The Performance Playbook

Pocket Version 🤔

Reels

Visit our shop
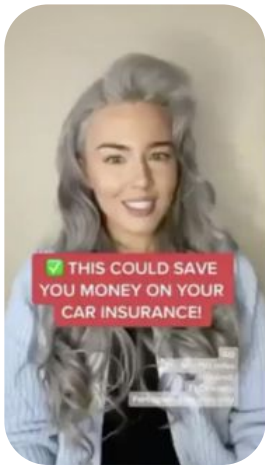
CARGO

CA...

username.here
Sponsored   Follow

∞ Meta

The language of Reels

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

Reels have a style of communicating that's a little bit different. We call it the 'language of Reels'. If you're already building 9:16 video with sound-on and in safe zones, then you're ready to explore how this language can help drive even better results.

Entertaining

Great Reels ads mix audio, visual effects and creative storytelling to provoke an emotional response.

51%

Creating videos in the Language of Reels can improve cost-per incremental conversions for lower funnel conversion events, such as Purchase or Subscribe by up to 51%.[1]

Digestible

Great Reels ads combine pace, value and clear communication to captivate and communicate with their audience.

Need a refresher on those Creative Essentials?

We got you!

- Build or adapt existing creative for 9:16 video to make your Reels ads captivating

- Build sound-on to make your Reels ads entertaining

- Build in safe zones - to ensure your messages aren't obscured by the Reels UI

Relatable

Great Reels ads tell stories we recognise, use a visual tone and set of codes we know, and feature people who feel 'like us' to establish a personal connection with their viewer.

Creative Elements

Here are some tactics you can use to make your Reels ads entertaining, digestible and relatable. Explore which ones feel right for your business and your message.
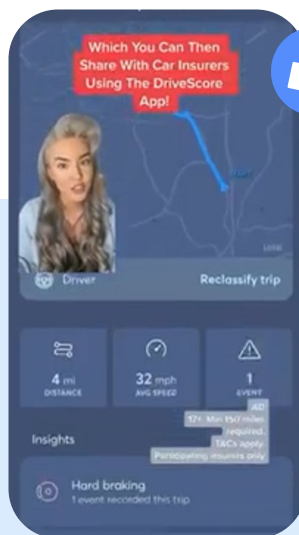

Explore audio

Explore ways to use music, voice-over or sound effects in synch with your video
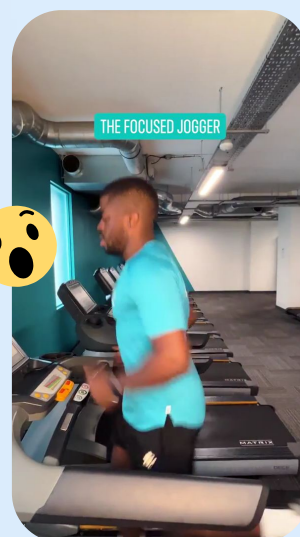

Editing techniques

Play with editing techniques like transitions or fast edits

Filters and Effects

Add filters such as green screen or use effects

Hooks

Use the first 2 seconds to capture attention

Text sticker overlays

Label, highlight and amplify your story

Human presence

Use real people such as customers, creators or employees

Lo-fi / UGC

Swap the polish for a lo-fi or UGC ('user generated content) tone

Explore Audio

Audio can be music, sound effects, voice-over - or all three! You can create your own sounds ('original audio') with a sound creator, or record yourself on your phone. Alternatively, explore over 10,000 audio samples on the Sound Collection.

.... Try this ....

Strong beats

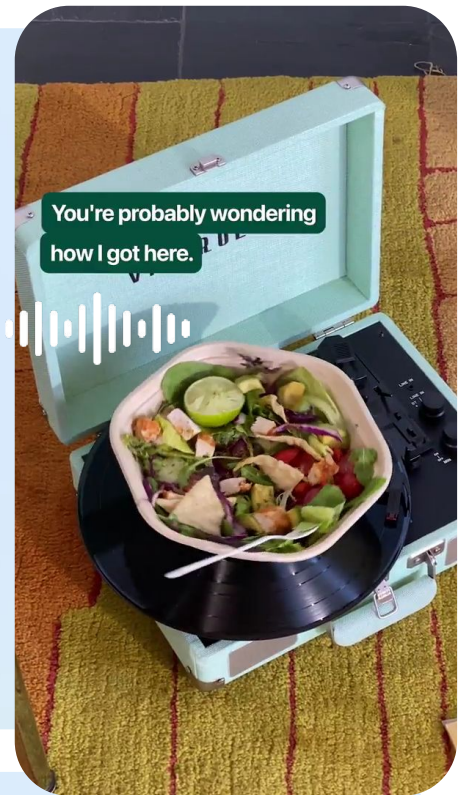Search for music with a strong beat to match each video clip.

Choose music with a strong 'beat drop' to dramatize a transition moment.

Sound effects

Try a thumb-stopping sound effect to break through.

Voice-over

Record a voice-over on your phone, or use the 'text to speech' tool.

You're probably wondering how I got here.

Editing techniques

Editing techniques available in the Reels app have become an instantly recognisable part of its visual language. Even if you're not shooting on mobile, using these techniques can make your Reels ads feel at home here.

.... Try this ....

Transitions

Stitch two clips together in a seamless edit to add visual magic.

Zoom

Zoom in, out or across frames to maintain attention.

Short clips

Keep up the pace by using short video edits.

Filters and effects

Filters and effects are widely used on Reels. Just remember to make sure you have the license to use any effects before you upload your video to Ads Manager.

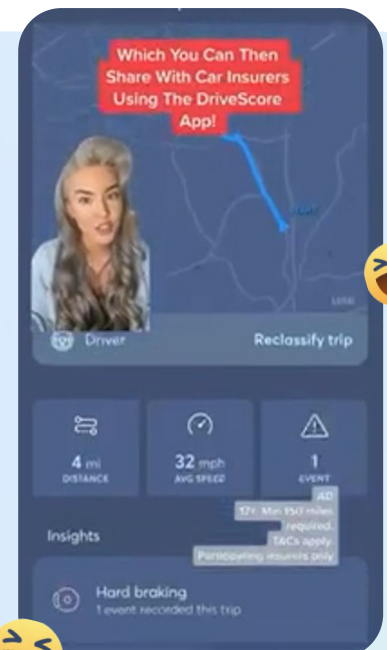........................ Try this ....

Greenscreen

Use a greenscreen filter to show gameplay, to demo your app, or showcase deals on your website.

Layering

Use static cut-outs and layer them on top of your video to create visual interest, or use color, motion or graphic effects to bring an added dimension to your video.

(While filters and effects are widely used in organic reels, Reels media that uses filters and effects available natively from the Facebook or Instagram apps will not be eligible for ads boosting.)

Which You Can Then Share With Car Insurers Using The DriveScore App!

Hooks

Great Reels 'nail the hook' in the first few seconds. This is when we intuitively, instinctively decide whether a Reels is worth watching or not, so spending time getting this part of your Reels ad right is crucial.

.... Try this ....

Don't bury the punchline

The first few seconds are a statement of intent - bring your pitch right up front.

Ask a question

Take your product idea and turn it into a question. "We have a new foundation" can become "Want to hear a secret hack for flawless skin?"

Experiment with hooks

Create a few different openings for your video and discover which one drives more conversions for your business.

Follow

THE FOCUSED JOGGER

Buy now

Provides essentials nutrients

Promotes healthy growth
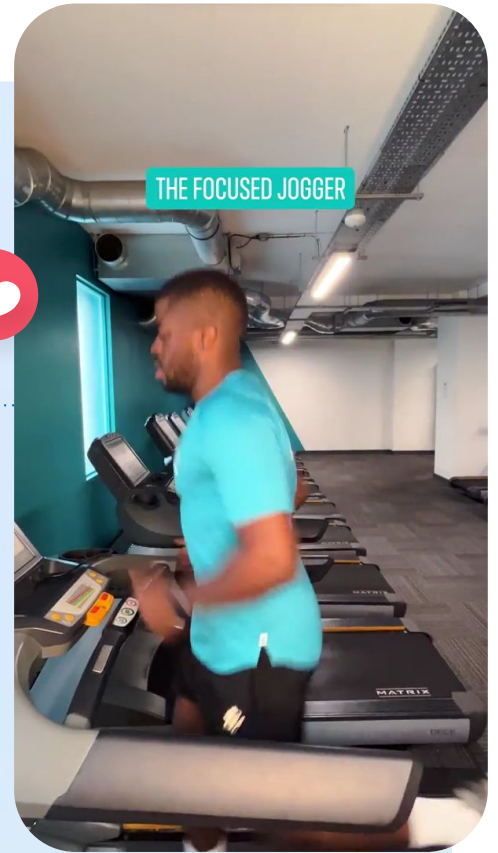
Text sticker overlays

Text stickers signal to us that a video feels at home here, but they also serve a functional purpose - to reinforce your message, and make it available in bite-size chunks.

.... Try this ....

'Signpost' each feature or benefit

Use text stickers to spell out every new claim you make in each new clip.

Help reinforce understanding

Use text stickers to duplicate the voice-over of your video.

Highlight a key message

Use text stickers to reinforce only key messages.

Human Presence

Adding human presence can help make Reels feel more relatable and personal. People can help your brand establish a personal connection with your audience, can showcase a product, and can suggest how your product is relevant to the lives of your audience.

·········· Try this ··········

Talk to your audience

Want to get someone's attention? Try talking to them! Speaking directly to your audience - in a testimonial style video, or an 'edutainment' format - is a great way to build a more intimate connection with your viewer.

Show your audience

Human presence often has a big role to play in product demos, or unboxing videos - but it takes the form of hands showing how a product works.

Avec ibis budget
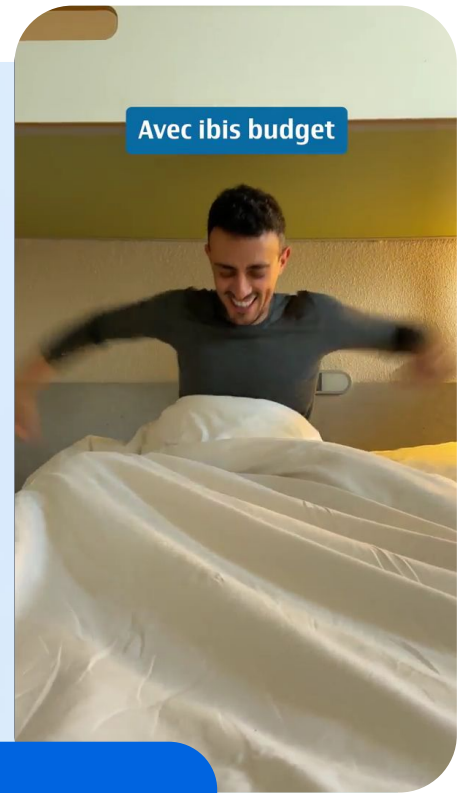
Based on a sample of 1.2M Reels Ads, we see that Reels ads with a human presence in the creative (such as a face, person, or child) had a

27% higher CTR than those that did not. [2]

Oh yeah...

2,031

35

prose ✓
Sponsored

No more bad hair days ...

Shop Now
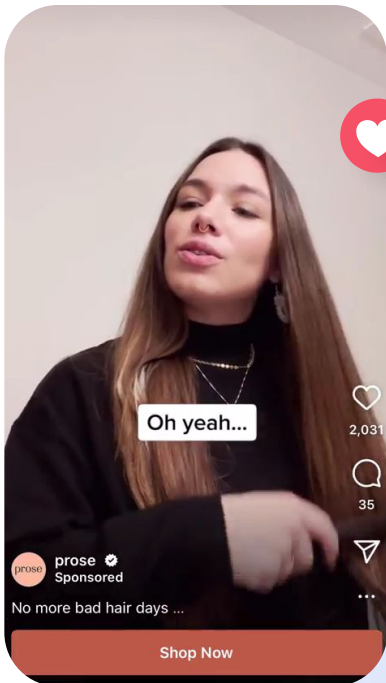
Lo-Fi / UGC Video

'Lo-fi' (short for 'low fidelity') is a term used to describe a style of video production that feels unpolished or 'user generated'. If you want your Reels ad to immediately 'feel' like it's native to the surface, then here are three ways you can achieve that effect:

·········· Try this ··········

Production

You don't have to shoot on mobile, but you can because on Reels, ideas are more important than perfect execution. If you have a shoot already organized, then try to capture some 'behind the scenes' content at the same time.

Place

Try shooting in homes (living room, bathroom, kitchen) or outdoors (in the garden or in the store, but not on a fancy yacht), rather than in a studio.

People

Swap models and actors for people who feel 'like us' - that could be your employees, your customers, or even yourself!
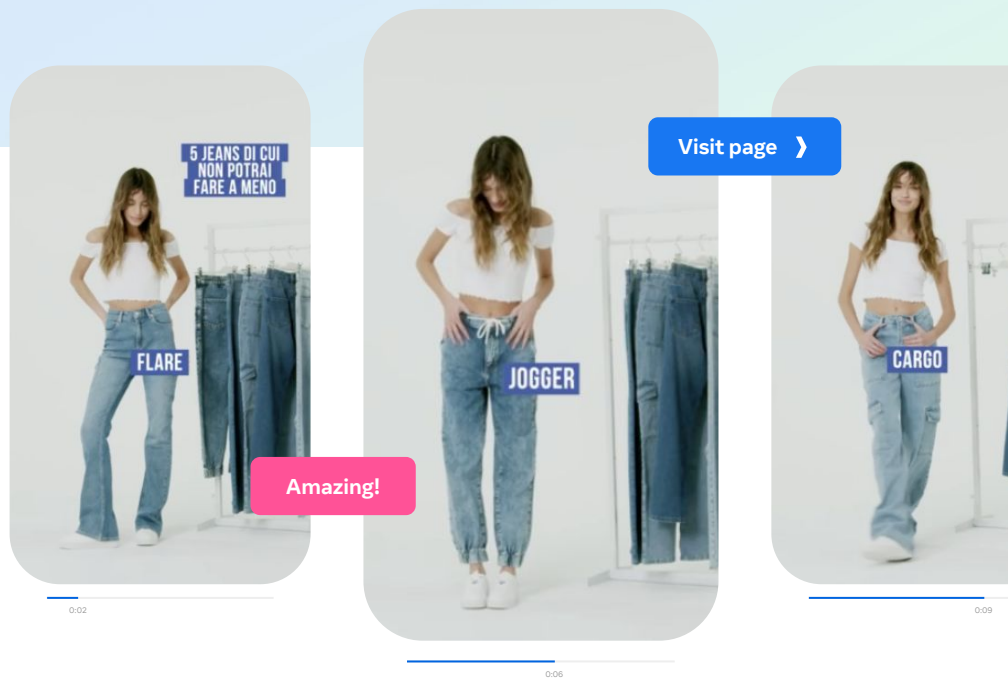
Story types

Want to create your own reel but not sure where to start?

One option is to lean into 'story types' - a set of commonly recurring narratives that are popular on the platform.

These 5 story types are great ways to tell a product story and drive conversions.

The listicle

Walk your audience through each product feature and benefit by using an editorial approach to storytelling that uses text stickers to break down a video into bite sized chunks.

Visit page ❯

5 JEANS DI CUI NON POTRAI FARE A MENO

FLARE

JOGGER

CARGO

Amazing!

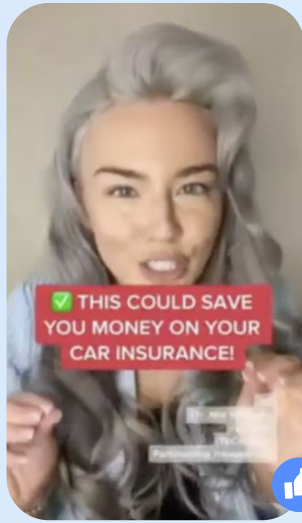0:02

0:06

0:09

0:02

0:06

0:09

The transition sequence

Showcase a range of products by using easy transition techniques such as jump cuts or swipe cuts to weave a selection of video edits into a captivating sequence.
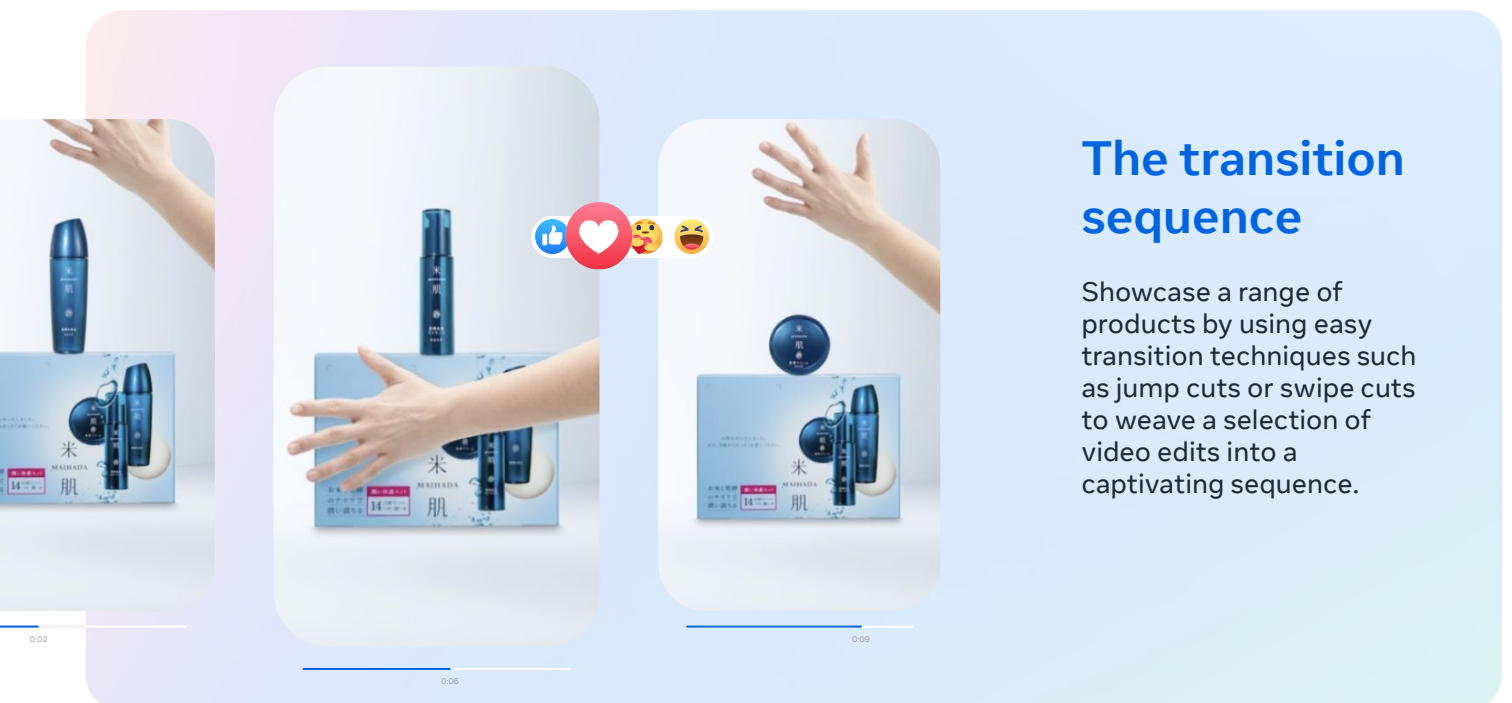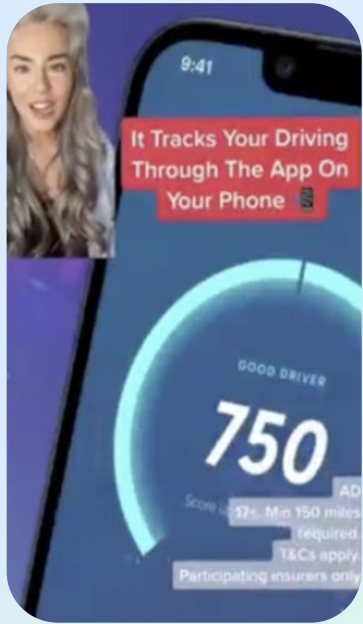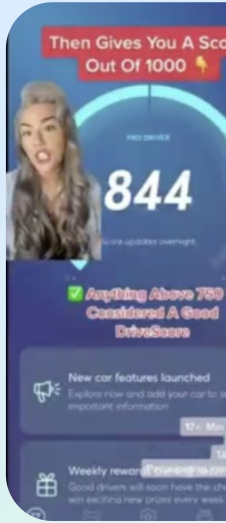
The product demo

Introduce your audience to your product by showing them how it works in real life and blending clear product showcasing with entertaining, relatable storytelling.

✅ THIS COULD SAVE YOU MONEY ON YOUR CAR INSURANCE!

It Tracks Your Driving Through The App On Your Phone

GOOD DRIVER
750

Then Gives You A Score Out Of 1000
844

0:02

0:06

0:09

The before & after

Dramatize the benefit of your product or service for your audience by showing life before your product - and life after.

My plants before Planty

My plants after Planty

Planty
IT GROWS FOR REELS

Visit page ❯

0:02

0:06

0:09

The Q&A

Use the art of persuasion to communicate your product benefits by reframing your product story as a conversation between two people.

just playing one of the games on
MONSTERAPLAY

What if I like action games?

Then play HELICOPTER STRIKE

0:02

0:06

0:09

How to use Reels in your next campaign

Add your native Reels video asset to your business as usual campaign via Advantage + placements, and let Meta's AI deliver the right asset to the right audience.

If you want to adjust your native Reels asset for Feed, use Placement Optimization to change the aspect ratio.

13% Higher ROAs

16% Improvement in CPA

29% Higher CVR

11% higher reach across Reels, Feed, and Stories

Adding 9:16 video creative with sound on, in safe zones, with at least one additional creative element (human presence, text sticker overlays, voice over, lo-fi content, or a 'hook' in the first few seconds) to the existing creatives in direct response campaigns led to 13% higher ROAS, 16% improvement in CPA, 29% higher CVR and 11% higher reach. [3]

Meta Business Partners

Leverage Meta Business Partners to efficiently create effective Reels ads

From lightweight templates to full-scale productions, 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.

Discover More about Meta Business Partners

11% higher conversion rate

5% lower cost per acquisition

In a recent study, we saw adding partner-enabled native Reels creative - 9:16 video, sound-on and compliant with safe zones - to a business-as-usual campaign setup drove on average an 11% higher conversion rate and a 5% lower cost per acquisition. [4]

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