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PERFORMANCE



**TOURISM
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Social Creative Toolkit

A practical guide for social platform creative

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01

Foundations of Paid Social Creative

What paid social creative is and why it drives ad performance

Organic vs Paid Creative

Organic Content

Posted on brand channels for free

- Builds community and brand voice over time
- Reach depends on algorithm and followers
- Less pressure on immediate conversion

Best for long-term brand building and community engagement

Paid Creative

Promoted content backed by ad spend

- Designed to drive a specific action
- Targeted to defined audiences beyond followers
- Must earn attention quickly- users aren't choosing to see it

Best for driving measurable results at scale

Key Paid Social Formats

Short-Form Video

The dominant format on TikTok and Reels. Typically 6–30 seconds. Captures attention through movement, sound, and fast pacing.

Static & Carousel

Single images or swipeable multi-frame ads. Strong for clear messaging, product showcases, and direct-response campaigns on Meta.

Stories & In-Feed

Full-screen vertical formats that appear between organic content. Designed for quick consumption with strong visual hooks and clear CTAs.

Choose your format based on the message, platform, and campaign objective.



02

Structuring Effective Content

How to build social content that stops the scroll

Anatomy of Effective Social Content

Strong Hook

The first 1–3 seconds decide everything. Use a bold statement, question, or unexpected visual to stop the scroll.

Clear Message

One ad, one message. Don't try to say everything. Focus on a single benefit or idea that your audience cares about.

Compelling Visually

Strong visuals hold attention. Use high-contrast imagery, bold text overlays, and movement to keep viewers engaged.

Every piece of paid social content should have all three elements working together.

Writing Effective CTAs

A call to action tells the viewer exactly what to do next. Without one, even great creative can fail to convert.

What makes a strong CTA:

Be specific and action-oriented

Create urgency or value

Match the CTA to the campaign goal

Keep it short, 2 to 5 words maximum

Examples: Shop Now, Get Your Free Guide, Try It Today, See the Collection



03

Writing for Social Platforms

Caption writing, hooks, and keeping messaging concise

Caption & Hook Writing

Caption Best Practices

Front-load the key message, most users won't read past the first line.

- Keep it under 125 characters for Meta feed ads
- Use a conversational, direct tone
- Include one clear CTA at the end
- Avoid jargon, write as you'd speak

Tip: Read it aloud. If it sounds awkward, rewrite it.

Hook Writing

The hook is the first thing viewers see or hear, it determines whether they stay or scroll.

- Ask a question they can't ignore
- Lead with a bold or surprising claim
- Use "you" to make it personal
- Match the hook to what follows, no bait and switch

Tip: Test 3–5 different hooks per ad to find winners.

Creating Effective Video Content

Short-form video is the most engaging paid social format. Structure every video around three clear beats.

The three-part framework:

Hook (0-3s): Grab attention immediately

Content (3-15s): Deliver value or tell the story

CTA (final 2-3s): Tell them what to do next

Keep total length under 30 seconds for paid

Use fast pacing, movement, and clear framing. Every second must earn the next.



04

Paid Social Best Practices

Platform differences, creative rules, and testing

Meta vs TikTok Creative

Meta (Facebook & Instagram)

Polished, brand-safe creative tends to perform well. Audiences expect a more curated look.

- Slightly longer attention spans- 15–30s video works
- Carousel and static formats still perform strongly
- Clear product shots and lifestyle imagery convert well
- CTAs can be more direct and commercial

Think: brand-quality content with performance intent

TikTok

Native, creator-style content outperforms polished ads. The platform rewards authenticity and fast pacing.

- First 2 seconds are critical- faster hooks needed
- Lo-fi, phone-shot content often outperforms studio work
- Sound and music are essential- not optional
- Trends and formats change rapidly- stay current

Think: content that looks organic but drives action

Creative Testing Essentials

Testing is how you learn what works. Every campaign should include a structured testing plan.

Core testing principles:

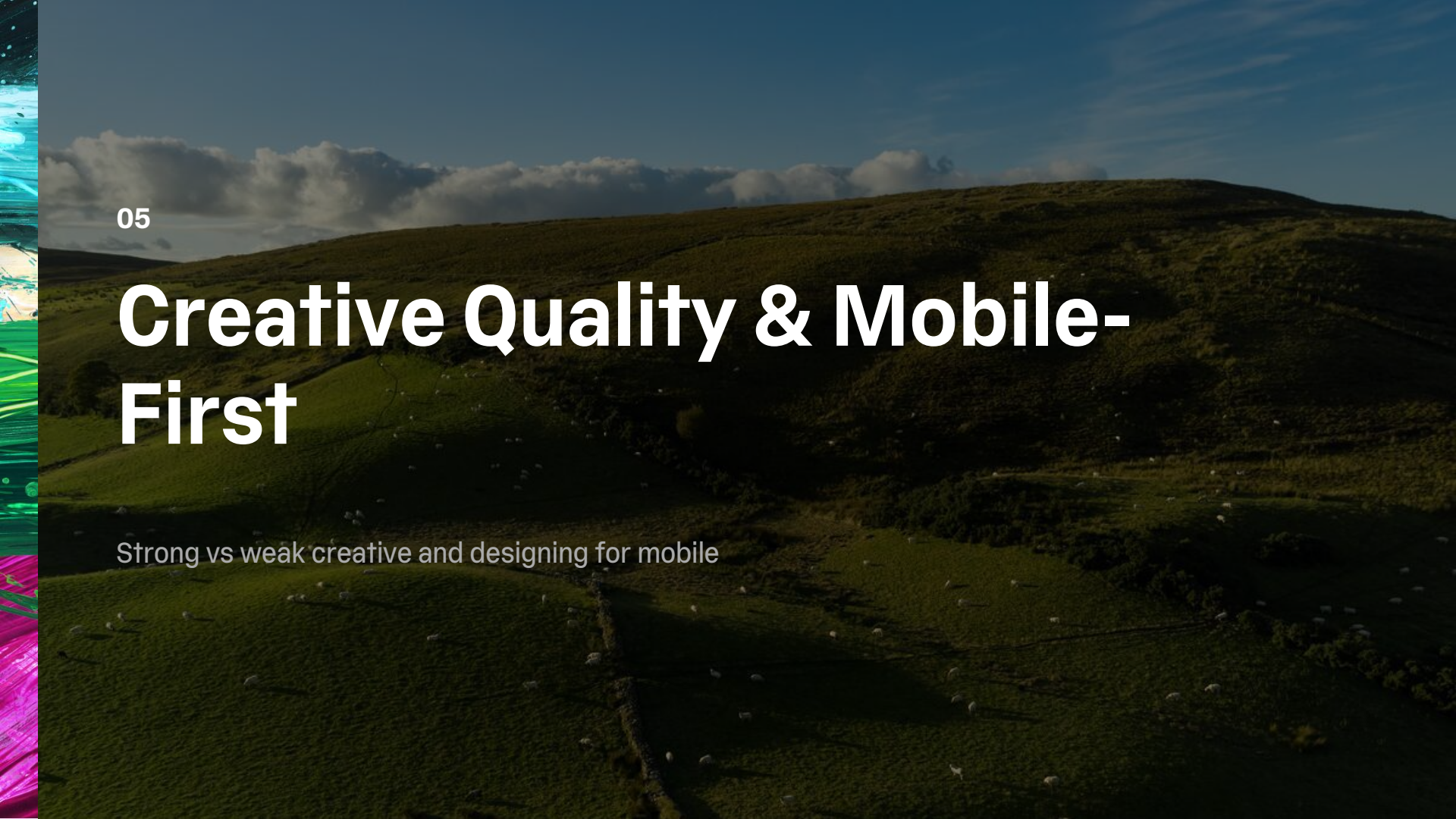
Test one variable at a time (hook, visual, or message)

Run tests with enough budget and time to get real data

Use performance data to iterate, not assumptions

One creative = one message. Never mix multiple ideas.

Start with hook testing — it has the biggest impact on whether people watch or scroll past.



05

Creative Quality & Mobile-First

Strong vs weak creative and designing for mobile

Strong vs Weak Creative

Do

- ✓ Open with a clear, attention-grabbing hook
- ✓ Focus on one single message per ad
- ✓ Use high-quality visuals with strong contrast
- ✓ Include a clear, specific call to action
- ✓ Design for sound-off viewing with text overlays

Don't

- ✗ Start with a logo or brand intro, you'll lose them instantly
- ✗ Cram multiple messages into one creative
- ✗ Use low-resolution or cluttered imagery
- ✗ Leave the viewer guessing what to do next
- ✗ Assume everyone watches with sound on

Designing for Mobile-First

Vertical-First

Always design in 9:16 or 4:5 ratio. Horizontal content wastes screen space and underperforms on mobile feeds.

Safe Zones

Keep essential text and visuals away from edges. Platform UI overlays can cover the top 10% and bottom 20% of the screen.

Text & Subtitles

Use large, readable fonts. Add subtitles to all video. Over 80% of social video is watched without sound.

Test your creative on a phone screen before publishing ,if you can't read it at arm's length, the text is too small.

Creative Brief & Text Overlays

A creative brief aligns everyone before production starts. Text overlays reinforce your message visually.

Essentials to include in every creative brief:

**Objective, audience,
and key message**

**Platform, format, and
placement details**

**CTA and any
mandatory brand
elements**

**Text overlays: keep to
5–7 words per frame
maximum**

A strong brief saves time, reduces revisions, and produces better creative.

An aerial photograph of a lush green hillside. The hillside is covered in grass and dotted with numerous small white sheep. A narrow path or stream runs down the center of the slope. The sky above is a deep blue with scattered white clouds. On the far left edge, there is a vertical strip of colorful, abstract, and pixelated patterns in shades of blue, green, and pink.

06

Repurposing, UGC & Accessibility

Maximising content and reaching every audience

Repurposing & UGC Content

Repurposing Content

One strong asset can become many. Adapt your best-performing creative across formats and placements.

- Turn a 30s video into a 15s cutdown and a 6s bumper
- Pull still frames from video for static ads
- Reformat 9:16 to 1:1 for different placements
- Rewrite captions per platform while keeping the core message

Work smarter: plan for repurposing before you shoot

UGC & Creator Content

User-generated and creator content feels authentic. It often outperforms polished brand ads, especially on TikTok.

- Brief creators with clear guardrails, not scripts
- Let them use their own voice and style
- Ensure content meets brand safety requirements
- UGC works well as hook content in ad sequences

Authenticity drives trust, and trust drives action

Accessibility for Social Content

Accessible content reaches more people and performs better. Design for inclusivity from the start.

Key accessibility practices:

Add captions or subtitles to all video content

Design for sound-off viewing as the default

Use sufficient colour contrast for text overlays

Avoid flashing visuals and overly fast cuts

Over 80% of social video is watched without sound. Captions aren't optional, they're essential.



07

Performance & Quality

Understanding metrics and pre-publish checks

Key Performance Metrics

Delivery

Views, Reach, Impressions — these tell you how many people saw your content and how often.

Engagement

Clicks, CTR, Likes, Shares, Comments — these show whether your content resonated enough to prompt action.

Outcomes

Conversions, CPA, ROAS — these measure whether your creative drove the business results you were aiming for.

Don't fixate on one metric. A healthy campaign shows strong signals across all three categories.

Pre-Publish Quality Checklist

Before any paid creative goes live, run through this checklist. Catching issues before launch saves budget and brand reputation.

Check every time:

Correct format, aspect ratio, and file specs

Captions/subtitles present and accurate

CTA is clear and links work correctly

Looks good on mobile at arm's length

A quick two-minute review prevents costly mistakes. Never skip it.



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Thank you

Questions? Reach out to M+C Saatchi Performance.

Paid Media Reporting Toolkit — Internal Training Resource

Glossary (A–H)

Ad Creative

The visual and written content that makes up an ad — images, video, copy, and CTA.

e.g. A 15-second TikTok video ad with text overlay and voiceover

CTA (Call to Action)

The instruction telling the viewer what to do next after seeing your ad.

e.g. Shop Now, Learn More, Sign Up Today

CTR (Click-Through Rate)

The percentage of people who clicked your ad after seeing it. Formula: $\text{Clicks} \div \text{Impressions}$.

e.g. 2,400 clicks from 150,000 impressions = 1.6% CTR

Hook

The opening moment of an ad designed to grab attention and stop the scroll.

e.g. A bold question or surprising visual in the first 1–3 seconds of a video

Glossary (I–V)

Impressions

The total number of times your ad was displayed on screen. One person can generate multiple impressions.

e.g. A campaign delivered 150,000 impressions over 7 days

Reach

The number of unique people who saw your ad at least once.

e.g. 45,000 unique users saw the campaign = 45,000 reach

UGC (User-Generated Content)

Content created by real users or creators rather than the brand. Often feels more authentic and relatable.

e.g. A creator films a product review in their own style for use as a paid ad

View-Through

When someone sees your ad but doesn't click — then converts later through another path.

e.g. A user sees a TikTok ad, doesn't click, but searches the brand and buys within 24 hours