

# INSTAGRAM ADS SUCCESS



THE COMPLETE BEGINNER'S GUIDE TO  
SUCCESSFUL ADVERTISING ON INSTAGRAM



# *Introduction*

There are so many reasons to get excited about the Instagram platform. It now has a billion active users and businesses of all kinds are seeing excellent results from setting up a profile and advertising with Instagram.

Instagram Ads are not the most expensive way to promote your business and brand but it is not a cheap option either, so you really need to get it right to see the highest returns. And this is what this guide is all about.

Many online marketers know about the power of Instagram and that it can be used to reach their target audience. But they don't go about this in the right way and then end up claiming that advertising on Instagram doesn't work. It does work - you just need to know what you are doing.

In this guide we will take you by the hand and guide you step by step through the process of creating successful Instagram Ads. We will show you how to identify your target audience correctly and explain how you can choose the right type of Instagram Ad to connect with them in the best way.

Engagement is the most important thing with social media and we will share with you how you can boost your engagement levels with all of your Instagram Ads. The harsh reality is that a lot of Instagram Ads get very few or no views and this is a situation that can be avoided with the right planning.

Use the techniques in this guide to create really successful Instagram Ads. Once you have achieved your first successful ad campaign you can go on to create many more and get a great return on your investment.



# Why Instagram Ads?

## Chapter 1

Why should you consider using Instagram to market your brand and your business when there are other social media platforms available?

Well one of the main reasons is that there are more than one billion active users each month on Instagram. Every day there are more than 500 million users on Instagram. The platform has seen explosive growth since its launch in 2010.

Did you know that Facebook now owns Instagram? The CEO of Facebook, Mark Zuckerberg, was quick to see the potential offered by Instagram and decided to buy it for \$1 billion just 18 months after it launched.

More and more businesses have realized the power of Instagram. Most of the world's top brands now have an Instagram account and it will not be too long until they all do. So surely it makes sense for you to use Instagram for your marketing?

Here are the major benefits of using Instagram for marketing a business:

### **1. More than a Third of Instagram Users have purchased through the Platform**

The end game with any advertising is increased sales. Whether this is done by generating leads first doesn't matter. You are looking for more sales in exchange for your advertising bucks. So will Instagram advertising help to increase your sales? Well here are a few facts about Instagram:

More than 33% of Instagram users have used it to make a purchase of a product online. This means that an Instagram user is 70% more likely to make a purchase than a non Instagram user.

Think about the numbers here. With a billion active users this means that 33% is over 333,000,000 people that have made a purchase online through the platform. That's a staggering amount of potential customers that could be interested in what you have to offer. A lot of these users have a history of buying from Instagram.

Another interesting fact is that around 75% of Instagram users will take action after viewing an Instagram advertising post. They will visit your website if that is what you want them to do. If you want them to click a "contact us" or "shop now" button they will do this too.

If an Instagram user does not take the action that you want them to then you have the capability to retarget them over and over again until they do take the required action. This is a powerful feature of the Instagram advertising service.

## 2. Very Advanced Social Media Targeting

Instagram being owned by Facebook is a very good thing. It is well known that Facebook has very advanced targeting functionality and they have brought this to Instagram too. You can display your ads to a targeted audience such as:

- A specific age group
- People with specific interests
- People from specific locations
- People that exhibit specific behavior

Once you have specified your target audience in Instagram you have the ability to retarget them as we mentioned earlier. You can customize your retargeting to take into account engagement with Instagram posts, video views on Instagram, customer email lists and more.

With this kind of targeting functionality you can take your marketing to the next level with Instagram. You can setup specific sales funnels for your Instagram ads that will achieve the results that you are looking for.

## 3. You can Track Sales and Leads

There is no point spending money on any form of advertising if you can't measure the effectiveness of it. The good news is that Instagram has the same comprehensive tracking features that the Facebook platform has.

You can track everything including clicks on links, leads generated and conversions. If you want to see the cost per result then this is also possible. It's possible for you to measure just about everything. If you want to break down results further you can see where leads came from, what device they were using etc.

We would always recommend that you split test your ads and this is easy to track with Instagram Analytics. The metrics available with Instagram Ads are very comprehensive and provide advertisers with the feedback that they need.

#### **4. Tap into an Unreached Customer Base**

Statistics show that 50% of people on Instagram will view the profile of businesses that they like on a daily basis. If you don't have an Instagram account then you will miss out on this kind of action.

It is unlikely that you will be able to find the same level of customers using other advertising channels outside of Instagram. When you establish your Instagram presence you really will be able to tap into a market of potential customers that would be very difficult, if not impossible, to replicate elsewhere.

#### **5. Build your Audience Organically**

One advantage that Instagram has over Facebook is that you can build an audience organically that will stay in touch with your brand. You can create a natural relationship without using ads rather than have to force it with ads as you do on Facebook.

Once you start to get followers this will grow organically through word of mouth. When an Instagram user follows your business they decide that they want to see your posts on their timeline. This is great for developing initial interest which you can then build on.

#### **6. You can make Relationships Stronger**

Brand engagement on Instagram is 10 times higher than it is on Facebook, 54 times higher than on Pinterest and 84 times higher than on Twitter. With engagement rates on this scale you can expect more interaction with your posts organically.

If a user "likes" a post on Instagram this is archived in their personal "Posts You've Liked" section. This is a bank of images that they "liked" on the platform that they can access at any time. You can use this to stimulate conversations and comments with your followers.

#### **7. Learn what your Audience Likes and Dislikes**

You can learn a great deal about your audience with Instagram. How good would it be to know what they like and dislike? When you know this you can create specific ad campaigns around this information.