

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

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: paidsocialstudio.com