How to Build Creative Team Synergy for Better Performing Ads

INSENSE + Motion

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Introduction

When it comes to generating a return on your ad spend, checking all the boxes of paid social tactics doesn't always get you the results you're looking for.

For top eCommerce brands, we know two things to be universally true:

- Everyone is working with creators and user-generated content (UGC)
- Everyone wants a lower CPA

Creative strategists work hard to ensure the quality of all ad creatives are top-notch, while media buyers toil endlessly to ensure they're getting the best performance out of their ads as possible.
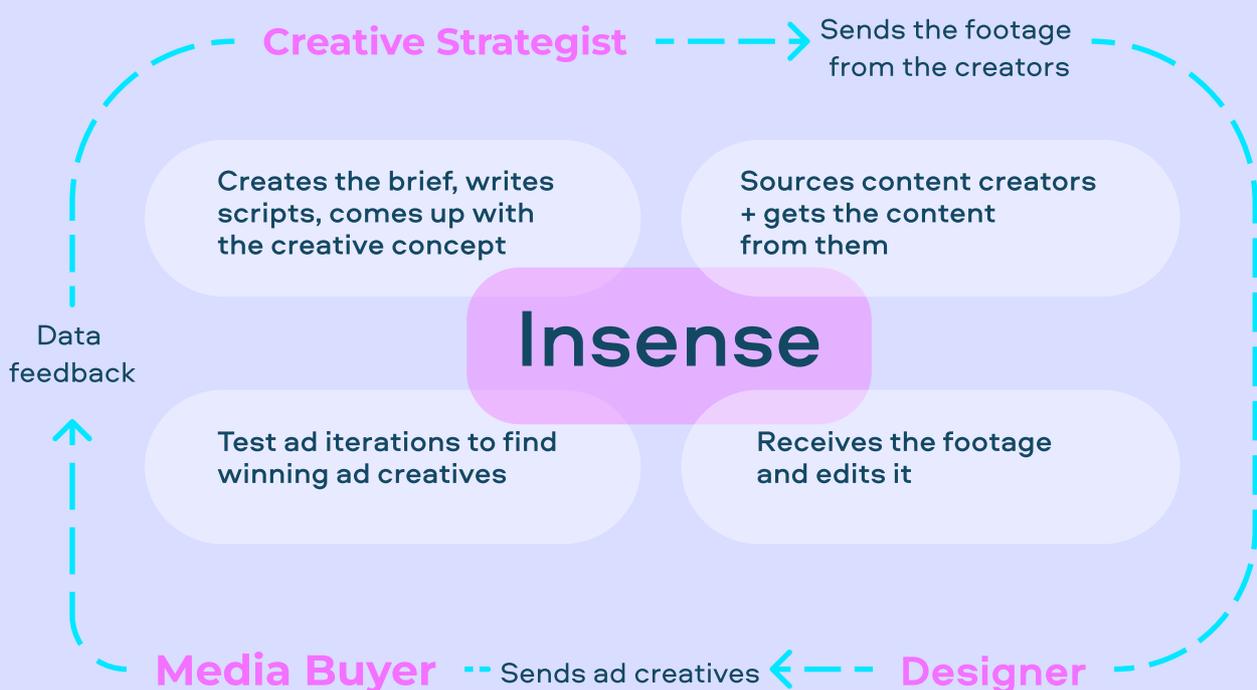
It's a pretty good system, but there is one huge, glaring flaw:
The creative and media teams aren't always working together to create synergy.

And "synergy" isn't just a corporate buzzword.

Synergy between your strategy, reactive production, and media buying teams is the key to continued growth of your ecommerce brand.

It's the difference between hitting a home-run ad campaign once, and consistently hitting home-run campaigns with below-target CPAs.

Creative Strategist → Sends the footage from the creators

Creates the brief, writes scripts, comes up with the creative concept

Sources content creators + gets the content from them

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Data feedback

Test ad iterations to find winning ad creatives

Receives the footage and edits it

Media Buyer → Sends ad creatives ← **Designer**

In other words...

If you don't have a system to ensure you're creating synergy between your strategy, design, and media-buying teams, you're leaving money on the table.

Luckily, this is a problem that is pretty straightforward to solve. With the right structure, processes, and tools, you can create a powerful team of marketers from different disciplines all working in lockstep to deliver the best results possible for your brand.

In this guide, we're going to break down the exact systems top brands are using to get more out of their UGC production, get more out of their paid social campaigns, and get more out of their team members.

Let's get started!
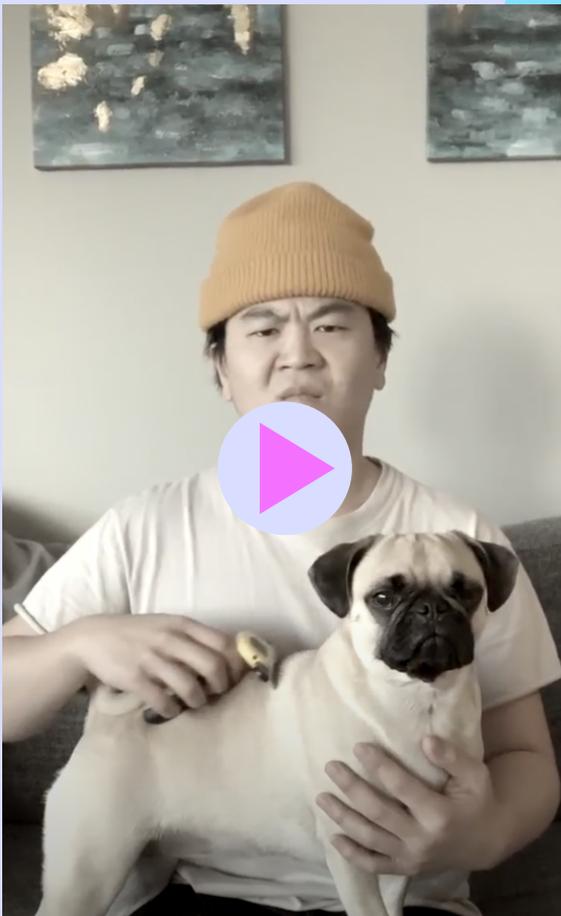
# The Anatomy of a Data-Driven Creative Team

The ideal marketing team contains elements of both art and science.

On one end of the spectrum you need the originality, creativity, and authenticity that you can only get from content creators.
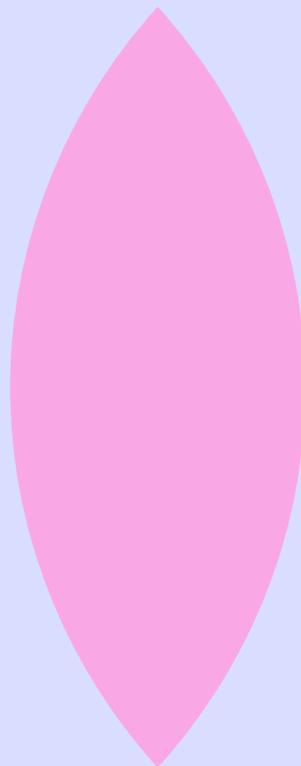
But you also need the analytical mind of a professional media buyer who understands how to set up A/B tests, to analyze data, and to find opportunities for optimization.

And don't forget—you also need a creative strategist to ensure you can bring out the best of both worlds and push the brand forward.
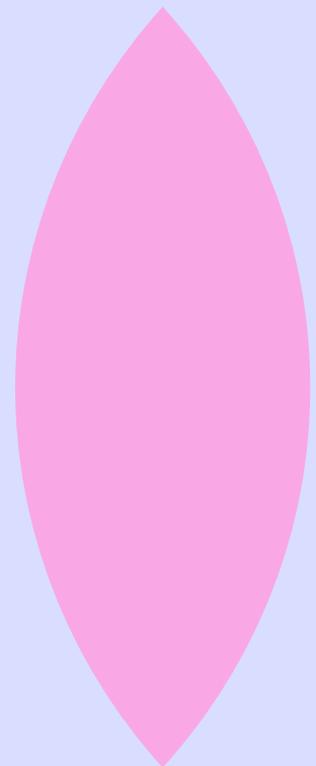
These are the three pillars of a data-driven creative team:
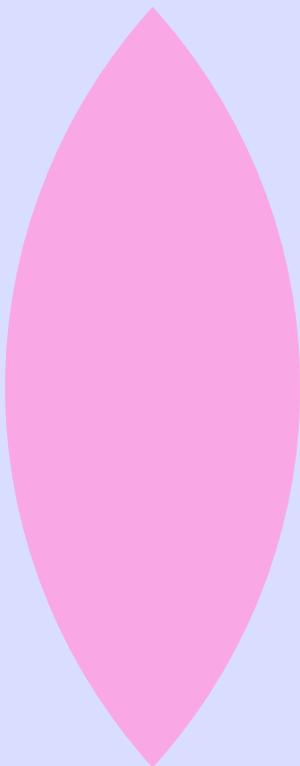
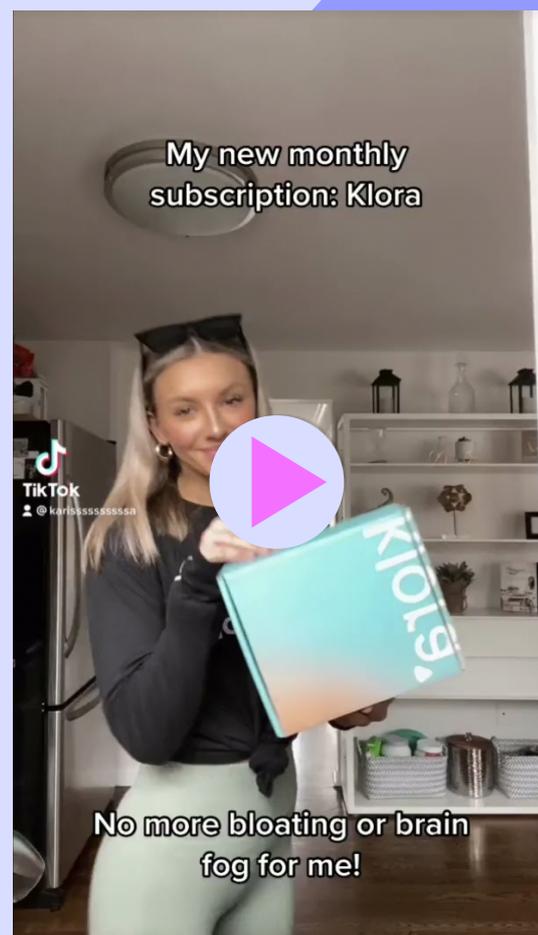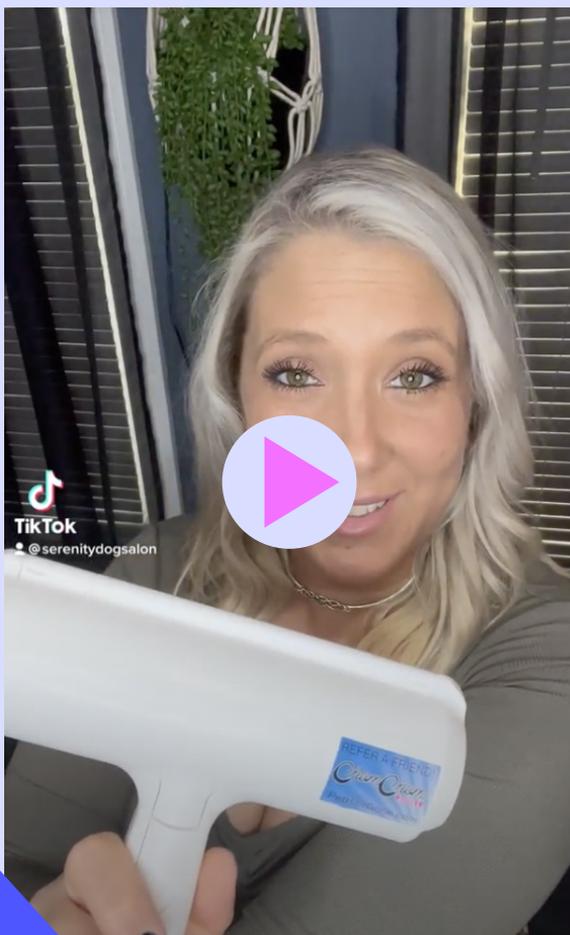**Creative Strategist**   **Designers**   **Media Buyer**

The actual deliverables of each of these roles couldn't be more different. The person who writes the creative brief won't actually make the video, and the person who shoots the video won't turn it into an ad campaign.

Before we dive into exactly how these individuals can work together to create a synergistic effect for the brand, let's take a closer look at the deliverables for each role.

Note: It's not necessary to have each of these roles as full-time employees.

So long as the deliverables are being fulfilled and the teamwork and collaboration processes are in place, you can fill each role with an agency or independent contractor.

Creative Strategists

The creative strategist exists to connect the content to desired business outcomes. They are the liaison between the brand, the customers, the media buyers, and the creators.

The primary attributes you're looking for in a creative strategist are:
- Problem solving
- Communication
- Organization

Content Creators

Content Creators are the people who are actually producing the content for your brand.

The primary attributes you're looking for in a creator are:
- Creativity
- Originality
- Quality

Media Buyers

The media buying role is responsible for ad placement, reporting, and optimization.

The main attributes you're looking for in a media buyer are:
- Platform experience
- Critical thinking
- Data analysis

But as we mentioned in the introduction, simply checking all the boxes—having each of these roles filled—doesn't necessarily ensure success with your advertising campaigns.

Once you've filled the three roles, you need to make sure they work together to create **synergy.**

What does team synergy look like?

In short, the key to developing a collaboration between the three pillars of a data-driven creative team is to implement the following:

Shared goals - Each member of your team needs to be aware of the desired brand result. When people understand the larger, organizational goal they'll not only feel like an included and valued member of a team, they'll also be able to tailor their work to reach that goal.

Structured campaign planning - Rather than have a project manager with direct oversight of each team member, consider creating structured processes so that everyone understands what's expected and empower them to deliver their work with some level of autonomy.

Regular performance analysis - Every team member needs to understand how their work is being evaluated and how often. This feedback loop allows everyone to understand, via data, how their work is affecting the outcome.

So that's what you need at a high level. In practice, you can actually break this down into tactical steps to create a streamlined workflow. While every organization is different.

Here's a framework you can use to create your own process:

Step 1: Set goals

While revenue and ad metrics like CTR are great, these aren't totally relevant to the entire creative production. Rather, consider focusing on how many pieces of content you plan to produce, which angle you want to test, which hooks to try.

By setting a goal for content production, each team member can plan their workload better.

- Creative strategists can better gauge how many creators they need to source, how many photos and videos they need.
- Creators can exectute the deliverables smoothly from a detailed brief
- Media buyers have a sense of how many ad variations they'll have to test

Once your goals are set, it's time for strategy.

Step 2: Creative strategy

Next up, the creative strategists need to create a plan before production can be scheduled. They'll need to plan out—at a minimum—the following:

- What are the key product value propositions that need to be presented?
- Where will the content be distributed? (Ex. Instagram ads, TikTok ads, organically posted via creators profiles, etc.)
- What types of ads are needed? (Ex. product review vs. tutorial)
- How many different creators do you need to collaborate with?
- Whether you want raw or ready-to-use content

The creative strategists will need to work closely on both the brand vision and the realization in this step. One of the most crucial parts of this step is writing a creative brief, which we'll cover in-depth in the next section.

Once the strategy is set, it's time to create some content!

Step 3: Content production

Now for the fun part—one of the greatest aspects of working with creators is to see what they come up with.

As opposed to a carefully controlled photo shoot done in a studio, UGC contains a level of authenticity, perspective, and (sometimes) randomness that isn't possible to replicate with in-house creative.

If you've briefed your creators properly, you can sit back and enjoy the first round of content they create. Or better yet, you can begin to categorize the content and prepare it for your design team!

Step 4: Design

After receiving the content from the creators, it's passed to the design team. They take the content and turn it into the ad creative that was invisioned by the creative strategist.

To producing the winning creative, they need a strong synergy with eachother.

Step 5: Delivery of ads and variations

Finally, it's time for media buyers to put the content out into the world via ad platforms and achieve the campaign objectives.

While we're not going to provide an in-depth guide to media buying today, one of the special considerations media buyers who are working with creators need to be aware of is **Creator Licensing (previously known as Whitelisting)**.

This is the process of gaining access to a creator's profile (with permission!) and running ads from their account, as opposed to the branded profile. This is a technique that can have a dramatic effect on results and is definitely something you'll want to test!
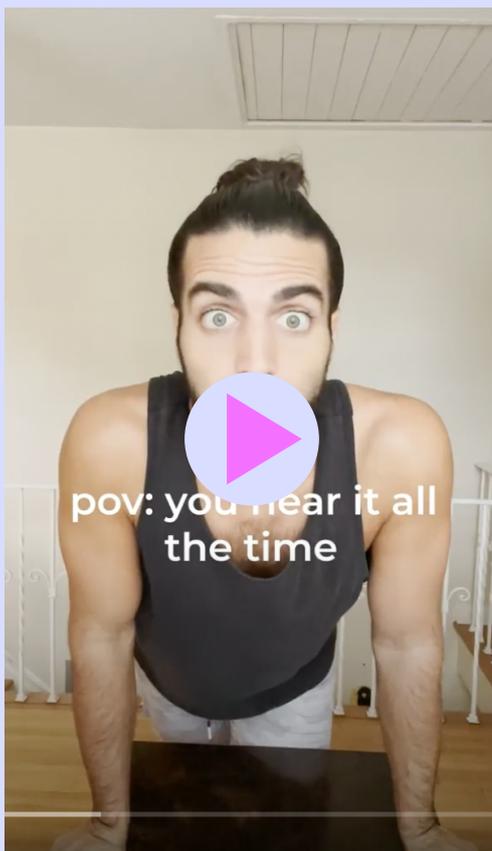
Tip - test different content creators for your ad creatives. Sometimes one creator can bring much higher results than others - plus it offers variety.

Step 6: Performance analysis

Last, it's time to look at the data and see how your campaigns did. This process generally starts with the media buyer, who will typically be looking at metrics on a daily basis and making decisions on how to optimize active campaigns (more on that later).

There is also a great opportunity to loop in your creative strategist into this process.

However, the issue is that oftentimes the creative team isn't very well versed in reading spreadsheets or looking a data in the same way that a performance marketer or media buyer will. So that conversation breaks down a little bit between the media buyer and creative strategist.

Motion - a creative analytics platform helping DTC brands learn what's working and what's not when it comes to their creative, for better informed decisions - helps this process enourmously by making it a lot easier for whoever is digging up the insights. So they don't need to know their way around ads manager or be a spreadsheet-wizz.

The way that Motion collates and displays data means that even somebody from the creative team can start getting into it and easily digest the insights and learnings about the creative performance.

Strategists can begin to understand why type of content is resonating with which audiences. They can then use this insight to direct their next round of creative briefs.

Step 7: Rinse and repeat

This is an iterative process. How often you repeat it will depend on your organizational goals, your team's capacity, and the success of your ad campaigns. At a minimum, however, you should be running a process like this once per quarter in order to scale your results while increasing the efficiency of your ad spend.

The goal is to create a continuous loop of content production, testing, and optimization for all brand creative.

Now that you've seen the process from the overview level, let's dive into the responsibilities of each role—strategy, design, and media buying—to see how each individual can collaborate with one another to achieve synergy.

Creative Strategists
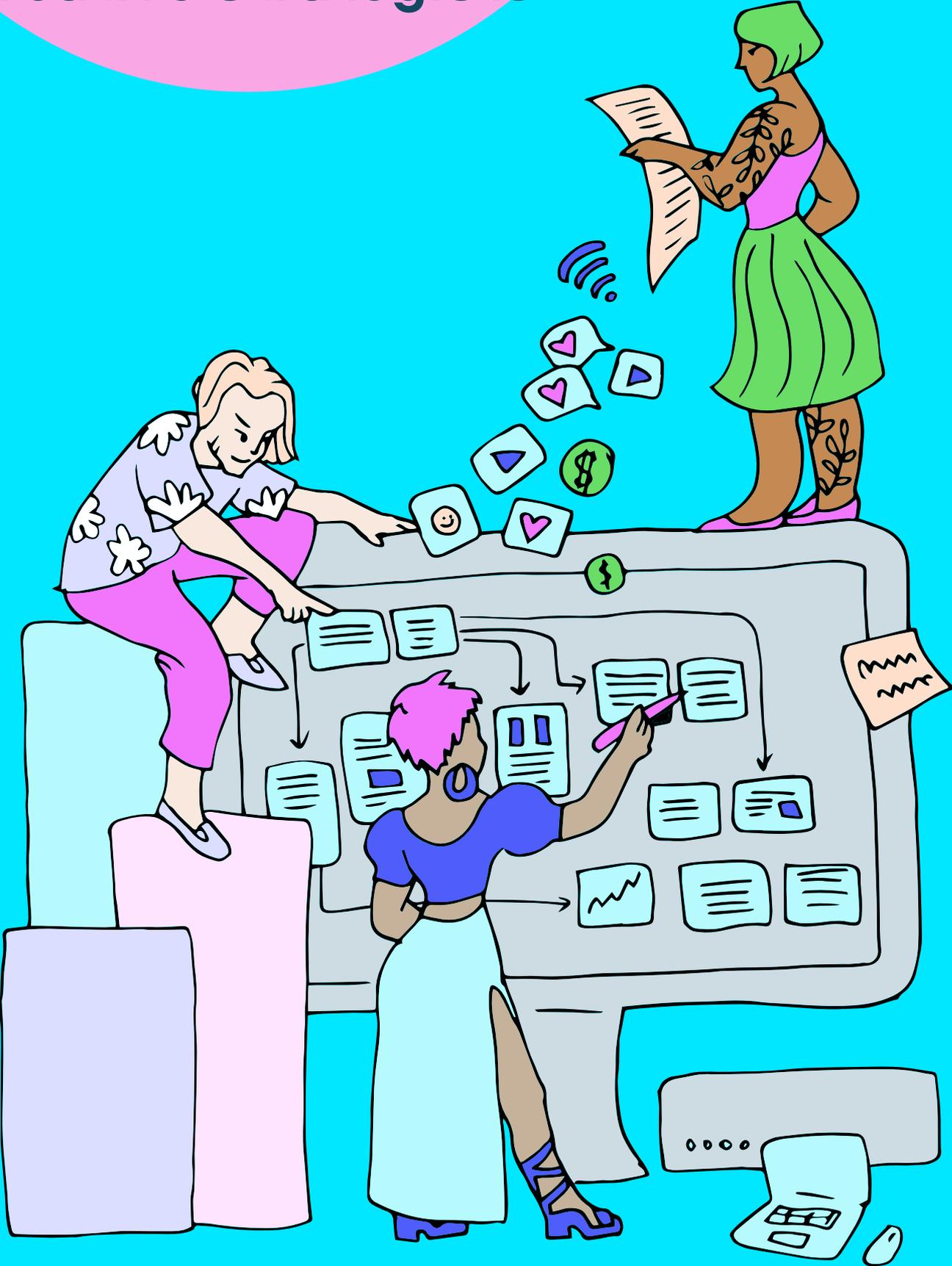
Who they are

The creative strategist is a marketing professional whose overarching mission is to improve branding, marketing, and advertising campaigns. They're incharge of overseeing the consistent loop of ad testing and creative iterations led by insights from the performance analytics.

Creative strategists are in high-demand. Because of this, not every brand has a dedicated creative strategist within their team yet - sometimes this role is filled by a media buyer who is wearing the hat of a strategist. In this case, the media buyer is very much inclined towards the duties of a creative strategist.

"However, it could be other members of the team who are fulfilling this function, such as preparing the creative brief. But when they are doing these tasks, they are very much wearing the hat of the strategist, even though it might not be their full-time job. It can be a hat that they wear among many other hats."
- Reza Khadjavi

They may work in-house for the brand or outsource this role to an agency that serves multiple brands. This is typically a mid-to-senior level position.

Creative strategists should have a well-rounded skill set that includes:

- Branding
- Copywriting
- Data analysis
- Consumer research
- Project management

"In a dream scenario, **every marketing team should 100% have a dedicated creative strategist**. It could be someone wearing the hat of this role alongside their main role, or someone with years of training"

- Reza Khadjavi , Motion

What they do

Here are a few typical responsibilities:

Product knowledge - Creative strategists need to know their products inside and out. They must understand how features translate into benefits and develop those benefits into compelling messages that fit the brand voice.

Consumer research - They need to know exactly who they're marketing to and the emotional triggers that motivate people to buy. This means developing buyer personas and ensuring all creative speaks to their audience in an appropriate manner.

Financials - Creative strategists often control the creative and media budgets, and if they're not in charge outright, they will have direct input.

Platform experience - They need to be intimately familiar with all media platforms and understand the subtle nuances of each. For instance, they should be aware of the difference between what makes a good ad on TikTok vs. Instagram. They will typically have significant input on which ad platforms are selected for which campaigns.

Managing creators - Creative strategists are in charge of finding the creators they want to work with, negotiating rates, and making sure their content matches the desired outcomes (hint: creative briefs are essential).

Final cut - Generally speaking, creative strategists have the final say on which content to use, the copywriting, and the overall ad appearance.

They need to know exactly who they're marketing to and the emotional triggers that motivate people to buy.

Key areas of collaboration/ synergy

With creators

The #1 thing creative strategists can do to foster synergy is to provide all creators with a creative brief. A creative brief is a way for brands to clearly communicate their campaign's outline and objectives to the creators.

There are several reasons for this, but generally speaking creative briefs:

- Help cut down on back and forth communication
- Identify the desired deliverables
- Help set campaign goals
- Saves you time from working with unsuitable creators

Most importantly, creative briefs ensure that the content deliverables that you receive fit what you are looking for.

It's important to balance the mandatory parts of your brief with overall creative freedom, but at a minimum, you need to provide guard rails so the content matches your brand guidelines and is aligned with your strategy.
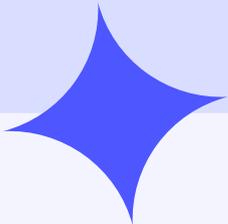
For Direct-To-Consumer brands, the feedback loops are rapid because the tweaks are very detailed.

Creative strategists can (and should) obsess about testing. E.g. testing the first 3 seconds of this video, and next week trying other iterations etc.

For media buyers

In a word; variation. Creative strategists need to make sure that the media buying team has a ton of different creative assets to work with. For example different cuts and edits, content from a variety of creators to test, still images as well as video.

We'll have more info on what makes a winning ad creative in the last section.

To improve the synergy between creative strategists and media buyers, the strategists should have an understanding on the data side of things, because this will help them to make better decisions.

A strategist that understands the data will have a much greater influence on the creative side if they take the learnings to guide the direction of ad iterations.

Those informed decisions can have a huge impact on campaign success.
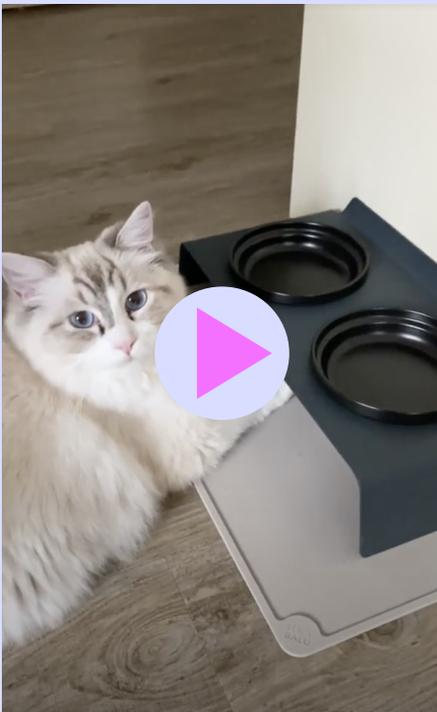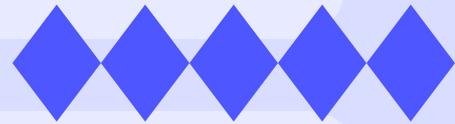
Decision making is one of the biggest pain points with this collaboration. Feeling overwhelmed by data can cause a block for creatives.

When talking about creative, ideas can be very subjective, especially when the brand has a strong preference but there's evidence that it doesn't convert.

Everybody can recognize that data MUST inform decisions. They know that there is a lot of money being invested in content production and decisions have to be smart and strategic to bring results.

So the synergy between the world of data, and the people writing the creative briefs, is imperative for better ROAS.

Content Creators

Who they are

Originally called "Vloggers" or "YouTubers", content creator is now an umbrella term commonly used for somebody who produces digital content usually for social media platforms. At a certain popularity level, many creators will create business partnerships with brands to monetize a portion of their content.

You'll find content creators on TikTok, Instagram, and YouTube, and just about every social media platform available. There are virtually unlimited communities for creators to reside in, from the well-known niches like travel and video games to the more obscure ones like kindergarten teaching, and vintage motorcycles.

Content creators very rarely work as full-time employees for the brand and are typically independent contractors. Also, being a creator usually isn't their full-time job. They tend to have full-time or part-time jobs as well as creating content professionally.

What they do

When it comes to brand partnerships, creators are typically tasked with producing content that supports a product or service of the brand they're working with.

They follow a creative brief provided by the brand to deliver the desired content that aligns with the creative strategy.

However, they are naturally creative people who have a real passion for creating content, so you can also trust them to add their own creativity if you wish.

Brand awareness (53%), customer acquisition (47%), and driving conversions (46%) remain as the top 3 social media advertisement goals.

Key areas of collaboration/ synergy

For creative strategists

The best thing a creator can do to maximize their partnership is to follow the brief. In no way does this mean to sacrifice their creativity, but if the creative strategist asks for something reasonable and within their capacity, it makes things so much easier if they can stick to the guidelines.

Secondly, creators who ask for feedback on the performance of their content can build lasting business relationships with brands that increase in value over time. The ability to take feedback and improve content is a superpower for creators.

Here's how creative strategists can source high-quality UGC for ads at scale.
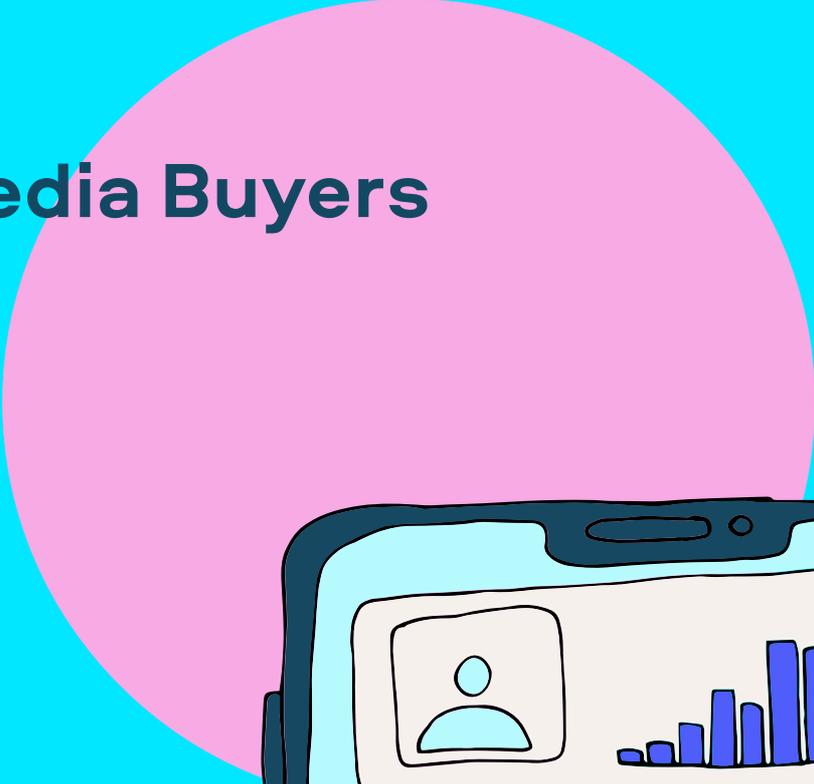
For media buyers

One key area of collaboration between creators and media buyers is an advanced tactic called Creator Licensing (previously known as whitelisting), and also Spark Ads on TikTok. Creator Licensing and Spark Ads is the practice of launching a paid social advertising campaign and using the account of a creator to amplify reach through social media. As opposed to the ad coming from the brand's account, it would come from the actual creator's account.

For creators, Creator Licensing can dramatically increase their exposure and follower count. For brands, this technique can have a positive effect on their ad campaign metrics.

The goal is to create a continuous loop of content production, testing, and optimization for all brand creative.

Media Buyers

Who they are

For our purposes, we're describing "media buyer" as a digital media buyer, and specifically we're referring to somebody with paid social experience.

In addition to platform experience and analytical skills, digital media buyers need to have some technical aptitude in order to take advantage of all optimization strategies available with digital media.

They spend the majority of their day looking at numbers, metrics and KPIs - so very analytical! Because of this, media buyers are driven by numbers.

What they do

Media buyers are in charge of strategizing, executing, and analyzing advertising campaigns on various social platforms.

Common roles and responsibilities of media buyers for eCommerce brands are as follows:

Technical - They often collaborate with website developers prior to campaign launch to ensure that conversion tracking is set up properly. Tracking pixels from each platform, conversion events, as well as an overall tag management system need to be configured.

Audience development - Media buyers will take the persona info from the creative strategists and build out prospecting audiences on each platform via various demographics, psychographics, and behavioral targeting parameters.

They may also use additional data sources such as customer/email lists, website traffic, and app activity to build retargeting and lookalike audiences.

Campaign structure - They will also be in charge of the ad campaign structure within each platform, which can have a huge effect on the overall results. They may optimize campaigns for video views, engagement, clicks, or purchases, but more likely it will be a combination of several campaign types.

What they do

Ad placement - With the ad creatives in hand, media buyers are responsibile for the ad placement to achieve the best ROI.

Testing and scaling - Media buyers can run countless combinations and permutations of ads, rotating in different photos/videos with different headlines, copy, and calls to action.

Expert media buyers will continuously be testing different creative rotations looking for the most efficient combination, then scaling that campaign.

Reporting - Lastly, of course, this role needs to report back to the creative strategist on the efficiency, budget, and overall results of their ad campaigns.

Only 46% of marketers use native platforms to collect and integrate data - a large drop from 62% the previous year.

Instead, there's a **growing adoption of third-party tools,** with 36% of respondents saying that they use these tools to collect data. This is significant jump from last year's 21%.

Key areas of collaboration/ synergy

For creative strategists

Media buyers have access to dozens of different views of performance metrics and countless ways to slice and dice the data. This data can be particularly useful for creative strategists, who will use the numbers to source better, more relevant creative in the future.

Here are a few key metrics to look into:

- **Demographics** - Who responded to the ads—women, men, age group, location?
- **Hooks** - Which hooks performed the best? Was there an increase in engagement on the new iteration?
- **Angles** - Which angles are working best?
- **Platform** - Where did the brand have the best ROAS / lowest CPA—Facebook, TikTok, Instagram?
- **Conversion** - Which ads created customers?
- **Engagement** - Which ads caught attention and generated click/comment/ share activity?
- **Video engagement** - How long into the video do most people watch?

This info will help guide creative strategists in not only in optimizing their creative briefs, but the demographic/platform data will help them source the right type of creators for future campaigns.

For creators

While media buyers typically don't have direct contact with creators—especially if you've filled the creative strategist role—they can help by highlighting key advertising wins at the content level. This gives creators a sense of shared purpose and feedback on what audiences like about their content.

And of course Creator Licensing and TikTok Spark Ads, but we already mentioned that!

How to Build a Creative Performance Machine

For anyone who's been advertising on behalf of an eCommerce brand for more than a minute, you know that success isn't about sourcing one great creative concept...

**You need a sustainable, repeatable, and scalable flow of UGC to power your ad campaigns.**

What works one month likely won't yield the same results the following month, and if you want to continue to grow, you need a diverse range of high-quality creative for your media buyers to use.

You need a creative performance machine.

Luckily, this next section will show you how to build that machine with just three steps:

1. **Strategy**
2. **Analysis**
3. **Optimization**

Let's dive in.
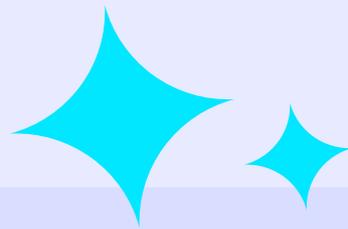
Strategy

«Failure to plan is planning to fail.»

As always, before you snap a single photo, hire a creator, or place an ad, you need to strategize your approach. When the strategy is mapped to your goals from earlier in this guide, the rest falls into place naturally.

Here's how top ecommerce brands are planning and executing their performance creative.

51% of marketers are expecting their **paid social budget to increase** this year.

Develop a creative 'map'

The end goal of the strategy phase of building your creative performance machine is to be able write creative briefs that will get you the content you need.

Having a 'map' simply helps you get there faster and more directly.

In order to brainstorm some ideas, consider the following steps:

1. Identify a specific pain point of your customer
2. Pair that pain point with a unique selling proposition (benefit)
3. Use a hook to grab attention
4. Bring it home with a persuasive call to action

Pain Point	USP	Pain Point	USP	Pain Point	USP

Hook	CTA	Hook	CTA	Hook	CTA

Angle #1

Angle #2

Angle #3
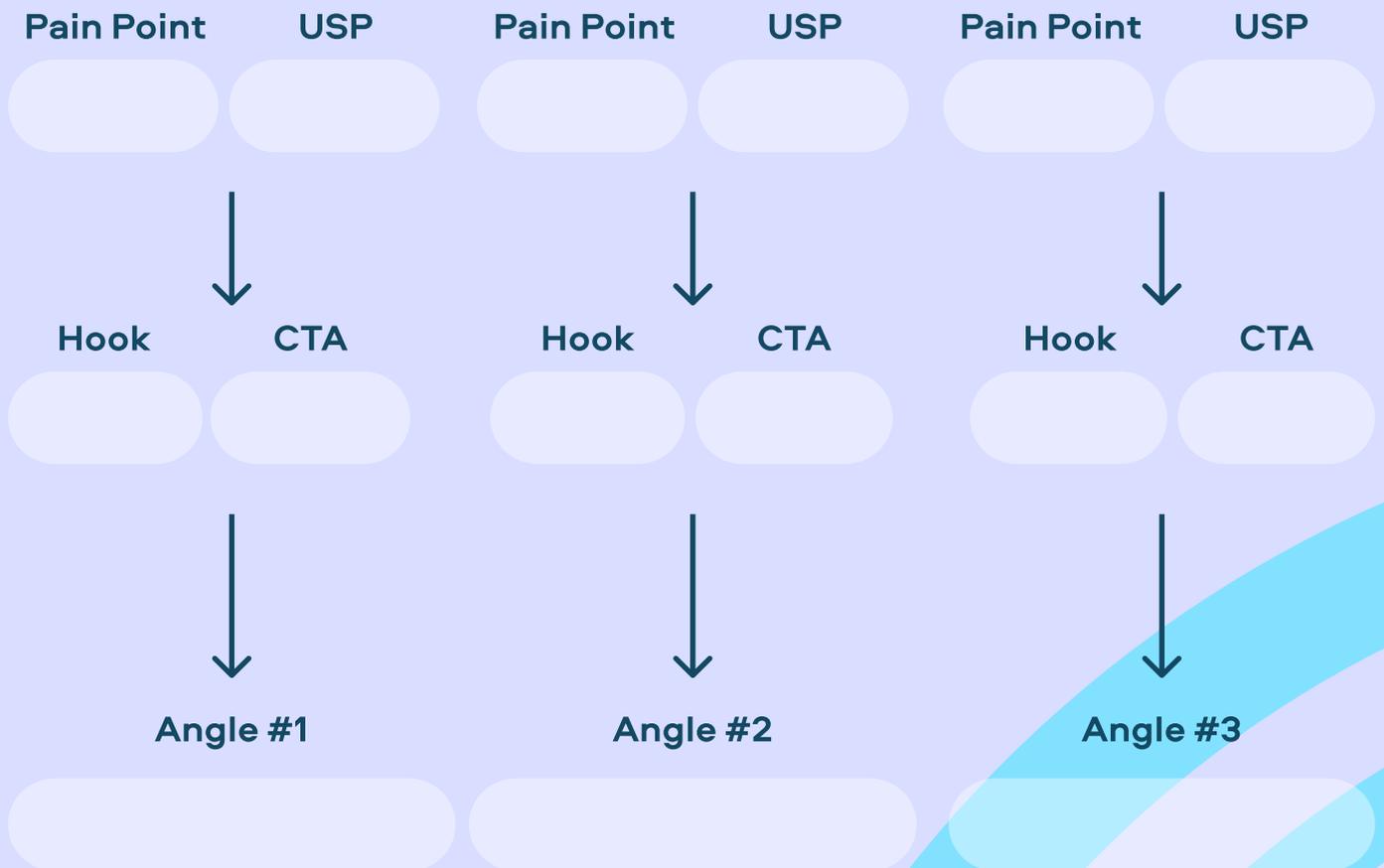
Strategy

An example of this in the wild might be:

- **Pain Point:** Wanting effective but affordable skincare / wanting to get rid of acne/ using too much makeup to cover acne and insecurities
- **Benefit:** This set is the only affordable skincare that works for my skin / acne was horrible until I used this skincare
- **Hook:** Stop wasting money on skincare that doesn't work / I stopped using make up after trying this skincare
- **CTA:** Swipe up for acne-free skin / this is my secret to glowing skin / you can stop hiding your skin
- **Angle:** Affordable and effective / no longer need makeup / new skincare routine

See how that works?

Going through this process several times will provide a few different angles that you can approach your ad campaigns from.

Now let's dissect each part of your map.

Pain Points

It's easy enough to find customer pain points. Check out reviews from your competitors and see what problems your audience has. Talk with your product team. Browse communities and forums related to your niche and see how people are expressing their issues.

USP or Benefit

How is your product different—and better—from all the other solutions? This positioning likely already exists on your website and other marketing collateral. Don't be afraid to repackage the key messaging you already have.

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Hooks

This is arguably the most important part of any ad—if you can't grab the attention of your audience, they won't stick around long enough to hear your USP or click your CTA. You should put approximately 60-70% of your creative effort into your hooks.

Here are a few pro tips for creating killer hooks for ads:

- Create a library of hooks. Depending on which works the best and your editing skills, you may be able to re-use just the hook in your mash-ups.
- Consider native hooks. For example: On TikTok, there are trending hooks like "things I wish I knew about sooner" for organic content that you can use to make your ads even more authentic.
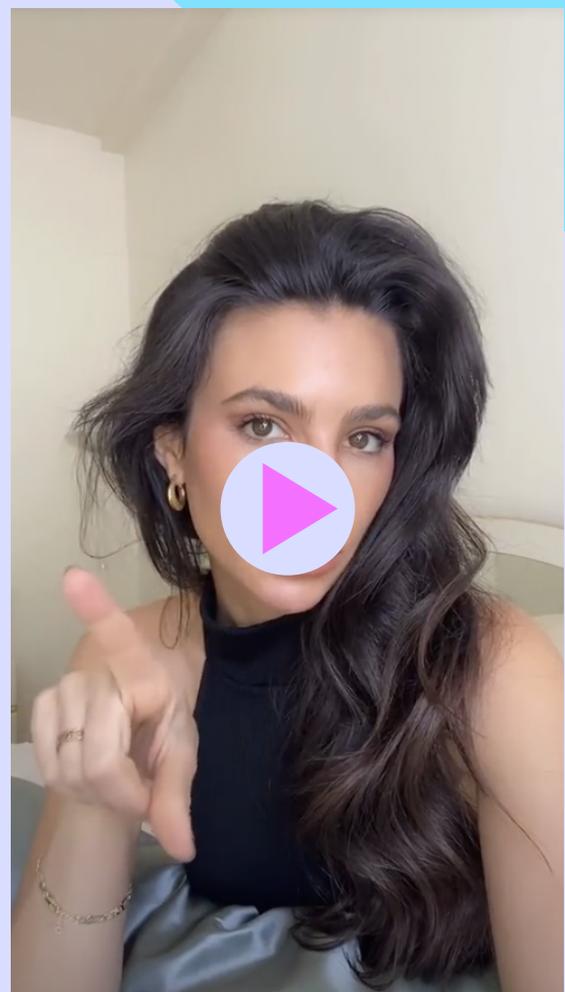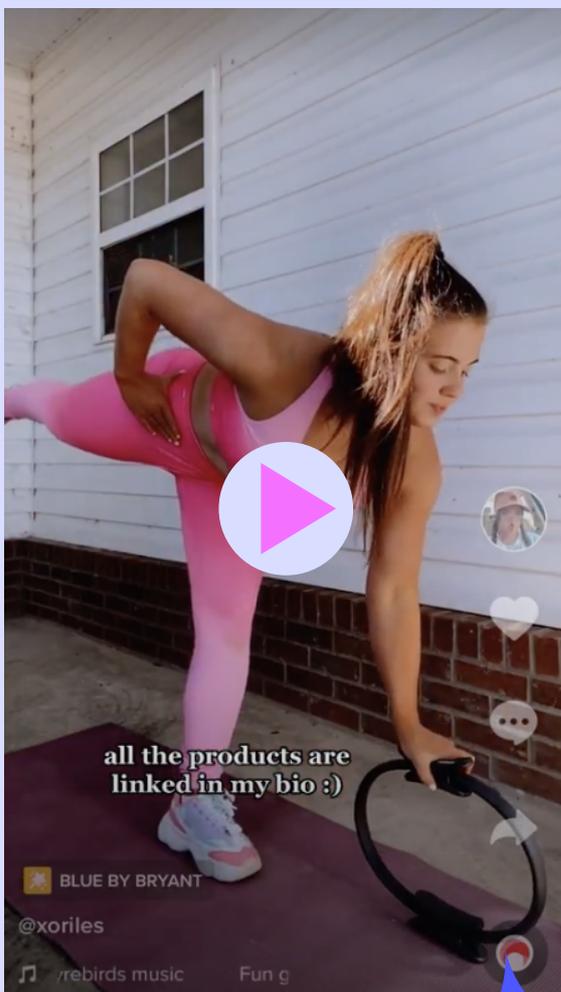- Consider all formats of hooks, from video to photo to on-screen text.

CTA

The CTA is usually pretty straightforward—just tell your audience exactly what to do next as clearly as possible. Depending on where your ad appears, this may be:

- Click here
- Swipe up
- Shop now

Make sure to test the different options of each platform and track your results.

Tailor your ads for the platform—How to design ads for TikTok, Instagram/Facebook

Using UGC in your ad campaigns is all about capturing authenticity, but perhaps one of the least authentic things you can do is re-use content on different platforms. The vibe will be off, the crops will look weird, the CTAs won't match, and your audience will know you took the lazy route and skip right past your content.

That said, there are some platform-specific nuances you should be aware of. Let's break down a few popular social networks:

TikTok

Surging in popularity, TikTok has some unique aspects that you'll need to consider when building your ad campaigns.

The first second - In a world of short attention spans, TikTok audiences have arguably the shortest of them all. The platform is designed for users to go from one short video to the next , so if you don't hook them immediately they'll swipe past. You can't afford any build up—start your video off strong.

Aim for 15 seconds - TikTok isn't the place for long-form video. While the platform technically allows for 60-second ads, it's "optimal" to use for a 15-second, according to their ad guidelines.
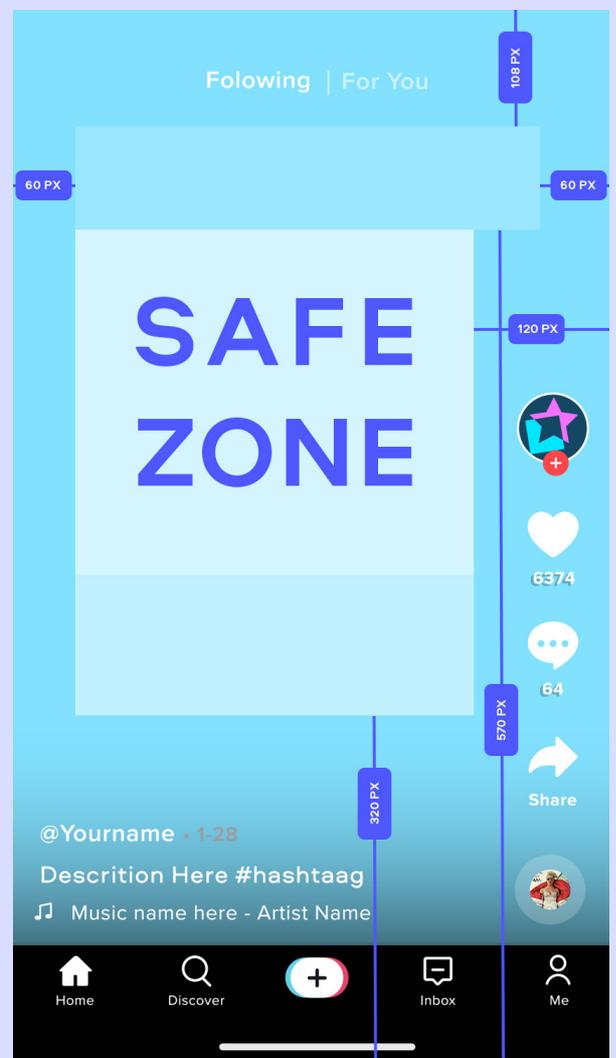
TikTok

Use native transitions and design - TikTok users want to feel like they're on TikTok when they see content; they're not interested in video ads that feel different than the organic style the platform is known for. Therefore, make sure to design your content with the native elements it provides. Specifically, use the question box, the fonts they provide, emojis, and the range of transitions.

Safe spaces - If your ad looks sloppy, people will assume your product is sloppy as well. When editing your videos, make sure that any logos, design elements, and text are in the 'safe zone' so there isn't any overlap.

Hooks - Make sure your hook is in the first second of the video. Your product should be featured in the hook, and if it's not, make sure it get displayed immediately afterward.

Sound on design - 73% of TikTok users pay attention to ads with audio, and 88% say sound is an essential part of the TikTok experience. Make sure to include sound design into your TikTok ads!

Jumping from 3% last year to 24% this year, TikTok saw a **700% increase** in perceived effectiveness.

Marketers are increasing their budget on TikTok in 2022, whereby **36% of marketers are planning to increase their investment** and 38% planning to maintain—a dramatic increase from last year where only 13% said they planned to increase their investment in the platform and a mere 5% said they planned to maintain it.

Instagram and Facebook

One of the staples for ecommerce advertising, Facebook and Instagram and still delivering consistent results for brands.

15 seconds or less - Similarly to TikTok, Facebook recommends to keep videos under 15 seconds. The shorter the video, the more likely people will watch the entire thing, which helps brands tell a complete story.

Zoom in - When somebody is talking, zoom in on their face while cropping out any empty space. This adds a dramatic effect to the video that will engage audiences.

The 1.5 second rule - When planning your videos, try to make sure something 'happens' every 1.5 seconds. This can be a text overlay, an emoji, or an animated transition. Following this rule helps keep audiences engaged and watching until the end.
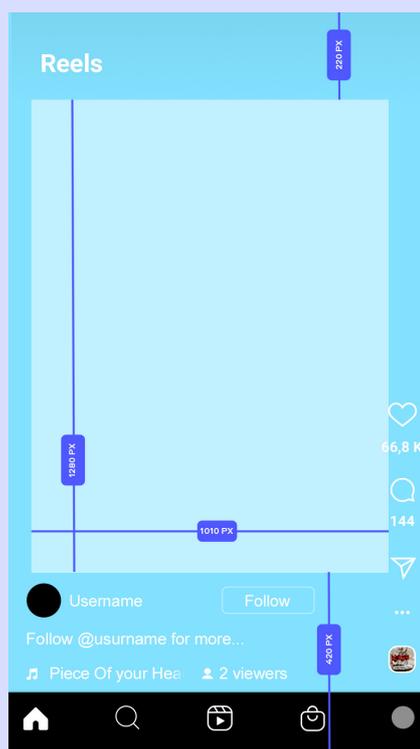
Sound off experience - Unlike TikTok, many Facebook and Instagram users browse their feeds with the sound off. Make sure your video still works even with no sound—use captions, text overlays, and emojis to convey your story.

Hooks - Make sure you deliver your hook within the first three seconds. Again, you should ideally feature the product in the hook, but if you don't, make sure it makes an appearance directly afterward.

Safe spaces - Similar to TikTok, you'll want to be mindful of the safe spaces on Instagram.`

Here are space spaces for Reels and Stories.

Reels

220 PX

1280 PX

1010 PX

66,8 K

144

Username   Follow
Follow @usurname for more...
♫ Piece Of your Hea   👤 2 viewers

420 PX

Insense
Sponsored

300 PX

110 PX   110 PX

SAFE ZONE

Learn More

300 PX

INSENSE

Types of ad creative

If you're having trouble getting started, consider some of these classic video themes that have proven to resonate with consumers:

- **Before & After** - Use your video to show how your product transforms the user. *Be especially careful with this video format because Facebook's ad policies prohibit its use around personal health such as weight loss, exercise, etc.

- **Hybrid** - Cut your video to include still images for added effect. You can combine this tactic with others on the list.

- **Mashup** - Combine several different video clips to cover an area of topics. You can often see this type of video using multiple testimonials.

- **Reaction** - A crowd favorite, reaction videos work really well with well-known influencers and content creators. If your product can elicit an exciting reaction, all the better!

- **Review** - Generally more informative than a reaction video, a review will give skeptical consumers hard evidence that your product lives up to your claims.

- **Screen Record** - Some things are just better on mobile, and screen record videos allow you to contextualize your ads to mobile. Plus, you can even use Zoom to record them.

- **Testimonial** - Social proof makes a huge impact upon consumer decision-making so you should definitely include some testimonials from your best customers. The more specific, the better.

- **Text Overlay** - Some videos are completely driven by the story that's told in text. You can see examples of these types of videos on TikTok and Instagram Reels regularly.

And don't forget about still images! Still images can be particularly effective when used in your retargeting funnel.

If you've already got somebody interested in your brand, but they didn't convert, image ads are a great way to remind them about the product they were originally interested in. This is especially true for fashion and apparel brands—make sure to splice in plenty of lifestyle and product still images into your ad campaigns.

Additionally, still images allow you to access more ad inventory in the marketplace, as some ad placements only allow images. This will help your brand reach larger audiences and keep your costs down.

Using creative briefs

Whenever you're planning a CGC ad campaign, always, always use creative briefs.

It's simple to do, creators appreciate them, and it will make your life much easier (and the content that much better!). Here are the basic elements your creative brief should include:

1. **Campaign Type** - Indicate where you'd just like the content, or if you're looking for posting and/or whitelisting as well

2. **Content Format** - Provide the specs for the content (video/image, aspect ratio, etc.)

3. **Content Type/Messaging** - Product review, testimonial, demo, tutorial, unboxing, etc.

4. **Key Product Features** - Point out any important features

5. **Examples** - List a few examples of what you're looking for to provide inspiration

6. **Do's and Don'ts** - If there's anything they can't do or say, make sure to indicate that

Follow the steps above and you'll have a rock-solid strategy that will set you up for initial success. Once your ads are live, then you'll need to dig into the analysis...

Analysis

As we mentioned, media buyers are going to look at a ton of data in their efforts to optimize ad campaigns. In terms of creative optimization, however, there are some very specific metrics that all three members of the creative performance team will want to review.

When customers go to make a buying decision, they generally go through four stages:

1. Awareness
2. Interest
3. Decision
4. Action

We call this AIDA, and it's an extremely useful formula for not only creating ads, but also providing a measurement framework.

Measuring success with AIDA

The AIDA formula not only helps you create ads, also provides a measurement framework you can use. Each part of your ad—the video/image, the headline, the post copy—has a different job to do. By assigning AIDA metrics to each component of your ad, you can see what you need to change as you go through various iterations on your way to the best possible ad.

Here is a quick guide to metrics for AIDA:

	Metrics	Ad component
Attention	3-second video views Impressions	Video or image
Interest	Average Watch Time	Video
Desire	Outbound CTR	Headline + Post Copy
Action	ROAS CPA	Product or landing page fit

You can't get somebody to take an action if you haven't captured their attention, so you really need to read these metrics in order.

Attention

Your 3-second video views should be nearly equal to your total views. If they're not, that means people are scrolling past your videos without a second glance, let alone reading the headline or post copy.

If you're not getting enough attention, re-work your video to include a better hook—use color, use motion, use text and animation.

Interest

If you are getting enough attention, the next step is to see if they're hanging around long enough to build interest. The longer somebody watches your video, the more time you have to deliver your message.

If they're enjoying the video, they will also start multi-tasking and read your headlines and post copy.

Desire

There's a big difference between passing interest in a product and an actual desire to learn more about it—especially on social media. Desire, in terms of AIDA, can be measured by looking at your Outbound CTR.

It varies by product category, market, and seasonality, but generally you're going to want your CTR to be above 1%. If you're below that, it's time to take a closer look at your headlines and post copy. Go back to your personas and think of new angles that will resonate better with them.

Action

In ecommerce, an action is a purchase, or in some cases, a soft conversion like an email signup. The metrics for action, ROAS and CPA, is largely driven by the product page or landing page experience, but ads do play a role. For instance, if you see that two ads that point to the same product page are having disparate results, there is something superior about the setup you've done in one of the ads.

Now that you know what to look for, here are some tips on optimizing your campaigns.

How to use Motion to simplify the data analysis process

Motion displays detailed analytics in a user-friendly and visual way so that the creative strategist can receive the performance data in the form of colorful graphs, images, videos and more.

Creative strategists or media buyers can easily use the platform to show the information that you want to track from each campaign. For example the ROAS for UGC ads vs. studio ads.

This provides a clear, visual explaination of which one worked best, to then inform the next creative steps and future campaigns - a HUGE impovement from an overwhelming spreadsheet filled with numbers.
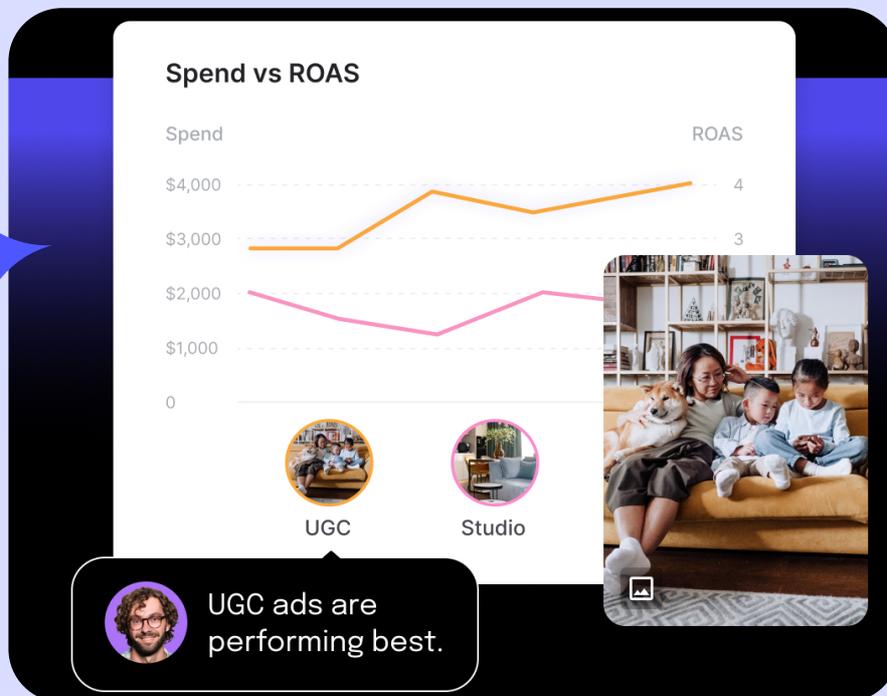
Source: Motion

By using a platform like Motion, the synergy between media buyers and creative strategists is enhanced because the visual aspect of the data speaks the language of the creative strategist. From this they can better understand what's working and what isn't in order to tweak the ad creatives.

This tool also improves the skills of creative strategists, because now they can understand data for themselves - which is very powerful for achieving winning ads.

Don't go in blind

Say goodbye to "maybe let's try that".

In order to scale, you need to stay ahead of the competition and this can only be done by making data-backed decisions.

The stakes and competition are higher than ever, with every brand trying to produce stop-scrolling ad creatives. In order to continuously improve your marketing, you need a clear understanding of what didn't work in the past, in order to decide what to do in the future.
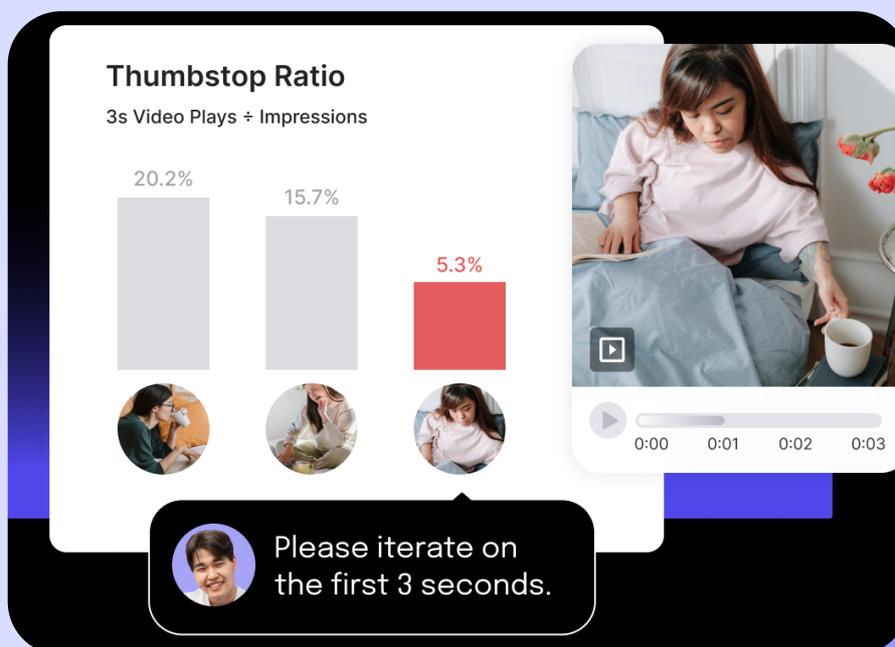
Source: Motion

To solve the pain point of media buyers and creative strategists not communicating efficiently, you need to get them to speak in the same language. The best way to do that is by displaying data visually.

Thanks again to our friends at Motion for their insights on improving data feedback loops between media buyers and creative strategists.

Optimization

Now that you've had time to plan, launch, and analyze your campaigns, it's time to take them to the next level through performance optimization. By making sure your team members are all collaborating in the key areas we covered earlier, you'll have created a **feedback loop that's backed by data.**

For instance, if your media buying team is showing that most viewers aren't making it past the first three seconds of the video, the creative strategist can provide feedback to the creator that they need to deliver their hook earlier in the video.

Over time, creative strategists can use the data to help guide them into which types of creators to work with and what to include in creative briefs.

There are two primary ways to optimize your campaigns:

1. Scale the winning ad creatives

Consider this a vertical optimization tactic. Once you've gone through enough iterations of ads, you will know for **a fact** (because data!) which ad campaigns work well and you can use your expert media buyers to scale the budget.

It is a tightrope walk to scale your ad budgets while maintaining efficiency, but this is all in a day's work for a professional media buyer.

51% of brands say their biggest challenge on social media is **consistently producing creative social content.**

2. Establish a constant flow of CGC

Because you'll have to go through so many ad variations to find the winners that you can scale, it's important that you set up a system where you can see a constant flow of CGC coming to you.

Soliciting CGC at scale is the most cost-effective way to produce content, and if you find the right type of creators, you'll have access to a level of authenticity you can't reproduce in a studio. With all the content you'll have flowing to you, you can edit video compilations and mash-ups to extend your content library even further.

That's why it's critical to do everything you can to partner with creators to form lasting business relationships. One of the superpowers you have as a brand is the ability to help a creator grow their own personal brand through exposure. As we mentioned, one of the advanced tactics for this type of partnership is through whitelisting, where you can actually run ads through their accounts.

The most important thing to understand about the optimization step is that it's not a one-time task—optimization is a recurring process of continuous improvement.

We hope you've enjoyed this guide, but more importantly, we hope you do something with it!
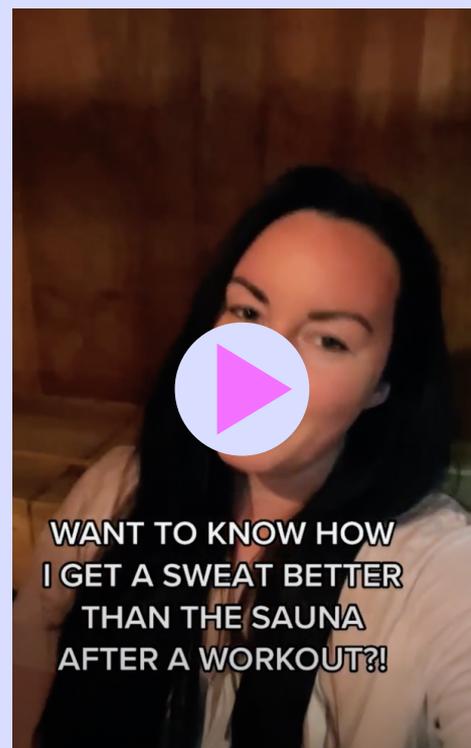
About Insense

About Insense

Insense is a creator marketing platform helping brands scale their authentic, UGC production and partner with content creators through their creator marketplace.

With Insense you can:

- Write your creative brief and open it up to creators on their vetted creator marketplace

- Duplicate campaigns, and source high-quality UGC at scale

- Use the filters to find TikTok, Instagram and Facebook creators for your audience

- Use the chat feature for each communication with creators

- Benefit from integrated Creator Licensing and Spark Ads features

If you're a DTC marketer or just looking to bring in new customers, Insense can be your one-stop-shop to source testimonials, unboxings, product demos, and other content, while providing full digital copyrights, so you can leverage it via paid ads to reach wider audiences.

Get started today, visit www.Insense.pro