Training Guide

TM

Instagram Ads Made Easy

Powered by Your Website URL

Latest Instagram Advertising Techniques to Boost Sales and Profits

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Introduction:

Welcome to the latest and very easy to apply "Instagram Ads" Training, designed to take you by the hand and walk you through the process of making the most out of Instagram Advertising.

I'm very excited to have you here, and I know this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Instagram Ads, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 15 chapters organized into 4 sections. This is exactly what you are going to learn:

Section 1: Instagram Ads Basics

In Chapters 1 through 3, we'll talk about: What is Instagram and why use it for your business?, What are Instagram Ads All about?, and What Ad Solutions is actually Instagram Offering?

Section 2: Setting things up

In Chapters 4 through 7, we'll talk about: What you should do right before creating Instagram Ads, Setting up Facebook and Instagram for Advertising, Image Tips for Instagram Ads, and Video Tips for Instagram Ads

Section 3: Creating Ad Campaigns – Step by Step

In Chapters 8 through 12, we'll talk about: Boosting your posts, Increasing brand awareness, Increasing your reach, Sending people to a destination on or off Facebook, and Getting installs of your app

Section 4: Additional Tips to consider

In Chapters 13 through 15, we will talk about: Premium tools and Services to consider, Shocking Case Studies and Frequently Asked Questions

Well, it's time for you to dominate Instagram Ads on behalf of your Business. I know you'll love this training.

Your Name

Section 1

Instagram Ads Basics

Chapter 1: What's Instagram and Why Use It for Your Business?

Most of the successful businesses today are leveraging the advantages of social media as a marketing strategy due to the increasing popularity of visual content.

Social media marketing has become an important asset that helps brands create their presence in the online market.

With the different social media platforms today, it is now easier to communicate visually with customers, followers, and fans.

One of the most popular and widely used social media platforms today is Instagram.

What is Instagram?

Instagram is a social networking application that is designed for sharing videos and photos using smartphones and other devices. As with Twitter and Facebook, Instagram users also have their own account, with their profile and newsfeed.

The app was created by Mike Krieger and Kevin Systrom, and was released on October 10, 2010. It instantly became popular and gained more than 100 million users in April 2012, and more than 300 million in December 2014.

Photos and videos posted by users on Instagram are automatically displayed in their profiles. Instagram users can follow each other and see each other's posts on their newsfeed. Instagram is actually Facebook's simplified version, the only difference is that its emphasis is on video and photo sharing only.

It's a social media app, and therefore it is very simple to interact with other Instagram users by just following them, liking, tagging, and commenting on their videos and photos, as well as private messaging them.

Instagram Benefits for Businesses

Using Instagram as a social media platform for your business gives you a lot of perks and opportunities for generating more profit. Here's a closer look at the major benefits of using Instagram for your business.

Increase Customer Engagement

Most of the time, brand posts and updates on Twitter and Facebook are overlooked by users. This is not true for the users of Instagram, because if your Instagram account is active and posts relevant and interesting content, you will gain higher engagement from followers (customers and potential customers).

The latest study of Instagram has found that its content is 58 times more engaging compared to Facebook, and generates 120 times more engagement than Twitter.

Build Identity and Trust

As your brand becomes more popular on Instagram due to engaging content, it eventually helps your business gain the trust of your target audience. With the nature of online marketing, Instagram can significantly help you build an emotional connectional with your customers.

Using Instagram allows you to keep your customers updated with your business' daily experiences in a casual way—giving your business a personal appeal. Photos are also helpful to make your business look more trustworthy and attractive.

Increase Traffic

Although there are no options for you to include links to your Instagram updates, it is still very powerful for increase traffic.

If you have a high percentage of engagement and traffic on Twitter and Facebook, you also maintain a strong profile on Instagram to increase your business' visibility.

Gain a Competitive Advantage

There is far lesser competition for your business on Instagram compared to Twitter or Facebook. Surveys show that only 2% of small-scale businesses are currently leveraging the benefits of Instagram.

This means that if you start using Instagram actively today, you can gain a relative advantage over your competitors. Businesses that use Instagram as a marketing strategy are more likely to reach their audience easier than on Twitter or Facebook where competition is higher.

Reach Your Target Market Faster

If your target audience is people who are born in the 1980s through the 1990s (Millenials), you'll find that 37% of the people in this age bracket are on Instagram.

If you want to reach out and connect with a crowd that is under the age of 30, you definitely need to have an Instagram account for your business.

Free Advertising

Yes, you read it right. Advertising is absolutely FREE on Instagram. You should not miss this great opportunity to promote your products or services.

Actively updating your Instagram profile with your product or service line generates massive exposure for your business. It allows you to show your audience more of the things you offer.

With these significant benefits, you probably know by now that it is a powerful tool for you to create relevant visual content for your audience.

With the fact that almost all people are now using smartphones and other devices, it is impossible for your business not to gain more presence online.

Instagram Shocking Facts

Do you know how popular Instagram is today? Ever since its release in 2010, it has drastically gained its own spotlight in the digital world. People prefer using it, because it is more direct, with real-time video and a photo sharing platform. Below are shocking facts about Instagram that you might want to know.

- ✓ Instagram now has 600 million active users (source)
- ✓ 75% of Instagram users are outside the US (source)

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- ✓ Over 60% of users log in daily, making it the second most engaged network after Facebook (source)

- ✓ 30% of internet users are now on Instagram (source)

- ✓ 90% of Instagram users are younger than 35 (source)

- ✓ When Instagram introduced videos, more than 5 million were shared in 24 hours (source)

- ✓ Instagram clocks up to 3.5 billion likes every day (source)

- ✓ Pizza is the most popular food on Instagram, behind sushi and steak (source)

- ✓ On an average day, 80 million photos are shared (source)

- ✓ Instagram usage has doubled in the last two years (source)

- ✓ 48.8% of brands are on Instagram. By 2017, this is predicted to rise to 70.7% (source)

- ✓ If we only look at the top 100 brands in the world, 90% have an Instagram account (source)

- ✓ 96% of US fashion brands are on Instagram (source)

- ✓ Outside China, almost 50% of Instagram users conduct product research on social media (source)

- ✓ Engagement with brands on Instagram is 10 times higher than with Facebook, 54 times higher than on Pinterest, and 84 times higher than Twitter (source)

- ✓ 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 (source)

- ✓ 50% of Instagrammers follow brands, making them the social networkers who are most likely to do so (source)

- ✓ Posts that include another handle gain 56% more engagement (source)

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✓ Posts with at least one hashtag gain 12.6% more engagement (source)

✓ And posts with a location receive 79% more engagement (source)

✓ Photos see more engagement than videos on Instagram (source)

✓ The average engagement per post has grown by 416% compared to two years ago (source)

✓ 70% of the most used hashtags are branded (source)

There are many reasons why you should start using Instagram for your business. With Instagram, you can now improve your marketing strategy by engaging your audience with your brand in a visual way. Grab this unique marketing opportunity and see how it can help your business succeed.

Chapter 2: What Are Instagram Ads All About?

Social media plays an important role in the daily life of millions of people all over the world. There are several online applications that most people commonly use as a powerful tool of communication. One example of this is Instagram.

What are Instagram Ads?

This form of advertisement started in the United States way back in November of 2013. Most aspiring business enthusiasts are now using Instagram Ads to reach a high degree of sales and profits for their specific business.

Instagram ads can be powerful to grow your business if you use it in an efficient and professional way. Instagram has become one of the world's largest mobile ad platforms.

Since Instagram has been one of the most popular social platform in today's digital age, many people prefer to use it to promote their business.

Several researchers revealed that in the Middle East, Instagram has been the leading social platform compared to other social media channels. In connection to this, people also use Instagram Ads to make the most out of their businesses.

Instagram Ads Benefits for Businesses

In the very competitive world of business, only a few remain on top. Therefore, you must develop a new and more innovative strategy to reach the goals and missions of your company in the best and fastest possible way.

You can do that by simply engaging with Instagram ads. The tool can serve as a powerful technique to gain more potential customers for your products and services.

To mention a few, the following are some of the advantages of using Instagram Ads for your business.

Provides you various ad formats

It is a fact that people buy items that are well represented in the public. Based on this, with the different ad formats that Instagram can provide you, you'll have the chance to choose a professional format that perfectly suits the high standards of customers. Additionally, you can have an attractive promotional campaign that can help you to boost your business' profits.

High amount of public audience

Since Instagram is a very powerful online communications tool, it is now easier for you to reach a greater public audience that could soon be your potential customers. In addition to this, you can have unlimited promotion for your business for almost no cost.

The good thing about that is you can share your Instagram ads with your friends, and they can serve as your live advertisers by sharing it with their friends.

Competitive ad targeting

Through the help of Instagram ads, a specific business advertiser can target a specific audience based on age, gender and location. It is a unique and more efficient promotional strategy to gain a high level of sales and income from your business.

With just a click on your website, visitors can now experience great financial stability without spending much time and effort.

Less competition

When you choose Instagram advertising, you'll have more chances to win for your business. It is believed that Facebook has almost two million advertisers which reflects very tough competition in the market.

Meanwhile, it would be a wise move to choose Instagram ads, the competition is very limited.

You'll build a community that comes back from time to time. By simply establishing a more efficient and professional Instagram ad, you have the chance to gain more regular customers that will support your product and services for a long period of time.

As a result, you can also build a solid reputation in the industry.

Instagram Ads Shocking Facts

- ✓ In 2015, Instagram was forecasted to bring in $595M in mobile ad revenue (source)
- ✓ By 2017, Instagram's global mobile ad revenues will reach $2.8 billion (source)

- ✓ 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. (source)

- ✓ 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. (source)

- ✓ 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. (source)

- ✓ 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. (source)

- ✓ 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. (source)

Do you want to attain a high degree of sales and income with your business? You can transform your company's goals and missions easily if you engage more with Instagram ads. Find out what is possible if you use it as a powerful business tool.

Chapter 3: What Ad Solutions Is Actually Instagram Offering?
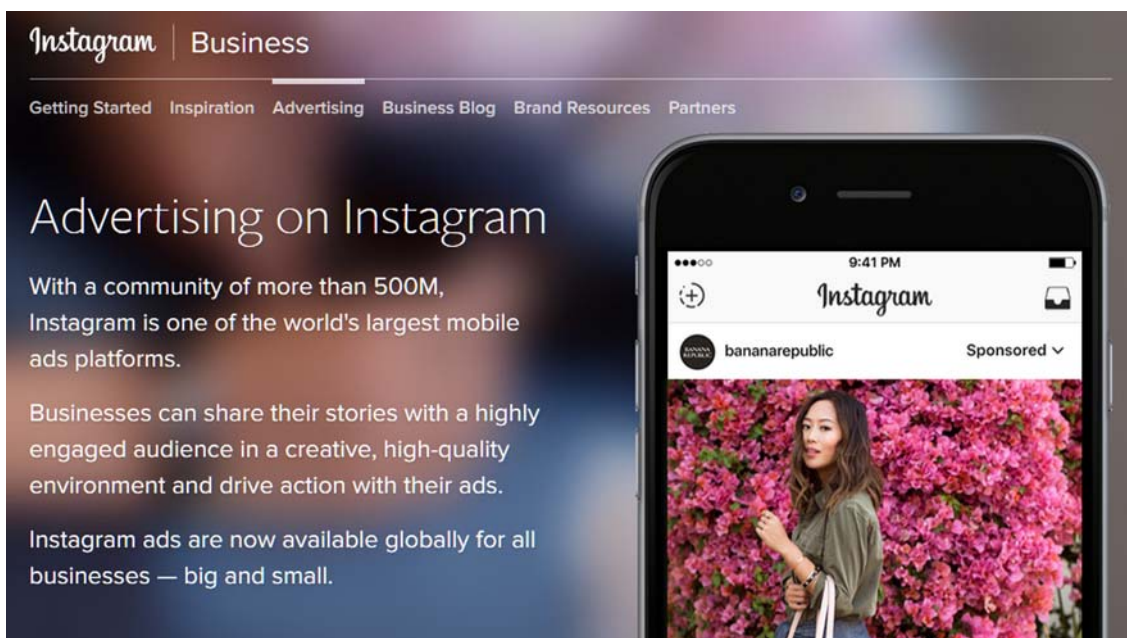
Are you ready to engage with the newest online advertising solution wave? Instagram is giving everyone the chance to become photographers through its unique features for photo editing.

Many brand owners are now taking advantage of the great opportunity to give their customers behind-the-scenes looks at their offered products and services.

Whether you have a small or big business, global advertising on Instagram is now possible. Therefore, you can share your story with a vastly engaged audience through an artistic, profound environment and get responsive action to your ads.

It is time for you to take advantage of a wide ranging audience with the latest effective advertising solution for your business which will bring you real time advertisement results.

Through this ad solution, you are increasing the awareness of Instagram users for your products and services. Exposing your brand will help make your audience aware of your brand, especially if you have a creative promotion.

Your audience will be more interested if your advertisement has a catchy caption and appealing look. As you already know, Instagram can significantly help boost your advertisement strategy by turning your brand into a sought after topic in the online world.

Instagram Ad Formats

If you want your brand to have a profound and higher range of ad solutions, then Instagram will show you what great advertisement is all about.

Through their photo, video and carousel ads, your advertisement ideas and strategies will not limit your creativity.

These three advertisement formats will support all of your desired results, and give you the opportunity to leverage your online presence, where everything seems boundless.

Inventive Photo Ads

Bring out your creative prowess with photo ads. You can freely put your soul into your images and tell the stories behind them.

Your audience will be more interested to have your products or services if you have an attractive, yet simple piece in your post.

This is your chance to give your brand a new look, and Instagram will help you achieve an inspiring, interesting, beautiful and effective canvas.

High Quality Video Ads

If you wanted your advertisement to be more visually attention grabbing, then video ads will show you how. With the similar insightful quality of photo ads, your advertisement through video will be more alive.

Feed your audience's spirit with engaging views, sounds and motion of video advertisements, where you can share up to 60 seconds of video in a landscape format.

Videos will now be one of your important ingredients to create successful promo ads.

Efficient Carousel Ads

Give your ads multiple opportunities for more traffic on your website. Carousel ads will introduce you to a better means of advancing your brand. There will be notable audience engagement for your ads, as compared to static posts.

Carousel ads will bring your photo ads to a higher level of advertisement range, so your viewers can swipe left or right to see additional images.

Then, the call to action button will lead them to your website to learn more about your offers.

Now, it is clear that Instagram will provide you with ad solutions for an enjoyable, attractive and effective photo and video advertisement medium.

Also, Instagram will help you locate which of your ads will appropriately be placed, so you can be confident that your target audience will be reached accordingly.

Through this, your effort will not be wasted and your advertisement will be on the right track.

Instagram Advertisement Objectives

Of course, whenever you create an advertisement, you are always expecting great results, but how can Instagram ad solutions help you achieve your expected results?

It's simple. Through the following objectives, you are ensured that your brand will experience a different level of success and popularity.

I will show you those objectives in where you can set up every one of those campaigns. And that is inside the Facebook Ads Creation Dashboard, but all of these campaigns will be run as Instagram Ads.

Boosting your posts

With the "Page post engagement" Objective, you will be able to get more people to see and engage with your Page posts.

Increasing brand awareness

With the "Brand awareness" Objective, you will be able to reach people more likely to pay attention to your ads and increase awareness for your brand.

Increasing your reach

With the "Reach" Objective, you will be able to show your ad to the maximum number of people. Choose this objective if you'd like to show your ad to the largest audience for your budget.

Sending people to a destination on or off Facebook

With the "Link clicks" Objective, you will be able to send people to the store where they can purchase your app.

Getting installs of your app

With the "App installs" Objective, you will be able to get more people to see and engage with your Page posts.

Getting video views

With the "Video views" Objective, you will be able to promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

Increasing conversions on your website

With the "Website conversions" Objective, you will be able to get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel feature to measure and optimize ads for conversions.

Promoting a product catalog

With the "Product catalog sales" Objective, you will be able to create ads that automatically show products from your product catalog based on your target audience.

There you have it. As you can see, only 8 of 14 Advertising Objectives Facebook actually offers, are optimized for Instagram, and we'll show you how to set every one of them, step by step.

Section 2

Setting Everything up

Chapter 4: What You Should Do Right Before Creating Instagram Ads

Now, Instagram Ads are finally within your reach.

Businesses of all sizes can officially have the ability to create advertisements that can reach different places around the globe. This will be your chance to be one of those advertisers and business owners who are enjoying running campaigns in the most popular photo-sharing sites and hashtag loving communities.

It would be great for you to choose Instagram Ads as your advertising partner to grow your business, and you can boost your expected results for your ads. Moreover, this will be a great opportunity to align your brand with the big brands on Instagram.

Knowing that your products or services will be one of the hot topics in the online world through Instagram ad solutions will give you the chance to lead the ever competitive business arena.

Through Instagram Ads, you are now getting closer to your target audience. Aside from the fact that you are ensured that your campaigns will reach the appropriate audience, you'll also have the power to build online and local awareness for your brand which will serve as an amazing chance to realize your business goals.

If your business is ready to discover what great business opportunities Instagram Ads can offer to you, there are some important things you need to know.

Before creating any Instagram Ads, you need to have a website, images, videos, a Facebook Ads account, an Instagram account, a mobile app, Facebook pages and Facebook product catalogs.

Website

Before engaging in Instagram Ads, you need create your own business website which will contain all the necessary details about your venture. First, you have to choose which website building platform you are going to use.

You may use www.Bluehost.com after you create your domain name. After following the steps to create a domain name for your site, you may now set up, create the design and do some tweaks to your website.

Images

Of course, innovative and creative images are some of the important factors you'll need for a successful advertisement. You have to choose effective photo design tools which will allow you to create customized images for Instagram Ads.

For an easy platform, you can go to www.canva.com for your photo editing process.

Videos

It is well known that Instagram is a perfect place to share visual storytelling for different brands. For you to easily design, shoot and edit videos, you need to have a video app.

PicPlayPost will be ideal for you if you plan to combine multiple videos in a collage and create static content for your videos with motion. You may go to www.mixcord.co/partners/picplaypost.html to create videos for your Instagram ads.

Facebook Ad Account

A Facebook Ad will be an effective platform to boost your advertisement, but you'll need to set up your Facebook Ads account first. You need to have an Ad Manager Page to manage all the activities on your Facebook Ads. You'll find it at www.facebook.com/ads.

Instagram Account

To create an Instagram account, you may use your smartphone or tablet through the Instagram mobile app. Also, you can use other tools to run an Android version Instagram on your MAC or PC. Go to www.instagram.com to register with the use of your email address or Facebook account.

Mobile Apps

Another essential factor you need to consider before starting Instagram ads is to create your mobile app.

www.infinitemonkeys.mobi offers you easy steps to create your very own mobile app which will greatly help you create a better means of offering your products or services to customers.

A mobile app will serve as the easiest way of updating customers about your offerings and allowing them to keep in touch with your advertisements and website.

Facebook Pages

By creating a Facebook page, you will increase your exposure to possible customers, boost SEO, lessen your marketing expenses, create more leads and reach your target audience.

All you have to do is visit www.facebook.com/pages/create. Then, you may start creating more possibilities for your advertisement on Instagram.

If you have a large audience or followers on your Facebook page, there is no doubt you can have better access to a wider range of profitability.

Facebook product catalog

If you have a Facebook product catalog, you'll have a well organized list of products that you want to be advertised.

When people see that you have a catalog for your product or service offerings, it will be easier for them to choose the product or service they want.

You'll just simply create it through www.facebook.com/products with a couple of easy steps. A product catalog is quite important. After you advertised your brand on Instagram, you'll have something for your audience to use to conduct a wider search of your offerings.

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Moreover, your Facebook product catalog will also serve as a clearer view of your products or service descriptions, so you'll need to make it attractive and organized as not mislead your audience.

Before deciding the concept for your Instagram Ads, it is ideal for you to first learn the important things to have a smooth and organized advertisement strategy.

You need to first be aware of the things you need to prepare, before taking an action to ensure that you get the desired results.

Truly, Instagram ads will introduce you into a higher level of marketing for your business and lead you to an advertisement solution with achievable results.

Chapter 5: Setting up

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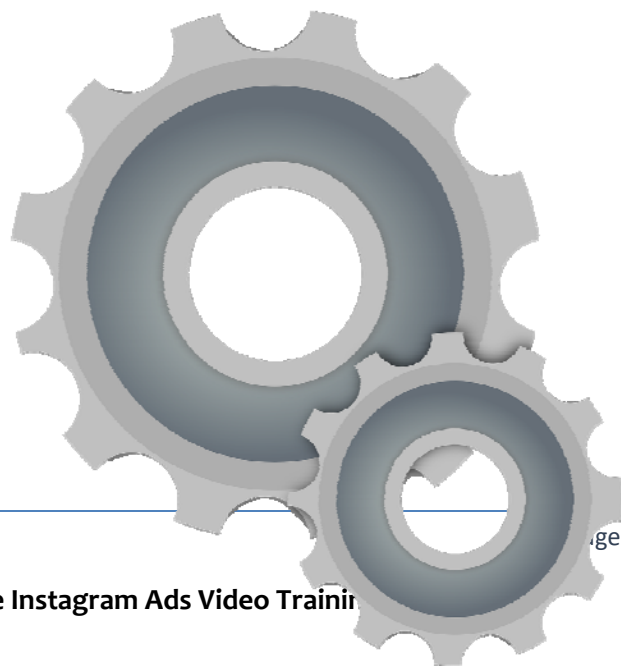
Facebook and Instagram for Advertising

With great technological innovations, a lot of business owners take advantage of Facebook and Instagram.

Social media has been effective in increasing engagement, building personality and trust, boosting website traffic, acquiring a competitive advantage and reaching a targeted market for free.

Successful advertising is one of the main goals of any entrepreneur.

When you have a marketing approach that is not effective and efficient, you can set up a Facebook and Instagram account for advertising and achieve superb outcomes.

How to Create a Facebook Account

Creating a Facebook account is as easy as pie. In just 6 steps, you'll have one. You can make it on your own without asking for help from anyone. The process is not as complex as you think, because you can create your desired account effortlessly and comfortably. Below are the six steps you should follow.

- ✓ With your desired browser, go to www.facebook.com
- ✓ Enter your first name, surname, mobile number or email, and a password.
- ✓ Fill out the other information asked for, such as Birthday and gender.
- ✓ Click Create an Account.
- ✓ After that you will need to Confirm the information you used to create your account.

✓ Then, you just need to log into your Facebook account and you are ready to continue.

As an entrepreneur, you should have a Facebook account, so that you can be competitive. When you do not have an account, follow the steps and be ready to see a huge difference in your business.

How to Create Facebook Ads account

If you already have a Facebook account, the next thing you have to do is to create your Facebook Ads account. They are effective tools to provide a better Return on Investment (ROI). Create your account by following the steps below.

✓ Sign in to your Facebook Account

✓ Open www.facebook.com/ads/manage to go to your ad manager page.

✓ Setup your Ad Accounts Settings by completing your Account information, Notifications, and Accounts Roles.

✓ Setup your Billing and Payment Methods. You can use a Credit or debit card, PayPal, Online Banking or Facebook Coupon. You can also Set Account Spending Limits.

✓ Start Advertising. After that, you can market your products or services, but make sure you provide quality.

How to Create an Instagram Account

Instagram is a Mobile App, but you can create things by using its website.

✓ Go to Instagram.com

✓ You can login in with your Facebook Account, or create a new account by providing your mobile number or email, Full name, a username and a password.

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✓ If you already have an Instagram Account, you can just login and learn how you can use your account inside the website.

How to Connect an Instagram Account with a Facebook Page

To connect your Instagram account with your Facebook page, follow the steps below.

✓ Open your Facebook page, and log into it

✓ In the top right corner of the page, you need to click Settings

✓ In the left sidebar, tap on Instagram ads

✓ Click Add an Account to connect your Instagram account with your Facebook account.

✓ You can add an existing Instagram Account or create a new one

By integrating social media such as Facebook and Instagram into your business, you can witness unexpected success in website traffic, number of prospective and potential customers and a great Return on Investment (ROI).

Set up Facebook and Instagram accounts now, before you give your competitors the chance to lead the way.
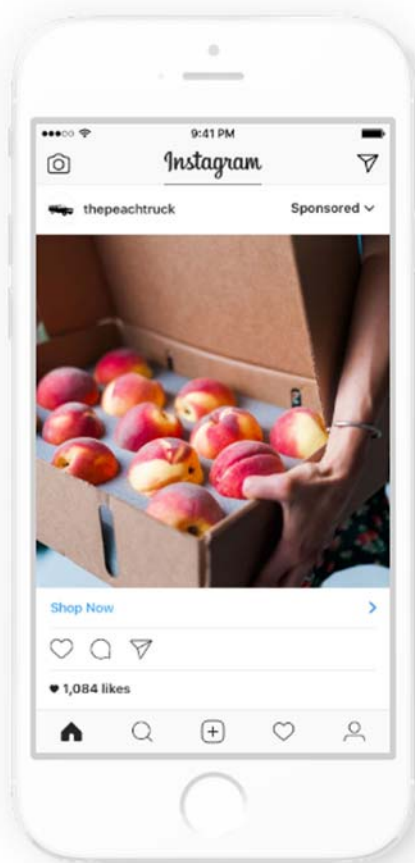
Chapter 6: Image Tips for Instagram Ads

Being a part of the business world, you need to have effective and flexible advertising techniques.

Whether you are a neophyte or a seasoned entrepreneur, you have to be equipped with efficient strategies to market your products and services.

Social media like Instagram is one of the most perfect marketing solutions ever. Remember, using the best images is highly imperative.

Below are some salient tips that will help you decide on the amazing images for your Instagram ads.

Do not compromise quality

Advertising your business' services on Instagram can lead to success. Nevertheless, make sure that you use excellent, quality images at all times to impress and entice your target audience.

When you do not know how to integrate quality photography in your advertisement, there are reliable service providers that you can call on.

Thus, use spectacular images to leverage the social networking site to your advantage.

Use powerful images to convey the message of your ad

Aside from quality, you should employ powerful photographs in order to express your message. Since many people do not have enough time to read texts, powerful images could be a huge help.

Once you are able to do that, you will never have a hard time increasing website traffic. You can give a comfortable experience to your future clients, as well.

Include your desired customers

Images offer a number of benefits. One of those is they can be used to effectively show your target audience.

When your preferred clients are millennials, you have to be careful when making your choice.

Never use a photograph with middle-aged individuals as your goal. You have to be specific in your picture, so that your clients will never be confused.

Provide ads that convey strong emotions

As a business owner, you have to provide Instagram ads that are compelling, not only to people's minds, but also to people's hearts. As a result, you'll quickly see many positive changes in your business.

You'll also make them realize that you have services that can lead to a worthwhile investment. If you have been trying your best to create images without amazing outcomes, be patient and make plans.

Surely, all of your efforts and sacrifices will all become valued and effective.

Make your images SEO optimized

To do this, you have to think of famous search terms and hashtags. As a result, your Instagram ads will have better search engine results that will ensure website traffic and more potential customers.

Though you are not an expert, you can succeed as long as you are optimistic and steadfast.

As a business owner, you should grab the success that Instagram ads can give. Nonetheless, you have to employ quality images to make an impact on your target viewers.

They should also evoke emotions to persuade them accordingly. Even though it may be hard to create effective photographs, you can achieve them with time and patience.

Chapter 7: Video Tips for Instagram Ads

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Video Ads

Get the same visually immersive quality as photo ads—with the added power of sight, sound and motion. And now, you can share videos up to 60 seconds long in landscape or square format.

Create Your Own
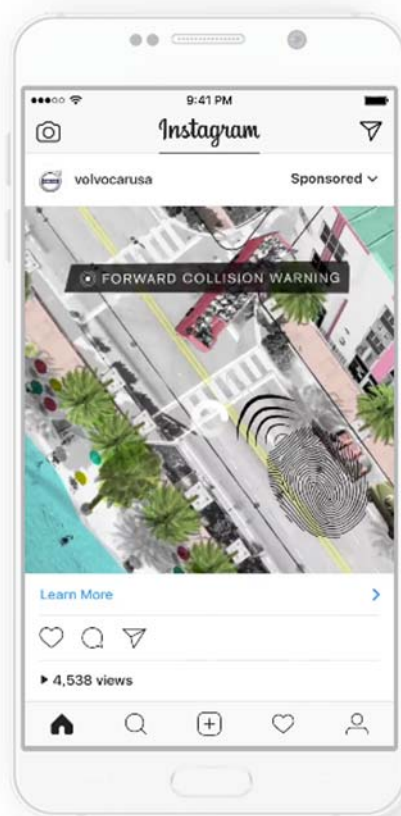
In today's digital generation, competition is getting tougher in the business world. With this, you must develop a well laid out plan of action to keep ahead of the competition.

The best way to support this is to engage in creating Instagram ads that can help grow your specific business.

A video is an essential ingredient to have successful Instagram ads. It plays a significant role in convincing potential customers to purchase your products or services.

On the other hand, even though Instagram ads only play for a few seconds, it can really catch the attention of people, especially if it is of very good quality.

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It is important for you to bear in mind these helpful ideas on how to create an effective video for your Instagram ads.

Here are some of those helpful tips on how to make a catchy and professional Instagram ad video.

Choose the best aspect ratio (Spoiler-It's 1:1).

The rise of Instagram videos began way back in 2013. During those times, video clips were limited to 15 seconds in length and only displayed in 16:9 (1920x1080) or 1:1 (1080x 1080).

To make videos for your Instagram ads, you must make an effort to reach as much retail space as possible. In addition to this, if you want to attain a bigger and greater presence on the user's mobile phone, you can make use of the 1:1 ratio.

It can crop parts from the edge of the frame, but the 1:1 ratio will play back bigger on mobile devices. This is a very helpful way for you to get the attention of the users that quickly scroll on their feed.

You must think through the crop when you choose clips

Since Instagram was designed for mobile phones, advertisers now have the chance to choose the part they are going to crop. Most advertisers choose to use footage shot on professional video cameras.

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

The good thing about that is the video that you will include in your Instagram ads can now look sharper and can be manipulated more easily during the editing process.

When you are making 1:1 ads, you must consider the details of the frame that you want to display. When you are using the 1920x1080 footage, you can crop the clip.

In addition to this, you must also make sure that the things you want to include in the video fit the frame of a 1080x1080 canvas. A great tip for making Instagram ads video is that you need to have sufficient room for the crop.

Use Big Readable Text

Think of your Instagram ad as a billboard. You can only get the attention of your potential customers if you include big, clear text on your Instagram ad.

With the above mentioned video tips, you can create a productive Instagram ad.
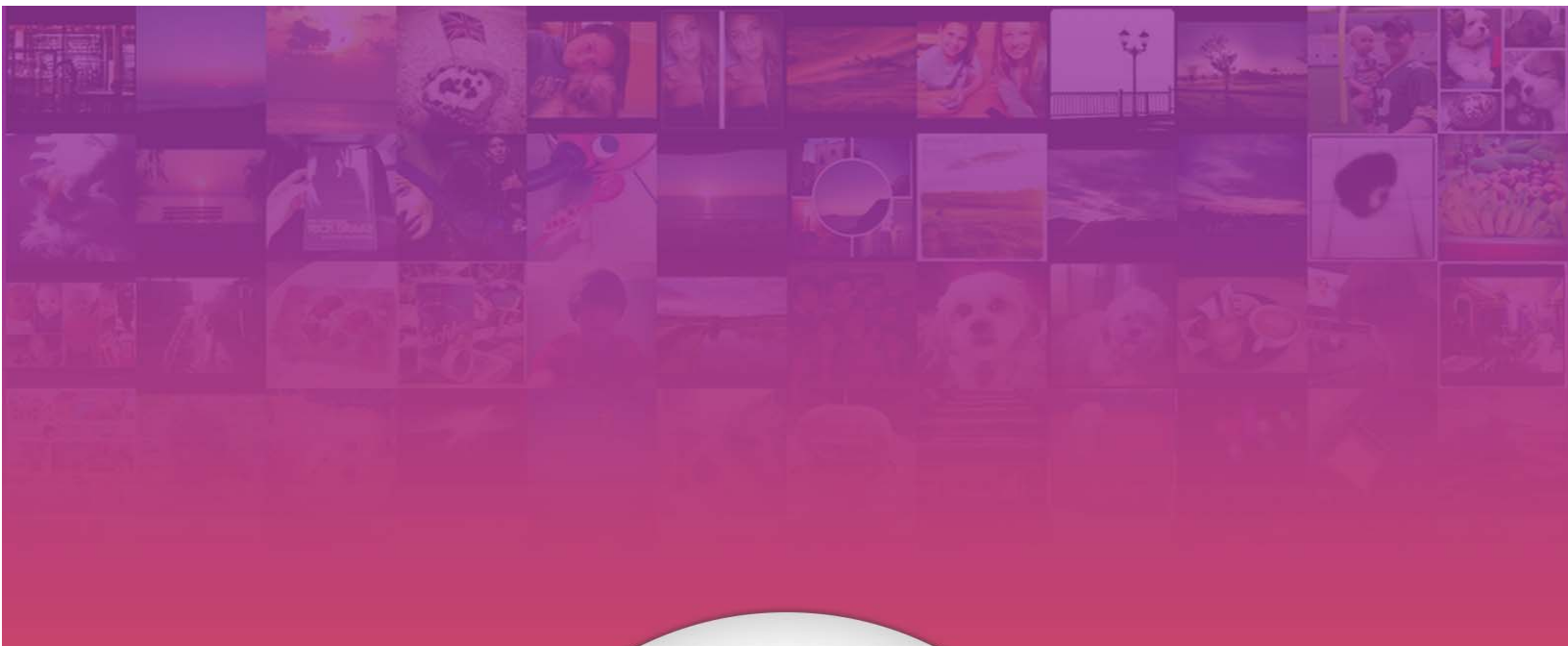
Section 3

Creating Ad Campaigns – Step by Step

Chapter 8: Boosting Your Posts

First of all, go to www.facebook.com/ads/manager/creation

In the awareness list, click on "boost your posts". With this objective, you'll get more people to see and engage with your post or Page, which in this case is your Instagram account. Engagement can include comments, shares, likes, event responses and offer claims.

Give your campaign a name and click on "continue".

In the Ad set, you have to define your audience, budget and schedule.

The audience is who you want to target to see your ads. Use a saved audience, or if you don't have it, create a new audience.

Add the locations. You can select from "everyone in this location", people who live in this location, people recently in this location or people traveling in this location. Add their age, gender and languages.

Use detailed targeting to include or exclude people from this audience. Use connections if you want to add different connection types; this can be Facebook pages, apps and events.

Placements is where you choose where your ad will be shown. Click on "edit placement" in platforms and select only Instagram. In advanced options, you can specify Mobile Devices & Operating Systems.

In budget and schedule, define how much you'd like to spend, and when you'd like your ads to appear.

In budget, select if you want to use a daily budget or a lifetime budget and the amount. In schedule, select if you will run your ad set continuously starting today, or set a start and end date.

Click on "show advanced options" and customize the optimization for ad delivery. Select from post engagement, impressions or daily unique reach. Also, edit your bid amount, when you get charged, ad scheduling and delivery type.

On the right, you'll see the audience definition and estimated daily reach. Once you finish, give your ad set a name and click on "continue".

Now, you have to create your ad. Select from media, text, or links to create one or multiple ads.

For format, you have 4 options: Single image, single video, slideshow, and canvas. Read the description of each one and use what you want.

I'll choose "single image". You can create up to 6 ads at once by uploading multiple images using the recommended image specs.

You can also add an Instagram account if you want, but is not necessary in order to run Instagram Ads. You can connect a Facebook Page to represent your sponsored advertising instead.

Here you can also ad some text related to your ad.

On your right, you'll see the ad preview.

Finally, click on "Place Order".

Chapter 9: Increasing Brand Awareness

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

First of all, go to www.facebook.com/ads/manager/creation

In the awareness list, click on "increase brand awareness". With this objective, you'll reach people more likely to pay attention to your ads and increase awareness for your brand. Give your campaign a name and click on "continue"

In the Ad set, you'll need to define your audience, budget and schedule.

First is your audience, I will use a saved audience this time.

In placements, choose where your ad will be shown and click on "edit placement". In platforms, select Instagram. In advanced options, you can specify Mobile Devices & Operating Systems.

In budget & schedule, define how much you'd like to spend, and when you'd like your ads to appear.

Select daily budget or lifetime budget, and define the amount of this budget.

In schedule, select if you want to run your ad set continuously starting today, or set a start and end date.

Click on "show advanced options" and customize the optimization for ad delivery. Choose between brand awareness or reach. Edit your bid amount, when you get charged, ad scheduling and delivery type.

On the right, you'll see the audience definition and estimated daily reach. Once you finish, give your ad set a name and click on "continue"

The last step is creating your ad.

For format, you have 5 options: Carousel, Single image, single video, slideshow, and canvas. Read the description of each one and choose the option you prefer.

I'll choose "single image". With this option, you can create up to 6 ads with one image, each at no extra charge.

As previously told, you can also add an Instagram account if you want, but is not necessary in order to run Instagram Ads. You can connect a Facebook Page to represent your sponsored advertising instead.

Here you can also ad some text related to your ad. And a Website URL.

Click on "show advanced options" if necessary, and see the Pixel Tracking and Offline Tracking options.

On your right, you'll see the ad preview. Finally, click on "Place Order".

Chapter 10: Increasing your Reach

Reach

Show your ad to the maximum number of people.

> ℹ **The New Reach Objective** ✕
> Choose this objective if you'd like to show your ad to the largest
> audience for your budget. Learn more.

Campaign Name ℹ   Reach

Continue

First of all, go to www.facebook.com/ads/manager/creation

In the awareness list, click on "increase your reach". With this objective, you'll show your ad to the maximum number of people possible. Give your campaign a name and click on "continue".

In the Ad set, you have to define your audience, budget, and schedule.

First, choose the Facebook Page you want to promote.

Then define who you want to see your ads.

In placements, choose where your ad will be shown. Click on "edit placement". In platforms, select Instagram. In advanced options, you can specify Mobile Devices & Operating Systems.

In budget and schedule, you have to define how much you'd like to spend, and when you'd like your ads to appear.

In budget, select daily budget or lifetime budget, and the budget amount. In schedule, select if you'll run your ad set continuously starting today, or set a start and end date.

Customize the optimization for ad delivery. Choose between reach or impressions. Also, add the Frequency Cap, edit your bid amount, when you get charged, ad scheduling and delivery type

On the right, you can see the audience definition and estimated daily reach. Once you finish giving your ad set a name, click on "continue"

The third step is your Ad. Here you will select media, text, and links to create one or multiple ads.

For format, you have 5 options: Carousel, Single image, single video, slideshow, and canvas, read the description of each one and choose the option you prefer.

I'll choose "carousel" this time. With this option, you can create an ad with two or more scrollable images or videos.

Add text to your ad and edit your cards by adding videos or images with the recommended specifications. In your cards, you have the option to add headlines, descriptions and a destination URL.

Adding a call to action button will be the difference you need to reach even more people, so don't forget it.

Click on "show advanced options" and you'll see the URL Parameters, Pixel Tracking and Offline Tracking.

On your right, you'll see the ad preview.

Finally, click on "Place Order".

Chapter 11: Sending people to a destination on or off Facebook

First of all, go to www.facebook.com/ads/manager/creation

In the consideration list, click on "Send people to a destination on or off Facebook". With the Link Clicks objective, you'll send people to a destination on or off Facebook. Give your campaign a name and click on "continue".

In the Ad set, you have to define your audience, budget, and schedule.

Then define who you want to see your ads.

In placements, choose where your ad will be shown, and click on "edit placement". In platforms, select Instagram. In advanced options, specify Mobile Devices & Operating Systems.

In budget and schedule, you'll have to define how much you'd like to spend and when you'd like your ads to appear.

In budget, select if you want to use a daily budget or a lifetime budget and the amount. In schedule, select if you'd like to run your ad set continuously starting today or set a start and end date.

Click on "show advanced options" and customize the optimization for ad delivery. Choose between link clicks, impressions and daily unique reach. Also, edit your bid amount, when you get charged, ad scheduling and delivery type.

On your right, you can see the audience definition and estimated daily reach. Once you finish giving your ad set a name, click on "continue".

For format, you have five options: Carousel, Single image, single video, slideshow, and canvas. Read the description of each one and choose the option you prefer.

I'll choose "single image", With this option, you can create up to six ads with one image each at no extra charge.

You can connect with your Facebook page and add your website URL.

Add your headline, text, and a call to action. The call to action will increase your reach, so don't forget it.

On your right, you'll see the ad preview.

Finally click on "Place Order".

Chapter 12: Getting installs of your app

App installs

Send people to the store where they can purchase your app.

Campaign Name ⓘ | App installs

Continue

First of all, go to www.facebook.com/ads/manager/creation

In the Consideration list, click on "get installs of your app". With this objective, you'll send people to the store where they can purchase your app with your Instagram account.

First, give your campaign a name, and click on "continue".

In the Ad set, you'll have to define your audience, budget and schedule.

Enter the app Url for which you want to get more installs. Then, select a catalog and product set from which to fill your ad creative. Facebook ads will automatically show the item that's best for whomever is viewing your ad.

Then, select your audience you want to target to see your ads. Use a saved audience, or if you don't have one, create a new audience.

In placements, choose where your ad will be shown. Then, click on "edit placement". In platforms, select Instagram. In advanced options, you can specify Mobile Devices & Operating Systems.

In budget and schedule, you have to define how much you'd like to spend, and when you'd like your ads to appear.

In budget, select if you want to use a daily budget or a lifetime budget and the amount. In schedule, select if you want to run your ad set continuously starting today or set a start and end date.

Then, click on "show advanced options" and customize the optimization for ad delivery. That can be app installs, link clicks, app events or video views. Now, edit your bid amount, when you get charged, ad scheduling and delivery type.

On the right, you can see the audience definition and estimated daily reach. Once you finish, give your ad set a name and click on "continue"

Now, you have to create your ad. Select media, text, or links to create one or multiple ads.

For format, you have 4 options: carousel, Single image, single video, and slide show. Read the description of each one and choose the option you prefer.
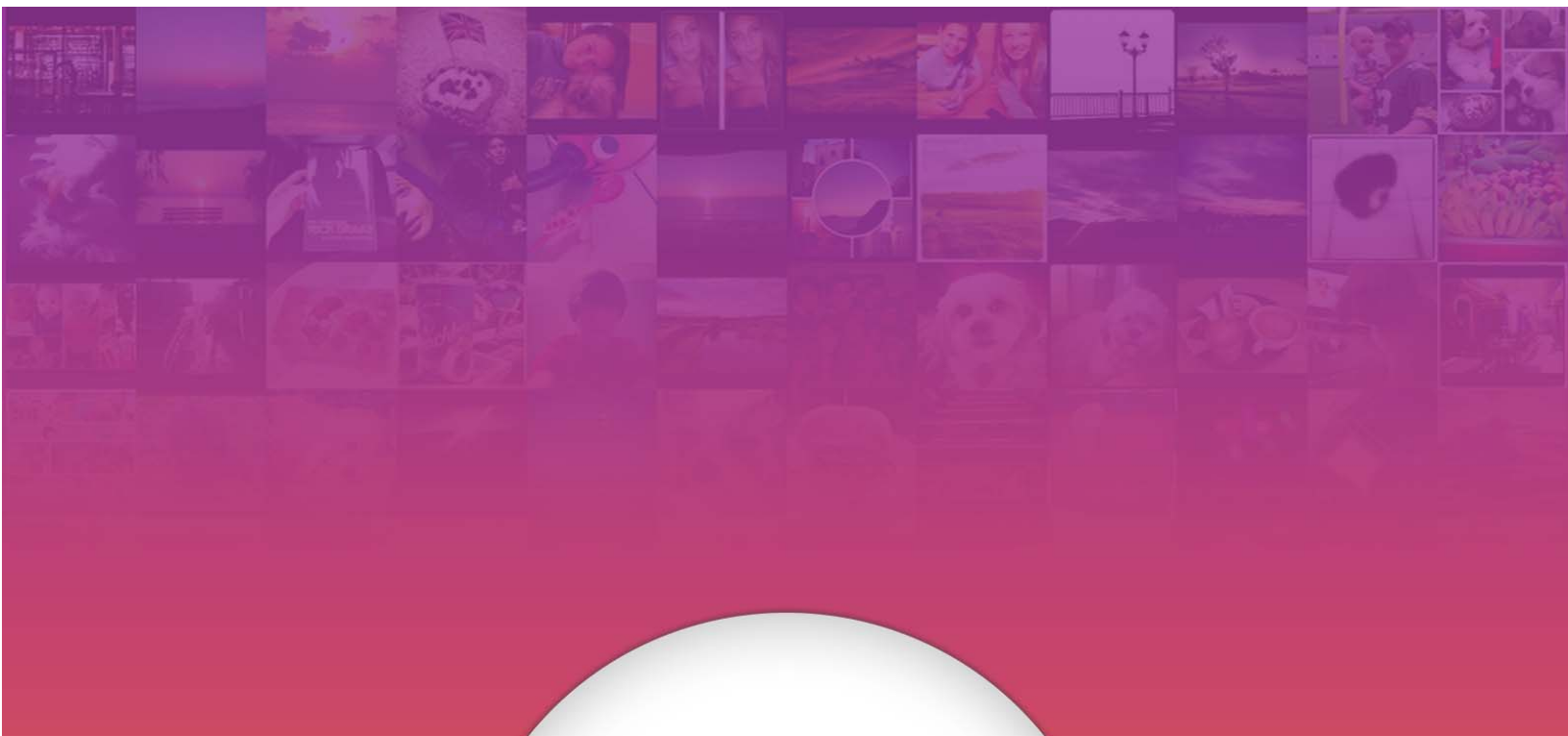
I'll choose "single image". Then, you can upload your image and save it.

Add your destination, headline, text, deep link, and a call to action. The call to action will increase your reach, so don't forget it.

On your right, you'll see the ad preview. Finally, click on "Place Order".

Section 4

Additional Tips to consider

Chapter 13: Premium Tools and Services to Consider

Instagram really paves the way and it is now considered as one of the top sites to post your ads. It is more than just a past time, especially for business-minded individuals. Everywhere in the world, Instagram has become a powerful marketing platform for many business owners.

With over half a billion active users every month, it has opened up a big opportunity for every brand to find new customers while getting exposure for their products.

The tactics, like creating, running and managing your Instagram ads, and getting it out to the influencers is good, but without the right tools, you might have a hard time acquiring the results you need.

To get favorable results for your ads using Instagram, we put together a toolkit of Instagram apps and sites to help your business outperform the competition, and drive more customers to your online store.

## To Make Your Instagram Shoppable

Using the right tools, you can transform your Instagram feed into a shoppable experience, letting your customers purchase anything they see and help them get a better idea of how your products look.

Foursixty
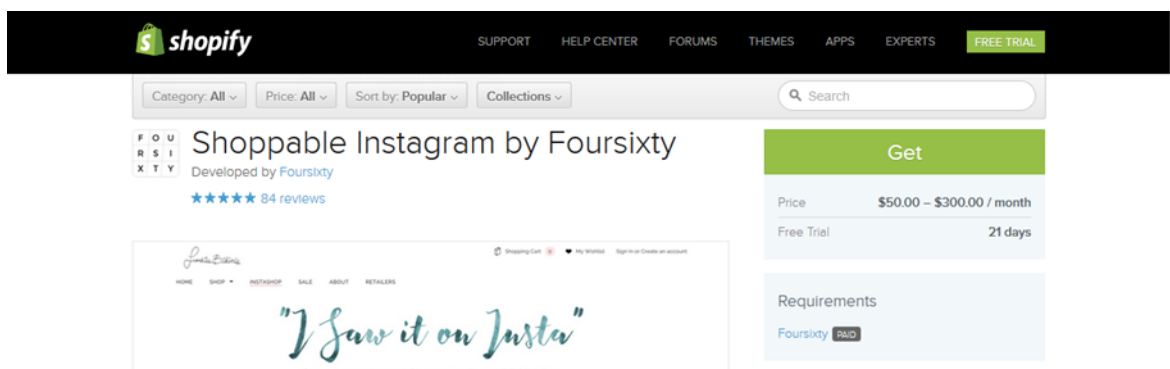
With Foursixty, every featured product has links attached. Also, it allows you the ability to embed your own feed directly into your online store. It lets you integrate a curated Instagram feed for a specific product into their product pages, giving the customer a suggestion for other related items. Brands like Ban.do, Pura Vida Bracelets, Billabong, etc., use Foursixty to show their products.

Like2Have.it
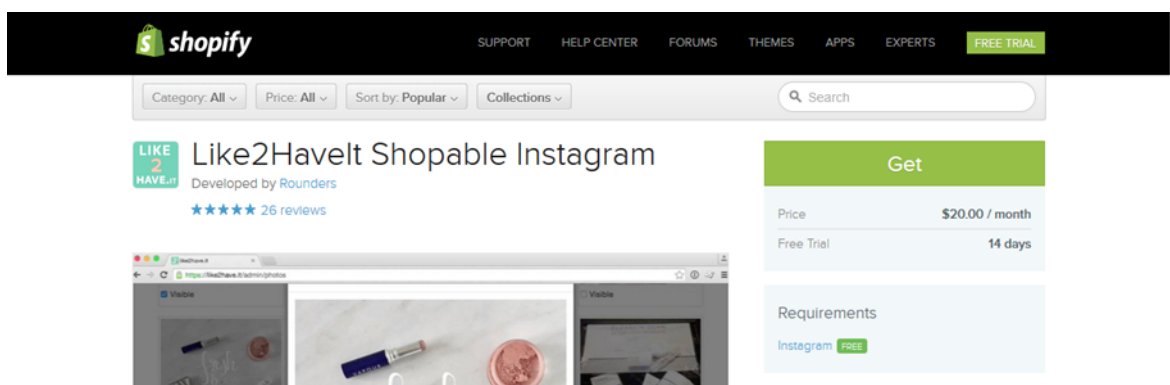
This is great tool when you want to create an embeddable Instagram feed that is outfitted with links, as well as drive customers directly to the product page. You can also create an embedded feed that features photos of your current purchasers using your product. Underables, an apparel shop, is just one of the online stores who take advantage of Like2Have.it.

To Measure Your Performance

Diving deep into analytics is very crucial when it comes to getting the most out of your marketing strategy. Your performance should be analyzed and refined every step of the way. You can use the following platform to manage your marketing ads.

Sprout Social

Sprout Social is a platform with great content scheduling, as well as publishing tools. It gives you access to detailed reports regarding the latest posts. Using it, you can track engagement and monitor comments and hashtags.

Websta
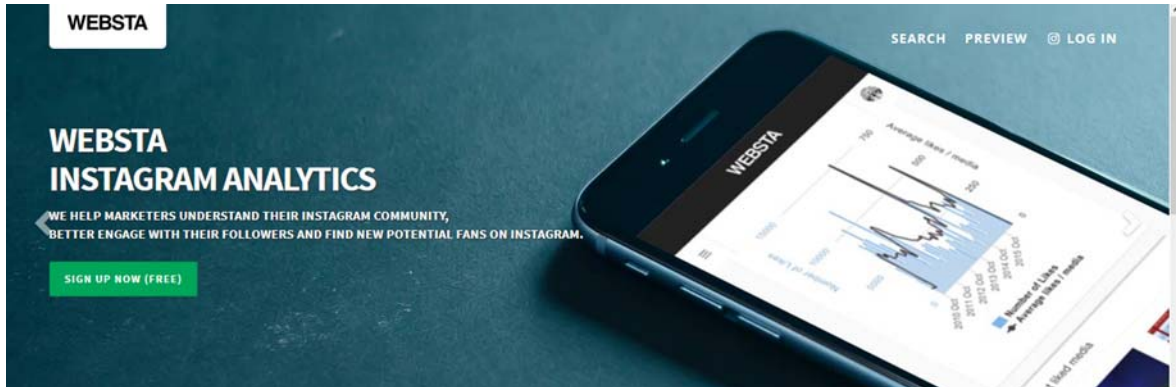
Websta can let you manage your Instagram account and get you easy to understand analytics about your growth and engagement. It also aggregates every Instagram hashtag. It will help you track the best performing hashtags. Also, you can get recommendations for related hashtags you already use, so you can branch out and find a new audience.

To Schedule Your Post

To give your fans a reason to stick around and grow your audience, you might need to update your Instagram with fresh content on regular basis. Here are platforms that can give you the resources you need.

Schedugram
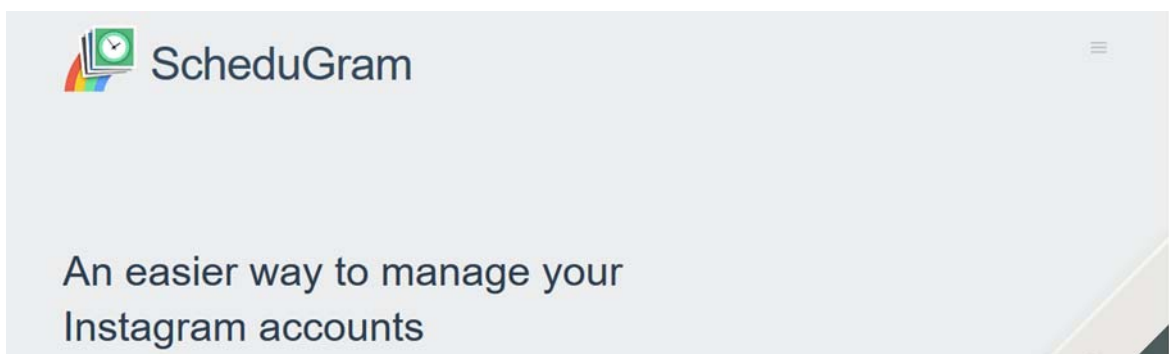
Schedugram is a platform for scheduling variations of different features, such as web browser based scheduling to help you run a more effective campaign. It also has extensive photo editing features. Schedugram will also allow you to mass upload and lets you schedule a batch of photos.

Hootsuite

Hootsuite is a platform in social media that has the ability to schedule, as well as publish Instagram posts. It also lets you schedule your own Instagram posts in advance, and sends you a push notification if they are due to go for a live action. Once notified, you can go directly to the app, so you can publish your post.

Later
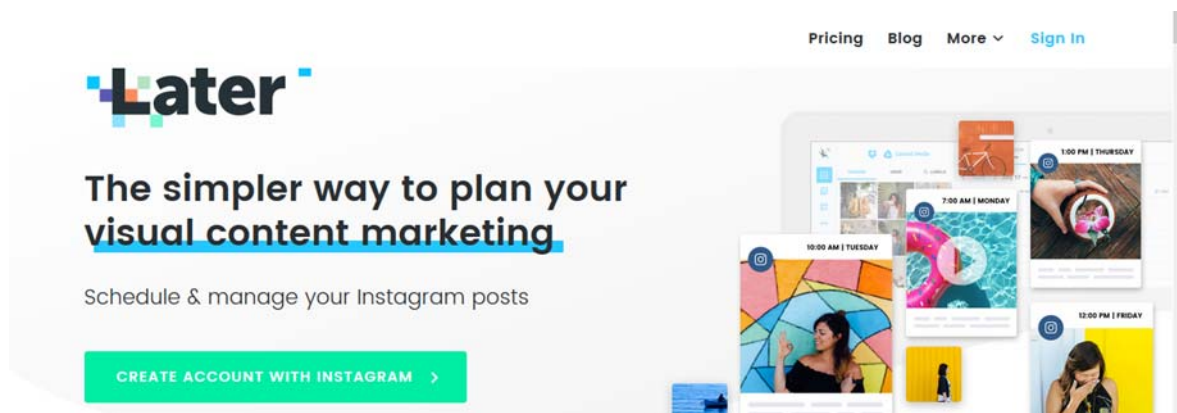
Later is an intuitive tablet, mobile and browser based scheduling platform in Instagram. It will give you the ability to explore hashtags and share user-generated content. Also, you can organize your posts with a content calendar, and get a preview of your own Instagram feed before you publish it. Top brands like Lonely Planet, Yelp, Steve Madden, etc., are using Later on their platform.

Take Excellent Photos

If you want to have a good presence on Instagram, then fill your feed with stunning visuals to clearly communicate the identity of your brand. Even if you are not a professional photographer, you may still make great content using excellent apps.

[VCSO](#)
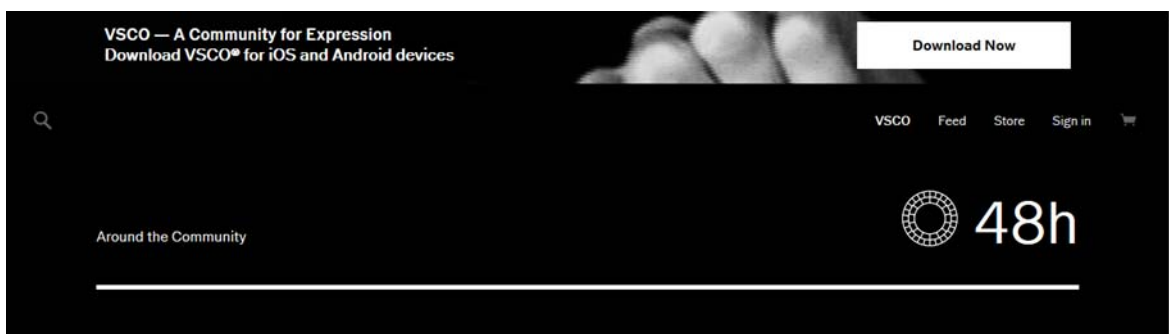
VCSO emerges as one of the reigning champs when it comes to creating stunning images on the go. Part social media network and part photo editing platform, VCSO is the heart of every Instagram strategy.

Afterlight
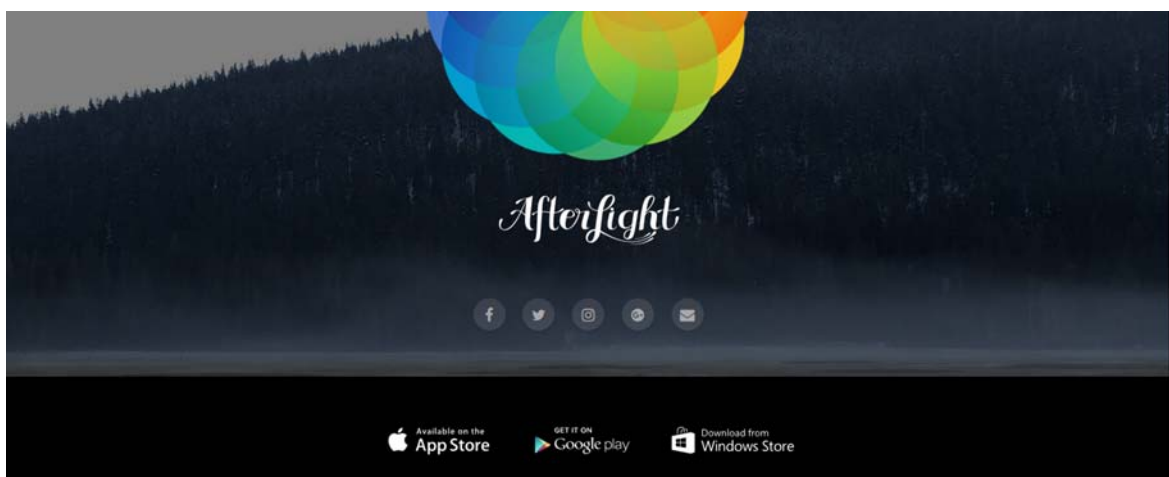
Afterlight is a great app for photo editing, which boasts a default set of 128 frames, 78 textures and 74 filters. It will offer you tons of options to play with your photos. It also includes 15 tools to help adjust and edit your photos, so you can get a good view of what you're looking for.

Snapseed
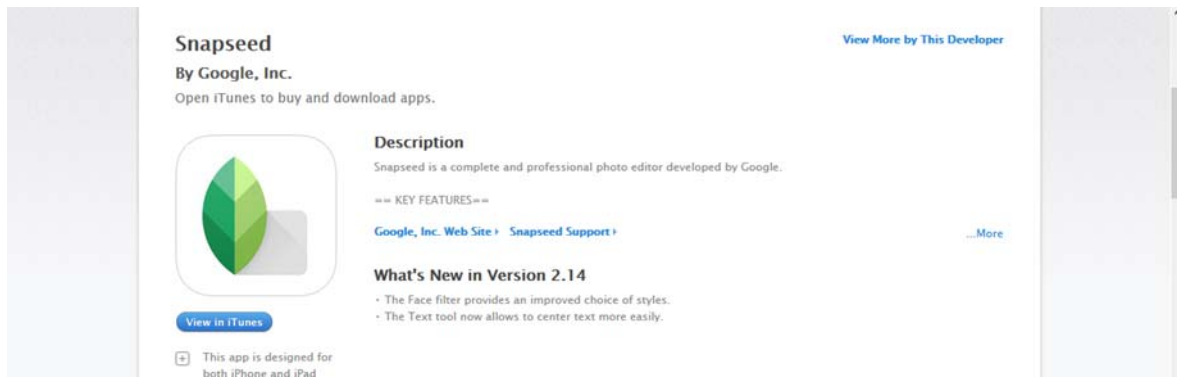
Snapseed gives you an option to perfectly fine-tune your photos. While Instagram has a default filter that lets you edit your images, this app lets you apply your own effects with a brush, so you can create perfect details in your images.

Now that you know the right tools and services to make processing, running and managing Instagram ads easier, it is time for you to get out of the box and get yourself ready to show the world the value of your offers.

Chapter 14: Shocking Case Studies

There is no doubt that Instagram is becoming more popular in the world of social media.

It's become very beneficial to promote your brand easily, and share your content links of your website to Instagram, which is one of the best ways to market your brand.

Here are the Instagram case studies that showcase the most unique and creative strategies that provide impressive results.

How Philadelphia became more Visible to their industry

Philadelphia is a famous cheese company that has a large brand utilizing social platforms. They are the first company that used Instagram to promote their brands and reach their goals successfully.

Philadelphia wanted to showcase the creative photos of their foodies, so the viewer would not be able to resist what they offer. They wanted to show different kinds of things you can do with cheese, and how they can help party planners.

In their marketing campaign, they targeted 25-40 year old females, who in general are the people planning a party. Through their campaign, they showcased the proper uses of cheese.

They saw an 8 point increase in message association, their company become more visible to their audience and increased their sales by almost 41%.

Levi's impressive results with a marketing campaign on Instagram

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

Levi's is one of the best American retailers to focus on the idea of living in a moment, and express it through their photos. Through this ad campaign, they wanted to become a more widely recognized blue jean maker across the globe.

They wanted to show in photographs that by wearing their iconic clothing in the outdoors, people would enjoy beautiful moments. This would encourage people to buy and wear their products, so they pushed their campaign using images.

Their marketing campaign was focused on groups of people that were 18-34 in the US. In their campaign, they wanted to intrigue users with the impressive photos of their products.

Levi's Instagram campaign has reached almost 7.4 million people in the US, and saw a 24 point lift in ad recall. Currently, it is one of the marketing campaigns on Instagram that reaches a huge number of millennials.

How Mercedes-Benz broke the record of a marketing campaign in Instagram

Mercedes-Benz is a well-known car company that launched their GLA model which is considered the first compact SUV. Due to this, they wanted to gain exposure for their new product and inform people about their launch.

They wanted to create an engaging Instagram marketing campaign that would reach out to lots of photographers by asking questions. Among the questions, they asked "What will you pack in the GLA?" The consumer would take a photo to show how versatile the car would be for their trip.

They achieved a 14 point jump in their ads and gained a 54% increase on their site. They also got direct responses from their audience.

How Burt's Bees Benefited from Instagram marketing ads

Burt's Bees is one of the great low priced products that have benefited from Instagram ads. They wanted to promote their new collection of a lip crayon line, expand awareness and increase their ad recall in the world of beauty.

They wanted to look to the growing attention of their market where they could show their original products in a very natural way.

In their marketing campaign on Instagram, they targeted the 18-24 year old crowd in the US to show them that their product could delight their lips.

They saw a 5 point increase in their product awareness and a 16 point rise in their ad recall.

The unique way of Bloom and Wild in choosing perfect ads in Instagram

Bloom and Wild used Power Editor to create their Instagram campaign, and used their existing email list and created a look alike audience. They also tested their normal campaigns and compared the engagement of their photos. Whichever photo got the most attention, would be the one they would use in their campaign.

They found out which videos and photos were best to use in an ad campaign to get the highest rate of conversion. When they chose the winning ad, it would ensure they could scale up their ad campaign and provided a strong call to action for their ads.

They immediately increased their orders by almost 62% and many customers recognized their bouquet shop.

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

Great Marketing Campaign of Frank Bod

Frank Bod is one of the best Australian skin and body care brands which uses coffee for their products.

They wanted to make people familiar with their unique products and make their image become the center of Instagram.

They used their own Hashtag to promote their brand perfectly and caught the attention of their audience.

They have now 690k followers and their customers became aware of why they needed their products.

Unique ways created Brand Awareness for Adidas Neo Products

Adidas is already known by most people, but they wanted to inspire more people by using Instagram posts to make their audience engage their products.

They want to target young and popular celebrities to spread the news of a contest. They launched the contest to create buzz in the market, and used Hashtags for celebrity users to post their images through their #MyNeoShoot.

Adidas generate 71,000 mentions for their hashtags and reached 41k followers.

Explore the City Through "No Your City"

"No Your City" offers great photos and videos of different cities through the use of hashtags.

They showcase and explore the natural beauty of different cities.

They used lots of Instagram accounts to follow their Instagram, brands, gems, and used Instagram professionally for users to promote their brand or business.

Their account became more connected and engaged by people.

Promoting fitness with Kayla Itsiness in Instagram

If you want to be inspired to be fit, Kayla Itsiness is the best for helping you do this. She writes articles, blogs and ebooks on the subject.

She tells the stories about her fitness app and other products, and wants to make the community be part of it.

She markets her product by mentioning them over and over, and includes amazing photos to tell the stories through the use of her app and other programs.

She has 5.6k followers and is one of the more prominent figures on Instagram.

How Guerlain marketed their brand on Instagram successfully

Guerlain is one of the oldest houses of perfumes. They marched into the world of cosmetics and wanted to get recognized by the young.

They established 4 weeks of Instagram pictures for their campaign and targeted women in France to present the connection of Paris and Terracotta in a very elegant and classy way.

They created beautiful photos that they used to target their audience that provided great impact with real accuracy.

Their photo campaign reached overwhelming success, and has been loved by almost 965,000 women which added 23 points to their ad recall and 15 points to their brand campaign.

Instagram can be amazing to people who want to promote their products and services, and engage their customers to provide the highest return available.

Chapter 15: Frequently Asked Questions

Today, Instagram is one of the largest social media platforms that individuals are using. The platform is used for both personal or business reasons.

Instagram is a social media site which allows its members to share and take photos, add captions and hashtags, and even connect it to other social media sites to which they also have access.

Almost all social media platforms include advertisements, and Instagram is not excluded. The site is now also a place to quickly advertise products and services, because almost everyone has their own Instagram accounts and can access it on their devices.

Nevertheless, people who are interested in posting ads on Instagram also have a lot of questions. It's not easy to put up your own promotions on a particular site.

If you want your questions answered when it comes to Instagram Ads, here are some Frequently Asked Questions asked by advertisers when looking to make use of the site for marketing their goods and services.

Why Choose Instagram as a Platform for Marketing?

Instagram is now one of the most effective platforms for marketing. Millions of people are using the social media site which gives advertisers the chance to attract potential customers.

Choosing Instagram as your stage for advertising is efficient for advertisers to quickly attract customers. Marketers are using the site because of its user base.

Annually, the number of users on the site continues to increase which means that creating ads on Instagram will reach millions of clients every year.

Are Instagram Ads Expensive?

When Instagram Ads was introduced to the public in 2013, the price was a bit expensive since only the top clients were the target.

However, as time passed, the price for an Instagram ad is now equivalent to using a Facebook ad campaign, so no matter how big or small clients may be, they can easily publicize their products, brands, business, and services.

How can I possibly make my own Instagram ads?

When it comes to making your own Instagram ads, you can do it using Facebook's Power Editor. This feature will be your guide to create your Instagram ads without a hassle.

Before you can start making ads, you should start setting up your Facebook Business Manager. If your business already has a Facebook page, link it to the Facebook Business Manager that you have created.

Next, connect your Facebook Ad Account to the Facebook Business Manager. Once you have everything set up, you can start adding your account on Instagram.

Your Ads Manager will enable you to access the Power Editor and produce your own ads on Instagram.

What ads are shown on my Instagram?

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

Instagram ads don't just pop up in your feed. Instagram ads that are mostly shown in your feed are ones related to your interests.

The basis for what ad needs to be shown to you by Instagram depends on the activities you have been doing on the site and other sites.

Some of the ads you may see on Instagram might be one for a product you that have been following, or it could depend on the items that you "like." If you are following a company that is about mobile phones, you might see ads about them.

How to remove ads that I don't want to see?

Instances come when an ad does not meet your expectation, or you simply don't like it. If you have seen an Instagram ad that you don't want to see again, the best thing to do is to hide it.

How? Just simply tap the Sponsored banner that can be seen on the upper right corner of the ad.

After tapping, you can select "Hide This." By doing so, you'll avoid seeing the Instagram ads that you don't want to see.

Is Instagram Ads only limited to Top Clients?

No. Instagram ads are not only made for top clients. It´s open to all clients.

Everyone can make their own ads on Instagram by using the ad creator or the Power Editor.

If you have a Facebook Page, you are eligible to make your own ad, because it is the platform that you'll be using to run your Instagram ads.

Is having an Instagram Account Beneficial when I decide to make Instagram Ads?

An Instagram account is not a prerequisite for Instagram ads. However, there are instances that having one can be beneficial.

If you have an Instagram account, you can connect it to your Facebook Business Manager.

By doing so, you'll be able to respond to comments left regarding your ads. However, if you don't have one, you cannot reply to the comments.

Also, the photo and name of your page in Facebook is the one that will be used when you have your own Instagram ads.

Can advertisers grab and use my videos or photos for their ads?

In Instagram, your photos or videos will only be yours.

No one can make use of it, especially for Instagram ads.

Advertisers may not utilize a user's photos or videos for their Instagram ads.

Where can I find the rules that need to be followed for Instagram ads?

As for rules regarding Instagram ads, you can find them on Facebook, because it is the sister company of Instagram.

All the do's and don'ts for Instagram ads, Facebook and Instagram, can be found on Facebook.

Whenever an advertiser wants to put an ad on Instagram, they should check to see if the ad is within the rules.

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your Instagram Advertising even farther, we invite you to get the most out of it by getting access to our Live Video Training clicking here **(Insert your Upsell offer URL)**.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Instagram Advertising.

Instagram Advertising has come to stay in the market forever.

To Your Success,

Your Name

Click here to access my exclusive Instagram Ads Video Training! (Insert URL)

Top Instagram Ads Resources

Videos

- ✓ https://www.youtube.com/watch?v=Ec2rPFrdAmY
- ✓ https://www.youtube.com/watch?v=2Z0iJOo7XMM

Tools & Services

- ✓ http://sproutsocial.com/integrations/instagram
- ✓ https://www.smartly.io/?gclid=Cj0KEQiAnvfDBRCXrabLl6-6t-0BEiQAW4SRUAT68kmXAeiv7550JipXrJplurwfe4W4wQDyBtcHew4aAsN98P8HAQ

Training Courses

- ✓ http://www.socialedge.co/wp-content/uploads/2015/10/Instagram-Ads-Training.pdf
- ✓ https://www.facebook.com/blueprint/courses/instagram

Blogs

- ✓ https://business.instagram.com/advertising
- ✓ http://www.theatlantic.com/technology/archive/2016/09/the-uncanny-valley-of-instagram-ads/501077/

Forums

- ✓ https://www.americanexpress.com/us/small-business/openforum/articles/boost-business-upcoming-instagram-ads/
- ✓ https://forums.digitalpoint.com/threads/instagram-ads-are-awesome-or-are-they-are-you-annoyed-by-ads-on-social-media.2764087/

Affiliate Programs

- ✓ http://healthywealthyaffiliate.com/instagram-for-affiliate-marketing/
- ✓ http://instarevealed.com/affiliate-program/

Webinars

- ✓ https://www.facebook.com/business/a/advertising-on-instagram-webinar
- ✓ https://www.youtube.com/watch?v=PkjFmoj_iEQ

Infographics

- ✓ http://www.mdgadvertising.com/blog/wp-content/uploads/2015/06/the-science-of-brands-on-instagram.png
- ✓ http://imgur.com/KG09pYA

Case Studies

- ✓ https://blog.hubspot.com/marketing/instagram-ads-we-love#sm.00016jgnl7b0gf2dv7u20tmj674ze
- ✓ https://business.instagram.com/

Facts

- ✓ https://blog.hootsuite.com/instagram-statistics/
- ✓ http://www.360degreemarketing.com.au/blog/did-you-know-facts-figures-on-instagram-advertising

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