

The Viral 1-Minute Video Template ¹⁰⁰

Five segments, sixty seconds. Pattern your video ads on this structure to stop the scroll, sell the click, and turn cold traffic into buyers.



0:00 – 0:05

Pattern Interrupt

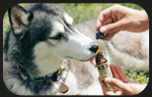
Grab attention in the first swipe. A wow factor or scroll-stopper that lifts your hook rate.



0:06 – 0:15

Pain Point / Problem

State the problem plainly. Show the customer their own pain so they feel understood.



0:16 – 0:30

Solution

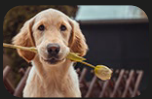
Introduce your product in-use as the answer. Demonstrate, don't explain.



0:31 – 0:50

Evidence + Credibility

Stack social proof — UGC, testimonials, results. Handle objections before they form.



0:51 – 1:00

Call to Action

Make them click. Give resolution, closure, and one clear next step.



The creative IS the targeting now

With Meta's Advantage+ and broad targeting, the algorithm finds your custom audience **through your creative** — not through manual interest stacks. Creative diversification, strong hook rates, and thumb-stop ratio are the new audience settings.

3 real reasons your ad didn't convert 📢

01

Wrong audience temperature

Your message doesn't match where the viewer is — cold, warm, or hot traffic each need a different angle.

Fix: Map every creative to a funnel stage. Cold gets the hook, hot gets the offer.

02

Asking for the sale too early

The ad's job is to sell the click, not the product. Pushing the offer at second five kills conversion.

Fix: Earn the click first; let the landing page and retargeting close.

03

Not enough social proof

People gravitate toward people like themselves — implicit egotism. No proof, no trust, no purchase.

Fix: Show more testimonials and UGC from customers who mirror your buyer.

Stop wasting spend on mediocre creatives.

Free strategy call — no strings attached. joelvallereyes.com

Add Me on LinkedIn to Chat