

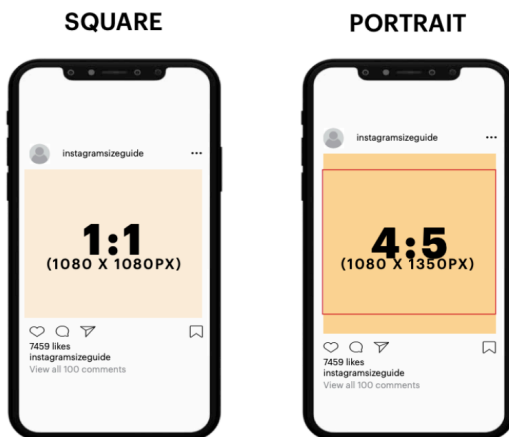
How To Create Winning Video Ad Creatives

A winning ad creative typically includes specific elements to achieve optimal results. Here's how to create a successful video ad:

Length of Video: 10-30 seconds (recommended)

Aspect Ratio (optimise for mobile, 80-90% of sales come from mobile):

- 1:1 - 1080px x 1080px
- 4:5 - 1080px (horizontal) x 1350px (vertical).



The Hook - First 3-5 Seconds (MOST IMPORTANT):

Must be extremely attention-grabbing and stop users from scrolling while demonstrating the product's functionality. It should be something shocking, unexpected, or user-generated content. Examples of previously successful ad creatives that capture attention within the first 3-5 seconds.

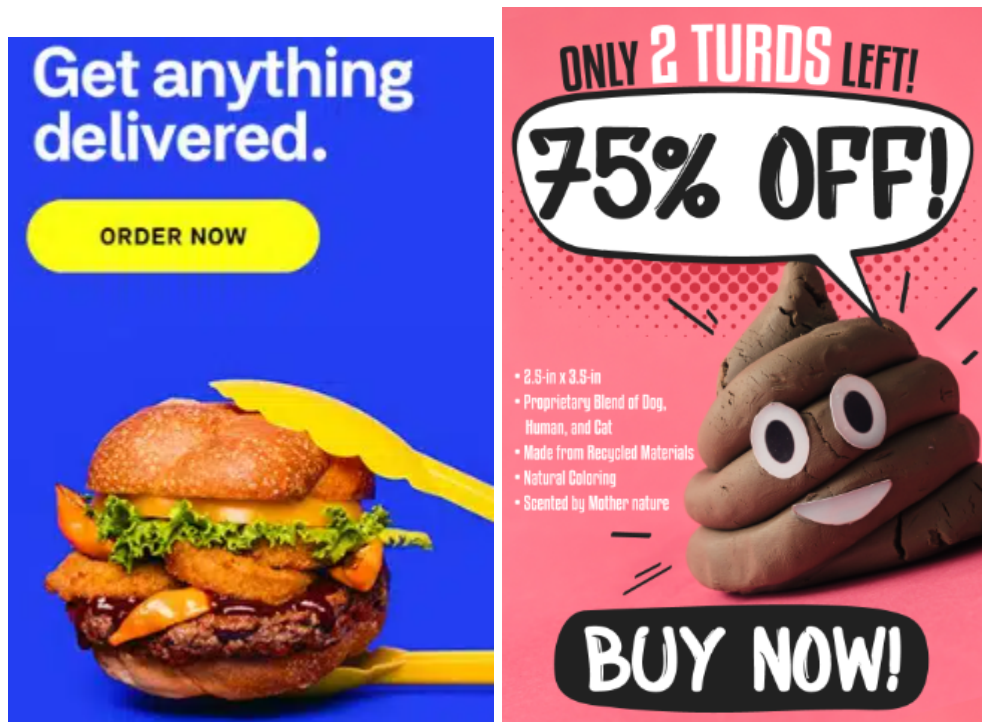
Unexpected/UGC: <https://www.facebook.com/100358274998406/posts/173150584385841>

UGC/: <https://www.facebook.com/613958365368983/posts/3576241305807326>

CTA - Last 3-5 Seconds:

Call To Action (CTA) encouraging prospects to click the Shop Now button.

Examples of CTA:



Between the HOOK & CTA: Educate > Solutions > Benefits

Video creative that shows all of the above:

<https://www.facebook.com/theessentialmassager/videos/1504783873023183>

Educate: Show potential customers about the product and educate them on how it works.

Provide the solution: Explain how the product can help with back pain.

Provides benefits: No need for a therapist, it eliminates lower back pain from home.

<https://www.facebook.com/2236078316634977/posts/2840024726240330>

Educate: Dogs can experience separation anxiety.

Provide the solution: How this bed can fix the issue.

Provide benefits: Reducing symptoms and separation anxiety.

Thumbnail

This should be an attention-grabbing visual that stops users from scrolling and showcases the product being used.



Here are more examples of winning ad creatives:

1. [Cushion Lab](#)

Facebook Ad Library: [Click Here](#)

Facebook Ad Post: [Click Here](#)

Why did it work? Although it was just a simple product demonstration ad, it was effective! It included custom content and offered a clear explanation of the benefits and features of the product. The ad also utilized lots of social proof by incorporating reviews as the text for their video ad copy, which helped build trust. Additionally, it provided a solution to a problem.

2. [Lintrolled](#)

Facebook Ad Library: [Click Here](#)

Facebook Ad Post: [Click Here](#)

Sure, here is the rewritten text:

Why does it work? This demonstrates a problem with using vacuum cleaners to remove lint and offers a solution with our product, illustrating its effectiveness. The product is simple and

self-explanatory, requiring no further explanation in a video ad. It's extremely useful and easy to use.

3. [Hollywood Hair Bar](#)

Facebook Ad Library: [Click Here](#)

Facebook Ad Post: [Click Here](#)

Why does it work?

UGC review uses customers to review their product and provide positive feedback on how it improved hair growth. It's a perfect example of using UGC to gain credibility and trust in your product.

Here are a few more examples that are similar to the ones above!

1. <https://www.facebook.com/geniusvillain/videos/294747975585067>
2. <https://www.facebook.com/thesensoryjoy/videos/702598547076533>
3. <https://www.facebook.com/halipax.global/videos/300511074647074>
4. <https://www.facebook.com/theessentialmassager/videos/1504783873023183>
5. <https://www.facebook.com/111594017229244/videos/667519353807234>

The conclusion of winning ad creatives is that a great ad creative combines a clear and easy-to-understand view of what the product does and how it can benefit or add value to your customer. It always provides a solution to a problem through the product. Great ads will always demonstrate how the product works, show social proof through user-generated content to build credibility, and have an attention-grabbing first 5 seconds that will set the foundation for the rest of the video.

FAQs

I don't have video editing skills; how can I create video ads? Here are a few freelancers who could help you out!

1. [Upwork](#)
2. [Fiverr](#)

What software can I use to create videos? For beginners, we recommend [Animoto](#). If you are on Mac, you may use iMovie, or Adobe Premiere Pro for both Mac and PC if you would like a more advanced option.

How do I come up with good creatives to test? Emulation is key. Begin by using creatives that are similar to your competitors', and then enhance them once you start seeing some results. It's suggested to mimic the ad copy, thumbnail, and video at first. As you gain traction, you can find your own successful format.

Video Ads - Getting Started

When you are just starting out, you can download your competitor's video and use it. Just ensure that you make some changes and then export it, as Facebook stores metadata in every video file it hosts.

By doing this, you will be generating new metadata for the video. If you don't do this, Facebook will know that you have taken someone else's video and uploaded it on their platform.

Where to Find Videos:

YouTube and TikTok is a good source for videos when you are starting out. Remember, always imitate success, so observe your competition's video style and emulate it!

Once you have a proof of concept (50-100 sales at break-even/profitable cost), you should look for your own content.

Usually, you will only need to spend \$30-\$80 to create original video content. Then, using stock footage, a competitor's video, a YouTube video, or a combination of these, you will be able to create multiple video variations with 100% original content.

So, begin with the easiest content to use (competitor's video or YouTube) and gradually move towards your own content.

DM me if you have any questions! 😊