**Avoid These Instagram Ad Mistakes**

Many businesses are now turning to Instagram for new leads and customers. The platform is undergoing significant growth and using Instagram Ads is a great way to reach people that other methods can’t. But a lot of people make mistakes with Instagram Ads so we want to highlight these mistakes for you so that you can avoid them.

**Not Aligning with Business Goals**

A lot of people that use Instagram Ads do not align their advertising with their business goals. You can create some awesome Instagram Ads but if there is no alignment with your business goals then you are wasting your time.

So think about how your Instagram Ads can align with your overall goals. Do you want to increase the amount of awareness of your brand? Do you want to increase the amount of followers on your Instagram account? Or is your main goal to drive a lot more traffic to your website so that you can generate more email marketing leads?

It is not difficult to create goals for your Instagram advertising campaigns and you must do that. Take the time out to think about what you really want to achieve from your Instagram Ads. To do this ask yourself these questions:

* What results do you want from your Instagram Ads?
* Do you want new customers or existing customers to purchase again?
* Do you want to increase the traffic to your website?

**Not Targeting the Correct Audience**

You can easily identify your target audience when you use Instagram Ads. But to do this properly you need to have a good idea of who your audience are and what they are looking for. A lot of Instagram advertisers don’t spend enough time on this and end up targeting the wrong audience.

To identify the right audience for your business take a look at the products and services that you offer. Then ask yourself these questions:

* What needs do your products or services fill for people?
* What problems do you solve and what pain points do you alleviate?
* What kind of person would get the most out of your products?

Another good thing to do is to take a close look at what your competitors are doing. Who are their customers?

For your own customer base you need to know the demographics. This includes:

* Age range
* Gender
* Location
* Education
* Income
* Interests

**Getting Ad Content Wrong**

Even if you really know your audience well (which you must do) it is still possible to make mistakes with the content of your ads and a lot of advertisers do this. You must provide content in your Instagram ads that will connect with your audience.

Your content must accurately reflect your products and services and your brand positioning. Also it is essential that you do not over hype your content and make it too sales orientated. The aim is to provide value and inspire Instagram users.

Your Instagram Ads need persuasive captions. When you are creating your captions be sure that it reflects the image in your ad. Be sure to use the right hashtags and provide a compelling call to action.

**Ignoring the quality of Images and Videos**

It’s all about the visuals. Advertisers know that Instagram is a visual platform but a lot of them do not pay enough attention to the quality of their images and videos. There is no excuse for this as there are plenty of tools around to make your visuals great.

Pay special attention to the lighting. There are apps available to adjust this. Make your videos interesting by providing different perspectives. Consider what is in the background for your images and videos.