

A woman with dark, curly hair is looking down at a smartphone she is holding in her hands. She is wearing a colorful, patterned shirt. The background is a solid, warm-toned wall.

Real Talk: Agency Superpack

Empower your clients and
help amplify business
results with Reels ads

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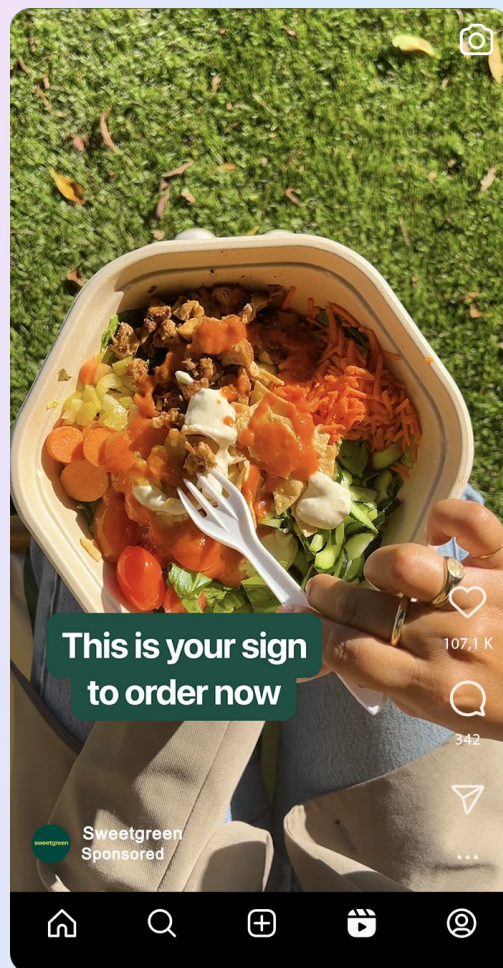
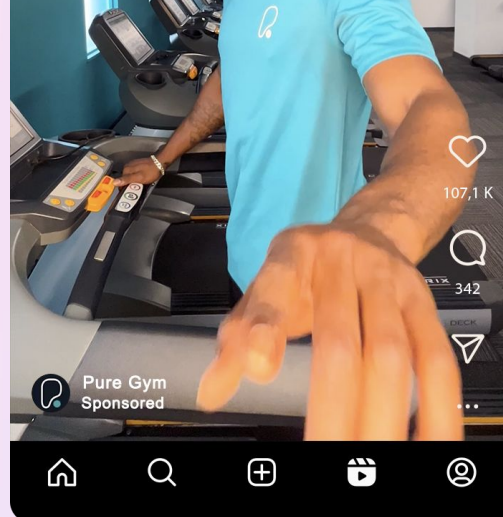
Toolkit overview

Short-form video has transformed how people create, consume and share content.

This new medium has become a language of expression and connection, facilitating meaningful interactions and experiences for audiences around the world. In the realm of social media, Reels has emerged as the fastest-growing content format across Meta technologies, capturing the attention of users and client-advertisers alike.¹

While clients recognize the value of Reels, they may lack the necessary skills to leverage its potential.

This toolkit aims to empower agencies to support their clients. By using the tools and guidelines in this resource, agencies can unlock new capabilities and feel empowered to help clients create impactful Reels content that delivers business outcomes.



¹ Meta Q4 2021 earnings call, February 2022

Client benefits

Agencies can use the resources in this toolkit to help their clients leverage Reels ads to achieve their business objectives.

Businesses can use Reels ads to help:



Increase business performance: Opting into Reels ad placements can drive lower cost per result than campaigns not opted into Reels ad placements.



Build brand awareness: Showcase unique brand identity and establish a strong online presence.



Grow and reach new customers: Tap into a growing global stage where brands and creators can be discovered by anyone.



Increase revenue: Promote products or services to a wider audience to drive sales.



Improve customer experiences: Deepen existing customer relationships with engaging creative that meets audiences where they're already spending time online.



Diversify: Showcase brand in a new, multi-dimensional way that differentiates from competitors.

Agency benefits

This toolkit isn't just designed to help agencies drive client success. It's also intended to help drive the success of the agency itself. As an agency partner, you can leverage this resource to expand your Reels expertise, enhance your offerings to better engage existing clients and attract and activate new ones.



Expand
expertise.



Broaden offering
and engage
existing clients.



Attract and
activate **new**
clients.

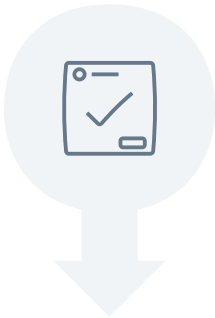
Agency benefits

The resources in this toolkit provide agencies with the fundamental components to assist in creating and launching campaigns that engage both new and existing clients. Agencies who use partners to develop ad creative can use this information to guide performant Reels creation.



Create campaigns

that highlight agency expertise using pre-approved Reels messaging.



Launch campaigns

by using templates and guidance to create engaging company assets.



Build awareness

by sharing company assets and educational materials, including creative guidance and best practices.



Foster consideration

by leading interested clients to Reels guides and success stories that highlight partner success.

Reels overview

Reels is a short-form video format offered on Instagram and Facebook that enables individuals and brands to create engaging content.

For businesses, these videos can be leveraged as ads to help drive growth and reach new audiences. With **over two billion shares per day**, Reels has rapidly become the fastest growing content format across Meta technologies.¹ But what makes this content format stand out in the short-form video ecosystem?

The difference is that Reels turns attention into action. The interactive format ignites connection and sparks a response, empowering client-advertisers to supercharge their results.



Agency tip: Include the figures and messaging from this toolkit in your campaigns to help communicate the Reels opportunity to potential and existing clients.

3.8 billion

people use Meta technologies every month.¹

+50%

of time on Facebook and Instagram is spent watching videos.^{3,2}

24%

increase in the duration of time spent on Instagram has been noted since the launch of Reels.³

¹ Meta Q1 2023 Earnings, April 26th, 2023 ² Meta internal data, February 2022. ³ Meta Q1 2023 earnings call, April 2023.

Reels messaging

Create custom campaign messaging by blending the Reels benefits listed below with your distinctive agency benefits and capabilities.

Benefit	Client messaging Long form	Client messaging Short form	Relevant statistics
Ignite connection.	Meta technologies facilitate connections between billions of people, and Reels is designed to leverage these existing social networks to meet customers where they are. By utilizing Reels, you can foster engagement and ignite connections with customers in a way that invites participation.	People are already connecting on Instagram and Facebook. Reels gives them a way to engage on another level. Use Reels to ignite connection with customers in a way that invites valuable participation.	People reshare Reels more than 2 billion times every day, ⁶ and 88% of people surveyed have shared Reels with friends and family members, outpacing other short-form video formats. ⁷
Spark action.	Reels viewers are actively engaged and open to discovering new content, which makes them more likely to take action. By utilizing Reels ads, you can leverage this engagement to motivate customers to take action, whether that's following your brand, sending a message or making a purchase.	Engaged users are more likely to take action. Use Reels ads to inspire customers to follow, message or make a purchase.	After watching Reels, 3/4 of people surveyed followed a business, nearly half of people messaged a business and nearly 2/3 of people purchased a product or service. ⁸
Supercharges results	Utilize Reels creative in your existing ads to boost your results in Reels placement and beyond. By incorporating Reels ads and opting into Reels placements into your marketing campaign, you can help drive more incremental value.	Reels creative- 9:16 video with audio in the safe zones and entertaining, digestible, relatable concepts- plug into the Meta performance marketing ecosystem to help amplify outcomes for businesses.	Adding Reels creative- 9:16 video in the safe zones with audio and a relatable, digestible, entertaining concept- to the existing business-as-usual creatives in direct response campaigns led to 16% improvement in cost-per-action, 13% higher return on ad spend, 29% higher conversion rate and 11% higher reach across all placements in comparison to campaigns with only business-as-usual creatives.

Agency speciality messaging

Communicate the benefits of Reels for the services you offer .

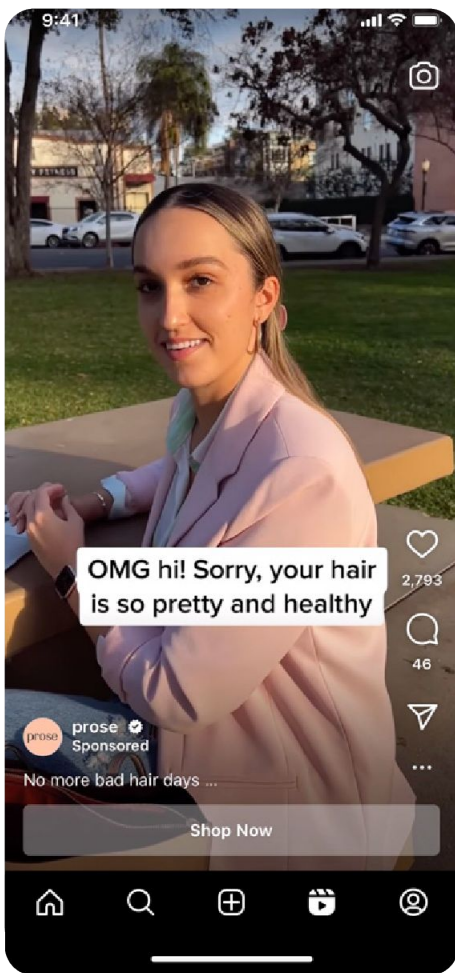
Agency service offering	Benefits	Client messaging
Creative Development	Enhance Reels creative with professional support.	Enhance the caliber of your Reels content with professional support from [agency name], covering everything from DIY templates and video optimization to full-on Reels production.
Creator Partnerships	Connect with creators best suited for your brand and enhance your creator-based marketing with comprehensive campaign management.	Utilize [agency name's] creator network to gain access to a diverse pool of content creators to promote your products or services, and take your creator-based marketing to the next level with expert campaign management assistance.
Advertising Technology or Digital Marketing	Optimize campaigns in a scalable way.	Leverage advanced technology and data-driven strategies from [partner name] to scale and optimize your Reels advertising efforts.

⁶ Meta Q1 2023 earnings call ⁷ Global Consumer Short-Form Video Survey by Factworks. (Meta-commissioned online survey of over 12,600 consumers ages 13-64; Users of SFV content in AU, US, BR, DE, UK, KR, JP, IN and FR), Oct. - Nov. 2022 ⁸ Global Consumer Short-Form Video Survey by Factworks. (Meta-commissioned online survey of over 12,600 consumers ages 13-64; Users of SFV content in AU, US, BR, DE, UK, KR, JP, IN and FR), Oct. - Nov. 2022 ⁹ 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 June 2022 to December 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. ¹⁰ 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 FB Reels placement delivered 3% more incremental purchases per dollar spent compared to not opt-in to FB 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%

Agency specialty messaging



Agency tip: Use the following statistics in addition to specific messaging for your area of expertise to demonstrate the benefits of working with an agency.



A recent study of global advertisers with an average ad spend of approximately \$50K found that adding partner-enabled native Reels content to a business-as-usual setup resulted in, on average¹¹:

- Outperformance in cost per result for optimized conversions with **91%** confidence

5%

lower cost per acquisition

11%

higher conversion rate

7%

higher reach

5%

higher video views

17%

longer average video play time

52%

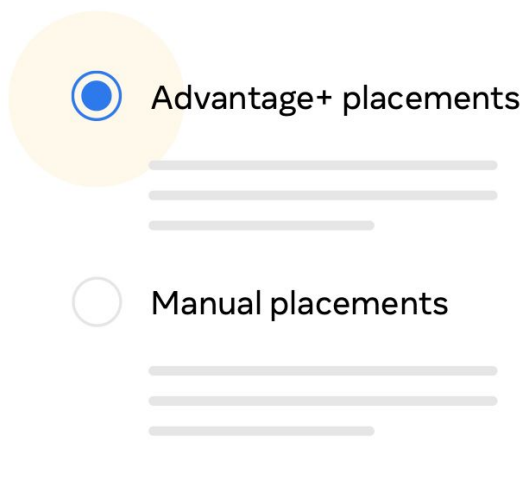
higher 3-second video play rate

¹¹ Meta analysis of 15 advertiser tests to quantify the value of using native Reels creative created by Meta Business Partners. 2023.

How to use Reels ads

Reels ads are not a replacement for your clients' existing campaigns. They plug directly into these campaigns without any new platforms or budgets to manage, allowing for seamless optimization across Meta ad placements.

Check the box in Ads Manager.
That's all there is to it.



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

All your clients have to do is check the box in Ads Manager to opt in to Reels ads across both Facebook and Instagram. We recommend using Advantage+ Placements to maximize performance. Then, help them add Reels to their business-as-usual campaigns by building or adapting existing creative. Optimize for 9:16 video to make content immersive, build for sound-on and adhere to safe zones to ensure messages aren't obscured by the Reels user interface.

Creative guidance

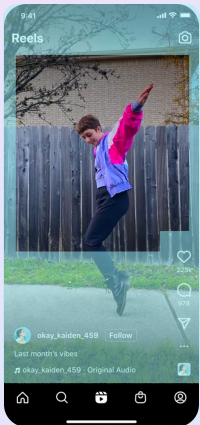
Ensure your clients' Reels ads leverage the creative essentials to help drive results. Once your clients have adopted creative essentials, consider leveling up the creative by building in the language of Reels.

Adopt the creative essentials to help drive performance



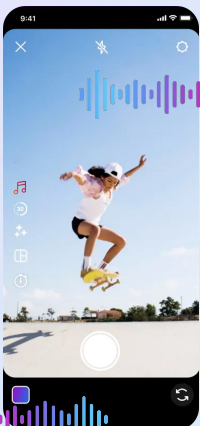
Build in 9:16 video to make video captivating

- Reels is a full-screen, immersive video format. To help creative feel at home here, consider leading with video and resizing it to a 9:16 ratio.
- Compared to non-9:16 ads, Reels ads that showcased 9:16 videos have a statistically significant 7-point higher average positive response score.¹²



Build in safe zones so messages are clear

- Exercise caution with the blocked areas of Reels ads, which are at the top and bottom of the screen, as they may block crucial creative elements. For optimal visibility and effectiveness, keep the bottom 35% of 9:16 creative clear of essential features such as advertiser handles, calls to action, text and logos. (This represents an increase from the previous recommendation of 20%.)
- An analysis conducted by Meta showed that Reels ads violating the safe zone guardrails experienced a 28% lower click through rate compared to those that complied with the guidelines.¹³



Build for sound on to make it entertaining

- Whether music, voiceover or sound effects, audio is a key driver of engagement and entertainment on Reels.
- Over 80% of reels are viewed with sound on.¹⁴

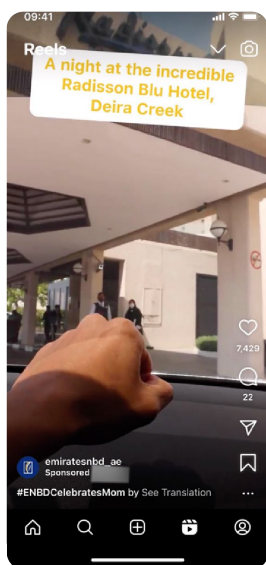
¹² Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). ¹³ Safety zone violations: analysis of placement-level results for ads associated with 58 global Brand Lift studies for brands that, at the time of study creation, self-identified as testing the addition of Reels as a placement to a current campaign strategy. June 2021–March 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label is obscured by any portion of Reels user interface or persistent camera icon. ¹⁴ Instagram Internal, February 2022.

Creative guidance

Level up your creative with the language of Reels

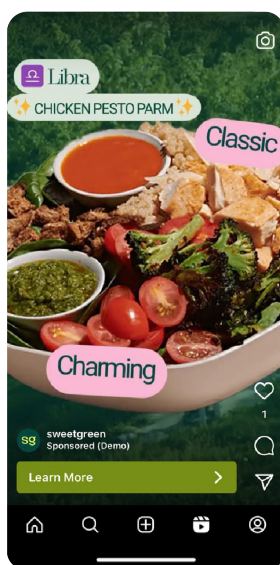
Reels is a medium with limitless storytelling potential, allowing any brand, regardless of product, business size or production budget, to create a great reel. Once your clients have a handle on the creative essentials, consider experimenting with various techniques to help enhance the entertainment value, digestibility, and relatability of their reels.

The language of Reels



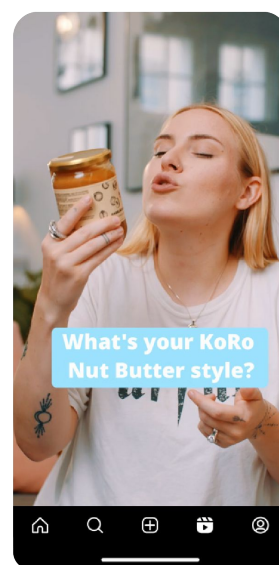
Make it entertaining

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



Make it digestible

Combine pace, value and clear communication to help your clients captivate and communicate with their audience.



Make it relatable

Use recognizable stories, visual codes and shared behaviors to help your clients establish a personal connection with their viewer.

Incorporating the language of Reels creative approach into business-as-usual strategies for lower-funnel conversion events can increase chances of success by 88%. According to Meta tests, using this approach improved cost-per-incremental conversions for lower-funnel events like purchases by an average of 51%.¹⁵

Use the [Real Talk Creative Playbook for Small Businesses](#) to provide your clients with in-depth Reels inspiration, creation and ad set-up consults to help them develop and activate performant Reels ad creative.

¹⁵ Meta-analysis of conversion lift tests with 11 global advertisers across 9 verticals, conducted in November 2022. These results are inclusive of both Instagram and Facebook Reels. We define lower funnel conversion events as those that happen at the end of the marketing funnel, such as purchasing an item or signing up for a service.

Reels ads specifications

Interstitial ad

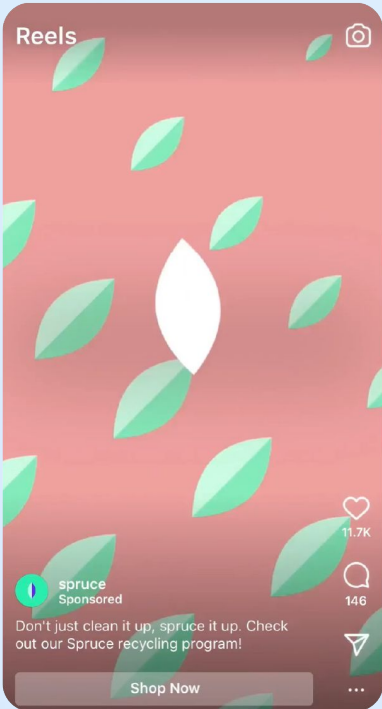
Ad unit

Full-screen, looping and skippable video and image ads
Sound on is encouraged, but not required.
Available engagement actions include likes, comments and shares.

Placement

Ads will be served within the Reels immersive viewer as interstitial video ads. In order to be served a reels ad, the user needs to click into the experience from

- Dedicated Reels tab
- Reels in Feed
- Reels in Explore
- Suggested Reels in Feed



Length

- Maximum 15 minutes in length on Instagram
- No video length limit on Facebook

Buying type

- Auction, reach and frequency on Instagram
- Auction on Facebook.

Buying

Manual placements

Targeting

Standard Meta targeting

Design and technical specifications

- 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

Partnership ads

In addition to driving engagement with Reels, both organic and ads, your clients can take it a step further with partnership ads. Partnership ads involve collaborating with creators, a vital part of the Reels ecosystem, to maximize success.



Creators bring a unique set of skills to the table, such as mastery of the medium, creative experimentation, meaningful audience relationships, authenticity, relatability and connection to culture. By working with creators, you and your clients can leverage these skills to create more engaging and effective Reels content that resonates with your target audience. Partnership ads also allow businesses to push their brand guidelines to fit the cultural codes of the format, creating a more authentic and engaging experience for the audience.

In addition, a recent study found that adding partnership ads to business-as-usual Reels ads resulted in¹⁶:

- Outperformance with **82%** confidence

9%

lower cost per acquisition

16%

lower cost per click

47%

higher click through rate

56%

longer average video play time

24%

higher 3-second video play rate

165%

higher ThruPlay rate

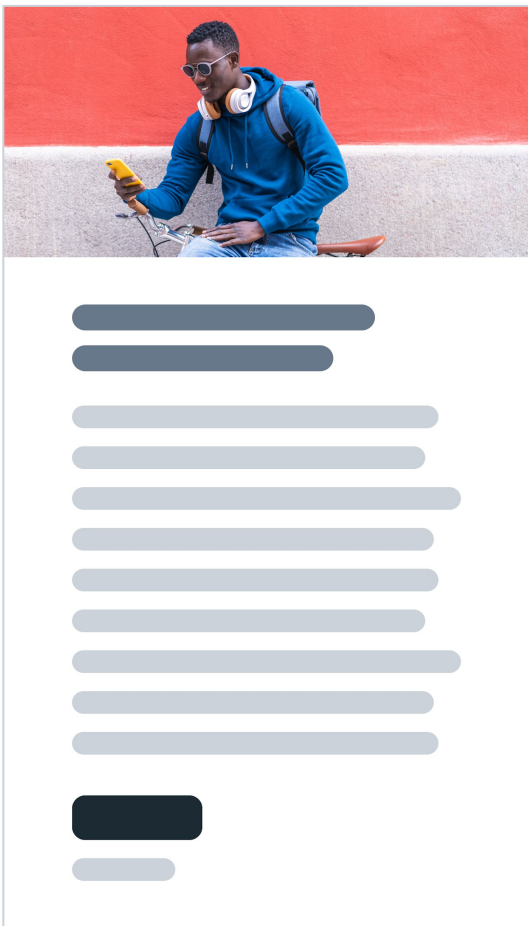
¹⁶ Meta analysis of 12 A/B tests across global regions (DE, ES, ID, UK and US); n = 12 studies conducted August 2022–March 2023.

Landing pages, emails, in-product notifications and paid ads

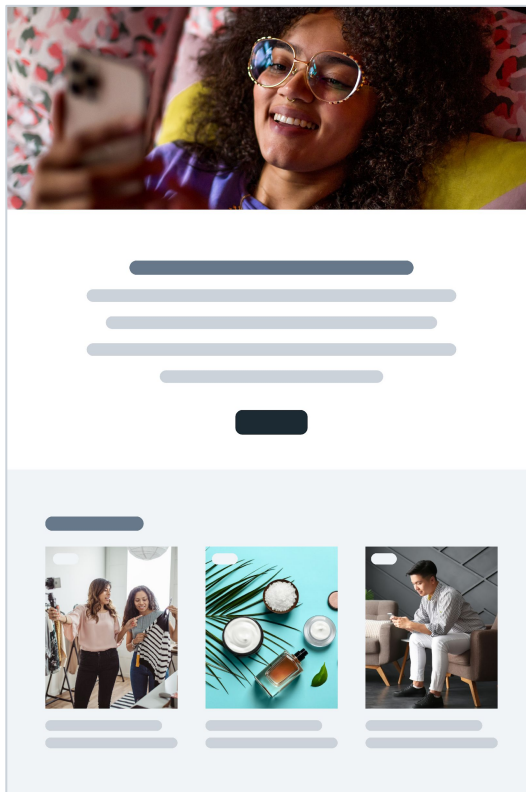
			
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Use the Reels and agency specialty messaging maps to help craft copy for landing pages, emails and paid ads. The examples below are tailored to creator agencies, but can be modified to fit other specializations.

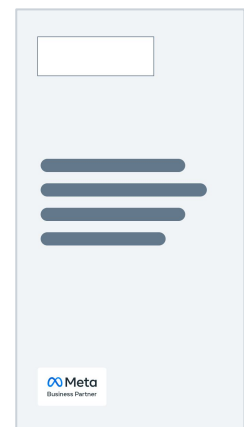
EMAILS



LANDING PAGES



PAID ADS



Landing page



Collaborate with creators to ignite customer action on Reels

At [partner Name], we recognize the potential of Reels advertising and the critical role that selecting the right content creators plays in promoting your brand. By collaborating with the right creator, you can harness the engagement of Reels viewers who are actively searching for new content to help drive customer action and accomplish your business objectives, whether that's increasing brand awareness, generating leads or boosting sales.

Our team can help you tap into this potential by connecting you with our network of skilled creators who are best equipped to showcase your products or services on Reels. We'll provide expert guidance to help you identify and select the most suitable creators based on factors such as audience demographics, engagement rates and content quality.

Get started

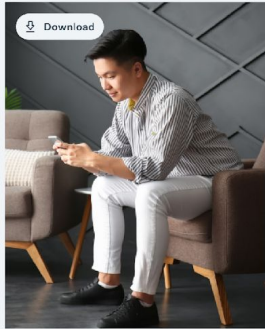
Success Stories



Retail
Trendy fashion outlet Chic Soul used Messenger to boost performance and brand metrics



Health & Beauty
Cosmetic supplier Coconut Flower boosted ROAs and ROIs



Finance
Payment processor Headroom lifted brand awareness and ad recall



Help boost customer engagement on Reels

Collaborate with expert creators from [partner name]

Dear [first name],

With the rise of short-form video content, Reels has become a powerful content format to increase brand awareness, generate leads and help boost sales.

At [partner Name], we understand the critical role that selecting the right content creators plays in promoting your brand on Reels. That's why we offer a unique service to collaborate with expert creators to help ignite customer action and accomplish your business objectives.

By collaborating with the right creator, you can tap into the engagement of Reels viewers who are actively searching for new content. We'll provide expert guidance to help you identify and select the most suitable creators from our network based on factors such as audience demographics, engagement rates and content quality.

We believe that partnering with expert creators can be a game-changer for your business. If you're interested in learning more about our service or have any questions, please don't hesitate to contact us. We're here to help you achieve your business goals.

CTA button

[Signature]

Webinars

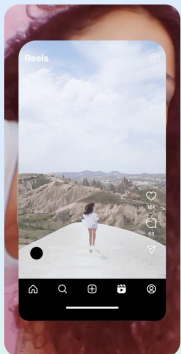
Webinars can be a powerful tool to educate potential clients and encourage them to partner with your business. Leverage the Reels and agency speciality messaging maps, approved statistics and other content included in this toolkit to craft a compelling webinar deck. Here are some best practices to consider.

- Promote ahead of time to increase attendance
- Use a clear and attention-grabbing title
- Use engaging visuals to enhance your presentation
- Encourage audience participation with Q&A sessions or chats
- Keep the presentation focused and concise
- Include a clear call to action
- Follow up with attendees after with additional resources

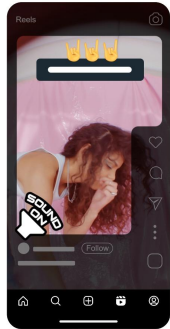
Supercharge your results with Reels ads.

Amplify business results from connection to action.

Meta



Optimize your creative.



- 1 Build or adapt existing creative for 9:16 video to make your video immersive.
- 2 Build for sound-on to make your video captivating.
- 3 Adhere to safe zones to ensure your messages aren't obscured by the Reels UI.

Success story guidance

Think of a catchy headline

Write a brief synopsis

Describe the challenge

Use an enlightening image

Talk about the solution

Share the results

Get a testimonial

The screenshot shows a success story page for a partnership between Flare Audio and Foap. The page is titled "Partner Foap + Advertiser Flare Audio" with the subtitle "Performative Reels ads with some flare". It features a navigation bar at the top with links like "Meta", "Get started", "Advertise", "Learn", and "Support". The main content is divided into several sections: "SUCCESS STORY" with a brief synopsis, "THEIR STORY" describing the challenge of authentic visual content, "THEIR GOAL" of showcasing Calmer's benefits, "THEIR SOLUTION" of using Reels for storytelling, "THEIR SUCCESS" with specific results, and "Product Used" listing video ads and measurement tools. A testimonial from Naomi Roberts is at the bottom.

Partner Foap + Advertiser Flare Audio
Performative Reels ads with some flare

SUCCESS STORY
By collaborating with a British high-end audio company, a Meta Business Partner was able to showcase the Calmer earplugs in a visually attractive way, leading to an 8% increase in video views.

5%
lower cost per result

6%
higher reach

8%
boost in video views

THEIR STORY
Authentic visual content
Foap is a creative platform that connects brands with a community of 4.5 million global creators capable of producing custom video and imagery content at scale. The company is driven by its mission to provide brands with authentic, diverse and platform-native visual content that captures their unique story, thus driving engagement and performance results.

THEIR GOAL
Dialing up the benefits
Flare Audio aimed to showcase the benefits of Calmer, their alternative to traditional earplugs, through engaging short-form content.

THEIR SOLUTION
Storytelling through Reels
Flare Audio partnered with Meta Business Partner Foap to create engaging short-form content that showcases the benefits of their alternative to traditional earplugs, Calmer. The goal was to create an accessible, easy-to-watch visual description of the product and its usage by crowd-sourcing creative talent for Reels.
Working together, Flare Audio and Foap utilized user-generated content to tell the story of Calmer in a friendly and informal way. The Reels ads provided a "day in the life" view of the product, showcasing what it does and how it can be used. By showing rather than telling, Flare Audio was able to effectively communicate the benefits of Calmer to potential customers.
Foap's expertise in content creation also helped Flare Audio showcase their product in a short amount of time, in a portable and meaningful way. As a result of this collaboration, Flare Audio successfully created awareness about Calmer among a previously untapped younger demographic. The campaign resulted in an 8% increase in video views and successfully highlighted the unique benefits of Calmer to a wider audience.

THEIR SUCCESS
More views, more awareness
During the conversion lift study conducted from September 14, 2021 to September 28, 2022, the teams saw an increase of over 8% in video views, particularly among a younger audience, indicating a boost in awareness. Additionally, the campaign surpassed its key performance indicators, including:
• 5% reduction in cost per result
• 6% increase in reach
*Source: Nov. 2022
Disclaimer: Client-supplied ad campaign metrics are not individualized.

Product Used

Video ads
Capture attention with engaging video ads.
LEARN MORE

Measurement
Make better marketing decisions based on insights.
LEARN MORE

“
Working with FOAP was great. They really took the time to understand our product Calmer and what we wanted to achieve with the Reels project. We were really pleased and impressed with the results. Not only did we see an increase in reach and views but we also saw an increase in positive sentiment from audience feedback. We felt in very safe hands from the beginning to completion and wouldn't hesitate in recommending them to anyone else.
Naomi Roberts
Co-founder and CEO, Flare Audio

Success story guidance



Think of a catchy headline

Catch people's eye with a headline that summarizes the success as concisely as possible. You can be serious and descriptive or light and witty. Choose whichever tone best matches your situation.



Write a brief synopsis

Summarize the story in a succinct paragraph of up to 35 words. Use a descriptor in place of the company name, state the solution you used and include a compelling statistic.



Describe the challenge

In this section, focus on outlining the business goal(s). Create a list of challenges they had to overcome. Highlight any specific pain points that you could help address.



Talk about the solution

Explain how you helped the business achieve results in detail. State the goal again, but avoid sounding repetitive. Include information on ad format, targeting, strategy, optimization and measurement.

Success story guidance



Share the results

Tell the audience about the solutions you offered your client. How did you develop them? What was the process like? Give info on how you tracked and calculated all the stats and numbers. Be specific about your achievements while staying humble. Emphasize collaboration.



Get a testimonial

Bring in a human element with an in-depth quote on how the partnership and solution enabled the campaign success.



Use an enlightening image

Show how ads that click to message helped your client achieve results. Illustrate the overall highlights with a graphic image that looks great and shines a spotlight on the main takeaways.

Success story guidance

If you don't have any success stories yet but want to showcase the potential of Reels, you can use these anonymized statistics below.¹⁷



Story overview

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 9:16 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.

Results

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

¹⁷ All statistical data points referenced herein are derived from anonymized Meta case studies.

Success story guidance

If you don't have any success stories yet but want to showcase the potential of Reels, you can use these anonymized statistics below.¹⁷



Story overview

An Indonesian incubator supporting aspiring entrepreneurs collaborated with a grocery chain to explore the effectiveness of utilizing online personalities and Reels ads in recruiting resellers. Teaming up with a Meta Business Partner, they enlisted content creators known for promoting a healthy lifestyle to develop partnership ads on Instagram and Facebook. These ads showcased the creators engaging with the grocery store's products. A multi-cell conversion lift test was conducted to test the impact of this approach, revealing notable improvements.

Results

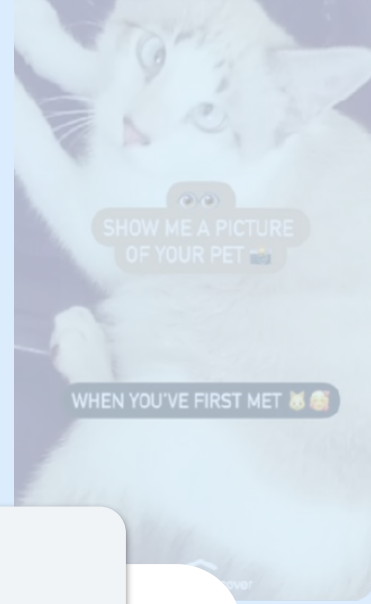
99% lower cost per incremental lead with partnership ads, compared to usual Reels ads

31% lower cost per 1,000 impressions with partnership ads, compared to usual Reels ads

58% lower cost per click with partnership ads, compared to usual Reels ads

¹⁷ All statistical data points referenced herein are derived from anonymized Meta case studies.

Meta Reels Resources for Small Business



Reels 101

- 📖 [Meta's Creative Center](#)
- 📖 [Real Talk Creative Playbook for Small Businesses](#)
- 📖 [Real Talk Mini Manual for Small Businesses](#)
- 📖 [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](#)

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](#)



