

Facebook Ad Copy Segments

Paid Social Marketing – Quick Reference

1. Pattern Interrupt

Breaks expectation and stops the scroll by challenging an assumption or saying something counterintuitive.

2. Hook

Grabs attention and pulls the reader into the message so they continue reading or watching.

3. Problem Statement (Pain Point)

Clearly identifies the core problem the ideal prospect already knows they have.

4. Agitation

Intensifies the emotional weight of the problem by highlighting consequences or frustration.

5. Empathy / Relatability

Demonstrates understanding of the prospect's situation and reduces defensiveness.

6. Authority / Credibility

Establishes why the advertiser has the right to speak on this problem or solution.

7. Belief Reframe

Challenges or reshapes a faulty assumption about the problem or why previous attempts failed.

8. Unique Mechanism

Introduces the specific method, framework, or approach that makes the solution different and effective.

9. Value Proposition

States the primary outcome or transformation the prospect can expect.

10. Benefits

Highlights the practical and emotional outcomes that matter most to the prospect.

11. Social Proof

Provides evidence that the solution works for others like the prospect.

12. Objection Handling

Addresses common doubts, hesitations, or internal resistance to taking action.

13. Offer

Clearly defines what is being presented, such as a guide, training, webinar, or call.

14. Risk Reversal

Reduces perceived risk through free access, guarantees, or no-obligation framing.

15. Urgency or Scarcity

Gives a legitimate reason to act now rather than later.

16. Call to Action (CTA)

Clearly instructs the prospect on the next step to take.

Cold Traffic Reality Check

Cold traffic usually requires these five segments at a minimum:

- Pattern Interrupt
- Problem Statement
- Belief Reframe
- Social Proof
- Clear Call to Action

Miss these, and you're likely just buying attention without conversion.