

# The AI Ad Stack

**Every Tool You Need to Create Winning Ads with AI**

The exact tools I use to create, test, and scale  
Meta ads without a design team or agency.

By Paid Social Studio

[paysocialstudio.com](https://paysocialstudio.com)

# Your AI-Powered Ad Creation Workflow

This is the exact stack I use to create high-converting Meta ads in a fraction of the time. No expensive agencies. No waiting weeks for creative. Just you, AI, and a system that works.

I've organised this by workflow stage so you know exactly when to use each tool.

## 1. Research & Strategy

### ChatGPT / Claude

AI assistants for research, strategy, and ideation

**Use for:** Customer research, competitor analysis, brainstorming angles, writing briefs

**Cost:** Free tier available, Pro £20/month

**Why I use it:** Starting point for everything. I run my research prompts here before writing anything.

### Meta Ad Library

Free database of every active ad on Meta platforms

**Use for:** Competitor research, finding winning ad formats, creative inspiration

**Cost:** Free

**Why I use it:** See exactly what competitors are running. What's been live longest = what's working.

### Foreplay

Save and organise ads from competitors

**Use for:** Building swipe files, organising inspiration by brand/style/angle

**Cost:** From \$49/month

**Why I use it:** My swipe file on steroids. Tag ads by hook type, visual style, offer.

## 2. Ad Copy & Scripts

### ChatGPT + Custom Prompts

AI copywriting with the right instructions

**Use for:** Headlines, primary text, hooks, UGC scripts, variations

**Cost:** Free tier available, Pro £20/month

**Why I use it:** With the right prompts (see my prompt guide), it writes better than most copywriters.

### Copy.ai

AI copywriting tool with ad-specific templates

**Use for:** Quick variations, when you need volume fast

**Cost:** Free tier, Pro from \$49/month

**Why I use it:** Good for generating 20+ hook variations quickly.

## 3. Visual Creation

### Midjourney

AI image generation for ad visuals

**Use for:** Lifestyle imagery, product mockups, creative concepts

**Cost:** From \$10/month

**Why I use it:** Creates scroll-stopping visuals without photoshoots. Great for mood boards and concepts.

### DALL-E 3 (via ChatGPT)

AI image generation integrated with ChatGPT

**Use for:** Quick concepts, text on images, product visualisation

**Cost:** Included with ChatGPT Pro (£20/month)

**Why I use it:** Better at following specific instructions than Midjourney.

### Canva

Design tool for ads, templates, and quick edits

**Use for:** Ad templates, text overlays, resizing for different placements

**Cost:** Free tier, Pro £10/month

**Why I use it:** My workhorse. Templates + AI features make production fast.

### Remove.bg

AI background removal

**Use for:** Isolating products, creating clean cutouts for ads

**Cost:** Free tier, credits from £9

**Why I use it:** One click to remove backgrounds. Essential for product ads.

## 4. Video & Motion

### CapCut

Free video editor with AI features

**Use for:** Video ads, auto-captions, transitions, templates

**Cost:** Free (Pro features available)

**Why I use it:** Best free editor. Auto-captions are essential for silent viewing.

### ElevenLabs

AI voice generation - realistic voiceovers

**Use for:** Voiceovers for video ads, UGC-style content without creators

**Cost:** Free tier, Pro from \$5/month

**Why I use it:** Sounds human, not robotic. Multiple voices and styles.

### Runway ML

AI video generation and editing

**Use for:** Generating B-roll, video effects, extending clips

**Cost:** Free tier, Pro from \$12/month

**Why I use it:** Create video content without filming anything.

### Pexels / Unsplash

Free stock video and images

**Use for:** B-roll footage, lifestyle shots, backgrounds

**Cost:** Free

**Why I use it:** High-quality free footage for faceless video ads.

## 5. Testing & Analytics

### Meta Ads Manager

Where you actually run and manage ads

**Use for:** Campaign setup, A/B testing, performance tracking

**Cost:** Free (you pay for ads)

**Why I use it:** The source of truth. Learn it deeply.

### Motion (getmotion.io)

Creative analytics for Meta ads

**Use for:** Analysing which creatives perform best, creative fatigue alerts

**Cost:** From \$100/month

**Why I use it:** See exactly which visual elements drive performance.

### Triple Whale / Northbeam

Attribution and analytics platforms

**Use for:** Understanding true ROAS, multi-touch attribution

**Cost:** From \$100/month

**Why I use it:** Meta's reporting lies. These show real performance.

## 6. Workflow & Organisation

### Notion

All-in-one workspace for planning and documentation

**Use for:** Content calendars, creative briefs, client portals, SOPs

**Cost:** Free tier, Plus \$8/month

**Why I use it:** My second brain. Everything lives here.

### Loom

Quick video recording and sharing

**Use for:** Client updates, walkthroughs, async communication

**Cost:** Free tier, Business \$12.50/month

**Why I use it:** Record a 2-min video instead of writing a 20-min email.

# The Essential Stack (Start Here)

You don't need everything. Here's what I'd get if starting from zero:

Tool	Purpose	Cost
ChatGPT Pro	Copy, research, strategy	£20/mo
Canva Pro	All static creative	£10/mo
CapCut	Video editing + captions	Free
ElevenLabs	Voiceovers	£5/mo
Meta Ad Library	Competitor research	Free

**Total: ~£35/month** to run a complete AI ad creation workflow.

## Want the Complete System?

Tools are just tools. The magic is knowing how to use them together.

My **AI Ad Factory** course shows you exactly how to use this stack to create 30 days of scroll-stopping ad creatives in one afternoon.

**Learn more:** [paysocialstudio.com](https://paysocialstudio.com)