Instagram Ads Success
Benefits of Instagram Advertising
Huge user base
33% of users have made a purchase
Advanced social media targeting
Track leads and sales
Tap into unreached customer base
Build an audience organically
Develop stronger relationships
Discover audience likes/dislikes
Visual platform with highest engagement levels
Setting Goals for Ad Campaigns
Raise the awareness of your brand?
Find potential customers?
Increase sales or conversions?
Choose the right type of Instagram Ad for your objective
Content and Budget
Decide on your content voice and tone
Provocative or friendly and warm?
Be consistent with your ads
Give your audience what they want
Look at previous ads and your competitor's ads
Create a unique hashtag for your campaigns
Decide on a daily or lifetime budget
Manually set your bids when starting out
Decide when you want your ads to display
Decide if you want the accelerated option
Measure the your Instagram Performance
Measure the growth of your following
Measure the number of engagements per follower
Measure the traffic to your website
Measure the comment count per post
Measure engagement with stories
Measure your reach
Identify your top posts
Measure Instagram Ads clickthroughs
Measure hashtag engagement
Types of Instagram Ads
Stories Ads
Image or Photo Ads
Video Ads
Carousel Ads
Collections Ads
Identify your Target Audience
Create your core marketing persona
Decide on location targeting
Decide on the right age range
Decide on gender
Decide on the right demographics
Decide on interests
Decide on behaviors
Test audience for broad or specific
Save your audience for future campaigns
Creating an Ad Campaign
Use Facebook Ads Manager
Choose your campaign objective
Ads to appear on Instagram and Facebook?
Setup your budget and schedule
Decide on the best ad format
Create ad copy including keyword and hashtags
Choose the best call to action
Select payment method and confirm
Instagram Ads best practices
Add personality into your ads
Keep your ads relevant
Use the right hashtags
Create contests
Post at the optimum times
Test with a couple of campaigns
Split test