THE LOCAL FACEBOOK ADS SPY KIT

See The Ads Your Competitors Are Running

THIRTEEN THIRTY CREATIVE
1330
DIGITAL MARKETING AGENCY

THE BIG SECRET

You've watched competitors appear throughout Facebook and Instagram.

Their videos keep showing up. Their offers seem perfectly timed. Their names become familiar before customers ever need what they sell.

Meanwhile, you're wondering: What are they doing that I'm missing?

Finding a straight answer is harder than it should be.

Marketing gurus promote secret formulas. Agencies hand over polished reports filled with reach, clicks, and mysterious "conversions." Business owners are expected to trust that everything is working without knowing whether the advertising produces customers or revenue.

WHY I'M SHOWING YOU THIS

I'm Jennifer Anderson, founder of 1330 Creative Marketing. After nearly 20 years in marketing, I understand the skepticism.

Business owners have been overpromised and kept in the dark for far too long.

That nagging feeling that you aren't seeing the complete picture? You probably aren't.
I'd like the opportunity to earn your trust, so I'm sharing something genuinely useful for free.

YOUR COMPETITORS' GOOGLE ADS ARE PUBLIC.

You can see the images, videos, copy, and offers they're currently using across Facebook and Instagram.

You can study how they capture attention, identify the customers they appear to be targeting, and uncover opportunities they've overlooked.

Most business owners have never been shown where to look.

This guide will walk you through it.

Once you know what has been sitting in plain sight, you'll never scroll past another competitor's ad the same way again.

lets get started ,
Jennifer

WHAT ARE YOU ACTUALLY LOOKING FOR?

Finding your competitors' ads is the easy part.

Understanding what those ads reveal takes a closer look.

Facebook ads interrupt people who usually weren't searching for the service at that exact moment. The creative must earn attention and give someone a reason to care.

LOOK FOR THESE CLUES

The customer they're speaking to
Who appears to be the intended audience? Look for clues involving age, location, lifestyle, business type, frustration, or desired outcome.

The hook
What earns attention first? This may be a bold statement, a surprising question, an emotional problem, or a visually unusual opening.

The offer
Look for free estimates, discounts, consultations, guarantees, limited availability, or downloadable resources.

The creative format
Are they using photos, graphics, short videos, testimonials, carousels, or demonstrations?

The promise
Notice the outcome being sold. Strong advertising helps the customer picture what becomes easier, faster, safer, or better.

The next step
Are people being asked to call, message, book, download, request a quote, or visit a website?

DON'T MAKE THIS MISTAKE: ***A visible ad does not prove that it's profitable.***

Meta's Ad Library does not reveal the advertiser's budget, targeting, cost per lead, sales, or return on ad spend.

An ad running for a long time can be a useful clue. It remains a clue rather than proof.

Use these ads as market intelligence. Study the patterns, find the gaps, and build a stronger reason for customers to choose you.

THE 6-POINT AD TEST:

Choose one competitor ad and score it from 1 to 5 in each category.

A score of 1 means the ad is weak or unclear. A score of 5 means it's specific, convincing, and easy to act on.

1. SCROLL-STOPPING POWER
Would the image, video, or opening line earn attention from the intended customer?
Score: ____ / 5

2. AUDIENCE RELEVANCE
Can you quickly tell who the ad is meant for and why that person should care?
Score: ____ / 5

3. OFFER CLARITY
Is the value of the offer easy to understand?
Score: ____ / 5

4. TRUST
Does the ad include meaningful proof, such as reviews, results, credentials, guarantees, or real customer experiences?
Score: ____ / 5

5. DIFFERENTIATION
Does the business provide a clear reason to choose it over another local option?
Score: ____ / 5

6. CALL TO ACTION
Is the next step obvious and easy to complete?
Score: ____ / 5

TOTAL SCORE: ____ / 30

25–30: Strong competitor. Study the strategy without copying it.
18–24: Solid foundation with visible opportunities to improve.
Under 18: The competitor may be spending money on an ad that gives customers little reason to respond.

THE QUESTION THAT MATTERS

Would the intended customer stop, care, and understand what to do next?
If the answer is no, you've found an opportunity.

COMPETITOR TRACKING WORKSHEET

COMPETITOR	SERVICE ADVERTISED	MAIN PROMISE	OFFER	CALL TO ACTION	WHAT STANDS OUT	6 POINT SCORE			

KNOWING THE GAP IS ONLY THE BEGINNING

You may discover a valuable opportunity while researching competitors. Maybe your market lacks a compelling offer. Perhaps every company uses the same predictable imagery. You might uncover a customer concern that nobody addresses clearly. Turning that opportunity into revenue requires the full campaign to work together.

The offer needs to make sense. Creative must earn attention. The landing page should continue the same promise. Tracking must capture what happens after the click. Follow-up needs to turn interest into a real conversation. One weak connection can quietly waste the money invested everywhere else.

WHAT IS YOUR MARKETING MISSING?

I'll review how your current marketing works together, including:

- **Your website and landing pages**
- **Offers and positioning**
- **Google and Facebook advertising**
- **Lead-capture process**
- **Tracking and attribution**
- **Follow-up experience**

You'll receive a personalized breakdown showing what's working, where potential customers may be getting lost, and which improvements deserve your attention first.

WHY FIGURE IT OUT ALONE?

I've spent more than 20 years studying marketing, customer behavior, websites, and advertising. I'll bring that experience to your business, cut through the noise, and help you see the complete picture.

FULL MARKETING AUDIT

Find the leaks. Understand the opportunities. Know what to fix first. Personalized recommendations based on your business, goals, and current marketing.

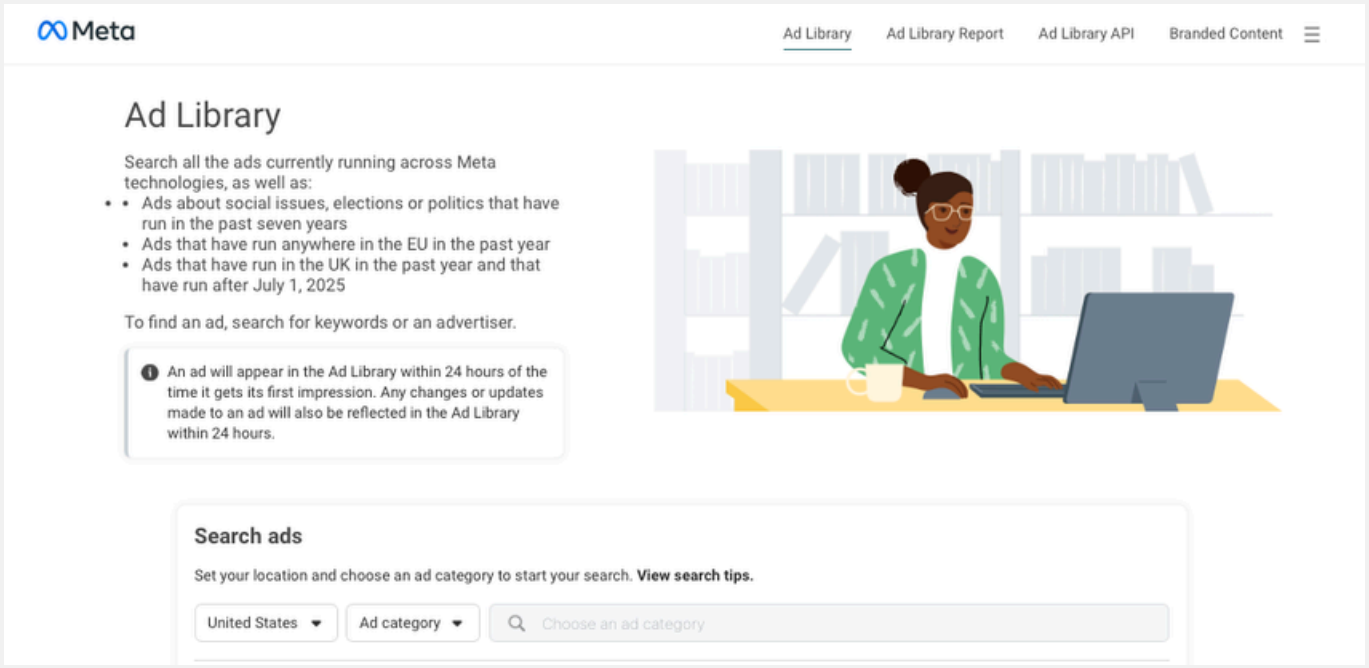
SCAN ME

Or Click Here

SEE THE ADS:

CLICK HERE TO GO TO THE FACEBOOK ADS LIBRARY

Or visit: https://www.facebook.com/ads/library

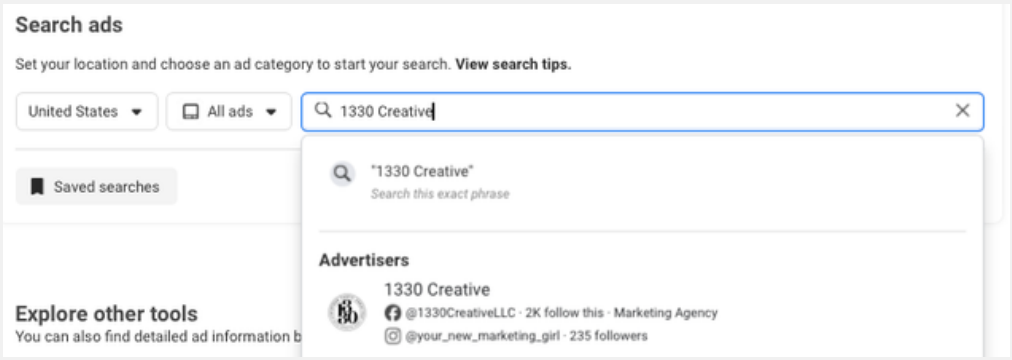


STEP 2: SEARCH FOR A COMPETITOR

Enter the competitor's:

- Business name
- Facebook Page name
- Brand name
- A keyword related to its service

Searching by Page or advertiser is usually the most accurate option.

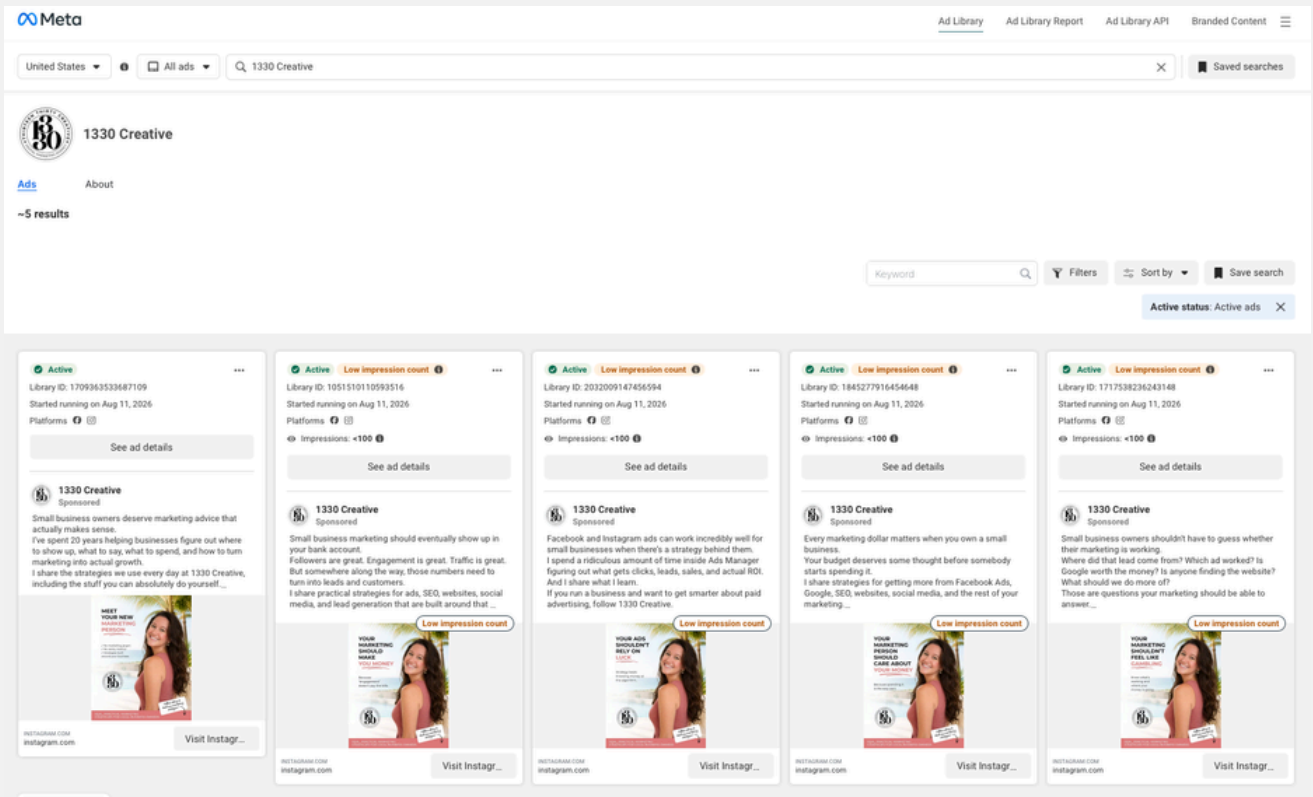


STEP 3: SELECT THE CORRECT ADVERTISER

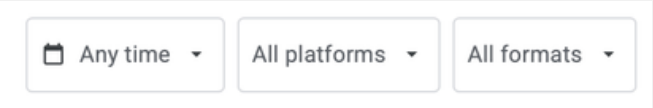
Meta may show several businesses with similar names. Confirm the correct advertiser by checking:

- Profile image
- Facebook Page name
- Business location
- Website shown within the ads

Select See all ads to view the advertiser's current campaigns.



STEP 4: FILTER THE RESULTS



Use Meta's available filters to narrow the results.

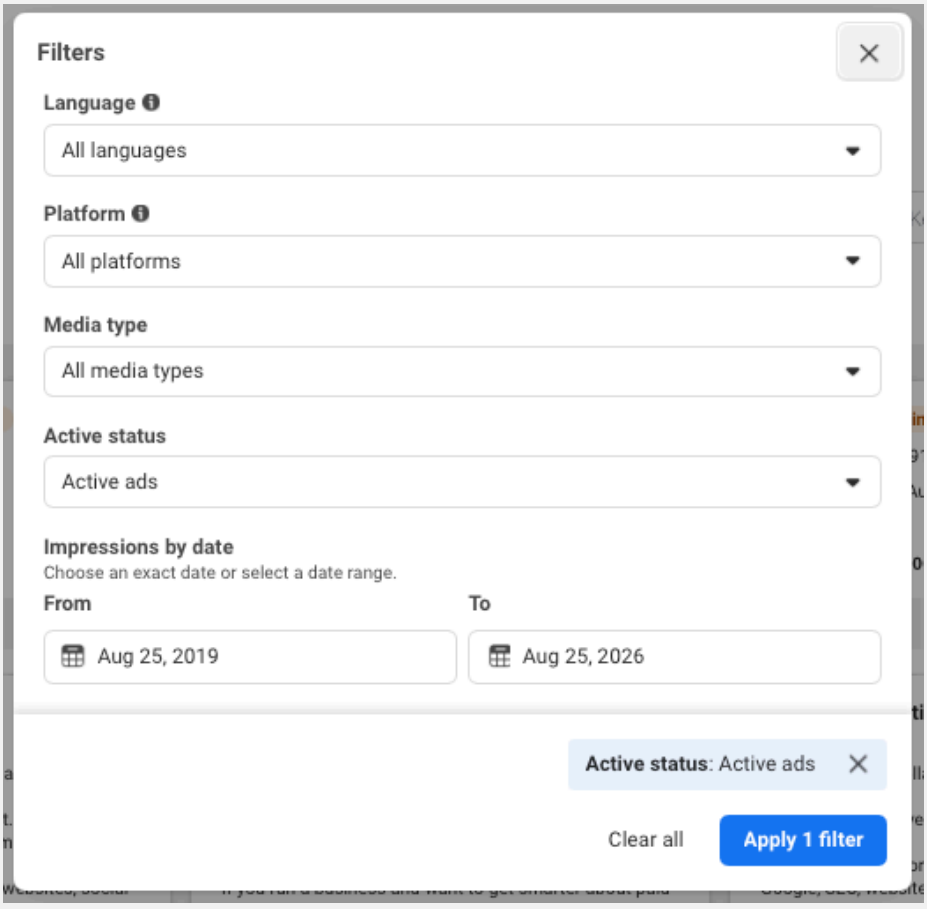
Language
Focus on ads written for the customers you want to study.

Platform
See whether the ads appear on Facebook, Instagram, Messenger, or Meta's Audience Network.

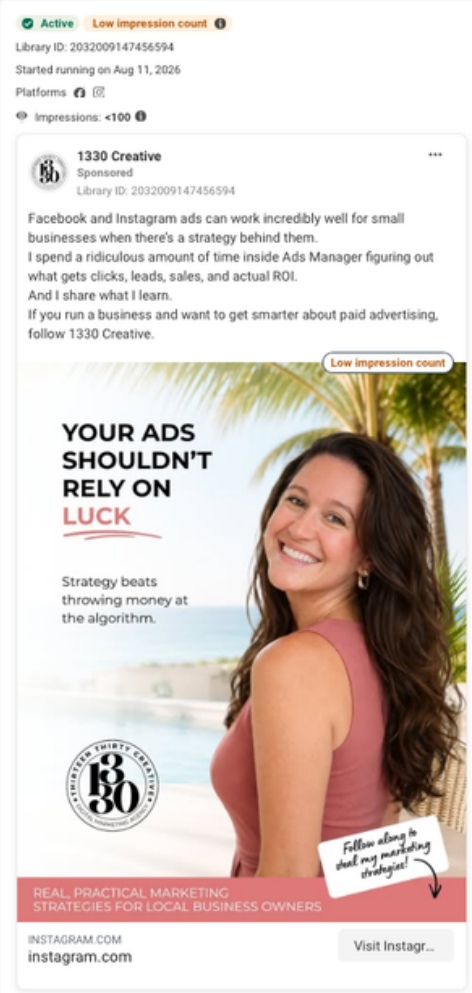
Media type
Filter for images, videos, memes, or ads without images or video.

Active status
Start with active ads to study current messaging. Availability of inactive commercial ads may be limited.

Try several filter combinations. A competitor may use different creative and offers across Facebook and Instagram.



STEP 5: OPEN INDIVIDUAL ADS



Click “See Ad Details” and examine:

- The date the ad started running
- Primary text
- Headline
- Description
- Call-to-action button
- Image or video
- Platforms where the ad appears
- Multiple versions using similar creative

Record anything useful in your scorecard.

PAY ATTENTION TO THE START DATE

An ad that launched yesterday has not had much time to prove anything. An ad that has remained active for several weeks or months may deserve closer attention. The advertiser could also be running an outdated or poorly monitored campaign, so longevity alone does not prove success.

Look for repeated combinations of:

- Similar hooks
- Related offers
- Multiple creative versions
- Long-running messages

Patterns tell you more than one isolated ad.

WHAT IF NOTHING APPEARS?

An empty result does not prove the competitor has never advertised.

Try:

- Searching for the Facebook Page name
- Using a shortened version of the company name
- Searching for the owner’s name
- Entering the brand without its location
- Checking common service keywords

The competitor may advertise under another Page, may have paused its campaigns, or may not currently have eligible ads in the library.

THE ADS YOU MAY FIND

Your competitors may use several ad formats to accomplish different goals.

SINGLE-IMAGE ADS - These ads use one photograph or graphic with accompanying copy.

Why businesses use them
A strong image can communicate the offer quickly and work well for local promotions.

What to study
Examine the visual hook, text on the image, headline, offer, and whether the ad still makes sense without reading every word.

VIDEO ADS - Video ads may include demonstrations, customer stories, educational clips, founder-led messages, or short-form vertical content.

Why businesses use them
Video can build familiarity and explain more complex services before the customer is ready to buy.

What to study
Watch the opening seconds closely. Identify the problem, intended audience, proof, pacing, and next step.

CAROUSEL ADS - Carousel ads allow people to swipe through several images or videos.

Why businesses use them
They can showcase multiple services, explain a process, display products, or tell a longer story.

What to study
Notice the order of the cards and whether each one moves the customer closer to taking action.

LEAD AND MESSAGE ADS - Some ads collect contact information inside Facebook or open a conversation through Messenger, Instagram, or WhatsApp.

Why businesses use them
These formats reduce the steps required to inquire.

What to study
Look at the offer and the amount of commitment required. The full form or automated conversation may not be visible through the Ad Library.

ONE IMPORTANT DETAIL

Meta's Ad Library shows the advertising creative. It does not reveal the complete campaign strategy.

You generally cannot see:

- Exact audience targeting
- Daily or lifetime budget
- Campaign objective
- Cost per lead
- Number of leads generated
- Sales or revenue
- Retargeting setup
- Follow-up process

You may also see several ads that appear nearly identical.

That can happen when advertisers test creative variations, run different placements, or use Meta's automated tools to combine assets.

Use the library to understand what competitors are saying and showing. Their full advertising strategy remains private.

WHAT THEIR ADS ARE MISSING

Finding your competitors' Facebook ads gives you something most local business owners never see: a direct look at how everyone is trying to win the same customer.

Now study what nobody is saying.

A STRONG HOOK
A beautiful image can still disappear into the feed. The opening needs to create curiosity or immediately connect with a relevant problem.

SPECIFIC MESSAGING
Phrases such as "quality service" and "trusted professionals" could describe almost any company. Strong ads communicate something meaningful and difficult for competitors to claim.

A COMPELLING OFFER
"Contact us today" gives people little reason to act. Look for an offer that creates value, reduces hesitation, or gives the customer a useful next step.

CUSTOMER-FOCUSED CREATIVE
Logos, buildings, trucks, and generic stock images often say very little about the customer's desired outcome.

PROOF
Claims become more credible when supported by reviews, results, credentials, guarantees, or recognizable experience.

A CLEAR NEXT STEP
The customer should know what will happen after clicking. Confusing requests create hesitation.

SAMENESS
When every competitor uses similar photos and promises, the ads blend together. This may be the largest opportunity in the exercise.

FIND YOUR OPENING
Ask yourself: What can my business show, promise, or prove that none of these competitors currently communicate?

Your strongest advertising idea may already be sitting inside that answer.

FOLLOW THE CLICK

The ad shows how a competitor earns attention.

The destination reveals how the business attempts to turn that attention into revenue.

Click the ad's call-to-action button whenever the destination is available. It may lead to a landing page, website, Facebook form, phone call, or direct-message conversation.

CHECK THE CONNECTION

Message match
Does the destination immediately continue the promise made in the ad?

Offer clarity
Can someone understand what they receive without searching for details?

Mobile experience
Is the next step fast and easy from a phone?

Trust
Are reviews, guarantees, credentials, or real results visible?

Conversion path
Does the visitor know what will happen after responding?

Tracking
Can the business identify which ad produced the inquiry, appointment, or sale?

WHY THIS MATTERS

A campaign can appear successful inside Ads Manager because clicks and "conversions" are being recorded.

The questions that determine profitability come afterward: Did the inquiry come from a qualified customer? Did the business respond quickly enough? Did the lead become revenue?

Answering those questions requires accurate tracking and a follow-up system connected to the campaign.

That connection is where Facebook advertising becomes more complex and where much of your opportunity is hiding.

YOUR COMPETITORS' GOOGLE ADS ARE PUBLIC TOO

Facebook and Instagram reveal how competitors capture attention before customers begin searching.

Google shows you what businesses say when potential customers are actively looking for help.

Using both gives you a much clearer view of the market.

THE GOOGLE ADS SPY KIT WILL SHOW YOU:

It's completely free, and you'll receive immediate access.

- **Where to find competitors' Google ads**
- **How to search Google's Ad Library**
- **What their headlines and offers reveal**
- **Which services they appear to prioritize**
- **How to evaluate their landing pages**
- **Where your business can stand apart**

WHY FIGURE IT OUT ALONE?

I've spent more than 20 years studying marketing, customer behavior, websites, and advertising. I'll bring that experience to your business, cut through the noise, and help you see the complete picture.

SEE WHAT THEY'RE RUNNING ON GOOGLE

Use both Spy Kits together to understand how competitors capture existing demand and create new demand.

SCAN ME

Or Click Here