

Paid Social
Ads recipe book

Oh So Social®

Introduction

You want to start using Paid Social, but you don’t know what you need or what to share?

This is our one-stop guide to understanding advert types, creatives and what you need to know or share with your agency to make a start.



Partners

Meta Business Partner

TikTok Marketing Partner

agorapulse

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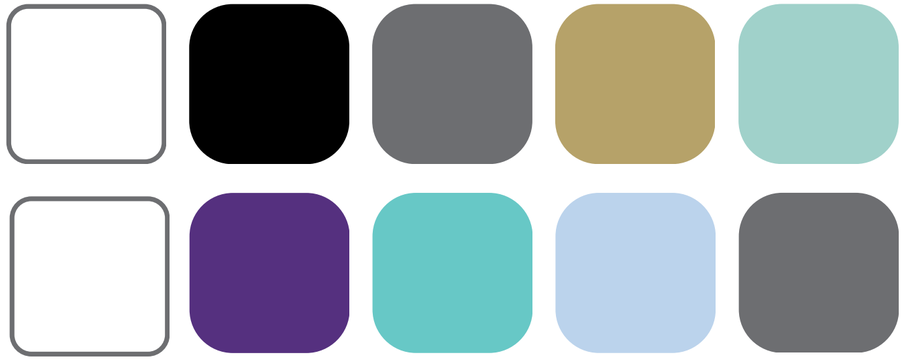
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Brand assets

For your owned and branded adverts you need to share your fonts, sizes, brand colours and logos.

This allows for brand consistency and brand recognition across all advertising; this is vital for building and maintaining trust.

Colour Palette



Logos to include in adverts

Fonts & sizing

Heading	Domaine Display size 40
Alt heading	**Inter Bold size 25**
Body	Inter size 20

Language

Language and grammar can be very personal to each brand, each with their own rules and colloquialisms. This needs to match across paid social. If you have a tone of voice document, then share this with your ads manager or agency. If you don’t, answering the below questions is a great starting point.

Capital letters

What do you capitalise across the brand?
This includes within headlines and body text.
Do you capitalise product names? Is it “family ticket” or “Family Ticket”?
BLOCK CAPITALS. Are these ever used and what are the rules?

Grammar

Do you use exclamation marks?
And or &?
Emojis: yes or no and which ones?
One night only or one-night only? 1 night only or 1-night only?

Logo & text positioning

Stickers & banners



Centralised



Negative space



Branding throughout



Full sales funnel targeting

Awareness

Consideration

Conversion



Awareness adverts target people who have never engaged with the brand. It brings new audiences into the funnel and is the first interaction sparking interest.

Traffic adverts optimised for website intent, focusing on interests and those who are already in the sales funnel. They are thinking about buying, but not ready yet.

Retargeting web visitors, social engagement and mailing list, excluding audiences who have purchased within a key time frame.

Awareness adverts

Awareness adverts are top of the funnel. They introduce new audiences to the brand sparking interest and desire. They are vital to ensure strong audiences and a full funnel.

What you need to do this:

Image in square and portrait - think aspirational
Video in square and portrait up to 15 seconds
Guidance on “the problem”, “need” or “desire” the brand/product solves.

Adverts include:

Copy
Image or video
Learn more or similar CTA focusing on an invitation to learn more
Link to web URL

First touch.
Making the audience aware of the messsage



First touch.
Legitimising a reason to visit.



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Consideration traffic adverts

Consideration adverts are the middle of the funnel. They nurture relationships and move audiences down the funnel. They drive website traffic and can support other areas of marketing like email.

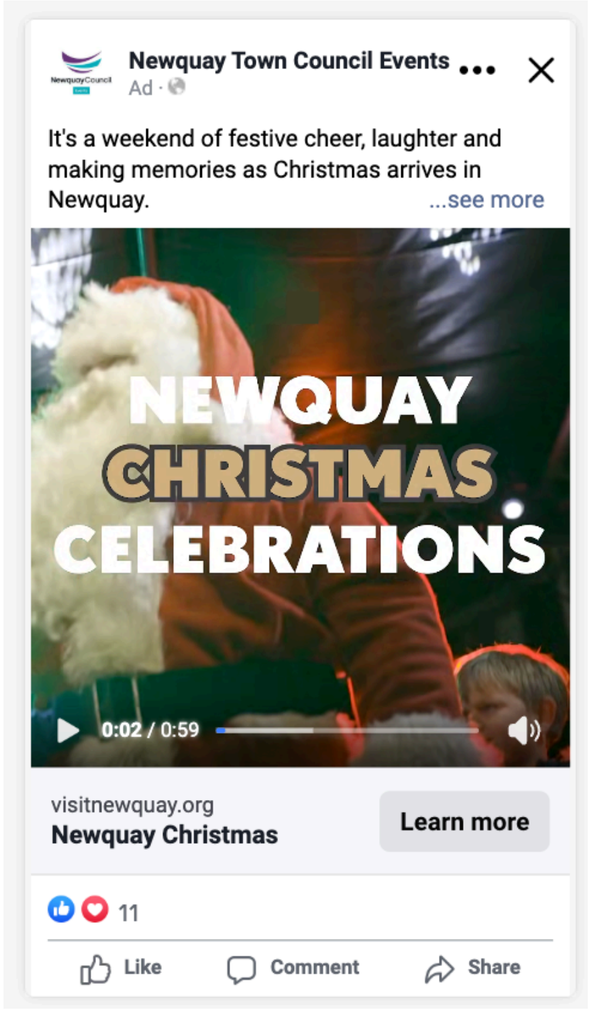
What you need to do this:

Image in square and portrait
Video in square and portrait up to 15 seconds
An understanding of the customer journey

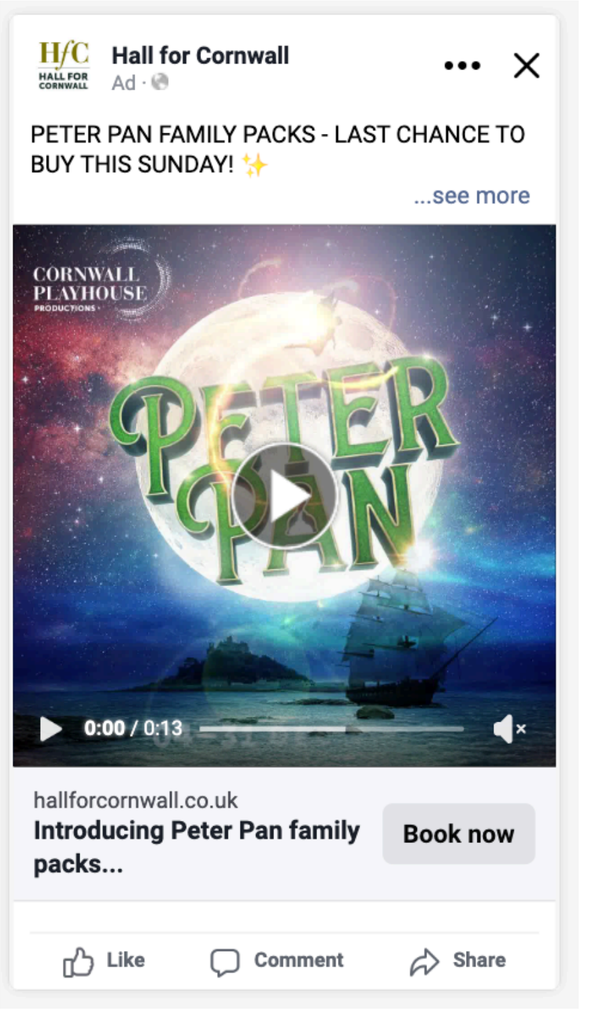
Adverts include:

Copy
Image or video
CTA to trigger action such as “Sign up” or “Book now”
Link to web URL

Thinking about it.
Ensuring a future sale.



Thinking about it.
Removing barriers.



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Conversion adverts

Conversion adverts are the final step in the sales funnel. These adverts inspire final action and need to include the trigger to push your audience over the line. Conversion adverts can be image, video or carousel based, but must send the audience to the place to trigger final action.

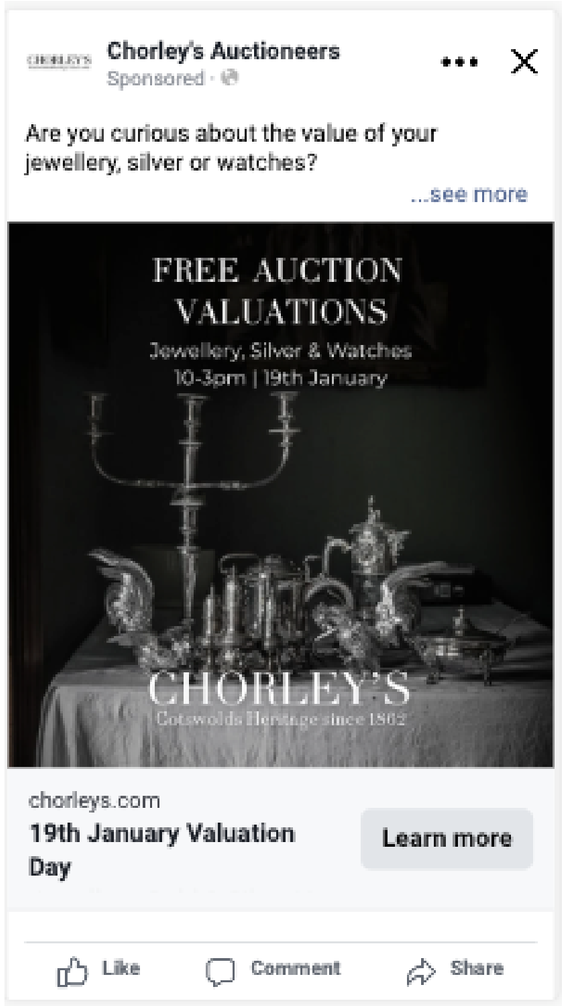
What you need to do this:

A range of images in square and portrait
Video in square and portrait up to 15 seconds
The key selling point such as sale or key USP

Adverts include:

Copy
Images and/or video
CTA to inspire final action such as “Book now” or “Shop now”
Link to web URL

Ready to take action.
Reason to convert.



Ready to purchase.
Reason to convert.



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Carousel traffic adverts

Carousel adverts can be used at any point of the customer journey and are used to tell a story or showcase. Displaying up to 10 images or videos, they help to highlight different features and benefits, dynamically displaying the best carousel card to those most likely to engage.

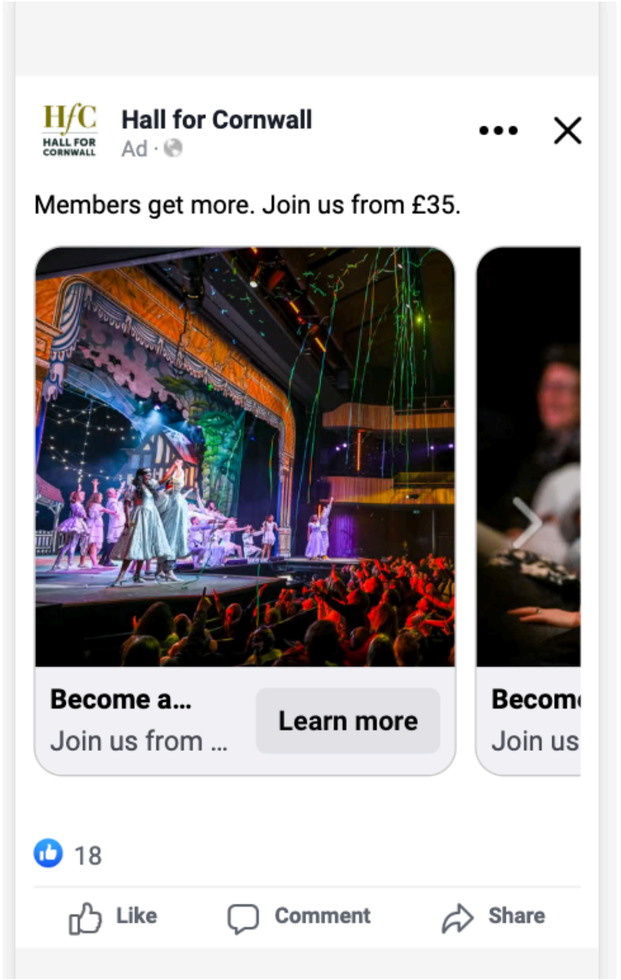
What you need to do this:

Up to 10 images in square and portrait
Video in square and portrait up to 15 seconds
The key features, benefits or elements you want to display

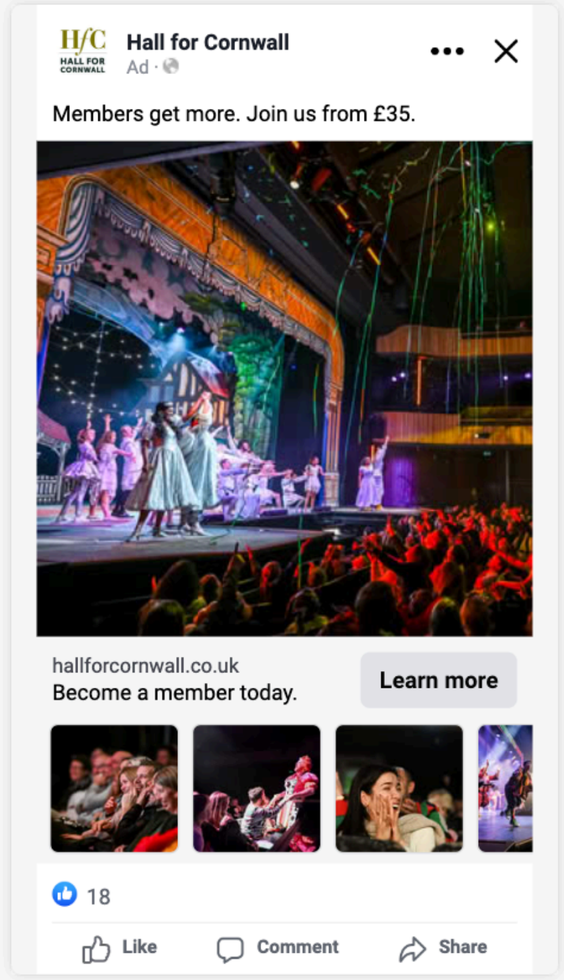
Adverts include:

Copy
Up to 10 images or videos
CTA relating to stage of the customer journey
Link to web URL

Thinking about it.
Selling the value.



Ready to purchase.
Showcasing and inspiring.



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UGC - User Generated Content

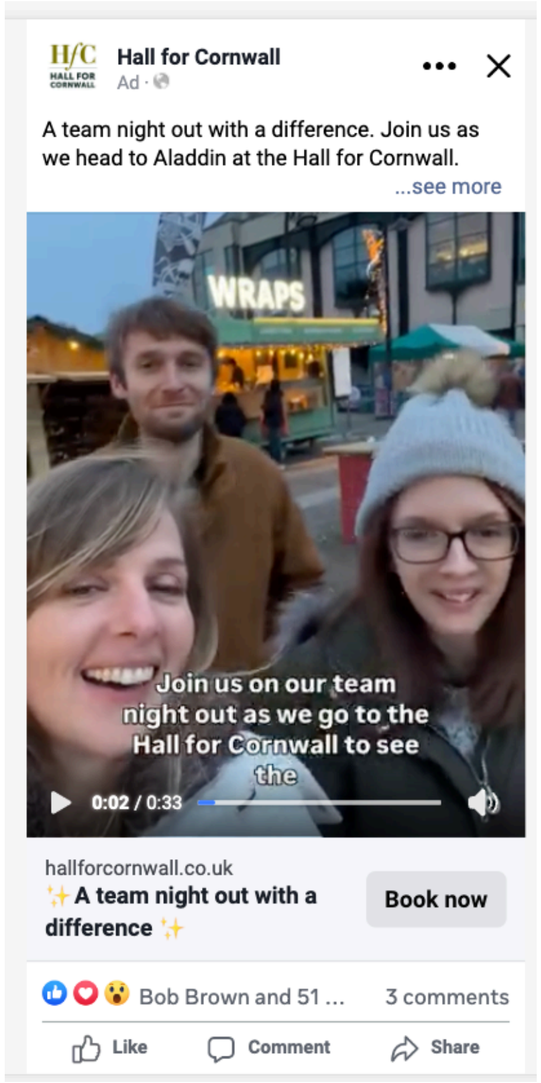
UGC adverts are magic. They can be used anywhere across the ads funnel and improve results in most campaigns. They are different to Influencer Campaigns (see next slide) as these are where the Influencer or Content Creator gives you the content with full permission to promote on your accounts.

What you need to do this:

Up to 10 images in square and portrait
Video in square and portrait up to 15 seconds
A good brief including what you want the creator to include
A contract including terms of your agreement

Adverts include:

Copy
Up to 10 images or videos - face to camera works very well
CTA relating to stage of the customer journey
Link to your web URL





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Influencer adverts

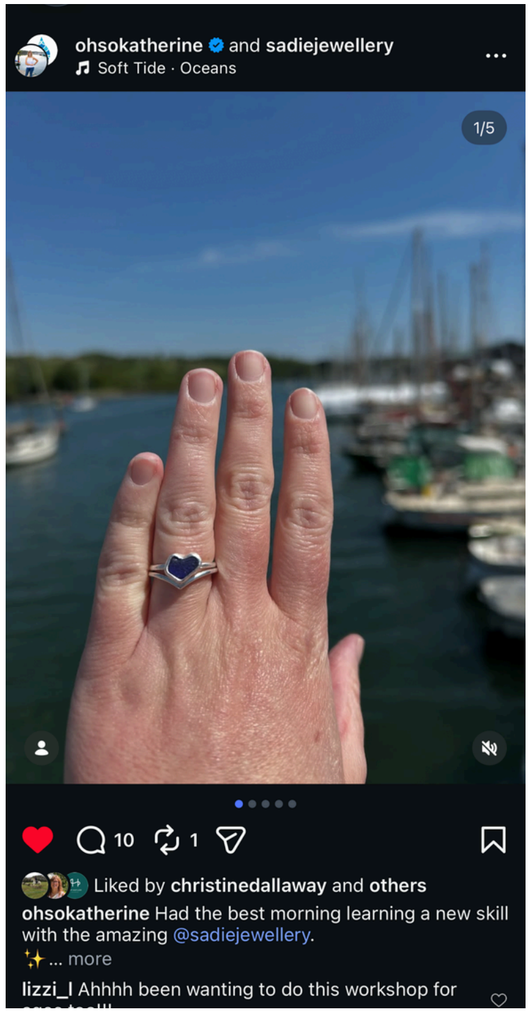
Influencer adverts are where you work in partnership with an Influencer or Content Creator, promoting content from their social accounts. These can work anywhere in the sales funnel and allow you to borrow the Influencer's trust, accelerating the purchase process.

What you need to do this:

A good relationship with the influencer
A clear brief which includes what you need and what they get in return
Shared access via a Business Manager
A contract to confirm the deal

Adverts include;

Copy
Up to 10 images or videos
CTA relating to the stage of the customer journey
Link to web URL or your social media accounts





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Event adverts

Event adverts are a great way to leverage both organic and paid Meta. They allow you to increase reach and engagement of your event, which triggers the organic features including event reminders and notifications. These adverts only work for events or shows and shouldn't be used to replace traffic adverts.

What you need to do this:

A Facebook page

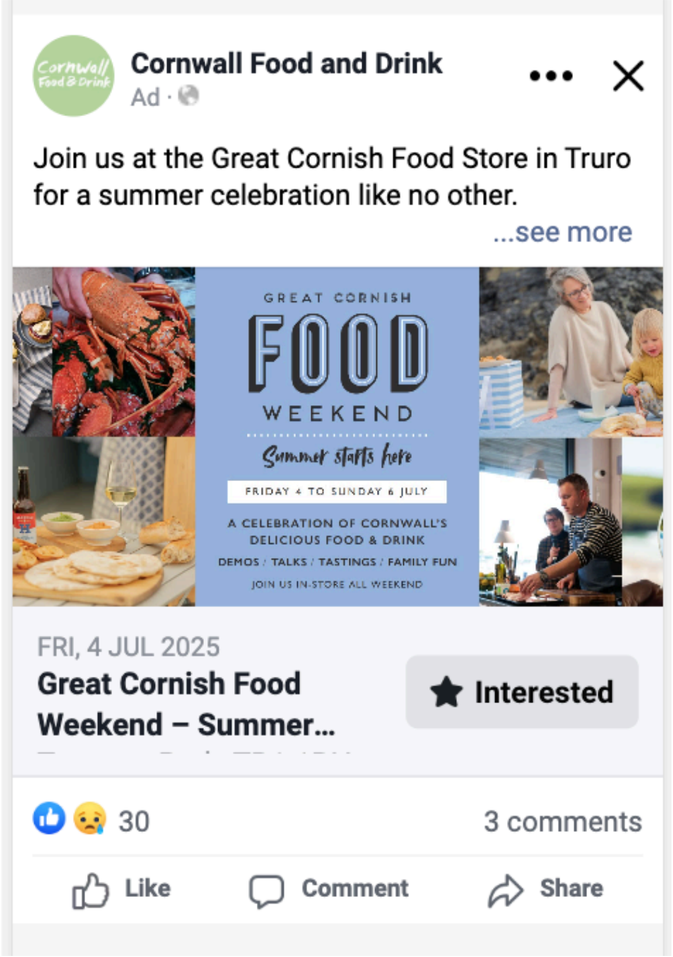
An organic Facebook event created

Adverts include:

Copy

Link to Facebook event





Template designs

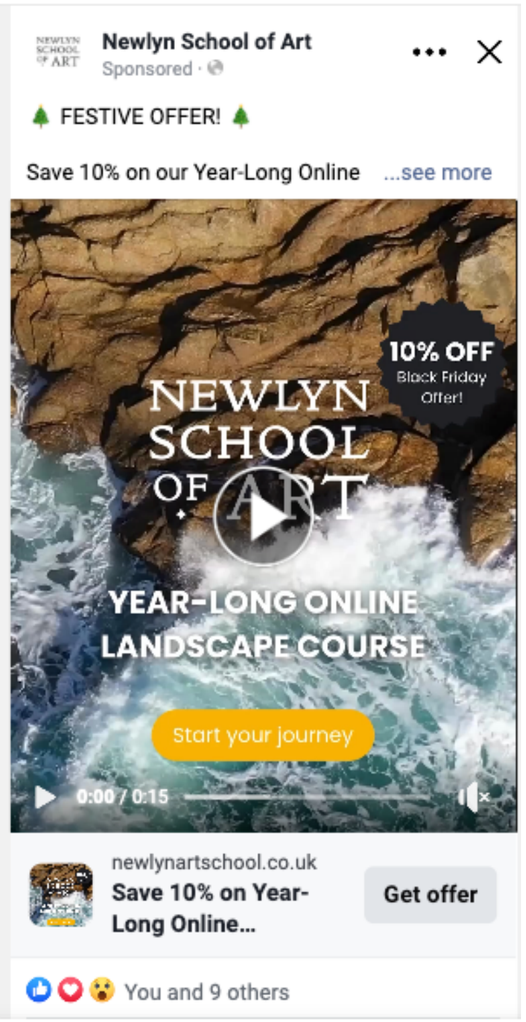
Template designs are a simple way of making sure your adverts always look great and are instantly recognisable.

Following a few simple rules allows for quick, easy and regular content changes and updated adverts.

Elements can include:

Text positioning
Logos
Stickers and roundals
Buttons and extra CTAs





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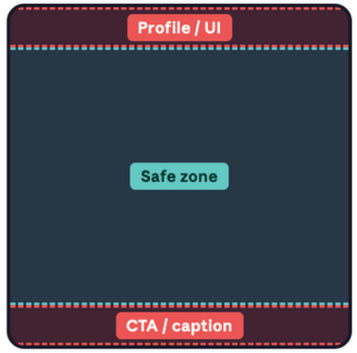
Technical Info

Portrait / Mobile cut-off zones

When designing adverts you need to consider areas that platforms cut off text. Many platforms cut off large areas of ad creatives with platform information; this has led to a rise in centralised text and logos.

Meta (Facebook & Instagram) placements

FEED — 1:1



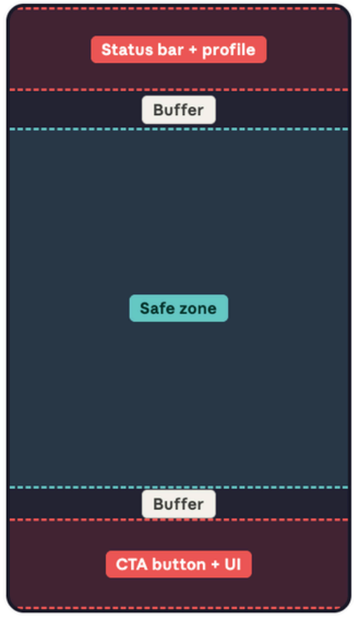
Ratio	1:1
Size	1080 × 1080
Safe zone	Top & bottom 12%

FEED — 4:5 (PORTRAIT)



Ratio	4:5
Size	1080 × 1350
Safe zone	Top & bottom 10%

STORIES & REELS — 9:16

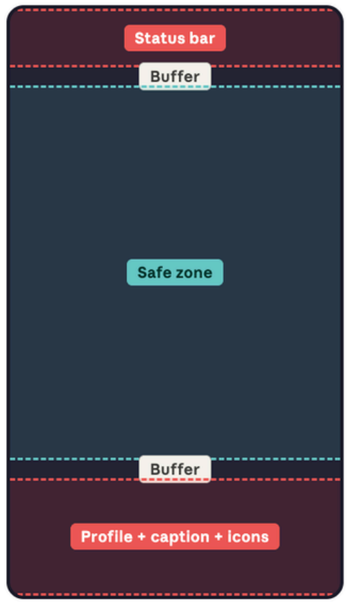


Ratio	9:16
Size	1080 × 1920
Top cut	250px (14%)
Bottom cut	290px (15%)
Safe zone	~20–80% height

Most restrictive

TikTok

IN-FEED AD — 9:16

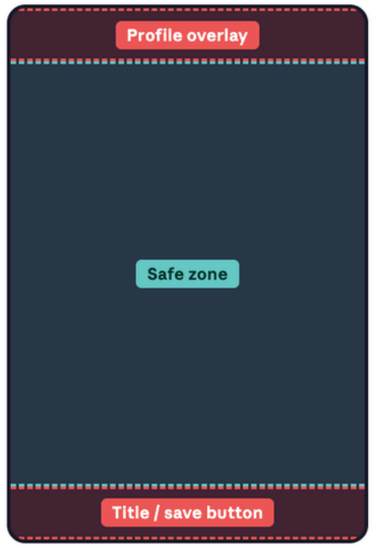


Ratio	9:16
Size	1080 × 1920
Top cut	~10%
Bottom cut	~20%
Right cut	~10% (side icons)
Safe zone	~13–77% height

Primary format

Pinterest

STANDARD PIN — 2:3



Ratio	2:3
Size	1000 × 1500
Safe zone	Top & bottom 10%

Most common

We hope you found this guide useful.

Every organisation and audience is different, so if you would like further support with your paid social strategy, campaigns, or performance, please get in touch.



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