EDWARD EATON MARKETING • PDF COURSE

Marketing Psychology for Meta Ads

Why people stop scrolling, and how to earn attention on Facebook and Instagram

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Marketers, owners and creatives who run or plan social ads.

What you will be able to do

- Understand the mindset of someone scrolling a feed
- Write hooks and creative that earn the first second
- Build offers that feel low risk on social
- Use social proof and storytelling honestly
- Avoid policy problems that psychology tricks can cause

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	The scrolling mindset
2	Hooks and the first second
3	Creative that stands out
4	Offers, proof and low risk steps
5	Rules, ethics and policy

CHAPTER 1

The scrolling mindset

Nobody opens Instagram to buy a conservatory. They open it to pass time. Your ad is an interruption, and it has about a second to earn attention.

That changes the job. On search, you answer a question the person asked. On social, you create a reason to care. Moods, news and the time of day all influence how people respond, which is one reason results swing from week to week.

> **TRY THIS**
> Scroll your own feed for five minutes. Note which ads you stopped on and why.

A worked example (illustrative)

A gym posts a plain ad about a trial offer. It is ignored. A second ad opens with 'You said January. It is March.' and shows a real member. It stops thumbs because it speaks to a moment in the person's life. Illustrative.

Common mistakes

- Writing as if the reader chose to be there.
- Long intros.
- Ignoring context such as time of year.

Chapter checklist

- [ ] My ad assumes the reader is scrolling.
- [ ] My first line earns attention.

Want the full course?

This is a free sample of **Marketing Psychology for Meta Ads**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-psychology-for-meta-ads and you will hear first when it launches.