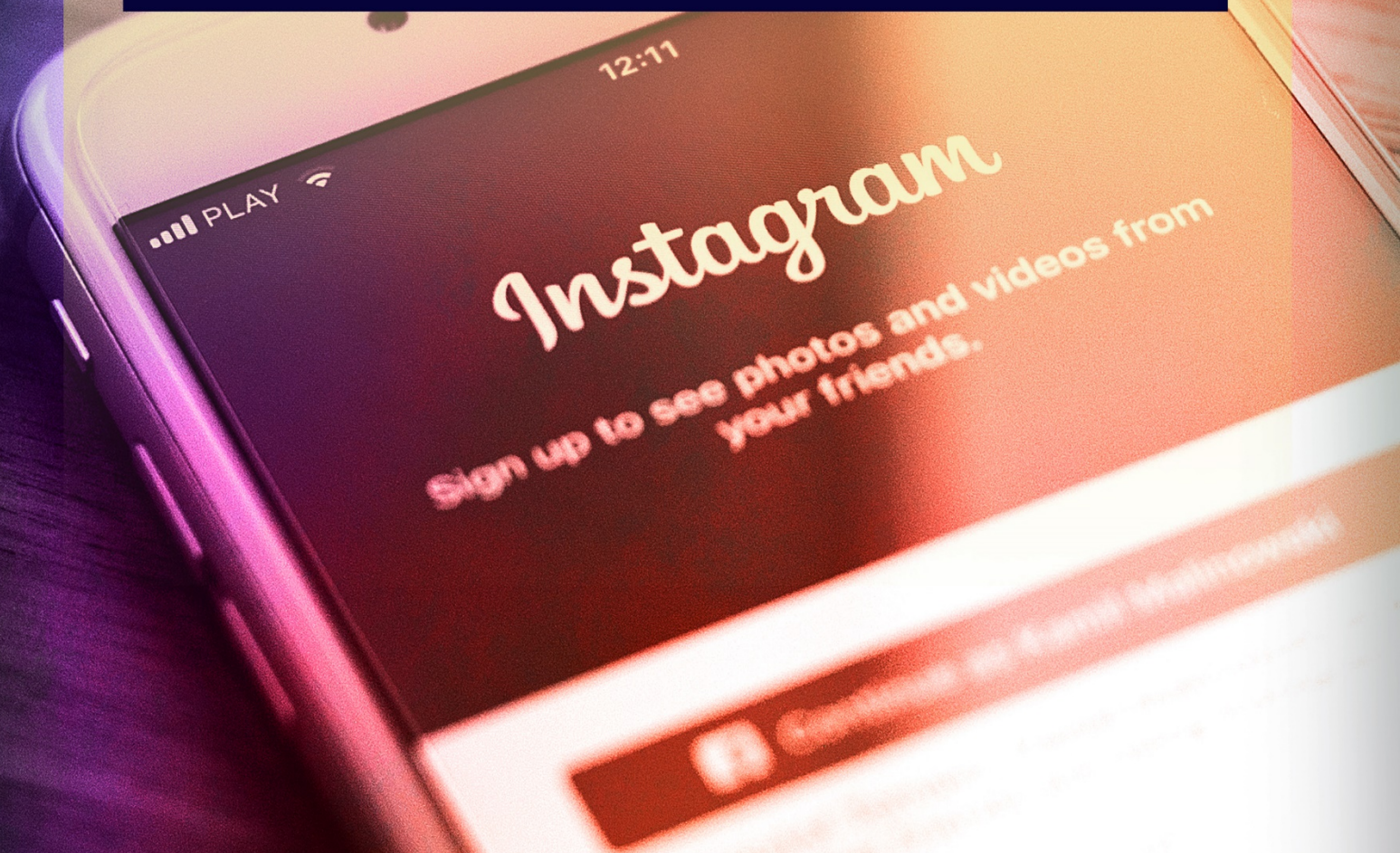


# INSTAGRAM ADS SUCCESS



THE COMPLETE BEGINNER'S GUIDE TO  
SUCCESSFUL ADVERTISING ON INSTAGRAM

# Limited Special Offer

## Instagram Ads Success (HD Video Course)

### Resource #1

Learn about the different objectives for Instagram Ads

Choose an objective for your Instagram Ad campaign from 1) Increasing brand awareness 2) Finding potential customers 3) Increasing sales or conversions

Learn about the five different types of Instagram Ads

Choose the right Instagram Ad type for each of your campaigns

Goal: Set a goal for each Instagram Ad campaign that aligns with your business goals

### Resource #2

Think about your target audience core marketing persona e.g. female aged 18 to 30 living in the USA

Look at previous posts to see where your most engaged followers are from and what age and gender they are

Look at the followers of your competitors and identify key demographics from this

Decide on the interests and behaviors that you are looking for with your target audience

Goal: You need to decide which factors make up your audience so that you can target them with the right ad content

### **Resource #3**

Look at the content that your competitor's are posting and notice the voice and tone used

Check out the most popular posts from your competitors and identify the type of content used

Find out as much as you can about your target audience and specifically the problems that they have

Think of a unique hashtag which contains a relevant keyword that you can use in your ad campaign

Analyze cost per click costs for Instagram Ads and work out your budget

Find out the best days and times to post your Instagram Ads

Goal: You need to post the right content that will resonate with your target audience. You need to calculate and set a budget for your Instagram Ads and schedule them to display at the optimum times

### **Resource #4**

Look at the different options with Facebook Ad Manager and Instagram Ad Manager

Use the information you gathered to create your target audience

Decide on the images and videos that you want to use in your ad and have these loaded in your gallery

Decide on the copy that you are going to use in your ad caption. This needs to be action orientated and enticing for the user

Do some research on hashtags and find the best ones for your niche

Look at the available call to action options for your chosen ad type and select the one that best meets your requirements

Goal: You need to be fully prepared to create your ad campaign

### **Resource #5**

Learn about the key metrics that you need to measure the performance of your Instagram Ads and your Instagram account

Pay attention to your follower numbers and the growth of your following

Find out how many of your followers are engaging with your ads and posts

Find out what levels of traffic to your website you are achieving with your Instagram Ads

Find out the reach of your Instagram Ads

Identify your top performing ads and identify why they are the best

Find out how many clickthroughs you are getting from your Instagram Ads

Find out the engagement levels for the hashtags you are using

Goal: You need to measure the performance of all of your Instagram Ad campaigns so that you can leverage the successful ones and identify problems with those that were not successful

### **Resource #6**

Research the external tools that can help you to make great Instagram Ads

Find good tools for easy image enhancement

Find good tools for easy video enhancement

Find good tools that will help you with scheduling

Goal: There are a number of good tools both free and paid that will assist you to create the very best Instagram Ads and schedule them for posting at the optimum times.