



South Africa-Specific Social Media Ad Prompts

Facebook Ad Prompt (South African Retail)

BUSINESS CONTEXT:

- Business Name: Township Treasures
- Type: Online marketplace selling handcrafted products from township entrepreneurs
- Location: Based in Soweto with nationwide delivery in South Africa
- USP: Directly supports township-based artisans with 70% revenue going to creators
- Target Market: South Africans interested in supporting local entrepreneurs
- Current Offer: "Heritage Month Special" with 15% off and free delivery on orders over R500

TARGET AUDIENCE:

- Primary: Middle to upper-income South Africans ages 25-50
- Demographics: 60% female, urban dwellers in major metros (Johannesburg, Cape Town, Durban)
- Psychographics: Socially conscious consumers, interested in authentic local products
- Pain Points: Want to support local businesses but struggle to find quality township-made products
- Purchase Triggers: Gift-giving occasions, home decoration, personal accessories

AD OBJECTIVE:

- Drive conversions to online store during Heritage Month promotion

AD SPECIFICATIONS:

- Platform: Facebook
- Ad Type: Single Image Ad for News Feed
- Primary Text: Max 125 characters
- Headline: Max 40 characters
- Description: Max 30 characters
- CTA Button: Shop Now

BRAND VOICE:

- Proudly South African



- Authentic and community-centered
- Respectful of township entrepreneurship
- Balances social impact messaging with product quality
- Warm and inclusive

REQUIRED ELEMENTS:

- Must highlight Heritage Month promotion
- Must emphasise township entrepreneur support angle
- Must mention free delivery on orders over R500
- Reference to specific product categories (home decor, jewelry, art)
- All prices in ZAR (R)

DELIVERABLE:

Create 3 variations of Facebook ad copy for Township Treasures' Heritage Month promotion.

Each variation should have:

1. Primary text (max 125 characters)
2. Headline (max 40 characters)
3. Description (max 30 characters)
4. Recommended CTA

Each variation should focus on a different angle:

1. Social impact and supporting township entrepreneurs
2. Heritage Month celebration and cultural significance
3. Product quality and uniqueness for gift-giving



Instagram Ad Prompt (South African Food Service)

BUSINESS CONTEXT:

- Business Name: Braai Box
- Type: Meal kit delivery service specialising in South African braai (barbecue) experiences
- Location: Based in Cape Town with delivery to major metros
- USP: Pre-marinated, portion-controlled premium meats with traditional sides
- Customer Pain Points: Time-consuming braai preparation, inconsistent meat quality
- Current Promotion: "Spring Kickoff Deal" - First box 40% off (R350 instead of R580)

TARGET AUDIENCE:

- Primary: Urban professionals ages 28-45 who enjoy hosting but lack time for preparation
- Demographics: Dual-income households, predominantly male decision-makers
- Geographic: Cape Town, Johannesburg, Pretoria, Durban
- Psychographics: Entertainers who value convenience but don't want to compromise on quality
- Behavioral: Regular social braai hosts (2-4 times monthly)

AD OBJECTIVE:

- First-time customer acquisition with focus on spring season braai events

AD SPECIFICATIONS:

- Platform: Instagram Feed
- Format: Carousel Ad (4 images)
- Primary Text: Max 125 characters
- CTA: Order Now

BRAND VOICE:

- Authentically South African with local braai terminology
- Casual and conversational with braai humor
- Quality-focused but unpretentious
- Emphasises social connection through food

REQUIRED ELEMENTS:

- Must highlight the 40% first box discount
- Must emphasise convenience without compromising authenticity
- Should include serving size (Each box serves 4-6 people)
- Must mention at least 3 meat varieties (boerewors, lamb chops, peri-peri chicken)
- All prices in ZAR (R350 first box)
- Should reference spring season braai occasions



DELIVERABLE:

Create Instagram carousel ad copy for Braai Box's Spring Kickoff promotion including:

1. Primary text for the overall carousel (max 125 characters)
2. Individual text suggestions for each of the 4 carousel images:
 - Image 1: Packaged braai box contents
 - Image 2: Prepared meats on the grill
 - Image 3: Friends enjoying the meal
 - Image 4: Simple ordering process graphic
3. Suggested hashtags (5 maximum)
4. Recommended CTA and final message



LinkedIn Ad Prompt (South African B2B Service)

BUSINESS CONTEXT:

- Business Name: Bandwidth Boost
- Type: Business internet service provider specialising in small business connectivity
- Location: Nationwide service across South Africa
- USP: Loadshedding-resistant connectivity solutions with battery backup and redundant connections
- Key Offering: "Small Business Resilience Package" with fiber + 5G backup
- Current Promotion: Free installation (usually R3,500) + first month free for 24-month contracts

TARGET AUDIENCE:

- Primary: Small business owners and IT decision-makers
- Company Size: 5-50 employees
- Industries: Professional services, retail, hospitality, manufacturing
- Pain Points: Productivity losses during loadshedding, unreliable current providers
- Geographic: Major business centers in South Africa (Johannesburg, Cape Town, Durban, Pretoria)

AD OBJECTIVE:

- Generate qualified leads for sales team consultation

AD SPECIFICATIONS:

- Platform: LinkedIn
- Format: Single Image Ad
- Headline: Max 70 characters
- Text: Max 150 characters
- Description: Max 100 characters
- CTA: Learn More

BRAND VOICE:

- Professional but not technical
- Solution-focused on South African business challenges
- Empathetic to loadshedding frustrations
- Straightforward and transparent
- Confident but not boastful

REQUIRED ELEMENTS:

- Must address loadshedding challenges specifically



- Must highlight the dual-connection resilience feature
- Must mention free installation and first month savings (R6,000+ value)
- Should include minimum speeds (100Mbps fiber, 25Mbps 5G backup)
- All prices in ZAR (R)
- Must include clear B2B focus (not for home users)

DELIVERABLE:

Create 3 LinkedIn ad variations for Bandwidth Boost's Small Business Resilience Package.
Each variation should include:

1. Headline (max 70 characters)
2. Text (max 150 characters)
3. Description (max 100 characters)

Each variation should focus on a different angle:

1. Productivity loss prevention during loadshedding
2. Cost savings and ROI for business connectivity
3. Competitive advantage of uninterrupted operations



Facebook Ad Prompt (South African Property)

BUSINESS CONTEXT:

- Business Name: Urban Nest Property
- Type: Boutique estate agency specialising in urban apartments
- Location: Sandton, Johannesburg
- USP: Specialises in first-time homebuyer guidance and investment properties
- Current Promotion: "First-Time Buyer Boost" - Bond origination fees covered plus reduced commission (1.5% vs standard 5%)
- Target Properties: 1-2 bedroom apartments in Sandton, Rosebank, Bryanston (R850,000-R1.8M)

TARGET AUDIENCE:

- Primary: First-time property buyers ages 28-38
- Demographics: Young professionals, dual-income couples without children
- Financial: Household income R40,000-R80,000 monthly
- Pain Points: Complex buying process, limited knowledge of bond applications, concern about hidden costs
- Geographic: Johannesburg professionals working in financial/corporate sector

AD OBJECTIVE:

- Generate qualified buyer inquiries for available properties

AD SPECIFICATIONS:

- Platform: Facebook
- Format: Image Ad + Collection Ad (showing multiple properties)
- Primary Text: Max 125 characters
- Headline: Max 40 characters
- Description: Max 30 characters
- CTA: Learn More

BRAND VOICE:

- Professional but approachable
- Educational and transparent
- Reassuring to first-time buyers
- Balances emotional and practical benefits of property ownership
- Contemporary South African urban lifestyle focus

REQUIRED ELEMENTS:



- Must highlight first-time buyer incentives
- Must mention covered bond origination fees
- Must reference property price range (R850,000-R1.8M)
- Should address apartment lifestyle benefits in Johannesburg
- All prices in ZAR (R)
- Must include minimum 10% deposit requirement

DELIVERABLE:

Create two Facebook ad sets for Urban Nest Property:

1. Single Image Ad (targeting emotional benefits):

- Primary text (max 125 characters)
- Headline (max 40 characters)
- Description (max 30 characters)

2. Collection Ad (showcasing multiple properties):

- Primary text (max 125 characters)
- Headline (max 40 characters)
- Description (max 30 characters)
- Individual captions for 4 featured properties (max 40 characters each)

Both ads should focus on first-time buyers, emphasising both emotional benefits (ownership pride, investment) and practical incentives (reduced fees, expert guidance).



Instagram Story Ad Prompt (South African Fashion)

BUSINESS CONTEXT:

- Business Name: Khoi & San
- Type: Contemporary South African fashion brand blending traditional elements with modern design
- Location: Based in Cape Town with nationwide delivery
- USP: Ethically made pieces that celebrate South African heritage with contemporary styling
- Current Collection: "Heritage Reimagined" - Spring/Summer collection featuring shweshwe fabrics
- Sale Promotion: "Heritage Month Special" - 30% off select items for limited time

TARGET AUDIENCE:

- Primary: Fashion-conscious South Africans ages 25-40
- Demographics: 70% female, urban professionals in major metros
- Psychographics: Values cultural connection, supports local design, style-conscious
- Style Preference: Contemporary with cultural elements, versatile pieces
- Purchase Triggers: Special occasions, workwear, statement pieces that reflect heritage

AD OBJECTIVE:

- Drive traffic to online store during Heritage Month promotion

AD SPECIFICATIONS:

- Platform: Instagram Stories
- Format: Full-screen vertical story ad (9:16)
- Story Sequence: 3 frames
- Text: Minimal for each frame (max 30 characters)
- CTA: Shop Now

BRAND VOICE:

- Modern South African
- Fashion-forward but culturally respectful
- Confident and aspirational
- Celebrates cultural heritage in contemporary context
- Premium but accessible

REQUIRED ELEMENTS:

- Must highlight Heritage Month 30% discount
- Must emphasise ethical local production



- Should reference shweshwe fabric integration
- Must include price range (R450-R1,800)
- All prices in ZAR (R)
- Should create sense of urgency (2-week sale period)

DELIVERABLE:

Create a 3-frame Instagram Story ad sequence for Khoi & San's Heritage Month promotion including:

1. For each frame:
 - Primary text overlay (max 30 characters per frame)
 - Secondary supportive text if needed (max 15 characters)
 - Visual direction recommendation
2. Frame sequence strategy:
 - Frame 1: Attention-grabbing heritage statement + discount
 - Frame 2: Key collection highlights and ethical production
 - Frame 3: Call-to-action with urgency element
3. Swipe-up text prompt
4. Overall campaign theme that ties the sequence together



Google Search Ad Prompt (South African Tourism)

BUSINESS CONTEXT:

- Business Name: Wild Coast Wanderers
- Type: Boutique tour operator specialising in Eastern Cape experiences
- Location: Based in East London, serving Wild Coast region
- USP: Authentic cultural experiences combined with natural beauty
- Target Experience: "Xhosa Heritage Trail" - 5-day guided cultural and hiking experience
- Package Details: R9,850 per person including accommodation, meals, guide (based on double occupancy)

TARGET AUDIENCE:

- Primary: Domestic South African tourists seeking authentic cultural experiences
- Demographics: Ages 35-65, upper-middle income, well-traveled
- Secondary: International tourists interested in cultural immersion beyond typical safari
- Pain Points: Finding authentic cultural experiences, safety concerns, logistics of remote areas
- Geographic: Targeting major South African metros for domestic market

AD OBJECTIVE:

- Generate tour booking inquiries for upcoming summer season (November-February)

AD SPECIFICATIONS:

- Platform: Google Search Ads
- Format: Responsive Search Ad
- Headlines: 3-15 (up to 30 characters each)
- Descriptions: 2-4 (up to 90 characters each)
- URLs: Display URL + Final URL

BRAND VOICE:

- Authentically South African
- Knowledgeable about Xhosa culture and Eastern Cape
- Adventure-focused but accessible
- Balances cultural respect with tourism appeal
- Emphasises immersive experiences

TARGET KEYWORDS:

- Cultural tourism South Africa
- Xhosa cultural experience
- Wild Coast tours



- Eastern Cape tourism
- South African cultural holidays

REQUIRED ELEMENTS:

- Must highlight authentic Xhosa cultural elements
- Must address safety and guided experience benefits
- Should mention key Wild Coast locations
- Must include package price (R9,850 per person sharing)
- All prices in ZAR (R)
- Should reference small group size (maximum 8 travelers)

DELIVERABLE:

Create a complete Google Search Ad campaign for Wild Coast Wanderers' Xhosa Heritage Trail including:

1. 10 unique headlines (max 30 characters each) focusing on:

- Authentic cultural experiences
- Wild Coast natural beauty
- Guided expertise and safety
- Unique selling points
- Call-to-action variations

2. 4 descriptions (max 90 characters each) covering:

- Package highlights
- Price and inclusions
- Booking urgency/availability
- Unique cultural elements

3. Display URL and recommended landing page focus



Facebook Carousel Ad Prompt (South African E-commerce)

BUSINESS CONTEXT:

- Business Name: Home Harvest SA
- Type: E-commerce store selling home gardening and urban farming supplies
- Location: Based in Pretoria with nationwide delivery
- USP: Specialises in water-wise gardening solutions for South African conditions
- Current Promotion: "Spring Planting Kit" - Complete vegetable garden starter package
- Kit Contents: Drip irrigation system, 5 types of vegetable seedlings, water-wise soil, organic fertiliser
- Promotion Price: R850 (regular price R1,200) with free delivery

TARGET AUDIENCE:

- Primary: Home gardening enthusiasts ages 30-60
- Demographics: 65% female, homeowners with outdoor space
- Geographic: Major South African metros and suburbs
- Psychographics: Environmentally conscious, interested in food security, home improvement
- Pain Points: Water restrictions, limited gardening knowledge, previous garden failures

AD OBJECTIVE:

- Direct sales of Spring Planting Kit package

AD SPECIFICATIONS:

- Platform: Facebook
- Format: Carousel Ad (5 cards)
- Headline: Max 40 characters per card
- Description: Max 20 characters per card
- Primary Text: Max 125 characters (appears above carousel)
- CTA: Shop Now

BRAND VOICE:

- Practical and solution-oriented
- Knowledgeable about South African growing conditions
- Encouraging to gardening beginners
- Emphasis on water conservation
- Balances food security with hobby enjoyment

REQUIRED ELEMENTS:



- Must highlight limited-time spring discount
- Must emphasise water-wise components
- Should address food security benefits
- Must include free delivery nationwide
- All prices in ZAR (R850)
- Should reference South African growing conditions

DELIVERABLE:

Create a 5-card Facebook Carousel Ad for Home Harvest SA's Spring Planting Kit including:

1. Primary text that appears above the entire carousel (max 125 characters)
2. For each of the 5 carousel cards:
 - Headline (max 40 characters)
 - Description (max 20 characters)
 - Image content recommendation

Card 1: Complete kit overview

Card 2: Drip irrigation system

Card 3: Vegetable seedling varieties

Card 4: Water-wise soil and container setup

Card 5: Final call-to-action with pricing

3. Overall carousel flow strategy that tells a complete story
4. Final card CTA recommendation



LinkedIn Lead Gen Ad Prompt (South African B2B Service)

BUSINESS CONTEXT:

- Business Name: ComplianceConnect
- Type: B2B compliance and regulatory consulting for SMEs
- Location: Johannesburg with nationwide service
- USP: Specialises in simplifying POPIA, B-BBEE, and tax compliance for small businesses
- Lead Magnet: Free "POPIA Compliance Checklist for SMEs" downloadable guide
- Service Overview: Monthly compliance packages starting at R2,500 for small businesses

TARGET AUDIENCE:

- Primary: Small business owners and executives (5-50 employees)
- Job Titles: CEO, Managing Director, Finance Manager, Operations Director
- Industries: Professional services, retail, manufacturing, healthcare
- Pain Points: Complexity of compliance, fear of penalties, limited internal resources
- Geographic: South African businesses nationwide

AD OBJECTIVE:

- Generate qualified leads through guide download and consultation booking

AD SPECIFICATIONS:

- Platform: LinkedIn
- Format: Lead Generation Ad (Single Image)
- Headline: Max 70 characters
- Text: Max 150 characters
- Form Title: Max 60 characters
- Form Description: Max 160 characters
- CTA: Download Now

BRAND VOICE:

- Professional and authoritative
- Accessible explanation of complex regulations
- Reassuring not fear-mongering
- Solution-focused and practical
- South African regulatory context-specific

REQUIRED ELEMENTS:

- Must address POPIA compliance concerns specifically



- Must highlight SME-specific solutions
- Should mention B-BBEE and tax compliance secondary benefits
- Must include service starting price (R2,500/month)
- All prices in ZAR (R)
- Should reference South African regulatory environment

DELIVERABLE:

Create a complete LinkedIn Lead Generation Ad campaign for ComplianceConnect's POPIA guide including:

1. Ad Content:

- Headline (max 70 characters)
- Text (max 150 characters)
- Image content recommendation

2. Lead Gen Form Content:

- Form title (max 60 characters)
- Form description (max 160 characters)
- 3 custom questions to qualify leads (beyond basic contact info)
- Thank you message (max 300 characters)

3. Follow-up message template for leads (max 500 characters)

The ad should position the guide as a valuable resource while qualifying leads for their compliance consulting services.



Instagram Ad Prompt (South African Health & Wellness)

BUSINESS CONTEXT:

- Business Name: Vital Roots
- Type: Natural supplements and wellness products using indigenous South African botanicals
- Location: Based in Cape Town with nationwide delivery
- USP: Combining traditional African plant knowledge with modern scientific research
- Featured Product: "Immune Boost Elixir" with Rooibos, Baobab and African Ginger
- Promotion: 25% off first subscription + free wellness journal (R150 value)

TARGET AUDIENCE:

- Primary: Health-conscious South Africans ages 30-55
- Demographics: 70% female, middle to upper income, urban professionals
- Psychographics: Interested in natural health, preventative wellness, cultural heritage
- Pain Points: Immunity concerns, fatigue, stress, preference for natural solutions
- Purchase Behavior: Researches thoroughly, values tradition + science validation

AD OBJECTIVE:

- Drive first-time purchases with focus on subscription model

AD SPECIFICATIONS:

- Platform: Instagram Feed
- Format: Single Image or Video Ad
- Primary Text: Max 125 characters
- CTA: Shop Now

BRAND VOICE:

- Balanced between traditional wisdom and modern science
- Educational about indigenous botanicals
- Respectful of African traditional knowledge
- Premium but accessible
- Health-focused without making medical claims

REQUIRED ELEMENTS:

- Must highlight indigenous South African botanicals
- Must emphasise subscription discount (25% off first month)
- Should mention free wellness journal gift
- Must include product price (R385 monthly, first month R289)
- All prices in ZAR (R)



- Should address immunity support benefits without medical claims

DELIVERABLE:

Create Instagram ad content for Vital Roots' Immune Boost Elixir including:

1. Primary text for feed placement (max 125 characters)
2. Two headline variations (max 40 characters each)
3. Visual content direction recommendation (key elements to include)
4. 3-5 relevant hashtags for South African wellness audience
5. CTA recommendation and positioning

The ad should balance traditional botanical knowledge with scientific validation while driving subscription sign-ups.



WhatsApp Business Ad Prompt (South African Service)

BUSINESS CONTEXT:

- Business Name: QuickFix Plumbers
- Type: 24/7 emergency plumbing service
- Location: Serving Pretoria and Johannesburg North
- USP: Guaranteed arrival within 60 minutes or the call-out fee is waived
- Special Offer: Free water-saving assessment (worth R450) with any service booking
- Service Overview: Fixed-price call-out (R450) plus transparent parts/labor

TARGET AUDIENCE:

- Primary: Homeowners ages 30-65 in Pretoria and Johannesburg North
- Demographics: Property owners, middle to upper income areas
- Situations: Emergency plumbing issues, water leaks, geyser failures
- Pain Points: Previous bad experiences with unreliable plumbers, fear of overcharging
- Decision Trigger: Urgency, guaranteed arrival time, transparent pricing

AD OBJECTIVE:

- Drive WhatsApp business messages for service bookings

AD SPECIFICATIONS:

- Platform: Facebook/Instagram Click-to-WhatsApp ad
- Format: Single Image Ad
- Primary Text: Max 125 characters
- Headline: Max 40 characters
- Description: Max 30 characters
- CTA: Send Message

BRAND VOICE:

- Reliable and professional
- Straightforward and transparent
- Reassuring in emergency situations
- Solutions-focused
- Local South African context (water restrictions, load shedding impacts)

REQUIRED ELEMENTS:

- Must highlight 60-minute arrival guarantee
- Must emphasise 24/7 emergency availability
- Should mention water-saving assessment offer



- Must include service area (Pretoria and Johannesburg North)
- All prices in ZAR (R450 call-out fee)
- Should address common emergency situations (burst pipes, no water, geyser issues)

DELIVERABLE:

Create a Click-to-WhatsApp ad campaign for QuickFix Plumbers including:

1. Ad Content:

- Primary text (max 125 characters)
- Headline (max 40 characters)
- Description (max 30 characters)

2. WhatsApp Business Message Elements:

- Initial automated greeting message (max 200 characters)
- 3 quick reply button options for common issues
- Follow-up qualifying question template

3. Visual direction recommendation highlighting emergency response

The ad should create urgency while establishing credibility and driving direct WhatsApp engagement.

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