PAID SOCIAL: ART & SCIENCE

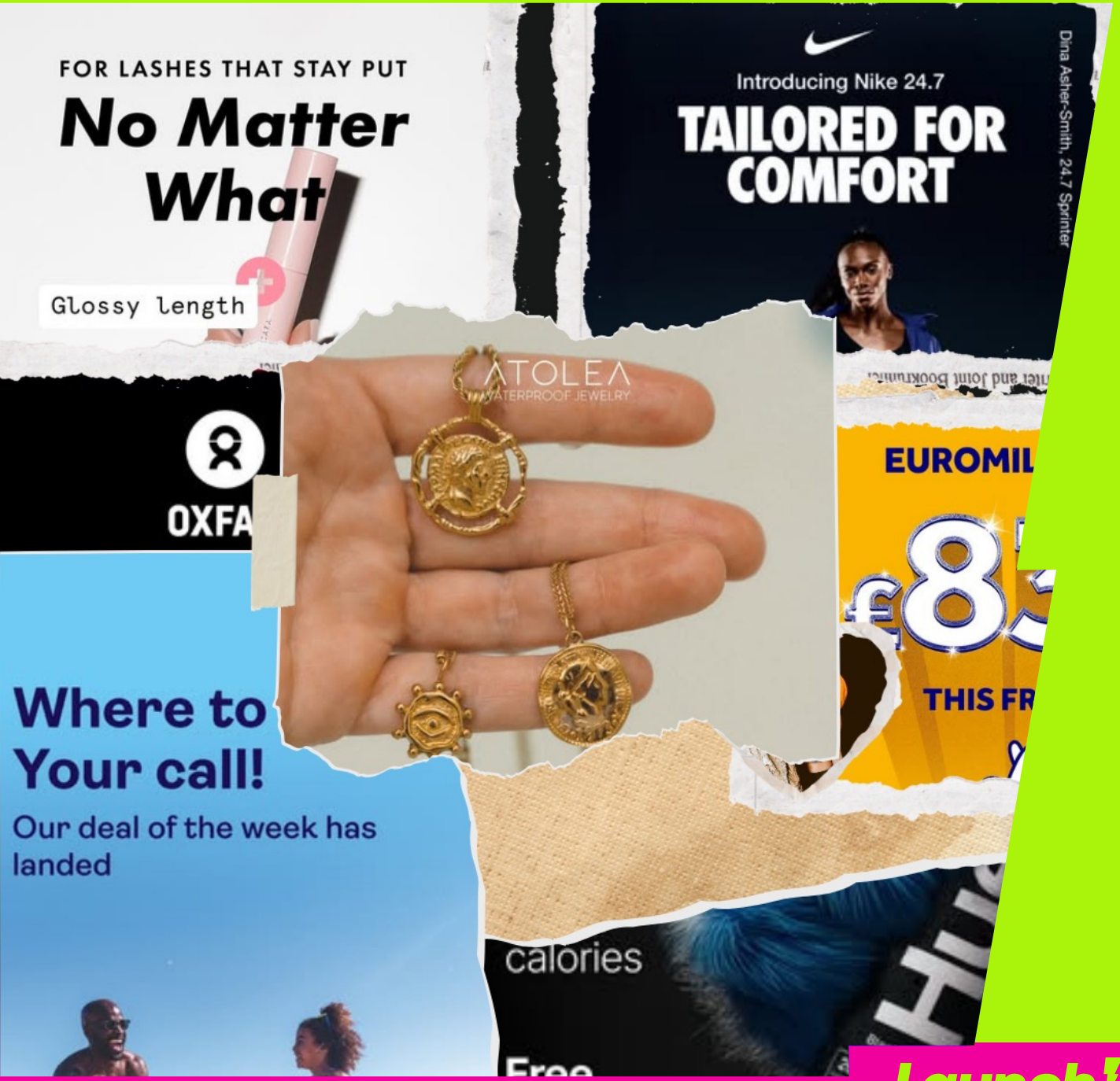
BALANCING CREATIVITY WITH PERFORMANCE

26 MARCH 2025 | BECKY HERBERT

Launch!

Credit: Google DeepMind

WHO'S LAUNCHED A GORGEOUS AD THAT FLOPPED?



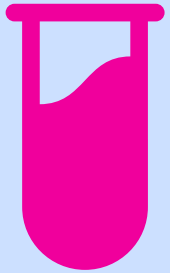
MARKETERS
LOVE GREAT CREATIVE.
WITHOUT PERFORMANCE,
IT'S JUST ART.

PERFORMANCE MARKETERS
LOVE DATA.
WITHOUT CREATIVITY,
ADS BECOME STALE.

MASTER THE BALANCE

THE ART

CRAFT COMPELLING, VISUALLY STRIKING, AND EMOTIONALLY-RESONATE CONTENT THAT STOPS PEOPLE MID-SCROLL AND MAKES THEM BUY INTO WHAT YOU ARE SAYING.



THE SCIENCE

DATA-DRIVEN, ANALYTICAL, AND PERFORMANCE-FOCUSED DECISIONS THAT MAKE SURE THE RIGHT MESSAGE IS DELIVERED TO THE RIGHT PERSON AT THE RIGHT TIME.

LET'S GET INTO IT!

(THIS IS WHERE I TELL YOU THE 5 STEPS TO WRITE DOWN ;)

STEP 1:
START WITH
‘THE CORE FOUR’

THE CORE FOUR: THE KILLER HOOK

A Good Hook is:

Attention
Relevance
Emotion
+ Curiosity
x DELIVERED FAST!

THE CORE FOUR: THE EMOTION

Relatable pain points

Emotions fuels engagement

Great paid social creative makes people FEEL SOMETHING BEFORE asking them to do something

THE CORE FOUR:
THE VALUE & FEATURES

Highlight benefits, not just features!

Why should they care?

Your social ad should show what's in it for them.

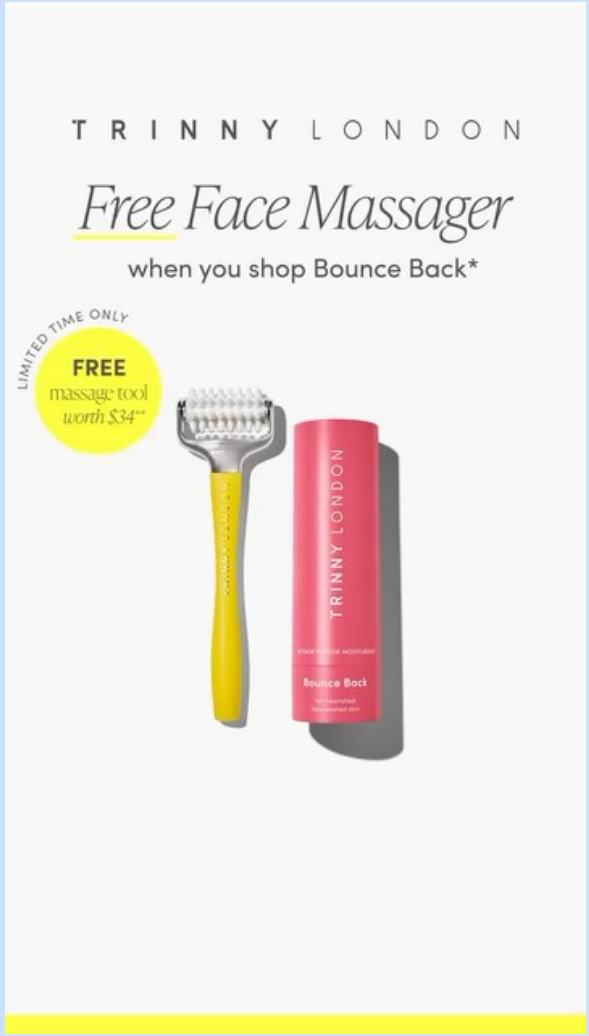
THE CORE FOUR: THE CTA

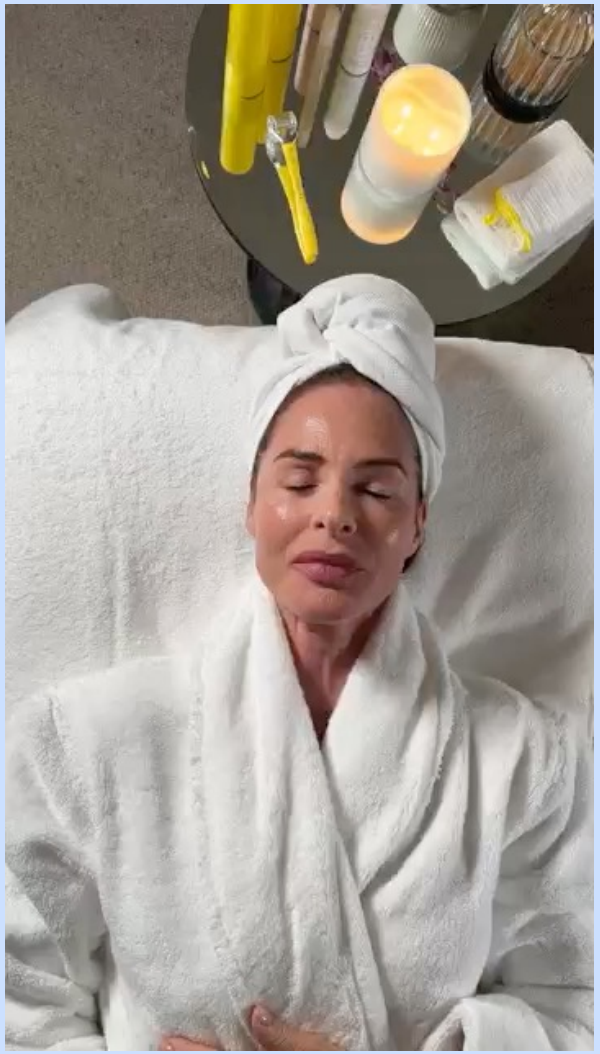
Tell them what to do / what's happening

NO CTA = no clear next move

Even great creative needs a CTA to turn attention into action and ROI

WHICH ONE CONVERTED ME?





CREATIVE SHOULD NOT JUST BE PRETTY — IT MUST BE PURPOSEFUL

(REMEMBER: HOOK + EMOTION + VALUE + CTA)

IF IN DOUBT, ADD A DOG

- BECKY HERBERT 2025

STEP 2:
LISTEN TO YOUR CUSTOMERS

‘CUSTOMER REVIEW MINING’
NOW – NOT JUST FOR TESTIMONIAL ADS
(Yes, we added a dog!)

HYPOTHESIS:

"USING LANGUAGE FROM TESTIMONIALS WILL RESONATE WITH USERS AND INCREASE CTR"

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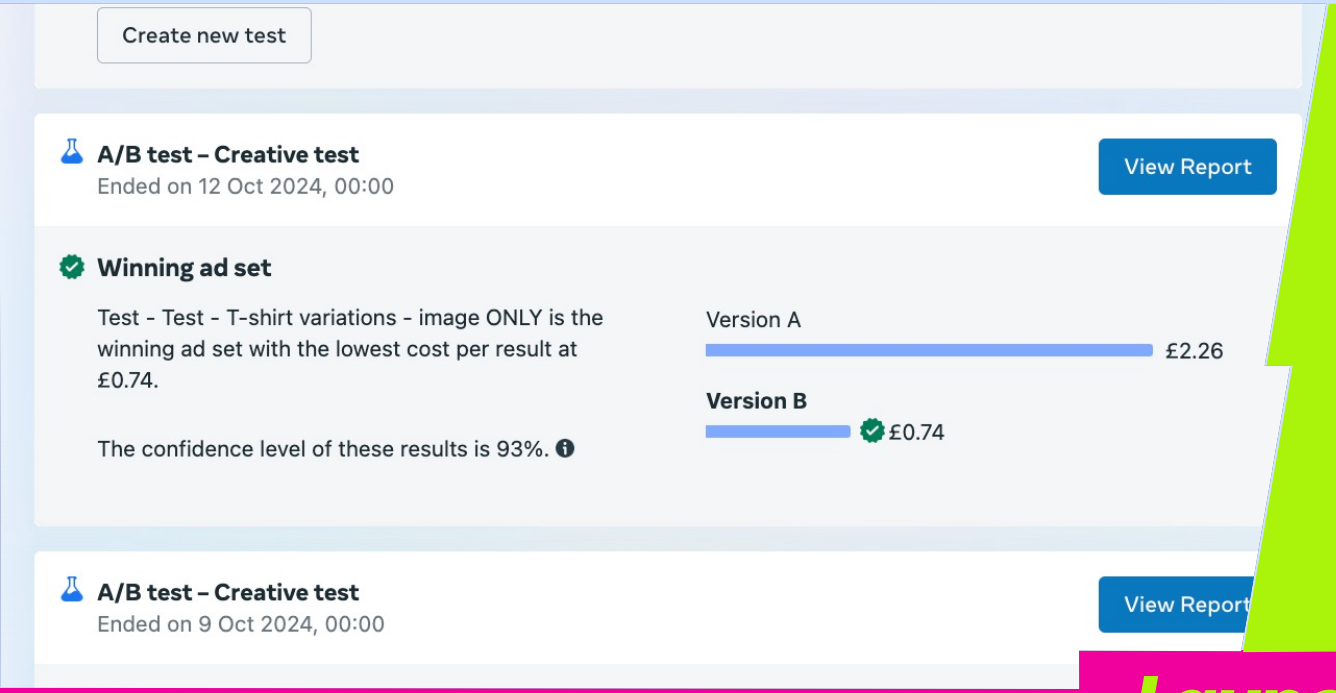
"USING LANGUAGE FROM TESTIMONIALS WILL RESONATE WITH USERS AND INCREASE CTR"

A/B TESTING TELLS YOU WHICH VERSION WON; NOT WHY IT WON OR IF THERE WAS A BETTER VERSION TO TEST



Ask your customers what they think!

STEP 3:
REFINE CREATIVE BASED ON DATA

It’s easy to fall into the trap of only looking at PRIMARY KPI’s

SPEND

ROAS

COST PER ACTION

CONVERSIONS/
CONVERSTION RATE

SECONDARY METRICS FOR CREATIVE ANALYSIS

IMPRESSIONS	CLICK THROUGH RATE	COST PER CLICK
FREQUENCY	COST PER MILLE	REACH
HOOK RATE*	HOLD RATE*	AVERAGE WATCH LENGTH*

*Video-Specific Analysis

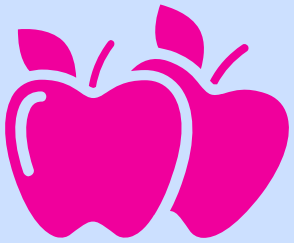
STORYTELLING KPI's - LOOKING FOR THE 'WHY'

(THIS IS WHERE YOU UNAPOLOGETICALLY SNAP A PIC)

COMPARE TOP PERFORMERS

NO UNREALISTIC GOALS

FIRST, COMPARE TO YOUR OWN ADS, NOT INDUSTRY BENCHMARKS



COMPARE SIMILAR CREATIVE

ARE OTHER ADS WITH SIMILAR MESSAGE, FORMATS, OR ANGLES PERFORMING AS WELL?

IDENTIFY WHAT'S WORKING

HOOK?

OFFER?

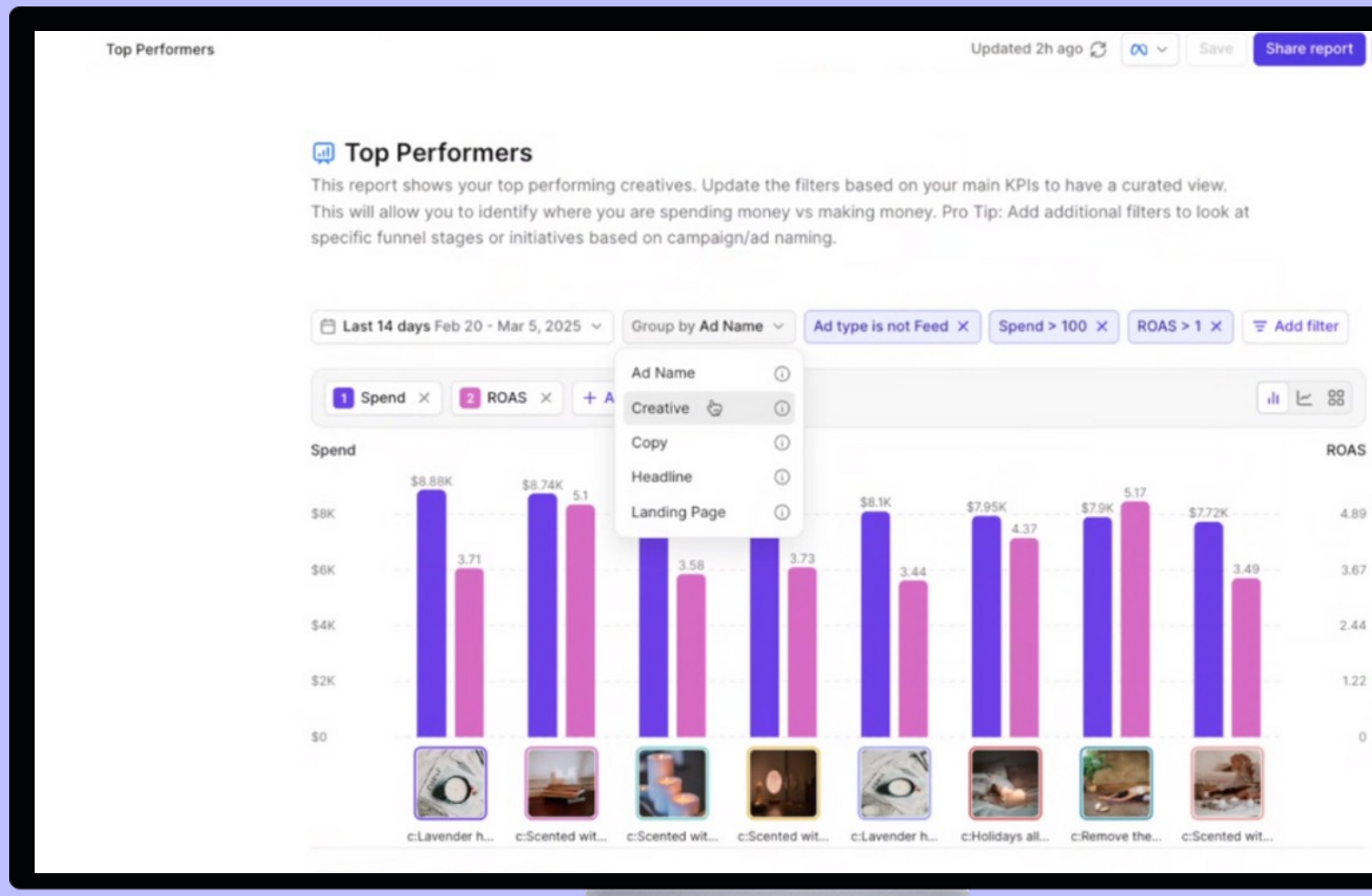
MESSAGING?

CLICKS SAY WHAT'S WORKING

STORYTELLING KPI'S SAY WHY IT'S WORKING — AND HOW TO BUILD A BRAND PEOPLE BUY INTO.

TO SUMMARISE ON DATA ANALYSIS

- Start with the goal
- Present data clearly:
  - Primary KPI's (CTR, CPA, ROAS)
  - Secondary metrics (hook rate, video completion)
  - Layer in the WHY with storytelling KPIs
- Actionable Recommendations



STEP 4:
CREATIVE VARIATIONS AT SCALE. DOUBLE DOWN ON WINNING CREATIVE.

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This cookwar
These are the la

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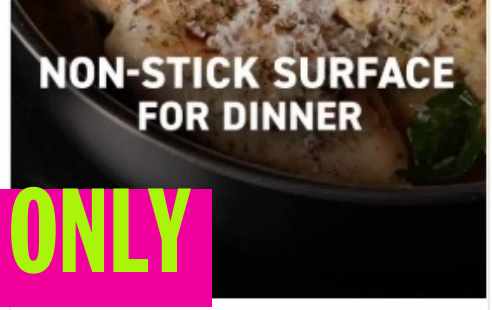
🔥 LIFETIME WARRANTY 🔥
The last cookware you'll ever nee...
Shop now



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Cookware Built To Last A Lifetime
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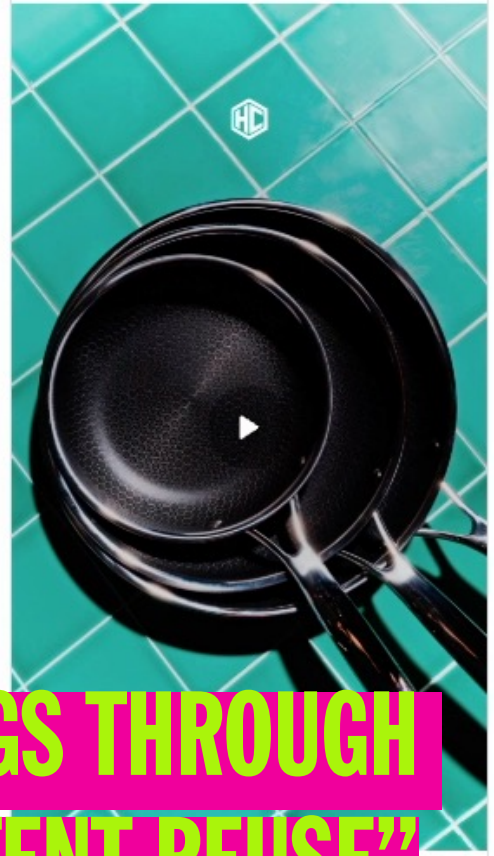
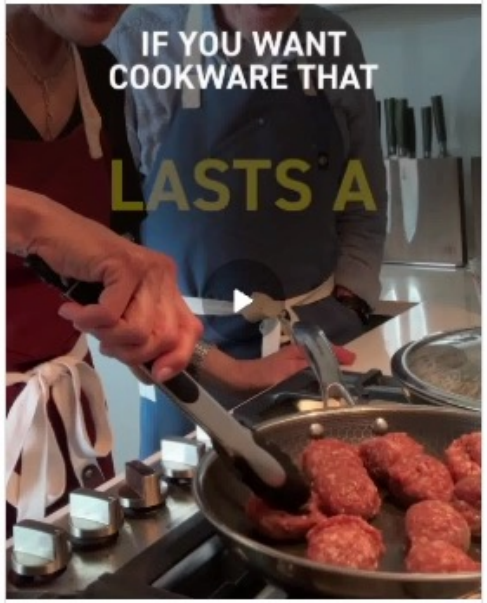
Active for 5d
HexClad's nontoxic cookware features our proprietary TerraBond™ ceramic nonstick...



"I'D LOVE TO RUN ALL THE TESTS, BUT I ONLY HAVE BUDGET FOR SO MUCH CREATIVE."

HexClad
Active for 6d
With 900,000+ users and thousands of 5-star reviews, HexClad is the go-to...



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Cookware Built To Last A Lifetime
Shop now

Josh cooks a lot with HexClad
Active for 5d
Guys, this is THE set I've been using for everything, from shallow frying my famou...

hexclad.com
Trusted by 900k+ home cooks 💪
Lifetime Warranty
Shop now

"I AM LOOKING FOR COST SAVINGS THROUGH AUTOMATION AND CONTENT REUSE"

hexclad.com
Free From Foreve
Cookware Designed

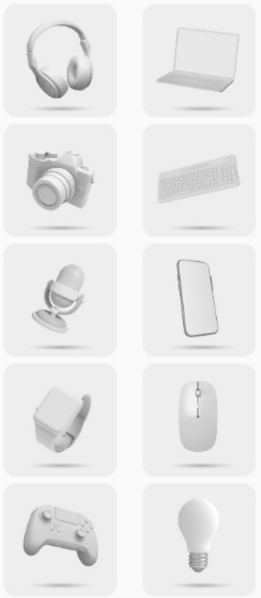
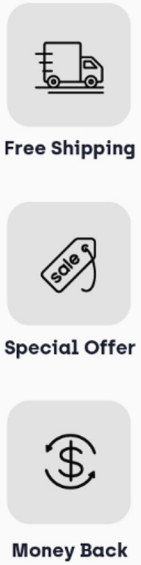
Josh cooks a lot with HexClad
Active for 5d
Guys, this is THE set I've been using for everything, from shallow frying my famou...

cooks 💪
Lifetime Warranty

Cookware Designed For Life

HexClad

PERFORMANCE CONTENT CAN REALLY ADD UP

1 Design Concept	10 Products	3 Motivators	4 Ad Formats	3 Placements	Output
					360 assets & 360 ads
	10 assets	30 assets	120 assets	360 assets	

CREATIVE AI AT SCALE

TEMPLATE

Promotion
DYNAMIC

CTA
DYNAMIC

Code
DYNAMIC

Logo
DYNAMIC

Image
DYNAMIC

Sizing
VARIABLE

STEP 5:
KEEP ITERATING.
WHAT WORKS TODAY MAY NOT WORK TOMORROW.

TO SUMMARISE

TO BALANCE THE ART & SCIENCE:

- HAVE THE CORE FOUR IN MIND WHEN CREATING ASSETS
- REFINE CREATIVE BASED ON CUSTOMER FEEDBACK & DATA
- DON'T RELY ON PERFORMANCE METRICS ONLY
- USE AI & AUTOMATION TO TEST CREATIVE VARIATIONS AT SCALE.
- KEEP ITERATING _ WHAT WORKS TODAY MAY NOT WORK TOMORROW

WHEN CREATIVE IS BOTH PURPOSEFUL AND DATA-MINDFUL, IT BECOMES A BUSINESS DRIVER — NOT JUST A NICE-LOOKING ASSET.

- ME, AND PROBABLY SOMEONE ELSE TOO.

CMO'S GUIDE TO:

END-TO-END PERFORMANCE MARKETING

26 MARCH 2025

@LaunchOnlineUK | #LaunchCMOEvent

Launch!