



INSENSE

THE WINNING UGC + CREATOR ADS BLUEPRINT

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Introduction

Your ads aren't performing as well as you hoped? Don't take it to heart - we've all been there! You're probably just making a few mistakes that are effecting your ad performance.

So look: [The 3 key ingredients to ads are copy, creative and targeting](#). Master each ingredient and you're set for a winning ad. Sounds easy right? Well, it's far from a piece of cake.

The impact of an ad creative can be bigger than you even imagine. Make one that stands out, maybe even goes viral, and you can appeal to an audience that you didn't even think of.

The competition for visual supremacy is fierce

It's common knowledge now that we aren't reading as much as we used to and our attention span is at it's lowest. Even the most captivating ad copy isn't enough to "hook" a potential customer. So do you know what makes them stop-scrolling these days?

Stunning visual creatives.

51% of marketers are increasing their paid social budget in 2022

Visualization is stimulating for consumers because:

- The human brain processes an image in 13ms.
- 90% of the information that goes to the brain is visual.
- 65% of humans are visual learners (images are more memorable than text)
- Shiny Object Syndrome is a real thing!! (When you see something and you're completely distracted from everything else that you were doing).

On social media there's a massive opportunity for direct-to-consumer (DTC) and eCommerce brands - especially with the rise of trending hashtags [#TikTokmademebuyit](#) [#Amazonmusthaves](#) and alike.

This is why we've seen brands selling consumer goods skyrocket their sales by producing visually stimulating UGC ads. But you already knew that. And so do your competitors.

That's why the competition in the ad space for visual supremacy is fierce.



Source: Insense



Source: Insense

Paid social remains the best channel to reach new audiences, re-engage existing audiences, and drive online sales. For eCommerce brands, paid social is a necessary tool for product promotions. **However, obtaining a solid return on ad spend (ROAS) on social media has never been easy, and it only gets harder as competition increases.**

Consumers find creator-generated content 9.8x more impactful than influencer content when making a purchasing decision

A successful paid social advertising campaign isn't rocket science or reinventing the wheel — you already know how the ad platforms work, but **now it's time to level up your campaigns with expert tactics.**

In this guide, we're going to unpack some unconventional yet highly effective strategies for **creating a winning Ad formula and utilizing advanced media buying strategies** that will drive engagement, clicks, and conversions. We're also going to let you in on the secrets of how successful brands optimized their team synergy to improve their ad success and ad testing processes.

But first, let's take a quick look at the social media landscape that you'll be operating in.

The Evolution of the Creator Marketing Landscape



There's no denying that the user-generated content industry is lucrative. The market grew from \$1.7 billion in 2016 to \$9.7 billion in 2020. In 2021, it climbed to \$13.8 billion, indicating a steady growth.

In 2022, the market is projected to expand to a whopping \$16.4 billion industry.

Creator + Influencer Marketing Global Market Size



Source: [Influencer Marketing Hub](#)

This growth is attributed to the [increasing popularity of short video formats](#) on platforms like TikTok, Facebook, and Instagram, the effect of the global pandemic on consumers, which catalyzed social media consumption, and the optimization of data collection, which marketers used for social media ads.

Creator-driven marketing campaigns are set to continue surging in popularity among brands in the year ahead.

Brands are [increasingly shifting their marketing budgets](#) to put more focus on creator-generated content and creator ads. [66% reported](#) that they spent more in this area last year than ever before.

To accommodate this growth, 52% of creator marketing teams expanded. However, because this is such a new area, it's proving difficult for brands to know which roles they need in these teams for the highest efficiency.

Later in the guide, we are going to talk in depth about how to optimize the creator campaign management process with a small team, which roles are needed in the team, and how to create synergy between all those involved - especially media buyers.

While Instagram and Instagram Stories remain the most popular social platforms for creator campaigns, TikTok has forced marketers to rethink their approach for finding and engaging with consumers. About 96% of brands and 88% of influencers reported regularly using Instagram Stories, while 46% of brands and 42% of influencers said they regularly use TikTok.

Between swelling budgets, emerging platforms like TikTok and the proliferation of social commerce, [brands and creators will continue to experiment](#) and seek out best practices for the evolving creator marketing landscape.

66%

shifted budgets to power creator-driven marketing campaigns

52%

expanded their creator marketing teams to support this growing trend

48%

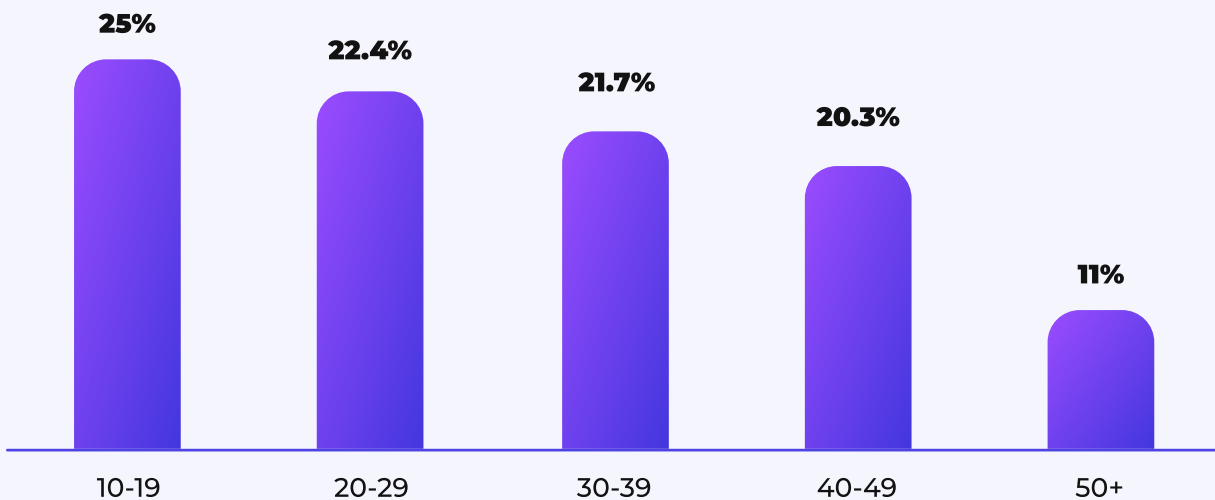
invested ~\$100K annually on creator marketing

Generating ROAS on TikTok

TikTok is growing rapidly in popularity with users.

According to Hootsuite, consumer spending on TikTok increased by a whopping 77% in 2021. Overall, users spent \$2.3 billion dollars in the app, compared to \$1.3 billion the year before.

Moreover, data shows that TikTok is not just the social media platform for younger generations — the diverse **content attracts people of all ages**.



Source: [Statista](#)

By the way — advertising on TikTok is not quite as easy as Facebook or Instagram. The services uses a pre-paid model that can create some logistical issues, and its targeting is far less sophisticated (no lookalikes or retargeting) than other paid social channels.

Yet despite TikTok's popularity among users and the effectiveness of its ads, **marketers are still reluctant about spending on the new social network.**

The reason is that the **advertising content that works on TikTok is so different from what they're used to** with more established social platforms like Facebook and Instagram. It requires a fresh perspective on ad creative that fits certain nuances of the platform — more on this later in the guide.

Benefit Cosmetics partnered with TikTok creators for the Benefit Brow Challenge to promote their new Brow Microfilling Pen.

The 22 resulting TikTok videos, made by Gen Z and Millennial creators, generated 1.4 million impressions and over 3,500 hours of views.

Source: [Hootsuite](#)

As marketers consider where to invest their limited ad budgets, TikTok is making big gains. Hootsuite reported that 24% of marketers considered TikTok effective for reaching their business goals, compared to just 3% in the previous year - that's a 700% increase!!

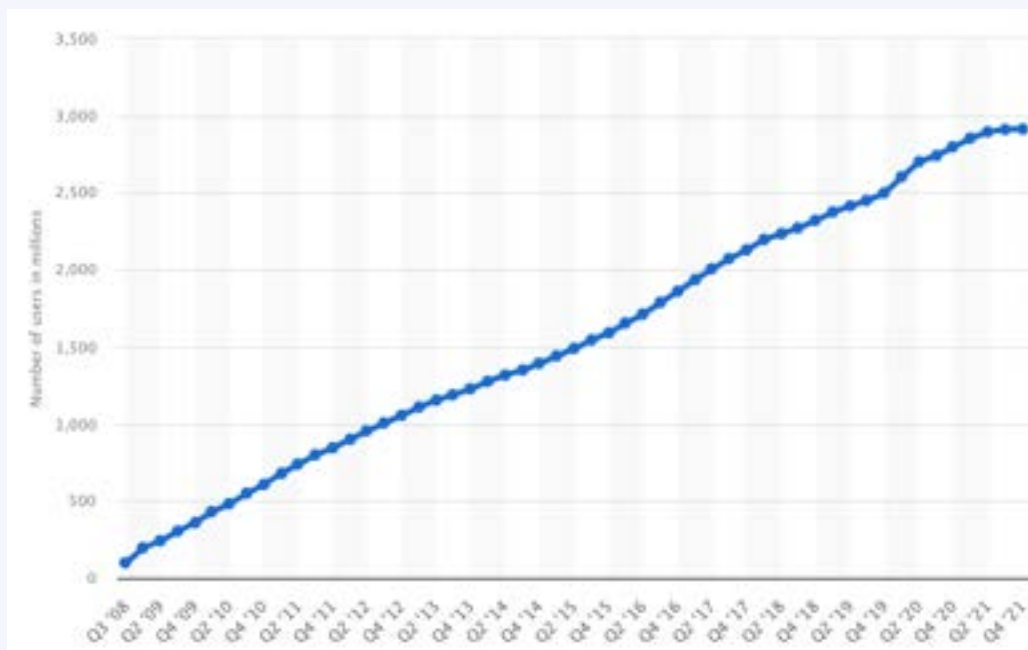
But how does TikTok's effectiveness compare to the advertising juggernauts of Facebook and Instagram?

Facebook is still the most popular

Facebook is the OG social media platform and the largest one by nearly every metric. Love it or hate it, the social giant is a must-have social media channel for marketers.

Facebook is the most used platform worldwide, currently with almost 3 billion active users per month.

You simply have to be there.



Source: [statista](#)

Globally, 57% of social media users say they've learned more about life from social media than being at university.

While information accuracy on social media continues to be a challenge for all platforms, users report wanting to engage with learning opportunities more on social media than in traditional school environments. This is a great opportunity for brands to highlight educational content in creative ways.

Facebook’s frequent updates, algorithm changes and new features can be tough to keep up with. But with 2.91 billion users, each spending an average of 19.6 hours a month reading, watching, liking, scrolling and commenting, it’s stuff you need to know.



Source: [Hootsuite](#)

A trend to watch out for in 2022 is live shopping. Live shopping is Facebook’s answer to consumers who want a more interactive experience and for brands that want to show off their products in action.

As we know, being authentic is the key to driving ROI on social media, which is why “humanizing” your brand’s social account is always a good thing. Maximizing the use of UGC in organic posts, ads, Facebook Stories and live streaming (live shopping) is vital.

50%

of consumers want to discover new products through Facebook Stories

User generated content (UGC) and Facebook ads might just be [a match made in heaven](#), and here's why.

The main components of Facebook ads are the text and visual elements. They work in tandem to attract the users attention while they are scrolling and browsing their Facebook account.

No, relevancy is something that impacts the placement of ads. Facebook's algorithm is designed to show content to users depending on whether they think it's relevant for them.

The relevancy score is calculated by how much engagement the ad is getting - shares, likes, comments and click throughs.

If the score is high, your ad will get more impressions at a lower cost - simple. This is because Facebook has A LOT of ads running at once and it wants to make sure users are seeing the most relevant content for them.

A high relevancy score is the biggest challenge with Facebook ads, and that comes down to the images and text you're implementing.

But to have the best ad, you need to have great content, and we all know that it's time-consuming and expensive to create great content.

Cue the power of social media, where more than 1.8 billion pieces of content are shared every single day.

Great content is being produced by social media content creators all the time, and it can be sourced quickly and easily.

Not only does utilizing UGC bring you an abundance of content, it's also proven to be more trusted.

So let's just take it back a step and recap. UGC:

- Saves you time
- Saves you money
- Is more trusted by consumers
- Is engaging (which makes it a high contender for a high relevancy score on Facebook)

To show it in action, let's take a look at some examples of UGC on Facebook.



Source: FB Ads Library



Source: FB Ads Library



Source: FB Ads Library

Pro tip - Use authentic content in video format that hooks the viewer in the first few seconds. Provide meaningful, education content (this could be a product demo, skincare hack, or similar) that's what the viewer wants to see and will be sure to drive conversions.

Instagram's ad reach continues to grow

Instagram's algorithm also got a touch-up at the start of 2022. We won't go into too much detail here but ultimately the algorithm rewards quality, engaging content.

For example, across Reels, Stories and Feed, the algorithm will be showing content first that is most relevant to the content that the user has shown the most interest in. This could be content from pages their interested in or content of a similar topic and style.

But let's focus on how Instagram's ad landscape compares to TikTok and Facebook.

In 2022, ad campaigns on Instagram can reach 1.8 billion people - which is over half of their 2 billion users.

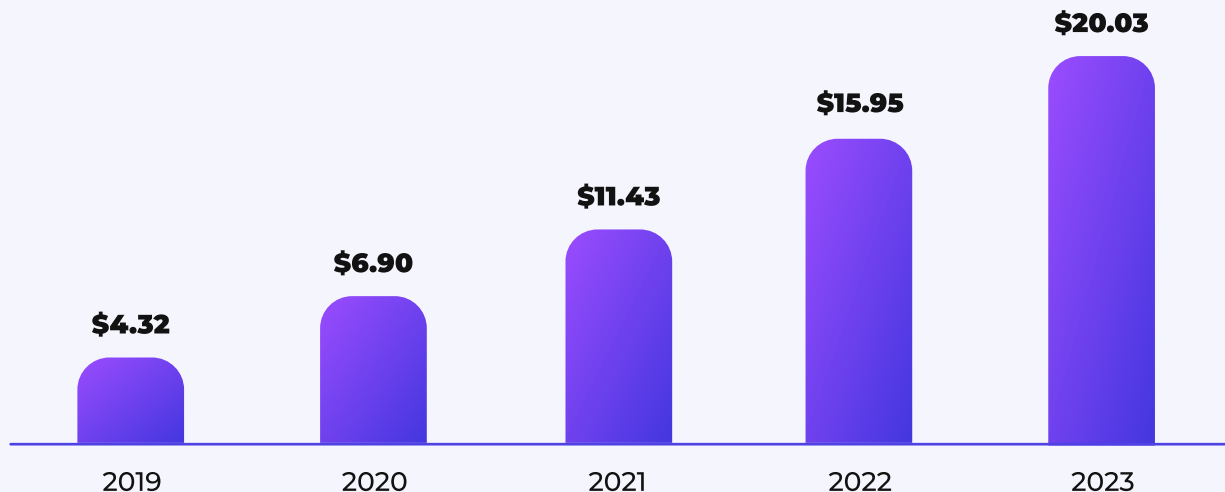
In addition, Instagram Stories Ads will bring in \$15.95 billion worldwide in 2022. This is over a quarter of the platform's global net ad revenues. Ad spending is said to be growing faster for Stories than for the Instagram Feed.

Marketers would be wise to not disrupt their ad budget across Stories, Reels, and Feed to maximize impressions and clicks.

Compared to Facebook, Instagram's advertising reach is skyrocketing past Facebook's right now.

Could this be signaling a trend that audiences are engaging more frequently on other channels and less on Facebook?

Net Stories ad revenues worldwide



Source: eMarketer

Instagram's popularity continues to grow and so does its ad reach.

If you're looking to spend your ad budget on Instagram, it might be worth also knowing that their ad reach has grown by over 60% over the past 2 years.

Also, statistics show that ad reach between men and women was almost an even split - 49.3% women and 50.7% men. For marketers, this signals that Instagram is the perfect place to run ads that are targeted at both demographics.

Feed and Stories ads are still outperforming Reels in 2021. Of total impressions served, eMarketer reported the following break down:

- Feed 47%
- Stories 42%
- Explore 9%
- Reels 1%

Our advice for marketers is to test out new ad formats and figure out what works best for your brand. Some may find more success on Reels in 2022, whereas others might see higher clicks through Feed, Stories, and Explore.

TikTok vs Meta - the post-pandemic shift

Platforms surrounding influencer and creator marketing continue to evolve over time. Methods that once worked are no longer effective for brands that look to make authentic connections with consumers via social media personalities.

User-generated content (UGC) is accounting for 39% of media hours vs. 61% for studio content.

Interestingly, twice as many consumers report difficulty finding something to watch in traditional TV or recorded DVR than on UGC platforms like TikTok, Instagram and Youtube.

The creator economy's growth in the media landscape notes that consumers are increasingly watching user-generated videos the way previous generations would watch TV.

56%

Teens spend 56% of their time on UGC while consumers aged 55+ spend 22% of their time on it.

The pandemic certainly gave a boost to the user-generated content marketplace, with consumers saying they are watching more content now than ever before.

Beyond looking for entertainment, consumers see this content for other reasons such as learning how to do something, or watch content about a niche topic.

With UGC, brands have the chance to leverage the experiences of everyday consumers. Even though these consumers may not have large followings, the content they produce is more authentic and has the proven potential of creating deeper connections with followers and viewers.

Because of this, brands are developing creator partnerships because they see the value in featuring content from creators to make themselves more visible and recognizable.

As TikTok's popularity continues to grow, other platforms are introducing offerings designed to entice creators to produce content. In December 2021, Facebook introduced a professional mode for profiles in the U.S, allowing creators new revenue opportunities and providing tools to help grow their audience.

While other platforms try to compete with the success TikTok had during the pandemic, TikTok continues to grow.

TikTok is the #1 app for driving consumer spending. Overall, users spent \$2.3 billion in the app during 2021

Facebook and its sister app Instagram are trying to keep up with TikTok. Meta CEO and founder Mark Zuckerberg called the video sharing app "one of the most effective competitors we have ever faced".

The Blueprint for Winning Paid Social Ads



Creating effective paid social ads requires a joint effort between multiple departments and sometimes external entities. Therefore, there needs to be a strong foundation of communication between each person involved.

The core of a successful ad campaign is build from ideas and feedback that are shared between all parties involved to constantly improve and evolve the ad creative process.

Social media platforms are a constantly moving space with new algorithm adjustments being lauched several times each year. To keep up, your ad strategy needs to be in a constant state of adaptation and so does your team.

Ideas that once saw a huge ROI probably won't work anymore, but simple changes can make all the difference.

We're going to explain each step of building an ad creative, then deep-dive into the ad creative best practices and show you how to make this process work by establishing team synergy.

“Note — What follows is a framework that takes roughly 3 weeks to complete, depending on your ad spend. Plan accordingly!”

So let's start at the begining.

Step 1 - Establish the intent, target audience and customer personas

The goal is to develop a concept that will get people talking and thinking about the product or service. Ideas also need to be presented in a way that will break away from other competitors' ideas.

A good creative provides the most bang for its buck, while giving added value to the target audience. To achieve this, the first step of the process requires originality.

Target audience + customer personas

When working on a stop-scrolling ad, it's important to ensure that it speaks directly to its target audience. By keeping the target audience at the forefront of your mind it allows you to zero in on the optimal ad design, messaging and platform.

To identify your target audience you need to:

- analyze your customer base (if you have one),
- conduct market research and learn industry trends,
- analyze competitors,
- create personas,
- define who your target audience **isn't**,
- and continuously revise.

Your target audience can evolve, especially because sometimes ad campaigns attract unexpected audiences. So you need to practice regular analysis of your customer profiles to make sure you are producing ad creatives to match the customer personas.

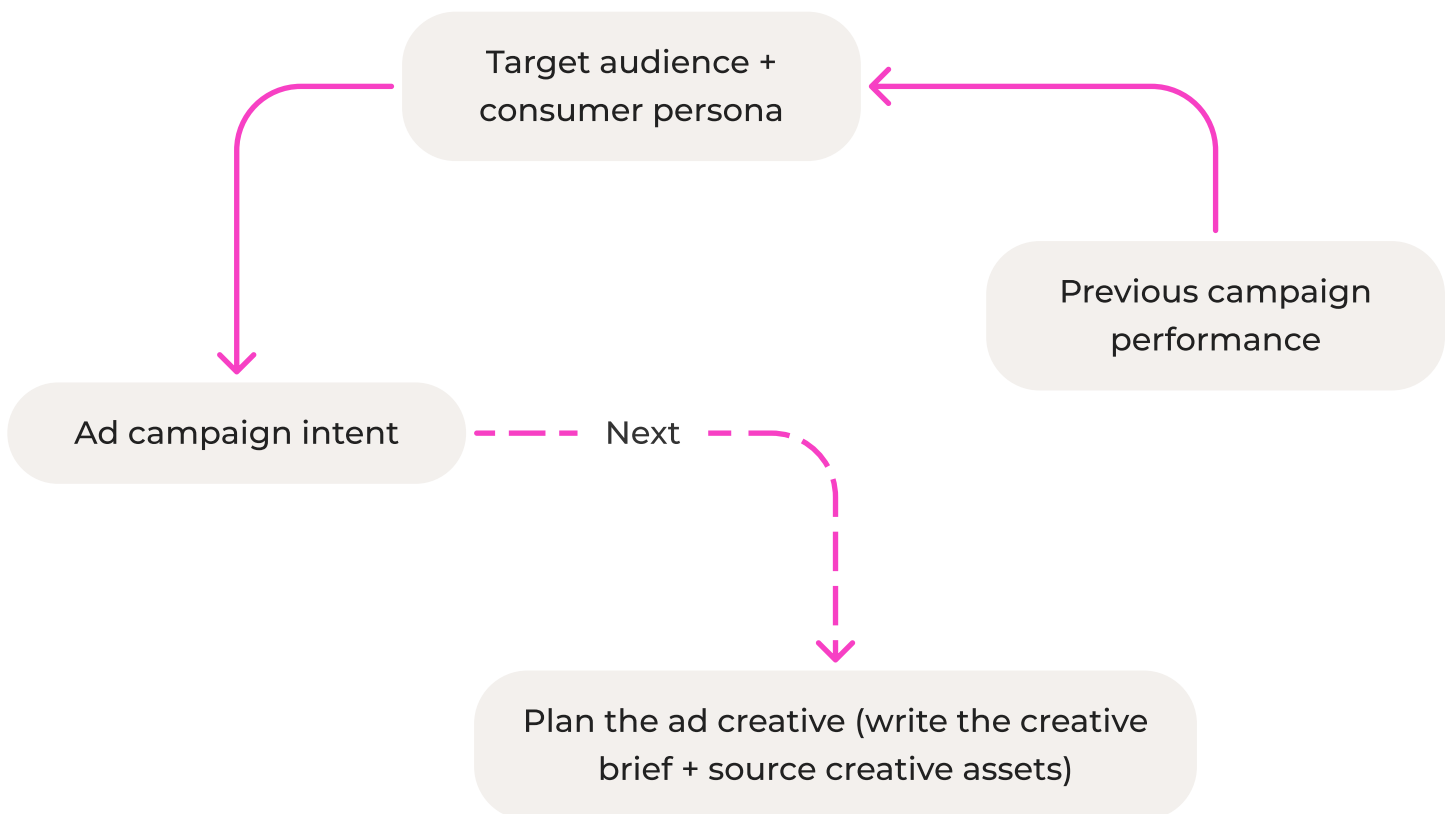
Campaign intent

When planning each ad creative, you need to establish the campaign intent.

Do you want to build brand awareness? Do you want to sell a product? Does the ad take them to a product page on a website? Are you launching a new product? Are you promoting a service? Are you providing a solution to a problem?

You need to combine your understanding of the target audience with the ad campaign intent and understand what will make them tick.

Combining the customer persona with the campaign intent forms the foundation of your ad creative. All aspects of the creative asset, messaging, ad placement and format all need to be centered around those 2 main pillars.



Once your team have gathered to discuss ideas, and the performance of the previous campaigns have been analyzed, it's time to write the creative brief and source the creative assets.

The creative brief is 50% of the success

Without a good creative brief, you won't have good content - it's as simple as that.

A creative brief needs to consist of these 7 keys points:

- 1. Campaign type**
- 2. Content format**
- 3. Content type + messaging**
- 4. What the creator should do**
- 5. Key product features**
- 6. Script examples and references**
- 7. Do's and Don'ts**

The **campaign type** is whether you would like the creator to produce content for an influencer partnership (posting on their page, the brand page, or running creator ads), or if the creator should just produce content (that can be used for paid social campaigns or any other use).

Then you need to specify the **content format** - this is crucial as you don't want to receive a horizontal video that should be vertical. So clarify whether it should be; 9:16 vertical, 4:5 vertical, 1:1 square, or 16:9 horizontal.



Source: Insense

You need to specify the **content type and messaging** - what the creators should do.

The content type means; selfie-testimonial, product review, product demo, how-to, unboxing, or custom.

Then write a detailed explanation about **what they should do** (see the example on the left).

You should be as detailed as possible in this section because it makes for a smooth UGC production and the best quality of deliverables.

The content creator needs to understand all the **key product features** of what you want them to talk about and promote in their content.

Therefore, you need to provide them with a detailed product description.

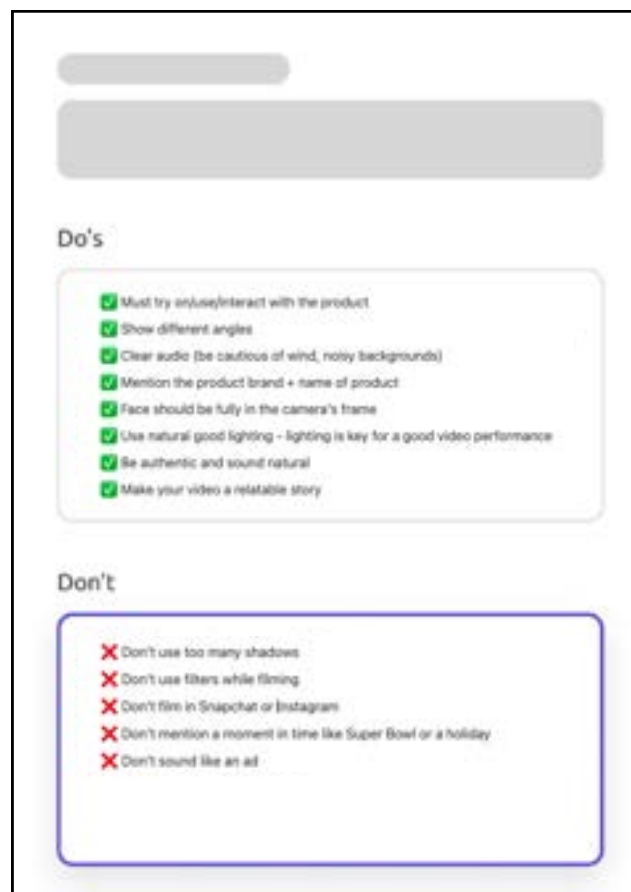
Also a link to the product page is highly beneficial, so the creator can research and learn more about the product.

The next step is to provide **script examples and references**. In order to fully understand your vision for the creative asset, examples of similar content should be included so the creator can see where you got your inspiration from and/or how you envisage the creative.

Writing clear **do's and don'ts** helps to creators to understand what you specifically do not want them to do or say within the content they produce, and makes it clear to them what they must include.

By making these do's and don't clear, it reduces the need for back and forth communications between the team member managing the creators and the creators themselves.

This helps to speed up the asset generation process so that you can focus on sourcing UGC at scale.



Source: Insense

Step 2 - Source diverse UGC at scale with content creators

On Insense, we match brands with content creators to source high-quality UGC at scale.

There are different types of content creators, but we work with micro-creators because their audience is usually a close-knit community within a specific niche which makes them extremely valuable for brands who are targeting a specific audience (e.g dog owners).



Source: Insense

Micro-creators are also more affordable for small-mid sized brands.

They also have a smaller audience, typically between 10,000 and 100,000 followers - but this doesn't mean that your ad performance will be reduced.

In fact, it means quite the opposite. Micro-creators have small but highly engaged audiences within their niche which typically drives higher conversions as their audience is so high quality.

Additionally, they are experts at creating content for their niche audience - that's how they built their following after all!

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\$100-120

average spend on 1 x UGC video creative
(+ increased ROAS with Creator Ads + organic reach)

Why use content creators instead of producing content in-house or with a brand's followers?

Sourcing UGC from content creators by yourself is an extremely time-consuming process. It can take weeks to find suitable content creators, vet them, all the back and forth in DMS, establishing a contract with them and then organizing ads with them.

You have to repeat this process on every social media platform you want to use. And then you have to keep repeating this process for every new campaign, and everytime you want to find new creators to help you scale.

Working with your followers is a huge challenge in itself because you can't guarantee the quality of the content.

But imagine if you could do all of this in one central place, with vetted creators, that has an integrated chat feature to keep all your creator communication in one place? That's where Insense comes in.

Insense enables you to work on:



Content

sourcing a constant flow of affordable UGC assets



Organic reach

can go viral (especially on TikTik), works alongside paid



Repurposing

the flow of UGC assets can be edited for different purposes



Creator Ads

organize creator ads in the chat to drive increase ROAS

Step 3 - Pair the perfect CTA with a winning ad creative

A captivating video or image from a creator captures the attention of the consumer, but once you have hooked them, how do you convince them to make an action?

Ad copy should be short, to the point and convincing - this is where direct response ad copywriters are very useful - to channel the consumer down the purchase funnel.

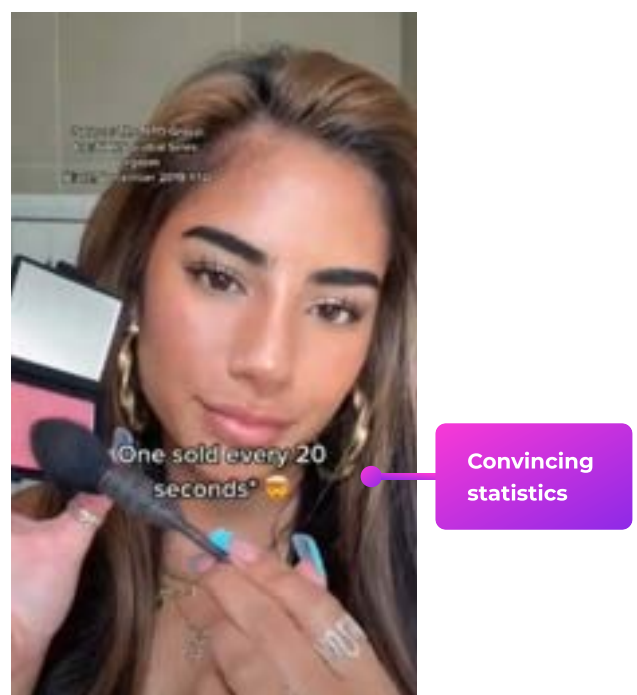
Every CTA should be:

- Simple and clear
- Visible on all ad creatives
- Cohesive with the end result (what they click through to do/ see)

Here's an example.



Source: TikTok Inspiration

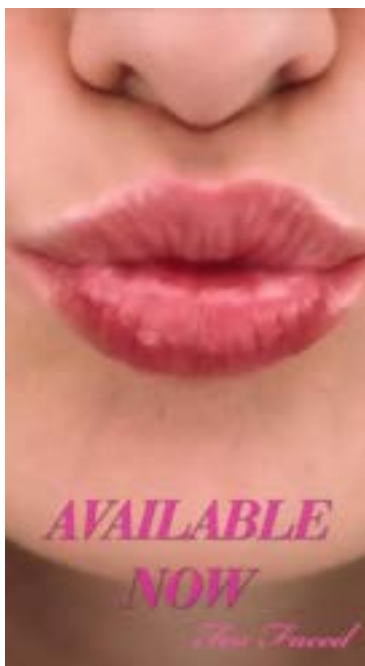


Source: TikTok Inspiration

This is why the right type of messaging is so critical. Yes, your angle (how you talk about your products) is important as well, but the CTA will be a primary reason why people click, or don't click.

Testing CTAs is crucial for your ad success. Don't just rely on one and hope for the best. You need to run a/b testing, edit the ad copy and learn for the next time.

You should also test out including the creator within the CTA. Having them say "click the link below to shop" can be the driving force to convince the consumer to make a purchase. But this is something to try and see if it works for your brand.



Source: TikTok Inspiration



Source: Insense

We can't stress enough how important testing is to maximize your ROAS.

Which leads us onto our next step - fully dedicated to ad creative testing.

Step 4 - The only ad creative testing formula you need

The key concept here is that ad creatives are an iterative process—it's not like you can just come up with the perfect ad on the first try and have all the sales roll in.

Think of your campaign like a flywheel—get it started early with a solid strategy and continue to add momentum with a few tweaks and adaptations. The three areas you can test are:

1. The Hook
2. The Angle
3. The Creator

The creative is what you're using to sell your product. Often this includes a discount, a bundle, or a new product announcement, just to name a few.

We can't stress enough how important it is to test, test and test. But don't worry—we'll help you craft the perfect ad creative testing strategy in the next step.

The Hook

Your hook needs to speak directly to your audience. Your audience are filtered within the first few seconds of viewing your content. If it doesn't speak directly to your audience they will just swipe away.

Bad hooks almost always lead to poor performing ad creatives because they fail to “hook” your viewer.

Did you know?

**Hooks are less than 5% of the Ad creative length -
yet they can impact the performance of an
average Ad creative by up to 25%**

How to create a strong hook?

1. **Start with the problem that you are trying to solve:** “Stop reapplying your lipstick every hour”
2. **Ask a question about the problem:** “Tired of applying your lipstick every few hours?”
3. **Make a list:** “3 ways this lipstick will save you time”
4. **Start with the product:** “This lipstick went viral on TikTok”
5. **Solve the problem:** “This lipstick literally doesn’t budge all day!”

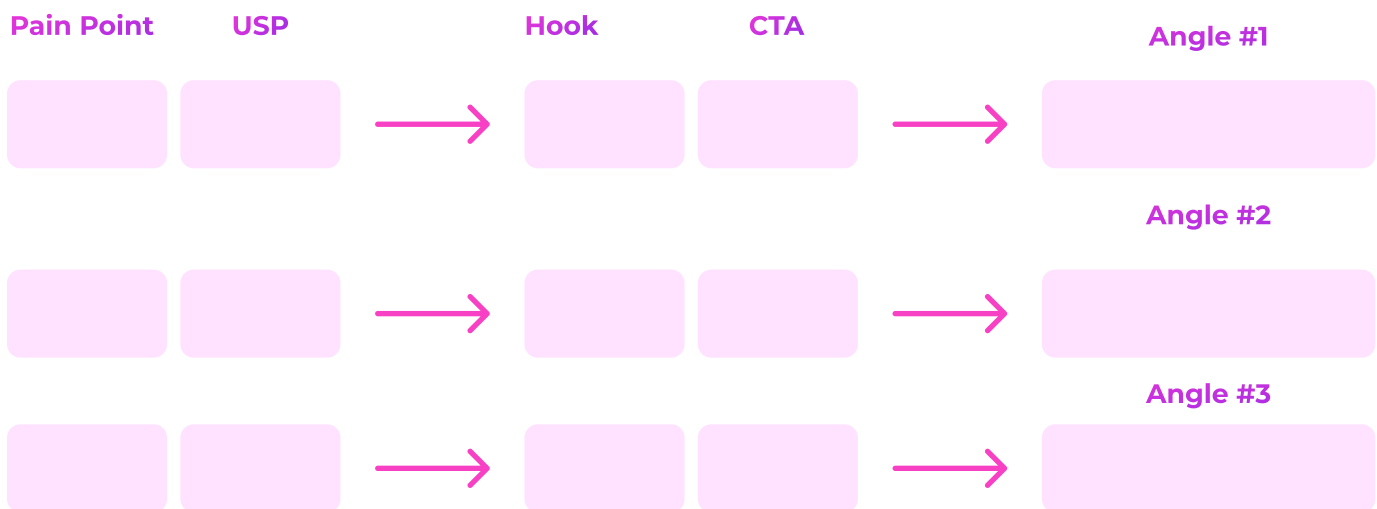
You can try these different hooks by repurposing content but using different text overlays or different voice overs to see which one drives the most conversions.

You can also try asking the creator to say different hooks, so you can play around with different versions.

The Angle

The angle refers to the creative angle. For example, what problem does it solve? How does it make someones life easier? How does it make someone feel? What is the benefit?

A creative strategic map will help you to come up with various creative angles to test. For example:



And example of this could 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 stoped 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

The Creator

You may think that the creator's you've chosen are right for your brand, but maybe they're not engaging your audience.

Part of your testing should be to try out different creators to see which type of profile works best for your audience, the results will be shown in the ad performance.

You can probably tell which creators are connecting best with the consumers by the comments they are leaving.

For example, if you are promoting a product for both men and women, try using creators from each gender and test which one is working best. Although the product may be for anyone, don't waste your money if a demographic aren't making purchases.

Then scale what is working for your brand.

The proof is in the pudding

Pay attention to the performance metrics of each ad you are running. To ensure that you're receiving constant reports of ad performance you need to find a solution that plugs your media buyer into your brand setup.

This feedback loop will provide data to inform your next move for testing.

Test and go broad. Let the creatives find your audience. Then hone in on what is working.

Your ad creative testing timeline

Here's what a four-week campaign might look like.

Week 1 - Ideate and launch ads

By now you should have a plan for generating a ton of diverse creative assets and ideas for pairing them with various offers and angles. Get your ads out into the ecosystem and begin gathering data on their performance. Note what is working and what isn't via top-of-the-funnel metrics like CTR.

Week 2 - Test angles, ad copy and CTAs

Start testing different angles, CTAs, creators and ad copy. Again, pay attention to the comments section! You can also use newsletter signups here to gauge interest in your various offers if you can't launch the promotion quite yet.

Source: Insense



The Problem/ Hook



The Solution



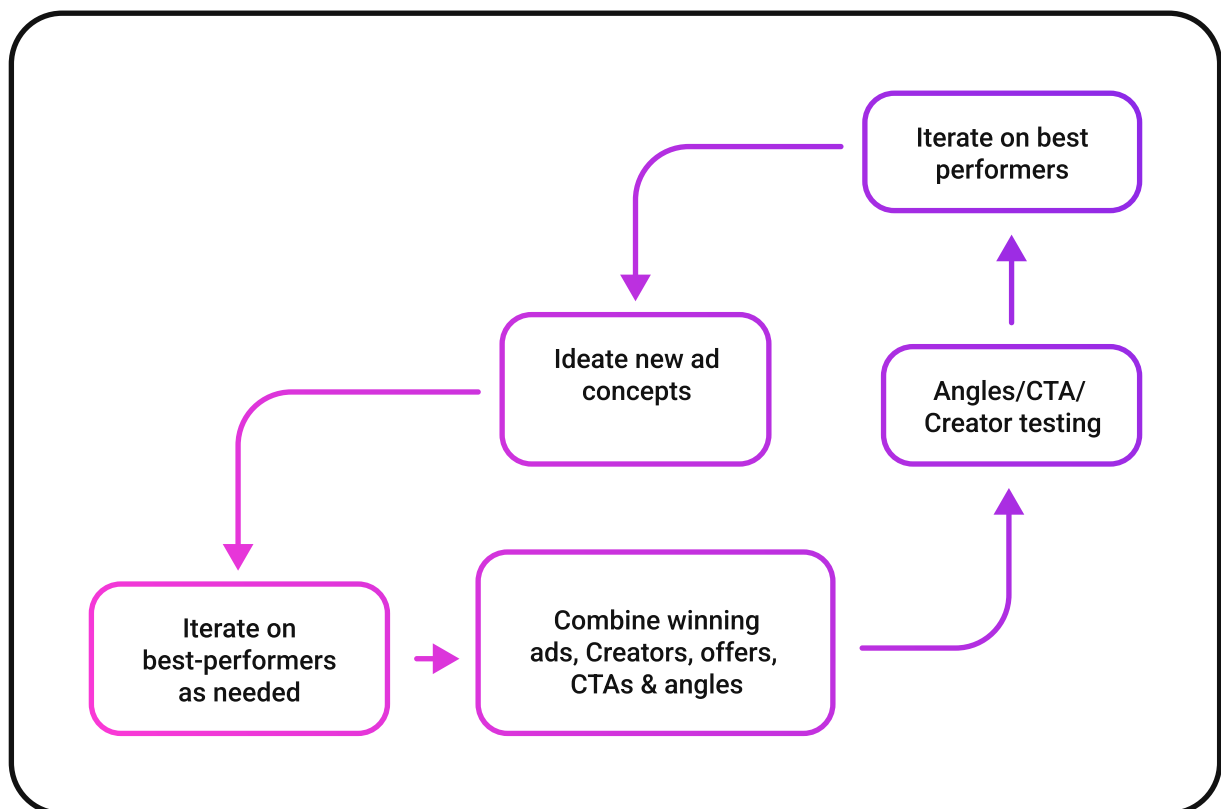
The Product



The CTA

Week 3-4 - Finalize ads based on winning combinations

Based on the results, identify your winning ad combinations and make a plan to **scale their distribution**. In this way, you've taken an iterative approach—testing different elements along the way—to ensure your ad strategy is sound.



Source: AdMission

Scale the winners

Obviously, the point of all of this is to maximize ROAS. Once you're sure which ads are performing, you need to be ready to scale them with increased ad budgets and expanded targeting.

Ad Creative Best Practices



Oh yeah—now for the fun part!

Right now, you have more creative options open to you than ever before. Images, slideshows, GIFs, long-form videos, short videos, highly polished videos, UGC videos... There's never been a better time for creative minds to use a diverse set of mediums to deliver messages to their target audiences.

“Ad creative is absolutely critical for success, especially given some of the new targeting limitations on account of iOS 14.5. This is the #1 area to focus on.”

Diversify the creative — lead with video, close with images

We hate to sound so absolute, but if video isn't the center of your ad strategy, you're in for an uphill battle. Engaging videos are crucial across the board for all brands, products, and campaigns.

That's not to say other mediums don't play a role, but no creative asset is more important than video, and there are several reasons for this.

Why video is crucial

First, video is the fastest and most efficient method of transferring information to a cold audience. So if somebody has never heard of your brand before or you're launching a new product, video is what you want to use to capture their attention, educate the viewers, and show off your product's benefits.

Second, advertising videos to cold audiences not only get you sales, but they also build engaged audiences that you can retarget in the future—remember, most consumers aren't going to purchase on the first touch.

Third, video has never been more accessible for brands. Sure, you can go out and produce a highly polished video in a studio, but you can also whip out your phone and use the editing tools provided by TikTok and become a viral sensation. Or, you can simply make a slideshow with still images, music, and animated text. The point is that there's no excuse for not featuring video at the forefront of your paid social efforts.

How to make great video ads

Every brand is unique and has different needs when it comes to video production, but for video ads on paid social, there is a framework that drives audience engagement and action. It goes like this.

AIDA

- A = Attention
- I = Interest
- D = Desire
- A = Action

This is possibly the most classic persuasion technique in existence. Every single piece of content you make, but especially video, needs to follow this basic format. No matter the length of your video, always make sure that you're covering all these points and make sure you go in order!

We'll discuss AIDA in more detail at the end of this section.

Use a hook in the first 3 seconds

Arguably the most important aspect of a video ad, the first three seconds determines whether the viewer will stick around or keep scrolling. You need to grab them with what's referred to as a hook, an attention grabber, right away.

Here are a few examples of hooks:

- State a common problem
- Open with an interesting fact
- Tell a joke
- Pose a question
- Tease a story
- Use surprise

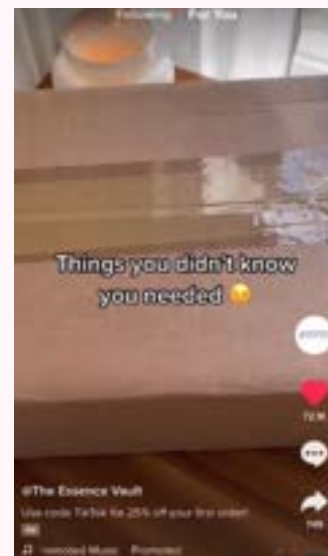
Every video you make needs a hook, no matter if it's on Facebook, Instagram, TikTok, or whatever. No exceptions.



Source: TikTok Inspiration



Source: TikTok Inspiration



Source: TikTok Inspiration

Leverage UGC

Three years ago, cutting-edge brands began using user-generated content in their advertising campaigns. Today, the secret is out and nearly every brand is utilizing this tactic. Why?



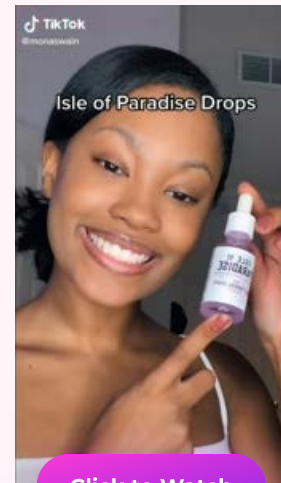
[Click to Watch](#)

Source:
Facebook Ads Library



[Click to Watch](#)

Source:
Facebook Ads Library



[Click to Watch](#)

Source:
TikTok Inspiration

Because according to Social Media Today, **93% of consumers say UGC is helpful when they are considering a purchase!**

“Shopify reported that ads with UGC received **4x higher click-through rates plus a 50% drop in cost-per-click compared to other types of ads.”**

It's important for consumers to see 'the real thing,' as opposed to one of the fake cheeseburgers from a McDonald's ad that we all know is totally inedible due to all the glue holding the lettuce on juuuuuust right. **We want to see your products in real-life scenarios and to hear them reviewed by third parties.**

While we do highly recommend engaging with content creators to source this type of video, be sure to script your videos or use a creative brief to ensure they still follow the proper framework for performance content (hook, education, CTA). You'll likely still want to work the content through an editor to make sure it's ad-ready with elements like subtitles, music, captions, CTA buttons, etc.

Various Ad Types for Videos

By all means, be as creative as possible! You can even mix and match UGC with product/lifestyle shots to create different ad types to get the desired effect.

But 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 or those with unreal results.

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.

Unboxing - It's like Christmas! For somebody else... However peculiar the trend might be, unboxing videos can be particularly effective UGC, especially when combined with reaction or testimonial videos.

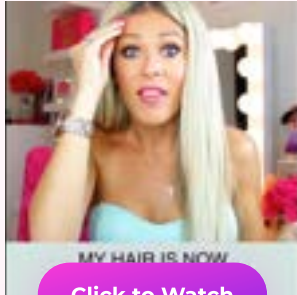
How-to - Sometimes it's better to show, not tell. How-to videos are a great way to show how your product actually solves the problem that the audience has.

Us vs. Them - Feel free to use a little friendly competition between you and rival brands while pointing out the various differences (hopefully in your favor!) between the two products. Split screens work great here.

3 Reasons Why - Simple and effective, sometimes you can just list three reasons why somebody should choose your product—point out how it will improve their lives. Captions and text overlays work great for these types.

Various Ad Types for FB & IG

Using UGC Examples



Source: Facebook
Ads Library

Talking Heads/ Testimonial

- Looks like a real customer sharing their experience, which is social proof
- Strong eye-contact makes tick
- Interest in the story – what helped her hair grow
- Share the genuine feelings
- Drives desire to try a product to get the same results
- Captions for sound-off experience



Source: Facebook
Ads Library

Action Shots / Product Demo

- Makes you watch till the end because you want to see the result
- You can check how a product works / what effect it provides
- A client can see a product in reality, which drives social proof



Source: Facebook
Ads Library

Product Shots/ Unboxing

- Drives interest in what's inside, so a client watches till the end
- Share the genuine feelings, so a client wants the same experience
- Show how a product looks and feels in reality

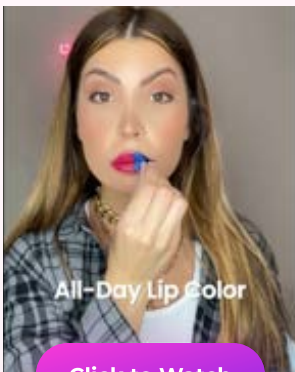


[Click to Watch](#)

Source: Facebook
Ads Library

Product-focused Demo

- Showcases a product in an engaging way
- Demonstrate the ease of using a product
- Genuine feelings of testing a product

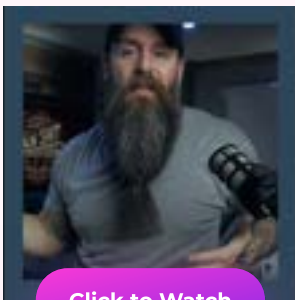


[Click to Watch](#)

Source: Facebook
Ads Library

Testimonial Mashups

- Makes tick because of fast video change
- Many customers proves a product effect



[Click to Watch](#)

Source: Facebook
Ads Library

UGC mixed with Brand video

- Showcases products
- Drives social proof

Various Ad Types for TikTok

Using UGC Examples



[Click to Watch](#)

Source: TikTok
Inspiration

How to

- Engaging life story that makes a client watch till the end
- Clearly explains how an app works
- Drives desire to test it too



[Click to Watch](#)

Source: TikTok
Inspiration

Unboxing experience

Do you want to click an ad and check the result on their website after watching it?

Don't forget about still images

We've spent a lot of time talking about video, and for good reason, but it's not the only tool available to you to increase ROAS. Still, **images can be particularly effective when used in your retargeting funnel.**

If you've already got somebody interested (remember AIDA?) 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.

Meta vs. TikTok creatives

As we mentioned at the start of this guide, TikTok — a platform for personalized short videos — has taken the world by storm over the last year. While its advertising platform is nowhere near as sophisticated as Facebook in terms of attribution or targeting, brands selling lower-priced products are having a lot of success. UGC thrives on TikTok, which gives you a great chance to test some influencer creator content.











But if you're a social media user in your personal life, you're likely aware of an unusual phenomenon.

“TikToks can be repurposed for Facebook and Instagram, but Facebook and Instagram videos **CANNOT be repurposed for TikTok.”**

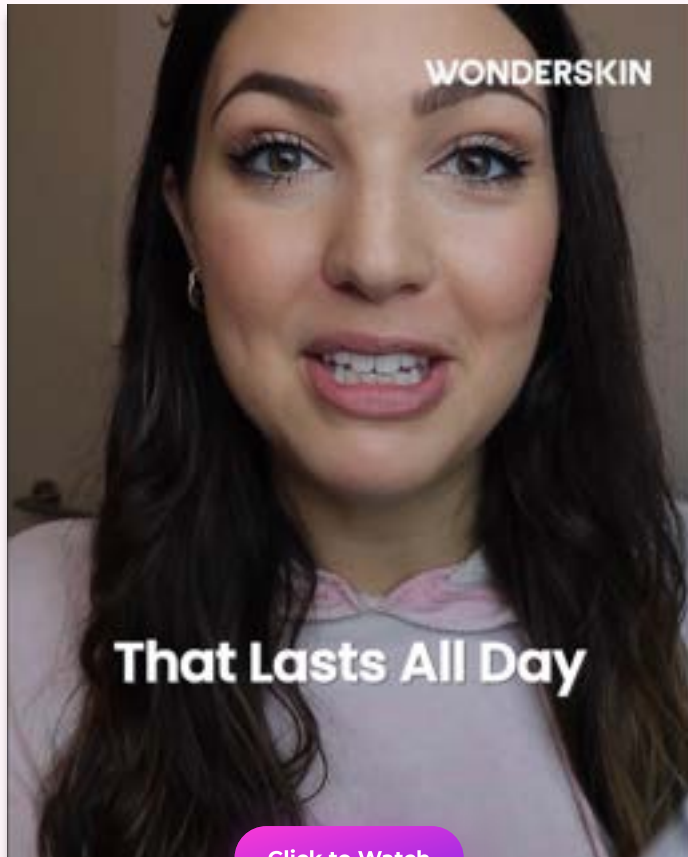
Doing so is a surefire way to make your brand look inauthentic, outdated, and completely out of touch with the audience on TikTok. **Therefore, it's incredibly important that you create your TikTok videos specifically for that platform, which does have some interesting nuances.**

It is absolutely crucial that you have two separate strategies—one for Facebook and Instagram, and another for TikTok. Check out the table below for a cheat sheet to ensuring your TikTok videos are properly optimized for the platform.

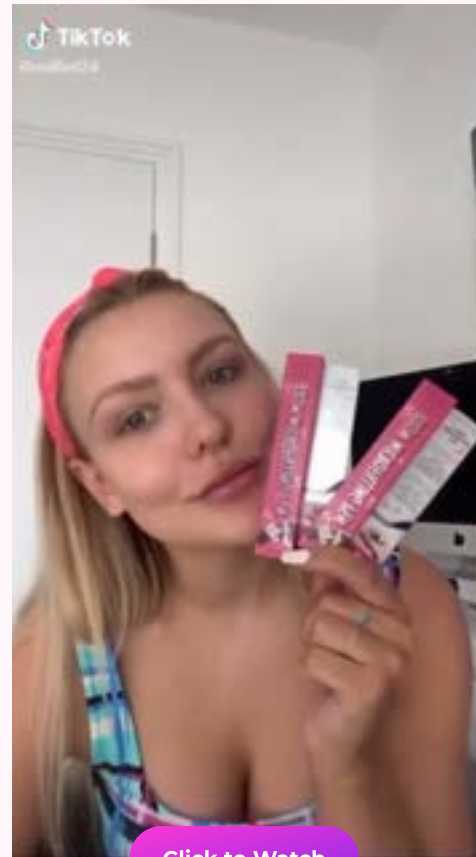
Meta (FB + IG) vs. TikTok creatives

FB & IG	TikTok
<p> Sound-off experience. Use captions in order for your video to still make sense even with sound-off.</p>	<p> Sound-on Experience. TikTok is always a sound-on experience-sound is not an optional consideration.</p>
<p> Diverse formats and placements 1:1 Fb newsfeed 4x5 IG newsfeed 1x1 IG carousel newsfeed 9x16 stories 16x9 Fb right column</p>	<p> Single video format. All ad creative on TikTok is a 9:16 full screen video.</p>
<p> No overlays. For Snap & IG: Because these platforms don't have any overlays, experiment with captions in any way you want. Keep in mind that they should be attention grabbing and stand out; therefore:</p> <ul style="list-style-type: none"> • Don't use faded colours • Don't make text too small or hard to read 	<p> Has overlays. Keep the most important visual near the center of the ad. Any important visuals should not be at the bottom left corner or far right on the screen because it will be overlaid with captions.</p>
<p> You can use creatives on Facebook, IG and Snap.</p>	<p> Make TIKToks, not ads. Produce ad creative specifically for TikTok, aligning it with the community and the native TikTok experience. The videos are a different style because of music, transitions, effects and filters native to the platform. Videos from other platform do not perform work with TiKTokers.</p>
<p> Video length - The best performing ads are between 9-15 seconds long.</p>	<p> No exact timing but the general recommendation is to keep videos short, focused, and engaging: 6-15 seconds.</p>

Check out these 2 examples of IG and TikTok ad creatives to see the difference in style.



Source:
Facebook Ads Library

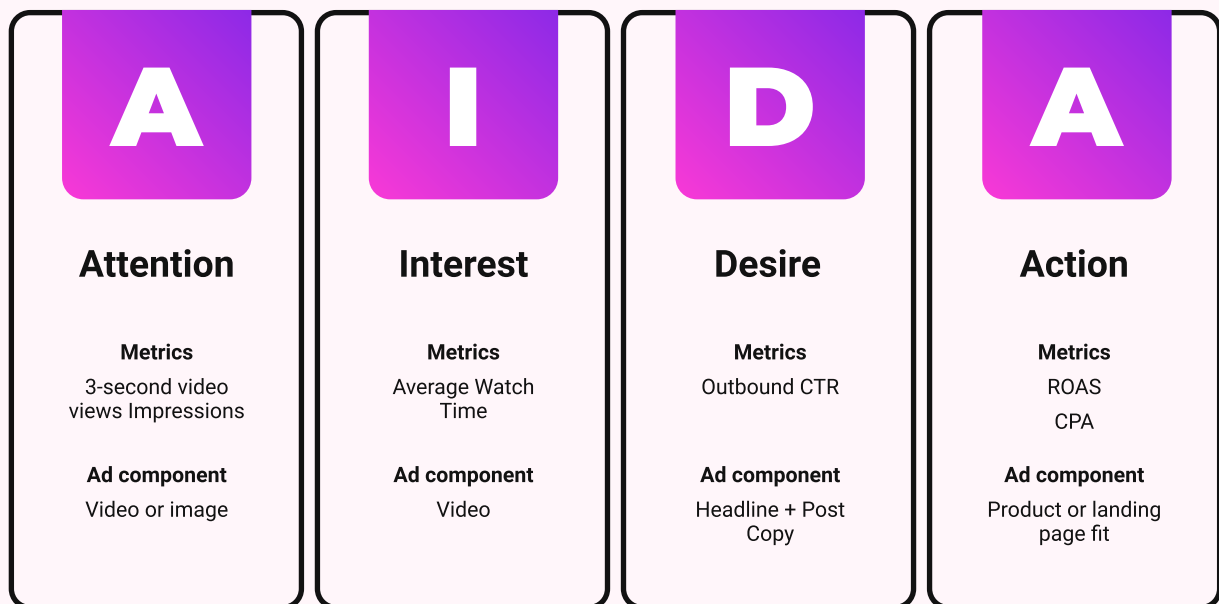


Source:
TikTok Inspiration

How to measure success with AIDA

We mentioned it earlier, but the AIDA formula does more than just help you storyboard your ads; it also provides a measurement framework. 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:



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.

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, are 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.

By now, you should have all the tools to create and measure your paid social ad creative. However, there are still a few things left to consider in order to put your campaigns over the top.

Maximizing the Authentic Voices of Creators with Creator Ads



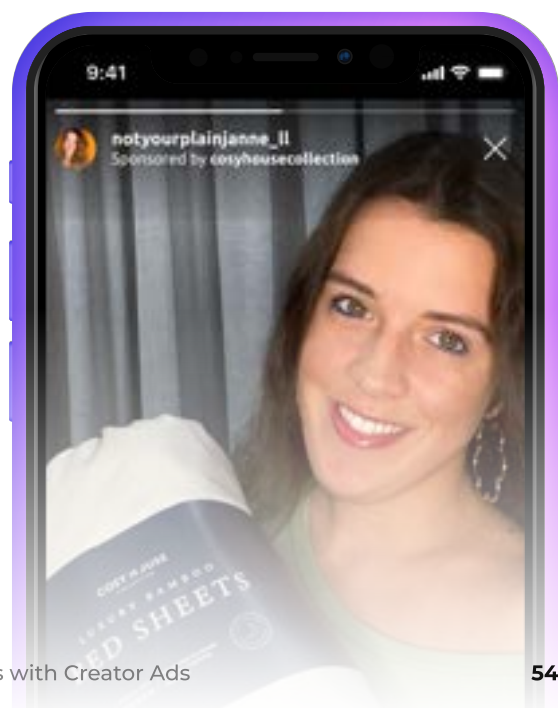
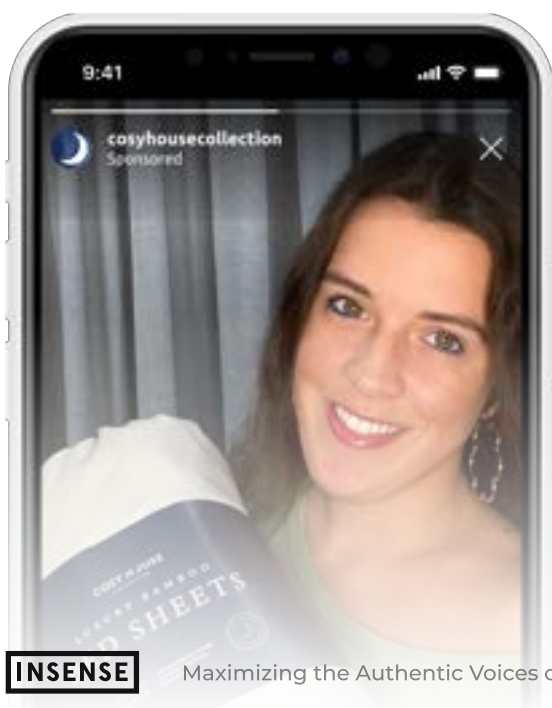
If you're running ad campaigns according to the sections above, you're likely looking forward to a winning campaign. If you want to push it further, however, there are a couple of advanced tactics you can use to reach new audiences and boost conversion rates even further.

Consumers are increasingly drawn to purchasing products that have the endorsement of real people with real takes — content creators.

“In fact, 71% of consumers took shopping action after seeing UGC from content creators in an ad.”

But you can actually do better than just re-purposing UGC into an ad — you can actually have creators publishing the ads from their accounts.

The method goes beyond just using the content from your content creator partners and actually bring their accounts into your advertising campaigns through Creator Licensing (previously known as whitelisting) or Facebook's Branded Content Tool.



Each of these methods provides a way for you to have deeper collaborations with your creative partners and potentially unlock a more profitable ROAS.

Creator Licensing gives you access to run ads from their accounts, while the Branded Content Tool allows them to identify you as their advertising partner in their content.

Creator Licensing vs Branded Content Tool / Boosting

Insense's Creator Licensing feature lets you easily choose the creators and content you want to use for creator ads.

Features	Creator Licensing	Branded Content/ Boosting
Leverage just content (no organic post) for a creator ad using the creators identity at the ad level.	✓	✗
Edit ad copy & adjust ad creative	✓	✗
A/B test ad copy optionally at the ad level	✓	✗
Change placements (for example: leverage feed content for story placement)	✓	✗
Use creator content & identity for all FB campaign objectives	✓	✗
Use creator organic audience (from IG/FB) as a source for audience creation & LAL building in Ad Account	✓	✗
Ability to amplify content in Facebook Ad Manager	✓	✓
View ad analytics & reporting from creator ads	✓	✓

Think of it as the same as you launching a traditional ads campaign, but in this case, you can choose any whitelisted creator handle to show ads from.

This sounds so simple, but this tactic can dramatically increase CTR and ROAS on the very same ad creative. We're particularly interested in this tactic, which is why we've built Creator Licensing into our platform.

The second method is to take advantage of a relatively new TikTok feature called Spark Ads.

Let's take a look at both of these methods in-depth.

Creator Licensing on Instagram (Whitelisting)

Want to know the secret to boost conversion rates on mature paid social campaigns? Have the ads originate from your content creator's accounts! The process of gaining access to a creative partner's Ad Account is called Creator Licensing, and there are several benefits for you.

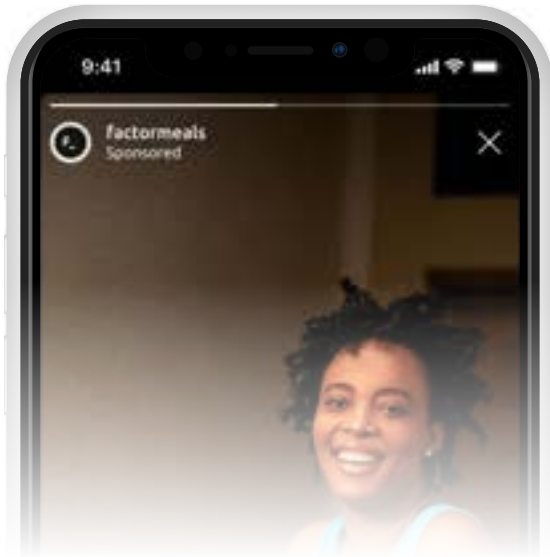
5 Benefits of Creator Licensing for Advertisers

Creator Licensing allows you to get a lot more results out of your influencer content campaigns in a few key areas:

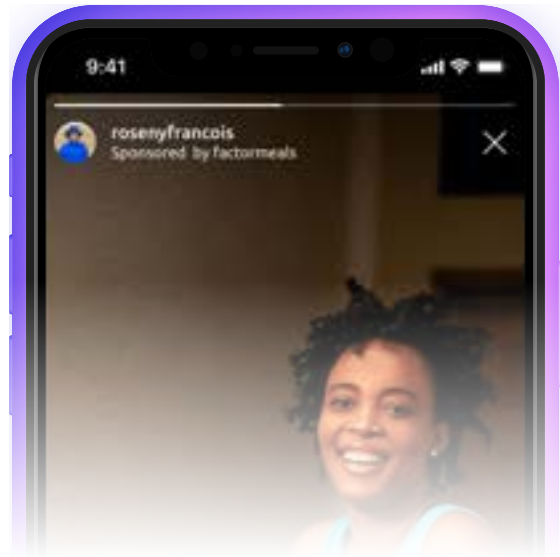
1. Ad Types - As opposed to being limited to simply Boosting their posts for engagement, you now have the full power of Facebook Ads Manager at your disposal. This means you can change the ad type from Single Image to Video to Carousel, change the Campaign Objective, and generally use their content in a more sophisticated manner.

2. Social Proof - There is a HUGE difference between running an ad campaign with influencer content from your brand's Instagram account vs. the account of your influencer. By having the ad originate from a creator's account, you have some built-in social proof because the message is coming from somebody else besides your branded account. And of course, you can actually test and measure whether or not the account origination affects your outcomes (CPA, ROAS, etc.) If you're working with multiple influencers on the same campaign, this will also show which account is most conducive to sales.

Brands Account



Creators Account



3. Dark Posts - A “dark post” is content that comes from an influencer but never appears in their organic feed. Basically, the post is designed to be an ad from the start. This can be helpful for the brand if they want the post to be more specific—such as promoting a sale or new product—that the influencer wouldn’t normally post organically. Additionally, because it will be supported 100% by ads, the brand has more control over who will see the content. You can read more about dark posts [here](#).

4. Audience Targeting - Again, instead of relying on the limited targeting options that Boosting a post offers, brands now have access to more sophisticated targeting. This can include access to the influencer’s own audiences, depending on the level of access negotiated in the whitelisting process.

5. Measurement - By utilizing campaign objectives like Conversions or Catalog Sales, advertisers can get actual ROAS data on their influencer campaigns, as opposed to surface-level engagement metrics only. This makes a huge difference in your ability to evaluate the overall effectiveness of your ad campaigns.

Spark Ads on TikTok

TikTok Spark Ads are a native ad format on TikTok that enables brands to leverage organic posts that are already trending. It gives brands 2 choices when publishing ads:

- Using their brand's own TikTok account's content
- Using organic posts by other content creators on TikTok (with their authorization)

Basically, TikTok continues to be a haven for content creators as Spark Ads allow brands to leverage user-generated content (UGC) easily. Spark Ads presents new opportunities for brands to level up their presence, start conversations, and build stronger customer connections—all without doing the ad creation themselves.

Non - Spark Ads



Click the profile photo, nickname, video caption, CTA button, or swipe left to the landing page.

Click the video caption or CTA button to the landing page.

Spark Ads



Click the profile photo, nickname, or swipe left to the account page.

Click the music name or the music disc to the music page.

Source: [TikTok Spark Ads](#)

Look—it’s a strange time for Facebook right now, but the reality is many brands will still run very profitable campaigns in Q4.

“If you’re willing to try something new, TikTok offers the same opportunity that Instagram did five years ago in terms of low CPMs—you should definitely take a look at Spark Ads on TikTok”

How do Spark Ads work?

One of TikTok Spark Ads’ best features is how brands get to see the type of UGC that is generating traffic and engagement. It saves a lot of time for testing and verification. Before, you would need to go in blindly as you publish an ad and monitor its results. Based on the results, you optimize your ads and test again.

With Spark Ads, you get to choose posts that are already doing well. All you have to do is to amplify its reach even more.



Source:
TikTok Inspiration

Why should brands leverage TikTok Spark Ads?

Here's why your brand should look into TikTok Spark Ads as the future of social advertising:

1. Your brand will generate better performance results. Of course, this is the first and number one benefit. It all goes back to how Spark Ads are native and blend in easily with the TikTok vibe. So they also perform better than other ad types. In fact, data from TikTok shows that when Spark ads are used, there is a boost in video views, engagement, and conversion metrics.

2. The impact on the market is for the long term. Did you know that when an organic post gets turned into a Spark ad, the paid video views are added on top of the organic video views? This makes the video even more popular in reach and visibility. Plus, a Spark Ad drives users to the poster's profile instead of a landing page. This is a great opportunity to grow your brand's community and fanbase on TikTok, which is the kickoff point for stronger relationships and succeeding touchpoints.

3. You're taking advantage of content that's already trending. This means you're already working with proven content. Boosting popular content is a fast and great way to maximize the potential of your brand's reach. This will also be a great tool for marketers who are not yet familiar with TikTok ads or startups who may not have the resources to produce original material.



Source: Insense

Thrasio: a Success Story

Solutions:

- Partnered with ~100 TikTok creators
- ~200 video assets at \$75 each, on average

Results

- an average of 10,000 views per video
- partnered with ~100 TikTok creators for less than \$8,000
- a team of 3 looked after the creator management

~200

video assets with an average price of \$75 per creative

3M

3 million views for 25 products promoted

\$8K

spent on ~100 TikTok creator collaborations in 2 months

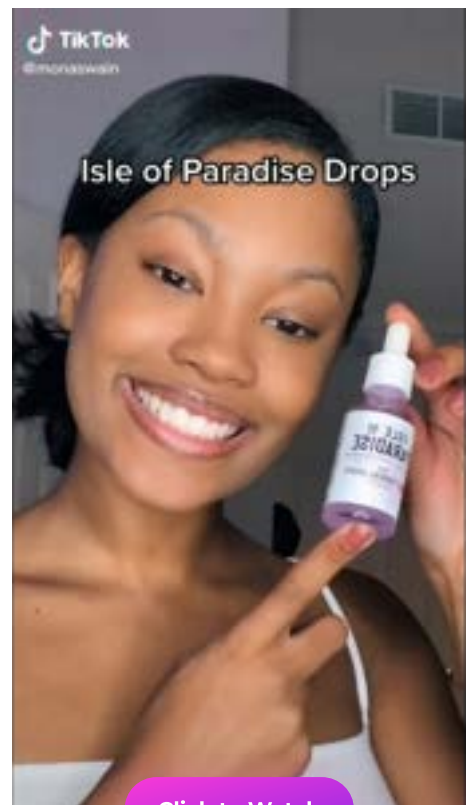
TikTok Spark Ads Case Studies

While relatively new to the market, Spark Ads are already generating results for advertisers. TikTok released a few case studies alongside the [Spark Ads announcement](#) to demonstrate how the new tool can boost brands.

Isle of Paradise

Beauty line Isle of Paradise partnered with TikTok to create a paid campaign strategy as a pilot for Spark Ads. The beauty brand used both branded and creator-led content to increase sales of the Glow Drops product at Sephora.

Isle of Paradise generated 45 million video views, 500% ROI and, 58% revenue lift per week over the prior nine weeks.



Source:
TikTok Inspiration

45m

video views

500%

ROI

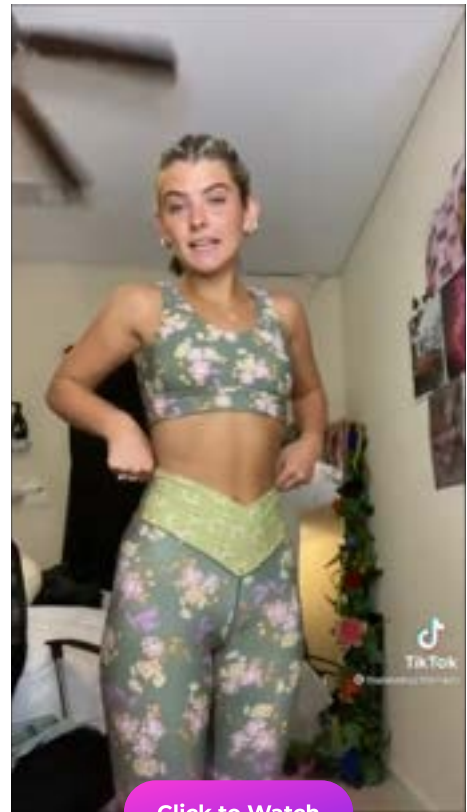
58%

revenue lift per week over
the prior nine weeks

Aerie

Another example is the TikTok post of Hannah Schlenker trying on different Aerie outfits. This post led to 700,000 searches for the product on Aerie's website and a 200,000% increase in Google searches.

Aerie continued to use paid ads to drive more conversions. With Spark Ads, Aerie can get authorization from Hannah and this already trending post into an ad.



Source:
TikTok Inspiration

700k

searches for the product on Aerie's website

200k%

increase in Google searches

Setting Up Your Creative Team for a Harmonious Synergy



How to achieve creative synergy

Creative excellence is the synchronized execution of each process from all members of the team. This starts from the creative angle all the way through to how the content appears on screen to consumers.

The creative process is primarily fueled by idea exchange and evaluation processes that occur when groups share insights, feedback and statistics which inform the next idea.

Now, you don't need a large group in a board room around a flip chart discussing strategy. We're here to tell you how small teams of 2-4 people are creating successful, harmonious synergies that lead to winning campaigns.

Brands like [Wonderskin](#) generated ~100 video assets with a team of 2!

Working hand-in-hand to deliver winning campaigns

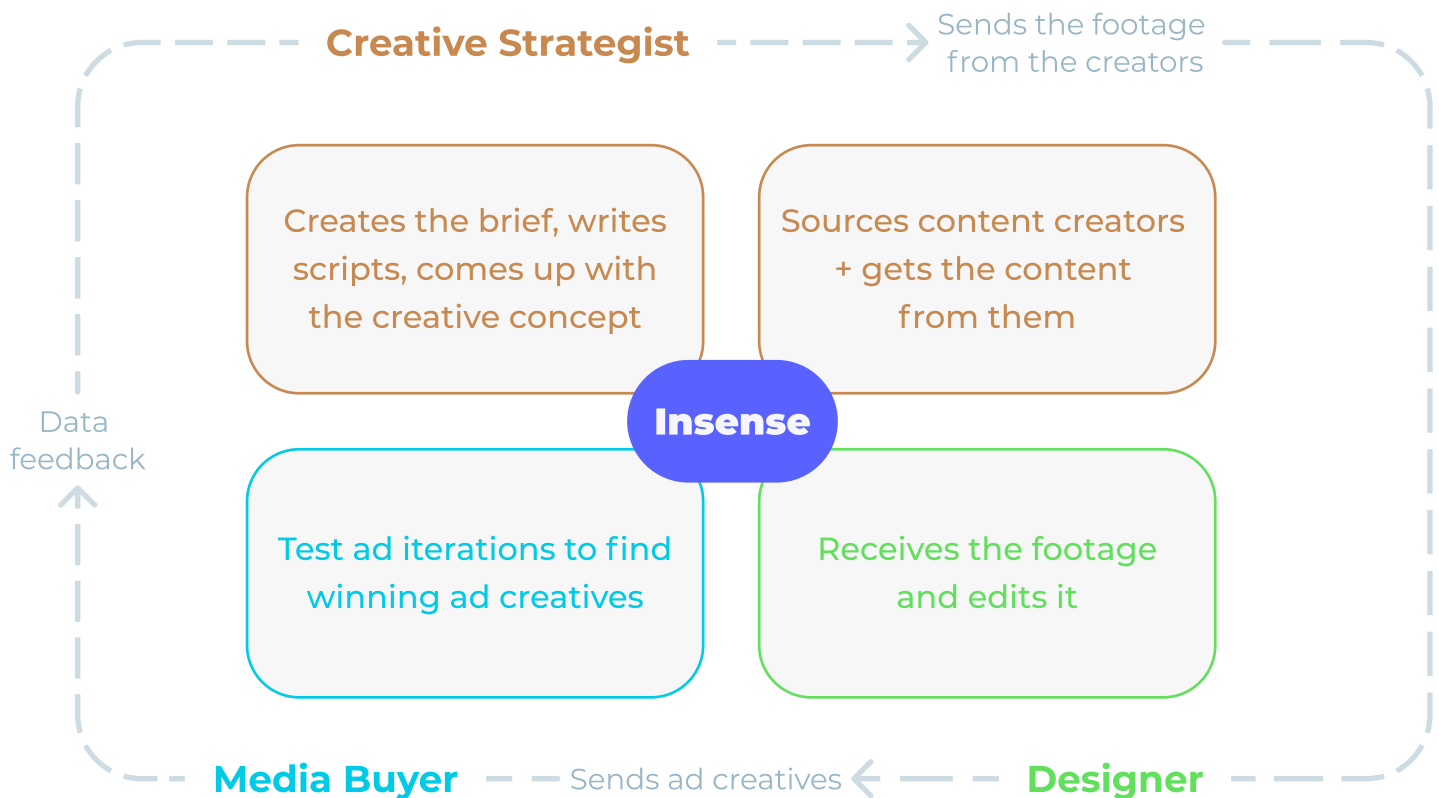
The concept of synergies has been around for a while, but implementing the strategy for maximum impact and selecting the right roles is still new for many brands and agencies.

It's also crucial and shouldn't come down to guesswork.

As synergies become more vital than ever, it's important to understand the relationship between each team member and what each role consists of to leverage these relationships effectively.

First, let's take a look at how the team should be structured and how they work together. Then we'll go into depth about the roles.

The connected circular ecosystem



The team structure should consist of 3 main pillars:

- **Creative (Creative Strategist),**
- **Design (Designer),**
- **and performance (Media Buyer).**

These 3 pillars must work closely together starting from the initial design stage, sharing performance data, brainstorming creative ideas, evaluating what's working and what's not, and what ad variations to repeat or change.

The synergy between each team member is designed to help improve future creatives to ultimately increase ROI.

While different teams can have their own hypotheses about what types of creatives would work best, the data is the key that guides decision making. The media buyer is responsible for sharing this data for the creative strategist to analyze, enabling them to make informed, creative decisions.

Without this data, you'll be punching in the dark.

“While different teams can have their own hypotheses about what types of creatives would work best, the data is the key that guides decision making.”

Aligning the priorities between the performance and brand teams ensures that everyone is striving for the same collective goal. As an overview, here is how the synergy should function:

1. When data has been analyzed and the concept for the next creative has been agreed upon, the creative strategist writes a brief, sources content creators, and gets the content to send to the designer.

Recommendation - During this stage, a direct response ad copywriter can be used for writing the ad copy, text overlays and CTAs. Getting a DR copywriter onboard is useful to produce compelling messaging that drives your target audience to make an action.

2. Once the content has been received from the content creators, it's sent to the designer to turn raw content into ready-to-use ad creatives that align with your agreed strategy.

Note - you can source either raw or ready-to-use assets from content creators. So if you're not ready to bring a designer into the team, you can ask the content creators to produce assets that are ready-to-use immediately.

3. The media buyer amplifies the content through ads and/or creator ads (advertising through the creators page). They then collect the performance metrics and feed this information back to the creative strategist to analyze.

Then the cycle starts again.

How does Insense fit into the mix?

Insense is the hub to create your creator brief, content creator sourcing, communication, and you can use it for your creator ads.

The creative strategist can fill out the brief template directly on Insense with prompts so that no information is missed out. Then they can use the filter functions on the creator marketplace to find the perfect creators. Using the chat feature, communication between brand and creator is a total breeze.

Then the designer can download the assets directly from the chat with the creators and work on the ad creative.

Media buyers can then use InSense to collaborate with the creators for creator ads. This includes creator licensing (previously known as whitelisting) and Sparks Ads.

Now, let's take a closer look at each role to see the ins and outs of their expertise and main duties.

The Creative Strategist

A creative strategist sits in the centre of design, innovation and creative, mixed with business strategy and future planning. They are researchers, business analysts, creative minds, facilitators, designers, storytellers and data analysts. A constant back a forth between creative and logic.

In simple terms, they have insights into the wider business strategy and statistics while exercising their creative gene.

Creative strategists have a bigger picture of the industry, audience, trends, future goal, messaging and brand vision. Therefore, they have the ability to connect the dots that others might not be able to see.

That's their superpower!

What are they good at?

They are creative individuals who should be the know-it-alls of social, and understand the fundamentals of DTC marketing.

They should have a deep understanding of how the consumer thinks, acts and what their pain points are. If not, they should be trained in this by researching the comments section of videos, and analyzing what other top brands are doing for their ad creatives and researching why their content is performing.

Who writes the campaign/creator briefings?

Creative strategists come up with the creative angles, write scripts for content creators and create the briefs.

The brief for the content creators should include everything that is needed to produce the asset to fill the objective established in the strategy. So the creative strategist needs to translate their vision into a detailed brief for the creators.

You get what you brief.

If a brief isn't carefully filled out then the outcome won't reflect the intent. This role is the foundation to the success of a campaign as they know how to answer the golden question of every campaign "what do you want people to do/ think?", which is then articulated by them into a creator briefing.

Let's move onto the other roles and how they fit together.

The Direct Response Ad Copywriter

Basically, they are responsible for direct response ad copywriting!

This type of copy writing is copy that demands immediate results. It speaks directly to your audience's persona in a convincing way that provokes them to make an action immediately.

They are experts in understanding the right wording and messaging that's the most appealing to your target audience to generate immediate responses.

Put simply, this type of copy is intended to compel readers to act right after reading the content. So it's all about getting results now.

Therefore, DR ads copywriters are useful to include in your team structure to produce effective messaging that encourages more conversions for your ad creatives.

These copywriters also assist the creative strategist in writing the scripts for the content creators. They can offer valuable advice about what the creator should say in the hook to engage your audience from the get-go.

Although creators are experts in their craft, DR copywriters can offer guidance about text overlays, the storyline and captions.

Why should you care about direct response copywriting?

A results-driven marketing campaign involves persuasive communication that provokes readers to click that CTA button. When you're trying to drive sales to your eCommerce website, you need to be delivering targeting messaging that stimulates the consumers emotions to make them take action.

Note - we want to add here that finding the right messaging is also a process of trial and error as we mentioned earlier in the guide. One major part of ad creative is the testing process where you need to test different messages to see what evokes the most results and the DR ad copywriter will be a vital team player here.

90%

Unbounce switched from "Start your free 30 day trial" to "Start my free 30 day trial", to increase CTR by 90%

166%

Veeam changed "Request a quote" to "Request pricing" which netted a 166.66% increase in CTR.

58%

of marketers reported using A/B testing, and 35% said they plan to use it in the future.

The Media Buyer

Media buyers oversee the whole media buying process, which covers bidding on ad spaces, negotiating rates with specific advertisers and setting up ads in ad manager tools (i.e Facebook Ad Manager).

With an understanding of the marketing goals and target audience provided by the brand team, media buyers execute the actual purchase of the advertisement space.

They must ensure they are purchasing the correct placement at the correct times, for the correct duration, all within budget.

Media buying is important because because it goes way beyond the process of buying a space for an ad. They actually build strong relationships with media owners and ad spaces to **source greater reach for less investment.**

This enables marketing teams to increase conversions and demonstrate right ROAS.

What are the benefits of using a media buyer?

Media buyers usually are well networked individuals who can leverage their connections to maximise ROI. They are well versed in negotiation techniques and common industry standards, so can provide insights into how much the average cost of leads and brand exposure should be.

Media buyers understand where your ad budget should be spent and which placements tend to get the most engagement.

They are constantly keeping on top of trends and events that may influence the availability of ad space, and they bring the best practices that they've learned in previous campaigns - i.e. the best times to post on different platforms.

Due to their experience, media buyers are able to quickly **source the right metrics that the creative strategist needs**. As we mentioned before, this is vital information that serves as the foundation for how to edit and optimize the ad creative next time.

The Content Creators

Content creators are individuals who create entertaining or educational material (typically still images or video content) for specific channels i.e. social media.

Content, in all its forms, is the information and experiences expressed through a medium to communicate value to an end user. In this case, we are talking about social media content creators who produce content to promote a product, service, mobile app, or device.

From a business perspective, content is something that end users derive value from. For example, where a creator is showing how this pet grooming tool turned their home into a hair-free zone they instantly see the benefit and want to make a purchase.



Source: Insense



Source: Insense

The way that content creators use their ideas to bring change to the purchasing power of a user is commendable and a real skill. Good creators don't just provide a photo or video about a product and that's it. No, they find a way to keep the viewer entertained, smiling, laughing and fully engaged.

By having good content creators in your team, your marketing efforts will only go strength to strength. They are one of the most important parts of the team and a vital asset to brands using creator-generated content.

As we mentioned before, with thorough testing you will have a clear understanding about which content creators are working best for your campaigns. You'll be able to see this in the metrics provided by the media buyer.

Insense make the process of sourcing content creators a breeze. With the extensive filtering options in the creator marketplace you can find hundreds of creators that fit your ideal profile.

For example, you can filter by location (of the audience and the creator themselves), age, gender, niche, and more.

With the integrated chat function, the team can easily communicate with the creators whenever they need to. Thus, facilitating a harmonious brand and creator collaboration.

Conclusion

We hope you enjoyed this guide, but more importantly, we hope you do something with it. We wish you tons of success and all the ROAS you can handle!



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