

# High-Converting Meta Ad Templates From Ben Heath.

20 deployable frameworks for Ecommerce,  
Local, Lead Gen, and SaaS.



# Types of Ads in This Deck

01 Ecommerce Ads

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02 Local Business Ads

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03 Lead Generation Ads

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04 SaaS Ads

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## How to Use This Swipe File



### Step 1

Pick your business type.

### Step 2

Copy the structure. No reinvention required.

### Step 3

Replace placeholders (offer, product, city).

### Step 4

Launch and test three to five variations.



# Ecommerce Ads.

Templates that inspire customers to take action and make a purchase.

BEN HEATH



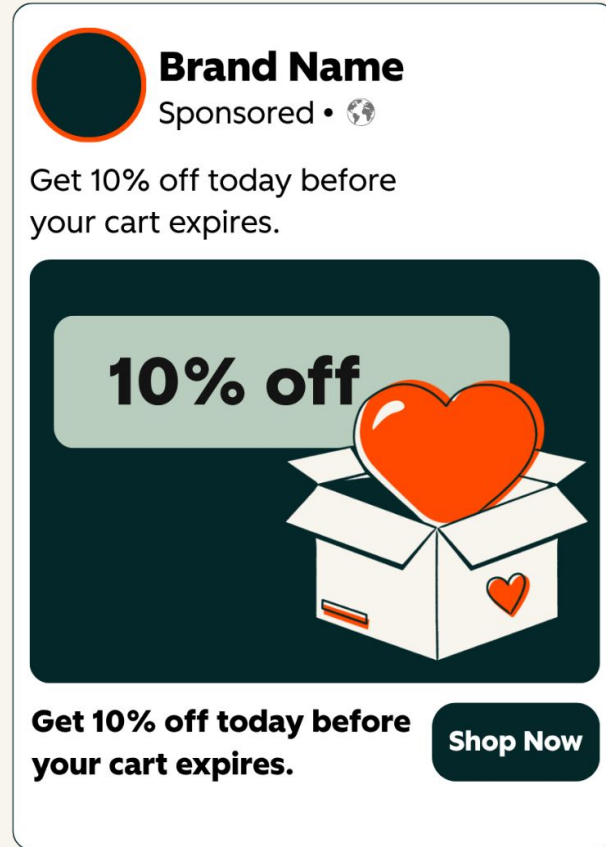
# Template 1: Discount Urgency

## GOAL

Recover abandoned carts by creating immediate action. Reduce wasted spend on warm audiences who are hesitant to convert.

## TIPS FOR HOOK & COPY

- Apply a direct tone and short sentences to combat cart abandonment.
- Keep messaging exceptionally tight and benefit-led.



**Brand Name**  
Sponsored • 🌐

Get 10% off today before  
your cart expires.

**10% off**

Get 10% off today before  
your cart expires.

**Shop Now**



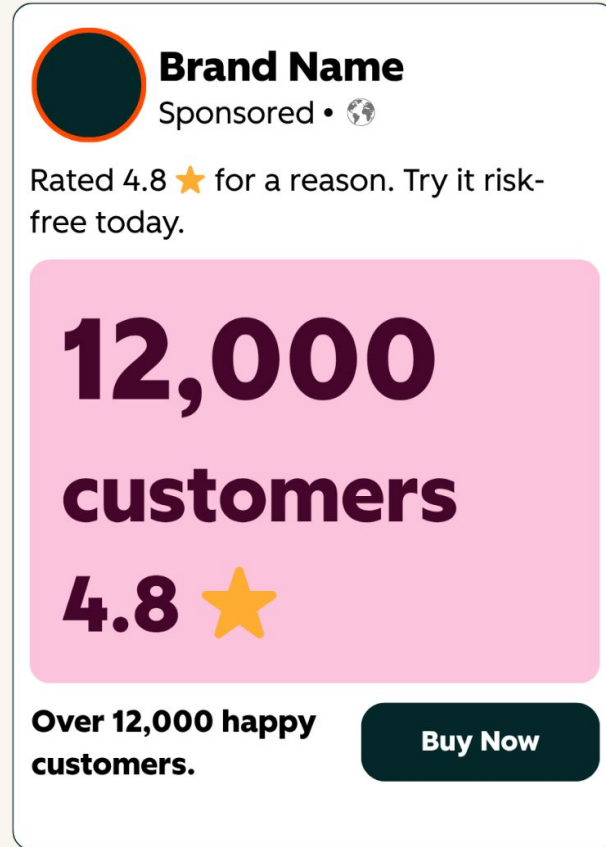
## Template 2: Social Proof



### GOAL


Build instant trust and lower customer acquisition cost (CAC) by neutralizing buyer skepticism before they click.


### TIPS FOR HOOK & COPY

- Use real performance data and contrast to make bold but defensible claims.
- Always imply that joining the community results in an immediate performance improvement for the user.



 **Brand Name**  
Sponsored • 

Rated 4.8  for a reason. Try it risk-free today.

**12,000**  
**customers**  
**4.8** 

**Over 12,000 happy customers.** [Buy Now](#)



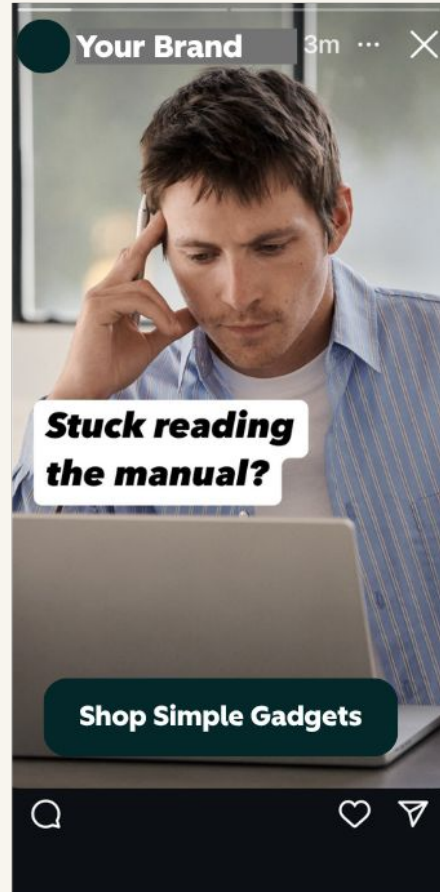
## Template 3: Problem/Solution

### GOAL

Capture attention immediately in a scrolling feed by addressing a core, recognizable frustration of your target demographic.

### TIPS FOR HOOK & COPY

- Start strictly with a problem or mistake.
- Avoid generic “boost your x” language entirely.
- Focus strictly on the outcome of solving the pain point.



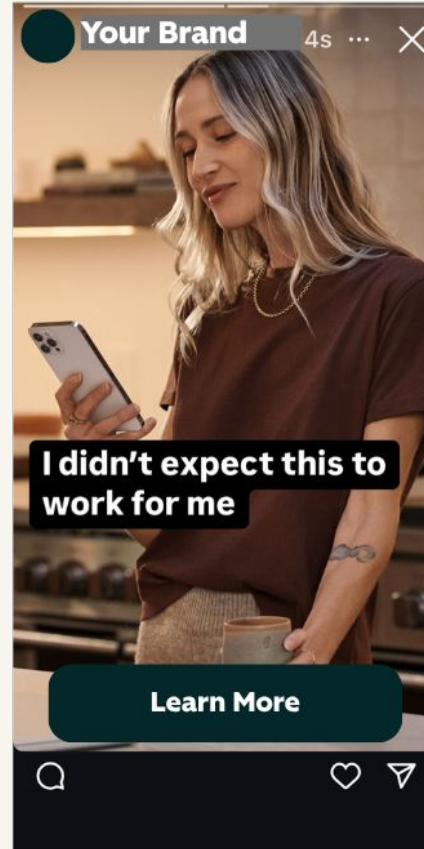
## Template 4: UGC Testimonial

### GOAL

Lower CPA through native-feeling, relatable peer validation that doesn't immediately register as a polished corporate advertisement.

### TIPS FOR HOOK & COPY

- Test hooks heavily over full visuals.
- Keep messaging tight.
- Avoid generic marketing language in favor of raw user reaction.
- Stick to one idea per line.



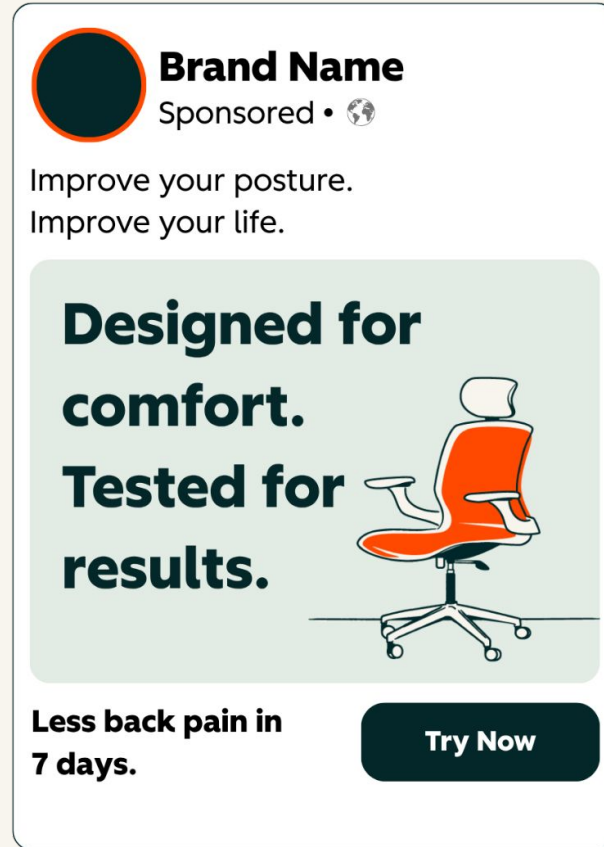
## Template 5: Benefit Driven



### GOAL

Drive direct response by leading with the ultimate performance outcome the customer actually desires, rather than the product specs.

### TIPS FOR HOOK & COPY


- Put the benefit first and feature second.
- Keep sentences short.
- Always imply a measurable performance improvement (e.g., "in 7 days").



 **Brand Name**  
Sponsored • 

Improve your posture.  
Improve your life.

**Designed for  
comfort.  
Tested for  
results.**



**Less back pain in  
7 days.**

**Try Now**



# Local Business Ads.

Templates designed to reach local audiences and connect communities.

BEN HEATH



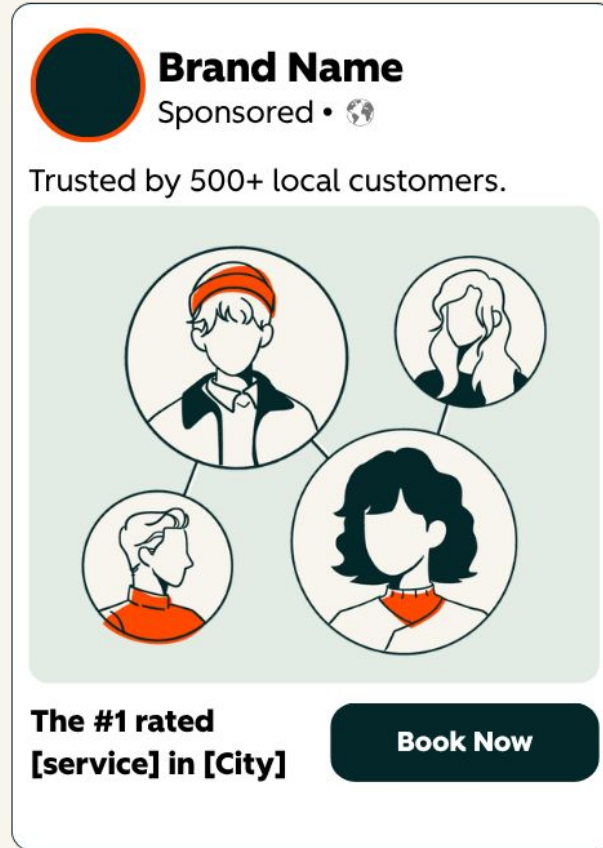
## Template 6: Local Authority


### GOAL

Drive direct response by leading with the ultimate performance outcome the customer actually desires, rather than the product specs.


### TIPS FOR HOOK & COPY

- Make bold but defensible claims backed by local data (500+ customers).
- Keep the tone direct and slightly opinionated to establish absolute authority.



**Brand Name**  
Sponsored • 

Trusted by 500+ local customers.



**The #1 rated  
[service] in [City]**

**Book Now**



# Template 7: Transformation

## GOAL

Generate high-intent local leads by visually proving the performance outcome and bridging the gap between the prospect's current state and desired state.

## TIPS FOR HOOK & COPY

- Demonstrate performance improvement directly.
- Use contrast to highlight the transformation.
- Strip out all jargon — no fluff.



**Brand Name**  
Sponsored • 



**From empty calendar to  
fully booked...**

**Get Started**



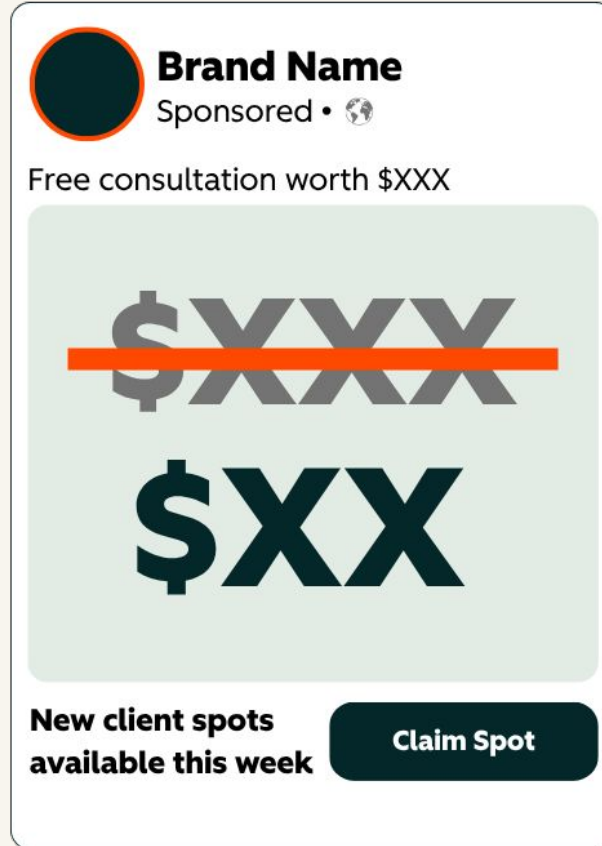
## Template 8: Limited Offer



### GOAL

Force immediate action and reduce hesitation from cold local traffic by introducing a hard scarcity mechanism.

### TIPS FOR HOOK & COPY

- One idea per line.
- Keep messaging tight and focused on the immediate next step.
- Avoid flowery language; be direct about what is on offer.



 **Brand Name**  
Sponsored • 

Free consultation worth \$XXX

~~\$XXX~~

**\$XX**

**New client spots available this week** [Claim Spot](#)



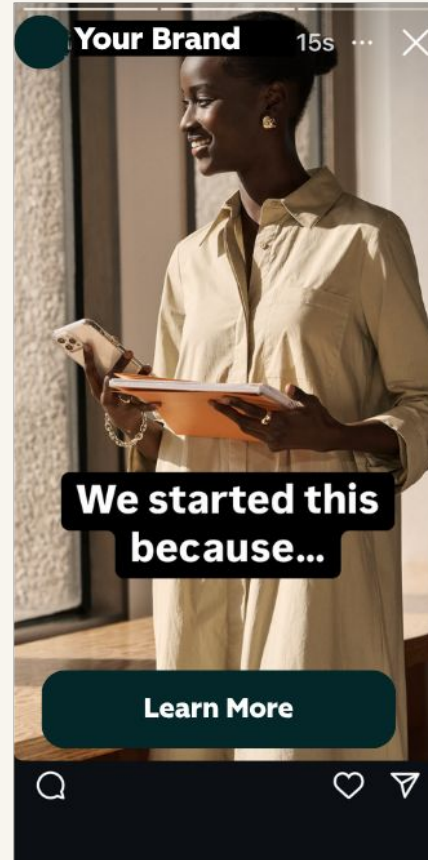
## Template 9: Founder Story

### GOAL

Build an emotional connection and differentiate the business from faceless, corporate local competitors.

### TIPS FOR HOOK & COPY

- Hook with a personal narrative rather than a generic pitch.
- Focus on testing different verbal hooks over the full visuals.
- Ensure the story eventually pivots to a performance outcome for the client.



# Template 10: Review Stack

## GOAL

Overcome skepticism by leveraging sheer volume of positive feedback and undeniable local proof points.

## TIPS FOR HOOK & COPY

- Use qualitative data to create contrast against competitors.
- Ensure short sentences and no jargon, allowing the voice of the customer to do the heavy lifting.

**Brand Name**  
Sponsored •

5★ reviews from real local clients

**Don't take our word for it...**

**Try It Now**



# Lead Generation Ads.

Templates designed to drive landing page conversions and signups.

BEN HEATH



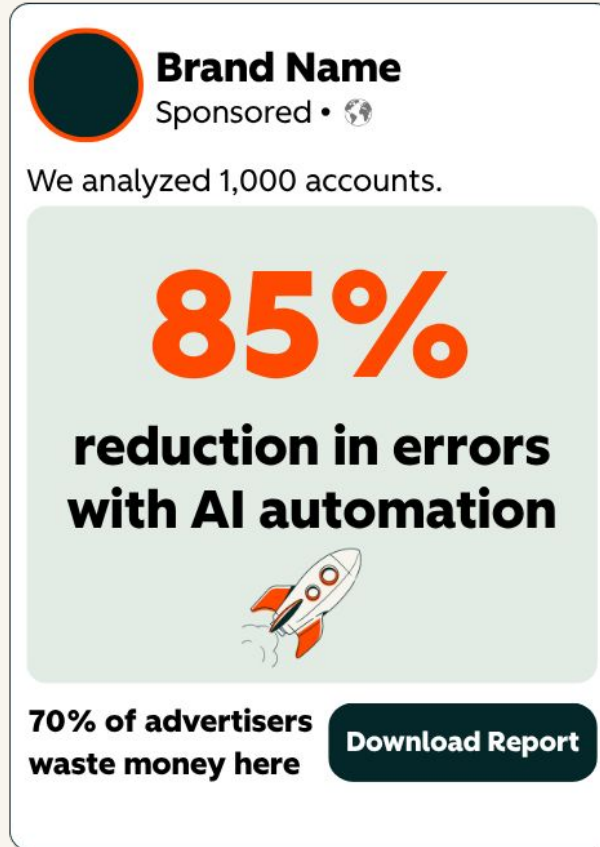
## Template 11: Data Hook



### GOAL

Reduce wasted spend on generic traffic by pre-qualifying leads with high-friction, shocking data points.

### TIPS FOR HOOK & COPY

- Pattern interrupt using shocking data.
- Use a direct question or a bold claim.
- State the problem concisely, offer the solution, and provide a clear next step.




 **Brand Name**  
Sponsored • 

We analyzed 1,000 accounts.

**85%**

**reduction in errors  
with AI automation**



**70% of advertisers  
waste money here** [Download Report](#)



## Template 12: Educational Breakdown

### GOAL

Build deep authority and capture high-intent leads by teaching through contrast and actively fixing a prospect's error.

### TIPS FOR HOOK & COPY

- Hook strictly with a mistake.
- Maintain a tone that is direct and slightly opinionated.
- Always imply that fixing this error results in instant performance improvement.

**Brand Name**  
Sponsored •

Improve your performance.

**Most people get Meta ads wrong here**

**Learn more about  
Meta ads**

**Get the Guide**



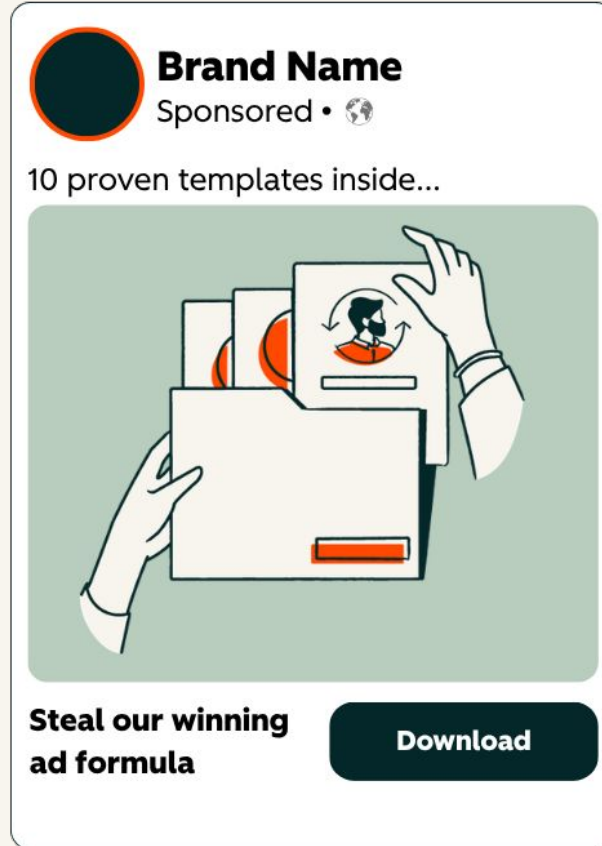
## Template 13: Free Asset


### GOAL

Drive massive low-CPL volume by offering an immediate, highly tangible performance improvement tool.


### TIPS FOR HOOK & COPY

- Go bold, slightly opinionated, and benefit-first.
- Use a direct question or a bold claim.
- State the problem concisely, offer the solution, and provide a clear next step.



**Brand Name**  
Sponsored • 

10 proven templates inside...



**Steal our winning  
ad formula**

**Download**



# Template 14: Authority Build

## GOAL

Attract premium, sophisticated leads by establishing a clear, undeniable contrast between average behavior and elite execution.

## TIPS FOR HOOK & COPY

- Heavily use contrast and data.
- Show exactly what "high performers do differently."
- Always center the insight around an implied performance improvement.



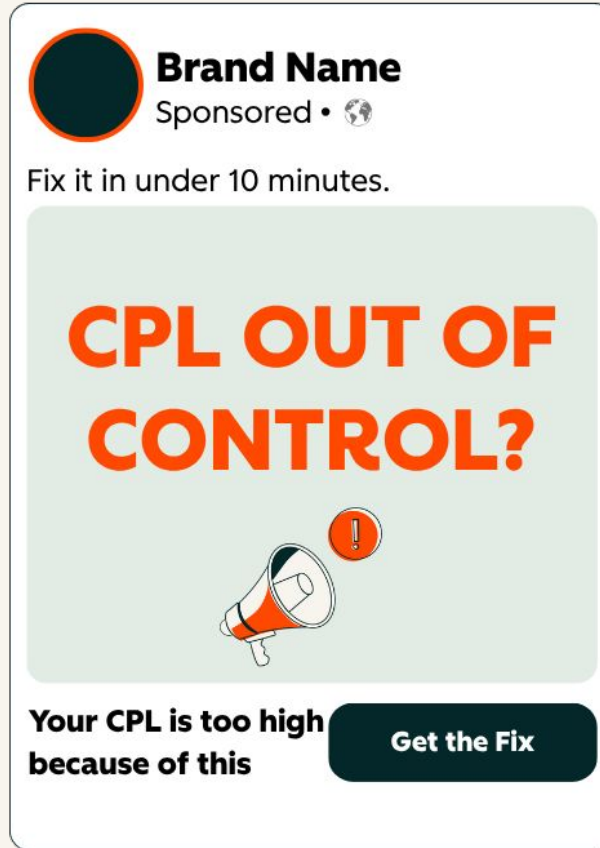
## Template 14: Pain Point



### GOAL

Trigger immediate clicks by calling out a highly specific KPI and promising a fast resolution.

### TIPS FOR HOOK & COPY



- Start directly with a problem.
- Focus entirely on performance outcomes.
- Use short, punchy sentences.
- Iterate weekly on the specific KPI mentioned.



 **Brand Name**  
Sponsored • 

Fix it in under 10 minutes.

**CPL OUT OF CONTROL?**

**Your CPL is too high because of this** [Get the Fix](#)



# SaaS Ads.

Templates that speak to decision makers at software companies.

BEN HEATH

HubSpot



## Template 16: Time Saving

### GOAL

Drive free trial sign-ups by highlighting the hidden, painful cost of manual optimization and data entry.

### TIPS FOR HOOK & COPY

- Benefit-led copy addressing the exact pain point.
- Start with a mistake or inefficient behavior.
- Avoid generic "grow your business" language entirely.

**Brand Name**  
Sponsored • 🌐

Automate your ad insights instantly.

**Stop wasting hours on reporting.** [Start Free Trial](#)



# Template 17: Workflow Change

## GOAL

Visually demonstrate the monumental delta in efficiency between the old way and the new software system.

## TIPS FOR HOOK & COPY

- Use real performance data.
- Test and iterate weekly on specific hook metrics.
- If it doesn't clearly show performance improvement, cut it.

**Your Brand** 3s ×

**This used to take six hours...**

**New Journey Report**  
Date Range: 12/01/23 To 12/05/24

Stage 1 Stage 2 Stage 3

20%  
Total Conversion

9 hours  
Average to complete journey

1  
Customer

Stage 1  
Email Delivered

Stage 2  
Emails Opened

Stage 3  
Top Events

Stage 4  
Customer

**Try Free**





## Template 18: ROI Focus

### GOAL

Capture high-value, enterprise demo bookings by focusing exclusively on hard financial outcomes and risk reduction.

### TIPS FOR HOOK & COPY

- Focus entirely on performance outcomes and reducing wasted spend.
- Make bold but defensible claims.
- Strip out all feature jargon.

 **Brand Name**  
Sponsored • 

Real-time optimisation built in.

**Reduce wasted ad  
spend by  
30%**

**Cut wasted ad  
spend by 30%**

**Book Demo**



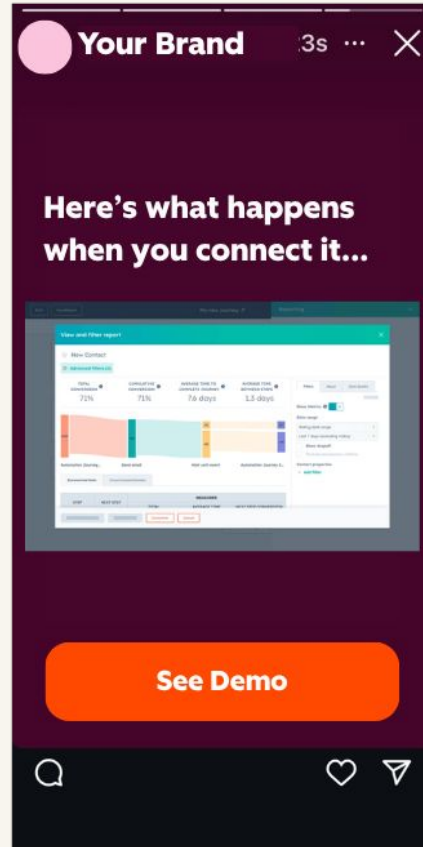
# Template 19: Feature Demo

## GOAL

Demystify complex software mechanisms and prove the absolute ease of achieving the promised performance improvement.

## TIPS FOR HOOK & COPY

- Use exceptionally short sentences.
- Maintain one idea per line to explain complex SaaS features simply.
- Absolutely no technical jargon.



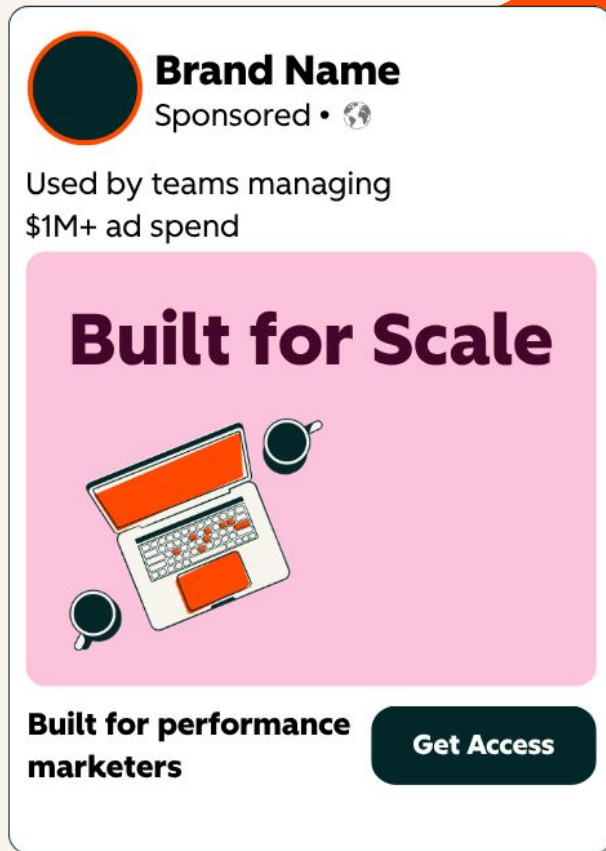
## Template 20: Authority SaaS Hook

### GOAL

Establish unquestionable, enterprise-grade trust to attract sophisticated, high-budget B2B software buyers.

### TIPS FOR HOOK & COPY

- Rely entirely on bold, defensible claims.
- Maintain a tone that is highly direct and strictly performance-focused.



**Brand Name**  
Sponsored • 🌐

Used by teams managing  
\$1M+ ad spend

**Built for Scale**

**Built for performance  
marketers**

**Get Access**

