

WHAT YOU NEED FOR PAID SOCIAL



Paid Social Ads recipe book

Oh So Social[®]

Introduction

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

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



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Oh So
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 Partners

 Meta
Business Partner

 TikTok
Marketing Partner

 agora pulse

Brand assets

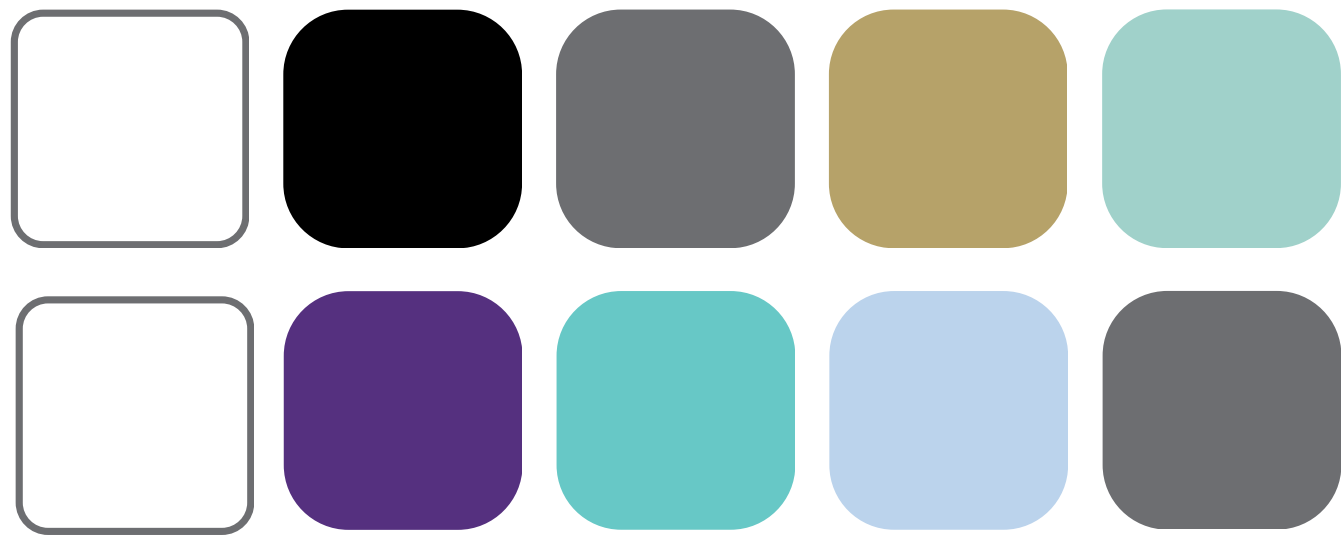
For your owned and branded adverts you need to share your fonts, sizes, brand colours and logos.

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

Fonts & sizing

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

Colour Palette



Logos to include in adverts



Language

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

Capital letters

What do you capitalise across the brand?

This includes within headlines and body text.

Do you capitalise product names? Is it “family ticket” or “Family Ticket”?

BLOCK CAPITALS. Are these ever used and what are the rules?

Grammar

Do you use exclamation marks?

And or &?

Emojis: yes or no and which ones?

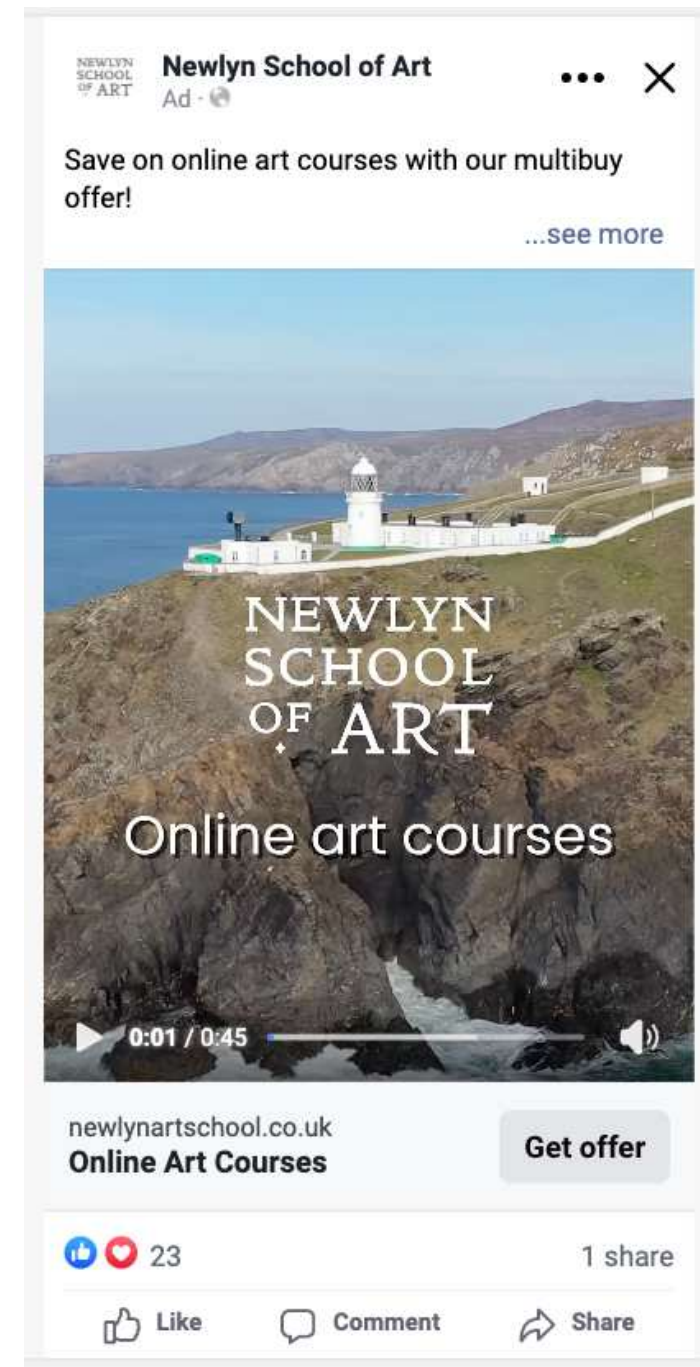
One night only or one-night only? 1 night only or 1-night only?

Logo & text positioning

Stickers & banners



Centralised



Negative space



Branding throughout



Full sales funnel targeting



Awareness adverts

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

What you need to do this:

Image in square and portrait - think aspirational

Video in square and portrait up to 15 seconds

Guidance on “the problem”, “need” or “desire”
the brand/product solves.

Adverts include:

Copy

Image or video

Learn more or similar CTA focusing on an invitation to learn more

Link to web URL

First touch.
Making the audience aware of the message



First touch.
Legitimising a reason to visit.



Consideration traffic adverts

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

What you need to do this:

Image in square and portrait

Video in square and portrait up to 15 seconds

An understanding of the customer journey

Adverts include:

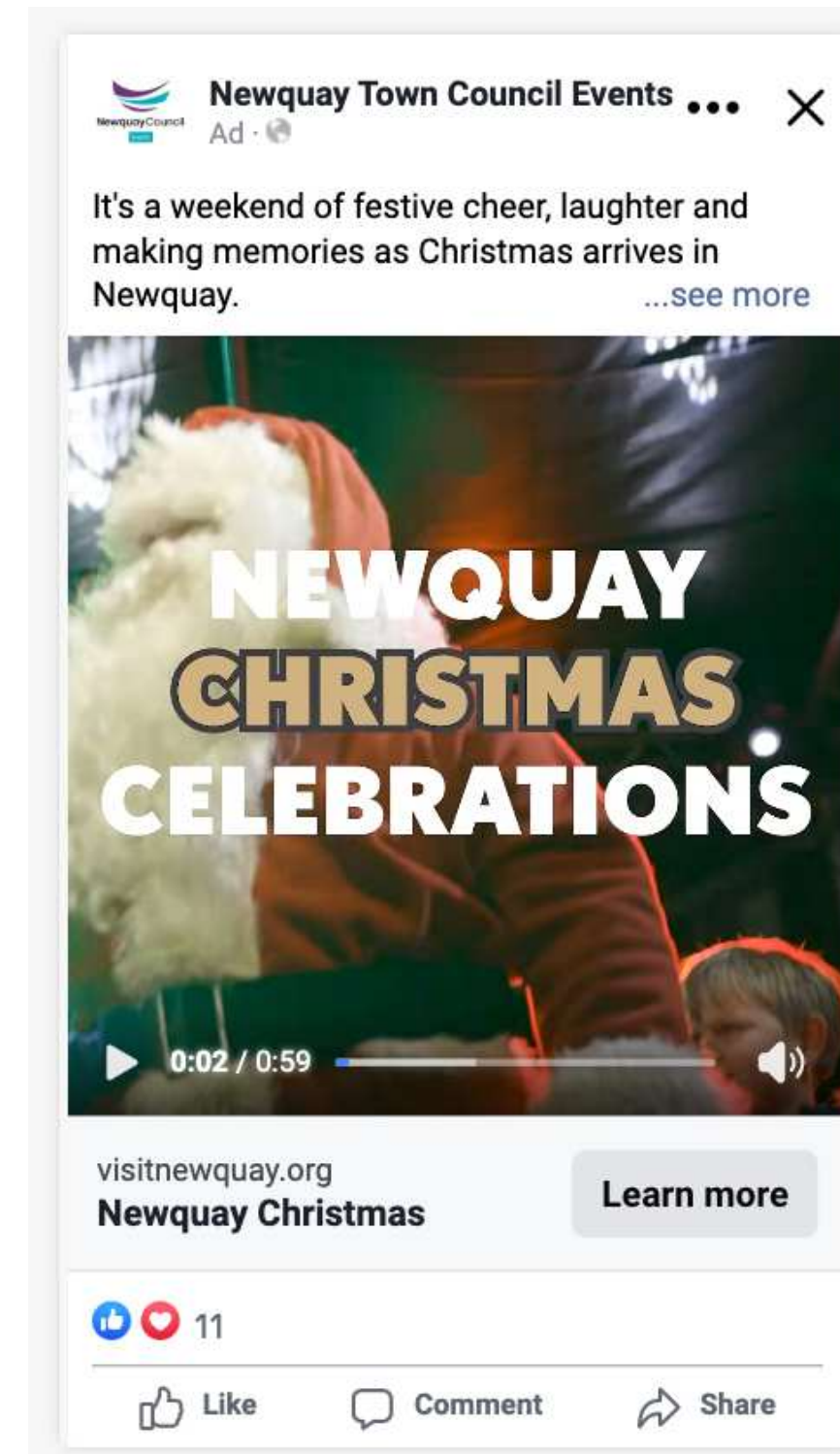
Copy

Image or video

CTA to trigger action such as “Sign up” or “Book now”

Link to web URL

Thinking about it.
Ensuring a future sale.



Thinking about it.
Removing barriers.



Conversion adverts

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

What you need to do this:

A range of images in square and portrait

Video in square and portrait up to 15 seconds

The key selling point such as sale or key USP

Adverts include:

Copy

Images and/or video

CTA to inspire final action such as “Book now” or “Shop now”

Link to web URL

Ready to take action.
Reason to convert.

Chorley's Auctioneers
Sponsored

Are you curious about the value of your jewellery, silver or watches?
...see more



FREE AUCTION VALUATIONS
Jewellery, Silver & Watches
10-3pm | 19th January
CHORLEY'S
Cornwall's Heritage since 1812

chorleys.com
19th January Valuation Day
Learn more

Like Comment Share

Ready to purchase.
Reason to convert.

H/C Hall for Cornwall
Ad

Magic lamps, enchanted carpets, and a Cornish twist on a classic story... Aladdin is soaring into the Cornwall Playhouse this
...see more



25% OFF

Aladdin

hallforcornwall.co.uk
Aladdin
FRI 05 DEC - SAT 03 JAN
Book now

1

Like Comment Share

Carousel traffic adverts

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

What you need to do this:

Up to 10 images in square and portrait

Video in square and portrait up to 15 seconds

The key features, benefits or elements you want to display

Adverts include:

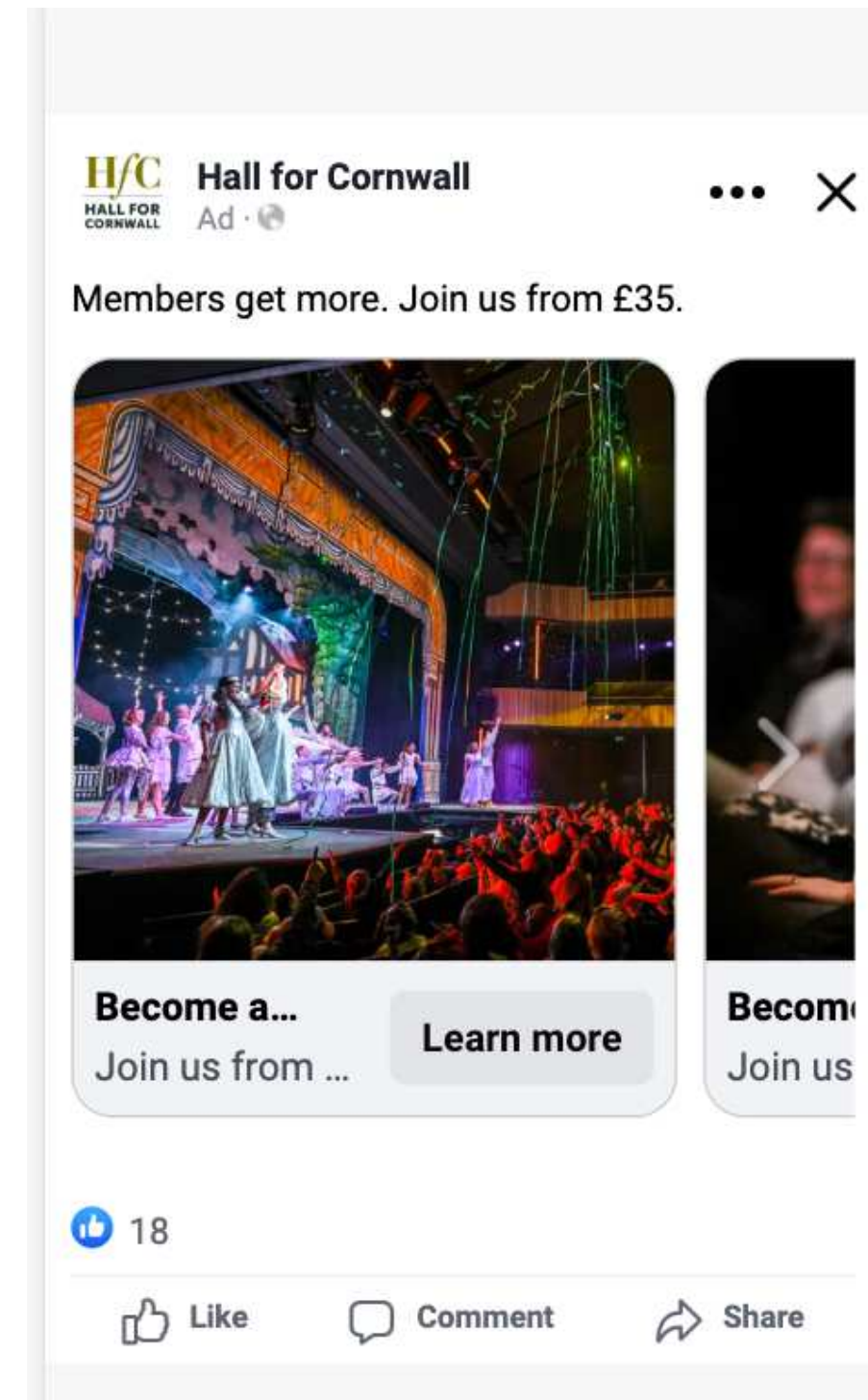
Copy

Up to 10 images or videos

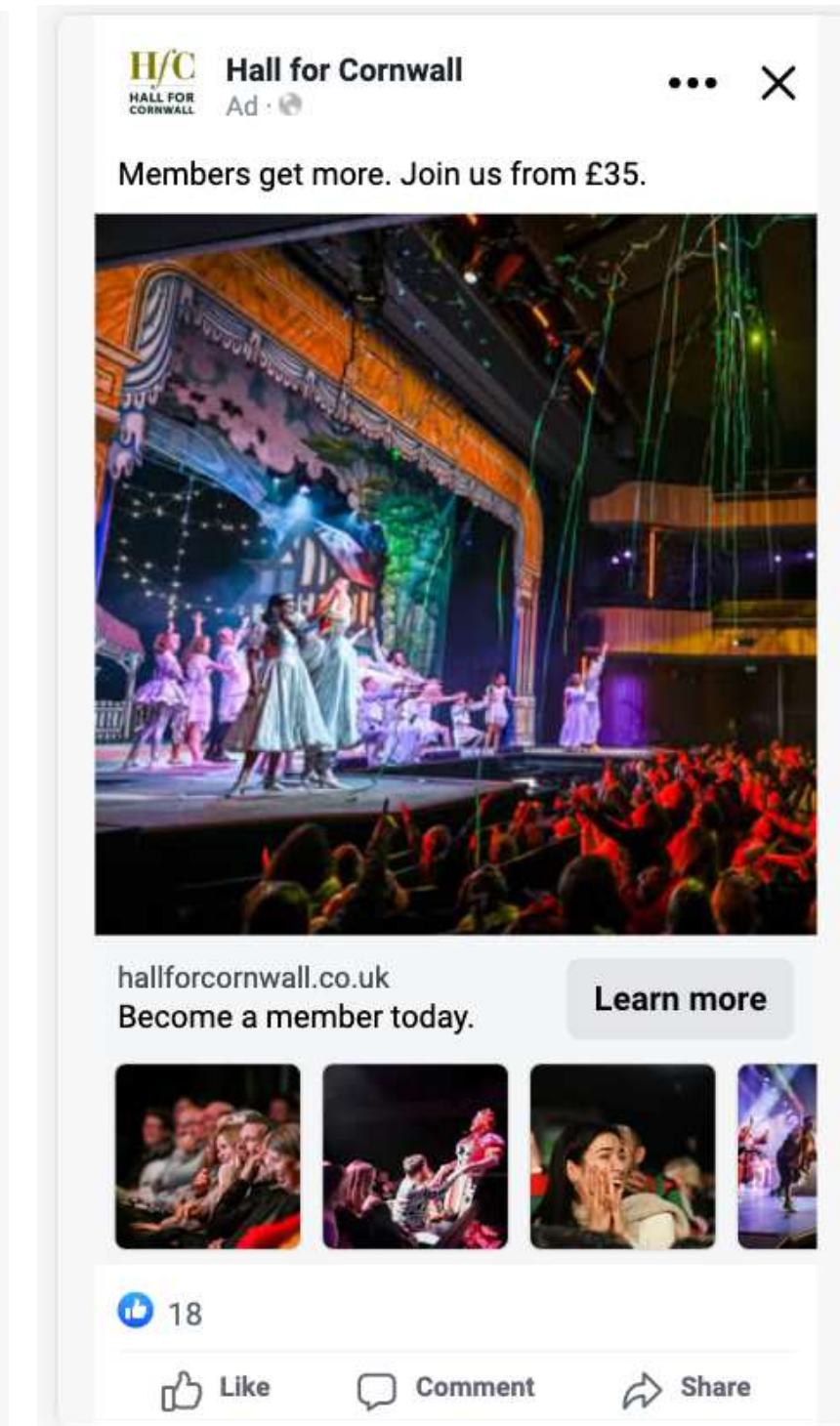
CTA relating to stage of the customer journey

Link to web URL

Thinking about it.
Selling the value.



Ready to purchase.
Showcasing and inspiring.



UGC - User Generated Content

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

What you need to do this:

Up to 10 images in square and portrait

Video in square and portrait up to 15 seconds

A good brief including what you want the creator to include

A contract including terms of your agreement

Adverts include:

Copy

Up to 10 images or videos - face to camera works very well

CTA relating to stage of the customer journey

Link to your web URL



Influencer adverts

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

What you need to do this:

- A good relationship with the influencer

- A clear brief which includes what you need and what they get in return

- Shared access via a Business Manager

- A contract to confirm the deal

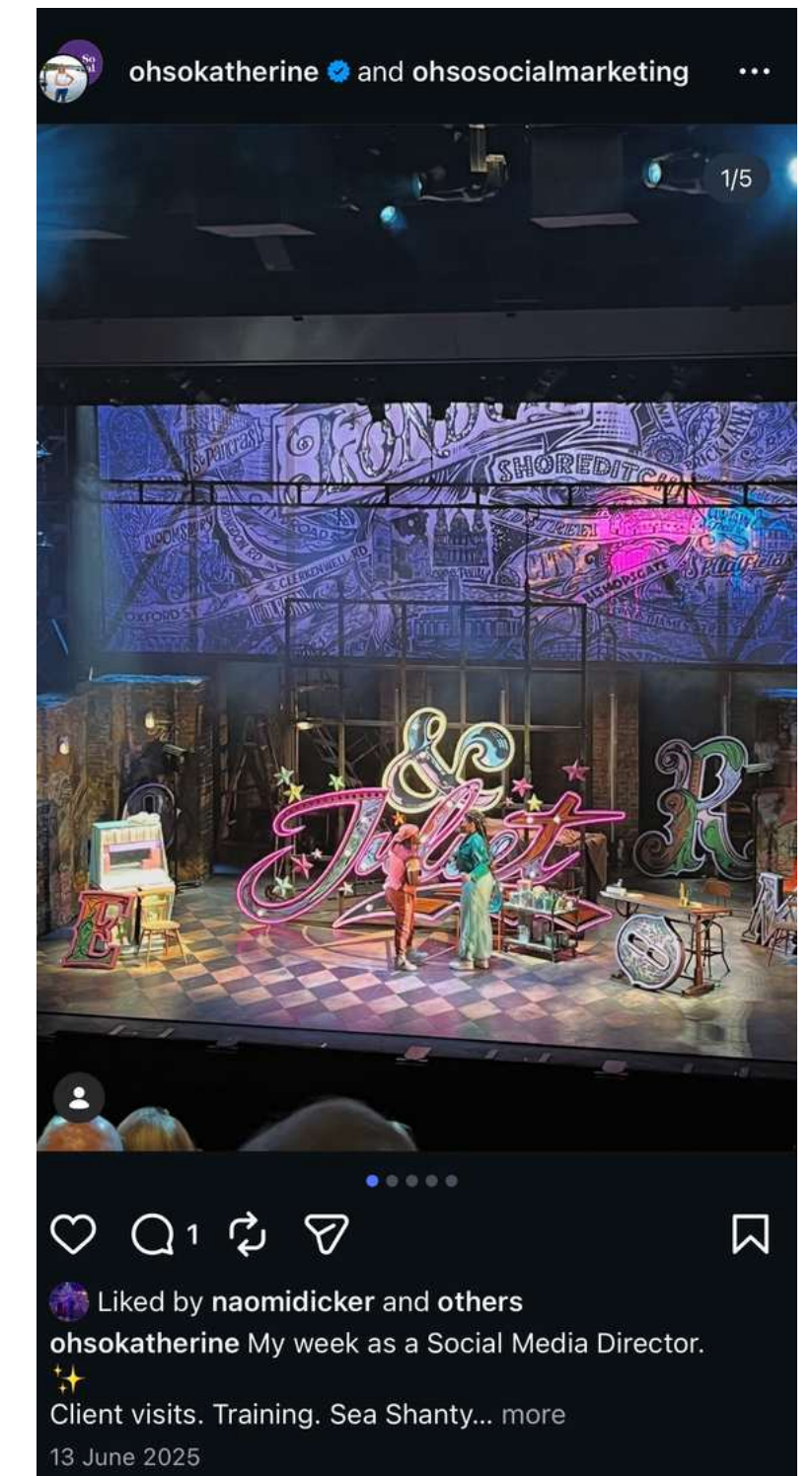
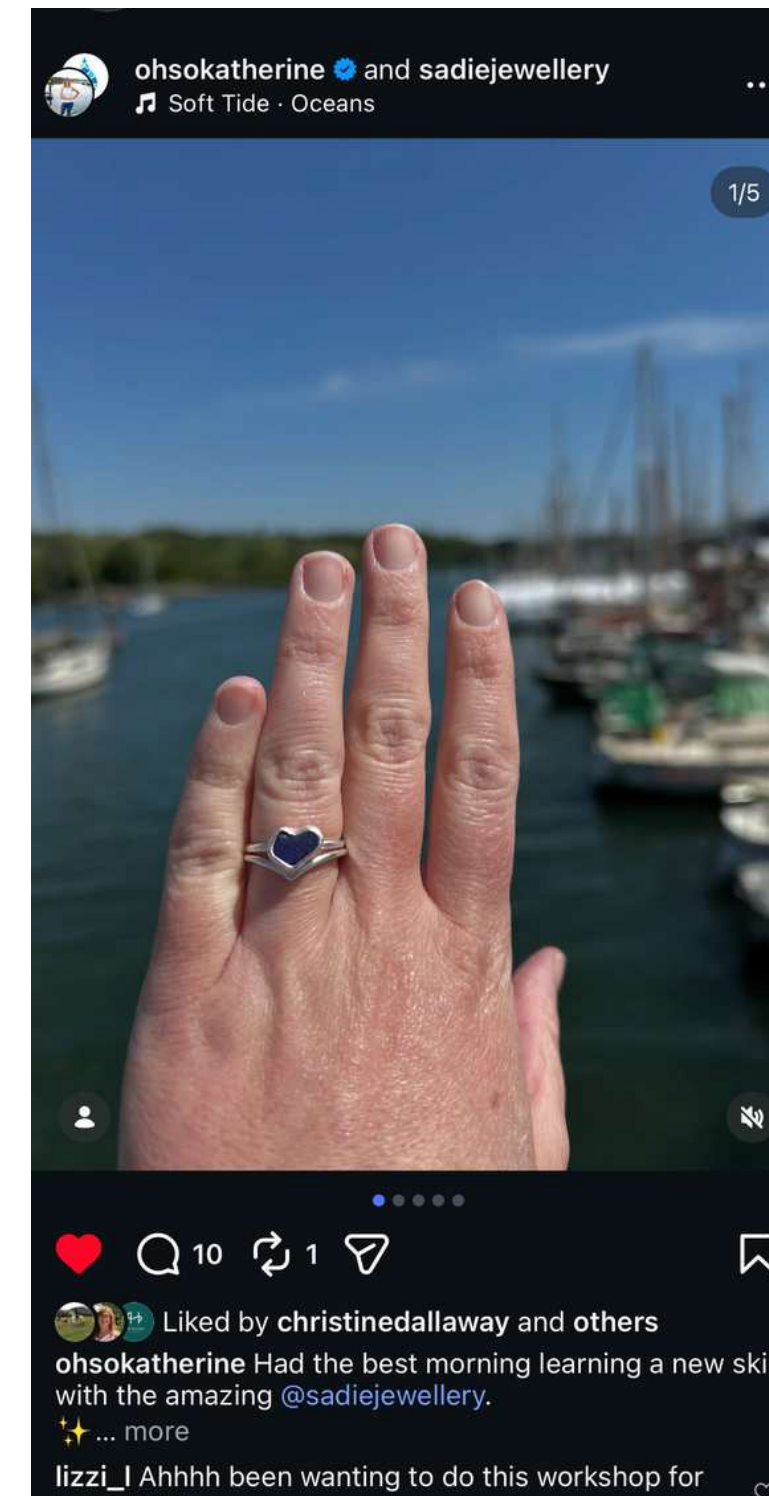
Adverts include;

- Copy

- Up to 10 images or videos

- CTA relating to the stage of the customer journey

- Link to web URL or your social media accounts



Event adverts

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

What you need to do this:

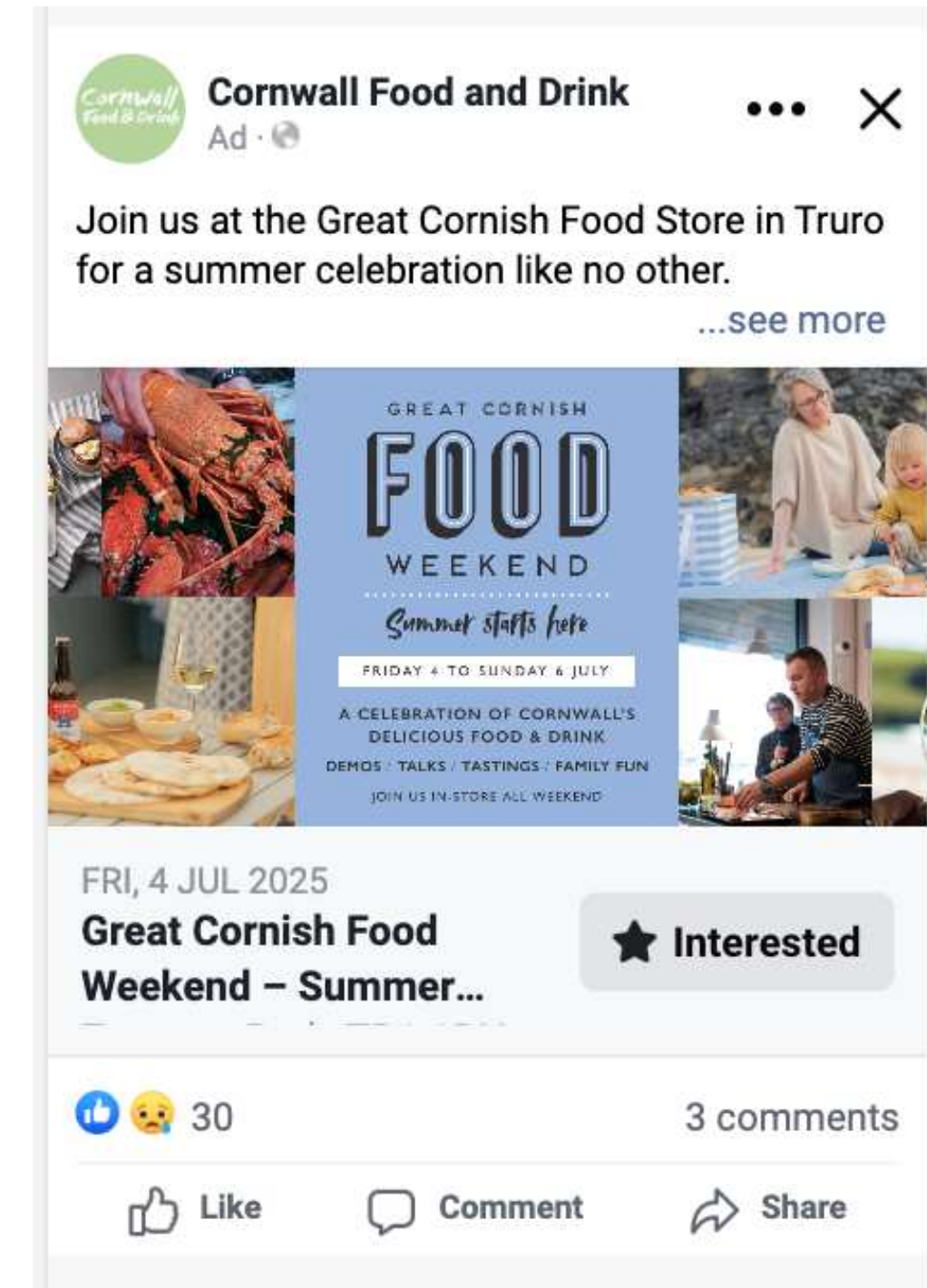
A Facebook page

An organic Facebook event created

Adverts include:

Copy

Link to Facebook event



Template designs

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

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

Elements can include:

Text positioning

Logos

Stickers and roundals

Buttons and extra CTAs



Technical Info

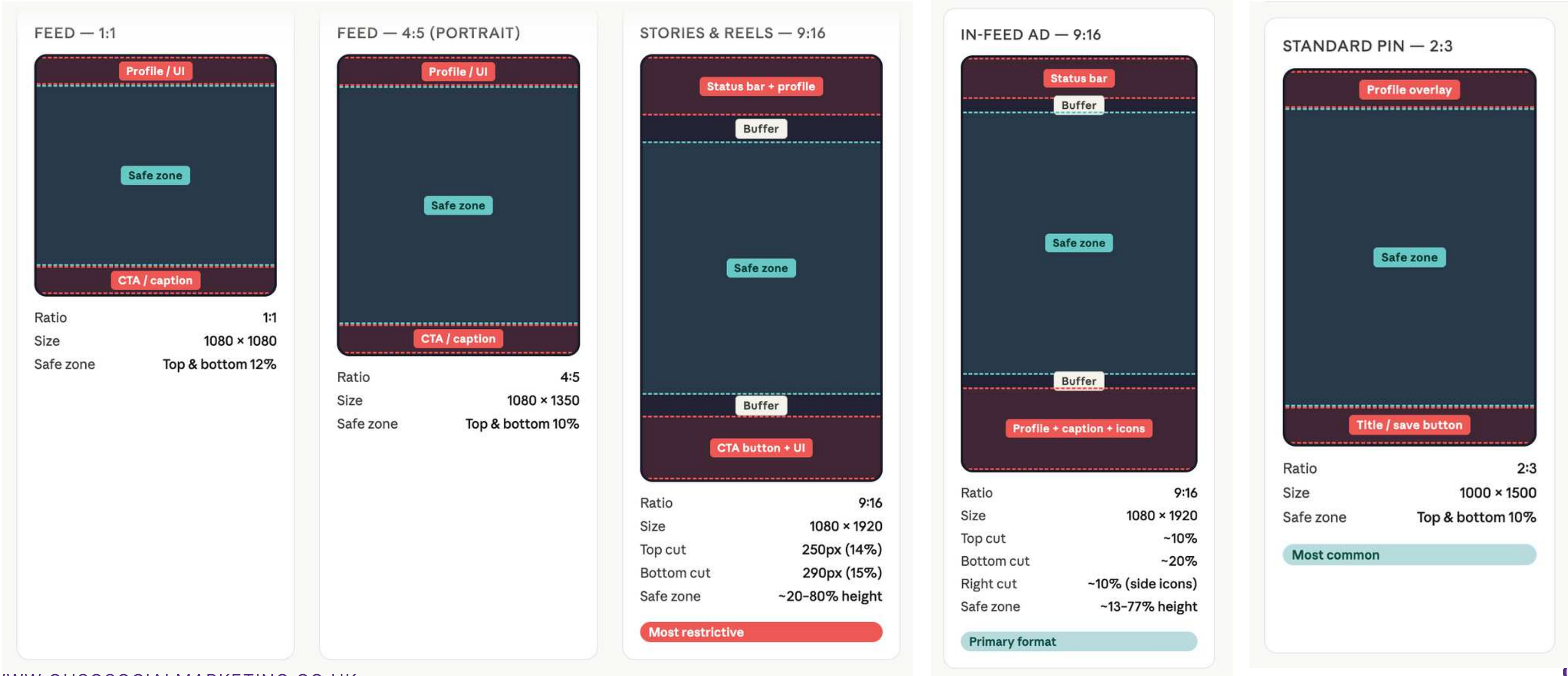
Portrait / Mobile cut-off zones

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

Meta (Facebook & Instagram) placements

TikTok

Pinterest



We hope you found this guide useful.

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

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