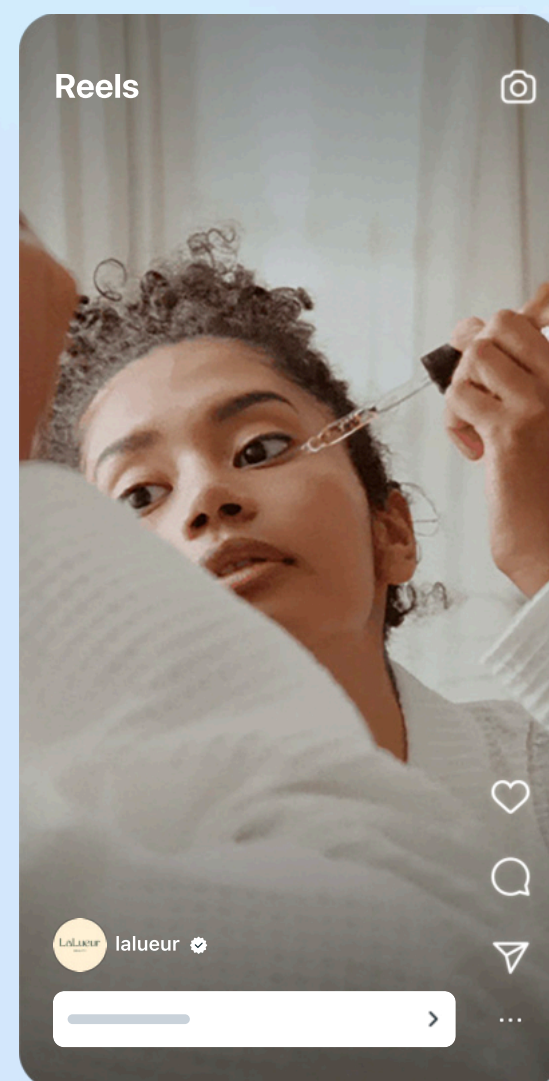
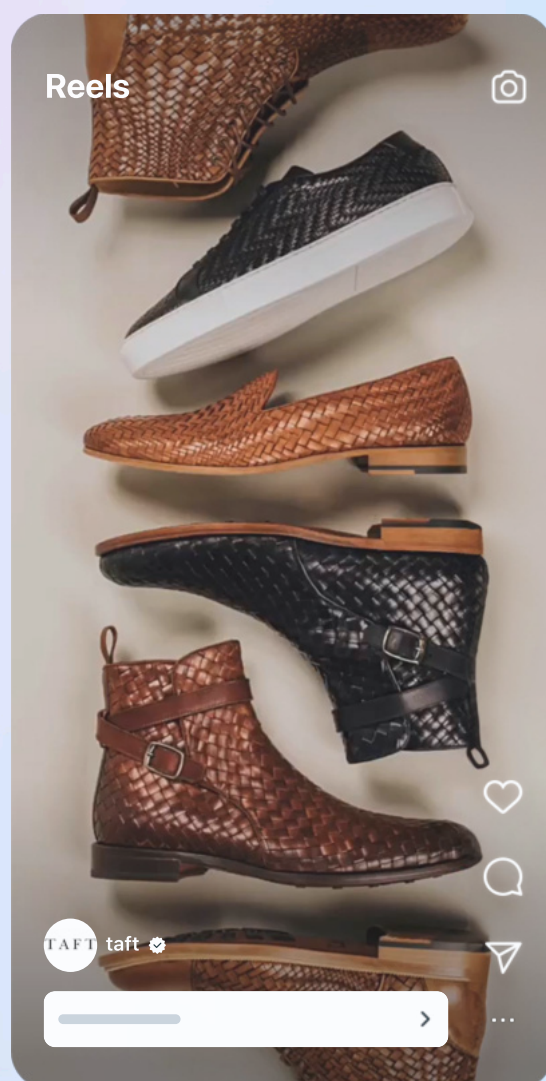


# Instagram Reels playbook: Turn customer attention into results.

Grow your business with engaging  
video ads that ignite connection.





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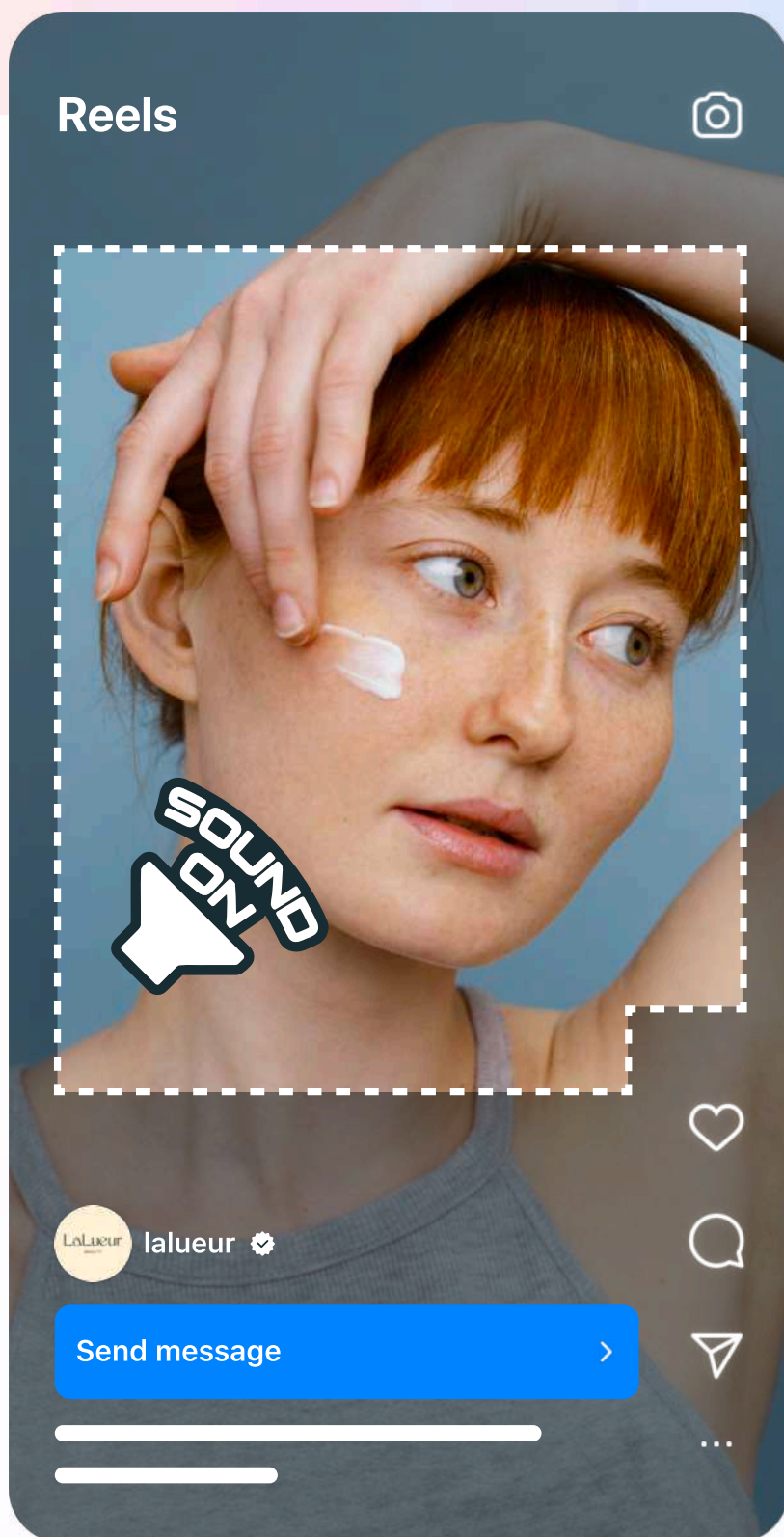
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# Get the results you want with Reels ads.



Reels is a growing creative canvas for engaging short-form videos, where businesses can turn attention into action and creativity helps lead to success.

- Adding the Reels placement to direct response campaigns drove more incremental value, increasing the likelihood of add to cart by 97% and purchases by 90%.<sup>1</sup>
- Plus, in a large-scale study measuring incremental effects, ads that were opted-in to the Facebook Reels placement delivered 3% more incremental purchases per dollar spent.<sup>2</sup>

With our playbook's guidance, you can expand your business' story to an ever-growing platform where people reshare over 3.5 billion times a day.<sup>3</sup>

<sup>1</sup> Page visits results are based on 12 lift studies, add to cart results are based on 13 lift studies and purchase results are based on 11 lift studies. All studies were run from Jun 2022 to Dec 2022 by global advertisers from various verticals including ecommerce, CPG, retail and professional services. Business-as-usual campaigns means Facebook Feed, Instagram Feed and Instagram Stories.

<sup>2</sup> We conducted a 2-week long, large-scale study measuring incremental effects with 14k global advertisers across multiple verticals in Q3 2022. Results showed that adding ads that were opt-in to Facebook Reels placement delivered 3% more incremental purchases per dollar spent compared to not opt-in to Facebook Reels placement. To minimize skew, we cap conversion counts at 5 for each user for any given ad account in the test. The result is statistically significant at 90%.

<sup>3</sup> Meta Q4 2023 earnings call. Feb 2024.



01

# Spark your creativity with Reels ad ideas and time-saving tools.

Looking for inspiration? From story types to templates, we have what you need to create your next captivating Reels ad.

## Start with a Reels ad story type.

Story types are a set of commonly recurring narratives popular on the Reels platform. Since they use trends people are already familiar with, they're an easy way to make customer connections that resonate.

### The listicle

#### What is it?

An editorial approach to storytelling that uses text stickers to break down a video into bitesized chunks

#### Best for:

Communicating multiple product or service benefits

#### 1 Capture attention:

- Pose a question to draw people in.
- Include an eye-catching opening shot.

#### 2 Maintain attention:

- Add emojis to make your message digestible.
- Use quick cuts to create small video sections.

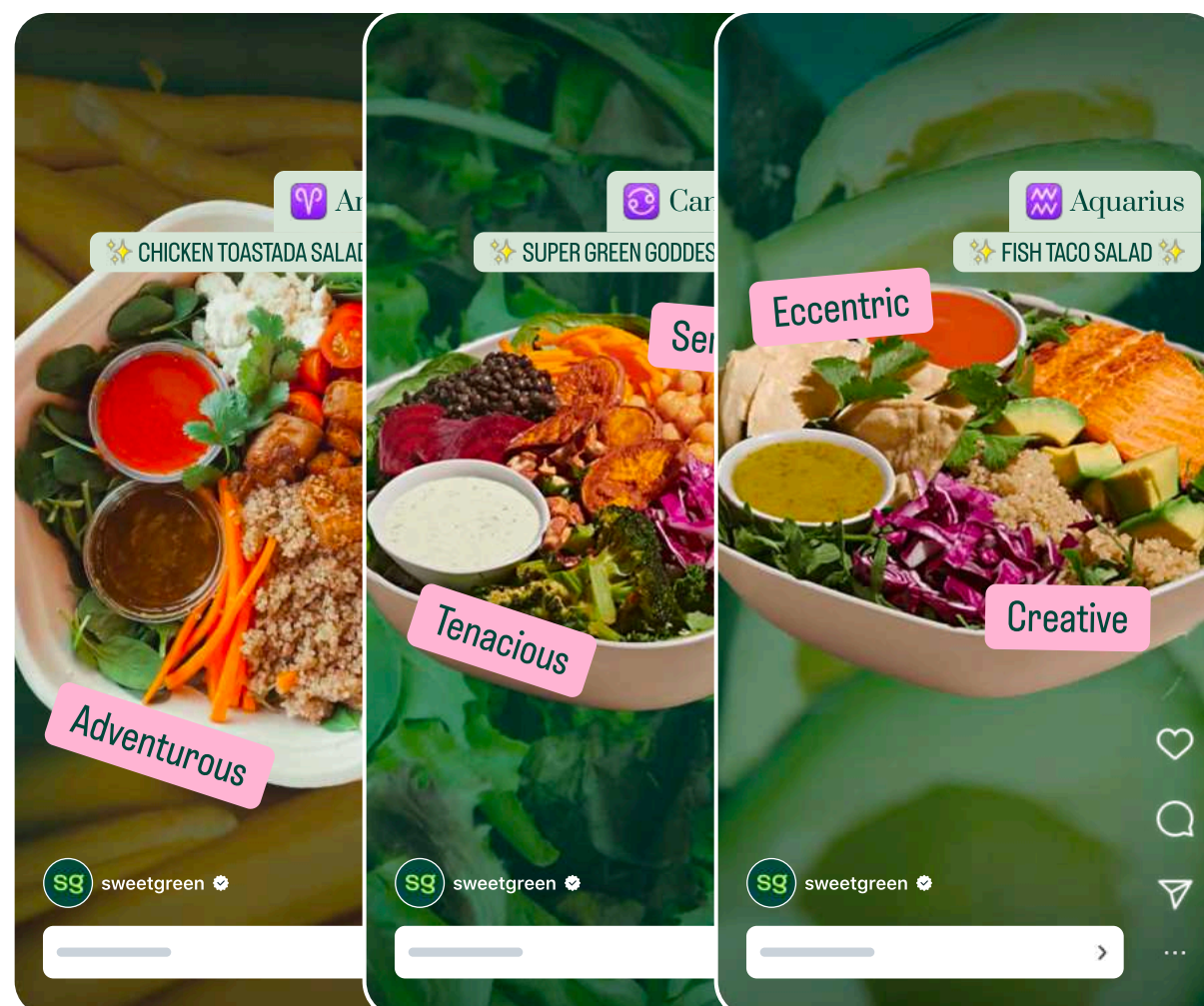
#### 3 Reward attention:

- Deliver the payoff with a clear call to action.
- Use humor to show off your personality.

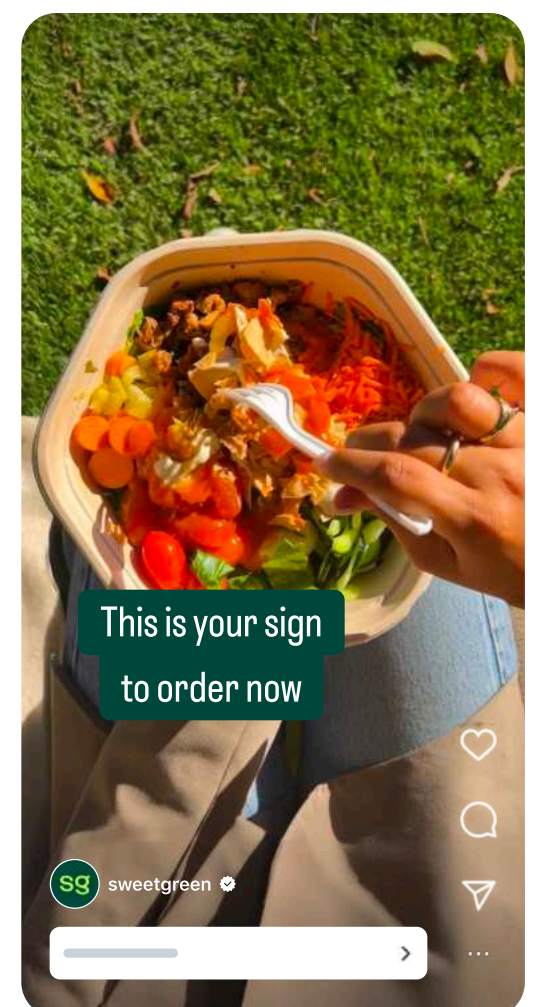
### Capture attention



### Maintain attention



### Reward attention





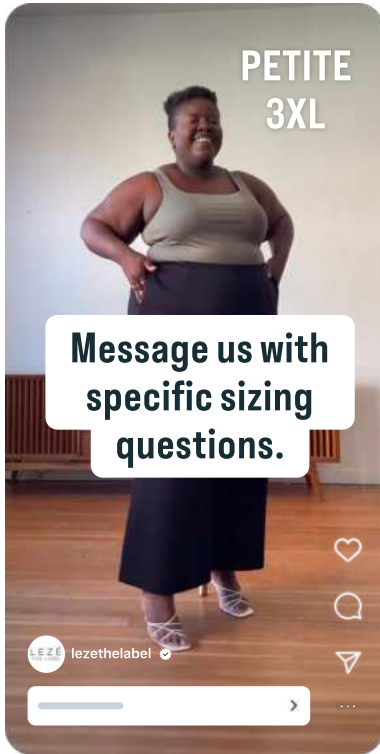
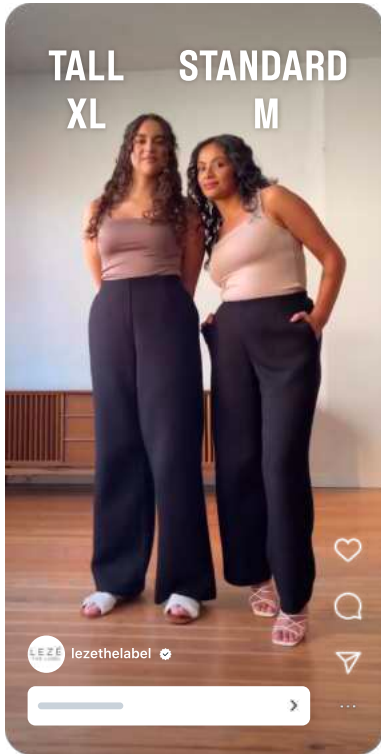
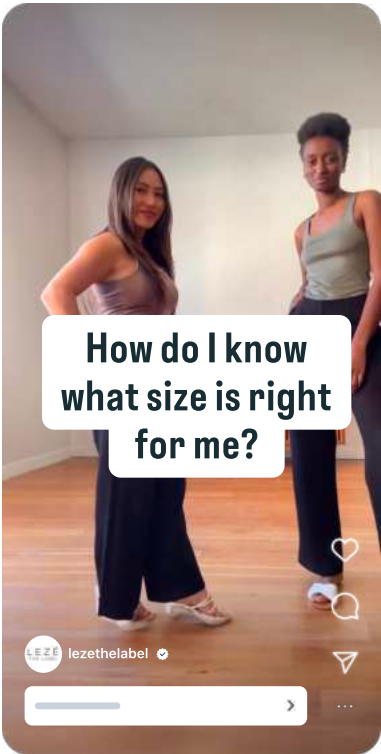
# The ask me anything

## What is it?

A story that helps answer a common customer question

## Best for:

Explaining your product or service in a conversational way



### 1 Capture attention:

- Include a real customer question using on-screen text.
- Feature a member of your team speaking to the camera.

### 2 Maintain attention:

- Answer the question by highlighting product benefits.
- Make your answer visual by including real people.

### 3 Reward attention:

- Add a clear call to action, like “Message now.”
- Invite your audience to ask more questions.

# The tutorial

## What is it?

A way to give back to your audience by sharing knowledge or expertise

## Best for:

Making something complex feel accessible

### 1 Capture attention:

- Offer a secret hack in the first two seconds.
- Include your product or service name in the opening frame.

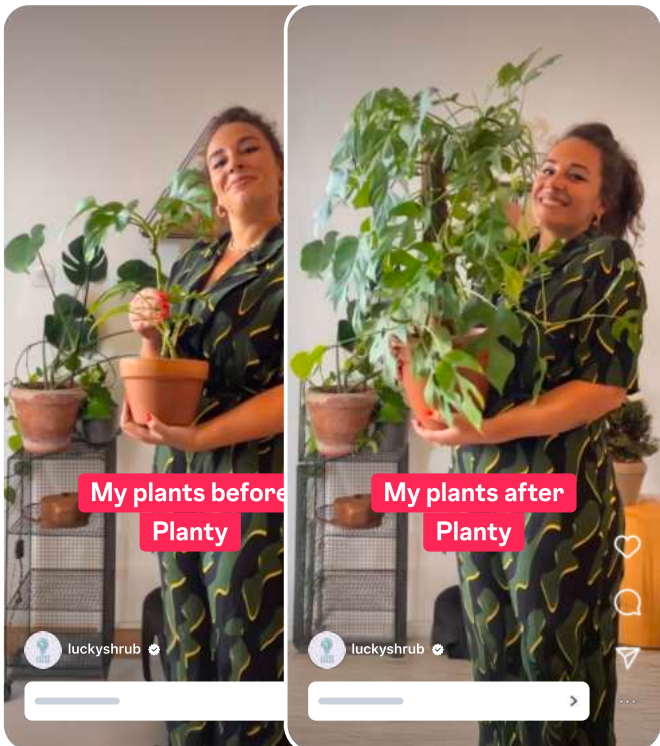
### 2 Maintain attention:

- Take your audience through two tips and two benefits.
- Use text stickers to make your main points pop.

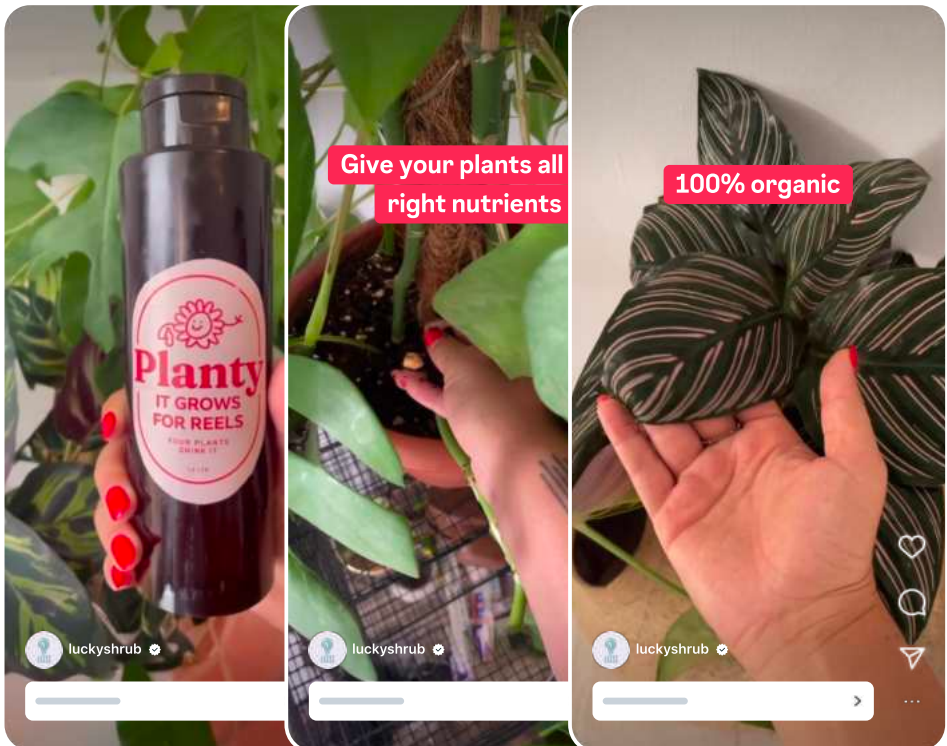
### 3 Reward attention:

- End with a clear call to action, like “Shop now.”
- Reinforce your branding with a shot of your product or service.

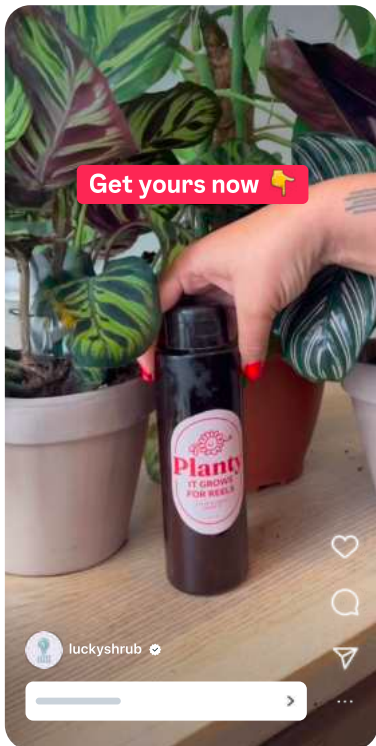
## Capture attention



## Maintain attention



## Reward attention

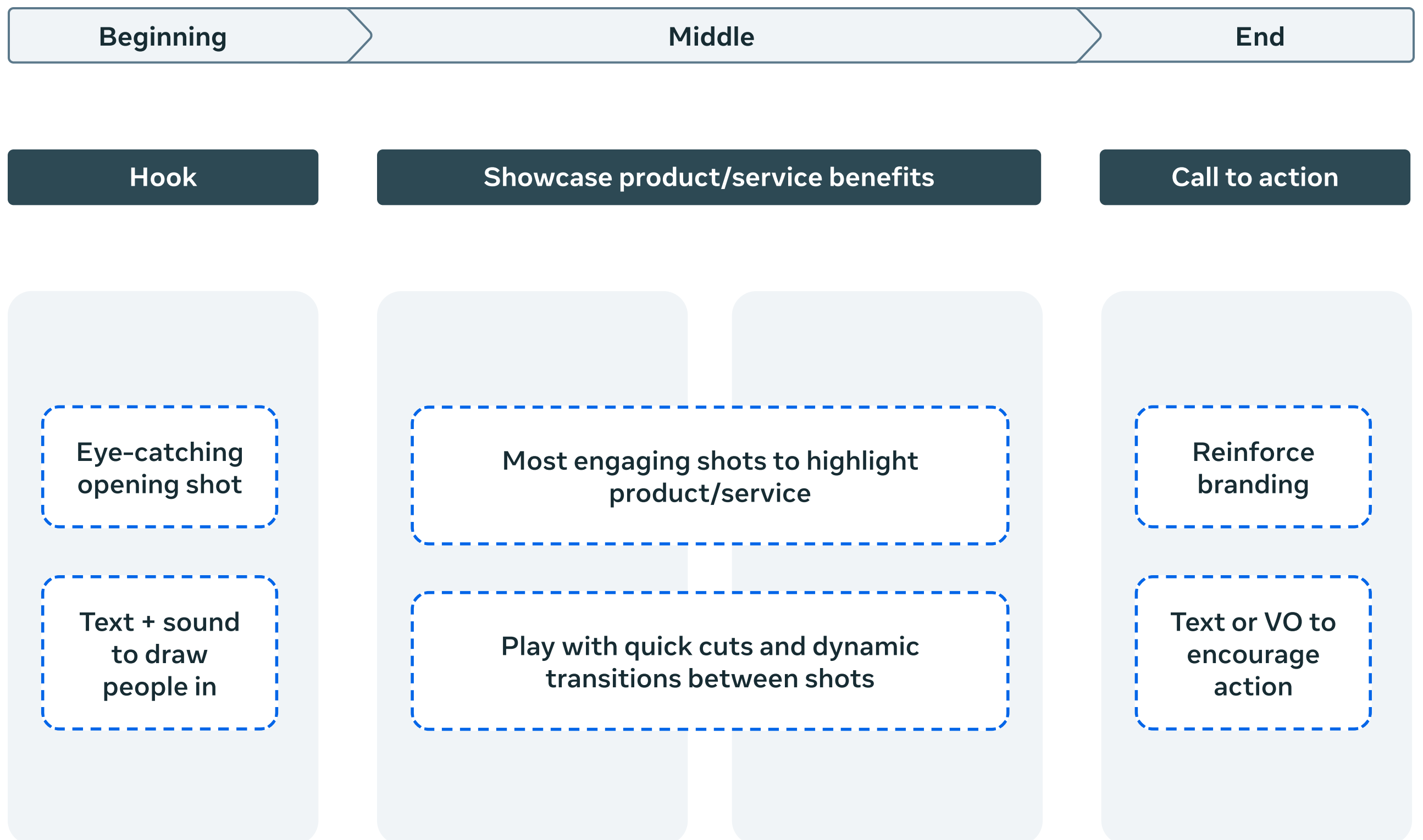




02

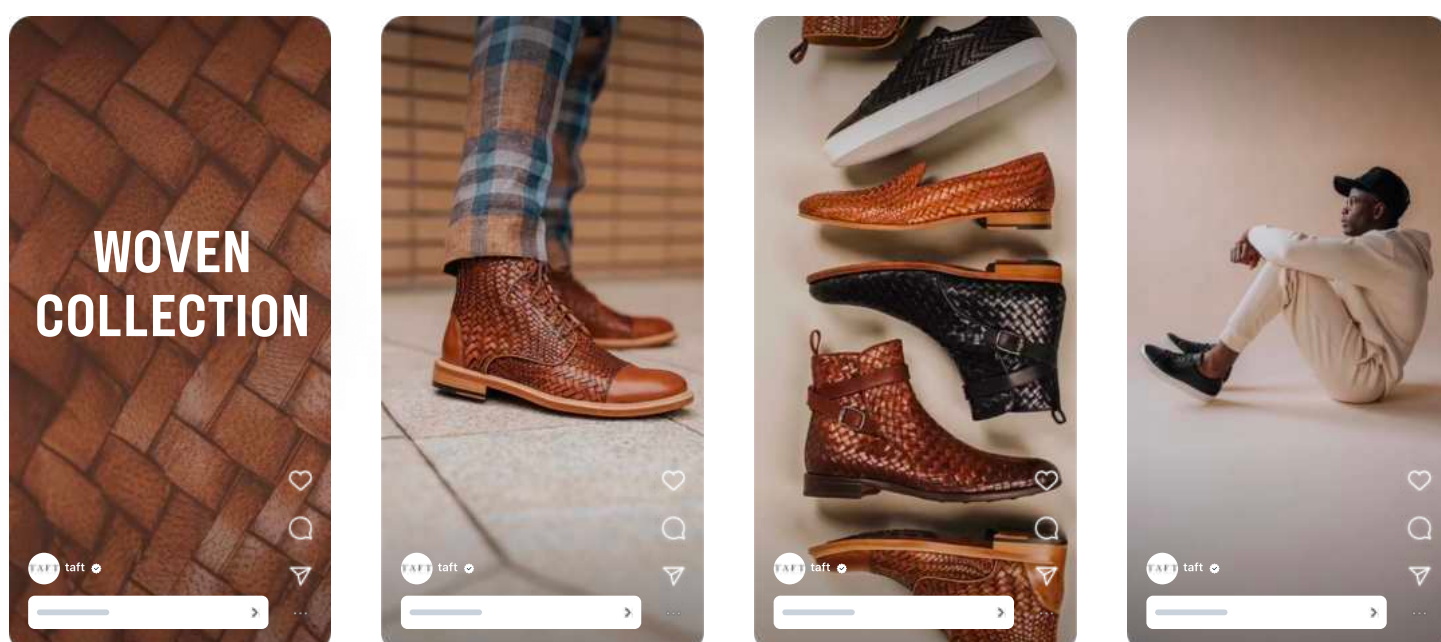
## How to storyboard your Reels ad

Once you settle on a story type, use our three-part framework to plan your Reels ad's narrative. This will help you tell a cohesive story that captures, maintains and rewards your customer's attention.



### Try this storyboard for a Reels ad featuring content from a photoshoot.

TAFT Shoes used the Reels interface to combine photos and videos set to catchy music.



#### 1 Beginning - Hook

Use a close-up from the shoot and overlay it with text to introduce a product.

#### 2 Middle - Benefits

Feature a shot of the product in action so customers understand how it's used.

#### 3 End - Call to action

End with a group of products together to show off different color options, styles and more.

03

# Turn existing videos into Reels ads.

No need to start from scratch — these simple techniques can help you repurpose video assets you already have.

## STEP 1

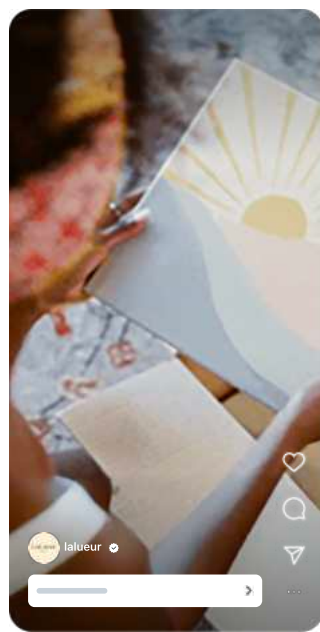
## Edit the aspect ratio for impact.

Try our tactics to maximize your video for space and attention.

- **Crop** your video to fill the screen.
- **Stack** multiple clips from your video.
- **Blur** the background to help your video stand out.
- **Overlay** your video on top of a textured image.
- **Scroll** through a series of stacked video clips.

## 16:9 editing techniques

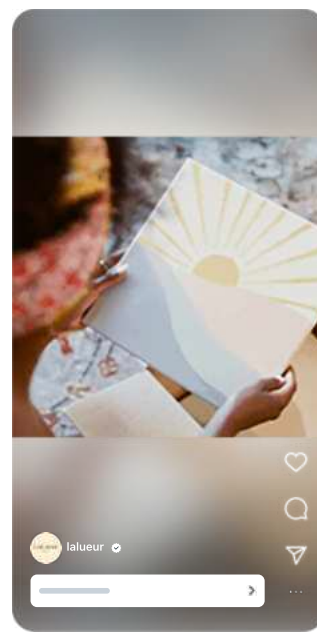
Creative cropping and layering, or splitting the screen into multiple scenes, can transform your video into a more engaging experience that's fit for the surface.



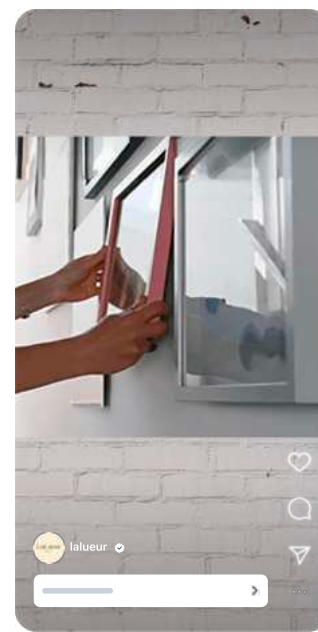
Crop



Stack



Blur



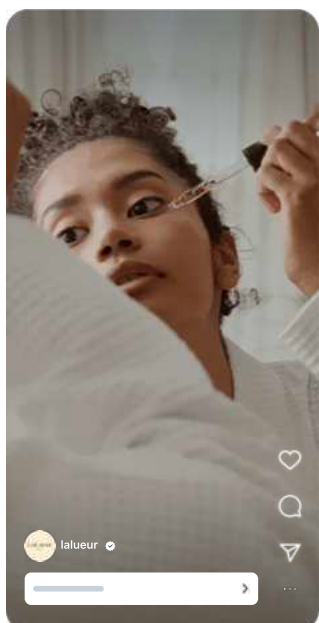
Overlay



Scroll

## 4:5 editing techniques

Adding in a background video, additional information, or combining statics with video can help soften the edges and fill the screen.



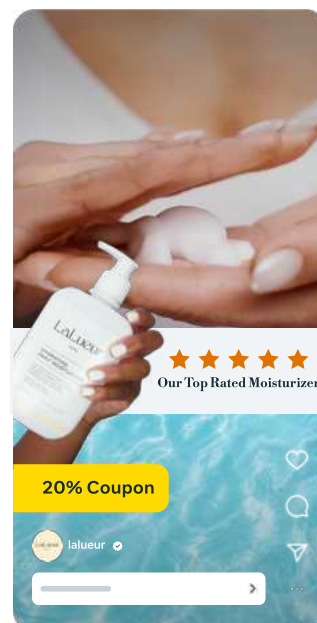
Crop



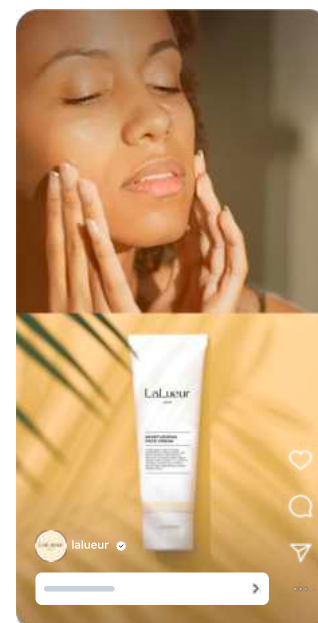
Float



Layer



Fill



Combine

- **Crop** your video to fill the screen.
- **Float** your video on top of another related video.
- **Layer** two video clips on top of each other.
- **Fill** in the gap with more information, like a product review.
- **Combine** your video with a static image.



STEP 2

# Add text overlays and attention-grabbing extras.

Text stickers and graphic elements, like emojis, can give your Reels ad a more engaging feel.



- 1 **Technique 1:** Use text overlays to land your key messages.
- 2 **Technique 2:** Use emojis to add a native feel to your edits.
- 3 **Technique 3:** Use graphic elements to add visual interest.

STEP 3

# Craft a hook to capture attention.

A hook is the text, visual and audio components that grab attention in the first few seconds of your video. A great hook also keeps people watching until the end.

## Key components of a successful hook

- **Text overlay:** Write a text opening that connects your brand or product to your audience.
- **Visual impact:** Open with a shot that’s eye-catching, unexpected or intriguing.
- **Sound elements:** Use sound or voiceover to help capture and hold attention.

## Hook ideas to get you started

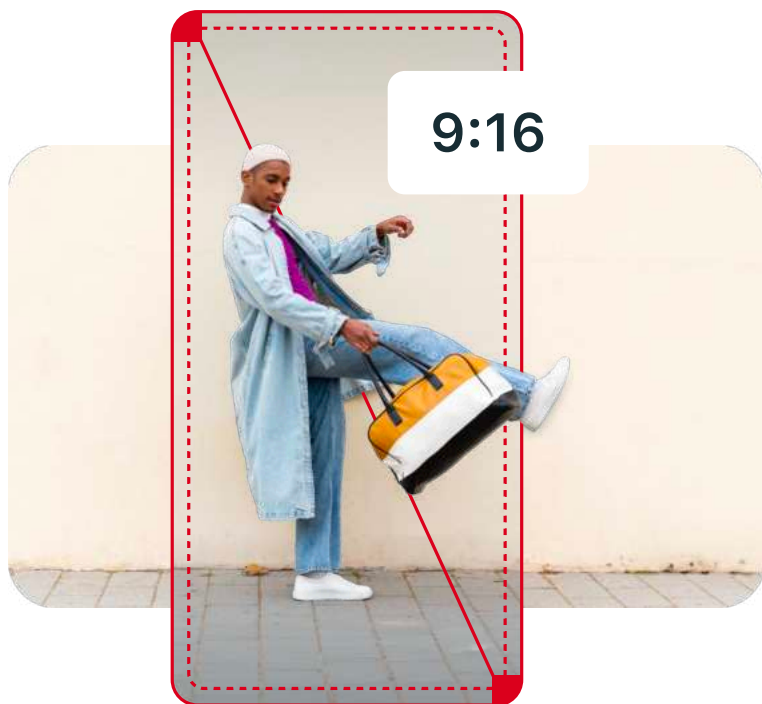
- **Reasons why:**
  - Reasons why you should use [insert product]
  - Reasons why [insert product] is the best [insert benefit]
  - Signs you should add the [insert product] to your [insert descriptor] routine
- **Quick tips:**
  - Hacks every person should know about [insert product]
  - Stop scrolling because I've found the perfect [insert product]
  - Last-minute gift ideas that [insert benefit]
- **Common questions:**
  - People have been asking [insert product]
  - A common question we get all the time is [insert question]
  - We’re answering questions about [insert product] from the comments
- **Step by step:**
  - Things you can start today to prepare for [insert event]
  - 5 easy steps on how you can [insert activity]
  - How to get [insert achievement] by just following these steps
- **Classic trends:**
  - POV: When you get to have your favorite [insert product]
  - POV: Your friends are complementing [insert product]
  - GRWM for a [insert event] with my new [insert product]



04

# Essential elements for successful Reels ads

When you use the Reels creative essentials — vertical 9:16 video with audio and key messages in the safe zone — they're even more effective. In fact, 9:16 video ads with audio, in the safe zone, resulted in, on average, a 34.5% lower CPA than image ads on Reels.<sup>4</sup>



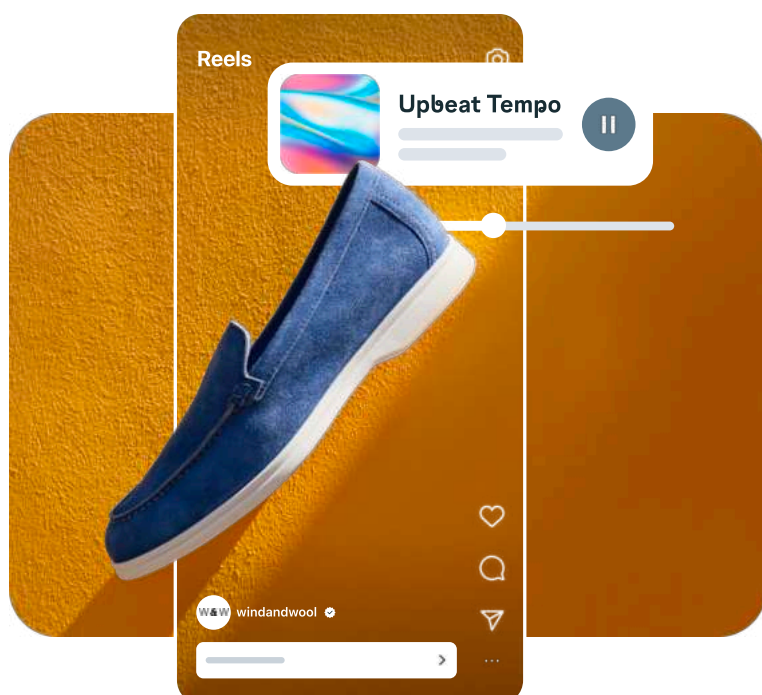
## Build 9:16 video to make your Reels ads captivating.

Reels is a full-screen immersive video format. To help your creative feel at home here, consider leading with video and resizing it to 9:16.



### Tip

Easily crop your video ad to 9:16 right in [Meta Ads Manager](#).



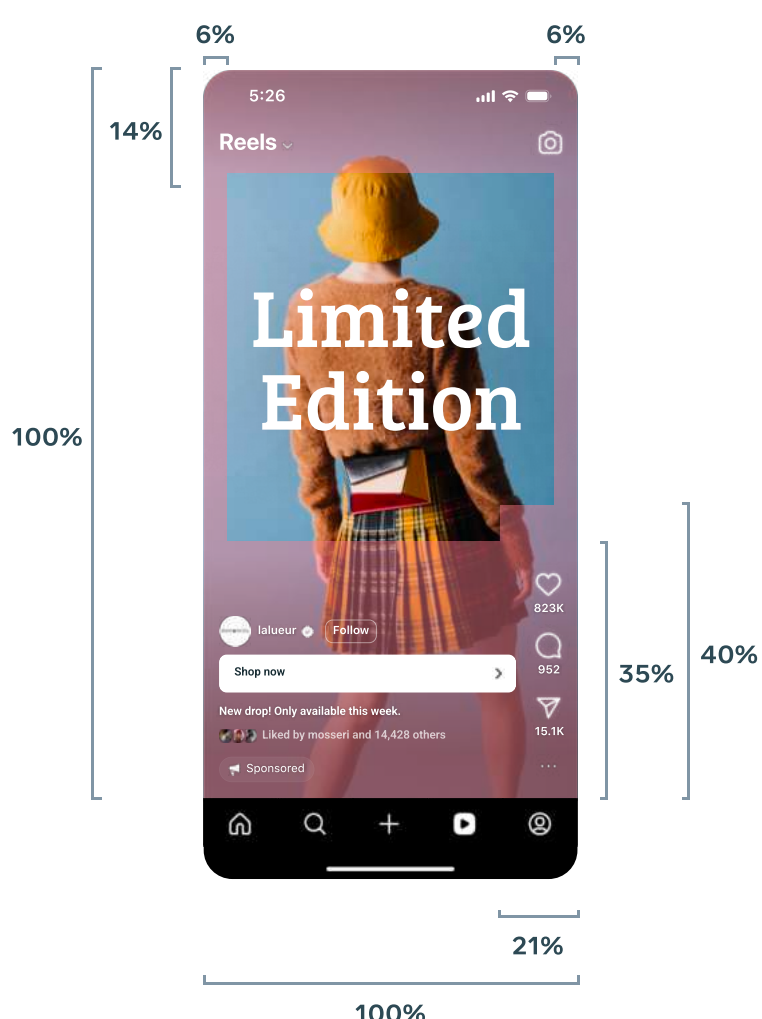
## Build with audio to make your Reels ads entertaining.

Audio — whether that's music, voiceover or sound effects — is a key driver of engagement and entertainment on Reels.



### Tip

Search for 'Reels Sound' in the [Meta Sound Collection](#) search bar to discover audio for different story types.



## Build in the safe zone so your message is clear.

To ensure your messaging isn't overlapped by the Reels user interface, keep the bottom 35% of your ads free of key creative elements, text and logos.



### Tip

Check that your key creative elements are in the safe zone with the [safe zone checker](#).

<sup>4</sup> Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a still image asset in one campaign and 9:16 video with sound on respecting safe zones in another campaign. Advertiser verticals included ecommerce, retail, and consumer packaged goods, and included small and medium businesses. This approach outperformed with 99.9% confidence.





Save time with templates and tools from Meta partners.



# Canva

## Meta-curated Canva templates

Our music-forward template collections make it even easier to create your next entertaining Reels ad. Featuring Beat Sync, they'll help you design perfectly timed videos that are synced seamlessly to a soundtrack.



## VideoLeap's all-in-one editing platform

Access a vast library of ready-to-use Reels templates produced by professional creators. You can also use editing tools, royalty free music, sound FX, original video FX and transitions designed to engage and perform.





**Every connection is an opportunity.  
It's Your World.**

