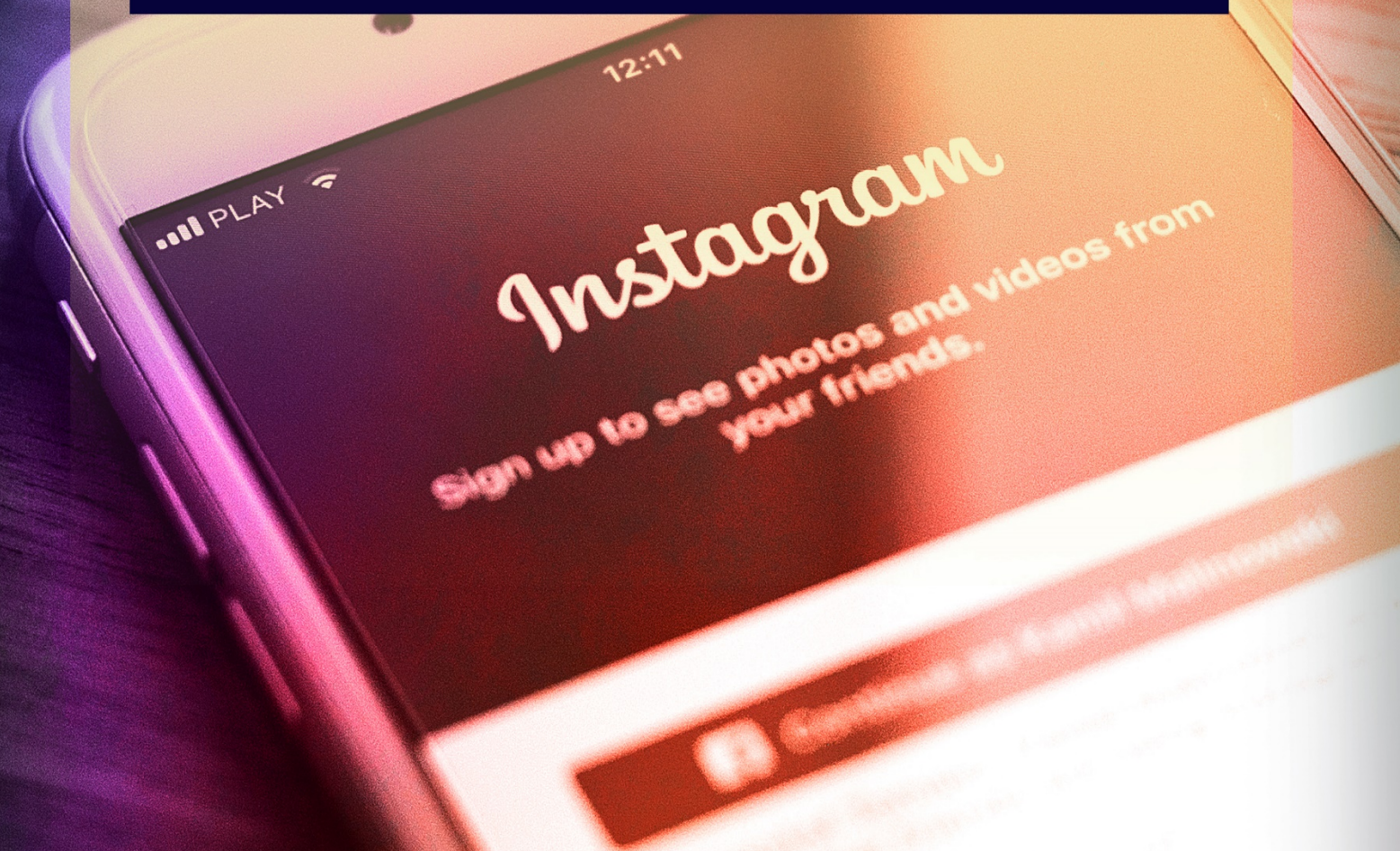


INSTAGRAM ADS SUCCESS



THE COMPLETE BEGINNER'S GUIDE TO
SUCCESSFUL ADVERTISING ON INSTAGRAM

The Complete Beginner's Guide To Successful Advertising On Instagram

Step 1: The Benefits of Advertising on Instagram

- Huge user base and continued growth
- 33% of users have made a purchase through Instagram
- Highly advanced social media targeting
- Ability to track leads and sales
- Tap into an unreached customer base
- Build an audience organically
- Develop stronger relationships
- Discover what your audience likes and dislikes
- Visual platform for higher engagement levels

Step 2: Types of Instagram Ads

- Stories Ads – these appear in the transition from one story to the next. 500 million users view stories each day and these ads are great if you have a limited time offer to promote
- Photo or Image Ads – most popular type of ad because Instagram users like images so much. Image Ads are best for showcasing products and services.
- Video Ads – videos are really popular on Instagram. The number of video views has increased significantly by 80% over the last couple of years.
- Carousel Ads – a Carousel Ad allows you to use several different images. You can use these to showcase a number of different products, share a story with multiple parts or provide a deep dive into a single product
- Collection Ads – users can purchase directly from Collection Ads.

Step 3: Setting Goals for your Instagram Ad Campaigns

Step #1: Read and understand the Instagram advertising objectives

Step #2: Decide on a goal for each of your Instagram Ad campaigns:

- Raise the awareness of your brand
- Find potential customers
- Increase sales or conversions

Step #3: Choose the right kind of Instagram Ad for your campaign objective:

- Increasing brand awareness is best achieved through the use of an Image Ad or Video Ad
- You can find more potential customers by showcasing your product range using a Carousel Ad
- Increase your sales by using a Collections Ad where users can purchase directly from the ad

Step 4: Identify your Target Audience

Step #1: Create your core marketing persona e.g. female aged 18 to 30 living in the USA

Step #2: Decide on the location targeting for your ad

Step #3: Decide on the age range for your ad

Step #4: Decide on gender – males, females or both

Step #5: Decide on the right demographics for your target audience including education, finances, life events, parents, politics, relationships and more.

Step #6: Decide on the interests of your audience

Step #7: Decide on the behavior of your audience for example a specific job role, purchasing behavior, anniversaries and more

Step #8: Test your audience to see how broad or specific it is. Make adjustments as necessary

Step #9: Save your audience for future campaigns

Step 5: Content and Budget

Step #1: Decide on the voice and the tone of your content

Step #2: Will you be provocative or friendly and warm?

Step #3: Be consistent with all of your Instagram Ads

Step #4: Find out what your audience is really looking for and give it to them

Step #5: Analyze previous ads and your competitors in order to create optimum ads

Step #6: Think of a unique and special hashtag for your advertising campaigns

Step #7: Decide on a daily or lifetime budget for your campaign

Step #8: When starting out manually set your bids rather than choosing the automatic option

Step #9: Decide when you want your ads to be displayed and whether you want the accelerated option

Step 6: Creating an Instagram Ad Campaign

Step #1: Choose between Facebook Ads Manager and Instagram to place your ads

Step #2: Choose your campaign objective

Step #3: Decide if you want your ad to appear on Facebook and Instagram

Step #4: Setup your budget and ad schedule

Step #5: Decide on the best type of Instagram Ad format

Step #6: Select the images and videos you want in your ad

Step #7: Create copy for your ad including relevant keywords and hashtags

Step #8: Choose the best call to action for your ad

Step #9: Select your payment method and confirm

Step 7: Measure the Performance of your Instagram Account

Step #1: Measure the growth of your following

Step #2: Measure the number of engagements per follower

Step #3: Measure the traffic to your website

Step #4: Measure the comment count per post

Step #5: Measure engagement with stories

Step #6: Measure your reach

Step #7: Identify your top posts

Step #8: Measure Instagram Ads clickthroughs

Step #9: Measure hashtag engagement

Step 8: Use Tools for Great Ads

- There are a number of great tools for images, videos and scheduling.
- Image tools
- Instagram Layout
- Quick
- Afterlight
- Superimpose
- Video Tools
- PicPlayPost
- Lapse It
- Boomerang
- Scheduling Tools
- Later
- Sked Social
- Hootsuite
- Hopper

Step 9: Best Practices for Instagram Ads

- Add personality into your ads
- Keep your ads relevant
- Hashtags
- Contests
- Post at the right times
- Test with a couple of campaigns
- Split test