

Instagram Ads

MADE EASY



Cheat Sheet

Get the Latest Instagram
Advertising Techniques to
Increase Leads & Sales for
Any Marketing Niche!



Instagram Benefits for Businesses

- ✓ Increase Customer Engagement
- ✓ Build Identity and Trust
- ✓ Increase Traffic
- ✓ Gain a Competitive Advantage
- ✓ Reach Your Target Market Faster
- ✓ Free Advertising

Instagram Ad Formats

- ✓ Inventive Photo Ads
- ✓ High Quality Video Ads
- ✓ Efficient Carousel Ads

What You Should Do Right Before Creating Instagram Ads

- ✓ Website
- ✓ Images
- ✓ Videos
- ✓ Facebook Ad Account
- ✓ Instagram Account
- ✓ Mobile Apps
- ✓ Facebook Pages
- ✓ Facebook product catalog

Video Tips for Instagram Ads

- ✓ Choose the best aspect ratio (Spoiler-It's 1:1).
- ✓ You must think through the crop when you choose clips
- ✓ Use Big Readable Text

Instagram Ads Benefits for Businesses

- ✓ Provides you various ad formats
- ✓ High amount of public audience
- ✓ Competitive ad targeting
- ✓ Less competition

Instagram Advertisement Objectives

- ✓ Boosting your posts
- ✓ Increasing brand awareness
- ✓ Increasing your reach
- ✓ Sending people to a destination on or off Facebook
- ✓ Getting installs of your app
- ✓ Getting video views
- ✓ Increasing conversions on your website
- ✓ Promoting a product catalog

Image Tips for Instagram Ads

- ✓ Do not compromise quality
- ✓ Use powerful images to convey the message of your ad
- ✓ Include your desired customers
- ✓ Provide ads that convey strong emotions
- ✓ Make your images SEO optimized

Premium Tools and Services to Consider

- ✓ [Foursixty](#)
- ✓ [Like2Have.it](#)
- ✓ [Sprout Social](#)
- ✓ [Websta](#)
- ✓ [Schedugram](#)
- ✓ [Hootsuite](#)
- ✓ [Later](#)
- ✓ [VCSO](#)
- ✓ [Afterlight](#)
- ✓ [Snapseed](#)



Shocking Case Studies

- ✓ [How Philadelphia became more Visible to their industry](#)
- ✓ [Levi's impressive results with a marketing campaign on Instagram](#)
- ✓ [How Mercedes-Benz broke the record of a marketing campaign in Instagram](#)
- ✓ [How Burt's Bees Benefited from Instagram marketing ads](#)
- ✓ [The unique way of Bloom and Wild in choosing perfect ads in Instagram](#)
- ✓ [Great Marketing Campaign of Frank Bod](#)
- ✓ [Unique ways created Brand Awareness for Adidas Neo Products](#)
- ✓ [Explore the City Through "No Your City"](#)
- ✓ [Promoting fitness with Kayla Itsiness in Instagram](#)
- ✓ [How Guerlain marketed their brand on Instagram successfully](#)

Frequently Asked Questions

- ✓ Why Choose Instagram as a Platform for Marketing?
- ✓ Are Instagram Ads Expensive?
- ✓ How can I possibly make my own Instagram ads?
- ✓ What ads are shown on my Instagram?
- ✓ How to remove ads that I don't want to see?
- ✓ Is Instagram Ads only limited to Top Clients?
- ✓ Is having an Instagram Account Beneficial when I decide to make Instagram Ads?
- ✓ Can advertisers grab and use my videos or photos for their ads?
- ✓ Where can I find the rules that need to be followed for Instagram ads?