**The Benefits Of Instagram Ads**

Instagram now has over one billion active users and the platform is growing very fast. It was not so long ago that they announced that they had 700 million active users and now it is over a billion. Instagram is a very popular social platform and there is no sign of this changing.

This means there is a great deal of marketing potential with Instagram. It has the highest levels of engagement of all of the major social platforms at around 4.2%. Facebook and Twitter combined can only manage around 0.1% engagement. Here are the major benefits of advertising on Instagram:

**Huge User Base that is still growing**

Instagram is growing at an alarming rate and now has more than a billion active users. The estimates suggest that this growth will continue in the next few years so it offers you a huge potential audience.

**It is connected to Facebook**

Facebook owns Instagram so you will find targeting your audience a lot easier using Facebook data and tools. You can set up everything for your Instagram Ads through Facebook including audience identification, budgeting and ad creation.

This is great news if you have used Facebook Ads before. There is no need for you to learn about Instagram advertising from scratch. You can just jump right in and create ads for both social platforms.

**Non Intrusive Ads**

Instagram Ads will not annoy Instagram users like ads on other social platforms do. They appear seamlessly to the user which helps with the level of engagement. This is a major benefit as your ads are less likely to be skipped.

**Higher Engagement Rate**

Engagement is everything with social media marketing and Instagram has the highest levels of engagement for any social platform. If you create your ads properly then you will receive comments, likes and shares like never before.

**Success through Awareness**

With Instagram Ad campaigns, success is measured based upon awareness. You will be able to see your follower counts and growth, the reach that your ads are getting and the level of likes and comments.

**Instagram perfect for Mobile Users**

These days everyone has a smartphone with a high quality camera included. Smartphone users are usually very interested in social media and Instagram is usually their number one choice. Many users will user their camera phones as an amateur photographer and post their pictures on their Instagram account.

**Get the best results with Instagram Ads**

Instagram Ads usually provide the best results in terms of cost and return on investment. It is a very effective marketing channel and it is quicker and easier to post compelling ads on Instagram than it is on other social media channels.

If you are not taking advantage of the marketing opportunities provided by Instagram then you need to start right now. You can set up an Instagram account for free and easily convert it to a business account so that you can place ads.

The user base is huge and will only get bigger. With the Facebook integration you can identify your target audience precisely and target them with your advertising messages. There are different types of ads that you can post depending on the needs of your business.

When you know your audience really well you will be able to provide them with exactly what they are looking for using Instagram Ads. The cost per click is cheaper than other platforms so you will get the best bang for your buck.