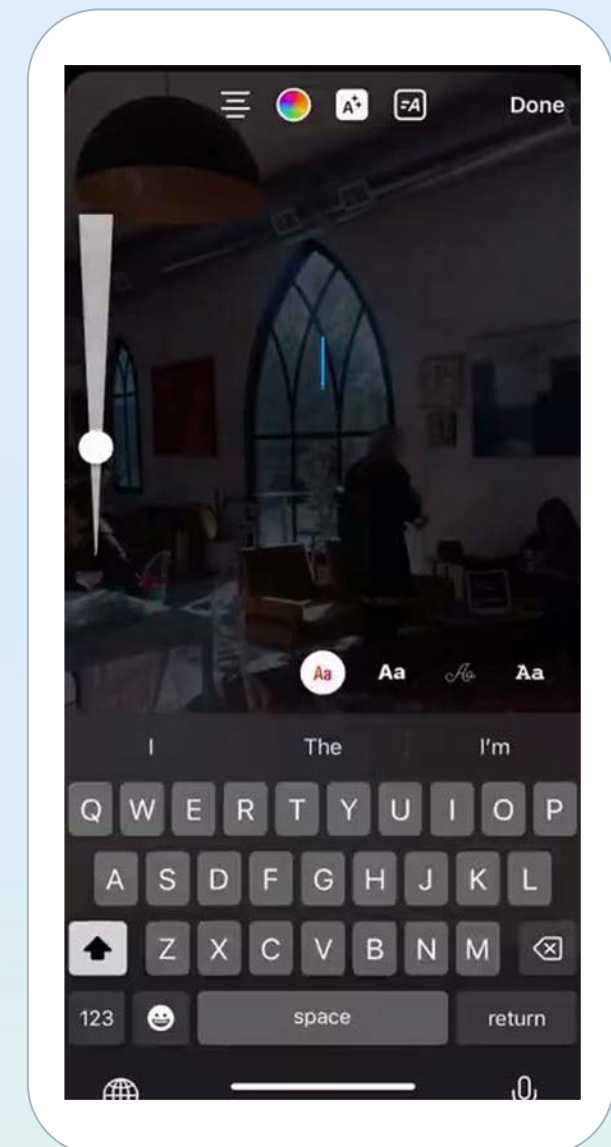
(Voiceover tool + captions sticker)



1. Click on the audio icon.
2. Select the Voiceover button.
3. Record your voiceover and hit Done.
4. Tap the stickers icon.
5. Select the captions sticker.



## Timed text



1. Click on the text icon.
2. Type and adjust font, colour, size, position.
3. Click on the Edit clips button.
4. Click on the text sticker and slide to adjust length and timing.



# Organic templates

Make a video asset quickly and easily with organic Reels templates

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

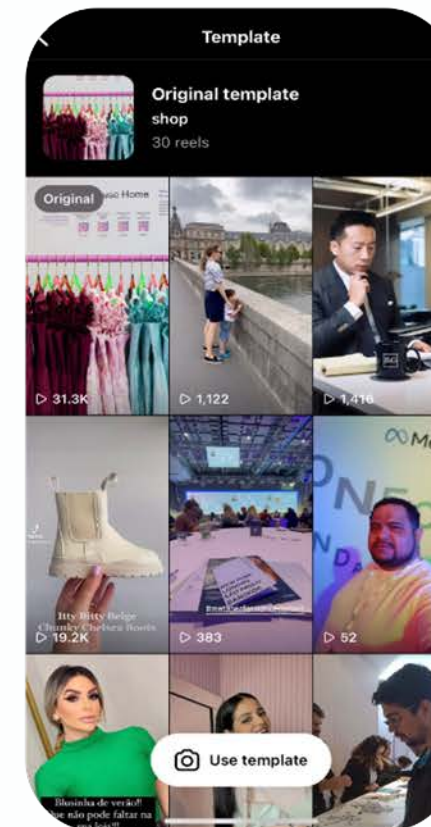
SCAN ME



SCAN THIS CODE to use the template



Select **TEMPLATE BY SHOP**



Select **USE TEMPLATE**



**UPLOAD YOUR ASSETS** by tapping on each **timestamp**.



Tap **EDIT** or **NEXT** to preview your video.

Your turn



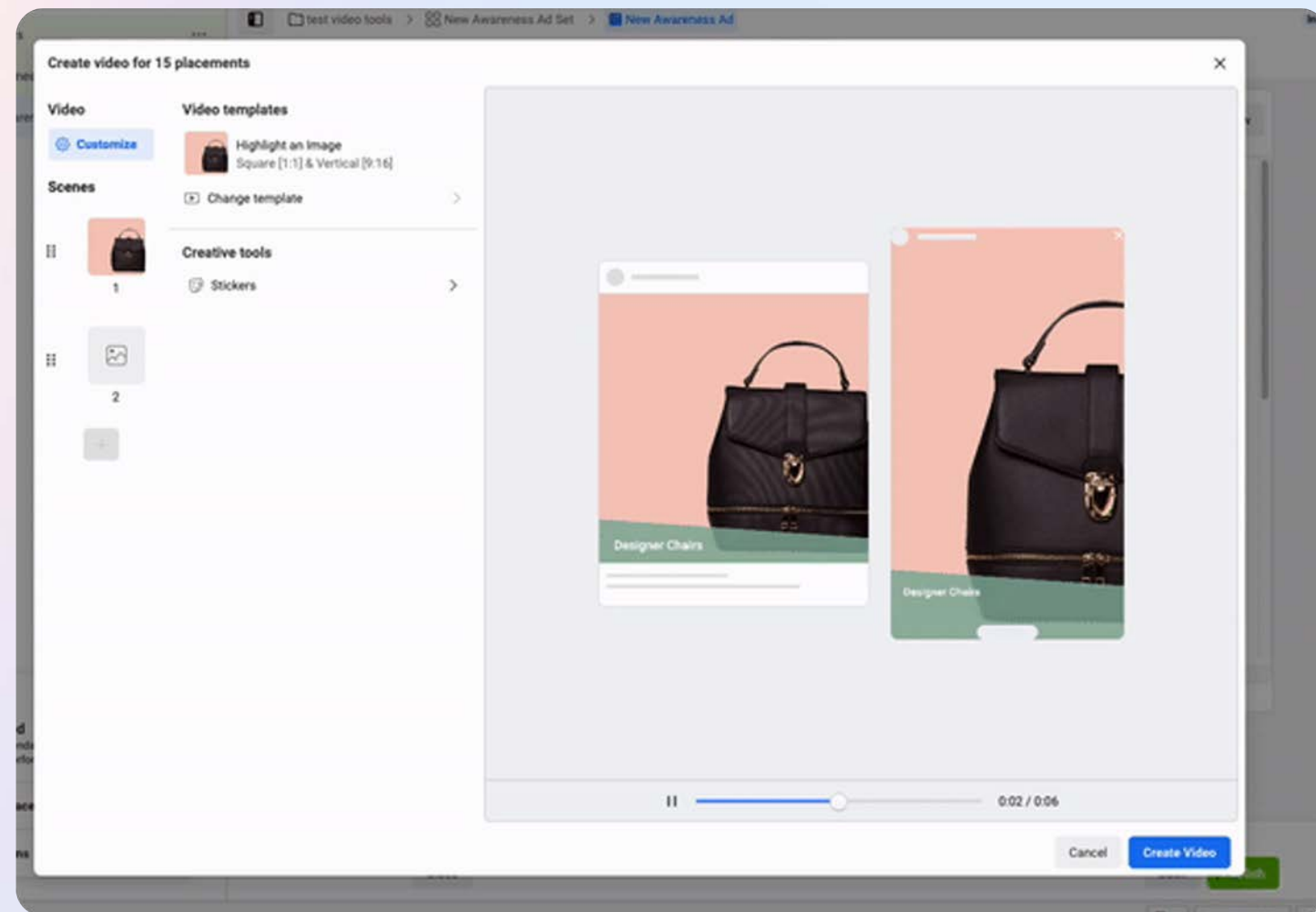
If you plan to run your organic content as an ad, make sure that you use a template with **commercially available music**.



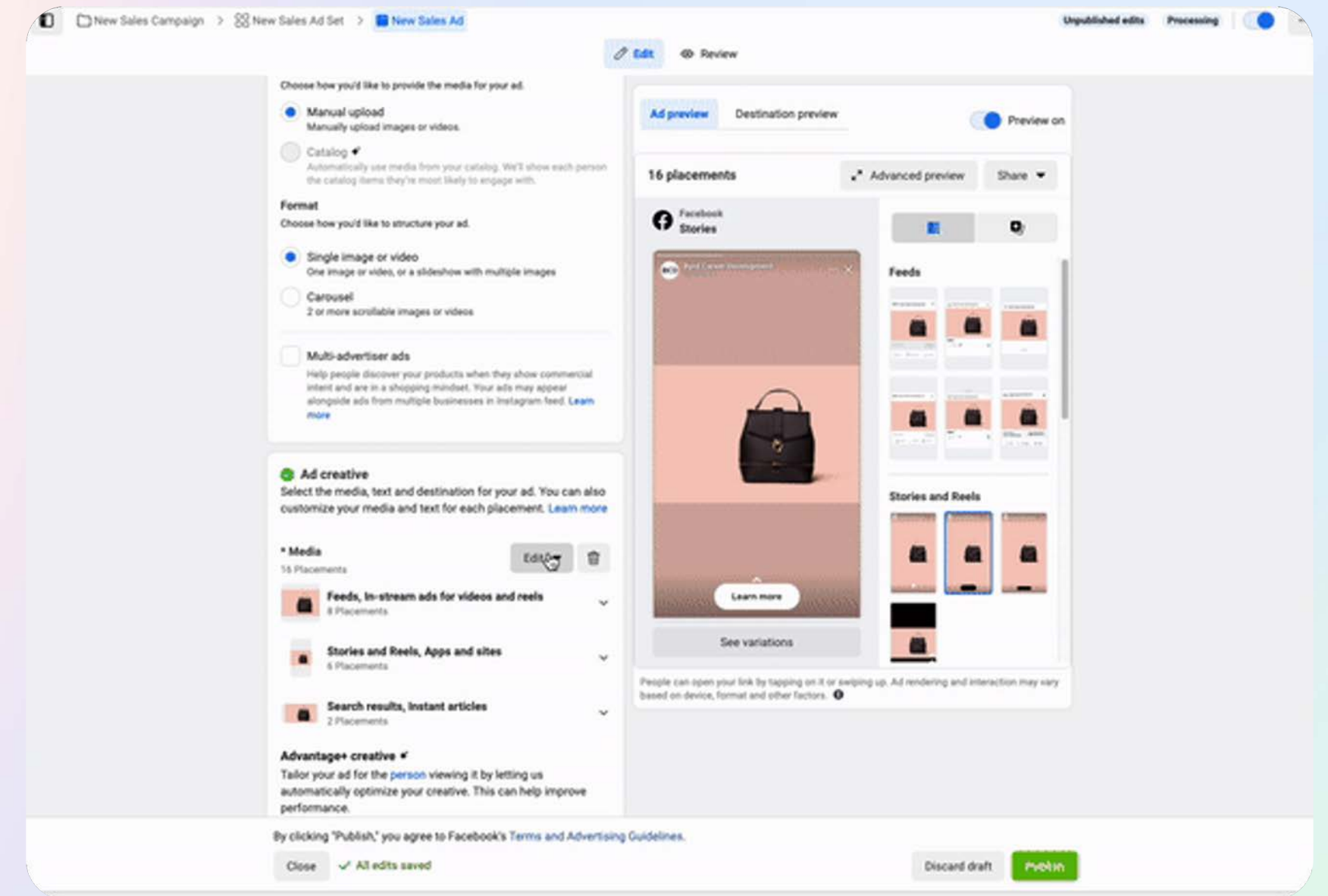
# Advantage+ creative

## Meta's video creation tools in Ads Manager

help you automatically turn your existing image assets into video and enhance your videos



Add motion to turn single image to video



Turns static assets into a video



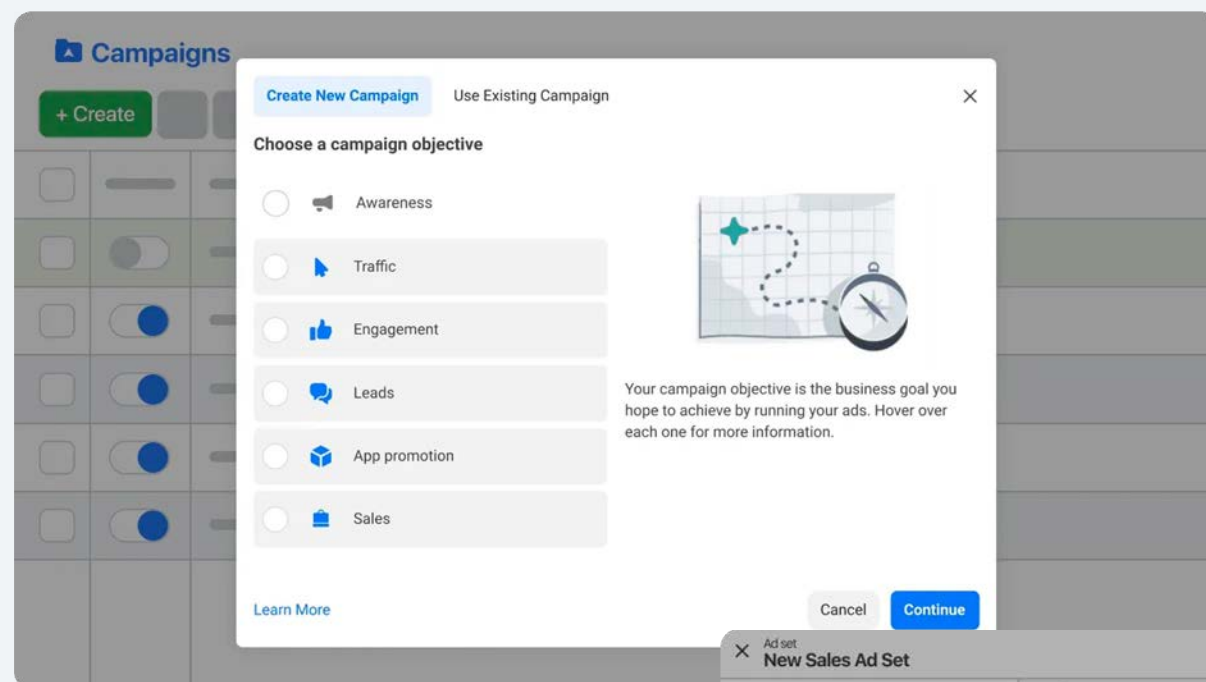
# Advantage+ creative

## STEP 1

### Getting started



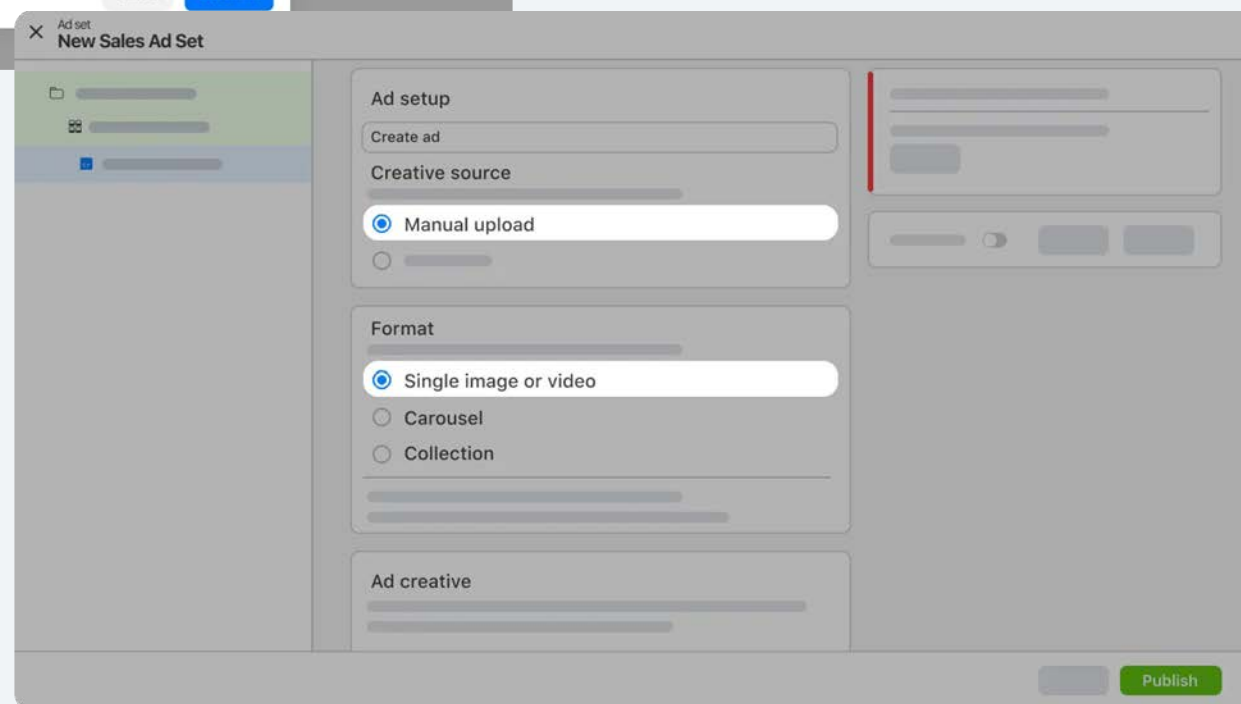
- Open Ads Manager, then click Create.
- Choose a sales, traffic, leads, app promotion or engagement objective.



## STEP 2

### Select your ad creative

- Under Ad setup, select Manual upload.
- Select Single image or video as the format.

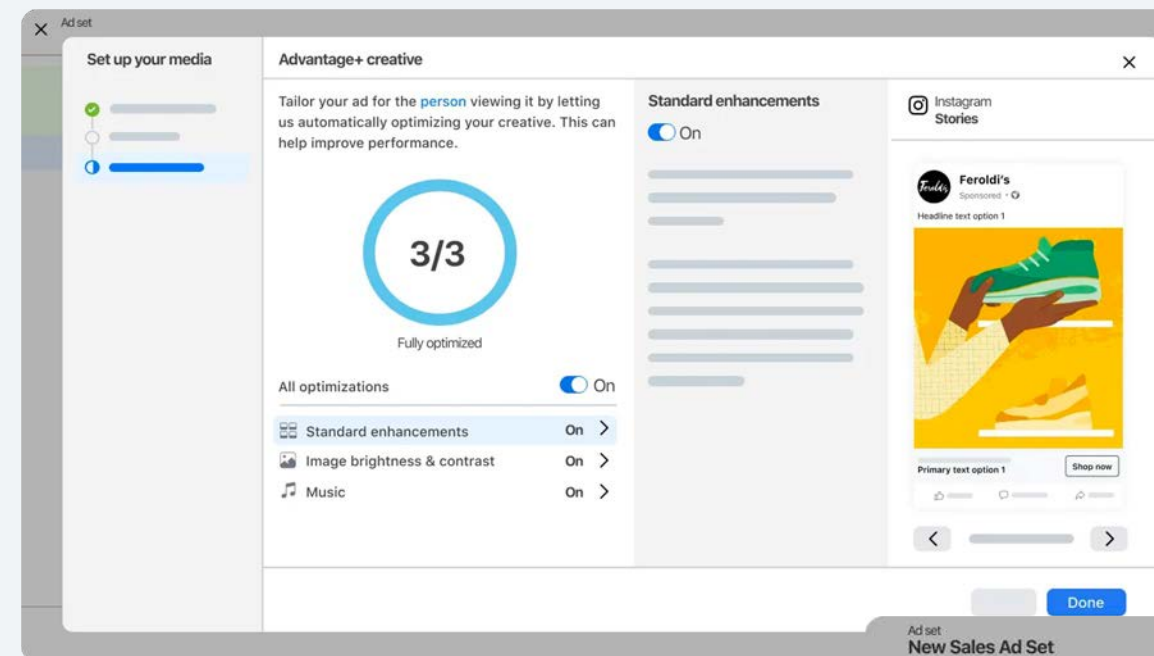


## STEP 3

### Optimise your ad creative



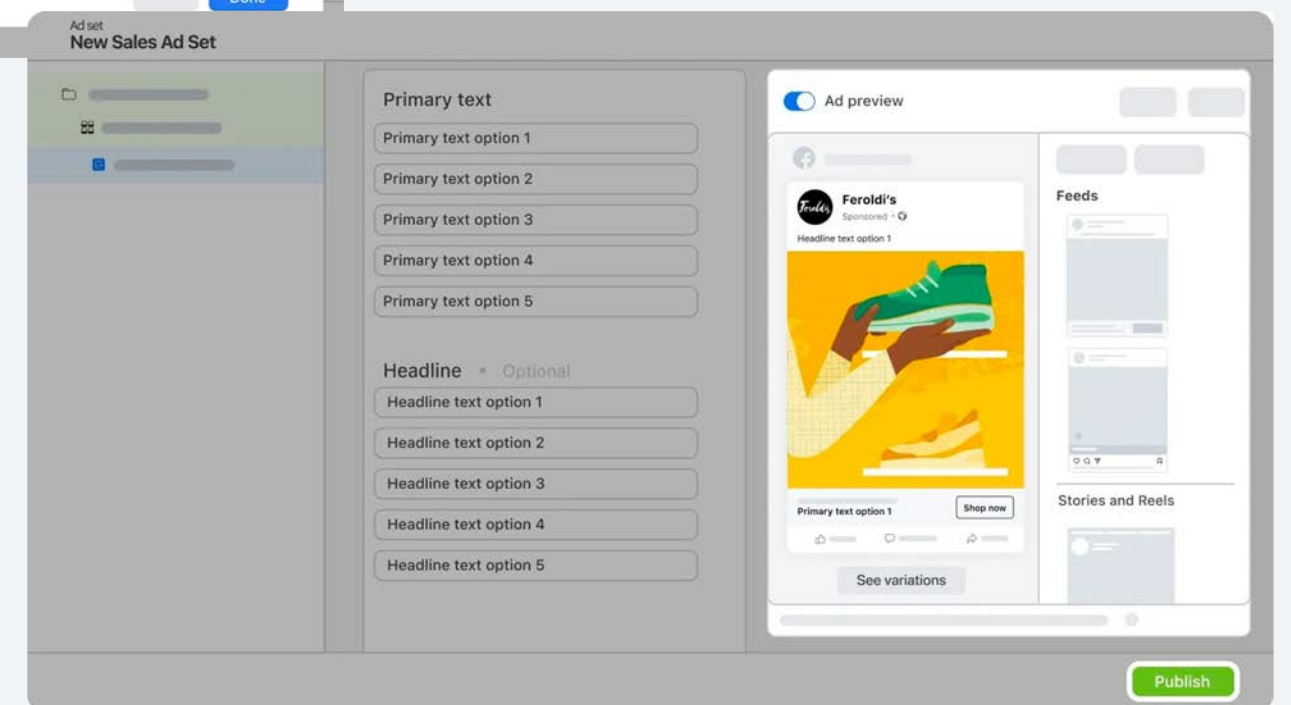
- Under Ad creative, add a single image or video.
- Turn on all Advantage+ creative optimisations to automatically add available features to your ads.



## STEP 4

### Publish your ad

- Write up to five text versions of your primary text, headline and description. Advantage+ creative will automatically serve the best version for each audience member.
- Preview how your ad text and creative will appear in different placements.
- Click Publish.





# Meta Business Partner

## Not sure how to get started? Consider collaborating with a Meta Business Partner

From lightweight templates to full-scale production and working with creators, Meta Business Partners offer end-to-end solutions for Reels on Instagram and Facebook, so you can create quality campaigns at speed and scale.

### Reels Templates

Easy to use, scalable templates

### Asset Optimization

Repurpose existing assets to be optimised for Reels

### Reels UGC Style

Leverage Creators' original and creative content for your campaigns

### Reels Partnership Ads

Source, brief, and manage creator partnerships and scale your collaborations



## Learn More

Browse creative partners by the type of support that they can offer for Reels, or request a consultation [here](#).





Let's talk about **creators**





# Why work with creators?

## Meaningful connections



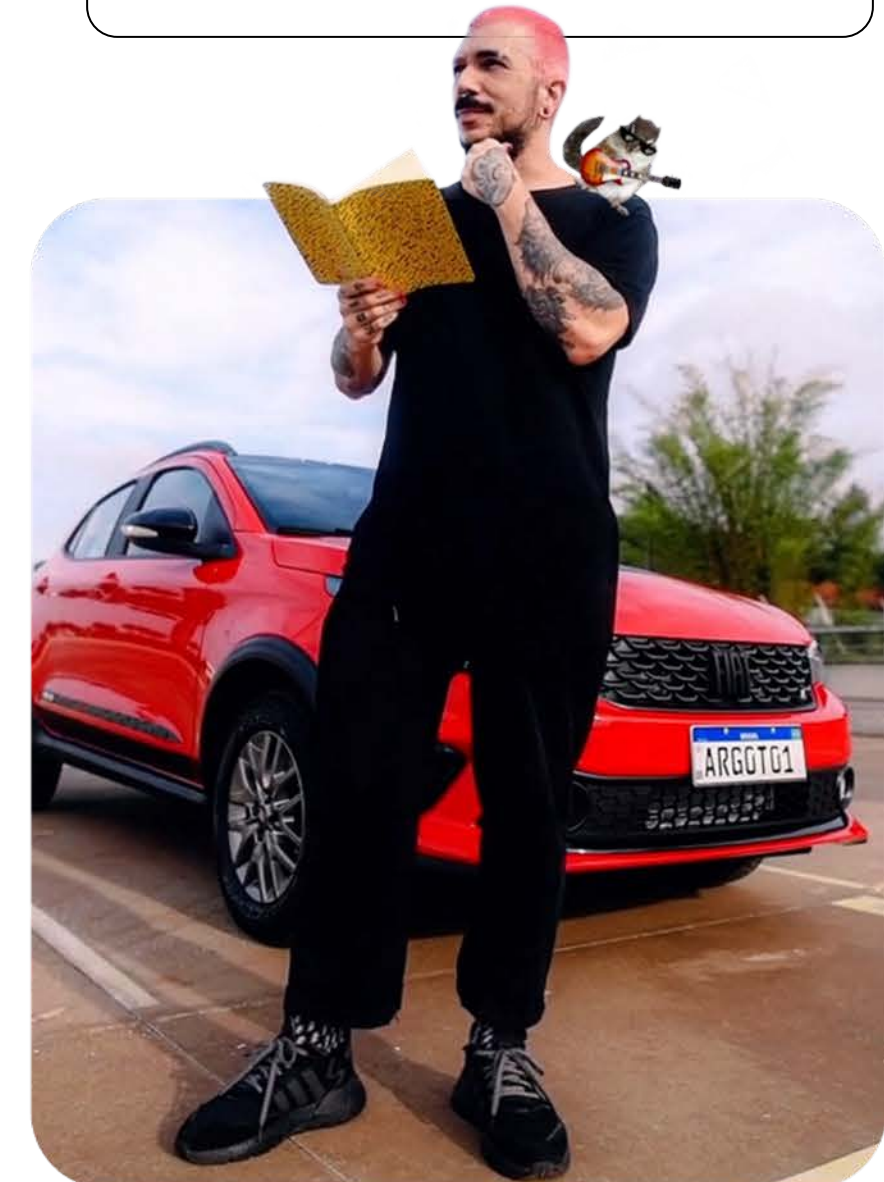
Lean into their authenticity and choose creators who share similar values to your brand.

## Experimental creativity



Gain a creative edge and a way into the language of culture through creators.

## Passion into action



Lean into their business acumen and ability to influence purchase decisions.



# Steps to a strong partnership today

1

## DEFINE

Align on brand objectives and desired outcomes upfront to set everyone up for success

2

## DISCOVER

Identify creators who share your brand values and can deliver desired impact

3

## CO-CREATE

Brief your Creators with organic and paid in mind. Strike a balance between creators POV and your brand's goals

4

## SCALE

Add paid media to reach more people and make your collaborations more performant



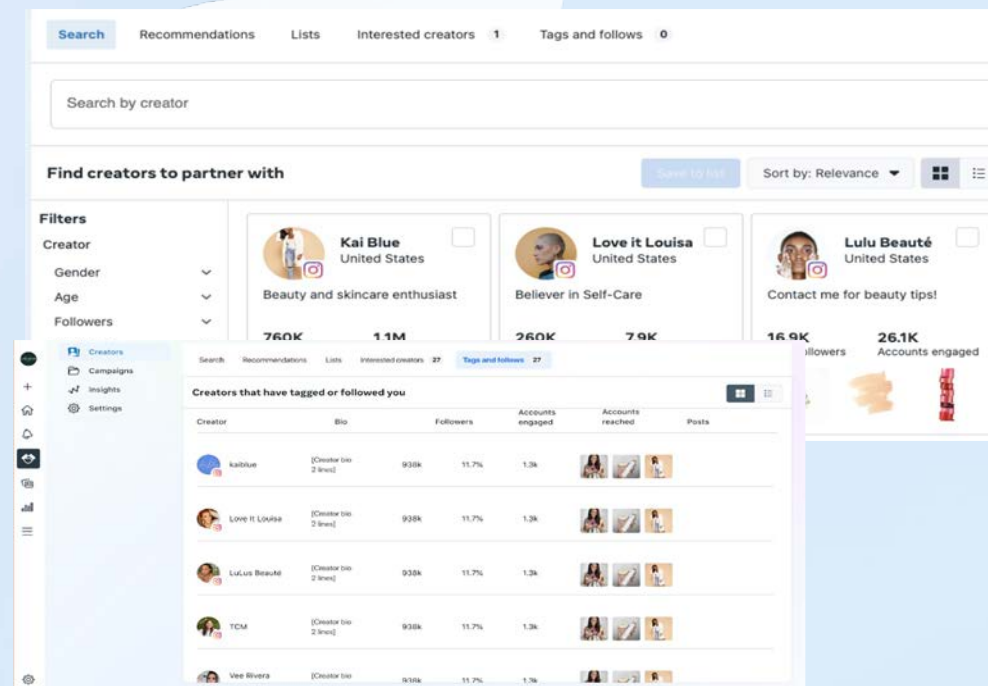
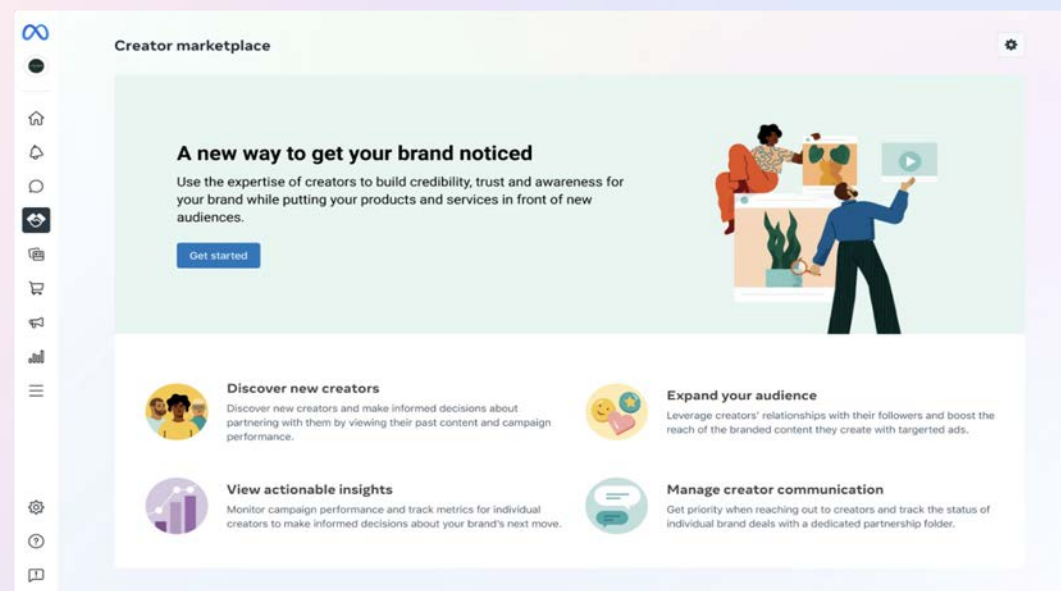
# Finding creators to work with

Onboard to Instagram's Creator Marketplace or connect with them in-app ! US ONLY

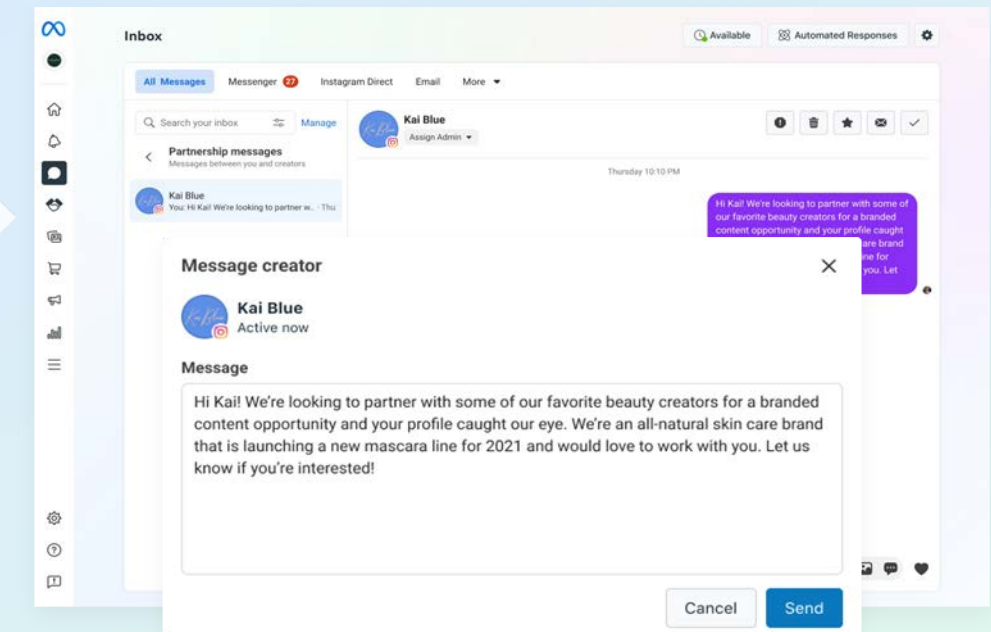
Onboard to IG Creator Marketplace

Select search criteria

Get in touch to connect with and engage creators



Search in-app by handle or hashtags





# When co-creating with creators, consider their unique traits and expertise

## PERSONALITY-FIRST

Creators whose perspective, point of view or personality are the primary reason they have built an audience.



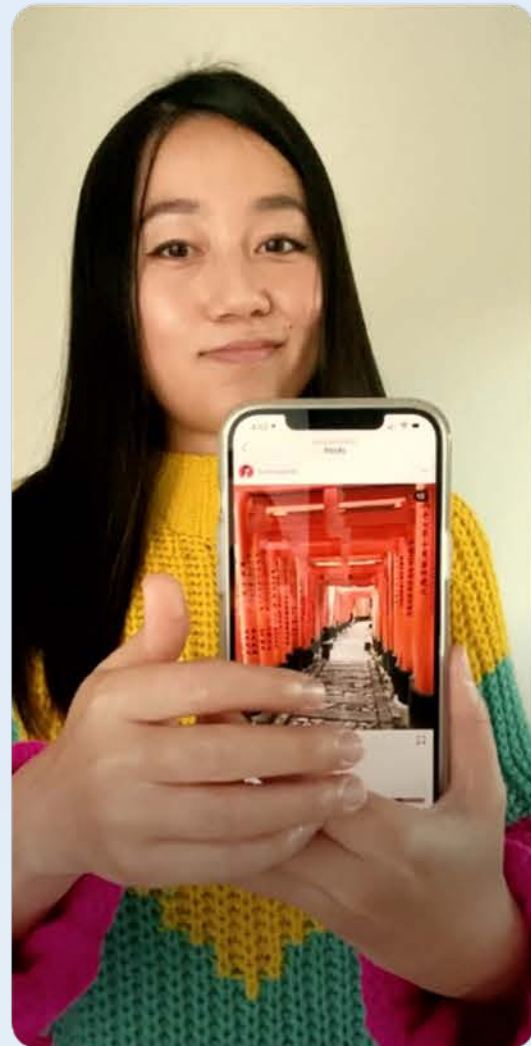
@khleothomas



@presidentkennedy

## HYBRID

Creators with a skill that they present through the lens of their personality.



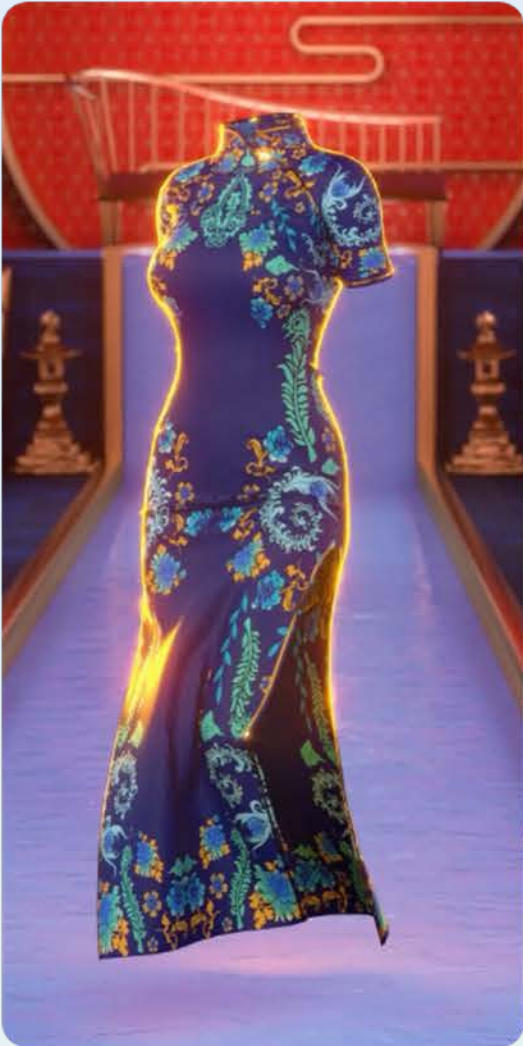
@karenxcheng



@andre

## CRAFT

Creators whose creative output is the primary reason why people connect with or use their content.



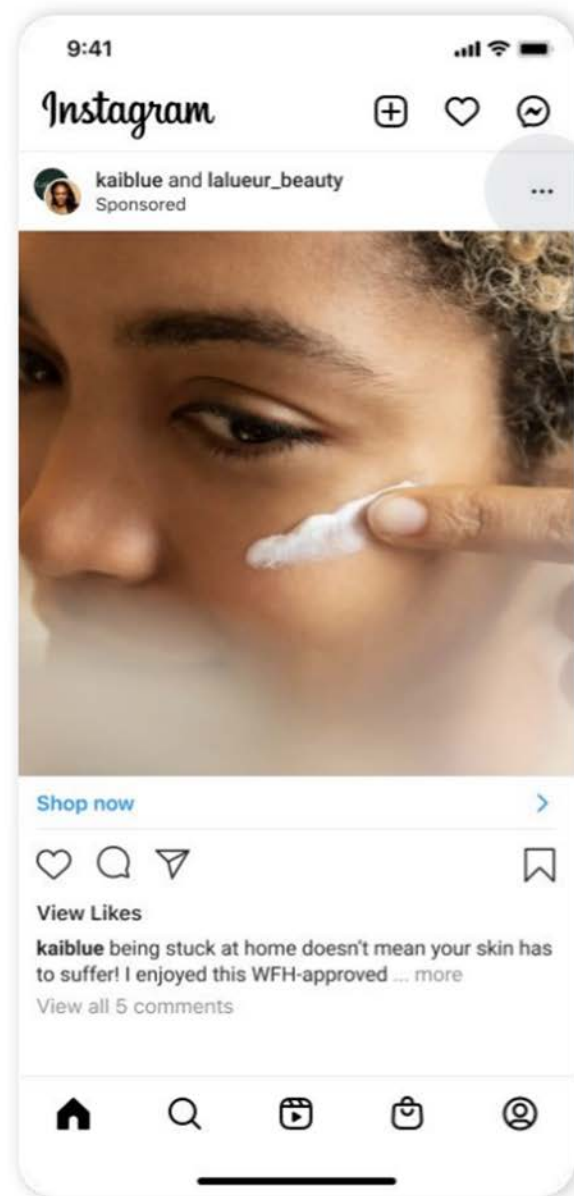
@stephyfung



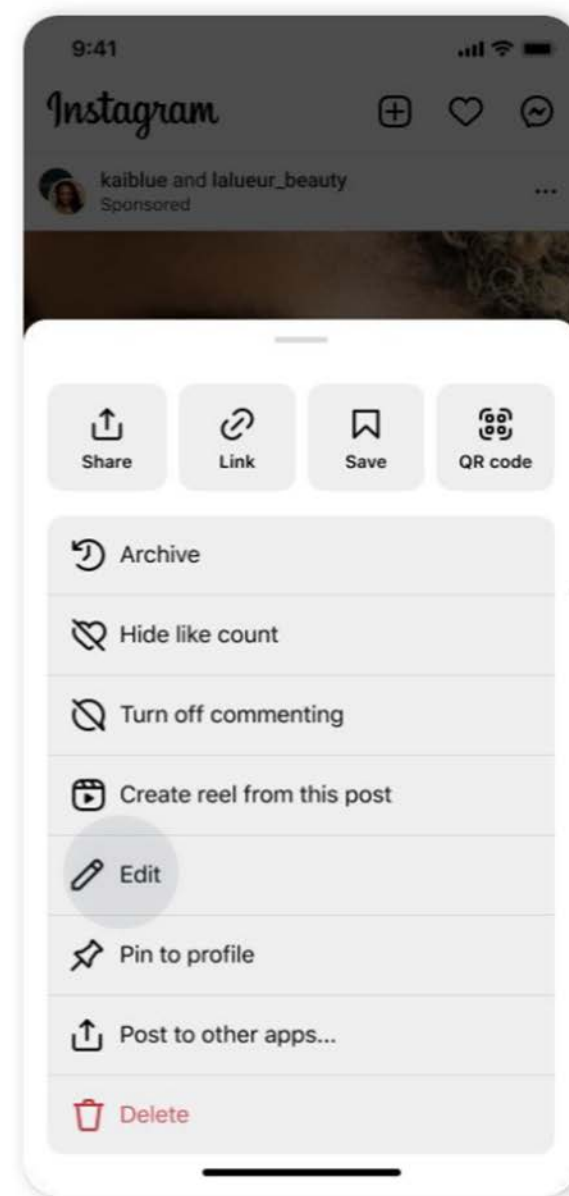
@enuriru



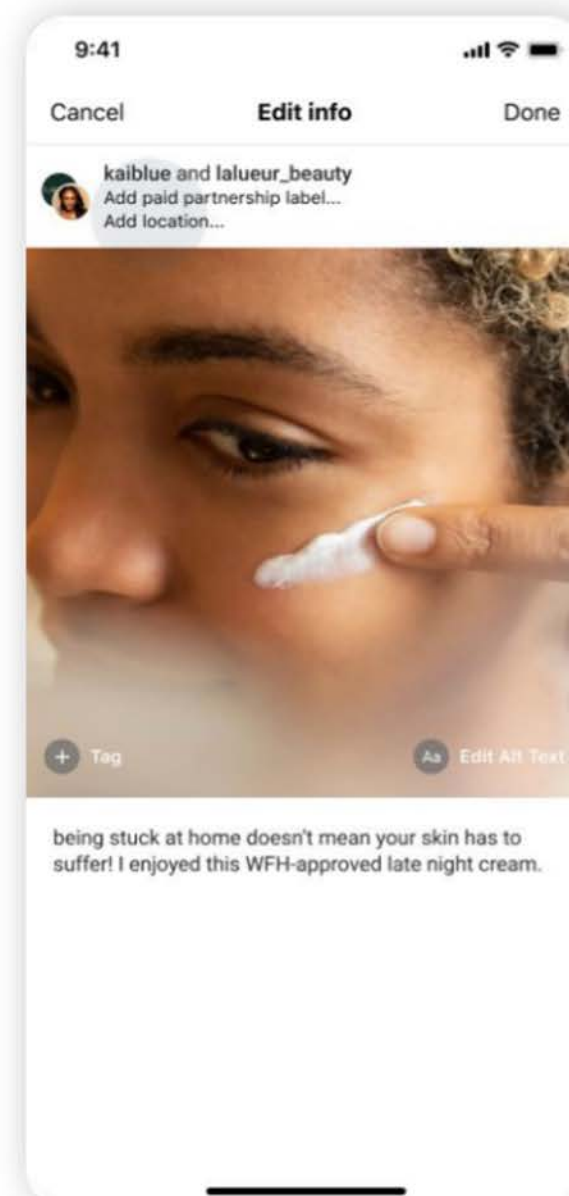
# Get permission to use creator content in ads by asking the creator to toggle on Boosting



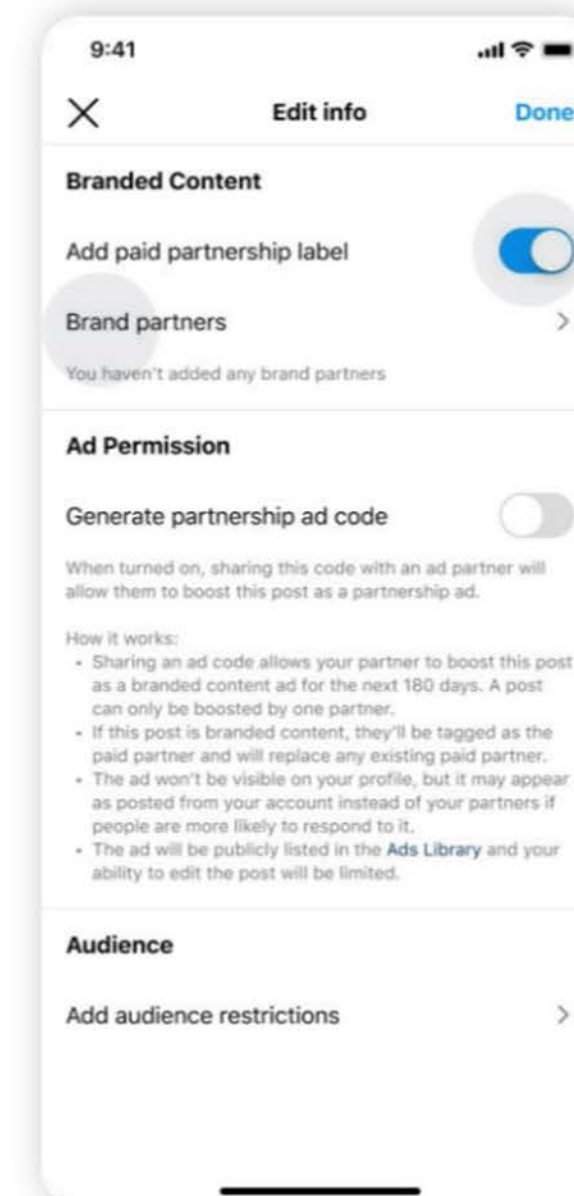
1. Tap the three dots in the top right corner of your post\*



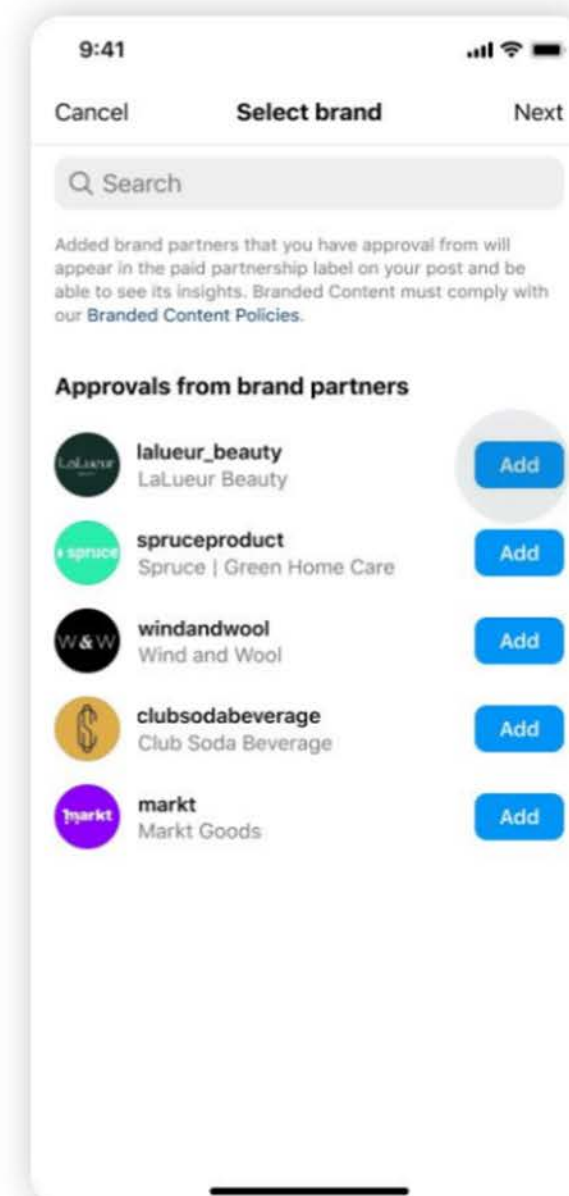
2. Tap Edit



3. Tap Add paid partnership label



4. Toggle on Add paid partnership label and tap Brand partners



5. Add your brand partner



# Experiment with using branded content video in partnership ads

After the creator has shared permission to use the content, activate partnership ads in Ads Manager

Ads Manager flow

Settings

Acme Industries Inc.  
Business Account

Business Account info

People

Ad partnerships

Business assets

Requests

More Business Setti...

Ad Account Settings

Billing

| Name                        | Business asset                       | Partnership type    | Status |
|-----------------------------|--------------------------------------|---------------------|--------|
| @kaibblue<br>Creator        | @laleuer_beauty<br>Instagram account | Branded content ads | Active |
| @violetbeauty<br>Creator    | @laleuer_beauty<br>Instagram account | Branded content ads | Active |
| @dreamcoab<br>Creator       | @laleuer_beauty<br>Instagram account | Branded content ads | Active |
| @beautytcn<br>Creator       | @laleuer_beauty<br>Instagram account | Branded content ads | Active |
| @veeriverabeauty<br>Creator | @laleuer_beauty<br>Instagram account | Branded content ads | Active |

Select post

Facebook

Instagram

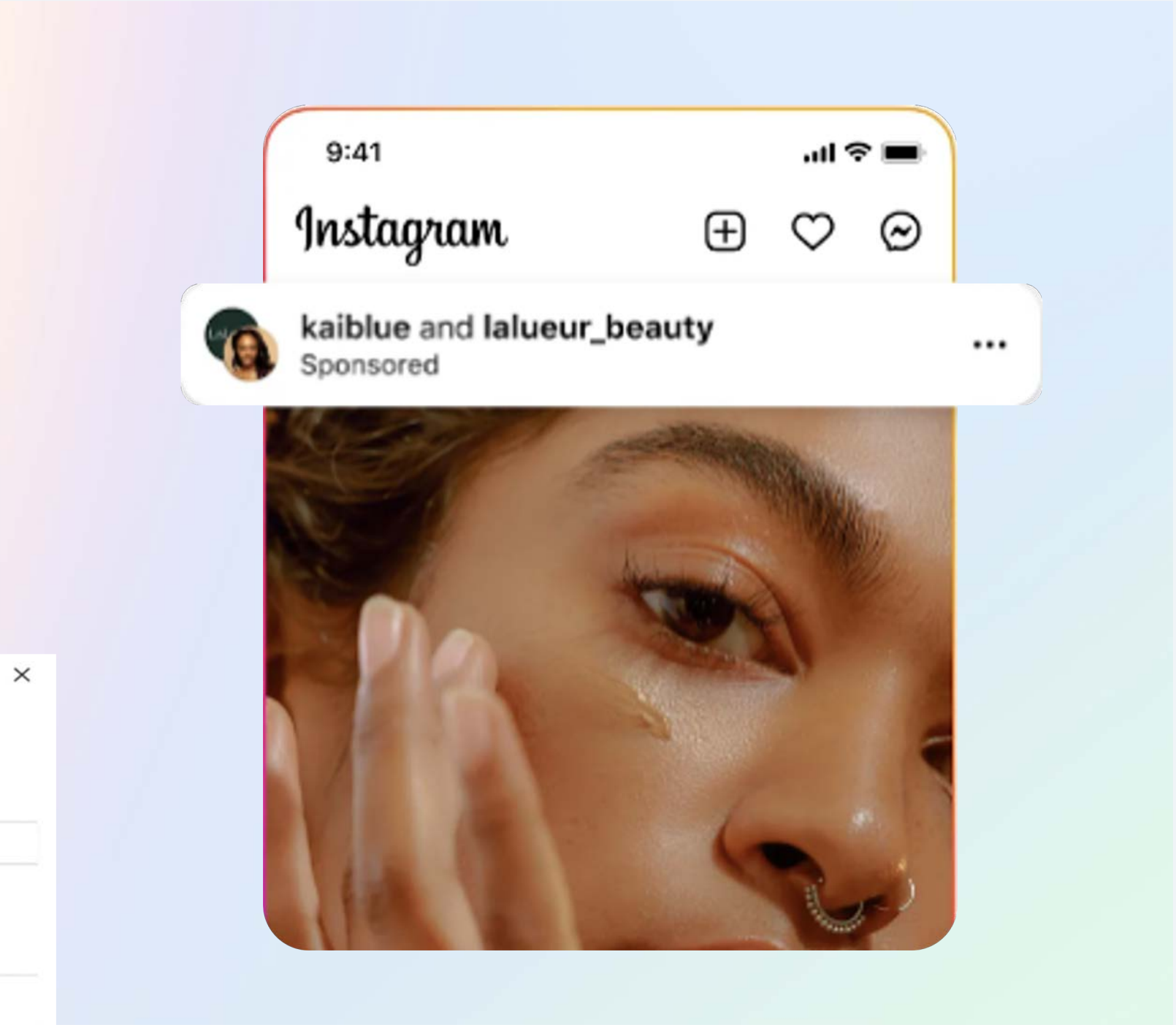
Tagged content

Select an item

Select dates

Post, image, video IDs, or keywords

| Tagged content                                                                                                                                                      | Post type | Media type | Date        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-------------|
|  <b>kaibblue</b><br>being stuck at home doesn't mean your...<br>321 321 321      | Feed      | Photo      | Mar 4, 2022 |
|  <b>kalindi_rainbows</b><br>the best beauty ritual for night time<br>321 321 321 | Feed      | Photo      | Mar 4, 2022 |





# Putting it all together

Ready to build a reel? Use these worksheets to help make your next video, step by step.





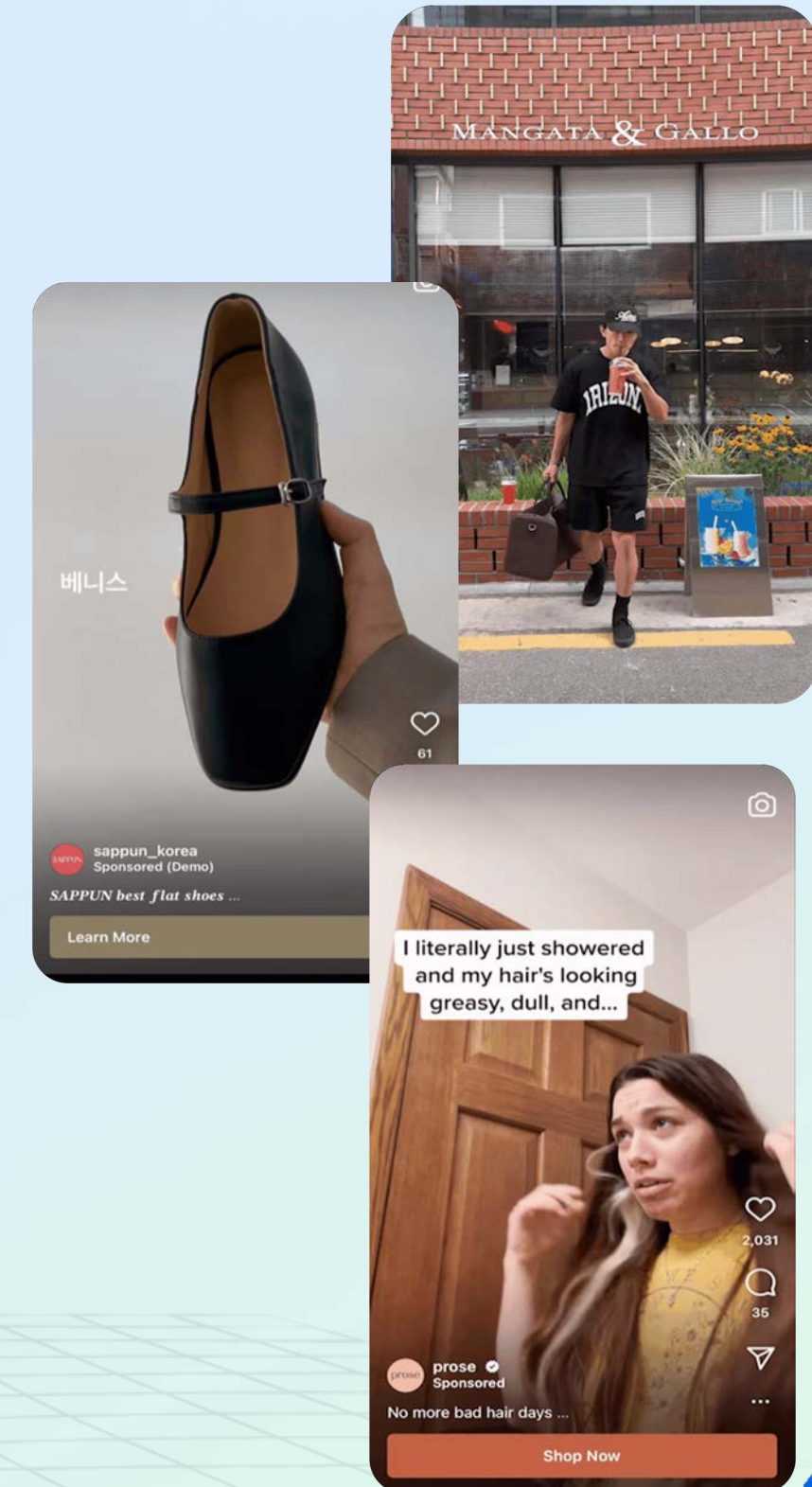
# Creation checklist

Your turn

Now's the fun part – it's time to make your Reels ad asset using what you've learnt! Complete the checklist below to double-check that you have everything ready to build the best Reels creative.

- ☐ **Story plan:** I completed my Reels storyboard and creative brief
- ☐ **Way to create:** I know how I'll be making my reel (organic template or creation tools, automation tools, Meta Business Partner or creator)
- ☐ **Best practices:** I'll make a 9:16 video with audio and will build in the safe zones
- ☐ **Audio:** If I'm making the reel myself, I've chosen audio that's available for commercial use or I'm using my own audio (e.g. voiceover)
- ☐ **Assets:** If I'm making the reel myself, I've captured assets that work with my storyboard

***Time to build!***





# Time to advertise

Setting up your Reels campaign and measurement strategy

## What you'll need

- Your ready-to-advertise Reels asset
- Access to Ads Manager



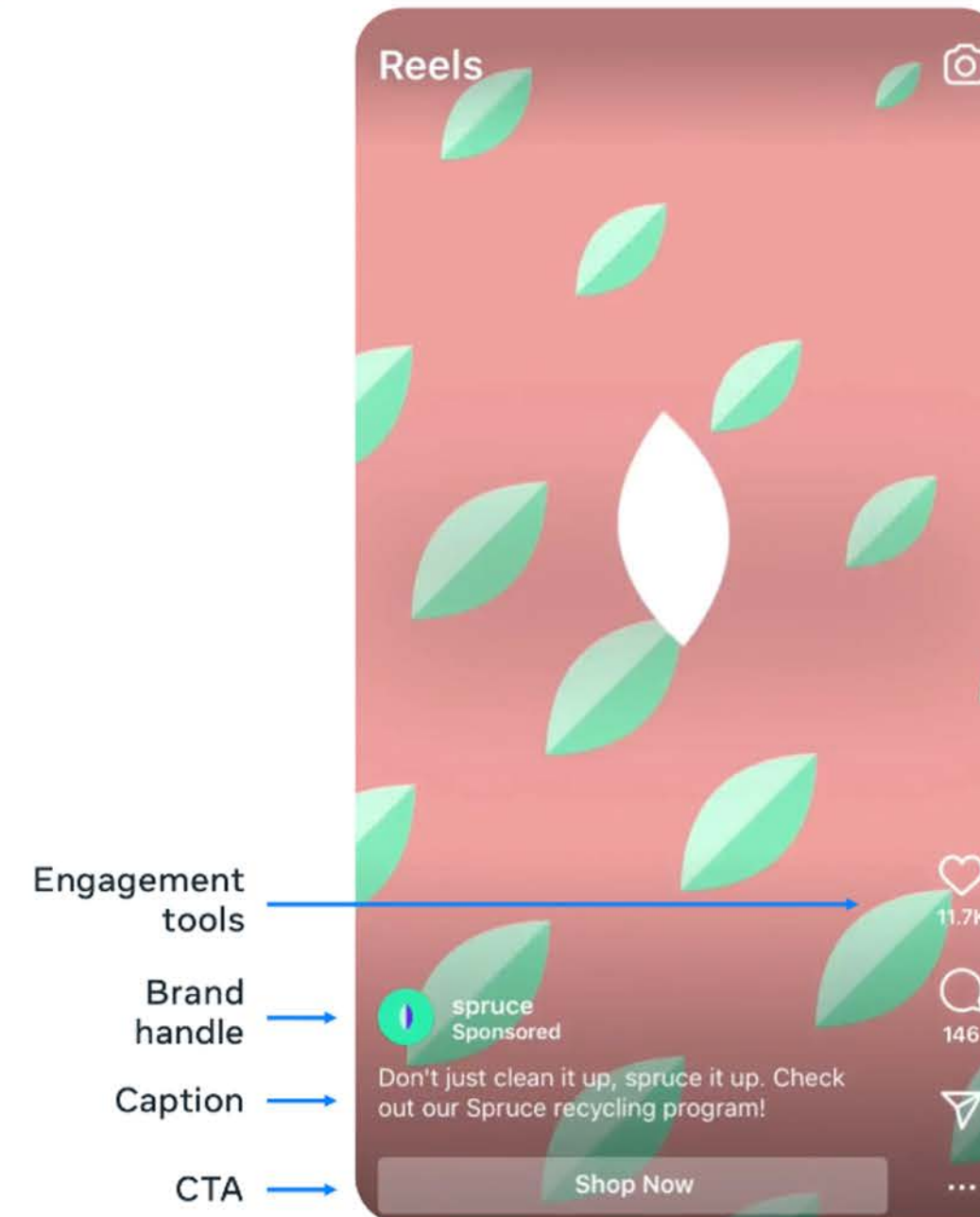
# Reels and Reels ads

## REELS



- Reels are short, entertaining, immersive videos that can easily be created and watched on Instagram and Facebook
- Users can record and edit videos up to 90 seconds long Including music, effects and voiceovers

## REELS ADS



- Reels ads (interstitial) on Instagram and Facebook are served in between organic Reels content as users scroll
- Full-screen, looping and skippable video and image ads
- Includes brand handle, caption and CTA button
- Up to 15 minutes in length on Instagram and no video length limit on Facebook



# Reels ad specs

## LENGTH

- Max 15 minutes in length on IG
- No video length limit on FB

## BUYING INTERFACE

Ads Manager

## BUYING TYPE

- Auction, Reach and Frequency on Instagram
- Auction on Facebook

## BUYING

- Advantage+ placements
- Manual placements

## TARGETING

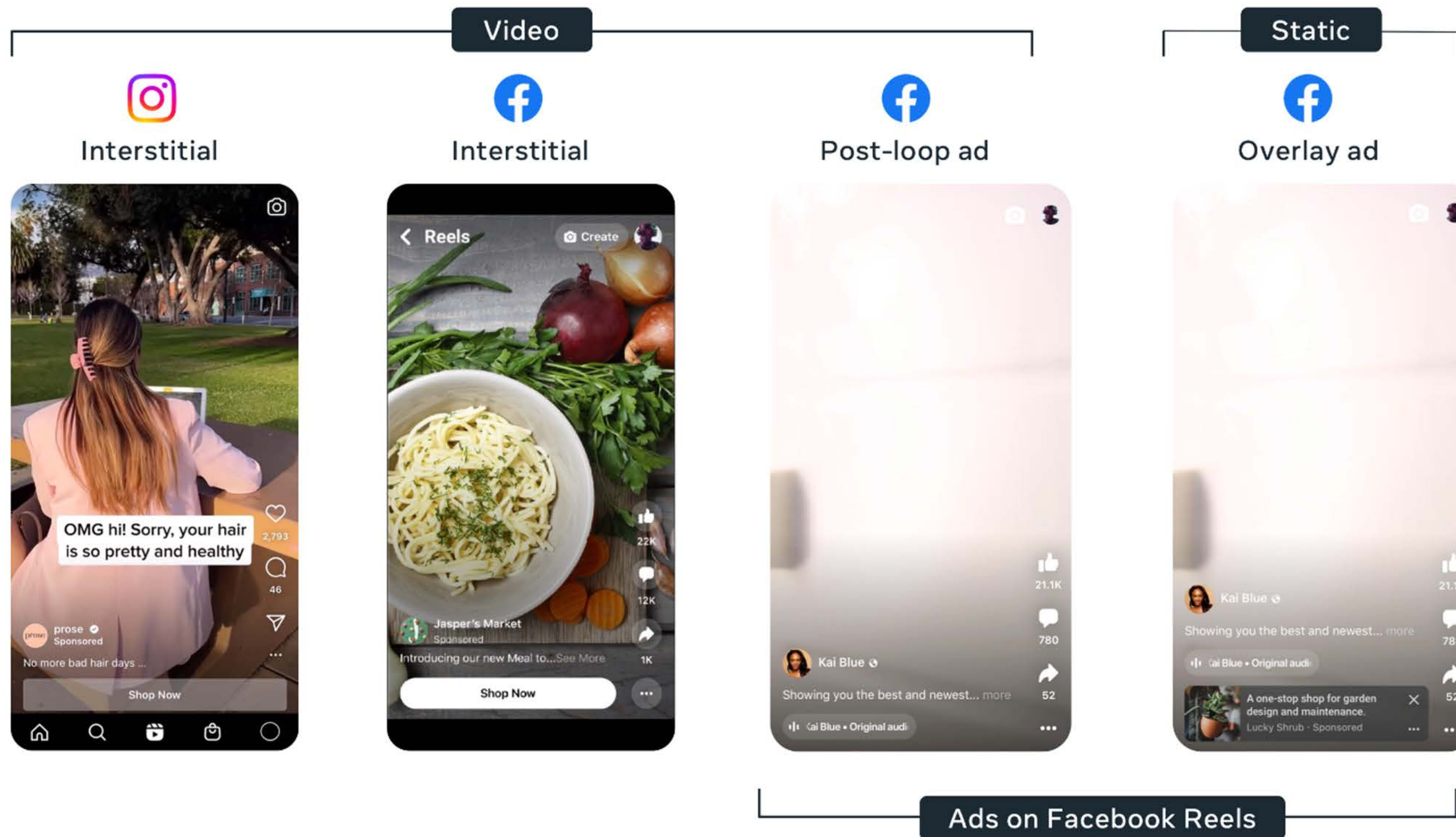
Standard Meta targeting

## DESIGN AND TECHNICAL SPECS

- File type: MP4, MOV
- Recommended Ratio: 9:16
- Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 500 x 888 pixels
- Video sound: Optional, but strongly recommended
- Videos should not contain edit lists or special boxes in file containers.
- Primary text: 72 characters before truncation
- Maximum file size: 4GB



# Reach people as they engage in their interests through a variety of placement opportunities



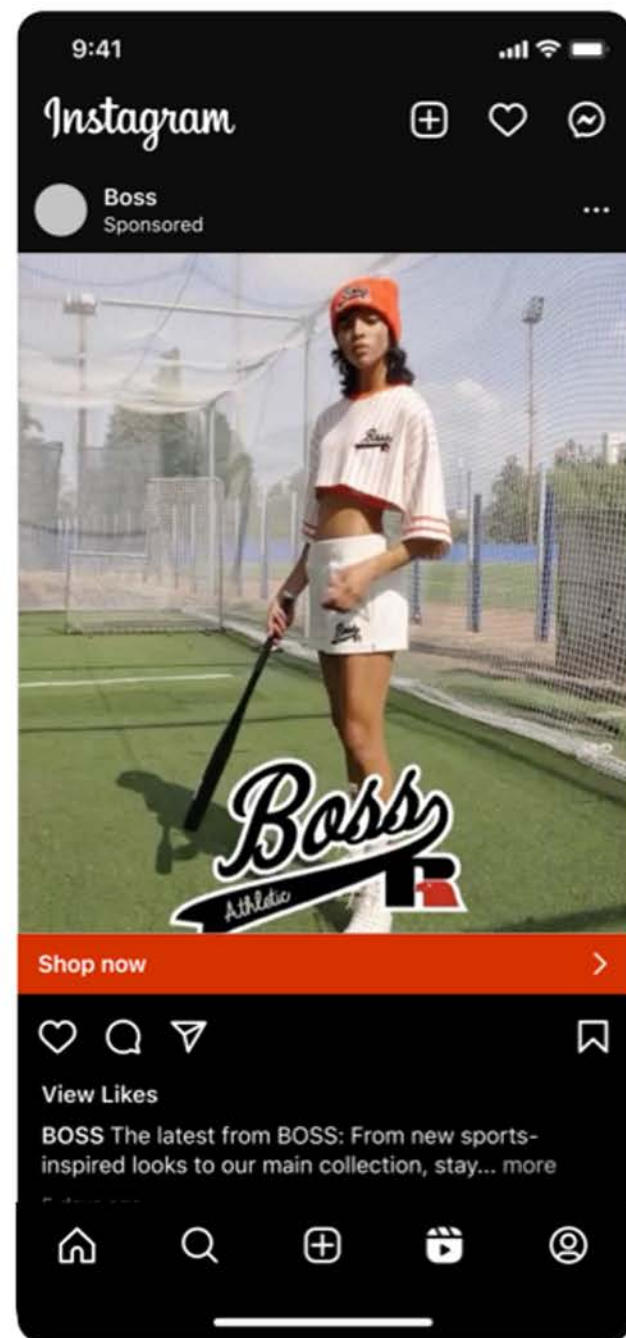


# Top tips for Reels campaign setup in Ads Manager

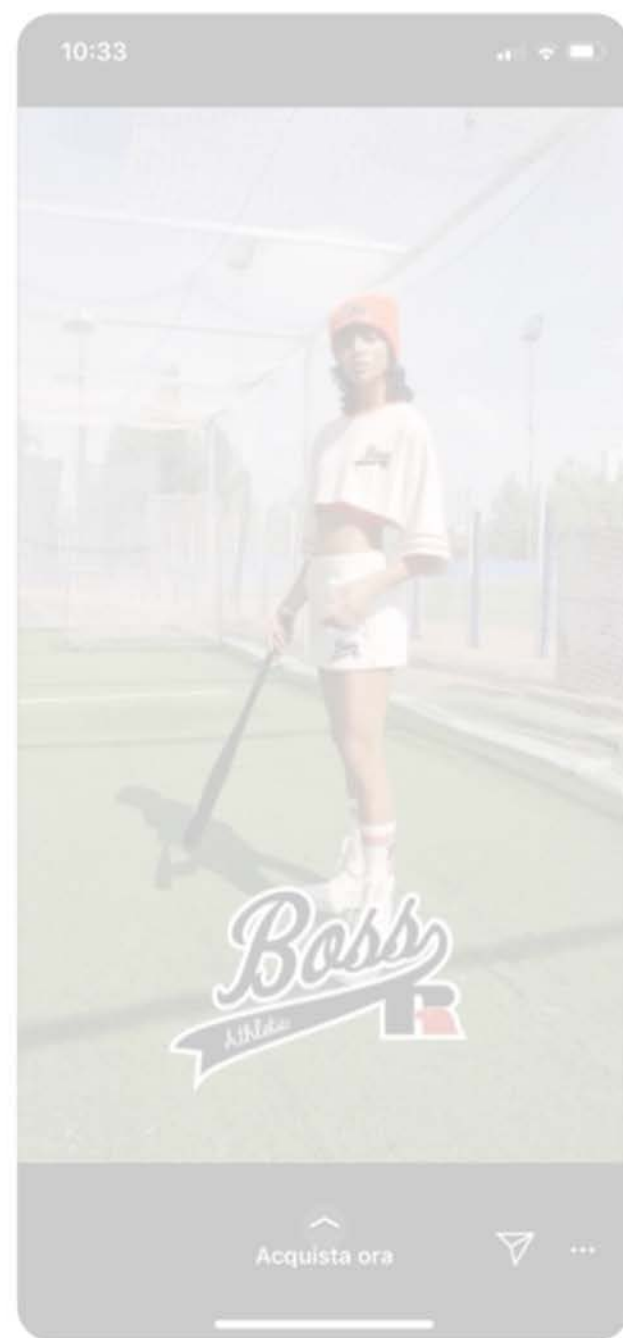




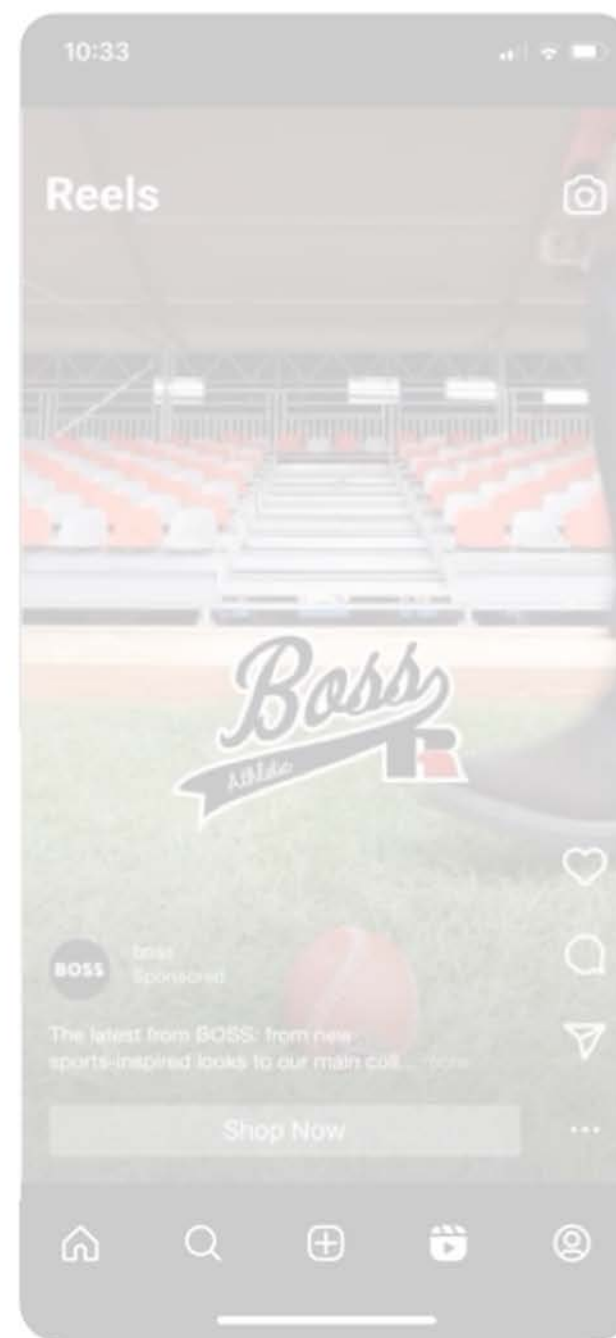
## Feed video



## Stories



## Reels



# Elevate your campaigns with Reels.

Add Reels placements to supercharge your business-as-usual approach.

Not replace it.



**Check the box in ads manager.  
That's all there is to it.**

## PLACEMENTS



Advantage+ placements



Manual placements



**Meta's delivery system will  
allocate your budget across  
multiple placements based  
on where they're likely to  
perform best.**

This simplifies campaign management and  
typically yields a lower cost per outcome overall.



Check the box in ads manager.  
That's all there is to it.

## PLACEMENTS

☐ Advantage+ placements

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

☒ Manual placements

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



|                                                                                       |                                            |                                     |
|---------------------------------------------------------------------------------------|--------------------------------------------|-------------------------------------|
|    | <b>Feeds</b><br>_____<br>_____             | <input checked="" type="checkbox"/> |
|  | <b>Stories and Reels</b><br>_____<br>_____ | <input checked="" type="checkbox"/> |
|  | <b>In-stream</b><br>_____<br>_____         | <input checked="" type="checkbox"/> |



# Creating ads in Ads Manager using an existing Reel

Select using existing post

In Ads Manager, at the ad level, select Use Existing Post in the “Ad Setup” section.

For owned content

Navigate to the Facebook or Instagram tab and select the Reels post.

For partner content

Navigate to the Partner Content tab and select the Reels post.

- Branded content ad permissions are required to promote partner content

## Ad Setup

Use Existing Post

☐ Create Ad

☒ Use Existing Post

☐ Use Creative Hub Mockup

Select Post

+ Create Post

Select post

×

Facebook

Instagram

Partner Content

Filter by:

Select an Item

Select dates

Post, image or video IDs, or other keywords

Partner content post

Source

Media

Date created



# Personalise your creative for each individual in your audience

Using standard enhancements, a part of Meta Advantage+ creative in Ads Manager, can result in^:

4%

lower cost per result

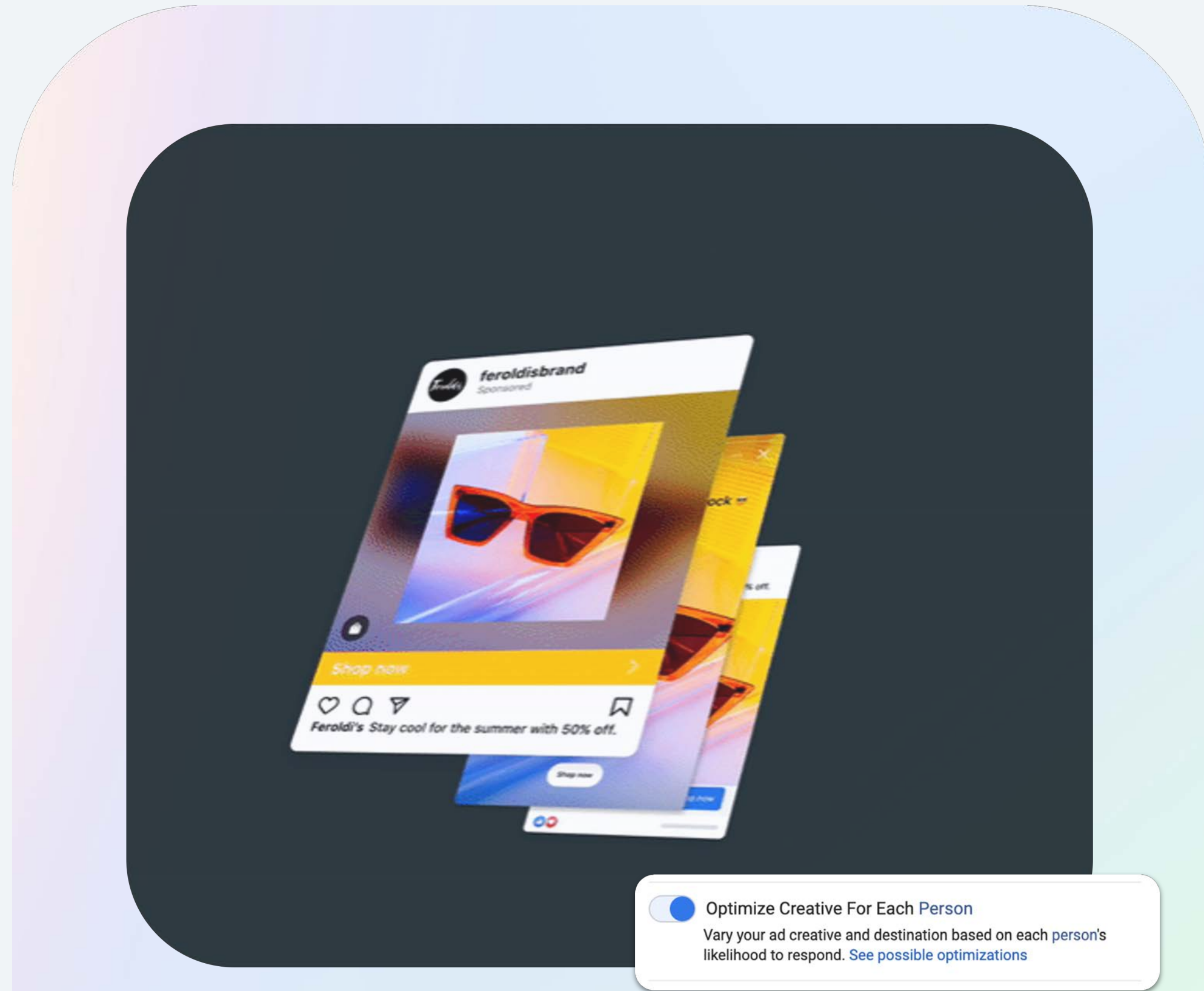
26%

more incremental purchases

5.6%

more adds to cart per US dollar spent

**Dynamic creative** – one of the standard enhancements – takes multiple media (images, videos) and multiple ad components (such as images, videos, text, audio and calls to action) and then mixes and matches them in new ways to improve your ad performance for each person in a scalable way.



\*May 2022 154,000 advertiser experiment where the eligible ad sets had a conversion of link clicks, landing page views or off-site conversions with ads customised by placement.

^Q1 2023 2-week-long 1,007,968 global advertiser experiment on Ads Manager where the ads included used link clicks, landing page views, lead generation and on-site and off-site conversion optimisations.



# Growing a testing mindset

How to test and measure your Reels creative investment





# Reels creative measurement plan for SMEs

TESTING  
HYPOTHESIS

What creative formats/elements increase performance for campaigns with Reels?

HOW



Choose one below per test

Format: 9:16 video vs non-9:16 video

Tone: Digestible, Relatable, Entertaining content vs. BAU content

Audio: Voiceover and/or Music vs. BAU

Elements: Has a sticker (such as caption sticker) v. BAU OR Uses transitions vs. BAU OR Has timed text vs. BAU



TEST PLAN:

FLIGHT TIME  
2-4 weeks

MEASUREMENT TOOL  
A/B Testing

KPI

Cost per action (CPA)

AUDIENCE  
and BUDGET

Keep the same across both cells

EXAMPLE A/B TEST

AD 1

CREATIVE APPLIES  
VOICEOVER OR MUSIC

AD 2

BAU: WITHOUT  
VOICEOVER OR MUSIC



# Putting it all together

Ready to run a Reels ad? Use this worksheet to help set up your campaign, step by step.





# Measurement framework

## Hypothesis

An ad asset with digestible, entertaining and relatable video opted in to Reels will perform better than my BAU creative opted in to Reels.

## TEST PARAMETERS FOR BOTH CELLS

- **Test duration:** 2 weeks
- **Objective:** Sales
- **Placement:** Advantage+ placements
- **Budget:** USD 500

Keep the following variables constant between the cells



BUDGET



FLIGHTING



PLACEMENT



BID TYPE



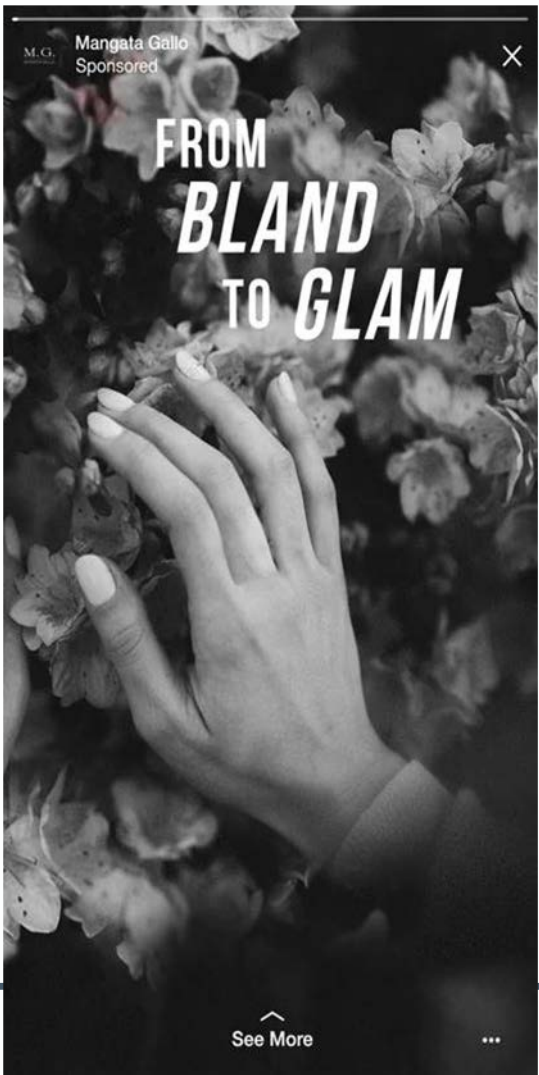
OTHER CAMPAIGN  
SETTINGS



Ad 1:  
TEST



Ad 2:  
CONTROL





# Measurement framework

## Hypothesis



## TEST PARAMETERS FOR BOTH CELLS

- Test duration:
- Objective:
- Placement:
- Budget:

| Ad 1:<br>TEST                                                                                               | Ad 2:<br>CONTROL             |
|-------------------------------------------------------------------------------------------------------------|------------------------------|
| <p>New creative strategy following best practices</p> <p>(duplicate BAU campaign + adjust the creative)</p> | <p>BAU creative strategy</p> |
|                                                                                                             |                              |

Keep the following variables constant between the cells



BUDGET



FLIGHTING



PLACEMENT



BID TYPE



OTHER CAMPAIGN  
SETTINGS



# FAQs and resources

Answers to common Reels questions,  
case studies and links to additional  
resources for small businesses





# Recap: Steps for making a Reels campaign that supercharges results

## Step 1: Plan

### Choose your concept

- Use [Meta's Creative Centre](#), hashtags or stickers to find inspiration or select a story type from chapter 4.

### Structure your story

- Use the creative storyboard in chapter 3 to map out your concept.
- Plan your Reels ad creative end-to-end with the creative brief in chapter 4.

## Step 2: Build

### Use Reels creative best practices

- Build Reels assets that are 9:16 video with audio and a call to action in the safe zone.
- Follow the language of Reels: Relatable, digestible, entertaining ad concepts.

### Make reels quickly and easily with tools and partners

- Experiment with using your organic reels as Reels ads.
- Turn your existing image and video assets into Reels assets using the video ad creation kit and/or Advantage+ creative.
- Consider using a Meta Business Partner or creator.

## Step 3: Advertise and measure

### Use automation to optimise

- Opt in to Advantage+ creative to optimise your assets.
- Opt in to Advantage+ placements to drive results.

### Test and learn

- Map out your measurement plan using the framework in chapter 6.
- Use the A/B testing tool in Ads Manager to see what Reels creative works best for your audience.



# Frequently asked questions

**Q: Where should I go to stay up to date with the latest Reels features and trends?**

A: The [Meta Creative Centre](#) is your one-stop shop for all ad creative inspiration, tools and guidance for small businesses. We also recommend following Instagram for Business for feature announcements and tips.

**Q: What's the difference between reels and video ads?**

A: Reels are a form of video ads. "Reel" refers to both an ad placement and a video ad creative format. The optimal Reels creative is a video that's 9:16 to create an immersive, full-screen experience. Unlike traditional video ads, Reels ads are designed for sound-on and feature digestible, relatable and entertaining concepts.

**Q: Should I make all of my ads Reels ads?**

A: No, add Reels creative and Reels placements to your existing campaign strategy. We recommend opting in to Advantage+ placements with a Reels creative asset to drive maximum performance. From there, Meta's automation tools will deliver your ad creative where it will perform best, including Reels placements. Your Reels creative can also run in other placements where video is eligible, such as Stories and Feed.

**Q: What if I'm not ready to invest in making entertaining, digestible and relatable Reels ad concepts?**

A: We recognise that adopting creative concepts for reels is a big shift. The first step to adopting Reels best practices is to use 9:16 video with audio. From there, we encourage you to experiment with entertaining, digestible and relatable organic reels – and when you're ready – use your top performer in an ad campaign with A/B testing to see how they perform vs. your BAU ad creative.

**Q: I have video assets, but they aren't 9:16. Can I turn them into Reels creative assets?**

A: Yes, you can most probably use this asset. When you upload it in Ads Manager, you'll see the option to crop your video to 9:16. You can also trim the video if needed.

**Q: I have video assets, but they don't have audio. What should I do?**

A: Ads Manager provides access to music for ad campaigns across all objectives. The music currently consists of royalty-free audio from the Meta Sound Collection. You can add music in Ads Manager through the creative editor or Advantage+ creative by following the instructions [here](#).



## SME resources

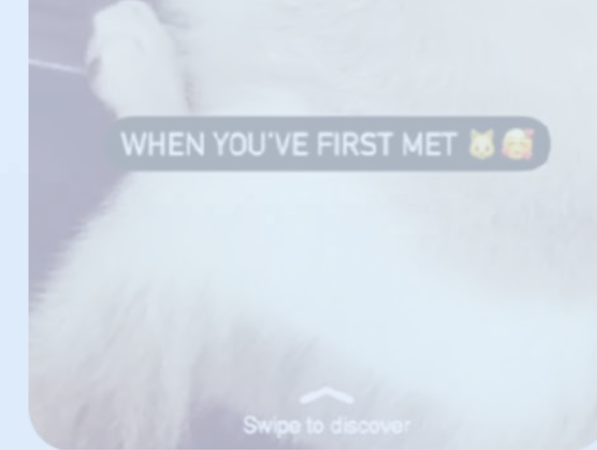
- 📌 [Meta's Creative Centre](#)
- 📌 [Real Talk superpack for agencies working with SMEs](#)
- 📌 [Real Talk mini manual for SMEs](#)
- 📌 [Facebook Reels Help Centre](#)
- 📌 [Instagram Reels Help Centre](#)
- 📌 [How to add music using Ads Manager](#)
- 📌 [Create an A/B test in Ads Manager](#)
- 📌 [Everything that you need to create great reels](#)

## SME case studies

- 📌 [US haircare brand Prose used ads with Reels ad creative to drive 23% lower cost per action.](#)
- 📌 [German loungewear brand Juvia used ads with Reels creative to drive 1.8X more sales.](#)
- 📌 [Indian dental alignment company Toothsi used creators to make Reels creative that drove 36% lower cost per lead.](#)
- 📌 [Blog: Everything you need to create great reels](#)
- 📌 [Blog: Businesses share tips on how reels are helping them sell](#)

# Creative resources from Meta

# For small businesses





# Case studies

**See how businesses like yours supercharged  
their results with Reels.**





# prose

When the custom haircare brand tested its usual video ad creative delivered across multiple Meta placements against a campaign that added specially designed ad creative for Instagram Reels to the same setup, it saw a 23% lower cost per acquisition when using both types of ad creative together.

## 23%

lower cost per acquisition from cell using business-as-usual placements and Reels together

## 43%

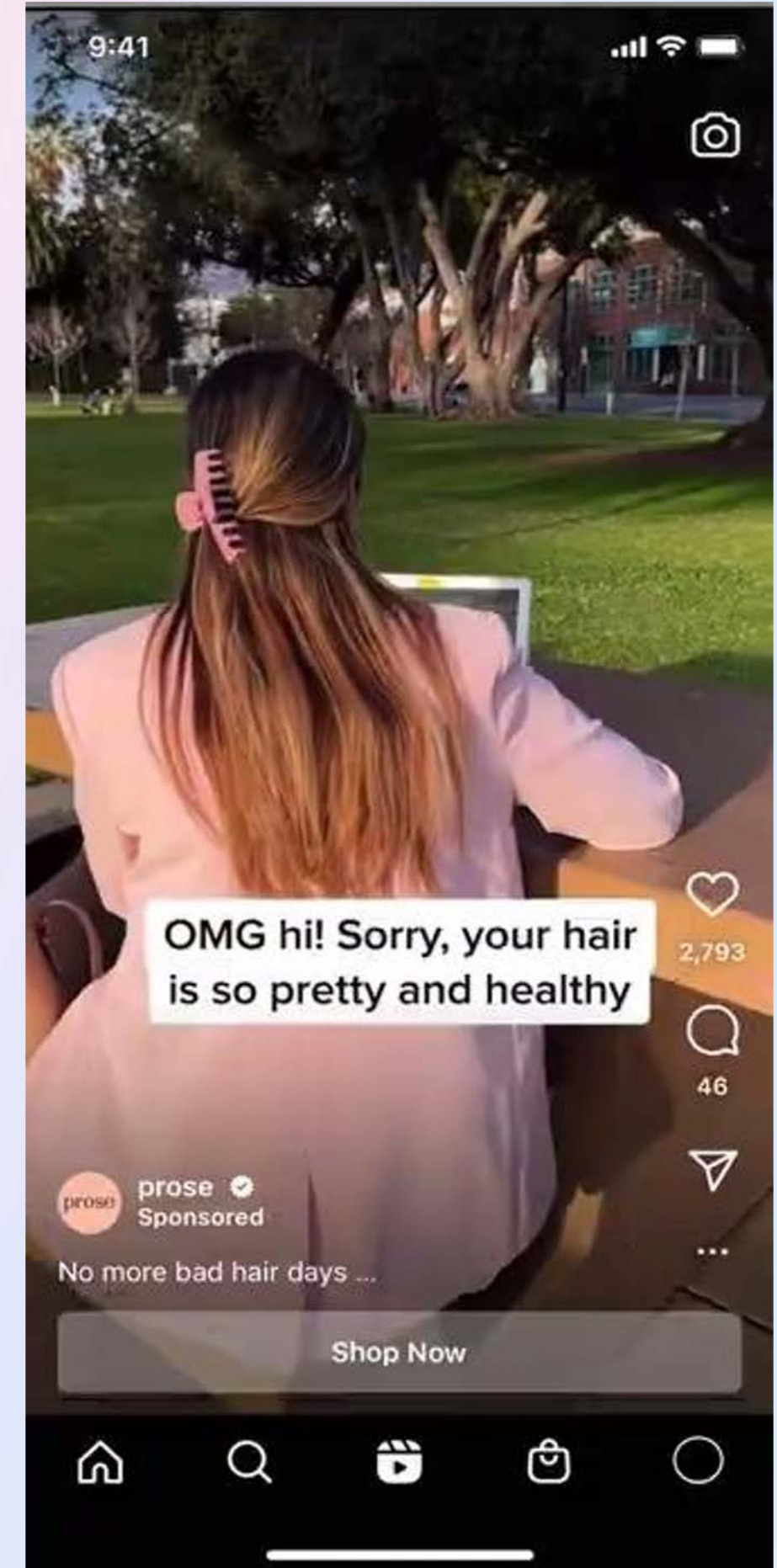
lower cost per acquisition from cell using business-as-usual placements and Reels together

## 52%

higher unique audience reach from cell using business-as-usual placements and Reels together

## 20pt

higher impression delivery to audiences aged 18–34 from cell using business-as-usual placements and Reels together





## CASE STUDY

@JUVIACOLLECTION



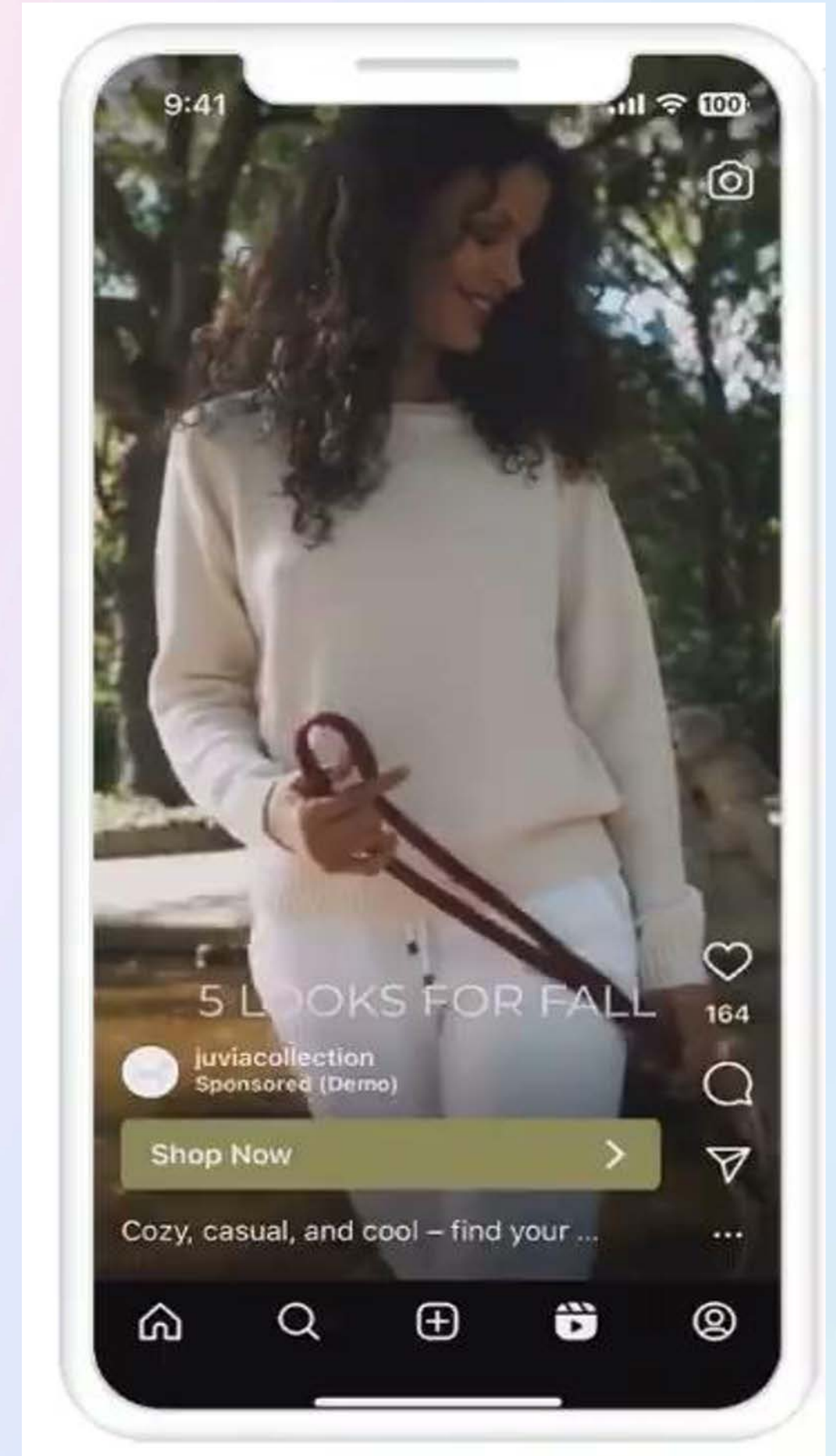
A German loungewear brand wanted to increase online sales and raise brand awareness on Facebook and Instagram. They partnered with a creative agency to produce 16:9 video assets that showcased its autumn loungewear collection in relatable, everyday scenarios, like walking the dog or making a coffee. The videos were shot using lo-fi production techniques, creating an authentic, hand-held impression. Dynamic transitions that were synced to music helped to boost the Reels' entertainment value. The campaign was targeted to a broad audience in Germany, Austria and Switzerland. To measure the impact of creating video ads specifically for Reels, they ran an A/B test comparing usual video ad creative in the Reels placement to the new, optimized video ads for Reels.

# 1.8x

more sales when using assets following Reels best practices, compared to usual videos in the Reels placement

# 44%

lower cost per sale when using assets following Reels best practices, compared to usual videos in the Reels placement





## CASE STUDY

## @MAKEO\_TOOTHSIALIGNERS



Toothsi, the Indian dental alignment company, partnered with online personalities on a campaign of Reels ads on Facebook and Instagram to encourage more at-home appointments. Toothsi had already been using lead ads to encourage signups for its at-home “smile makeover” services. To make the signup process easier for potential customers, it decided to run a direct response campaign featuring online personalities that matched the brand’s values and desired audiences. Toothsi worked with two creators who posted 30-second Reels of themselves explaining the benefits of the brand’s clear aligners.

All ads used Advantage+ placements to ensure the ads were shown where they were most likely to perform best across Facebook and Instagram Reels, feeds and in-stream placements. To reach as many people as possible, Toothsi served all ads to people in Mumbai aged 22–50, with an interest in personal care, cosmetics and entertainment.

To measure the performance of the Reels ads, Toothsi set up an A/B test. One cell had a standalone campaign of only Reels ads. The other had the same video content, but in a mix of different formats and placements, including Reels ads.

# 36%

lower cost per lead from mixed video ad campaign including Reels ads, compared to standalone Reels ads campaign

# 12%

lower cost per scan performed from mixed video ad campaign including Reels ads, compared to standalone

# 17%

lower cost per acquisition from mixed video ad campaign including Reels ads, compared to standalone Reels ads campaign

