Instagram Ads Made Easy

Section 1: Instagram Ads Basics

Chapter 1: What is Instagram and why use it for your business

- What is Instagram?
- 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 Ads Benefits for Businesses
  - Provides you various ad formats
  - High amount of public audience
  - Competitive ad targeting
  - Less competition
- Instagram Shocking Facts
  - Instagram now has 600 million active users
  - 75% of Instagram users are outside the US
  - Over 60% of users log in daily, making it the second most engaged network after Facebook
  - 30% of internet users are now on Instagram
  - 90% of Instagram users are younger than 35
  - When Instagram introduced videos, more than 5 million were shared in 24 hours
  - Instagram clocks up to 3.5 billion likes every day
  - Pizza is the most popular food on Instagram, behind sushi and steak
  - On an average day, 80 million photos are shared
  - Instagram usage has doubled in the last two years
  - 48.8% of brands are on Instagram. By 2017, this is predicted to rise to 70.7%
  - If we only look at the top 100 brands in the world, 90% have an Instagram account
  - 96% of US fashion brands are on Instagram
  - Outside China, almost 50% of Instagram users conduct product research on social media
  - Engagement with brands on Instagram is 10 times higher than with Facebook, 54 times higher than on Pinterest, and 84 times higher than Twitter
  - Over a third of Instagram users have used their mobile device to purchase a product online– making them 70% more likely to do so than non-users
  - 50% of Instagrammers follow brands, making them the social networkers who are most likely to do so
  - Posts that include another handle gain 56% more engagement
  - Posts with at least one hashtag gain 12.6% more engagement
  - And posts with a location receive 79% more engagement
  - Photos see more engagement than videos on Instagram
  - The average engagement per post has grown by 416% compared to two years ago
  - 70% of the most used hashtags are branded

Chapter 2: What Are Instagram Ads All About?

- What are Instagram Ads?
- Instagram Ads Benefits for Businesses
  - Provides you various ad formats
  - High amount of public audience
  - Competitive ad targeting
  - Less competition
- Instagram Ads Shocking Facts
  - In 2015, Instagram was forecasted to bring in $595M in mobile ad revenue
  - By 2017, Instagram's global mobile ad revenues will reach $2.8 billion
  - Instagram will be the next big thing for your business' success. Scientific studies show that Instagram ads will be the next gold rush in the coming 6 to 12 months. Most business analysts say that Instagram ads are more efficient and more profitable and less saturated compared to Facebook ads.
  - It is said that 61% of Instagram users like at least 1 media/day and more than 30% like over 10 media/day. With this numerical fact, the aspiring advertiser can now have the chance to get more potential customers in just a very short period of time. Additionally, more people will be aware of your specific products and automatically help you grow your business.
  - Your Instagram ad posts can get 308% more engagement compared to Facebook, and 1313% more than on Twitter. This Instagram ads fact is a reflection that it can be the most effective tool for promotion when it comes to attaining the goals and missions of your business.
  - Statistics show that the average post on Instagram gets 2.12% engagement, which is 308% higher than the total page likes (0.52%) for the average Facebook post, and 1313% higher than the total followers (0.15%) that engage with the average tweet.
  - According to studies, Instagram is increasingly the go-to social network for people under 35. With this fact, your Instagram ads can reach a high level of potential customers of all ages. It is believed that about 90% of Instagram users are below the age of 35. Statistics show that 32% of US teens use Instagram as their basic platform.

Chapter 3: What Ad Solutions Is Actually Instagram Offering

- Instagram Ad Formats
  - Inventive Photo Ads
  - High Quality Video Ads
  - Efficient Carousel Ads
- 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

Section 2: Setting things up

Chapter 4: What you should do right before creating Instagram Ad

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

Chapter 5: Setting up Facebook and Instagram for Advertising

- How to Create a Facebook Account
- How to Create Facebook Ads account
- How to Create an Instagram Account
- How to Connect an Instagram Account with a Facebook Page

Chapter 6: 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

Chapter 7: 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

Section 3: Creating Ad Campaigns – Step by Step

- Chapter 8: Boosting your posts
- Chapter 9: Increasing brand awareness
- Chapter 10: Increasing your reach
- Chapter 11: Sending people to a destination on or off Facebook
- Chapter 12: Getting installs of your app

Section 4: Additional Tips to consider

Chapter 13: Premium tools and Services to conside

- Foursixty
- Like2Have.it
- Sprout Social
- Websta
- Schedugram
- Hootsuite
- Later
- VCSO
- Afterlight
- Snapseed

Chapter 14: 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

Chapter 15: 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?