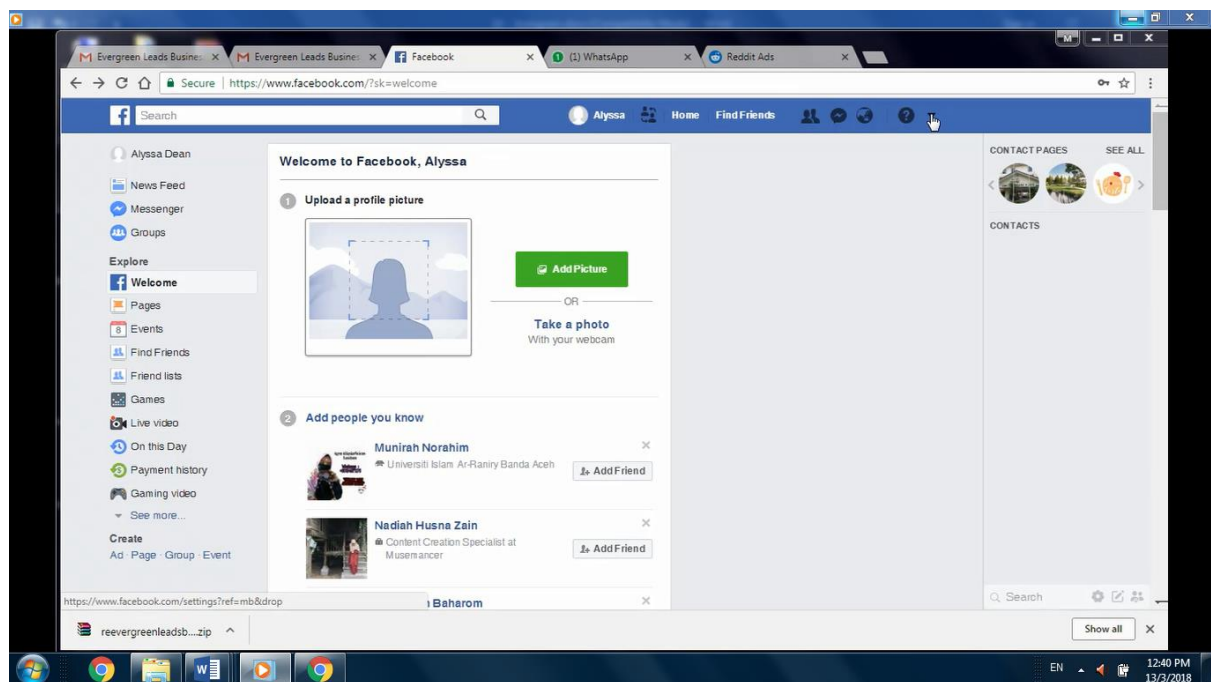


14-0 Instagram

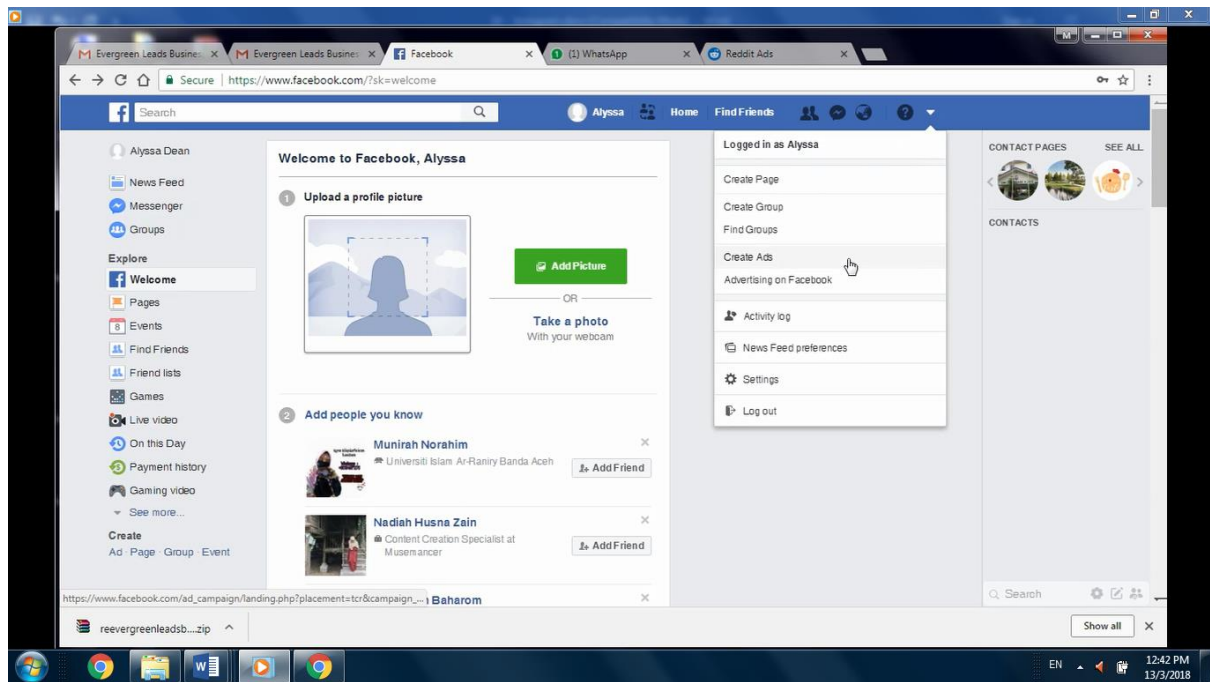


S1: Here are the simple steps for you to generate leads by running ads on Instagram, specifically via Instagram stories or feed. These ads will run through and appear between your targeted audience's Instagram feed.

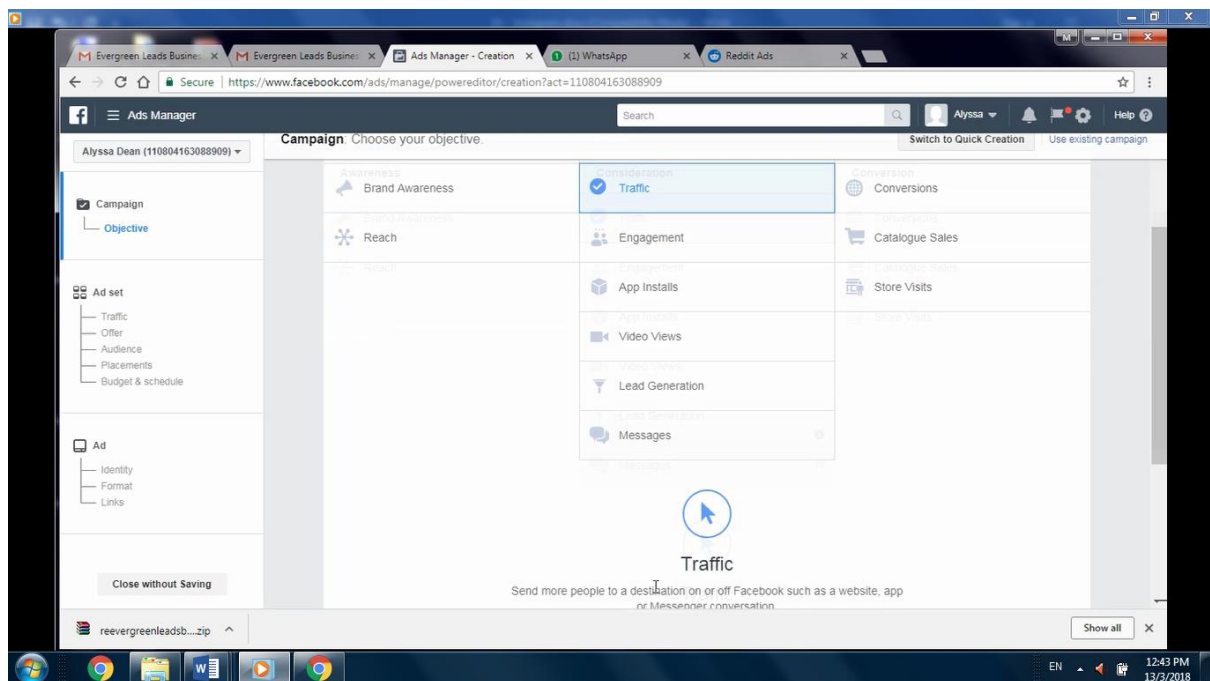
The first step is to ensure that the email you are using syncs for both of your Facebook and Instagram account. You would also need a Facebook Business account. Some of you may notice that there are users who advertise their products or services using their individual accounts.

However, regardless if you choose to advertise it under an official company name or individually, you would still need to set up an official business account to sync it with your Ad Account.

When you already have your Facebook business account, you can now proceed to run your Instagram ad campaign.



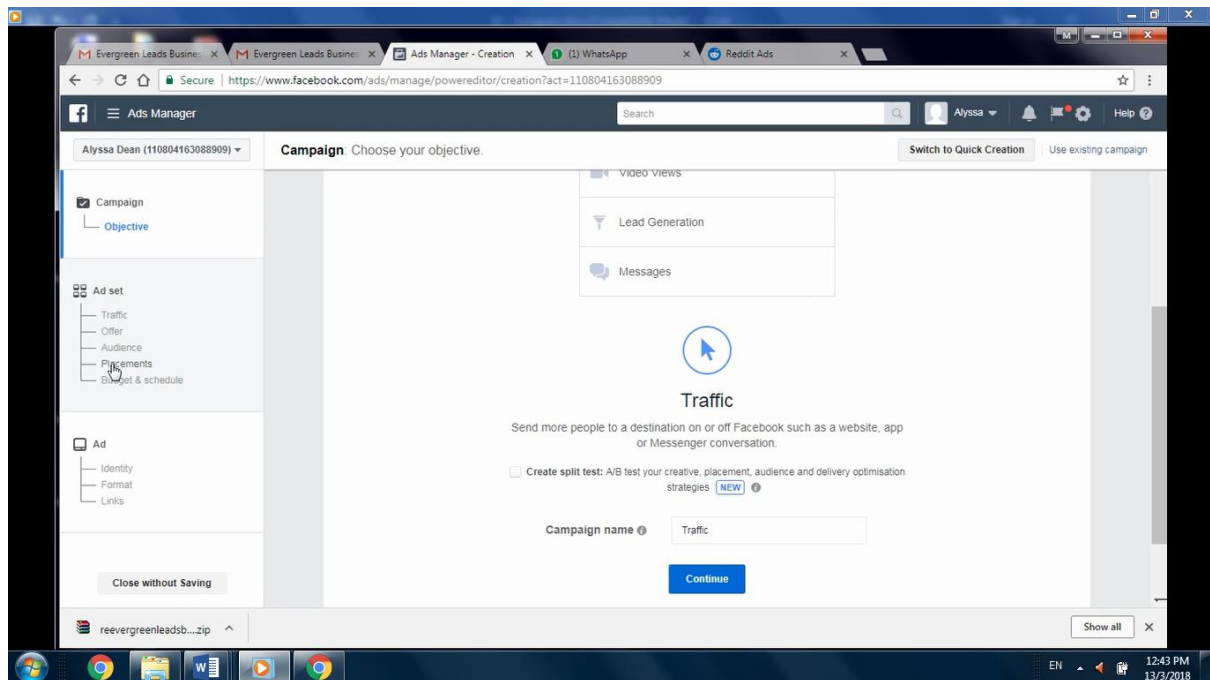
S2: Go to your ads manager, and click on 'create an ad'.



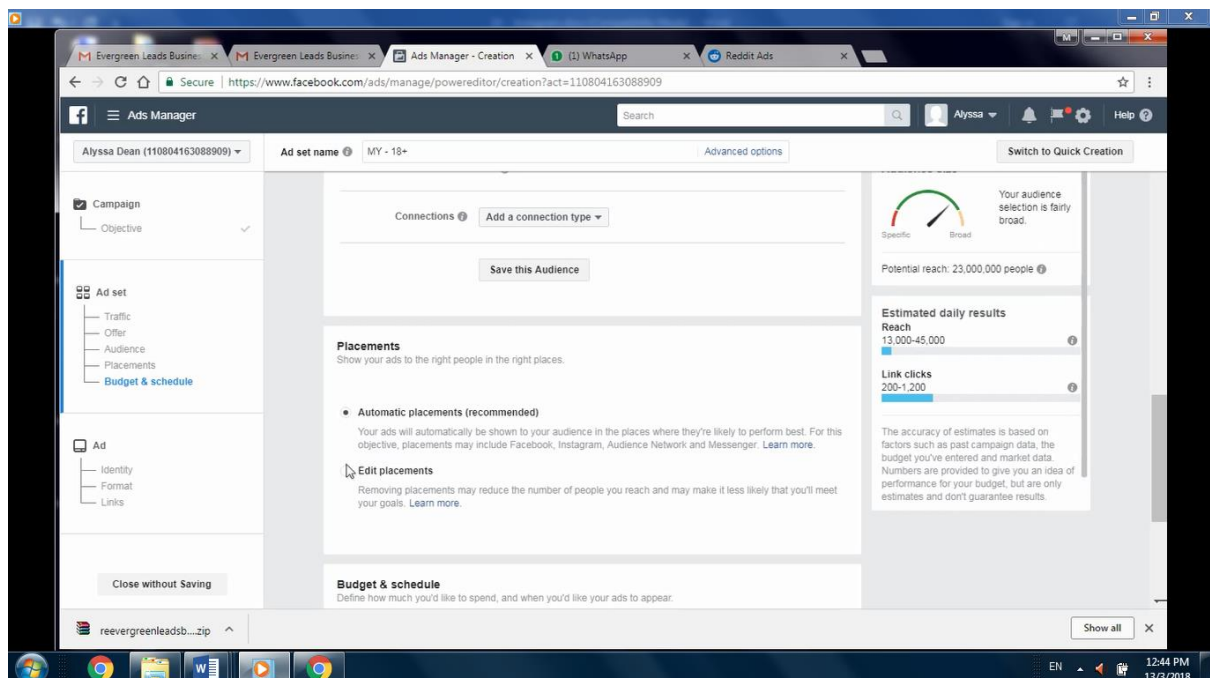
S3: Then, you proceed to select your campaign objectives. As we are focusing on generating leads, you can select your objectives from the following:

- Traffic
- Engagement
- App installs

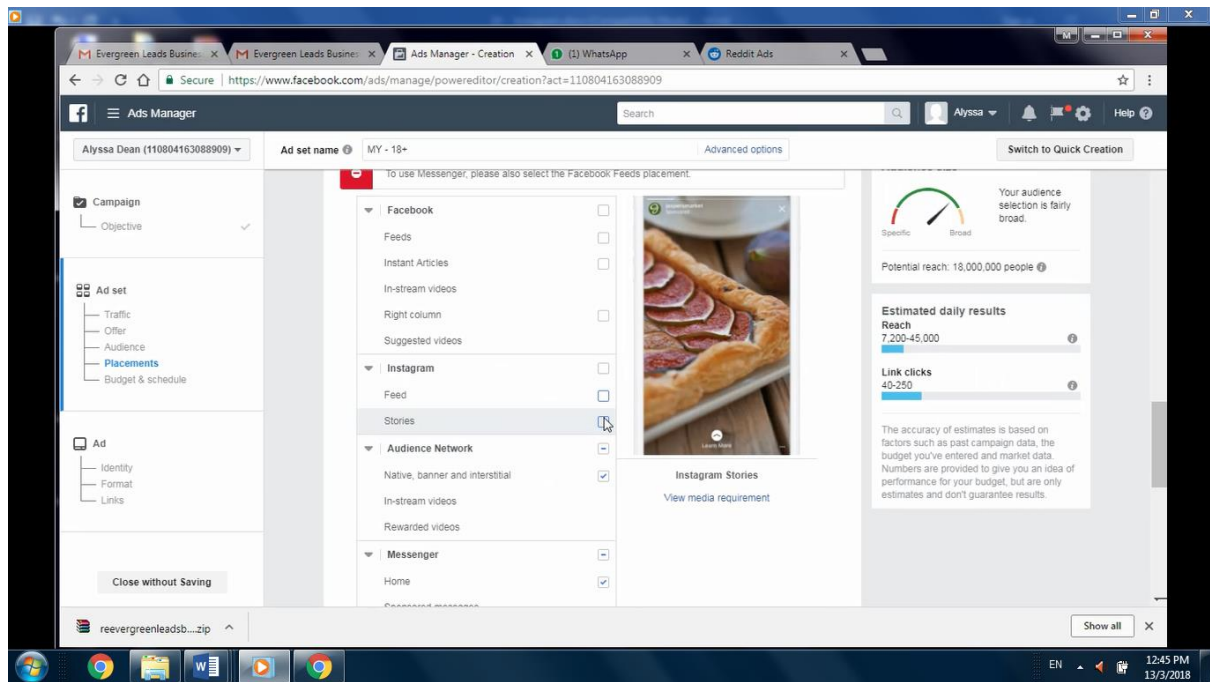
- Video views
- Lead generation
- Messages



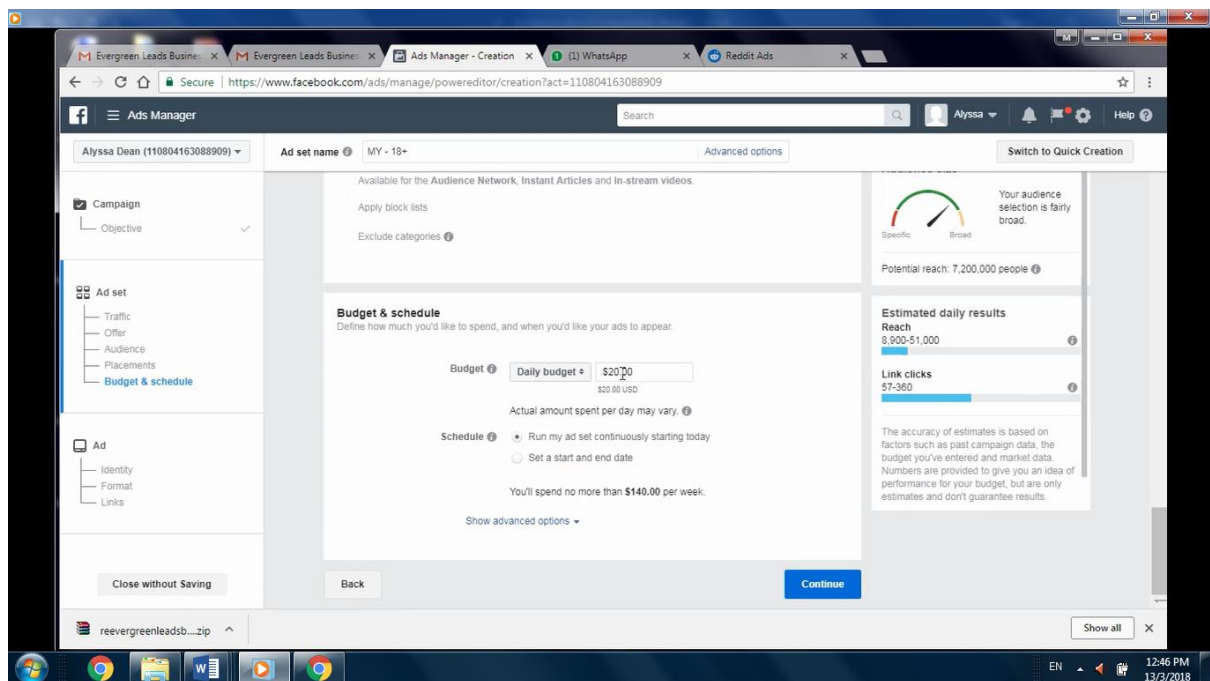
S4: Then, on the 'Ad set' section, click on 'Placements'.



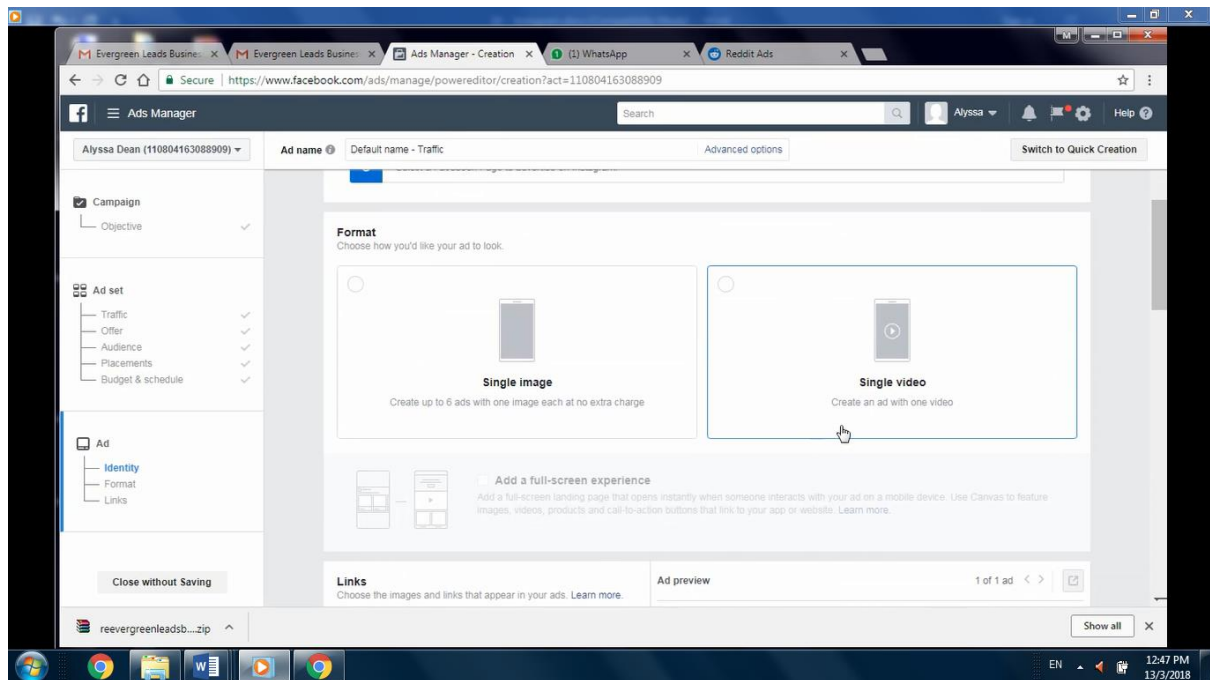
S5: Then click on 'Edit placements'. Click on 'stories' or 'feed'.



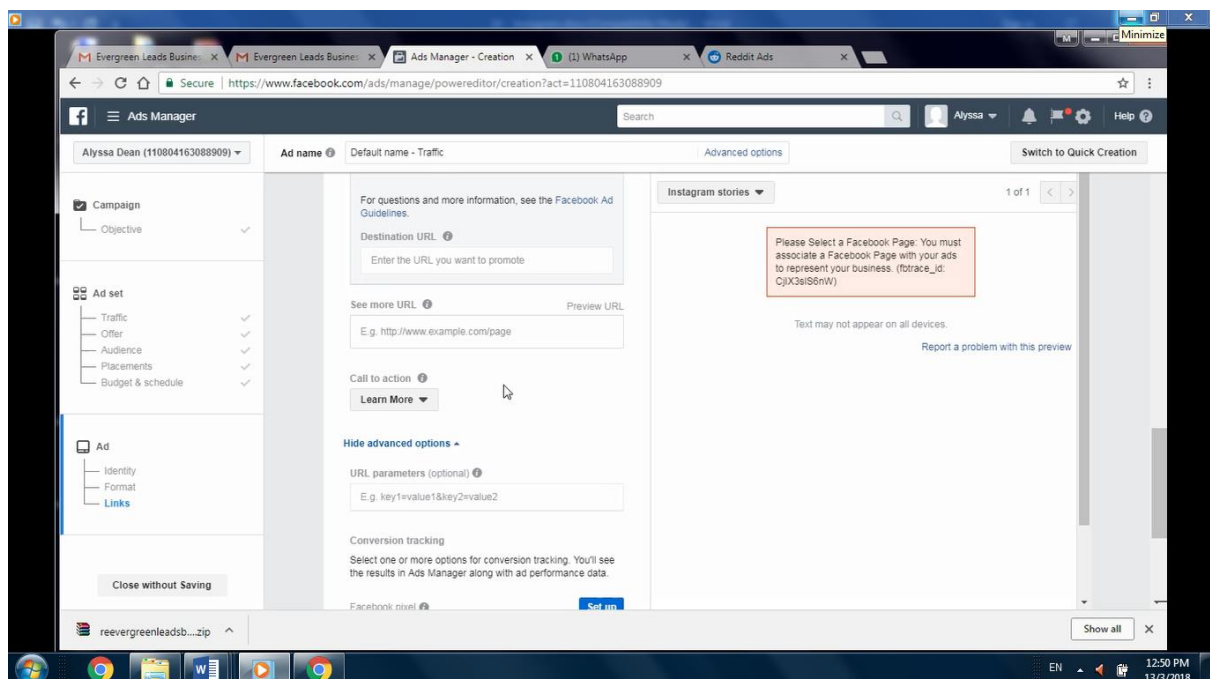
S6: For this tutorial, let's select 'stories' for example purposes.



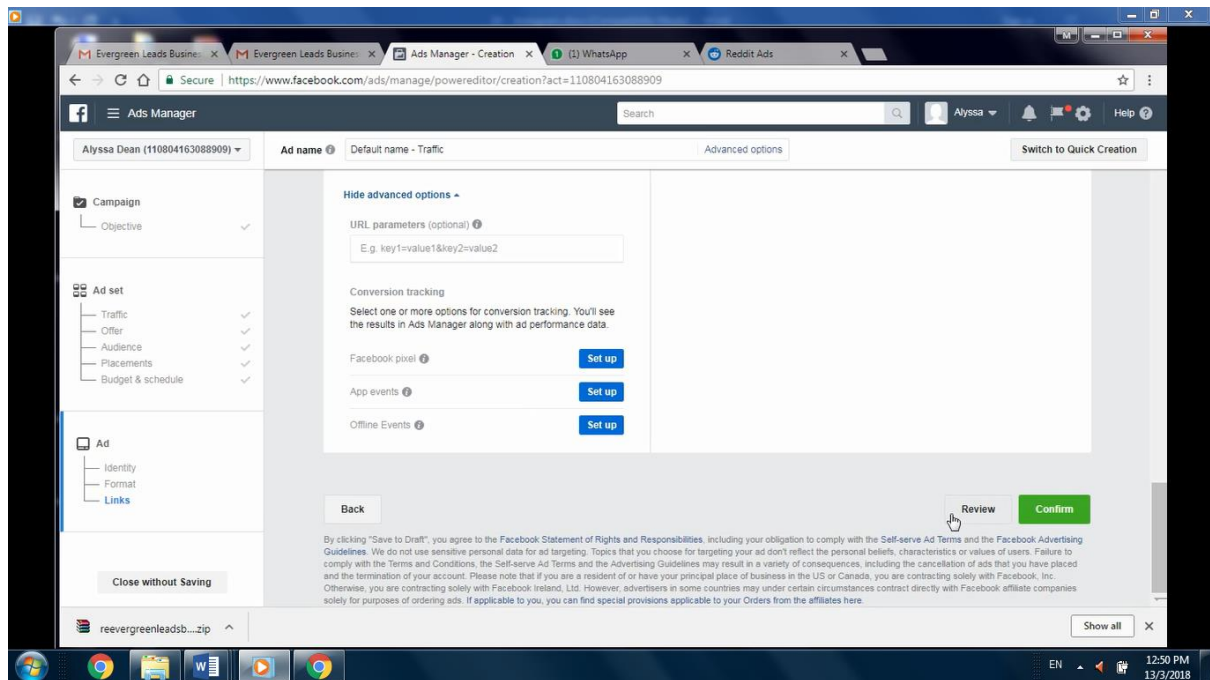
S7: Proceed to set your budget for your campaign.



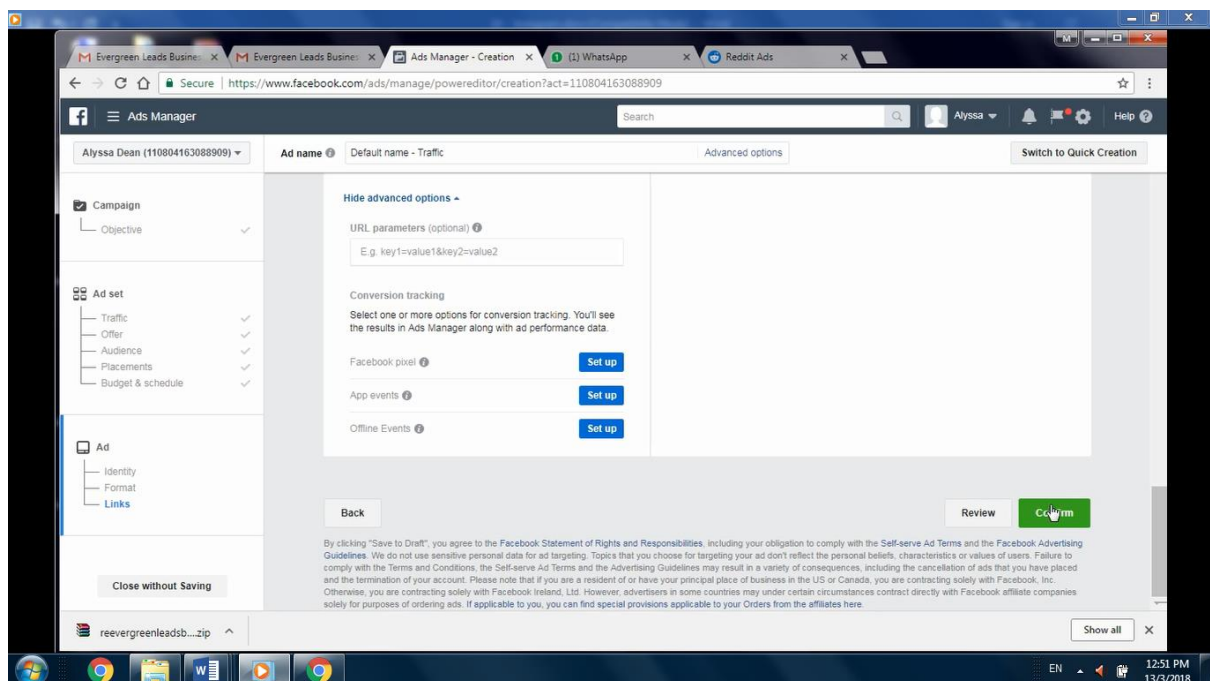
S8: The next step is to set the format for your Instagram story ad. You can either have a single image to represent your ad, or a single video. Note that the recommended image or video ratio for Instagram story ads is 9:16. Your ads will appear for 15 seconds on the Instagram story.



S9: Enter the link for your website to the ad, as well as your call to action.



S11: When you are ready with your ads, or if you want to edit some of the sections, click on 'Review'.



S10: When all of your settings are completed, you can then proceed by clicking on 'confirm' to publish your ad.