



# BEGINNER'S GUIDE TO INSTAGRAM ADVERTISING

A WHITEPAPER THAT EXPLAINS YOU HOW TO GET STARTED WITH INSTAGRAM ADVERTISING



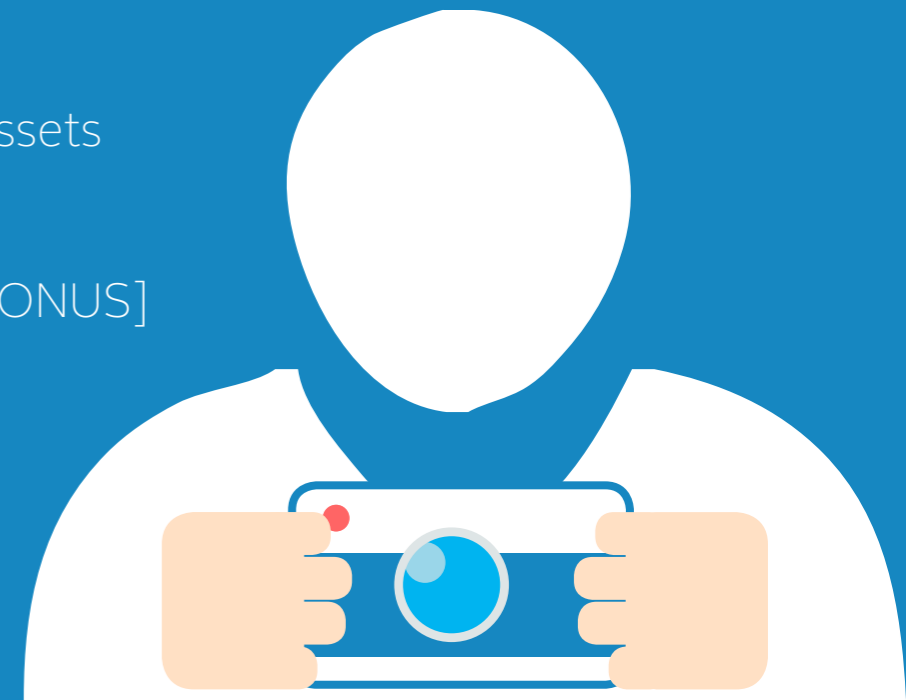
# Introduction

In this whitepaper we present interesting facts and figures about Instagram as an advertising platform so you will understand the structure and context of this social network. Step by step we will explain you how to get started with Instagram advertising.

What do you need to know before you are going to advertise on Instagram? We've set up the most important do's and don'ts based on advertisers who are already launched their campaigns on Instagram. As a bonus we will present the 'Universal Rules for Successful copy'.



- What is Instagram?
- Facts & Figures about Instagram
- Why do you want to advertise on Instagram?
- Instagram Advertising Goals & Features
- How to get started
- Good to know before getting started
- Visuals: Instagram's most important assets
- Do's and don'ts
- Universal rules for successful copy [BONUS]




# What is Instagram?

Instagram is the art gallery of the future. For users it's a fun and quirky application where they can experience moments in their friends' lives through photos and videos as they happen. For businesses it's a serious advertising platform where you can share your business story with your audience through a series of pictures or videos.


What you see on Instagram is real life user generated content. The photos and videos are not created in a studio but represent real people doing something in real life. The most popular pictures on Instagram are colorful, vibrant and eye catching.



100% Mobile



Shots from  
real life



Colorful, vibrant  
& eye catching

# What is Instagram?

Since 2010 Instagram has been growing to a platform with more than 400 million active users every month. Advertising on Instagram is still relatively cheap (because of the lack of advertisers) and the users of Instagram are mostly millennials, 53% of the 18-29 years old use Instagram.



400+ Million  
users



Low costs



Millennials

# Instagram users

Instagram users are visiting Instagram 10 times a day on average, which is a lot. And they are 1.5 times more likely to follow you. So if you have high quality content that you show to people who are interested in your product or brand and you make it relevant for your target audience, the Instagram users are 1.5 times more likely to follow you compared to other social networks.



**10X**  
daily sessions

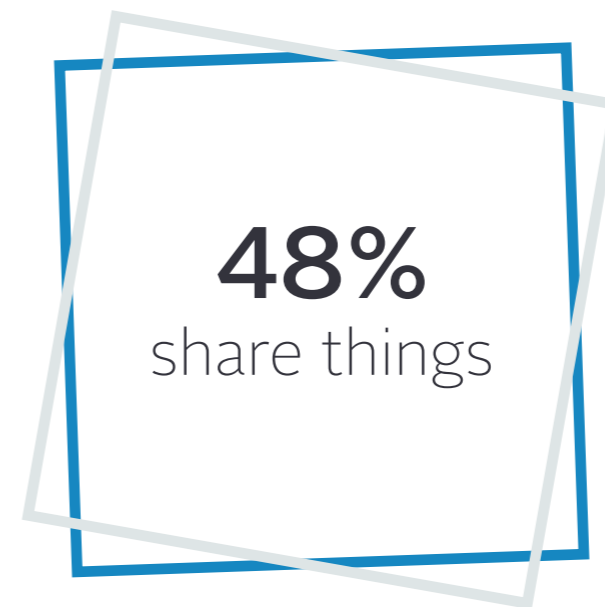
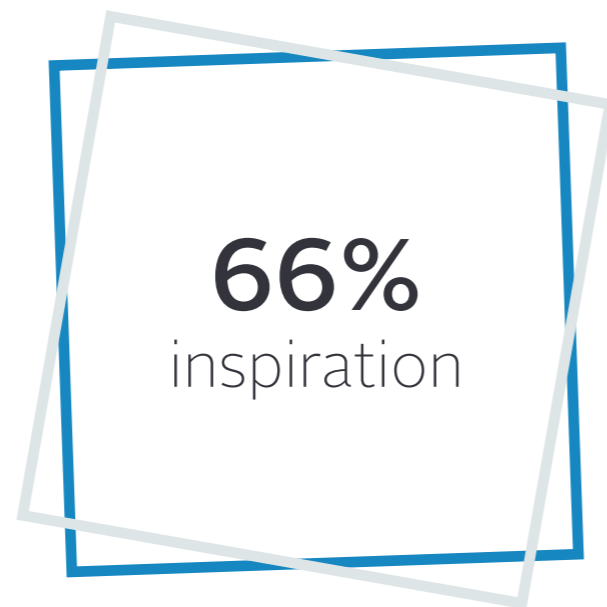


**1.5X**  
more likely to  
follow you

# Why are they visiting Instagram?

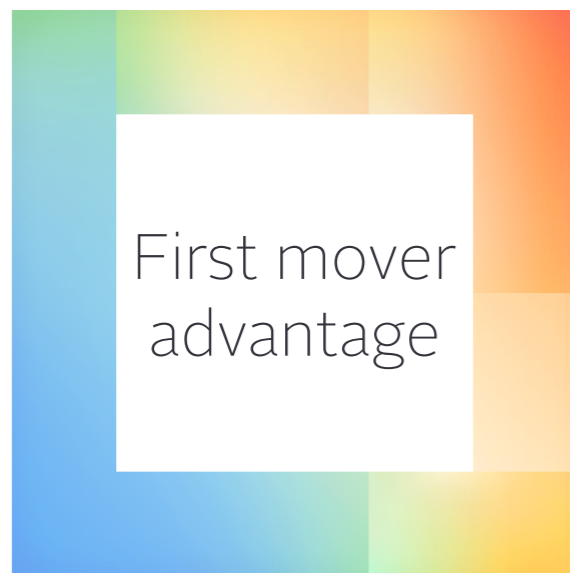
If you want to understand what is relevant for the audience you're going to target on Instagram it's good to understand the behaviour of the users. So the main question here is: what is the goal of Instagram users when they open the application? 66% of the users stated they use Instagram for photos and videos to inspire their daily lives. And 48% visit Instagram to share things with their friends and family.

These are interesting metrics, because people use Instagram to get inspired and that makes it a completely different platform than Facebook so we highly recommend to tailor your campaigns for Instagram.



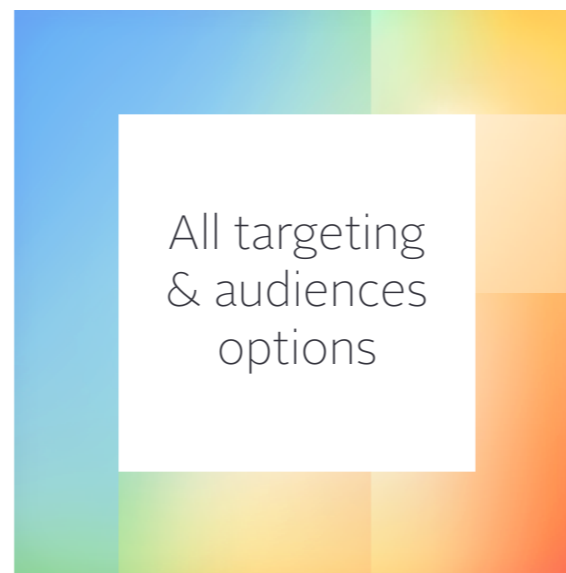
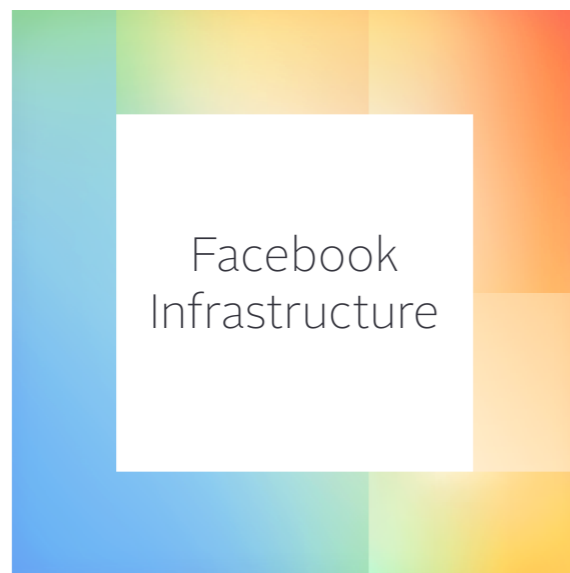
# Why do you want to advertise on Instagram?

At this moment it's a big opportunity for everybody to advertise on Instagram. Because you're one of the first to advertise on Instagram, chances are not many competitors are advertising on Instagram yet. If you are on top of your advertising game you can profit from your first mover advantage. At this moment first results are showing a higher Click Through Rate which means lower costs compared to other social advertising channels.



# Hit the ground running

Since 2010 Instagram is part of Facebook and with Facebook already being a giant in advertising they used the same advertising structure to build up Instagram advertising to make sure you have the best advertising experience. This means you can use all targeting and audience options like Custom Audiences, Open-, Demographic-, Interest targeting you have been using as a Facebook advertiser. You can hit the ground running!





# Instagram Ad Campaign Goals

You need to set a goal before you publish your campaign and then Facebook will optimise your campaign based on the goal you have chosen. But what does Instagram offer you in terms of advertising features? What kind of goals can you select in Instagram?

- Website conversions (currently limited available through selected partners such as TNA)
- Link clicks
- Mobile app installs
- Page post engagement (currently limited available through selected partners such as TNA)
- Video views

If you would like more information about these goals feel free to [contact](#) us!

# Instagram Ad features: Link Ads

The image displays three Instagram Link Ad examples side-by-side, each with callouts pointing to specific features:

- Example 1 (madedotcom):** The ad features a light blue background with the text "MADE<sup>o</sup> YOU LOOK" and a hand holding a blue folder. The callout "Your Instagram profile name" points to the "madedotcom" header. The callout "The visual of your campaign" points to the main image. The callout "Your copy" points to the text below the image: "At MADE, we bring you great furniture design, crafted by the best makers in the business. Our stripped-back business model saves you up to 70% of typical high street prices." A "SHOP NOW" button is visible at the bottom right of the ad.
- Example 2 (thenorthface):** The ad features a photograph of a person climbing a snowy mountain peak. The callout "Sponsored post" points to the "Sponsored" label in the top right corner. The callout "Call to action button" points to the "LEARN MORE" button at the bottom right. The callout "Link behind call to action button" points to the text "view all 186 comments" below the button.
- Example 3 (gilt):** The ad features a collection of summer fashion items including a hat, sunglasses, a bag, and shoes. The callout "Sponsored post" points to the "Sponsored" label. The callout "Call to action button" points to the "SHOP NOW" button. The callout "Link behind call to action button" points to the text "view all 54 comments" below the button.

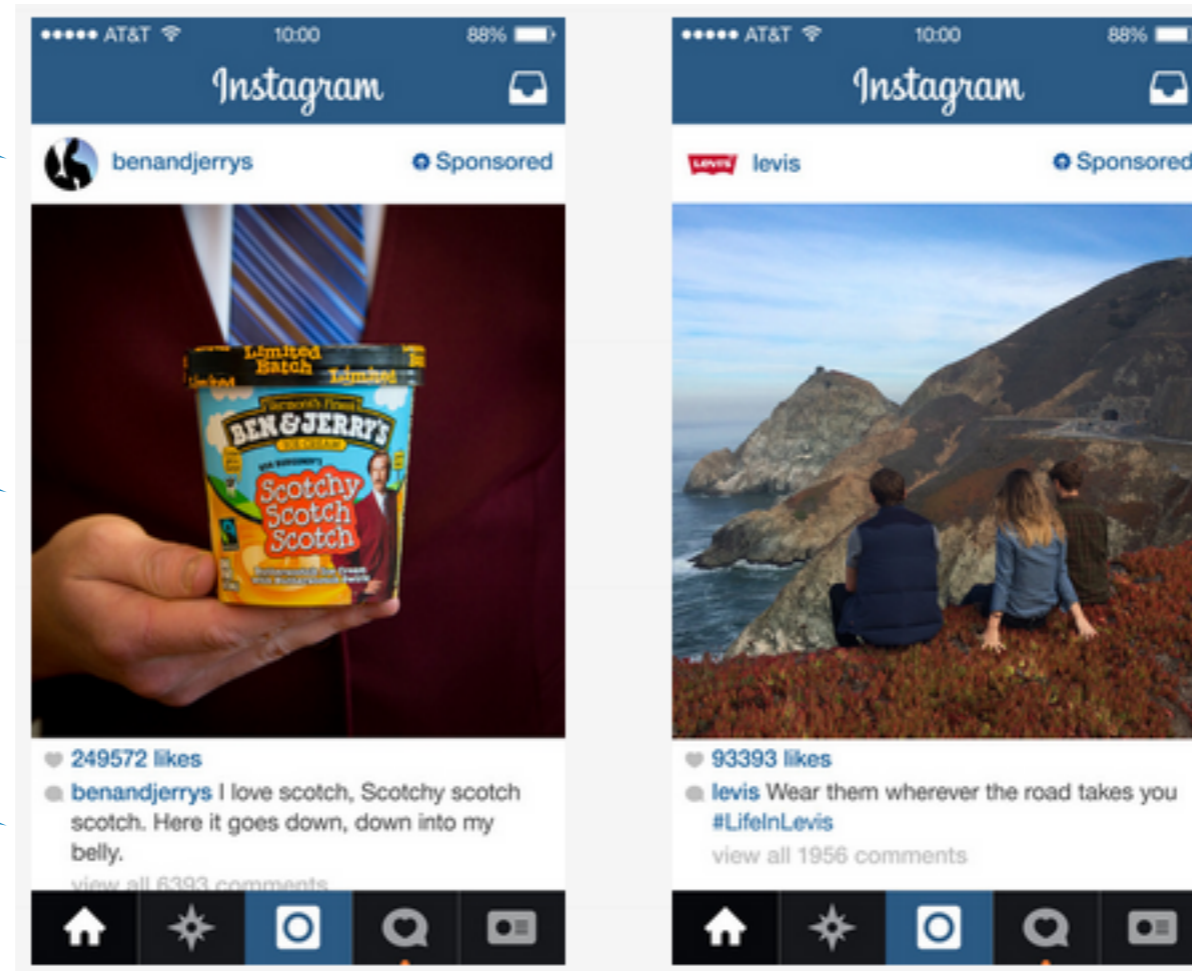
Vertical ellipses between the callouts on the right indicate that these are representative examples of the features.

# Instagram Ad features: Photo Ads

Your Instagram profile name

The visual of your campaign

Your copy



Sponsored post

No call to action button



**TNA**  
THE NEXT AD

# Instagram Ad features: Video Ads



Sponsored post

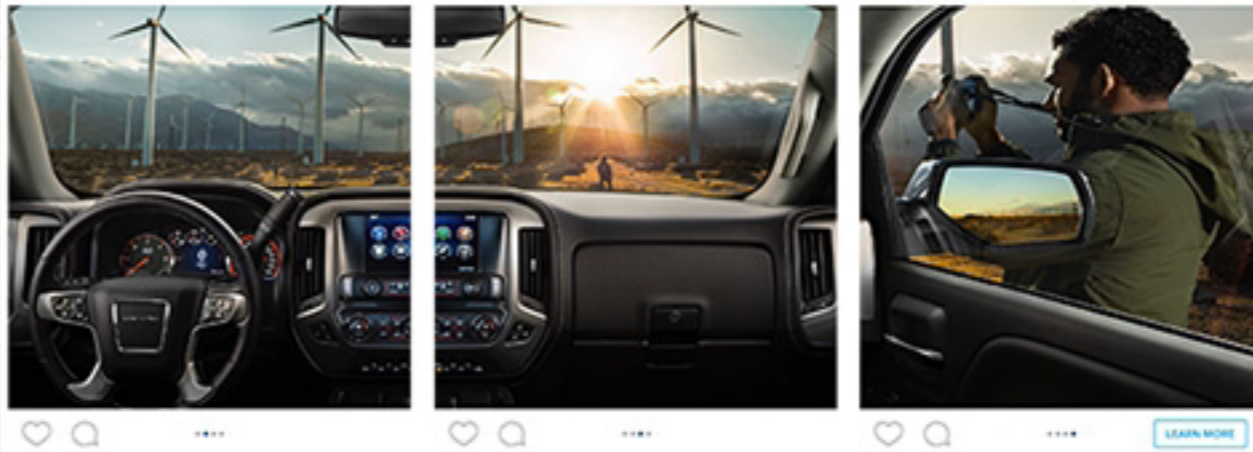
Your video

Tell your business story with high quality content & sound

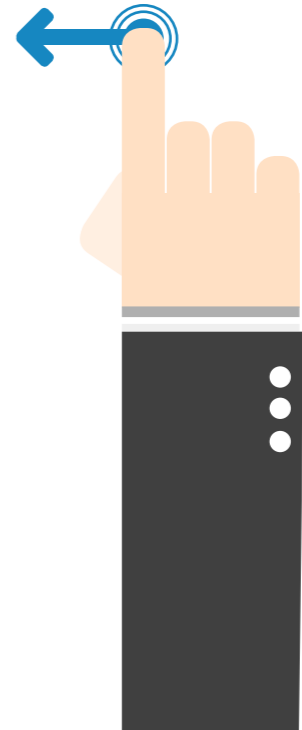
No call to action button

# Instagram Ad features: Carousel Ad

Tell a bigger business story through several high quality photos



Your audience can *swipe* to reveal the bigger story you want to share





# How to get started

To start with Instagram advertising you will need to connect your Instagram account to your [Facebook Business Manager](#). The Facebook Business Manager is being used by Facebook to manage all your Facebook pages, ad accounts & from now on your Instagram account. Connecting your Instagram account is simple and can be done in a couple of minutes.

If that's done, connect your Facebook ad account to your Facebook Business Manager. Your ad account is practically your wallet for paying your ads on Facebook. If you don't have an ad account you can set one up in the Business Manager. Don't forget to add a payment method there.

If you get stuck somewhere in the process feel free to [contact](#) us.

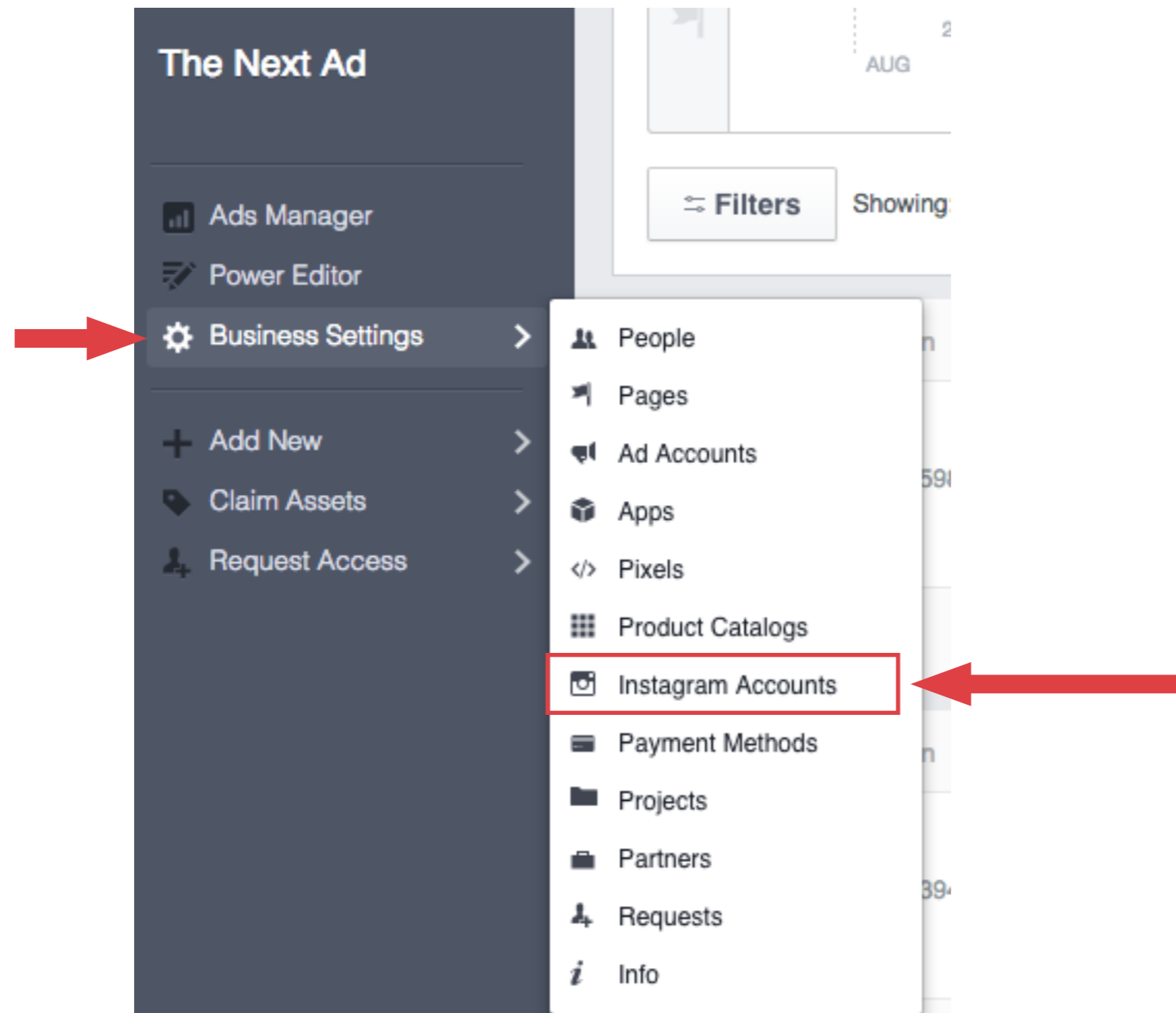


[business.facebook.com](https://business.facebook.com)



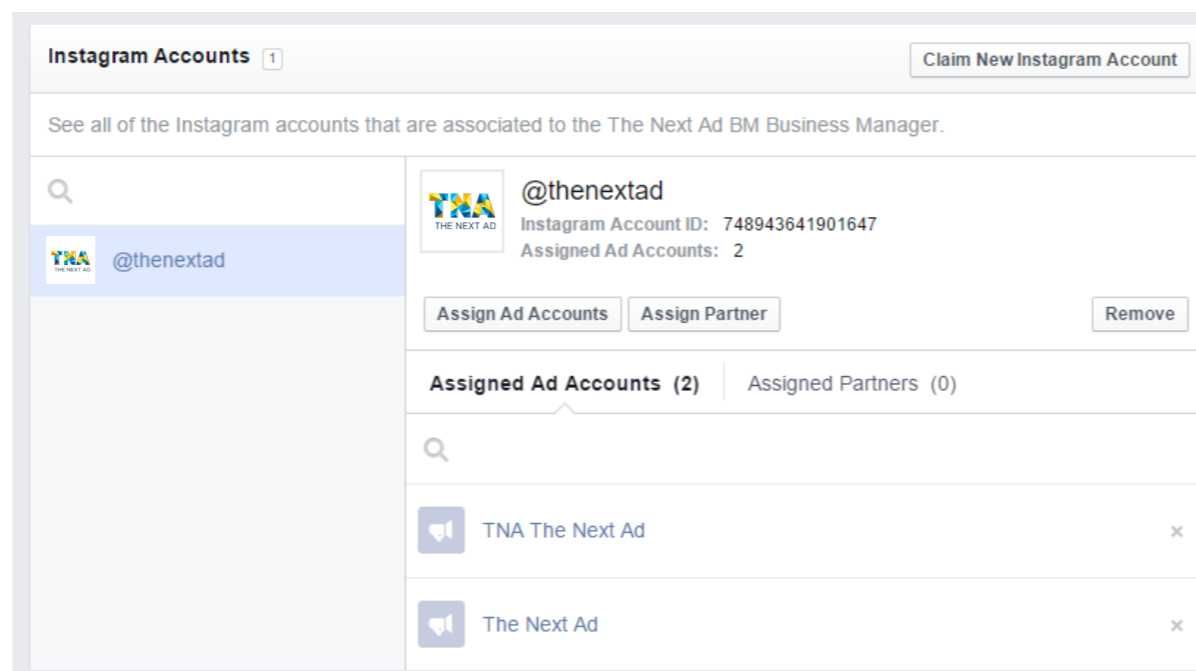
## Step 1: Connect your Instagram account to your Business Manager

- Go to your Business Manager account and hover over Business Settings
- Select Instagram Accounts



## Step 1: Connect your Instagram account to your Business Manager

- A new window will open up. To 'Claim New Instagram Account' you need the username and password of your account or your clients account to get connected
- Assign your Instagram account to the most relevant advertising account in Business Manager. For example: if you have a personal and a business Instagram account, choose your business account instead of your personal account



- No Facebook Business Manager? Go to [www.business.facebook.com](http://www.business.facebook.com) to set up one
- No Facebook Ad Account? Create one in the Business Manager

## Step 2: Go to your favorite tool and create your campaign!



# Good to know before you get started

## 1. Don't create an ad that looks like an ad.

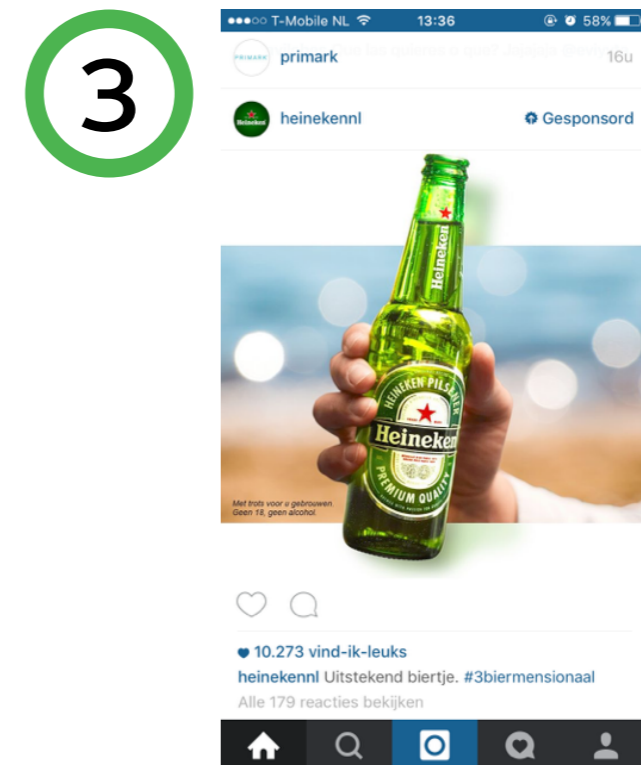
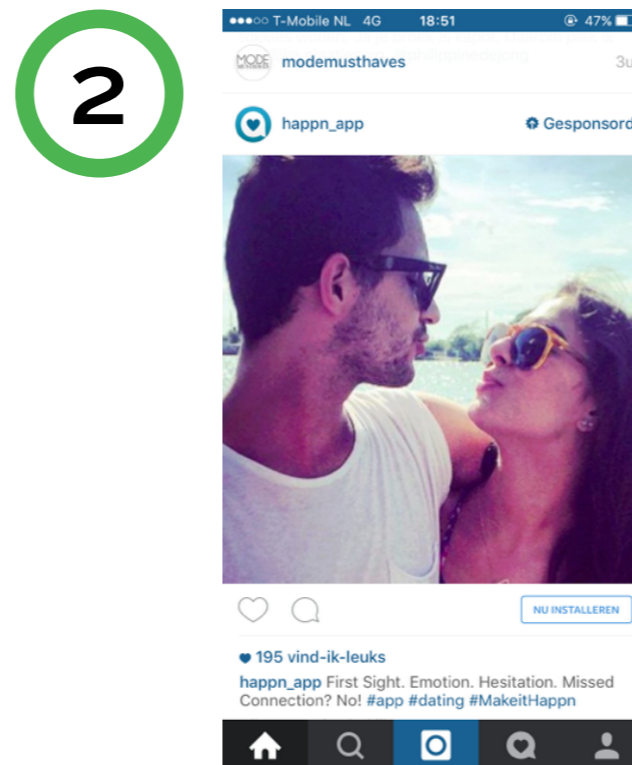
This may sound pretty stupid but should have a native and authentic feeling. If your ad doesn't feel real to your audience, it's time to go back to the drawing table!

## 2. Use popular *#hashtags*

To get noticed between organic photos and videos it's important to use *#hashtags*. You can tag a long on a popular *#hashtag* but you can also create your own *#hashtag* to inspire your audience to use the same *#hashtag* when they are using your product. If you create a successful *#hashtag* it will result in an amazing user generated collage of your product or brand

## 3. Copy must be shorter than ever

Visuals are the most important ingredient on Instagram. Use a couple of words to make your goal clear

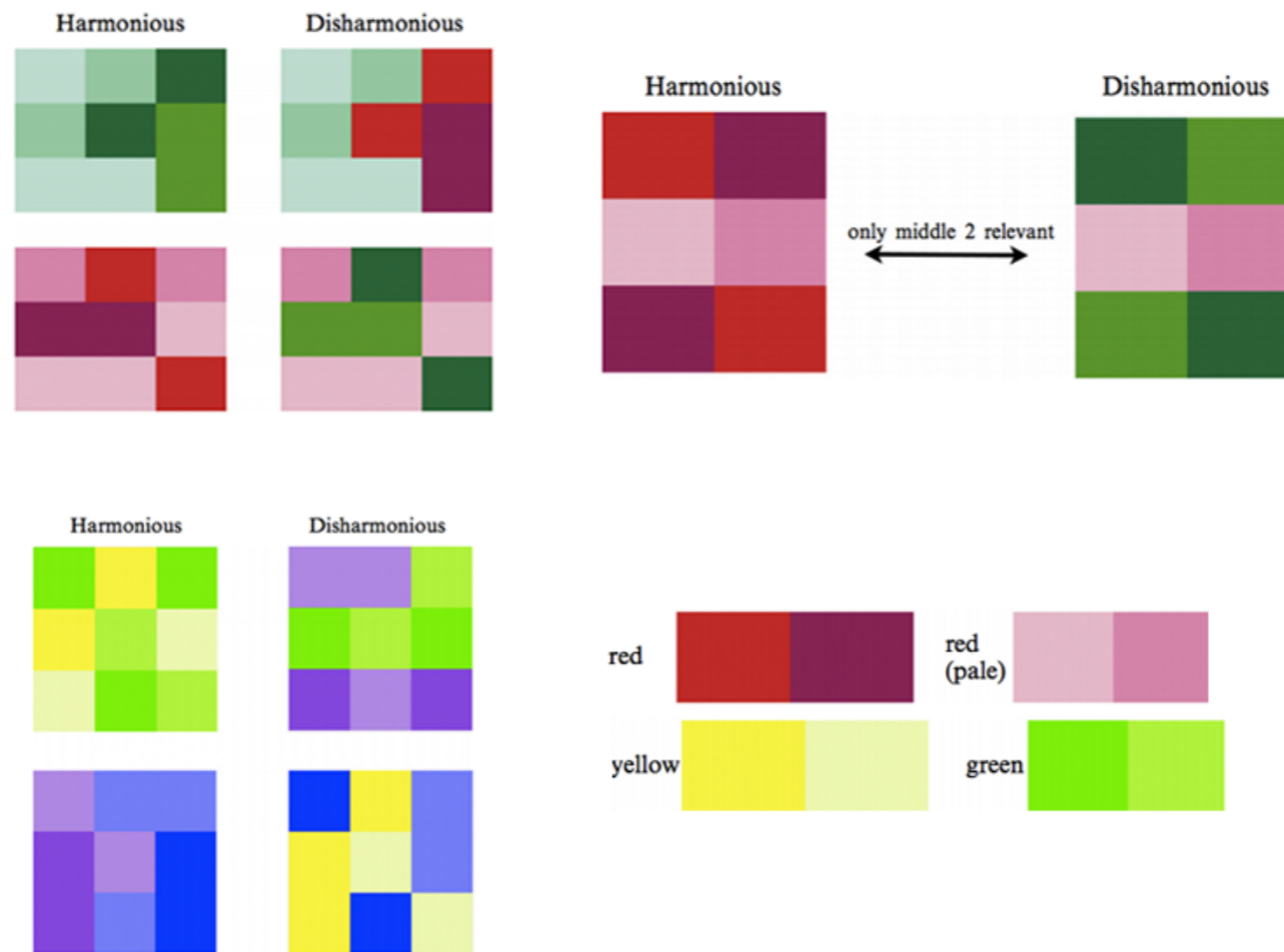


We remember 80% of what we *see*  
and 30% of what we *read*

# Harmonious colors are easier to remember

Use Harmonious colors instead of Disharmonious colors

Study showed a group of similar colors are more harmonious and pleasant than contrasting disharmonious colors. Using harmonious colors in our visual has a positive impact on our ability to remember what we just saw.



# Include people with emotions in photos

When you include people with emotions in your photo, the image will trigger a memory of that emotion in our brain. And make us remember the feeling we're looking at.

When we look at these happy kids it triggers happiness because there is nothing negative in this picture at all. Adding people in your visual is great practise and the more emotion you show in your pictures the better it works.





# Familiarity above beauty

Eye-opener alert! Familiarity goes above beauty. If we take a look at the picture below, we see a piano because we know what a piano looks like. When we see a picture with something we recognize we can remember the picture better than a beautiful picture of for example an unknown landscape. Our brain has a hard time remembering pretty things. It's better in recalling pictures of stuff we already know and are familiar with.



# Multiple pictures reinforces your point

Using multiple picture in your ads will have a positive effect on the memory of your audience. Below you see an example of Marks and Spencer. The story this ad is showing is obviously about fashion. More specifically that it's about the look and feel of Boho Chic. Different woman are showing different pieces of their collection to tell you a bigger story. If you're interested in this style, you are more likely to use the call to action button 'shop now' after seeing 3 pictures instead of just one.

The image shows a Facebook carousel advertisement for Marks and Spencer. The ad is titled "FB Carousel Format Creative Examples via Marks and Spencer" and is dated "September 28". It consists of four panels:

- Panel 1:** A woman in a dark jacket, white shirt, and jeans, wearing a red hat and carrying a brown bag. Below the image is the text "Art of Boho Chic" and "Shop the latest trends in Boho Chic..." with a "Shop Now" button.
- Panel 2:** A close-up of a woman with blonde hair wearing a grey hat and a light-colored top. Below the image is the text "Art of Boho Chic" and "Shop the latest trends in Boho Chic..." with a "Shop Now" button.
- Panel 3:** A woman in a dark, patterned dress and brown boots, wearing a black hat. Below the image is the text "Art of Boho Chic" and "Shop the latest trends in Boho Chic..." with a "Shop Now" button.
- Panel 4:** The Marks and Spencer logo "M&S" with "EST. 1884" below it. Below the logo is the text "See more at MARKSANDSPENCER.COM".

At the bottom of the carousel, there are icons for "Like", "Comment", and "Share".

## DO'S

- Start right now
- Include people with emotions
- Familiarity
- Multiple pictures
- Nice product shots
- Solid short copy
- *#hashtags*
- Relevant call to action buttons
- Be human, add emoticons
- HQ pictures
- Inspire people
- Share stories
- Harmonious colors



## DON'TS

- Ads that look like ads
- Long copy
- Bad visuals
- Disharmonious colors
- No follow up
- Bad quality picture
- Copy in visual
- Sending people to other networks in the copy
- A lot of mentions
- Copy & paste Facebook ads





# Universal Rules for Successful Copy [BONUS]

Because Instagram also has copy, we've included a quick checklist to write the best copy for your Instagram Ads!

**Relevancy** is the match between what you are trying to tell your audience and what your audience wants to hear. Relevancy is really important because in a split second it triggers your audience to pay attention to what you are trying to sell through your ads. The key to relevancy is to know who's your audience. We have explained how to build the perfect funnel in our previous whitepaper. Download the whitepaper here: [>> Targeting Whitepaper <<](#)

**Desire** is the second important ingredient, because who doesn't want to optimise their Facebook and Instagram budget campaigns without lifting a finger? Everybody! You see what I did right there? You want to show your audience something they want, something they need, something they desire. You can talk about plain USP's here, but you can also try to talk about feelings.

**Exclusivity** is the third important ingredient. Because after you have presented a relevant ad which matches the desire of your audience a potential customer could still say: Why should I buy this product from you and not from your competitors? You need to create exclusivity so the potential customer wants to stick with you.

**Urgency** is the last optional ingredient. You don't always have to use urgency but in the right moment it could be a great call to action and an immediate lead generator. For example: this is a limit time offer, you have to claim it before twelve o'clock.

## Relevancy



## Desire



## Exclusivity



## Urgency





## About The Next Ad

TNA's Facebook and Instagram advertising suite enables brands of all sizes to easily publish and optimise their ad campaigns. Get your data on board safely and share real time reporting dashboards with your team.

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With TNA's Hyper Optimisation your ad campaigns will automatically segment audiences, shift budget to your best performing target groups and find your best ad creative.



## Create, Optimise & Analyse


Get on board and start today with optimising your advertising campaigns on Facebook and Instagram.

- Advertise on Instagram & Facebook
- Create ads quicker than ever
- Optimise your budget & ads automatically
- Prevent ad fatigue, automatically
- Create & Share beautiful reports easily
- Work on campaigns together

Interested?

Claim your 14-days free trial  
<https://signup.thenextad.com>

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