

Creative Playbook
for Small Businesses

ReelTalk

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

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

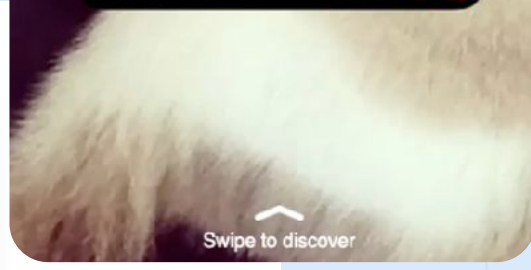
Contents

- 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 mesmerizing



Brands are tapping into community & culture

2 billion

The number of Reels shared each day, doubling over the last 6 months ¹



Brands are getting new followers and leads

3/4

Of people surveyed followed a business and 50% have messaged a business after watching Reels ²



Brands are turning attention into customers

2/3

Of people surveyed have purchased a product or service after watching Reels ²

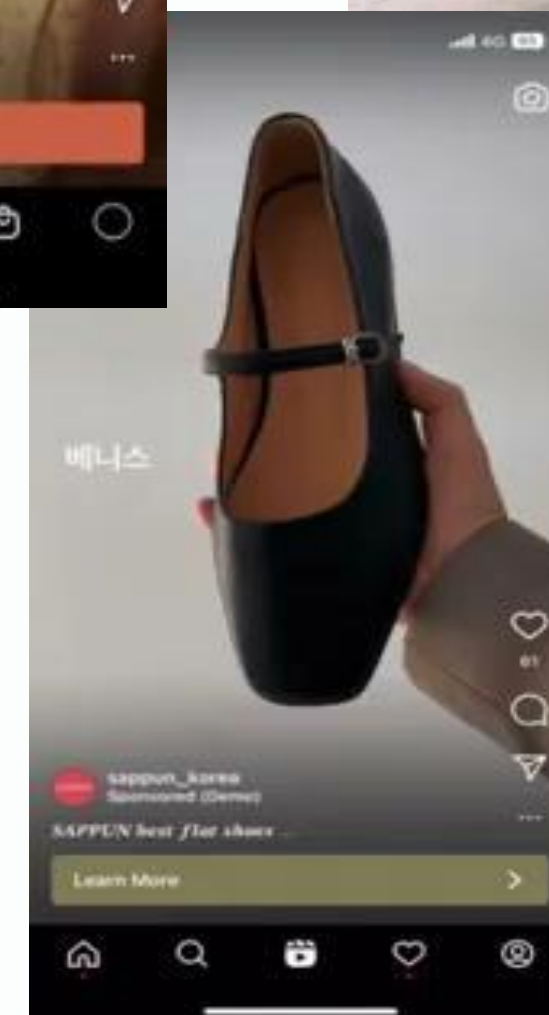
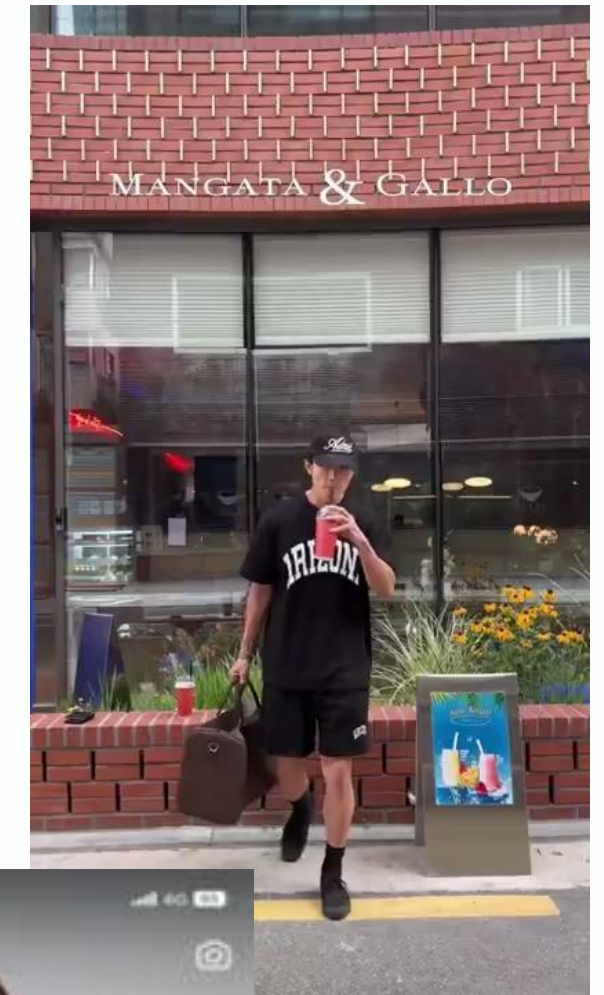
Reels supercharge results

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 ¹:

- **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 Ecommerce, CPG, Retail, and Tech. Native Reels creatives are 9:16, video creatives which have sound on and are in compliance with safe zones. These creatives had at least one additional creative elements like human presence, text sticker overlays, voice over, low-fi content and a 'hook' in the first few seconds.

Pro Tip: Click on the Reel images to view as videos



2 PRINCIPLES

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

There isn't just one way to Reel. Reels can be comedic, mesmerizing, 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 3 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.



Videoleap created an **original audio track** that cut-through with its unique voiceover style.



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 overlay text onto the video.

+11pts

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.

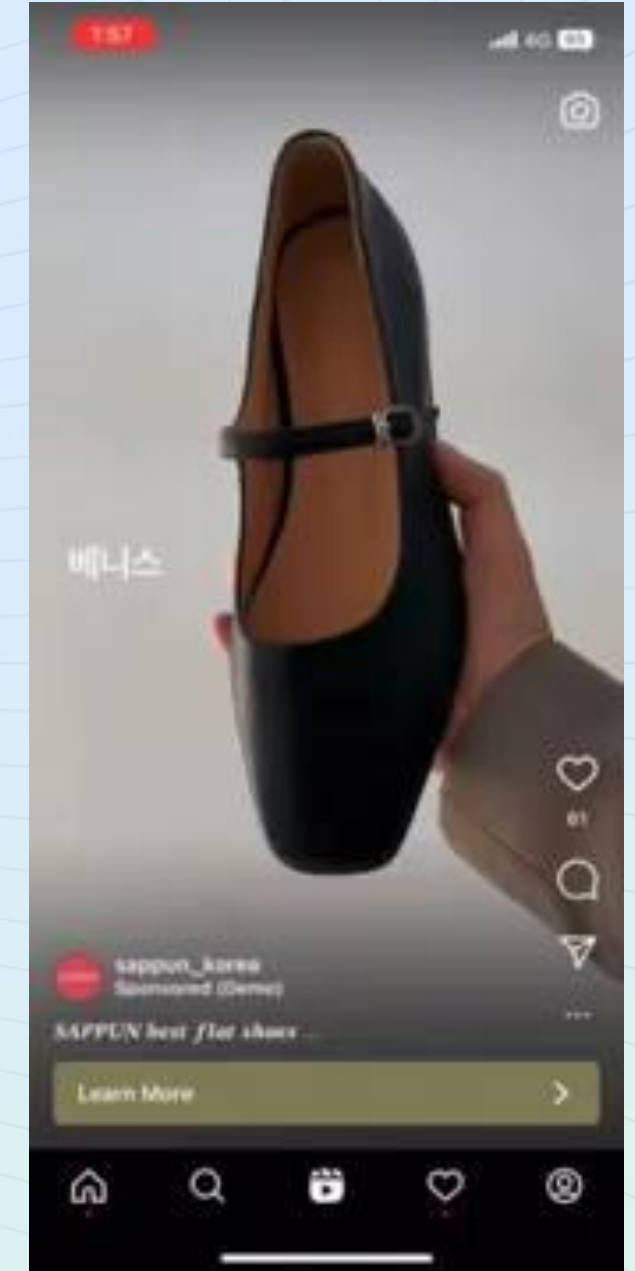
Source: Source Instagram Internal, September 2022
Source: Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). Further details in speaker notes.



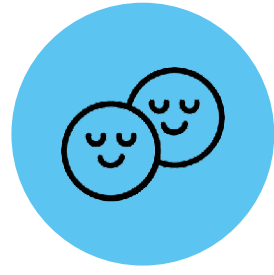
Video Leap used **text sticker overlays** to make a tutorial easy to understand.



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 **mesmerizing 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”¹

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 that did not²



Golde's Reel features a “get ready with me” or GRWM morning routine that many new parents will **recognize**.



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.

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

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



100% organic

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



Get yours now

Reward Attention

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

5 Ways to Capture Attention

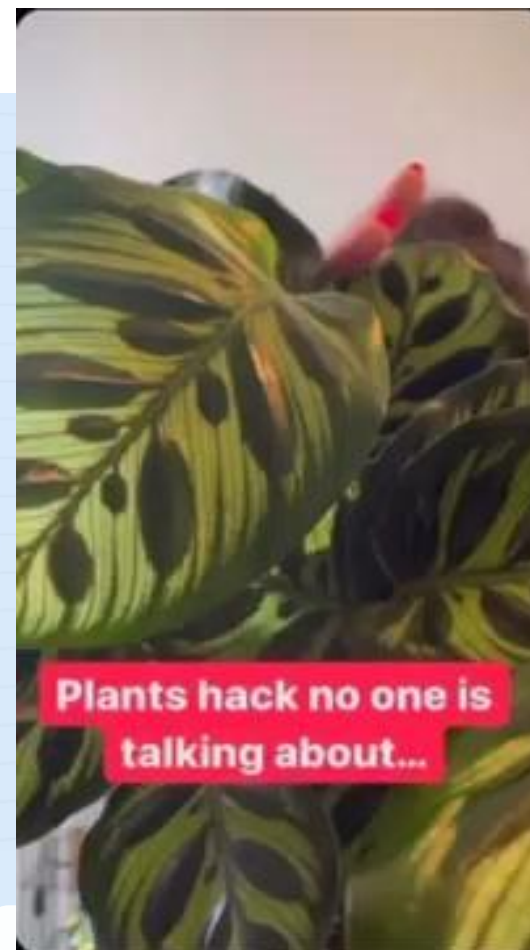
Capturing attention doesn't mean disrupting the viewing experience with a big logo. But it does mean 'nailing the hook' - by delivering something surprising, entertaining or mesmerizing in the first few seconds that makes viewer want to stay around for the payoff.



Use audio to break through



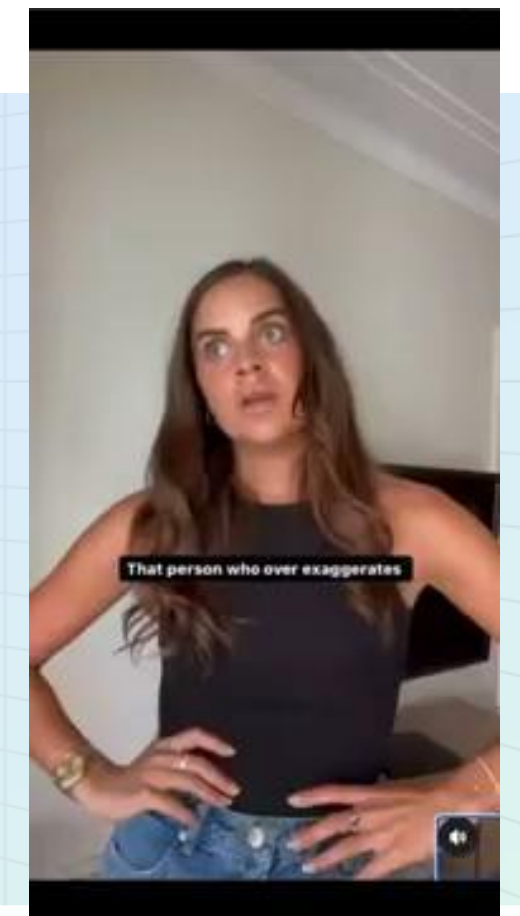
Include your audience



Offer useful knowledge



Spark curiosity



Recreate a relatable situation

5 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 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.



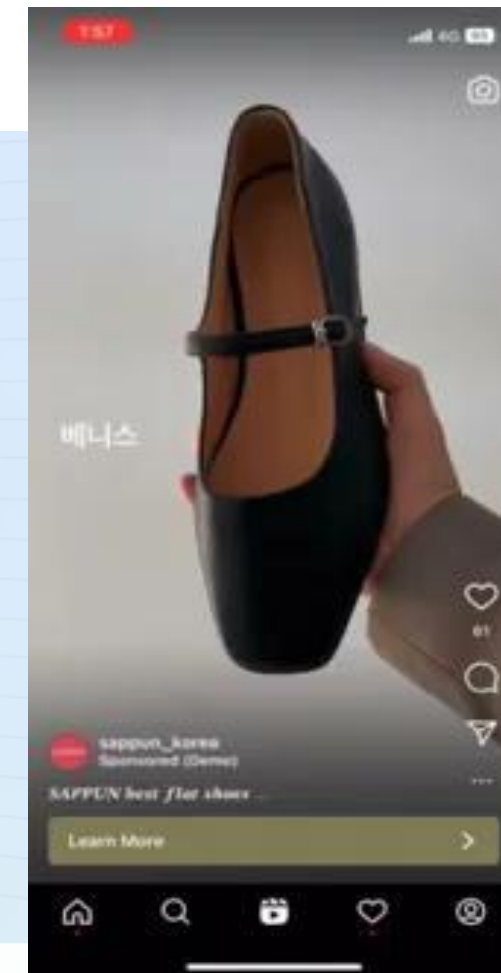
Show how something works



Show your product in real life



Make it easy to understand



Make it mesmerizing



Make it funny

Using Transitions to **Maintain Attention**

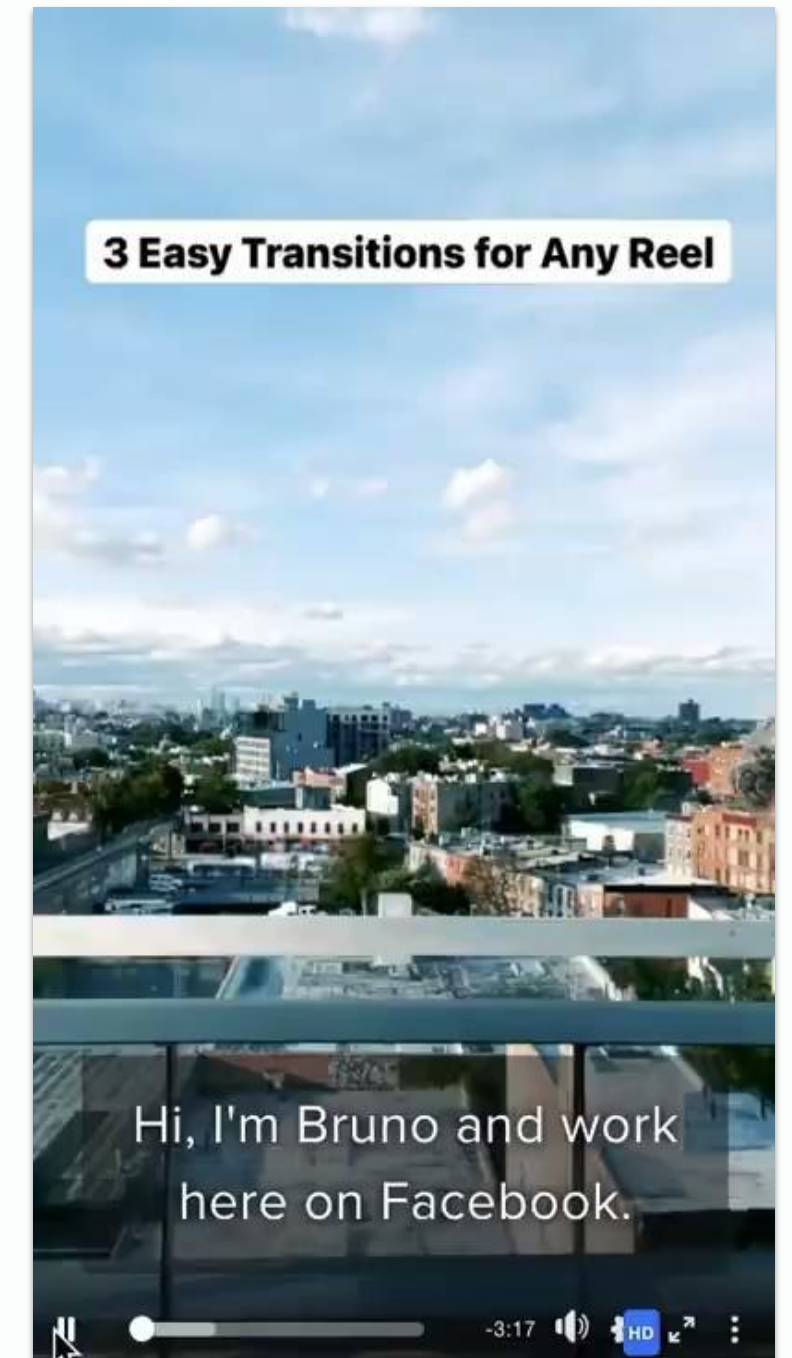
Interesting transitions can help keep your audience engaged.

Check out the videos to 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



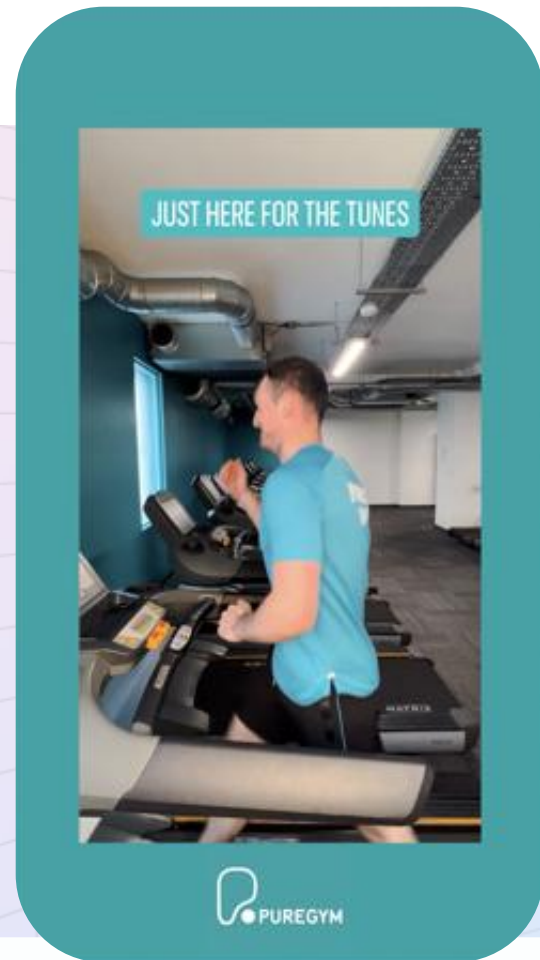
[Click here](#) to view the video on Instagram for Business.



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

5 Ways to Reward Attention

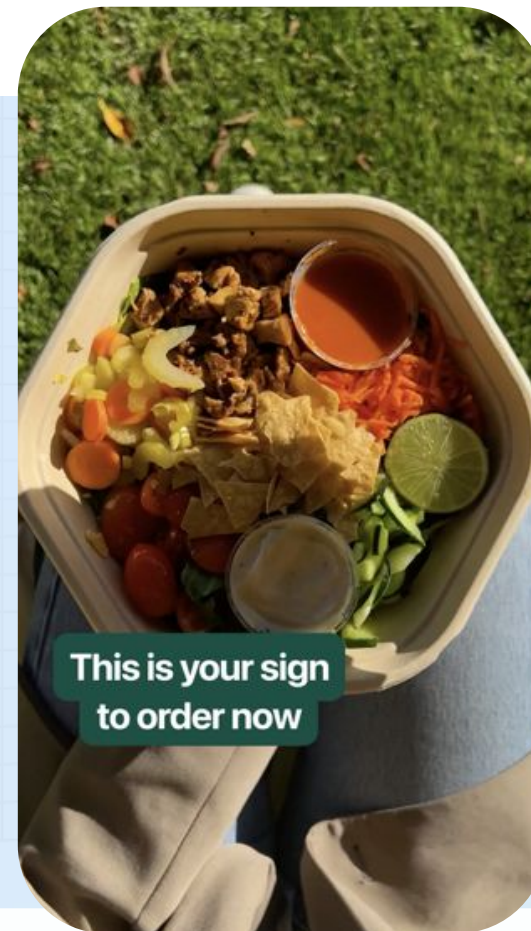
No matter what your objective is, a good story always needs a good ending. That could be a strong call to action, a payoff that rewards the attention of the viewer, or an invitation to the audience to leave a comment or get in touch.



Close with your brand



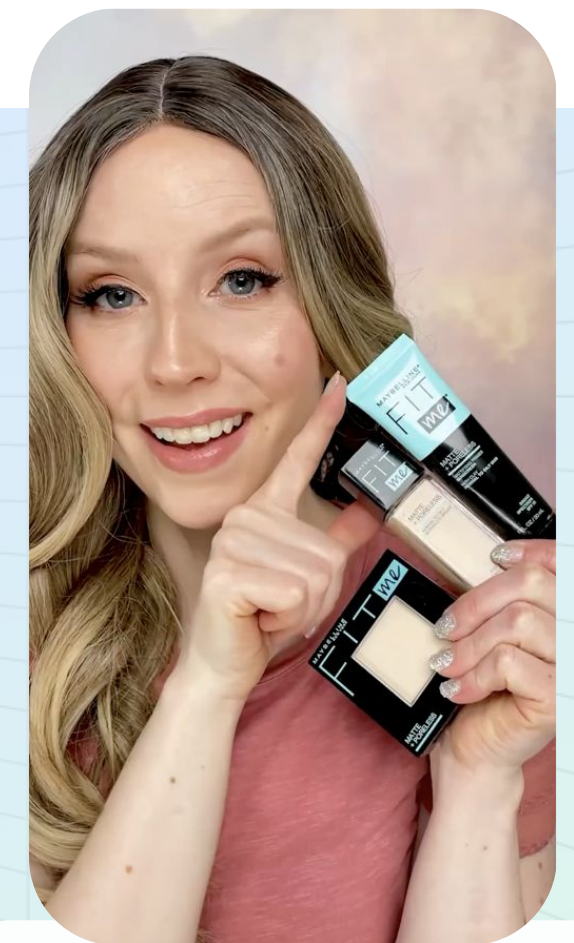
Close with your product



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 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'

#1 Use captivating audio

- Start quiet, then pump up the volume
- Use voiceover instead of music
- Use a sound effect to create a contrast

#2 Use camera movement

- Start macro and then zoom out
- Use a quick camera angle change
- Use a sound effect to create a contrast

#3 Involve your audience

- Ever felt like X happens when you Y?
- What type of X are you?
- Which one of these is you?

#4 Offer useful knowledge

- X things you didn't know about...
- Here's how I did X and you can too
- Want to know how to do X?

#5 Make it relatable

- This look familiar? Then listen up
- POV: If this is you, then you need...
- X shouldn't cause Y problem, try...

Maintain Attention

Show the product or service in action

Show the product or service in real life

Break down features & benefits

Make it mesmerizing

Employ humour

Reward Attention

Close with your brand

Signoff with your product or a shot of your service

Use an animation on your video to draw attention to the UI CTA

Reinforce the brand name or articulate a call to action with voiceover

Invite the opinion of your audience 'which one of these did you like most?'

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

START SMALL



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 2

Transition

Maintain Attention

Frame 3

Transition

Reward Attention

Frame 4

Transition

Don't forget a CTA!

Story types

You can use the building blocks on the previous slides to storyboard any Reel ad concept 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.

What you'll need

- A printed copy of the Creative Brief
- A writing utensil
- Your imagination

Pro Tip

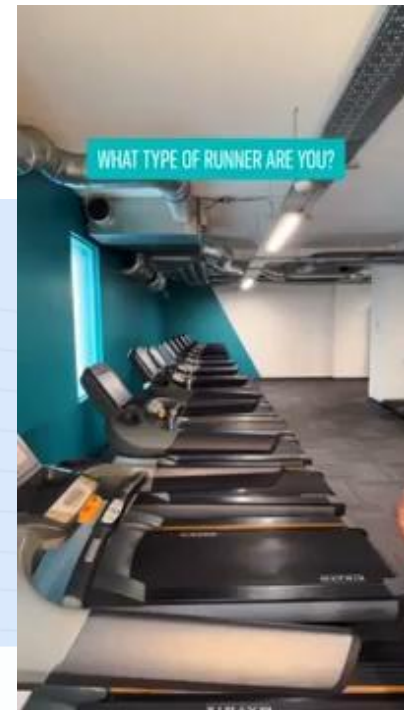
You don't have to make a Reel from scratch – you can also adapt your existing assets. Look out for this tag on the following slides for ideas!

**Adapt
& Edit**

Try one or more of these story types to get started



#1 The Photodump



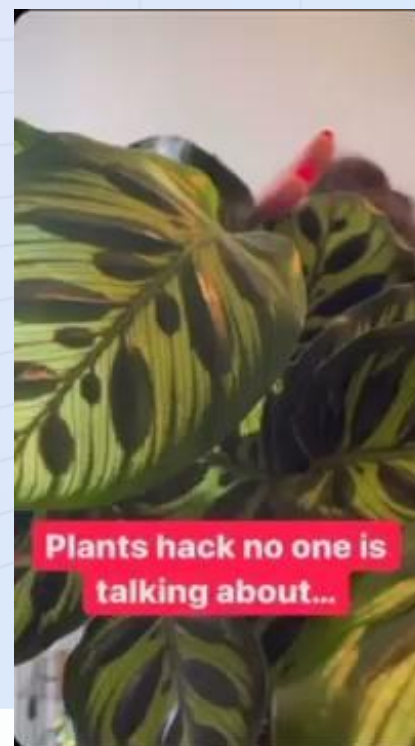
#2 The 'types of' list



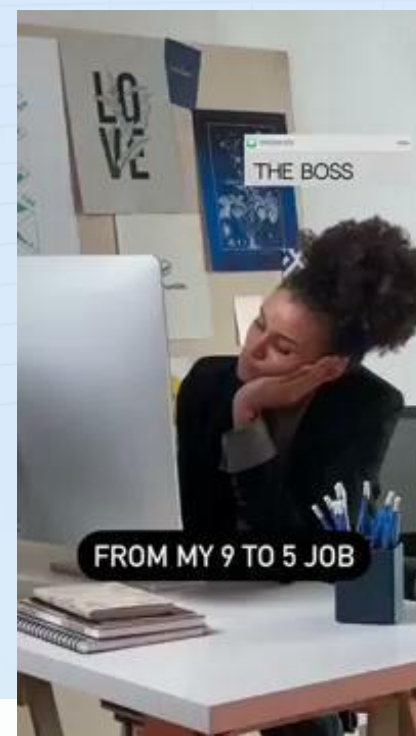
#3 The listicle



#4 The transition sequence



#5 The Tutorial



#6 The before & after



#7 The POV



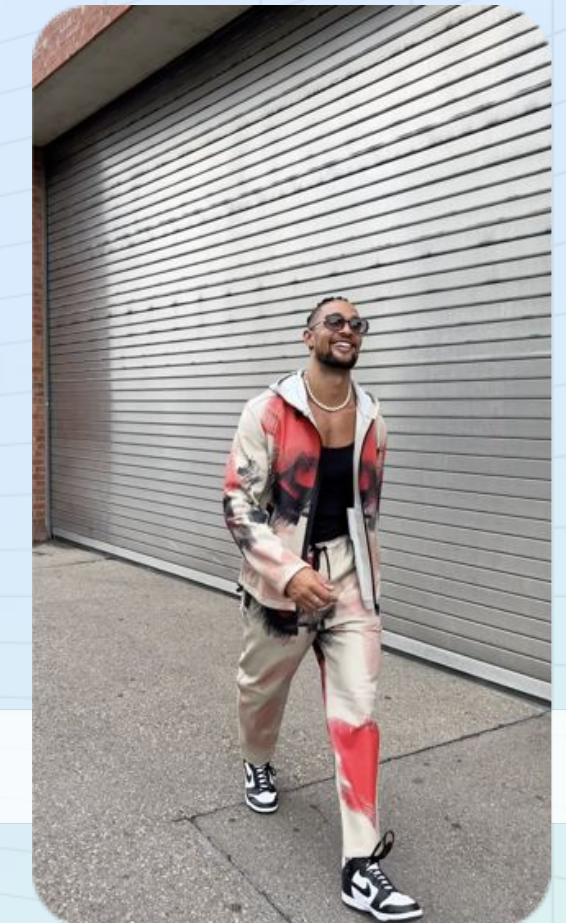
#8 The Behind the Scenes Look

The Photodump

for Outlet City

A collection 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.



Adapt & Edit

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”

Ideas to get more leads

“The services we provide” *For: Consulting/Legal*

“What are the [hair/nail/skincare] trends for summer?” *For: Beauty service providers*

“Details from 123 Mulberry Drive” *For: Realtors, 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”

Bonus Example from [El Rey Court](#)

The “Types of” list for Pure Gym Fitness

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

How to use it: Come up with 5 recognisable characters or customers. How would they use your service? Or what pain points does it help them solve?



**Make it
New!**

Capture Attention
Includes the audience by asking a question

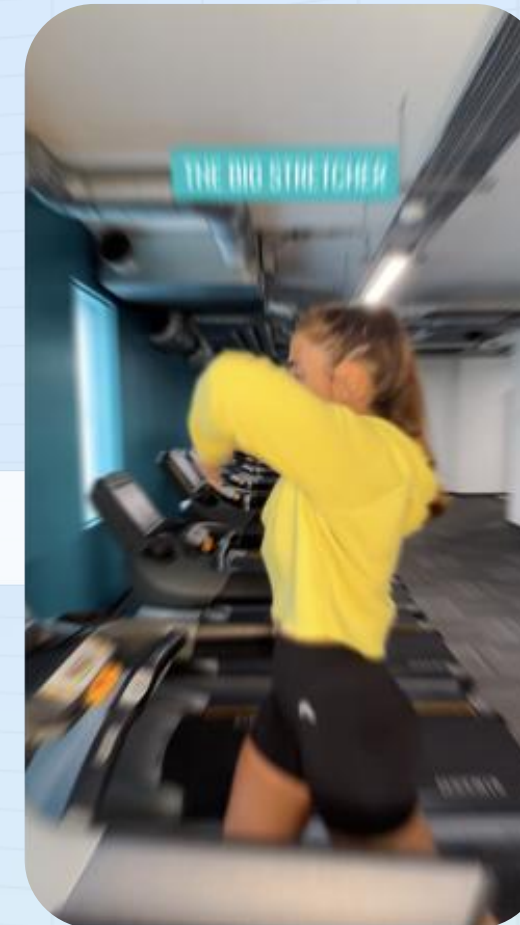


Ideas to get more leads

“The types of homes [insert reality show cast] would buy” *For: Realtors*

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

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

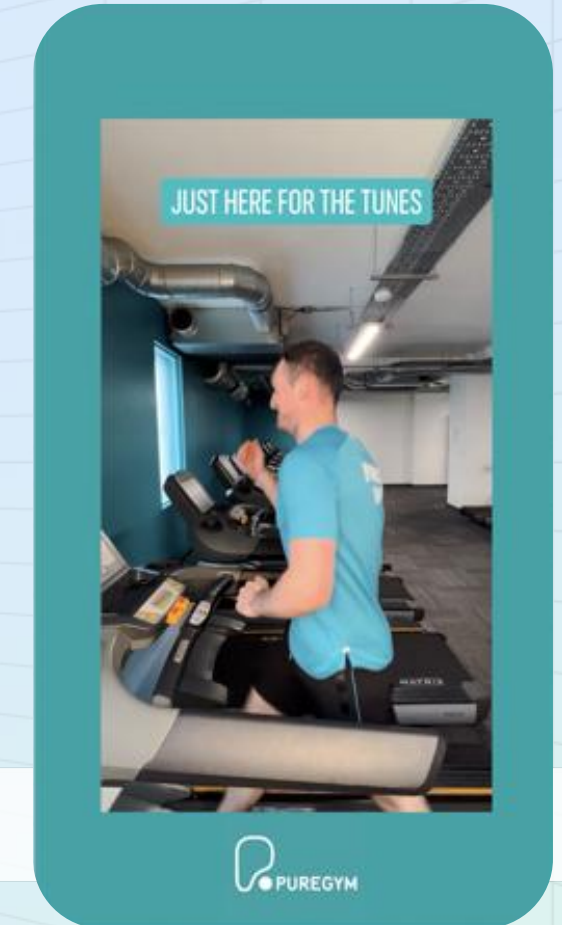


Ideas to get more purchases

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

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

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



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 3 features or benefits of your product. How would someone talk about them in everyday language?



Adapt & Edit

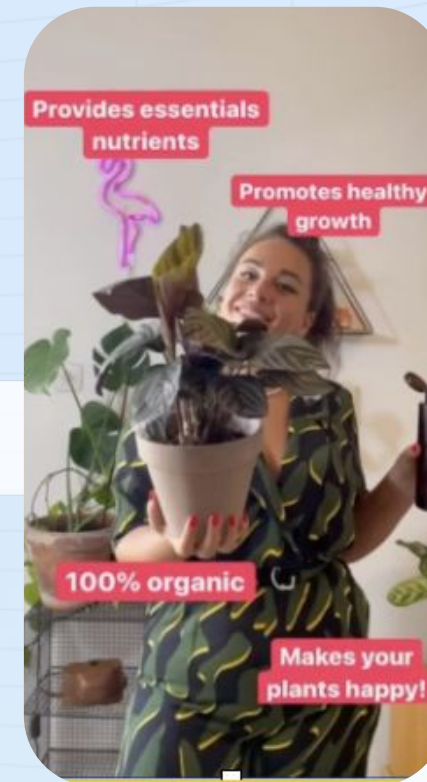
Capture Attention

Use of text stickers and native font, and text to speech tool to deliver a relatable tone



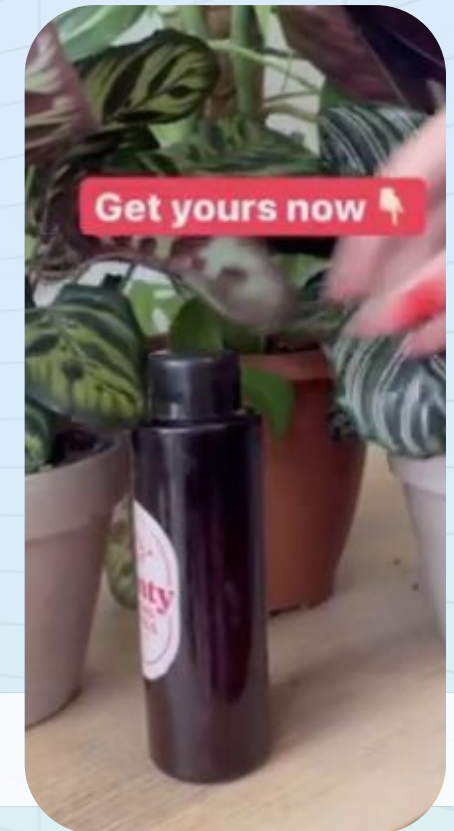
Maintain attention

Provides four useful benefits of Planty and shows how to use the product using a lo-fi style



Reward attention

Delivers the CTA with an emoji to make it feel relatable



Ideas to get more leads

- "The top 5 things you'll love about this house" *For: Realtors*
- "3 tips for setting up a trust" *For: Legal services*
- "4 common mistakes for toning arms and what to do instead" *For: Fitness providers*

Ideas to get more purchases

- "5 ways to use [your product]"
- "3 thing you'll love about [your product]"
- "4 things to consider when purchasing [your product]"

The Transition Sequence for Mangata & 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



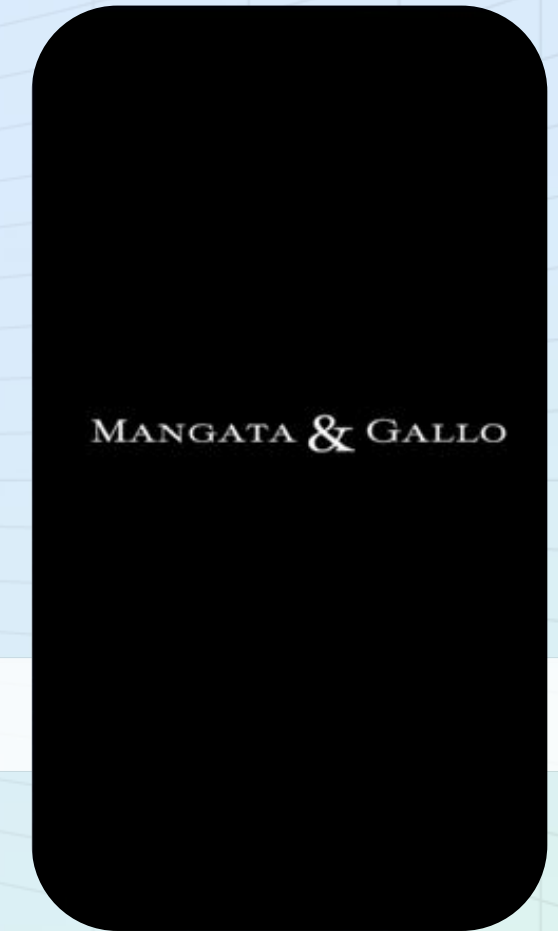
Maintain attention

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 a “the swipe” transition

“Introducing [insert address]” *For: Realtors- 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 a “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!

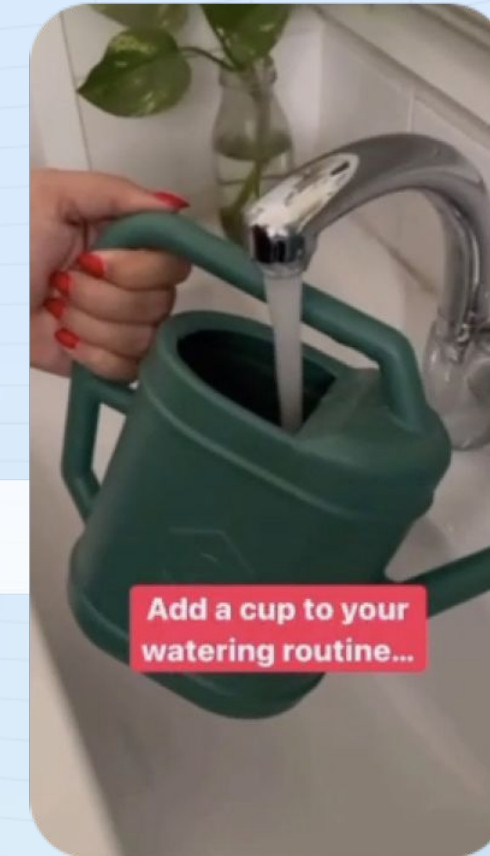
Capture Attention
Offers a secret hack in the first two seconds



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] 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] back-to-school with [your product]”

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



The Before & After for Tailor Brands

A way to dramatize 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.

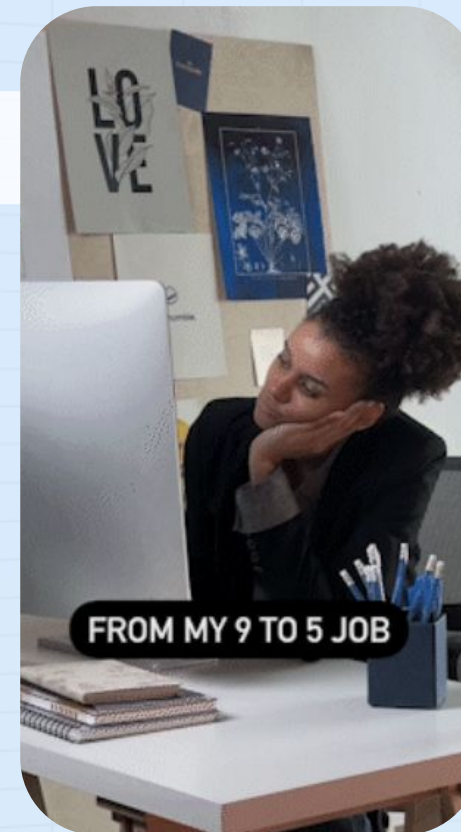


We don't allow advertisers to run ads that imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health-related products. This includes before-and-after concepts with idealized results.

Make it New!

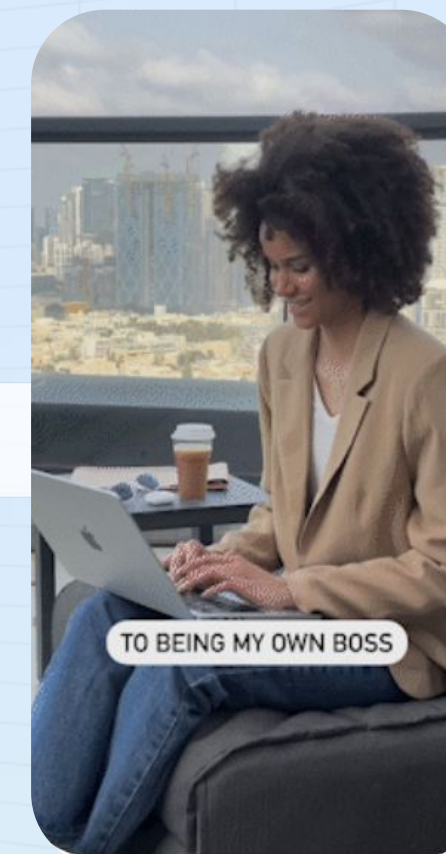
Capture Attention

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-organized 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!**

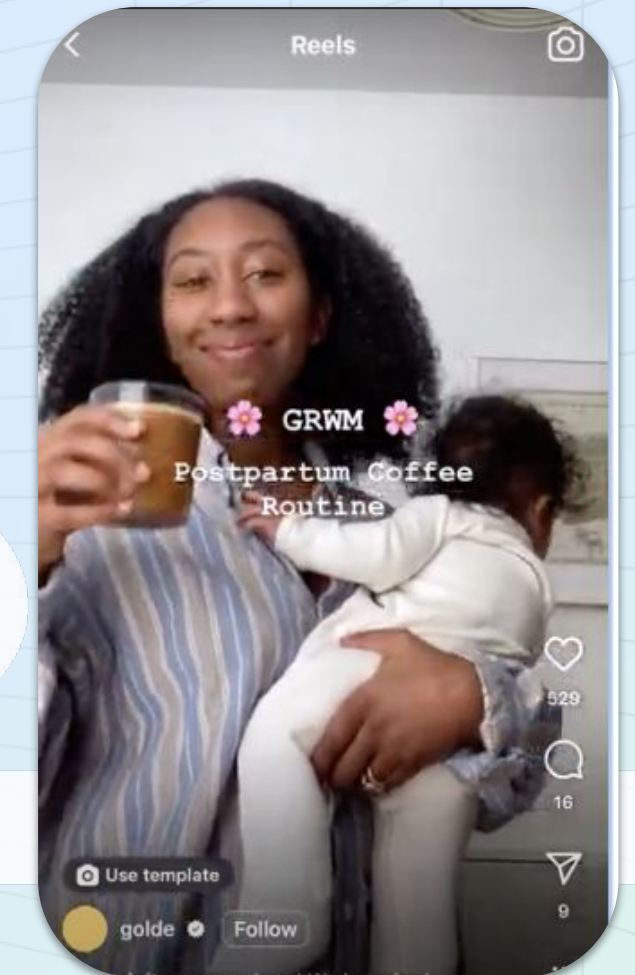
Capture Attention
Introduces a POV format (GRWM: Get Ready with Me) that's relatable to the user with native text and emojis



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 of 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.

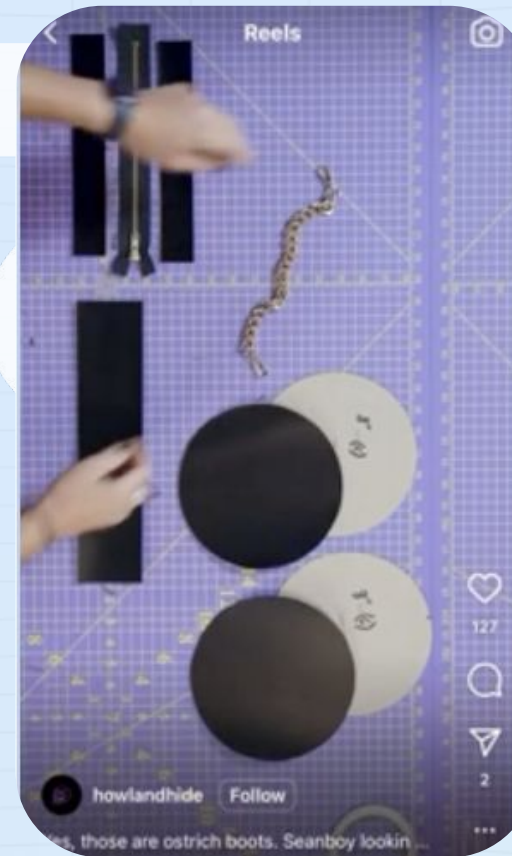
How to use it: Tell a story about how your products or services come together or give a look at your team or shop.



Make it New!

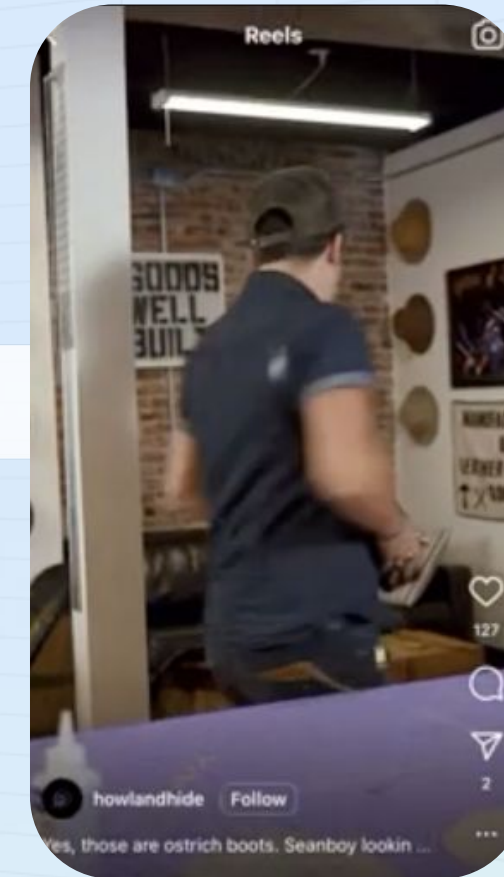
Capture Attention

Begins with overhead shots of the product being made from scratch.



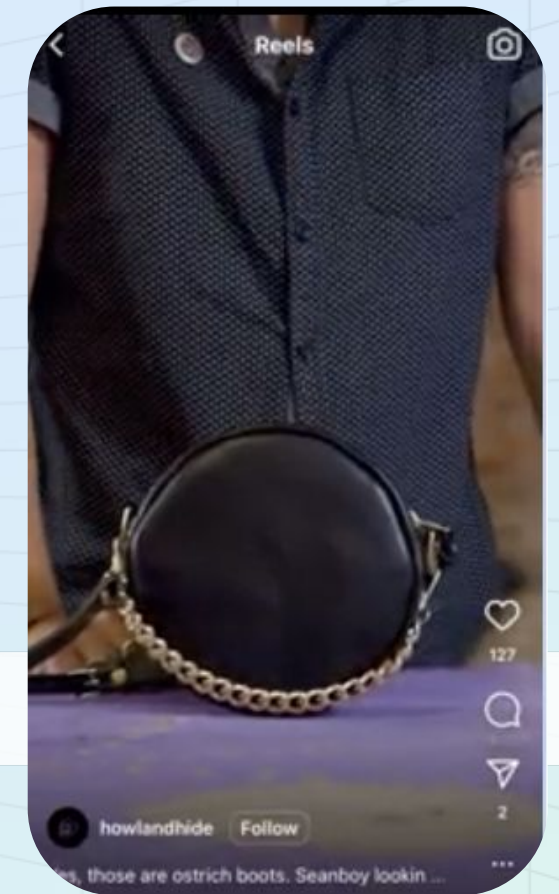
Maintain attention

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"

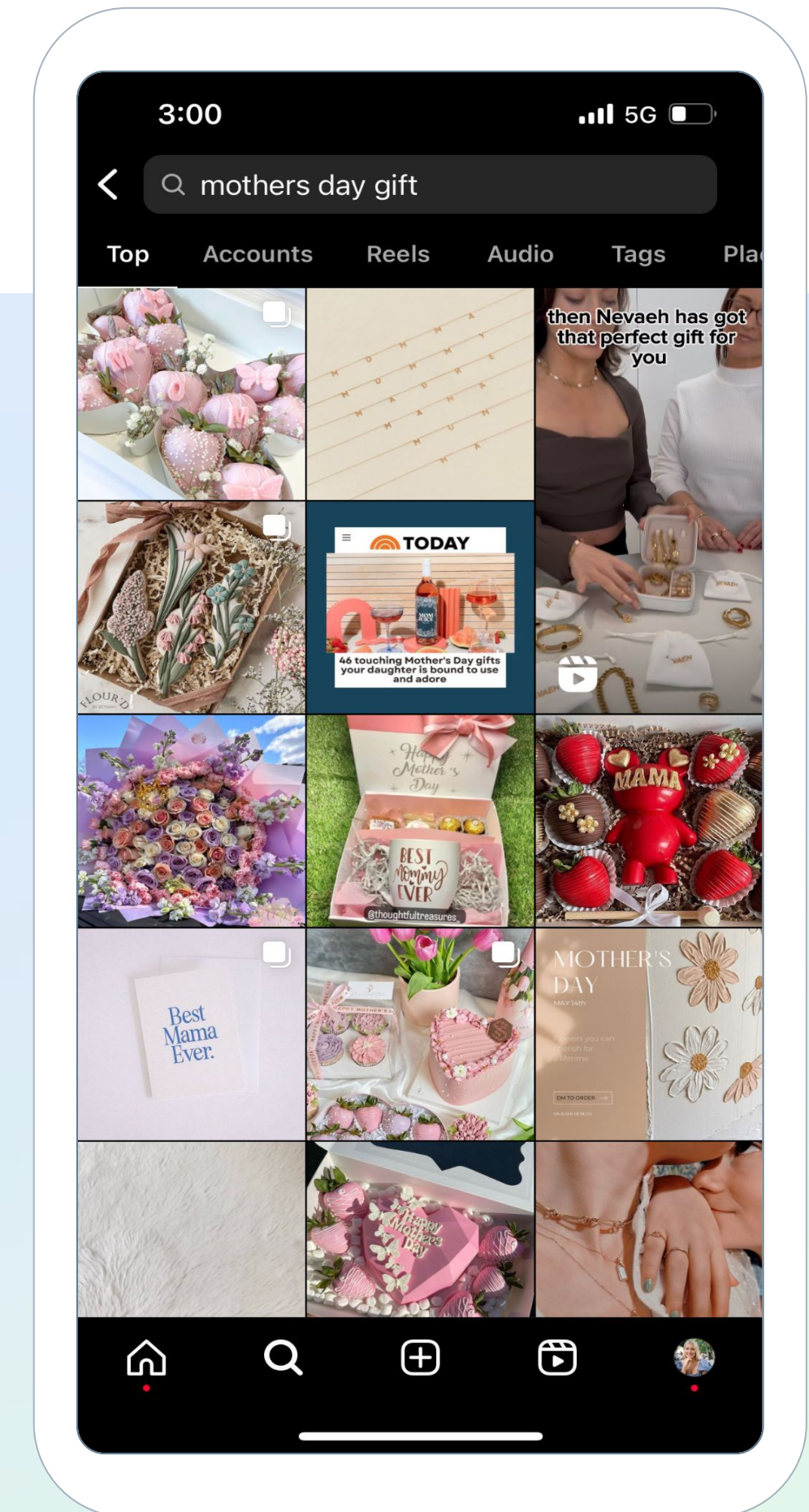
"Package [your product] with me"

"A summer day at [your store]"

More inspiration

Research to land on an idea for your Reel story

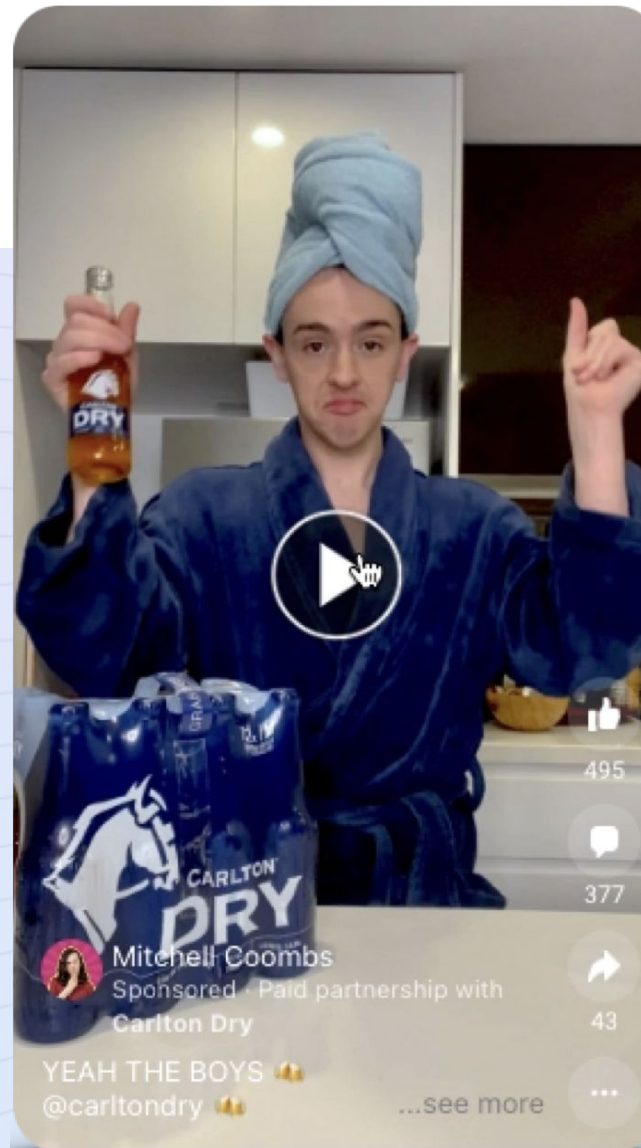
- ✓ Use [Meta's Creative Center](#) to view a library of inspiration from businesses like yours
- ✓ Check out what's currently **trending**. Look for the ↗ icon to identify trending audio.
- ✓ **Search keywords and hashtags** to see what similar brands or inspirational creators are sharing
- ✓ Center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



3 ways to integrate your brand into your Reel



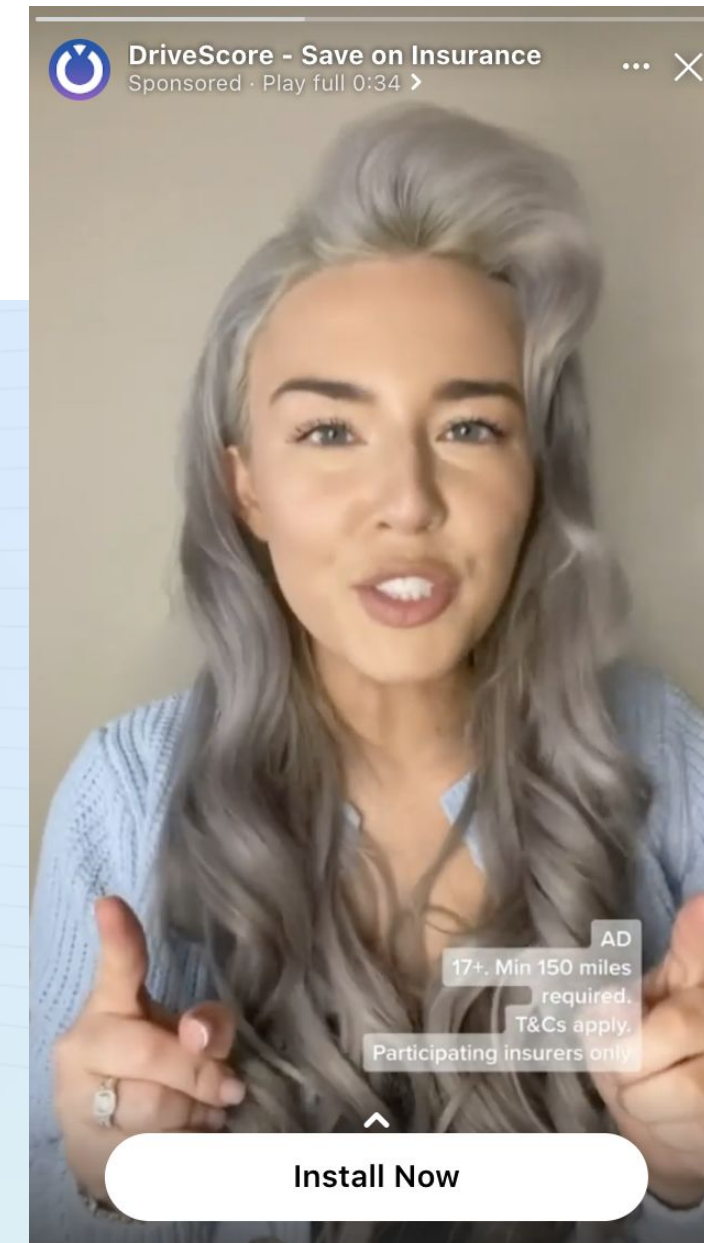
#1: Weave your product or service into the story



Product in foreground



Product in use



Product as background
(using the green screen tool)

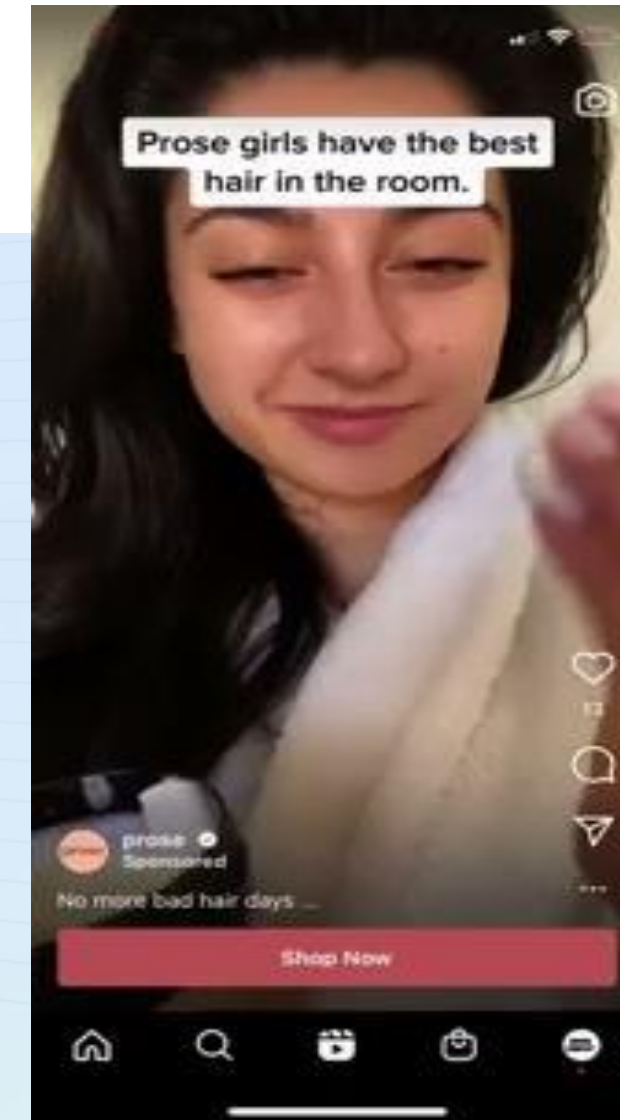
#2: Weave your brand elements into your video



Through wardrobe



Through props



Through dialogue

#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 coloring the text sticker overlays

Putting it all together

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



Creative Brief

Campaign Goal

Drive more sales

Story Type

- The Photodump
- The 'Types of'
- The Listicle
- The Transition Sequence
- The Before & After
- The POV
- The Tutorial
- The Behind the Scenes Look

Capture Attention
How will you nail the hook?

Maintain attention
How will your 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 synch with the transition moment at the beginning

Example

Creative Brief

Campaign Goal



Copy

Video

Audio

- The Photodump
- The 'Types of'
- The Listicle
- The Transition Sequence
- The Before & After
- The POV
- The Tutorial
- The Behind the Scenes Look

Capture Attention

How will you nail the hook?

Maintain attention

How will your 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?

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.

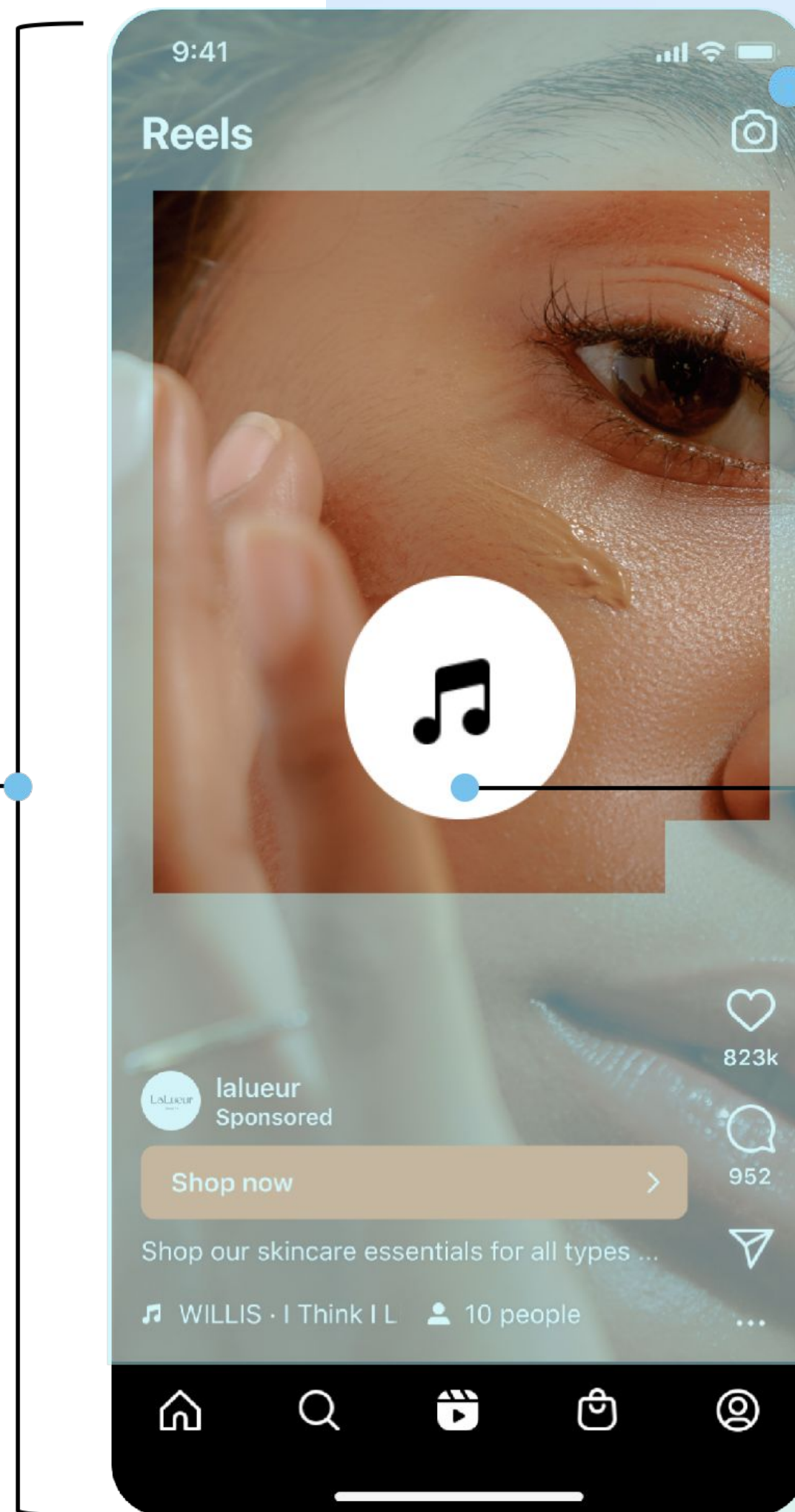
Use 9:16 video

To make your video immersive

+7pts

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

1 & 2: 9:16 video & Audio: Source: Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 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 in 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 through March of 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

+15pts

Reels ads with both music and voice-over show a +15-point statistically significant higher average positive response score than those without sound. ²

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

-28%

Reels Ads that violate the safe zone had a 28% lower CTR than those that did not. ³

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



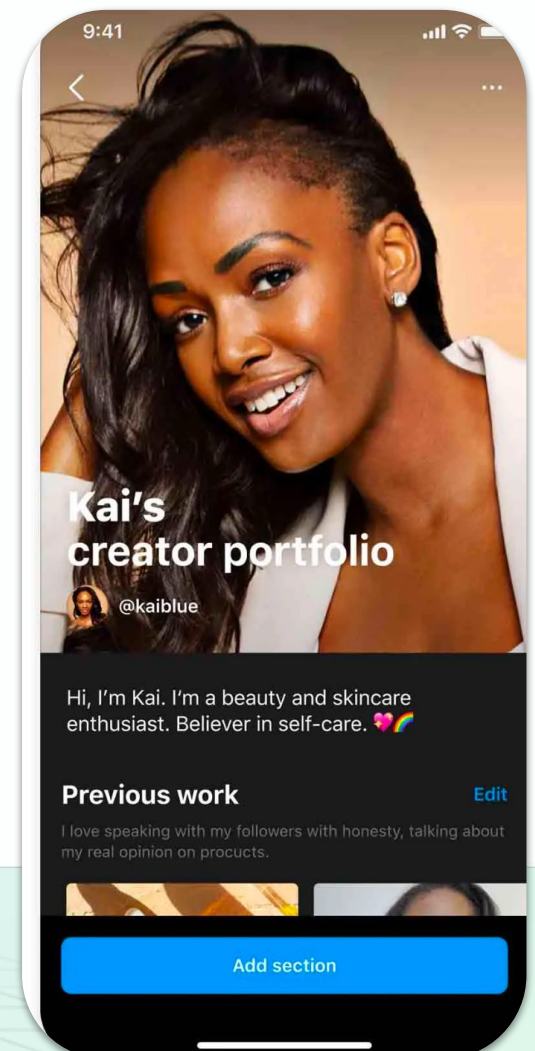
Advantage+
Creative



Meta Business
Partner



Experiment with
Creators



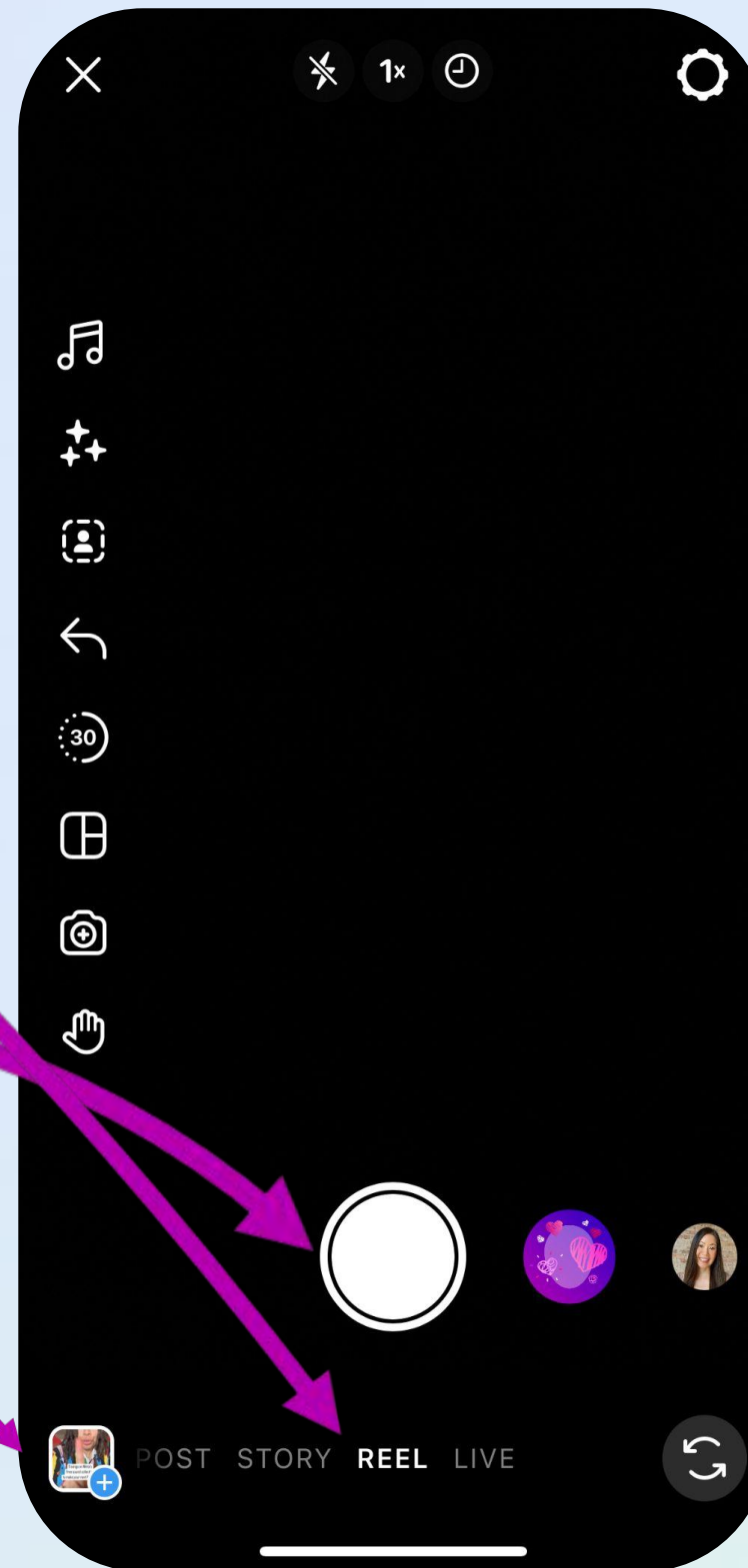
Organic Creation Tools

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- like 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 15, 30, 60 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 handsfree 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 to use **commercially available** music.

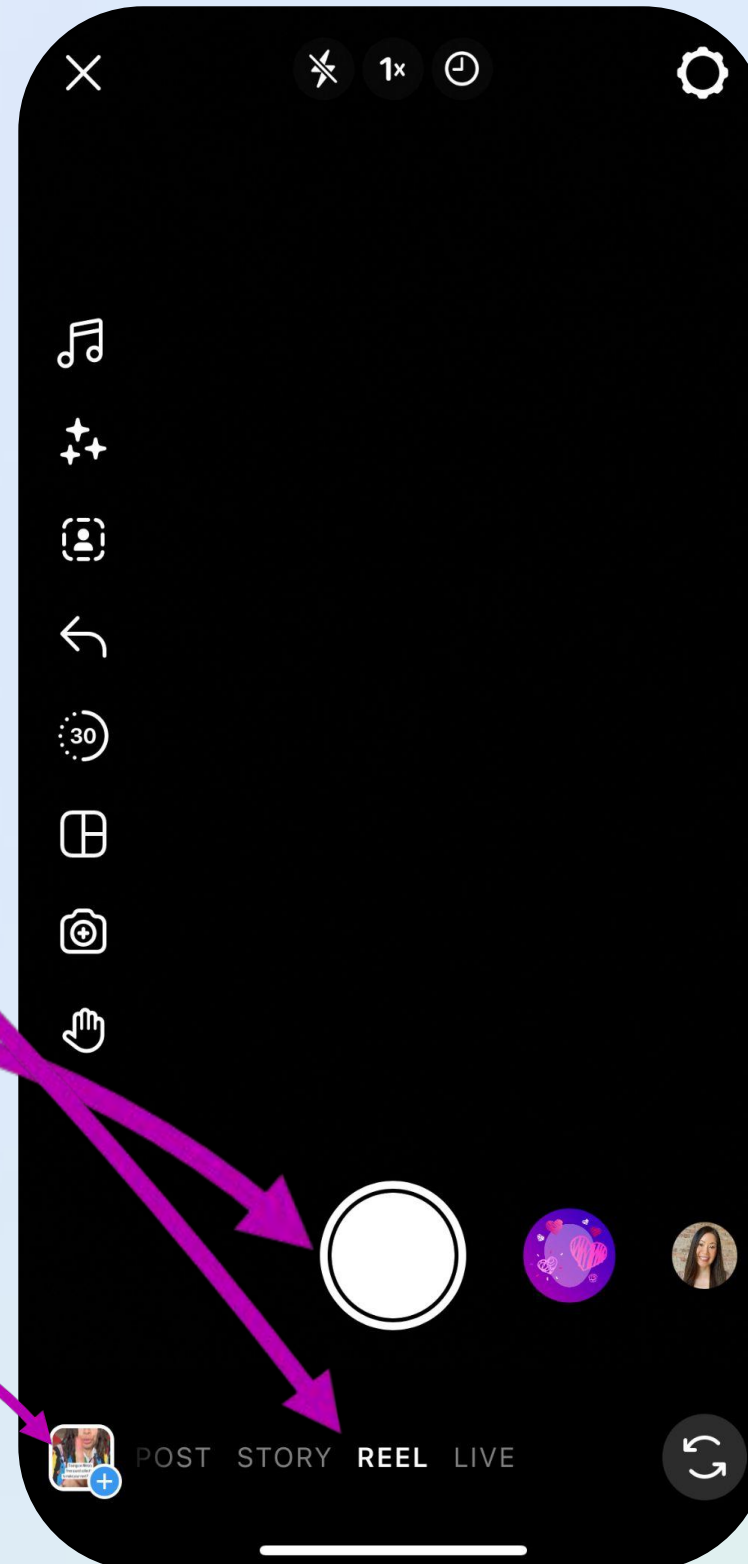
Organic Creation Tools


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

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 enhance audio


 **LENGTH**
Select 15, 30, 60 or 90s


1x **SPEED**
Speed up or slow down your video. Change the speed for the whole video, or only for certain clips.

 **EFFECTS**
Record a clip using any effects. Record multiple clips with different effects.

 **LAYOUT**
Create fun, one-of-a-kind layouts by remixing your own videos

 **GESTURE CONTROL**
The ultimate handsfree mode: Open your hand to automatically start or stop recording on Reels camera without clicking a button

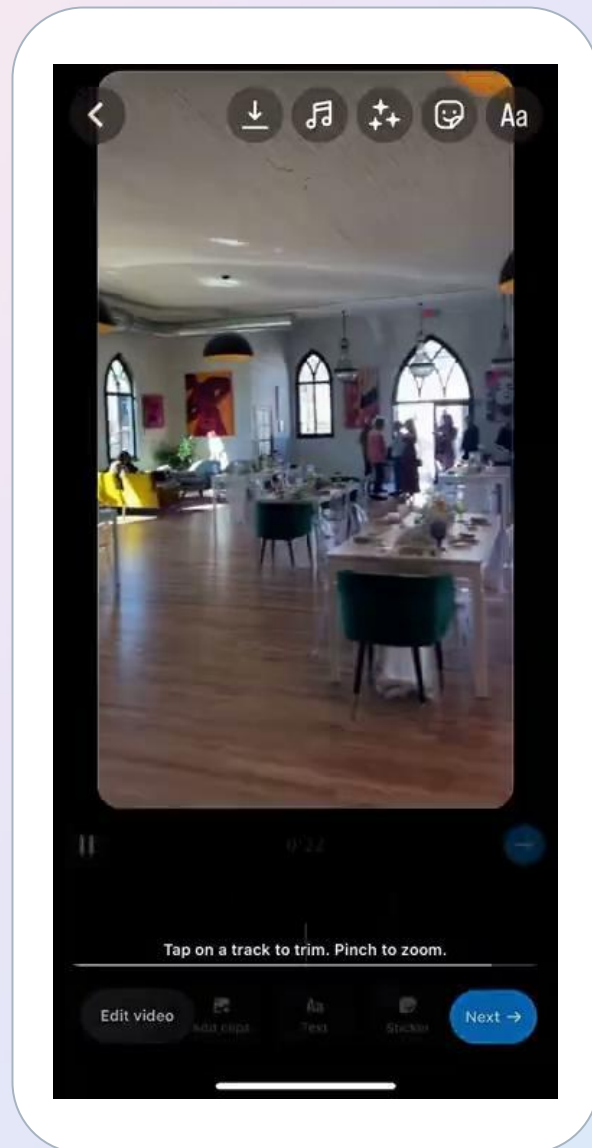
 **GREEN SCREEN**
Select a photo or video from your camera roll to use as your background. Pinch to adjust the size of the what you record in front of the background.

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

Organic Creation Tools

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

✓ Transitions



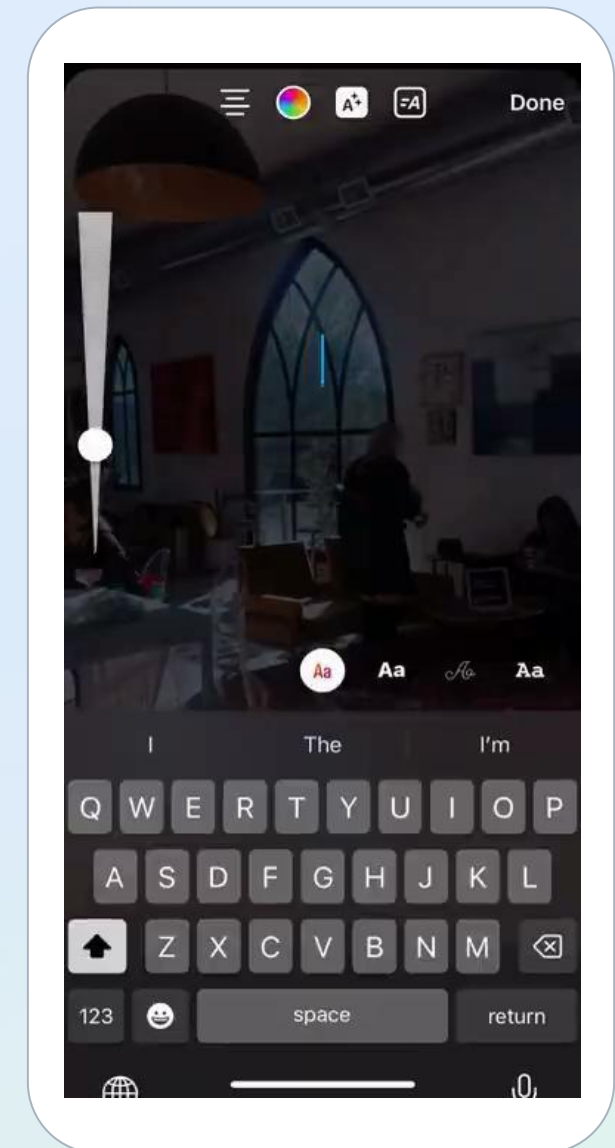
1. Click the Edit clips button
2. Tap the white box between your clips. This is the Transitions button.
3. Choose a Transition and hit done.

✓ 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 & Adjust Font, Color, Size, Position
3. Click on Edit Clips button
4. Click on the Text Sticker & slide to adjust length & 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.

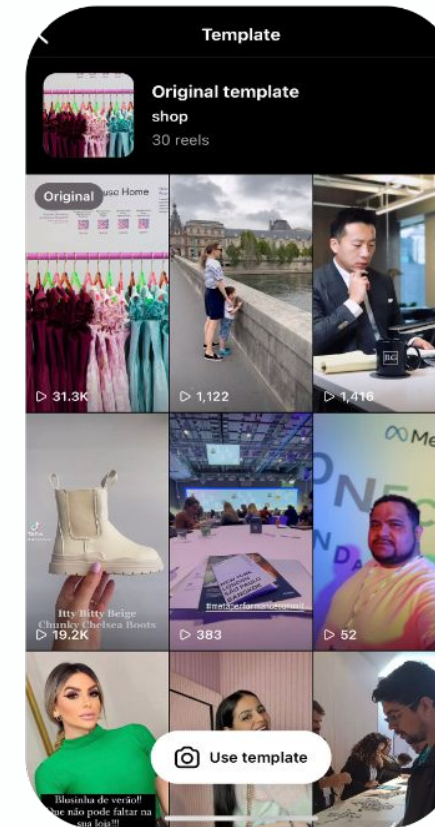
SCAN ME



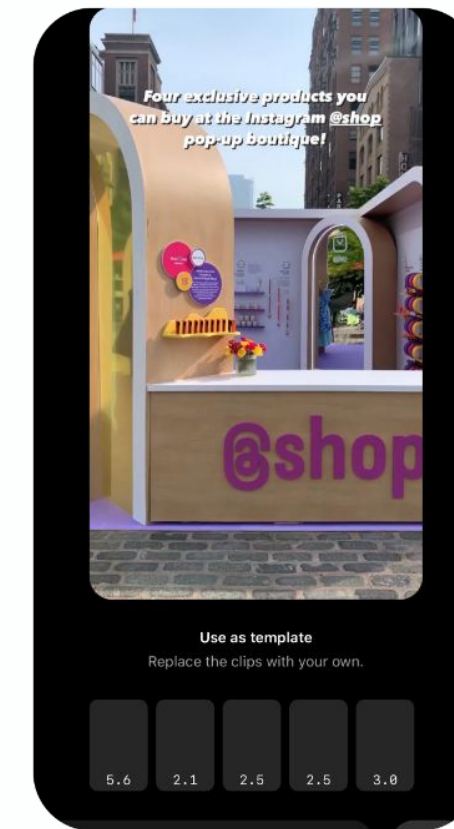
SCAN THIS CODE to use the template



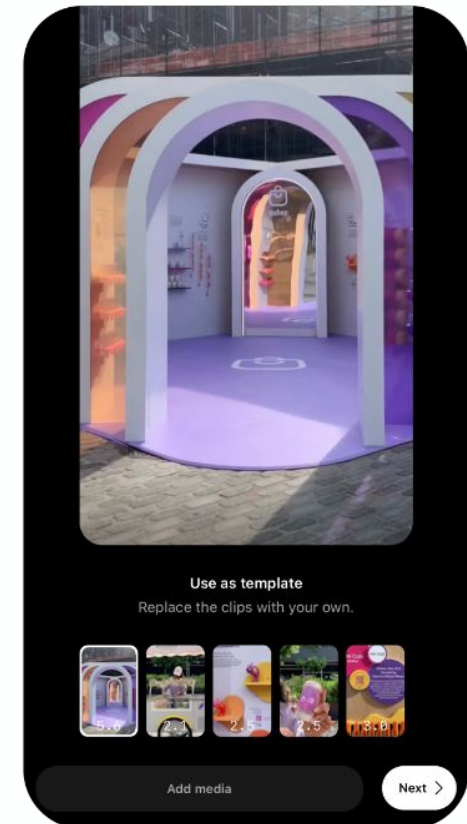
Select **TEMPLATE BY SHOP**



Select **USE TEMPLATE**



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



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

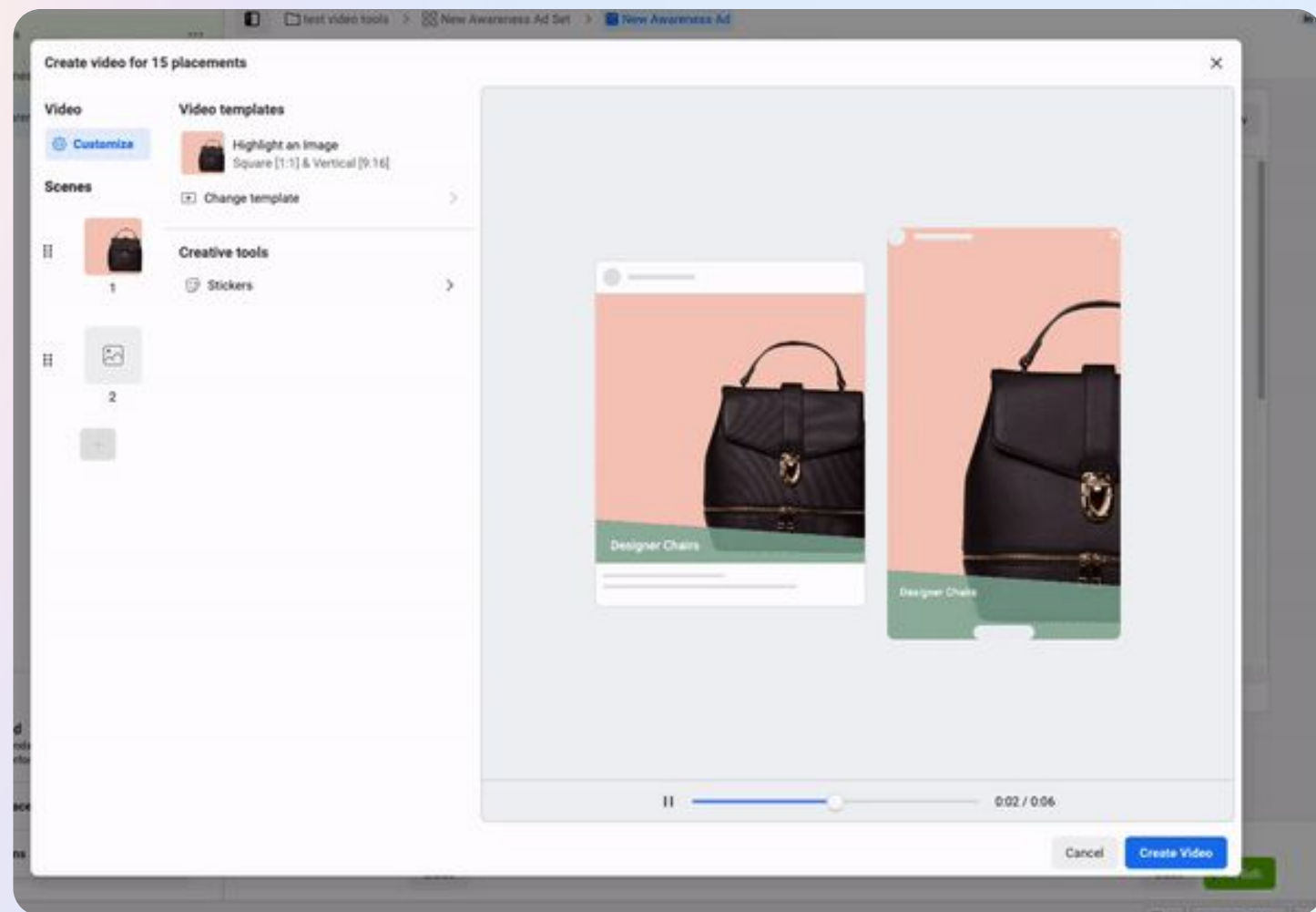


If you plan to run your organic content as an ad, make sure to use a template with **commercially available music**.

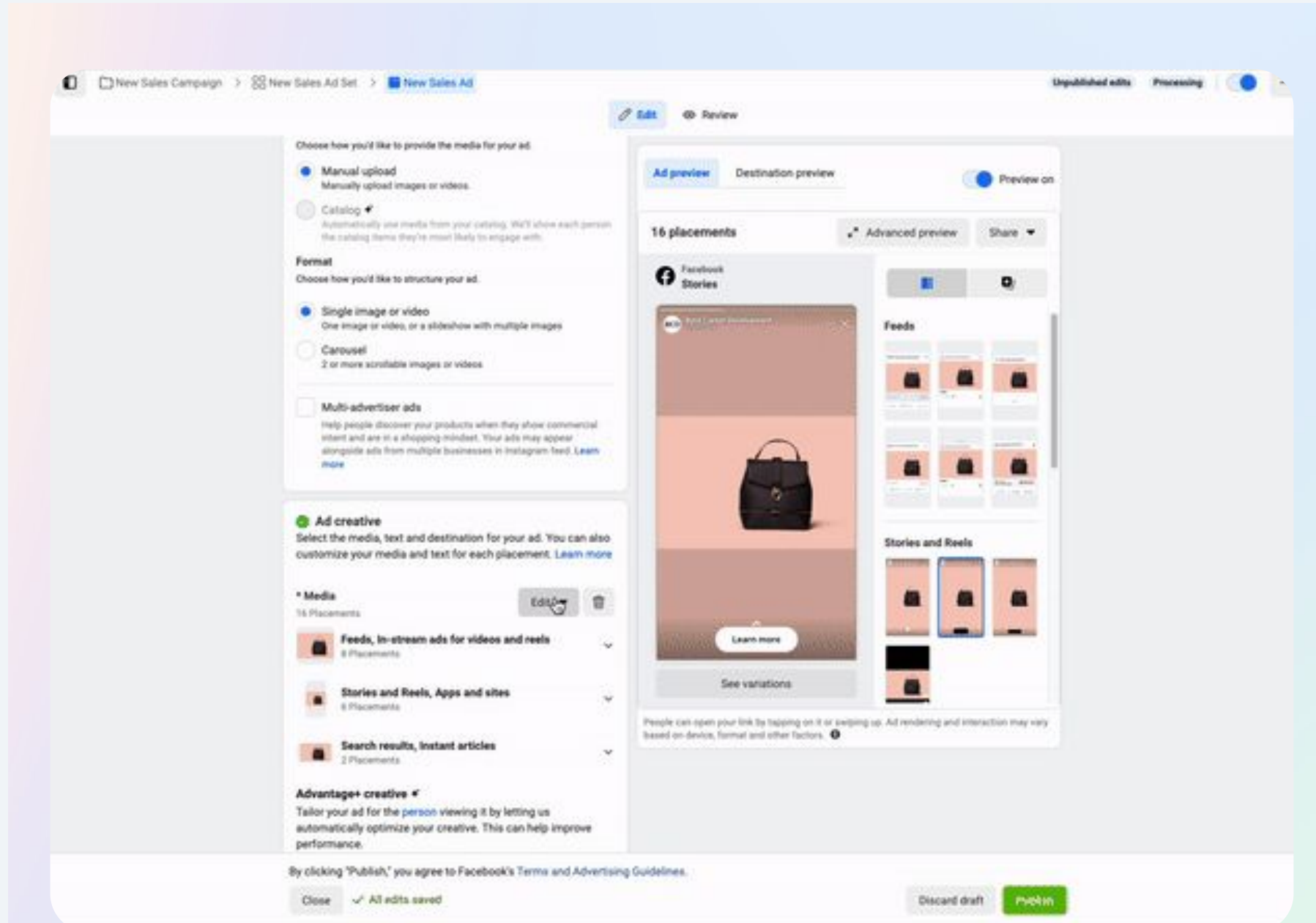
Advantage+ Creative

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



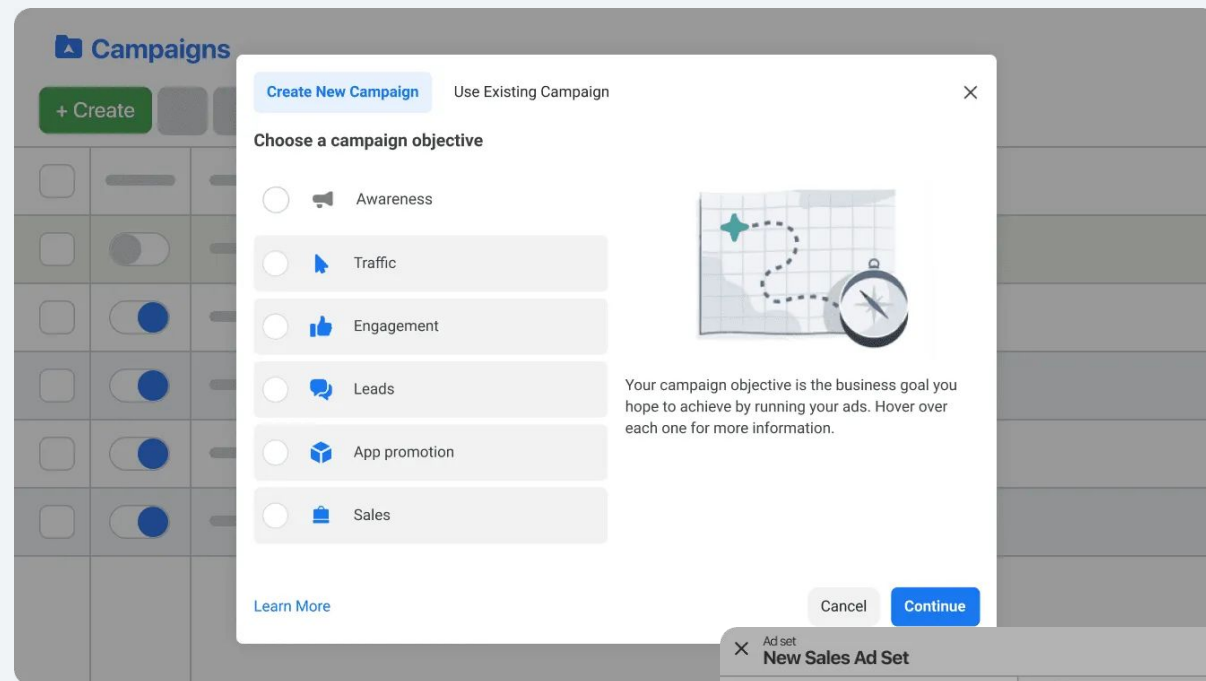
Turns static assets into a video

Advantage+ Creative

STEP #1

Getting started

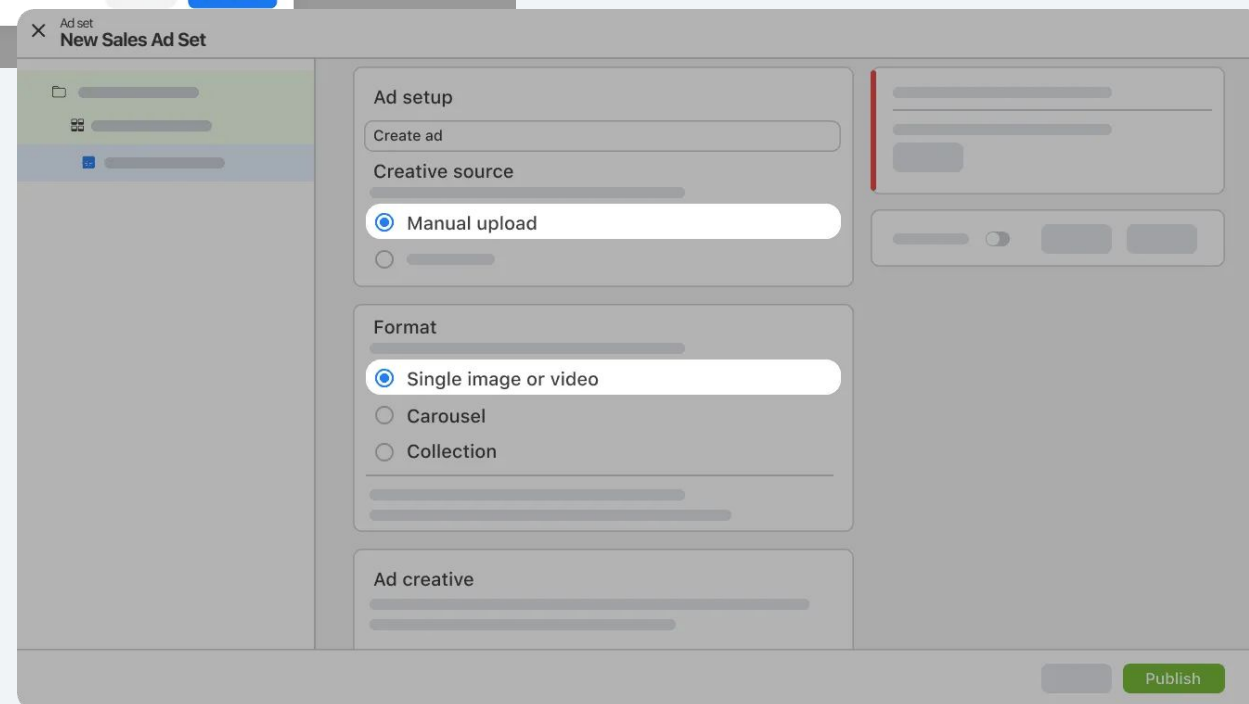
- Open Ads Manager, then click Create.
- Choose a sales, traffic, leads, app promotion or engagement objective.



STEP #2

Select your ad creative

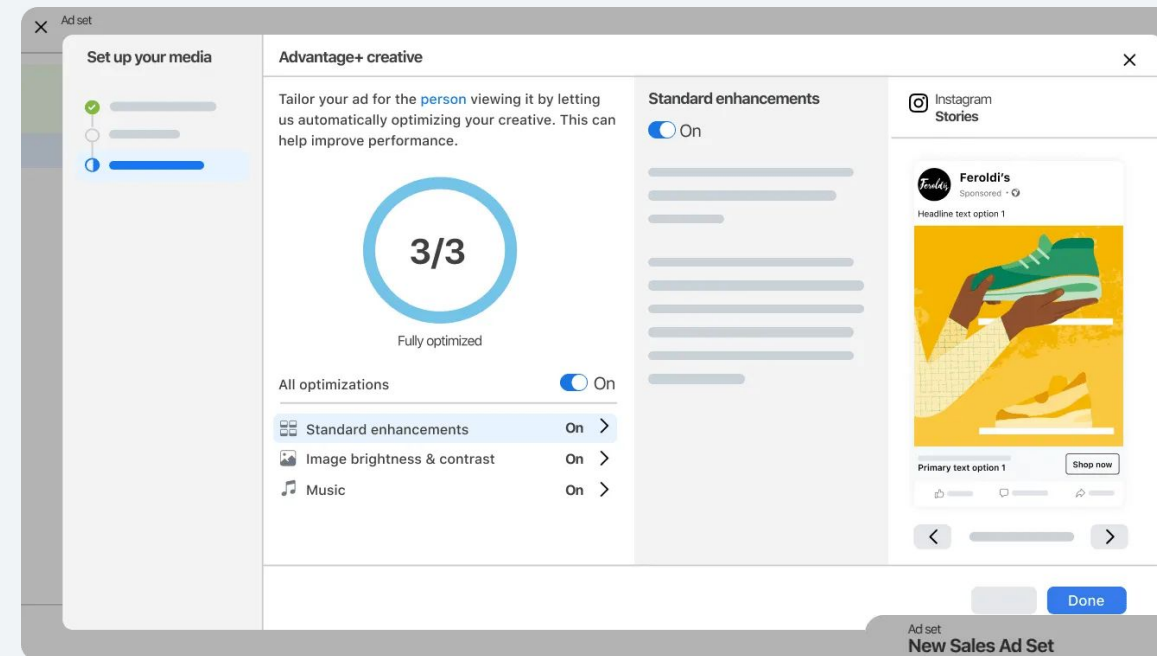
- Under Ad setup, select Manual upload.
- Select Single image or video as the Format.



STEP #3

Optimize your ad creative

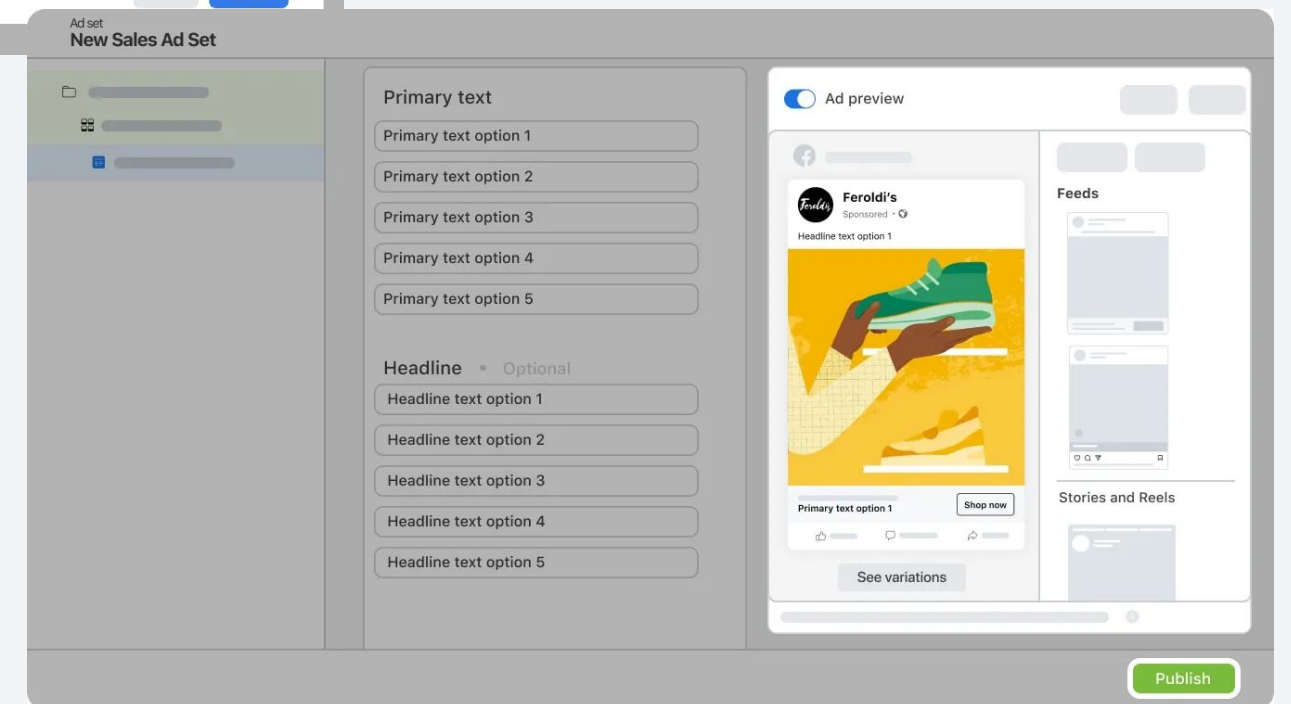
- Under Ad creative, add a single image or video.
- Turn on all Advantage+ creative optimizations to automatically add available features to your ads.



STEP #4

Publish your ad

- Write up to 5 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

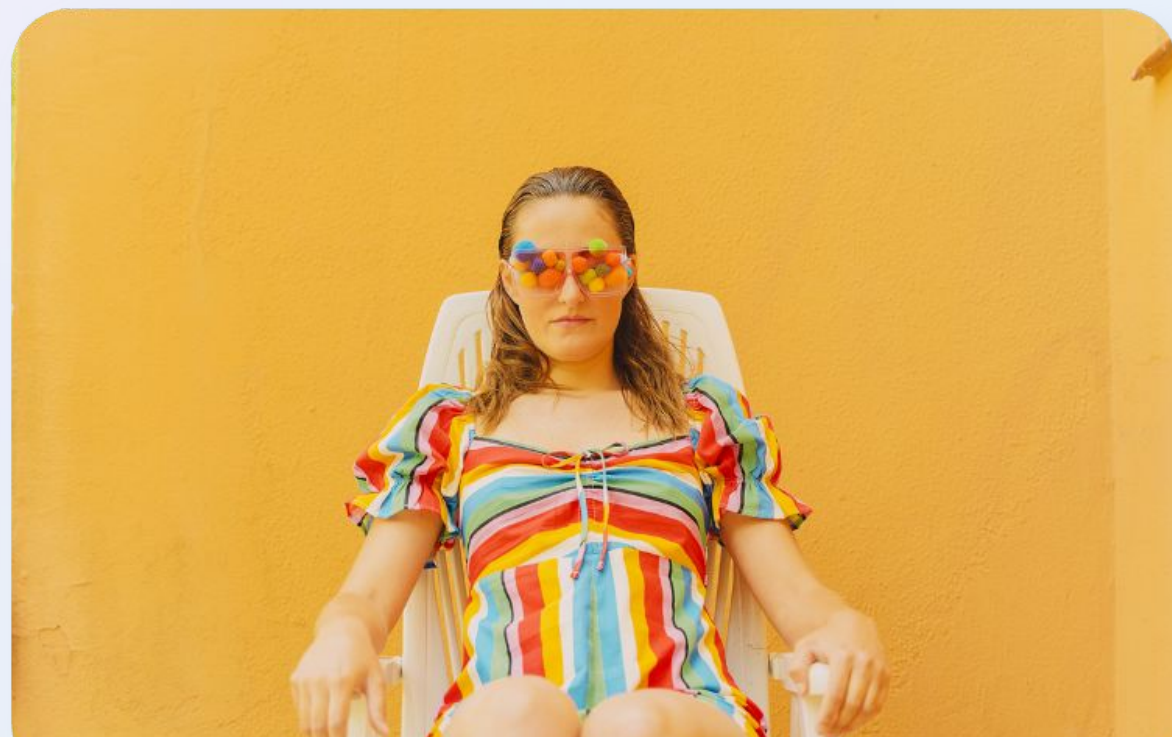


Learn More

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



Let's talk about **Creators**



Why work with Creators?

Meaningful connections



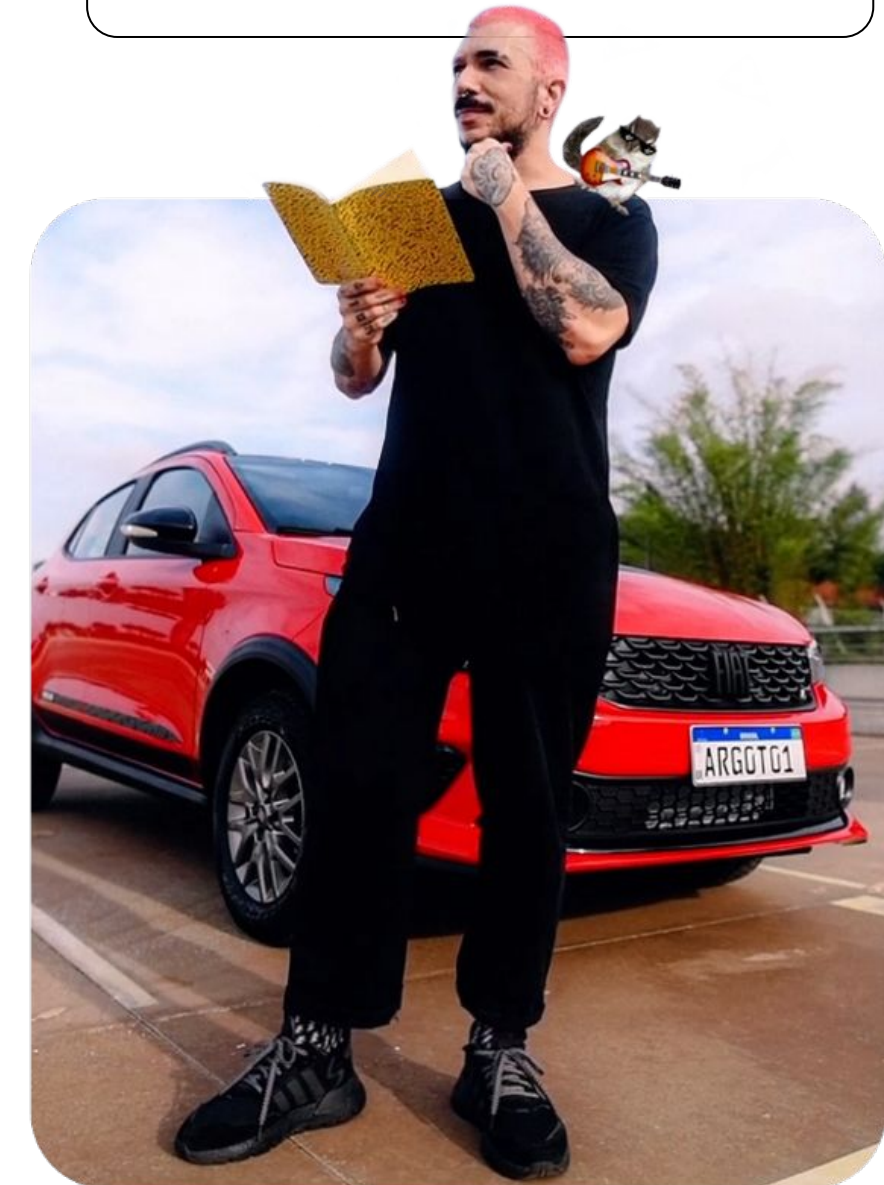
Lean into their authenticity and choose creators who share similar values to your brand.

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

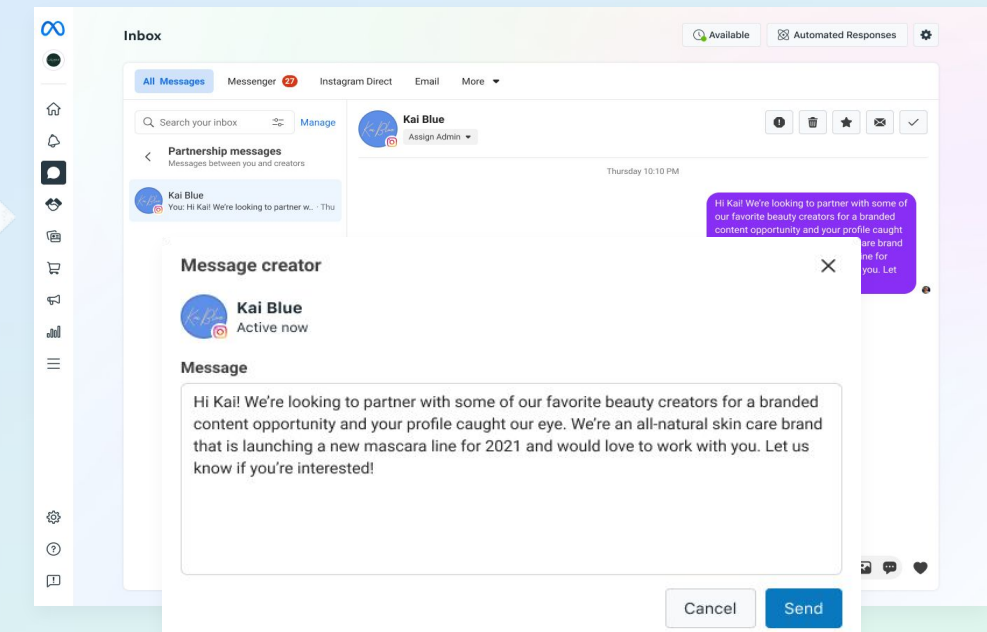
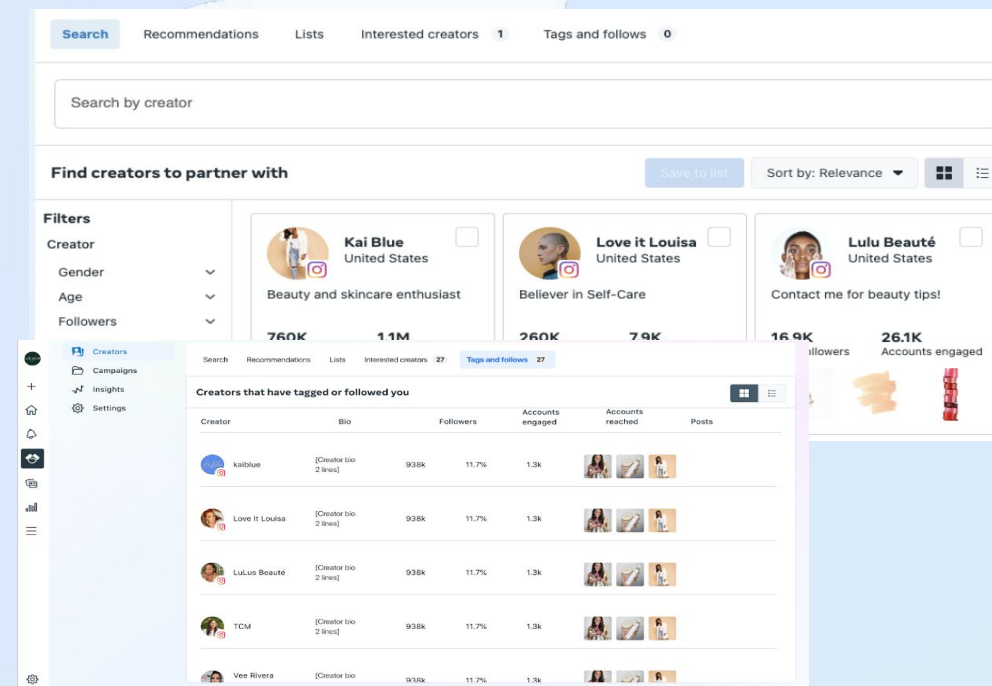
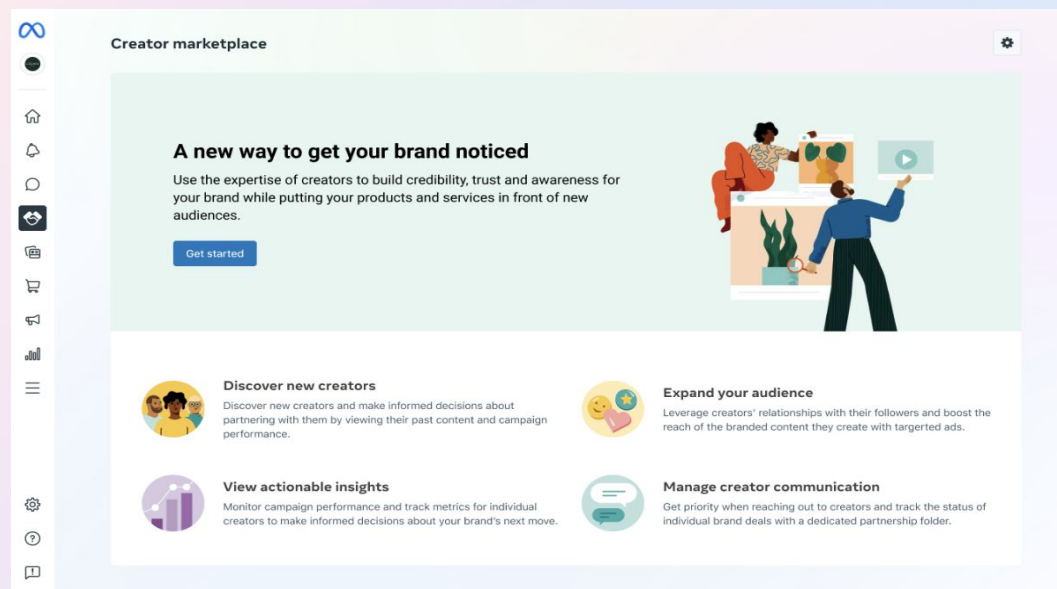
Finding Creators to work with

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

Onboard to IG Creator Marketplace

Select Search Criteria

Reach out to connect with and engage Creator



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.



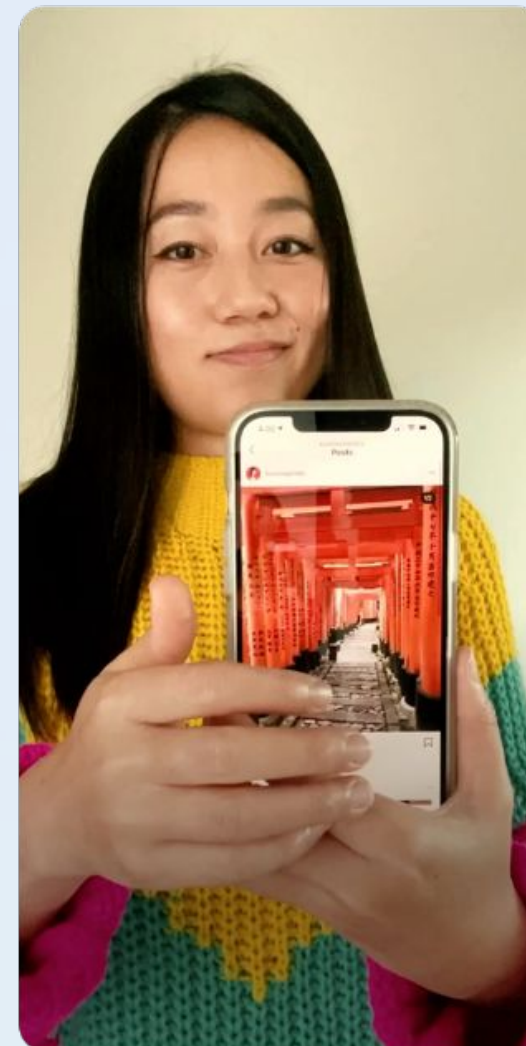
@khleothomas

HYBRID

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



@presidentkennedy



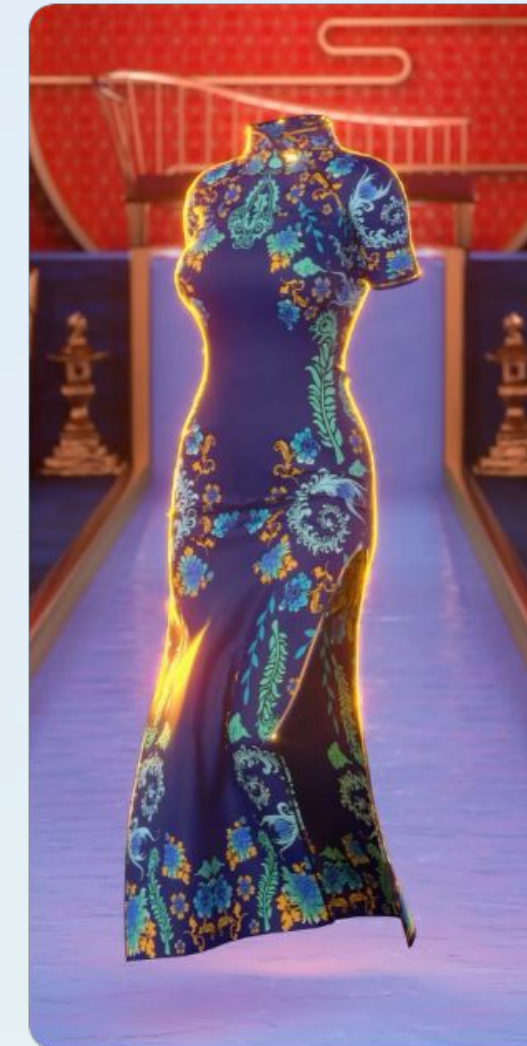
@karenxcheng



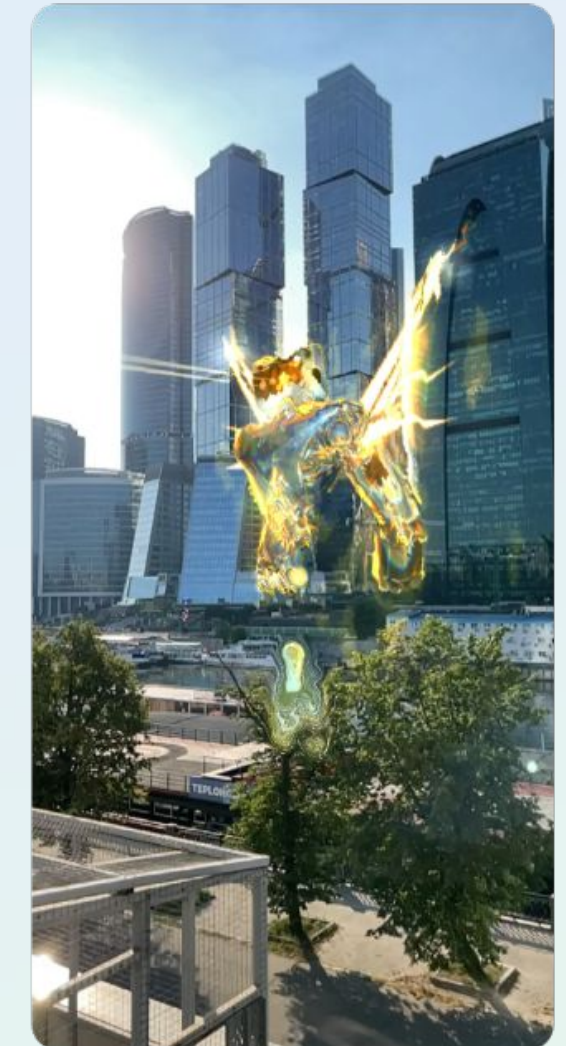
@andre

CRAFT

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

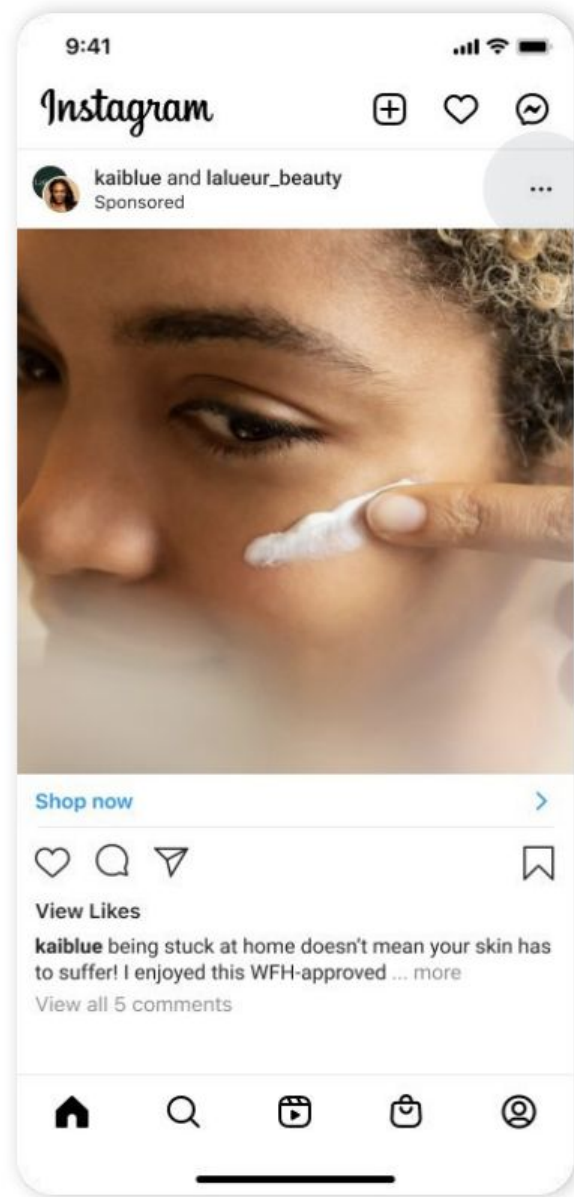


@stephyfung

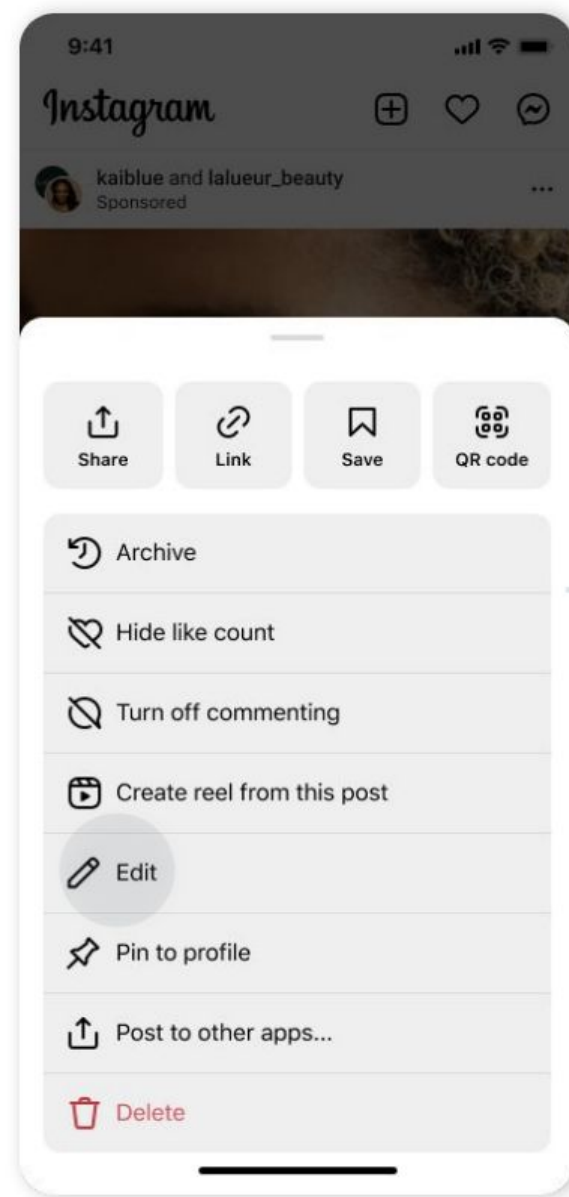


@enuriru

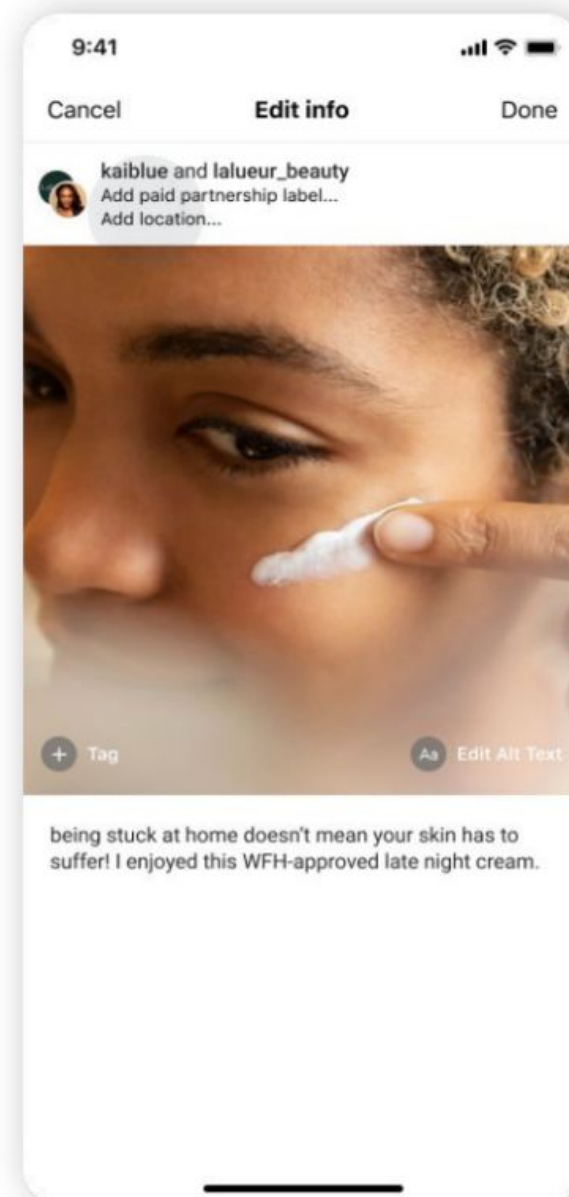
Get permission to use creator content in Ads by asking the Creator to toggle on Boosting



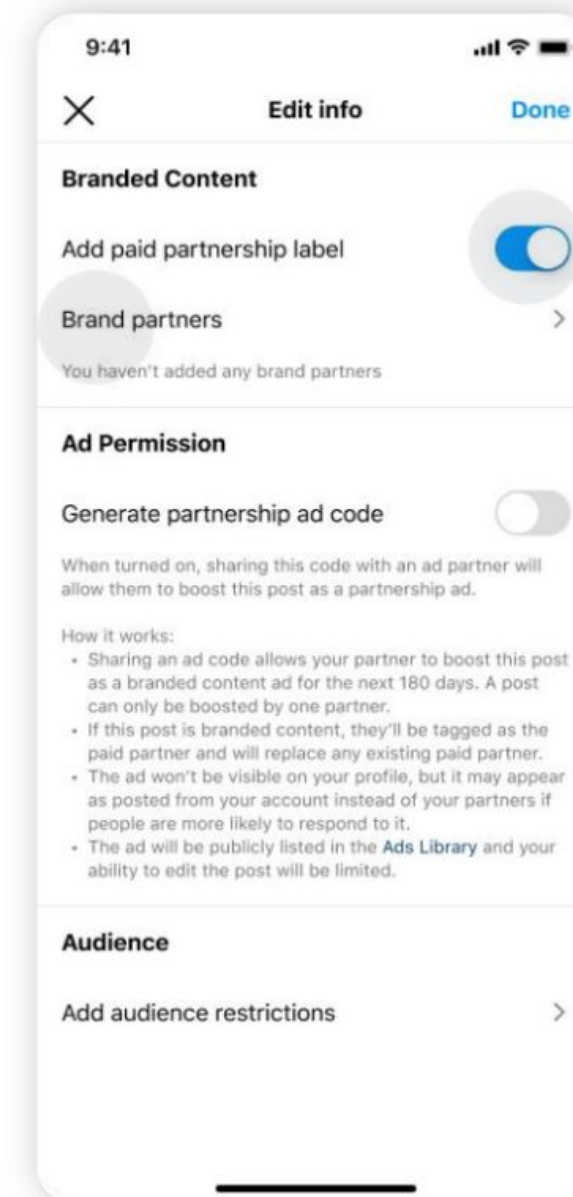
1. Tap the three dots in the top right corner of your post*



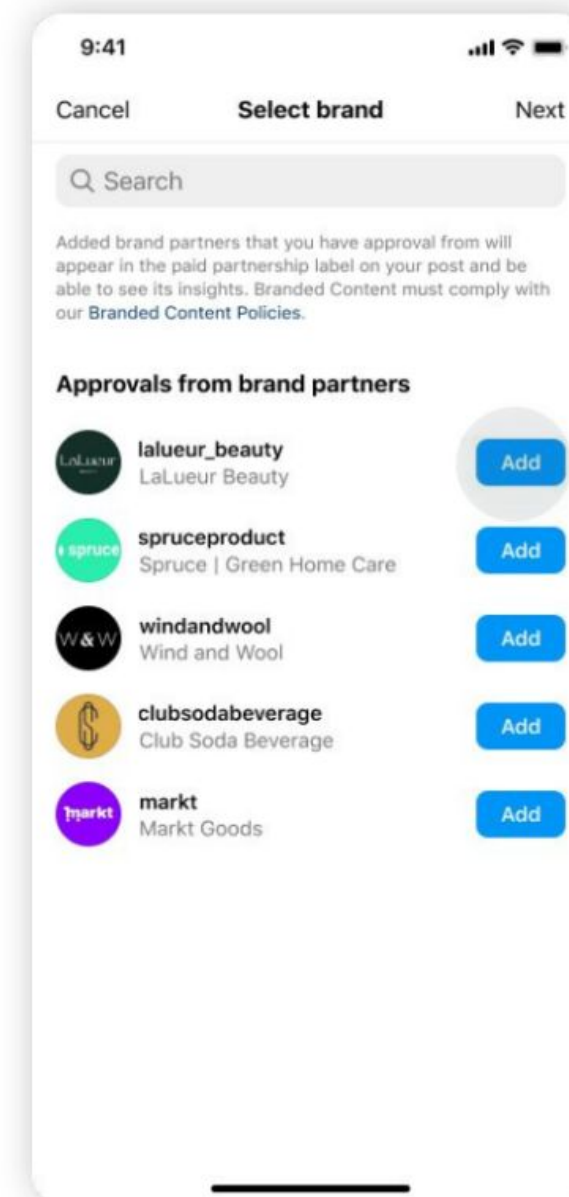
2. Tap Edit



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

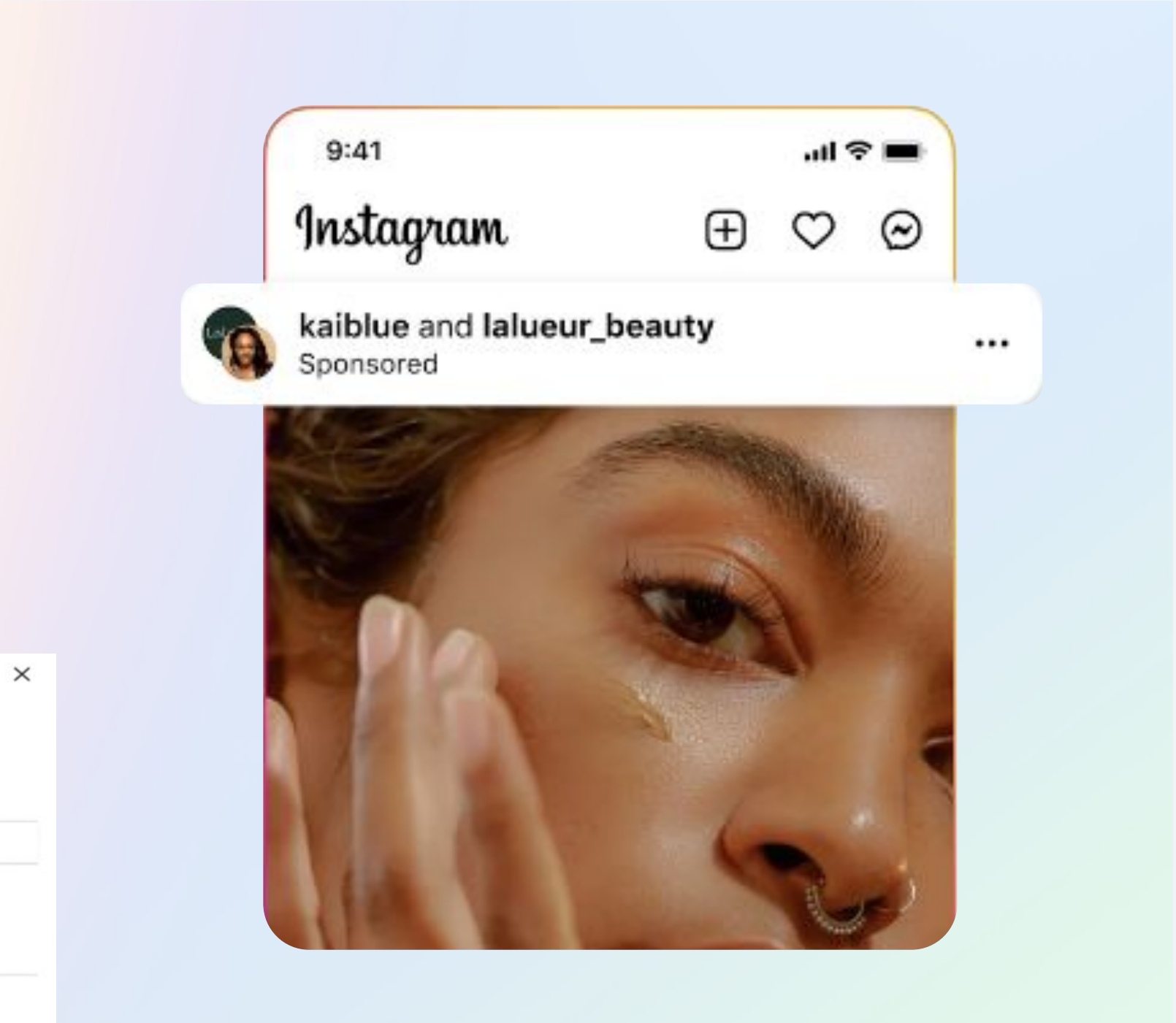
After the creator shares permission to use the content activate Partnership ads in Ads manager

Ads manager flow

The screenshot shows the Facebook Ads Manager interface for 'Acme Industries Inc. Business Account'. The 'Ad partnerships' section is active, displaying a table of active partnerships. Below this, a 'Select post' modal is open, showing a list of tagged content from Instagram.

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

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



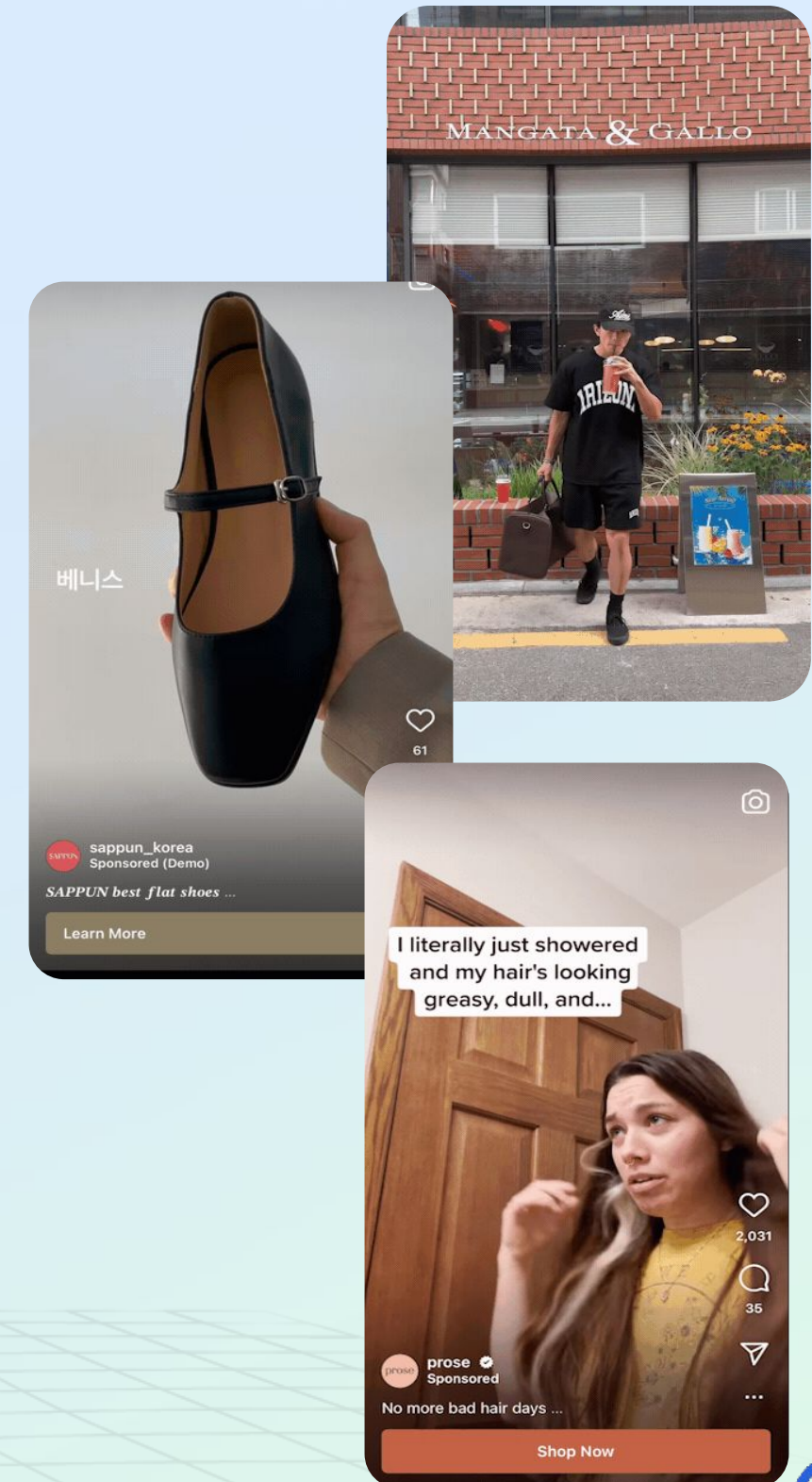
Creation Checklist

Your Turn

Now's the fun part- it's time to make your Reels Ad asset using what you've learned! Complete the checklist below to double check you have everything ready to build the best Reels Creative.

- ❑ **Story Plan:** I completed my Reel 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 Reel campaign
and measurement strategy

What you'll need

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

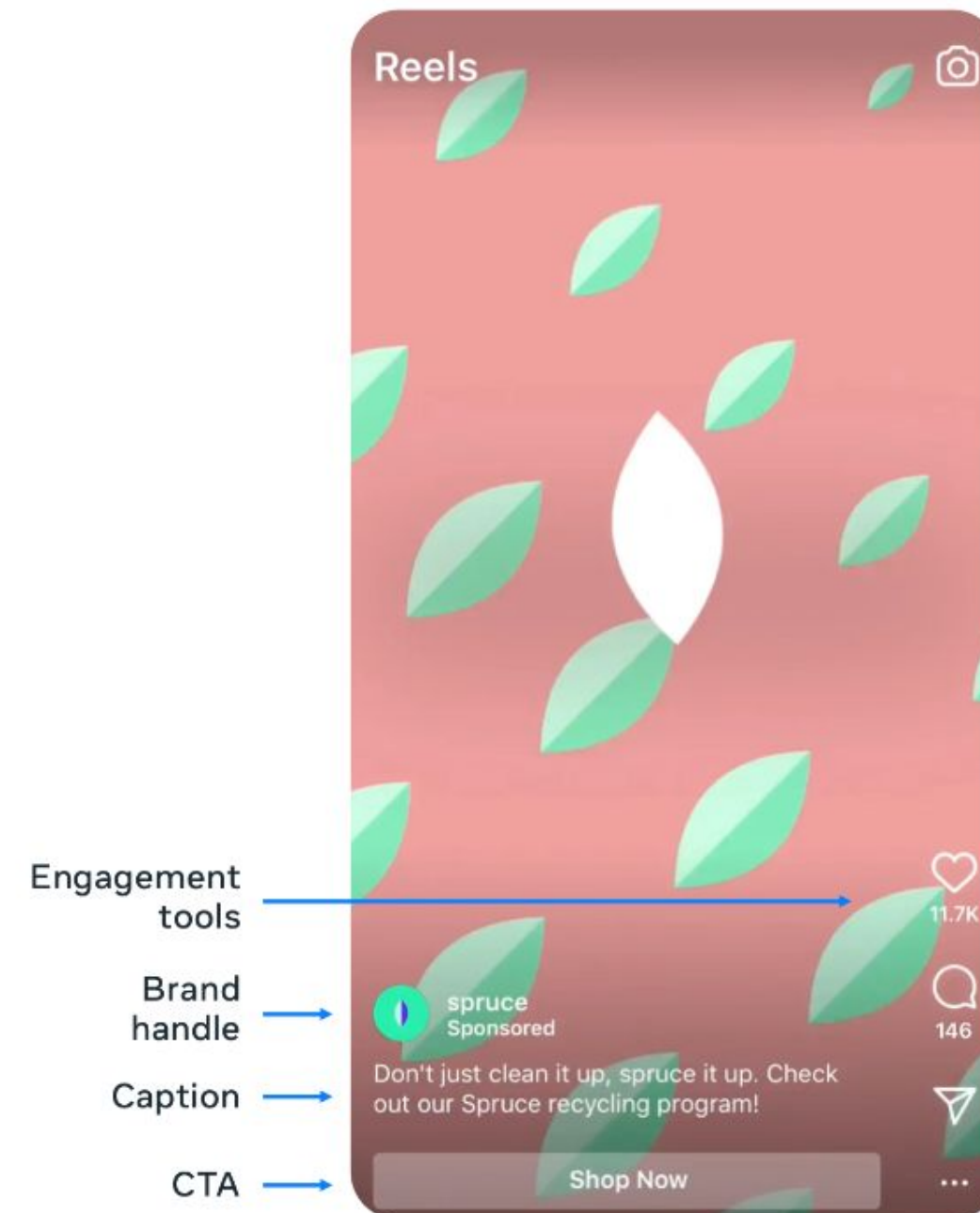
Reels and Reels ads

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

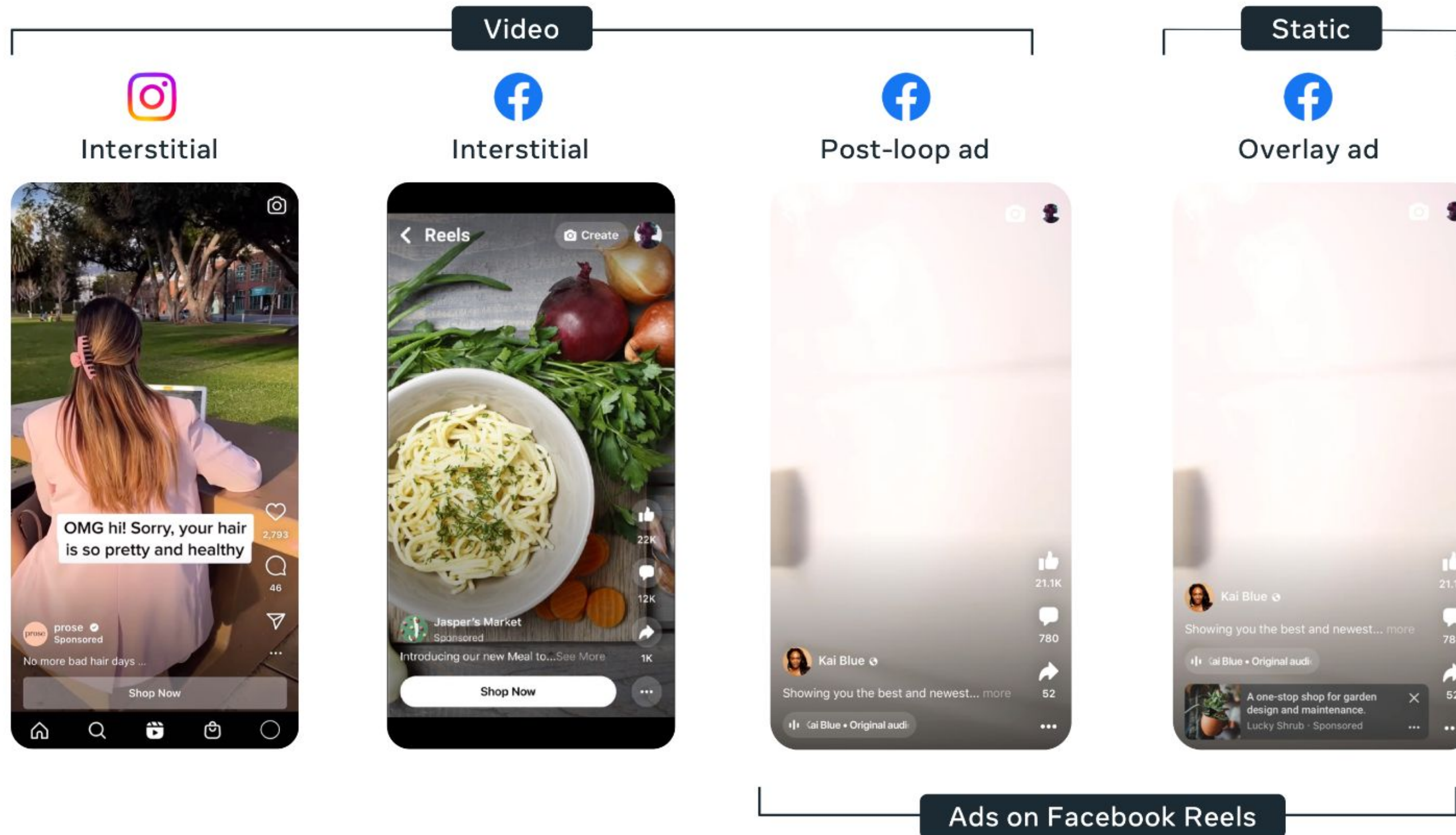
TARGETING

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

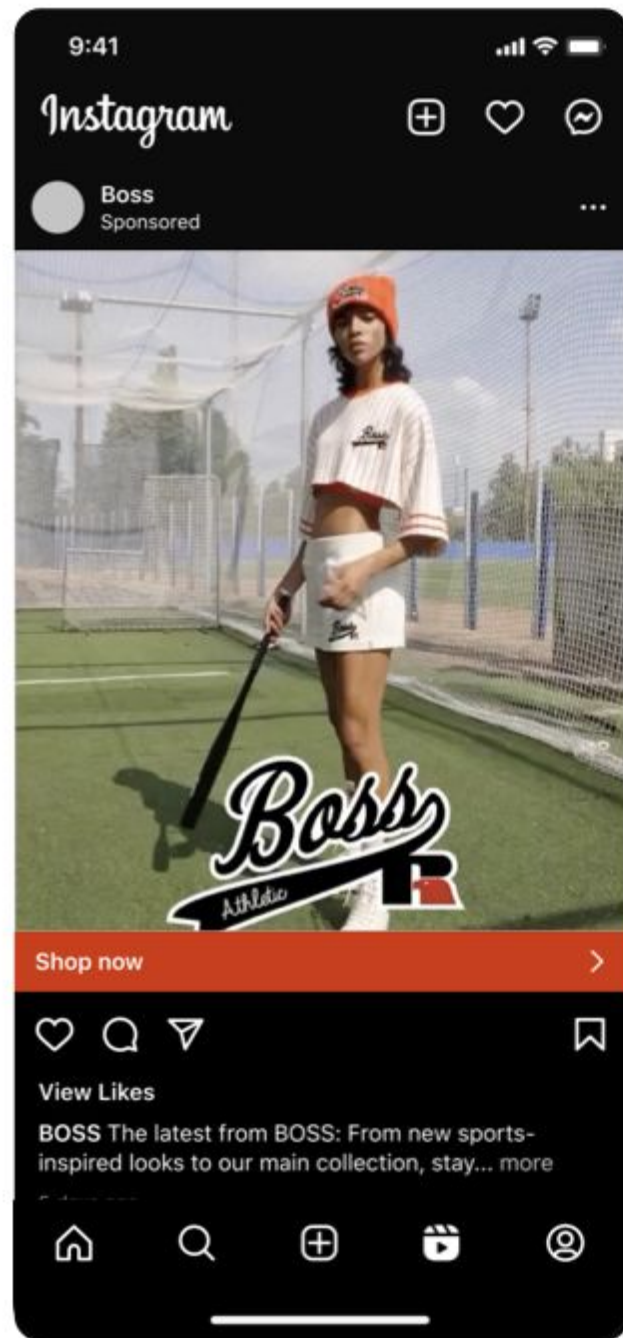
Reach people as they engage in their interests through a variety of placement opportunities



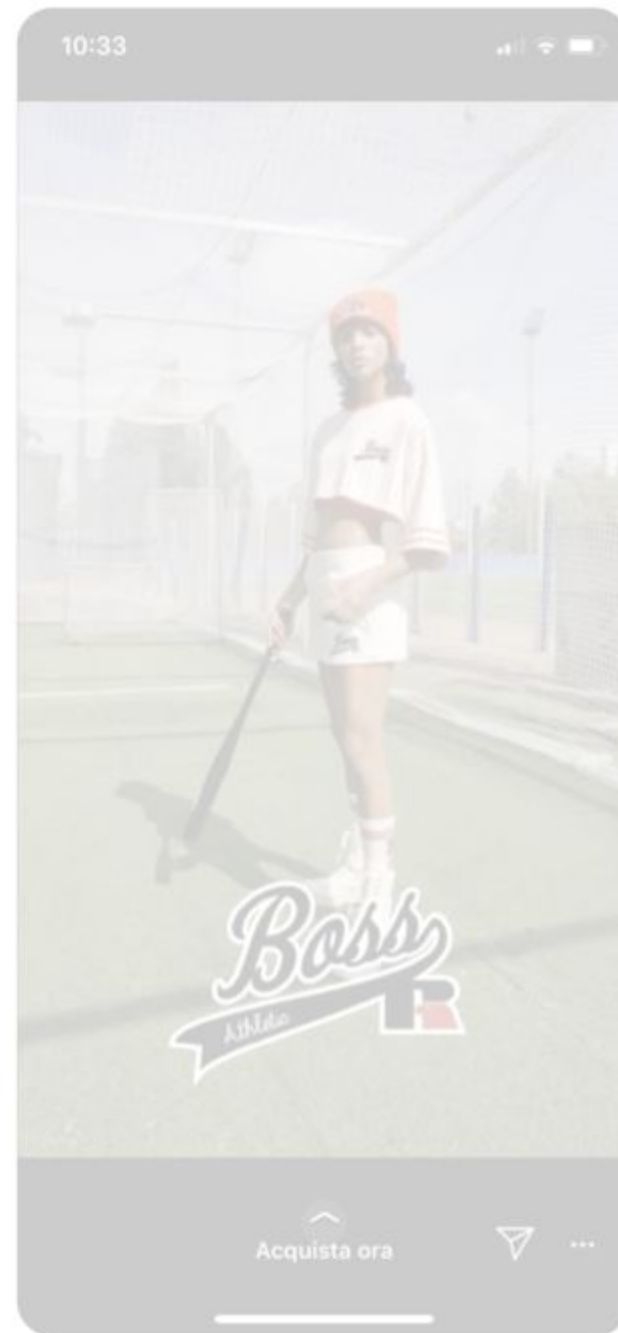
Top tips for Reels campaign set-up in Ads Manager



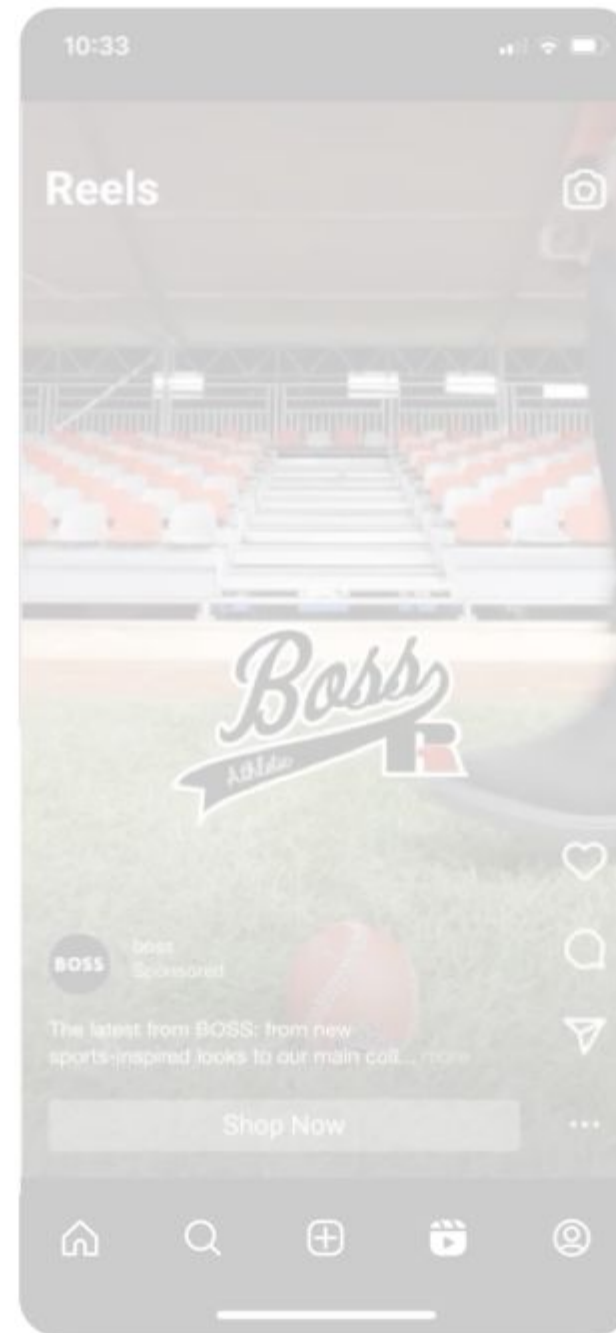
Feed video



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



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

Personalize 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

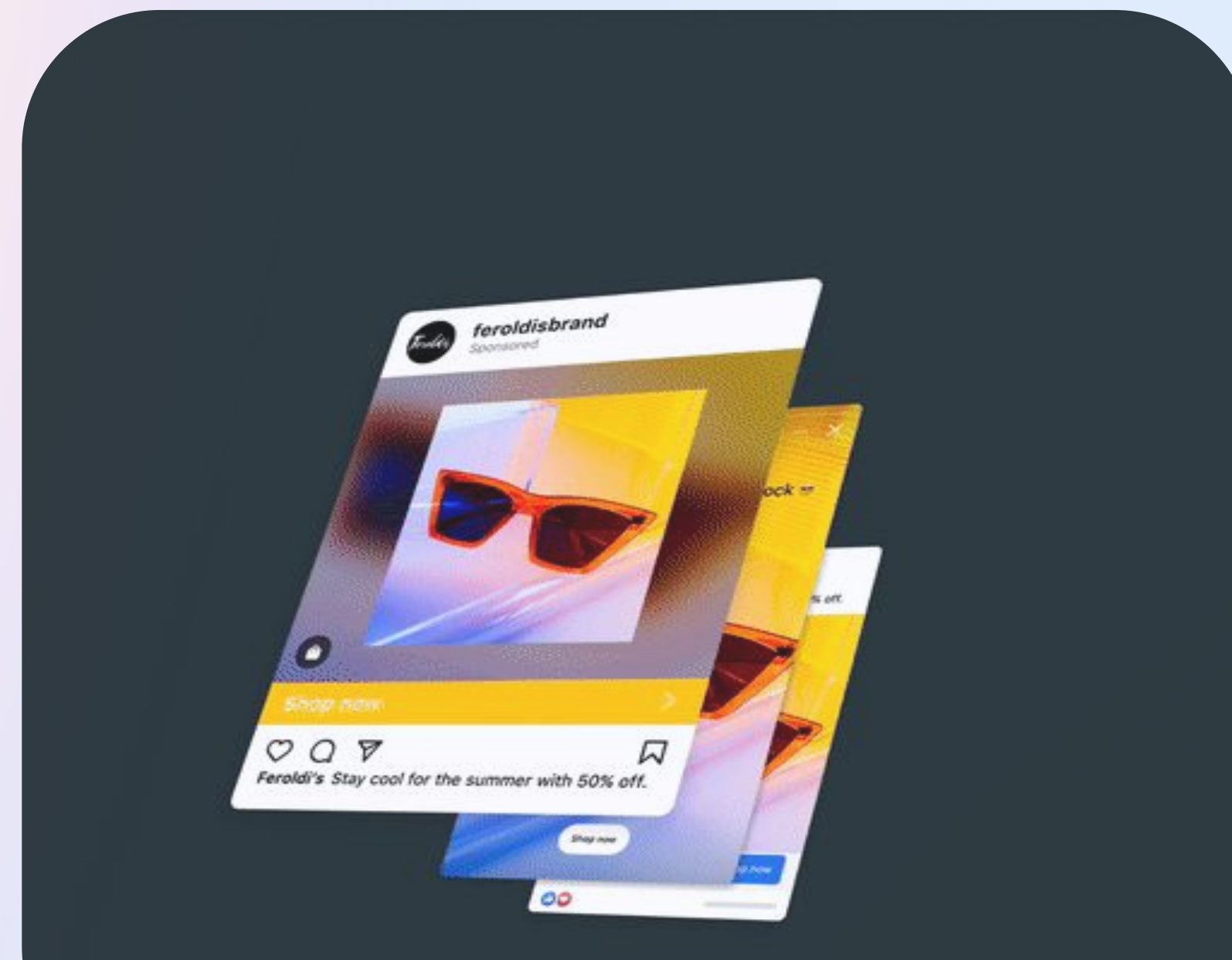
26%

More incremental purchases

5.6%

More adds to cart per 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.



Optimize Creative For Each Person
Vary your ad creative and destination based on each person's likelihood to respond. [See possible optimizations](#)

^{*}May 2022 154,000 advertiser experiment where the eligible ad sets had a conversion of link clicks, landing page views, or offsite conversions with ads customized by placement. where the eligible ad sets had a conversion of link clicks, landing page views, or offsite conversions with ads customized 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 onsite and offsite conversion optimizations.

Growing a testing mindset

How to test and measure your Reels creative investment



Reels Creative Measurement Plan for SMBs

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

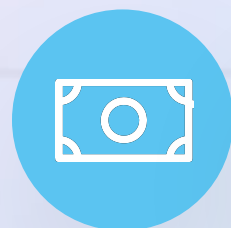
HYPOTHESIS

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

TEST PARAMETERS FOR BOTH CELLS

- **Test duration:** 2 weeks
- **Objective:** Sales
- **Placement:** Advantage+ Placements
- **Budget:** \$500

Keep the following variables constant between the cells



BUDGET



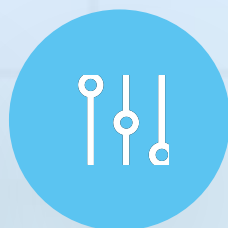
FLIGHTING



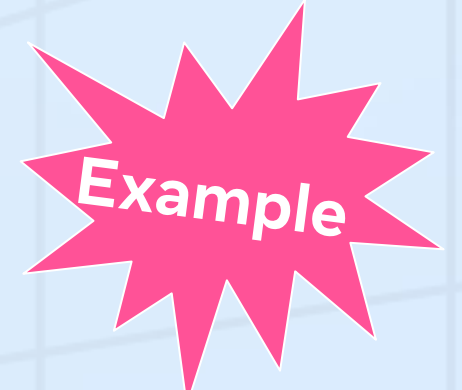
PLACEMENT



BID TYPE



OTHER
CAMPAIGN
SETTINGS



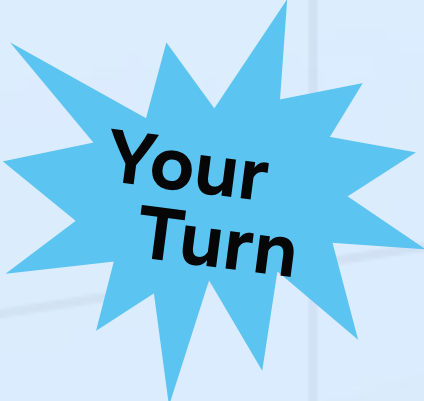
**Ad 1:
TEST**



**Ad 2:
CONTROL**



Measurement Framework



HYPOTHESIS

TEST PARAMETERS FOR BOTH CELLS

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

**Ad 1:
TEST**

New Creative Strategy following best practices

(duplicate BAU campaign + adjust the creative)

**Ad 2:
CONTROL**

BAU Creative Strategy

Keep the following variables constant between the cells

- BUDGET
- FLIGHTING
- PLACEMENT
- BID TYPE
- OTHER CAMPAIGN SETTINGS

FAQs + Resources

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



Recap: Steps for making a Reel campaign that supercharges results

Step 1: Plan

Choose your concept

- Use [Meta's Creative Center](#), 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 Reel 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 safety zone.
- Follow the Language of Reels: Relatable, Digestible, Entertaining ad concepts

Make Reels quickly and easily with tools + partners

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

Step 3: Advertise & Measure

Use Automation to Optimize

- Opt into Advantage+ Creative to optimize your assets
- Opt into 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 Center](#) 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 into 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, like Stories and Feed.

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

A: We recognize 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 most likely can 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 following the instructions [here](#).

SMB Resources

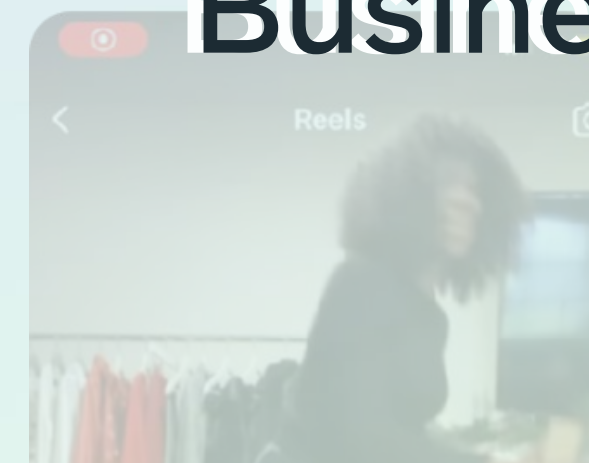
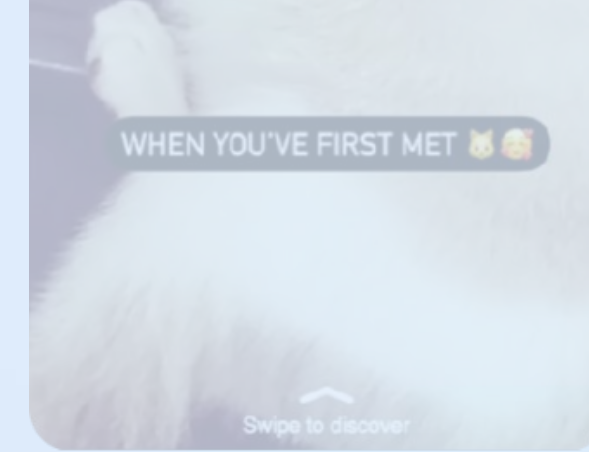
-  [Meta's Creative Center](#)
-  [Reel Talk Superpack for Agencies working with SMBs](#)
-  [Reel Talk Mini Manual for SMBs](#)
-  [Facebook Reels Help Center](#)
-  [Instagram Reels Help Center](#)
-  [How to add music using Ads Manager](#)
-  [Create an A/B test in Ads Manager](#)
-  [Everything You Need to Create Great Reels](#)

SMB 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](#)

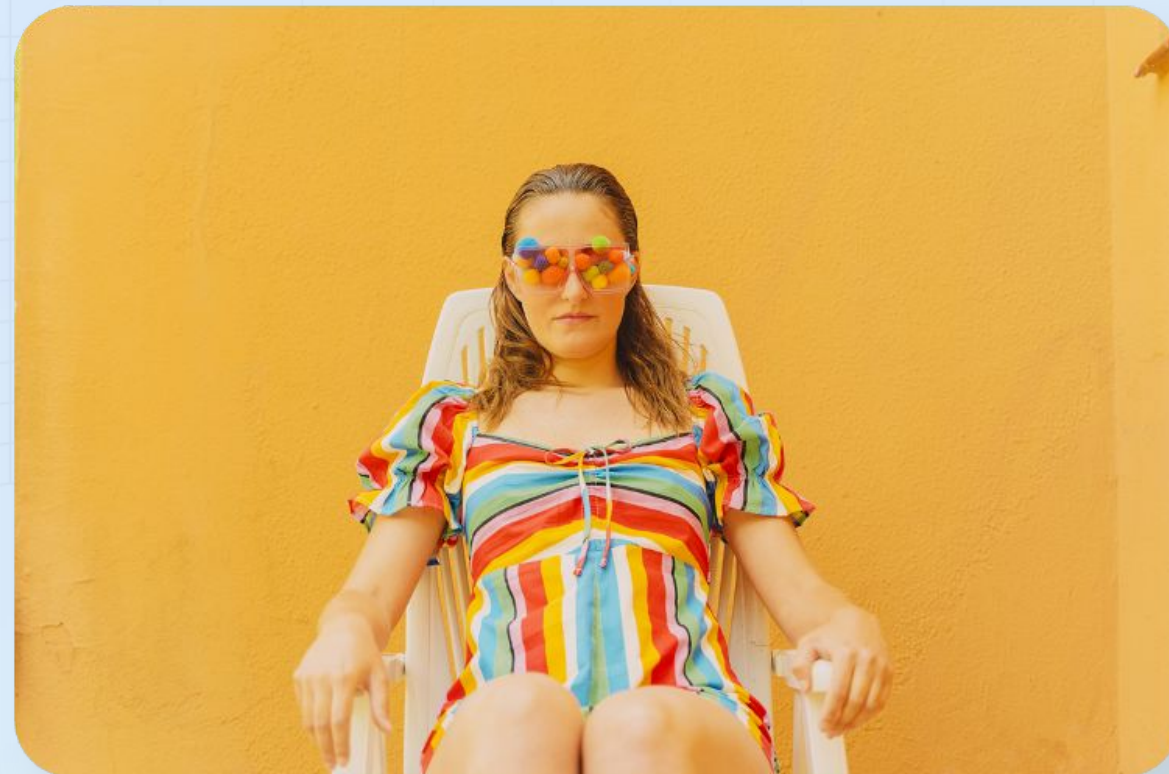
Creative Resources
from Meta

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



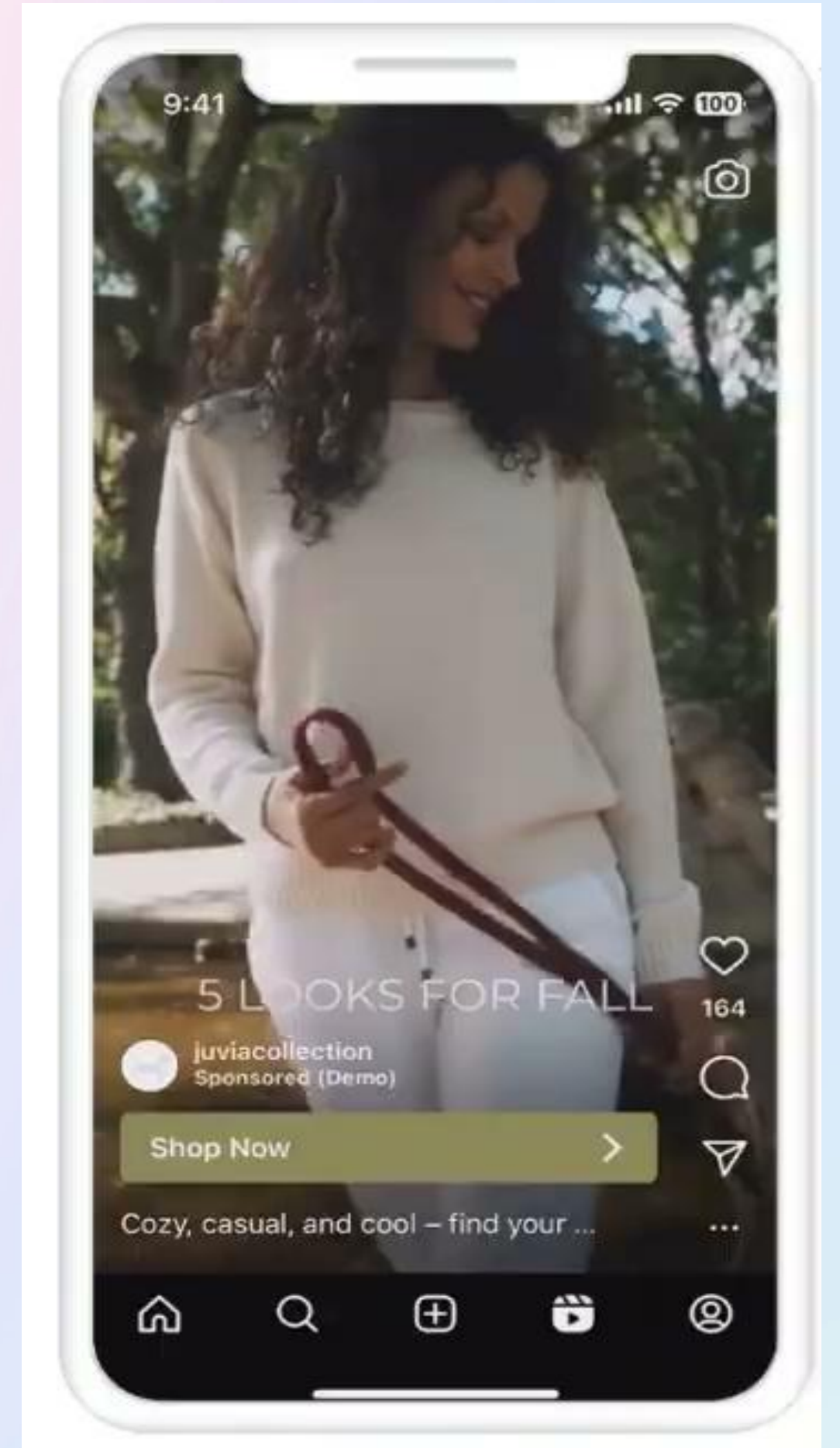
A German loungewear brand wanted to increase online sales and raise brand awareness on Facebook and Instagram. They partnered with a creative agency to produce 16:9 video assets that showcased its autumn loungewear collection in relatable, everyday scenarios, like walking the dog or making a coffee. 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

The logo for Toothsi, featuring the word "toothsi" in a lowercase, sans-serif font with a red smile-like curve under the "o", and the tagline "be the spark" in a smaller font below it.

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



