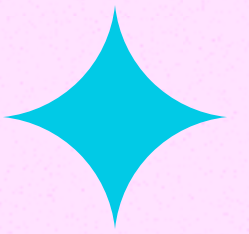
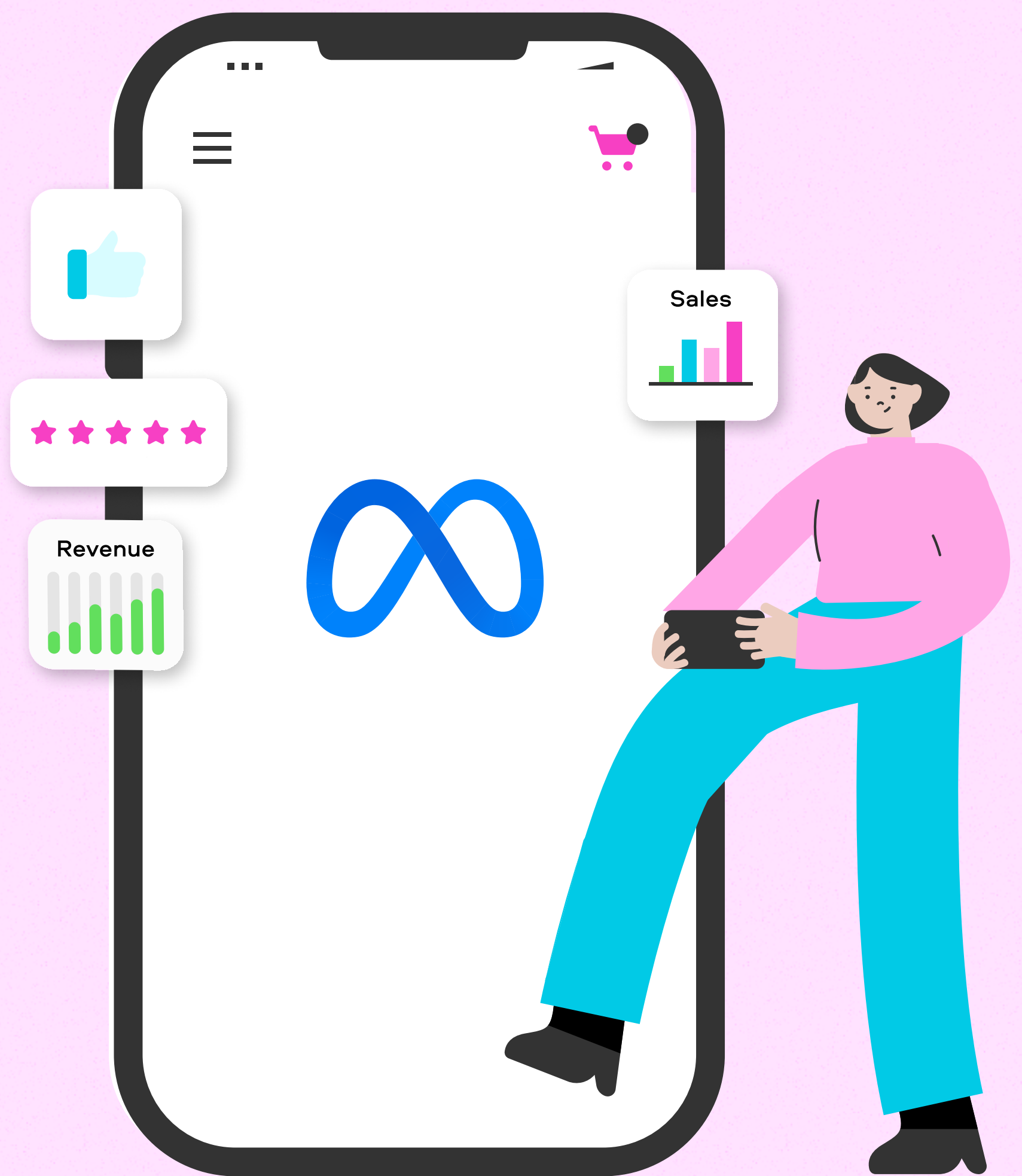


# Cheatsheet



Meta Partnership Ads  
(whitelisting): Best practices for  
maximum performance




From selecting the right influencers to crafting compelling creative briefs, and launching Meta Partnership Ads (whitelisted ads), a well-executed campaign can yield impressive results.

This cheatsheet shares the best practices you need to drive winning campaigns.


Please note that this feature now operates through the Partnership Ads API. For recent updates, refer to [this link](#).

## 1 . Selecting the right influencers


Effectively choosing the right influencers demands a strategic approach. This involves aligning with your target audience, ensuring seamless content integration, and strategically targeting ads for optimal impact.

**Target audience alignment**

Choose influencers whose Instagram presence resonates with your target market and complements your product.

**Content compatibility**

Ensure the influencer’s persona and content style naturally incorporate your product. Select influencers where your product fits seamlessly into their feed

**Audience targeting in ads**

While the influencer’s follower base is less critical due to targeted ad audiences, potential customers often explore the influencer’s profile.





## 2. Crafting your creative brief

When developing your creative brief for Meta Partnership Ads (whitelisting), aim for a balanced mix of organic and advertising content.

The key is maintaining authenticity while ensuring the content is robust enough for an effective ad.

Here's how to approach it:

**Gathering raw footage:** Collaborate closely with the influencer to acquire all essential shots.

**Influencer-driven editing:** Encourage the influencer to produce a final, edited version, adding a personal touch that resonates authentically with their audience.



**A/B testing:** create multiple video variations and conduct A/B testing on the influencer's account. This method helps identify the most effective content that resonates with your target audience.

**Aligning the brief with your campaign goals:** choose informative content for top-of-the-funnel objectives and action-driven content for conversion-focused purposes.

Refer to our [UGC Guideline](#) for detailed guidance at each funnel stage. Read [this article](#) for a practical illustration of an effective creative whitelisting brief.



### 3 . Launching the ad

Now, it's time to kickstart your campaign! Here are our recommended steps for this stage:

#### Dark Posting

Get the raw footage provided by the influencer, refine it with post-production, and then manually upload it to the Facebook Ads Manager. This process is known as dark posting, where the ad appears to be coming from the influencer's account.



**Pro tip:** Embrace ad variety. Launching a minimum of 3-5 ads within your ad set allows you to monitor and evaluate your campaign's performance closely.

### 4 . Reviewing ad copy/captions

When reviewing ad copy and captions, it is crucial to follow these steps:

- 1 . **Captions:** Request that influencers provide captions that reflect their natural writing style on their own feed.
- 2 . **Editing:** Although editing is acceptable, the influencer should approve any changes to the tone or content. Utilize the [Insense chat](#) for seamless communication.
- 3 . **Copy:** Tailor the ad copy to suit each sales funnel stage, ensuring relevance and effectiveness.
- 4 . **CTA:** Experiment with different CTAs, focusing on creating a sense of urgency in content aimed at the bottom of the funnel.

Following these guidelines, you can improve the quality of your ad copy and captions while maintaining the intended meaning.





## Ready to elevate your Meta Partnership Ads?

[Book a personalized demo](#) with our team of experts today and uncover more secrets to boost your ads campaign today!

