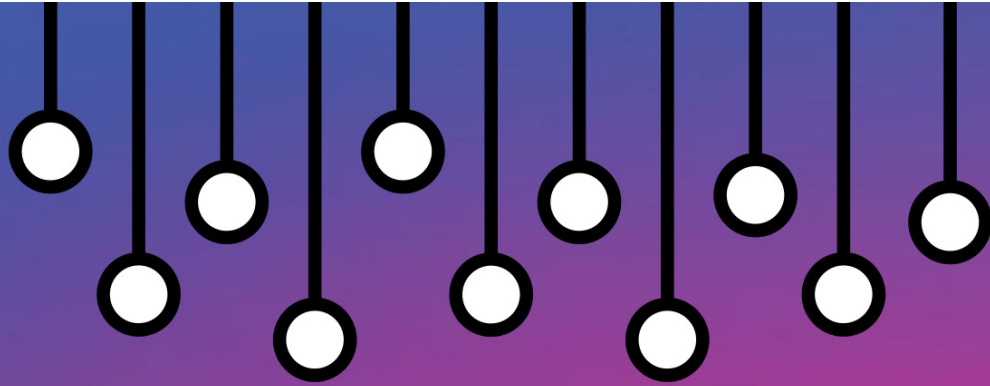# Digital Marketing

Creation Guide For Instagram Ads

Focussed On eBooks

THE ULTIMATE GUIDE TO INSTAGRAM AD CREATION FOR BEGINNERS

TABLE OF CONTENTS

Types of Instagram ads

1) Photo ads

Businesses can showcase their products to tell their stories with compelling images. You can use a square, landscape or portrait image in Instagram ads.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Call Now
- Contact Us
- Get Directions
- Learn More
- Get Showtimes
- Download

2) Video ads

You can add the power of visual and audio to present your story better. Video ads can be up to 60 seconds long in landscape or square format.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Call Now
- Contact Us
- Download

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3) Carousel ads

They let users swipe through a series of images or videos in a single ad, with a call-to-action button to connect them directly to your website.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Contact Us
- Call Now
- Download

4) Stories ads

Instagram Stories Ads are full-screen ads that appear to users between Stories they are already viewing from people they follow. Because Stories expire after 24 hours, they're the ideal format for sharing limited-time offers and promotions.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Contact Us
- Call Now (video only)
- Download

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5) Collection ads

You can use collection to visually inspire and help your audience discover, browse and purchase products. Tell an integrated story with a product or lifestyle focus, through video, images or both.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Call Now
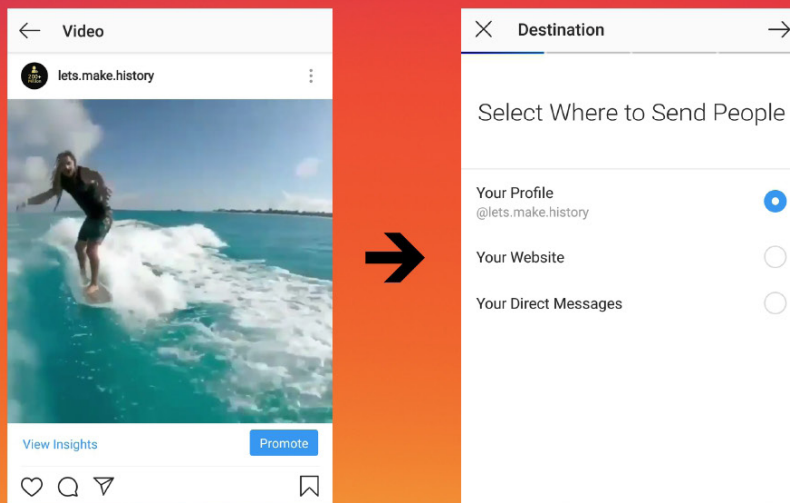- Contact Us
- Get Directions
- Learn More
- Get Showtimes

PHOTO ADS   VIDEO ADS   CAROUSEL ADS   STORIES ADS   COLLECTION ADS

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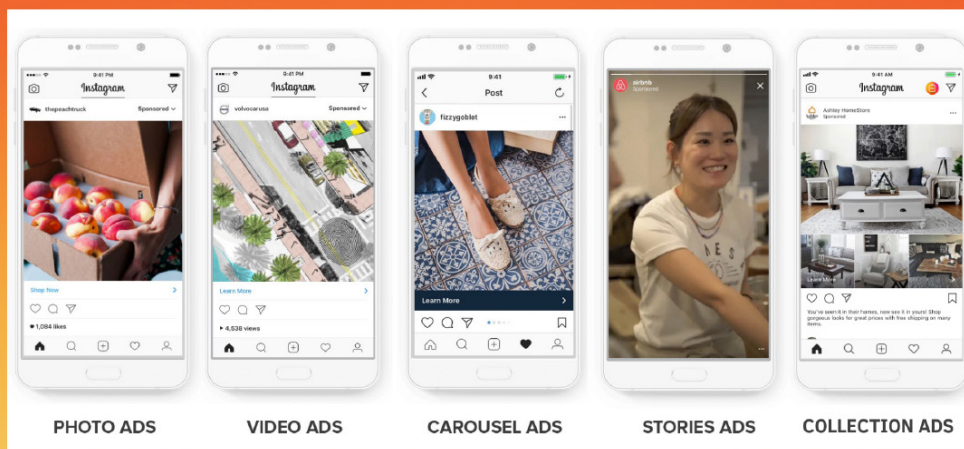
Ways to create ads for Instagram

Method 1- Within the app

1) Choose a post to promote

Navigate to your feed and choose the post that you want to promote. Below the post you will see a blue 'Promote' button. Click on it.

2) Choose you objective

You can add the power of visual and audio to present your story better. Video ads can be up to 60 seconds long in landscape or square format.

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3) Select your target audience
Create your audience to whom you want to display your ad.

4) Choose your budget and duration
In this step you can define the duration for which you want to run the ad and the budget that you want to allocate.

5) Review and Billing details
Go through your ad once more and fill the billing information. Then click 'Create Promotion'.



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Method 2- With Facebook Ads Manager

1) Set some goals for your Instagram Ads

Before jumping on to your computer and creating the advert, it's important to know why you want to run this ad, what do you want to achieve with it. Set relevant and achievable goals. Your goals must be aligned to the kind of results that you want to get. Some examples of goals can be:

- Get more traffic on your website
- Get more people to engage with your content
- Generate new leads
- Increase attendance at your event

2) Create your Facebook Ads Manager Account

All of Facebook's ad campaigns run through the Facebook Ads Manager tool. You can open it via direct link or you can click on any of the Call to Actions on your Facebook page. Then click on the green 'Create' button in the campaign section.
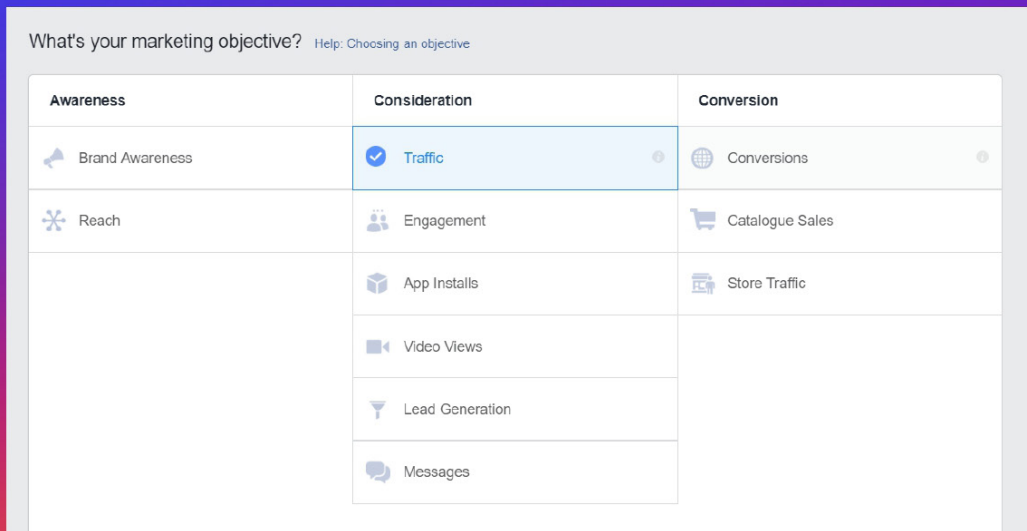
8
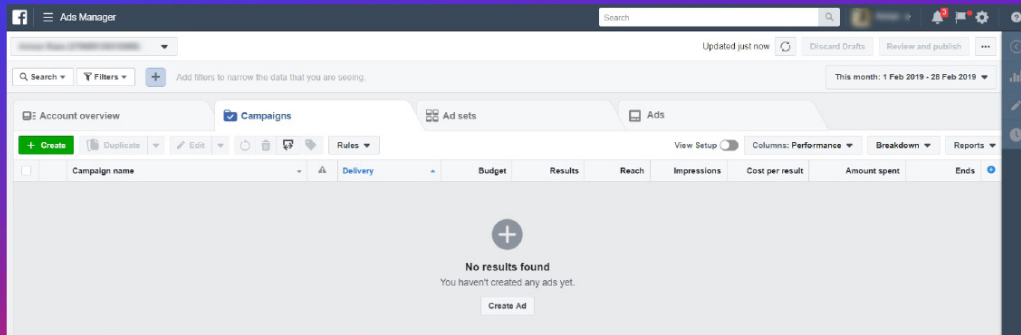
3) Choose your objective

Next, choose the objective for the ad. It should be aligned to the goal that you have already set to achieve. You can choose from the several objective types.

1)Raising awareness : This includes campaigns to raise brand awareness, local awareness and to maximize reach.
2)Consideration : These are ads that drive traffic to your website, boost the engagement of your posts, increase app downloads or video views and help you collect customer data (leads) to use in follow-up campaigns.
3)Conversion : These are ads that increase the conversion on your website or online shop, advertise specific products to users who have interacted with your shop before, or get people to visit your local store.

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What's your marketing objective? Help: Choosing an objective

Awareness	Consideration	Conversion
Brand Awareness	✓ Traffic	⊕ Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

4) Define your audience and placement

Facebook gives you various targeting options which you can combine to reach your specific audience.

1)Location: Target users by country, state, city, zip code, or the area around your physical business.

2)Demographics: Target users by age, gender, education, and the languages they speak.

3)Interests: Target users by interests, based on profile information, pages, groups or content they engage with. You can choose from hundreds of categories like sports, movies, music, games, or shopping. You can also target users who like specific pages.

4)Behaviors: Target users based on what Facebook knows about user behavior, such as the way they shop, the phone they use, or if they plan to buy a house or a car.

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5)Connections: Target users who like your page or app and their friends.
6)Custom: Target existing customers based on data (e.g., emails, phone numbers) you provide. You can also create Lookalike Audiences –people who are similar to your existing customers.

Create new   Use a saved audience ▼

Custom Audiences ⓘ   Add a previously created Custom or Lookalike Audience

Exclude | Create new ▼

Locations ⓘ   Everyone in this location ▼

India

📍 India

📍 Include ▼ | Type to add more locations | Browse

Add locations in bulk

Age ⓘ   18 ▼ - 65+ ▼

Gender ⓘ   **All**   Men   Women

Languages ⓘ   Enter a language...

Detailed targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people

☐ Expand interests when it may increase link clicks at a lower cost per link click. ⓘ

Connections ⓘ   Add a connection type ▼

Save this Audience

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After that select your ad placement, or where you want your ads to appear on Instagram. You can choose the 'Manual Placement' option and select the recommended option, i.e. 'Instagram News Feed'.

Platforms

▼ Facebook	✓	
Feeds	✓	
Instant Articles	✓	
In-stream videos		
Right column	✓	
Suggested videos		
Marketplace	✓	
Stories	✓	
▼ Instagram	✓	
Feed	✓	
Stories	✓	
▼ Audience Network	✓	
Native, Banner and Interstitial	✓	
In-stream videos		
Rewarded videos	✓	
▼ Messenger	✓	
Inbox	✓	
Stories		
Sponsored Messages		

Jasper's Market

Check out our best quality locally sourced products. Freshness you can trust.

Learn more

Audience Network

View media requirement

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5) Set up your budget and duration

Once you have created your target audience and selected the placements, you next have to define the budget for your ad. It can be the maximum amount that you want to spend on the ad or you can state the daily budget too. Along with that you have to define the duration of the ad(the start date and the end date).

Budget & schedule
Define how much you'd like to spend, and when you'd like your adverts to appear. Learn more.

Budget ⓘ	Daily budget ▾	£11.00
		£11.00 GBP

Actual amount spent per day may vary. ⓘ

Schedule ⓘ   ◯ Run my advert set continuously starting today
             ◉ Set a start and end date

Start	📅 9/1/2017	🕐 08:40
End	📅 9/2/2017	🕐 08:40
	(London Time)	

Your adverts will run for **31 days**. You'll spend no more than **£341.00**.

Show advanced options ▾

6) Create your advert

The next step is to create your advert. Choose the ad type that best suits your ad requirement. You also have the option to create your advert using existing posts. But if you are crea**t**ing a new advert these are the ad types that you can choose from are:

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After choosing the ad type and coming to the bottom of the page you will have to upload the media that you would like to display in the ad. Furthermore, write an attention grabbing headline and description along with your website(if any).

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7) Launch your campaign

After creating your advert, you can review your ad and make necessary corrections. Next, fill up the billing details and launch the campaign. Don't forget to monitor your campaign regula**r**ly and keep optimizing it for better results.

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Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

Instagram content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

Instagram ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.