**The Different Types Of Instagram Ads**

More and more businesses are turning to Instagram for their advertising these days. Not only does Instagram have a very large user base but it is also the social platform with the highest level of engagement. Instagram have made it easier for businesses by offering a number of different types of ad:

**Instagram Photo Ads**

Photo ads are the most common type of ad on Instagram. This is not surprising as sharing photos and images is the most popular thing to do on the platform. A number of business are taking advantage of photo ads to promote their brands, their products and services, their upcoming launches and events and a great deal more.

When you use a photo ad the image must be relevant to whatever you are promoting. You can add a compelling caption to your photo to persuade users to take the action that you want. Use the right hashtags in the caption and you will extend the reach of your ad. Many large and small brands use a lot of photo ads for their campaigns.

**Post Boosting or Sponsored Ads**

If you have a business account on Instagram then you can boost posts that you have already made to extend the reach of the posts. Boosted ads will appear in the home feed of their target audience and they can contain a direct website link, an online store or the user’s profile page.

Some businesses use sponsored ads to promote giveaways and contests. They do this to increase the amount of participation that the original post achieved. This can be very successful with increasing engagement levels too.

**Instagram Story Ads**

Stories are very popular on Instagram and around 80% of the active users post a story at least twice a week. You can generate a great deal of traffic through stories as they are popular with Instagram users.

When you create a story ad it will usually appear when an Instagram user is switching between one story and another. You can add a direct link to your website from a story ad or a link to your profile. Stories will only appear for a few seconds and once they are gone that is it. They are still a good ad choice though.

**Instagram Video Ads**

Video is an immensely popular choice of media with social users and this is certainly the case on Instagram. The view rate for videos is much higher than it is for other media types. You can post a 30 to 60 second video ad and these can be full ads or teasers.

If you create the right kind of videos then video ads will probably bring you a lot of success. You can get some really high viewing numbers with the right video ad and you can add direct links and a call to action in the caption.

**Instagram Carousel Ads**

If you want to showcase a number of different products in your ad then you need to go for a carousel ad. Instagram users are used to swiping through a number of different images in a carousel and this usually means higher engagement levels.

As with the other type of ads you can add a captivating caption with a call to action and a direct link back to your website, store or profile. So use carousel ads when you want to get the word out about a range of your products.