

INSTAGRAM PAID ADS GUIDE

August
2022

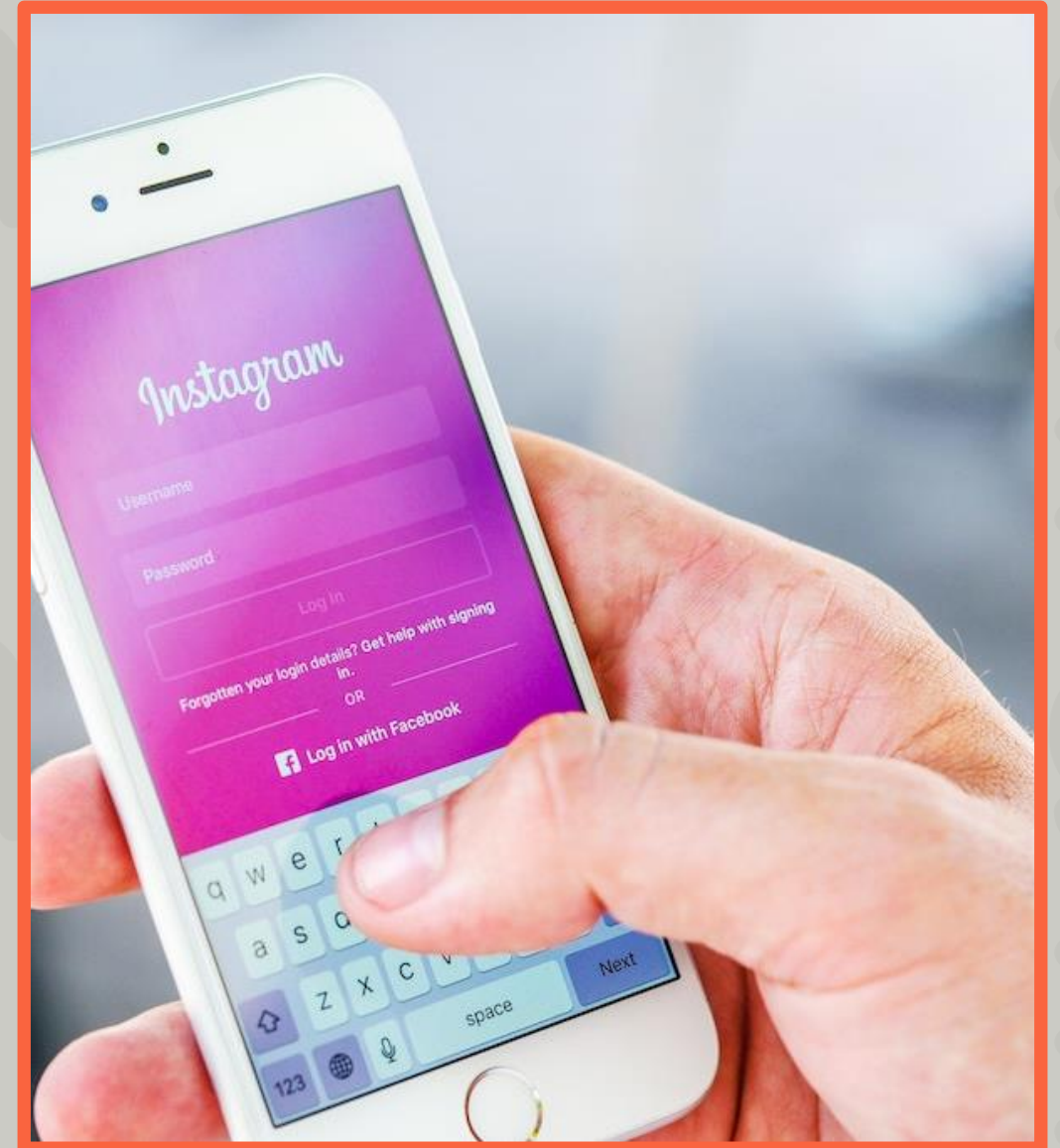
WHY USE INSTAGRAM FOR ADVERTISING?

Owned by Meta (previously Facebook), Instagram's key audience base consists of **Gen Z** and **Millennials** (as of March 2022), with a 50/50 split in gender.

Instagram ads are posts that pop up on a user's Instagram feed. The business or person advertising pays to display the content across Instagram, which is often accompanied by a "Sponsored" label.

The UK has the 9th largest advertising audience in the world with a potential **31,750,000** people to reach, or **54.8%** of the country's population who are aged 13+.

30.1% of this potential audience are aged **18-24**... in other words, the **School Leavers demographic** – a key audience for IoT advertising.



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DEFINING YOUR OBJECTIVES

There are various ways to leverage Instagram for marketing, depending on your marketing objectives. That's why it's so important to **start with your objectives**. With clarity around what you want to achieve, you can create the right assets and copy to help you achieve your goals.

Instagram campaign objectives fall into three broad categories:

- Awareness
- Consideration
- Conversion

You can refine the objective further under each category.

If you want to get users more familiar with your IoT brand, you may want to opt for **Awareness > Reach** to get your ads in front of as many people as possible.

If you want to drive users to your website so they can take a small step towards conversion, then you may want to opt for **Consideration > Traffic**.

If, however, you're interested in users taking a specific action like downloading a piece of content or signing up for an event then you may want to opt for **Conversions > Conversions**.

The success criteria would be different for each objective so it's important you're clear on how you plan to **measure success**.



BUDGET GUIDANCE

We recommend applying a minimum budget of **£5 per day** for at least **six days**.

However, Instagram advertising is likely to be more effective if you budget according to your own IoT targets using the average costs shown here.

Ad objective:	Metric:	Average cost:
Brand awareness (recommended)	Cost per mille (CPM)	£2.10-£2.95 per 1000 impressions
Reach	Cost per engagement (CPE)	£0.01-£0.05
Conversion	Cost per click (CPC)	£0.50-£0.95

AD TYPES

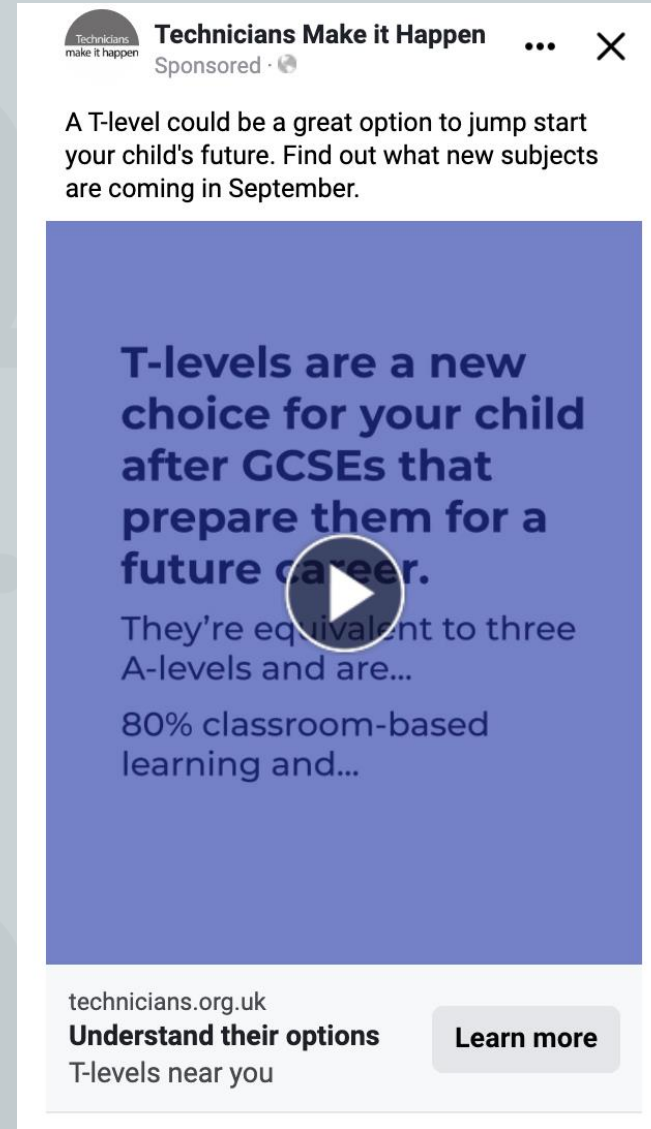
IMAGE ADS

Image ads appear in a user's Instagram newsfeed and are still as opposed to GIFs or videos with moving elements.

When designing assets for these ads, it's important your image appears correctly in a 1:1 AND 4:5 ratio.

VIDEO ADS

As above, but with a video or GIF file.



The image shows a screenshot of a sponsored Instagram video advertisement. At the top, the profile name "Technicians Make it Happen" is displayed with a logo and a "Sponsored" label. Below this, the text reads: "A T-level could be a great option to jump start your child's future. Find out what new subjects are coming in September." The main content is a video player with a blue background and white text. The text in the video says: "T-levels are a new choice for your child after GCSEs that prepare them for a future career. They're equivalent to three A-levels and are... 80% classroom-based learning and...". A play button icon is centered over the video. At the bottom of the ad, the website "technicians.org.uk" is listed, followed by the text "Understand their options T-levels near you" and a "Learn more" button.

AD TYPES

STORIES ADS

Story ads can be still images or moving film files, and uniquely can use Instagram's sticker options, including one to link directly to a URL (not available for anything placed on newsfeeds or the Explore page).

These appear in the Stories feed of Instagram users as a 9:16 ratio.



AD TYPES

CAROUSEL ADS

Carousel ads combine multiple videos or images into a single ad. With these, you can showcase a number of images/videos for the user to flick through to show more products or convey more messages at once.

All assets added to a carousel should be 1:1 ratio.

COLLECTION ADS

An Instagram collection ad includes a cover image or video followed by three product images. When someone taps on a collection ad, they see an Instant Experience – a full-screen landing page that drives engagement and nurtures interest and intent.

This format is commonly used for e-commerce purposes.

Format

Choose how you'd like to structure your ad.

- Single image or video**
One image or video, or a slideshow with multiple images
- Carousel**
2 or more scrollable images or videos
- Collection**
Group of items that opens into a fullscreen mobile experience

AD TYPES

EXPLORE ADS

Ads in the Explore section of Instagram give advertisers an opportunity to extend their campaign to additional audiences and be part of what's culturally relevant and trending, while reaching people who are looking to discover something new.

As with image and video ads, assets for Explore ads should work in 1:1 and 4:5 ratios.

SHOPPING ADS

Instagram Shopping ads enable people to tap a product tag for more information about an item and how to purchase it.

These ads are for e-commerce businesses.



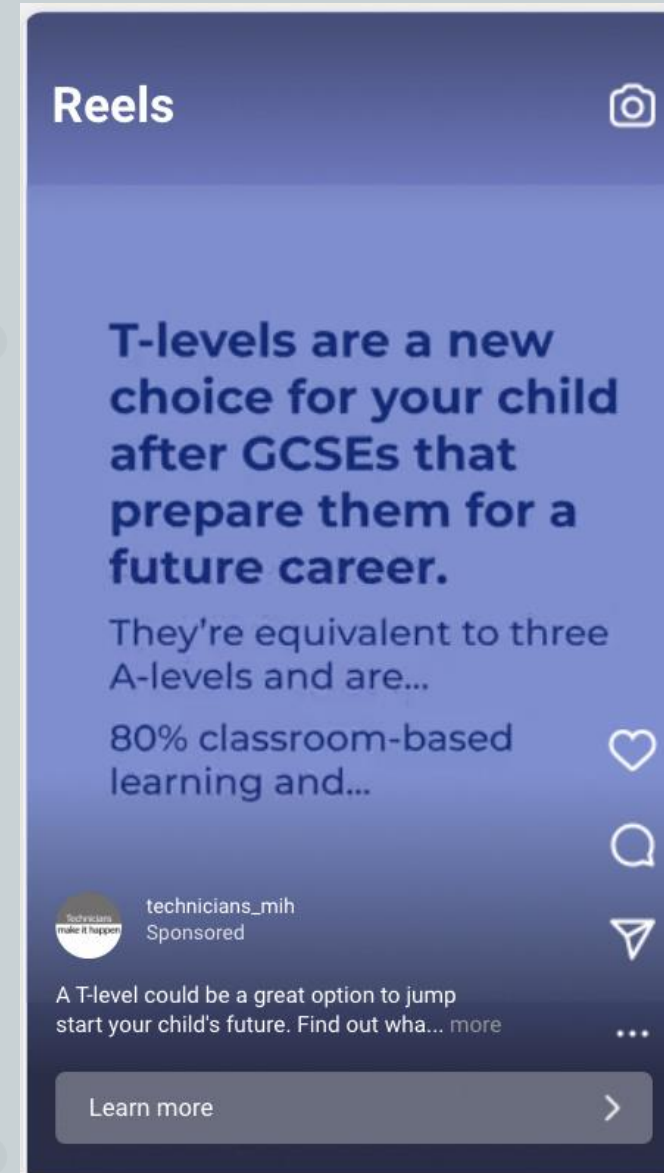
AD TYPES

REEL ADS

Instagram Reel ads are portrait, full screen videos that will appear in between videos on the Reels feed for users.

They also loop until the user navigates away from the video.

Reels should be eye-catching, immersive, entertaining and created with the same ratio as an Instagram Story – 9:16.



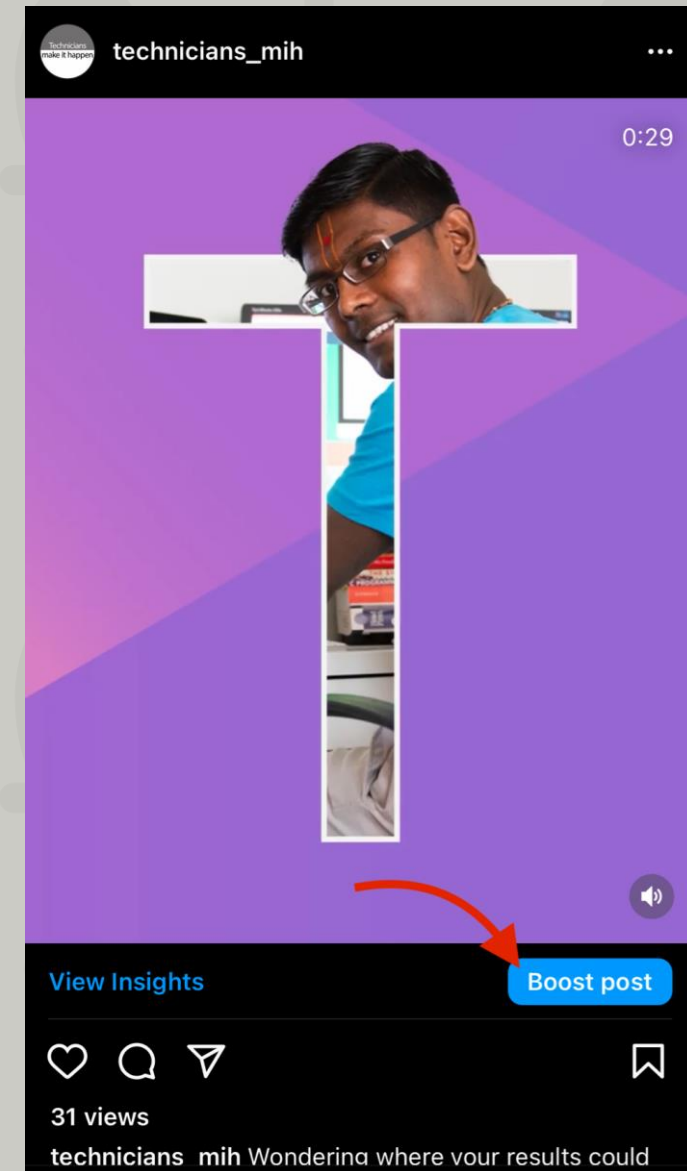
HOW TO CREATE INSTAGRAM ADS

Instagram doesn't have an ad creation tool of its own, but there are two ways to place ads on Instagram:

1. Promote an existing post within the app (mobile app-based only)
2. [Create ads via Facebook Ads Manager](#)

HOW TO RUN INSTAGRAM ADS WITHIN THE APP (PROMOTED POSTS)

1. Ensure your Instagram profile is set up as a 'Professional' account through your profile settings.
2. Tap "promote" in the lower right corner to run it as an ad.



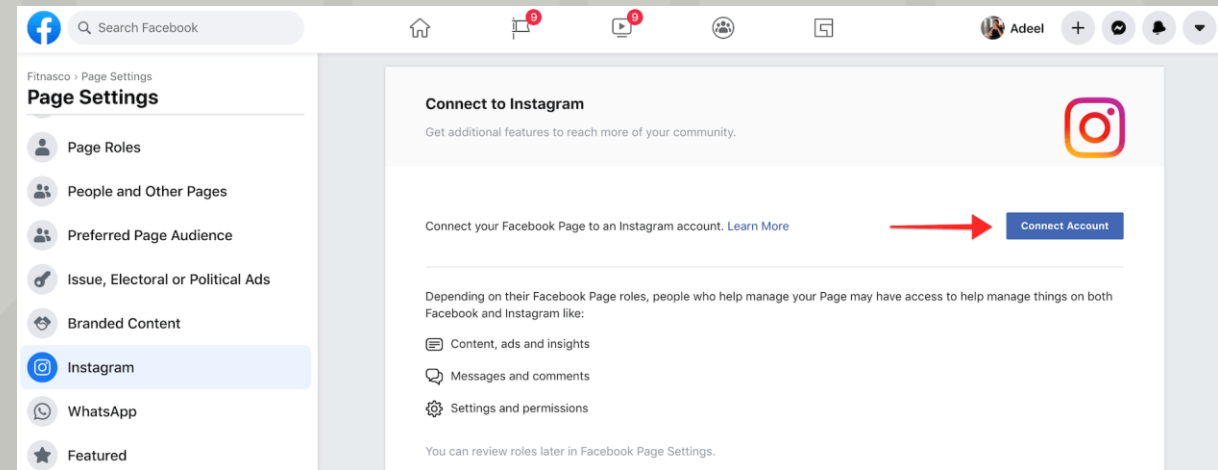
HOW TO CREATE INSTAGRAM ADS USING FACEBOOK ADS MANAGER

You can also use [Facebook Ads Manager](#) to create ads for Instagram, which is recommended as targeting options are so advanced and will help your content land in front of the audience you need.

Facebook Ads Manager is a powerful tool that lets you customise and pinpoint audiences. You can also use it to define a campaign objective and track the performance of your ads.

To access Facebook Ads Manager, you'll need access to your Facebook page and to link this to your Instagram account. If you haven't done this already, you need to:

1. Open your Facebook Business Page.
2. Go to Page Settings > Instagram.
3. Click the blue "Connect Account" button.
4. Add details of your Instagram account.
5. Click "Save".



CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

1. PICK AN OBJECTIVE

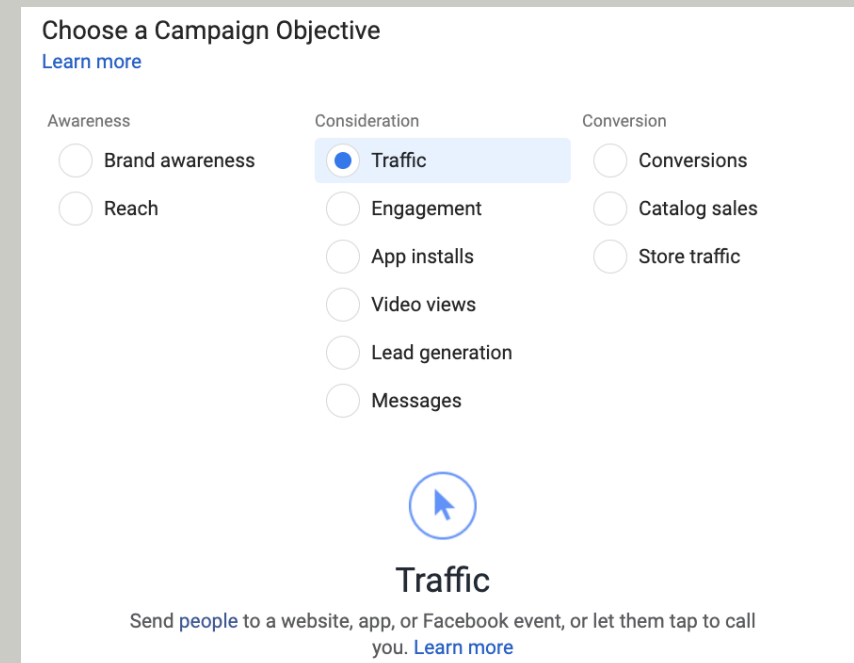
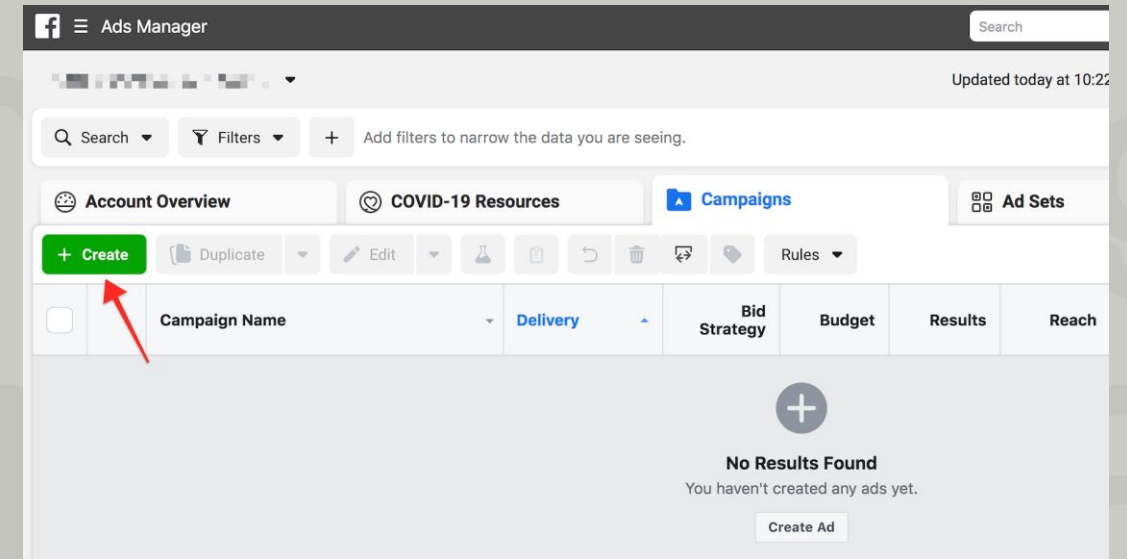
Open your Facebook Ads Manager and click the green “+ Create” button in the Campaigns tab.

Choose between Guided Creation and Quick Creation. If you want step-by-step instructions within Facebook on how to set up an Instagram ads campaign, choose **Guided Creation**.

Facebook Ads Manager will then present you with list of objectives across three categories: Awareness, Consideration, Conversion.

The assets developed for the young person's moment and available on the [IoT Content Hub](#) have been designed to encourage click through to your website, so we'd recommend choosing *Traffic* in this instance.

Facebook Ads Manager lets you decide where you want to send the people who click on your ads. You can send them to your website, an app, Messenger, or WhatsApp.

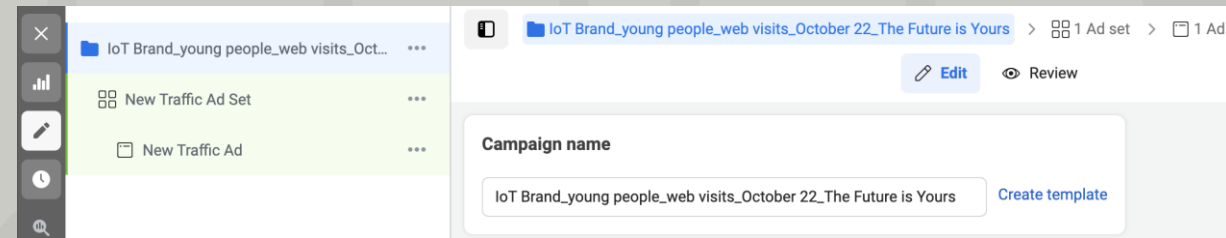


CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

2. NAME YOUR CAMPAIGN

After choosing your objective, Facebook Ads Manager will let you give a name to your campaign.

We recommend something like *IoT Brand_young people_web visits_October 22_The Future is Yours*.



CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

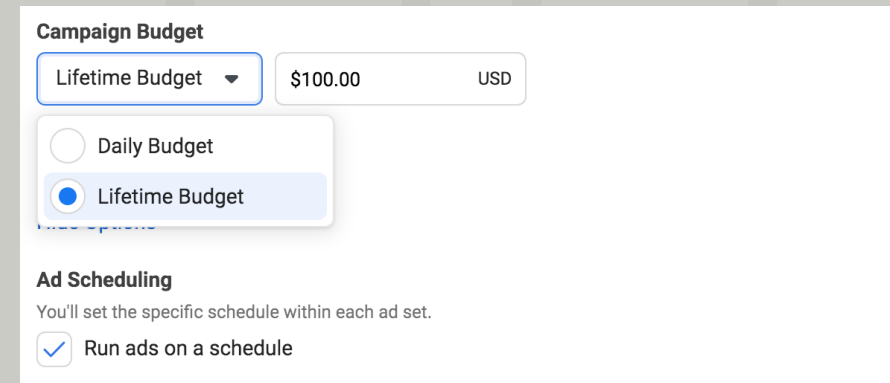
3. SET YOUR BUDGET AND SCHEDULE

You can choose between **Campaign Budget Optimisation** (recommended) and manual set up. The Optimisation option means Instagram will spend the initial part of your campaign learning where to place your ads to achieve the lowest bid for the most results, and thereafter will use your remaining budget in the placements that perform best. The manual option means you have to determine the maximum bid you are willing to pay for each placement, which requires significant ad experience.

Facebook Ads Manager also lets you choose between a daily and lifetime budget. Here's what you get with each option:

- A **daily budget** makes your ads run continuously throughout the day while spending up to your allotted budget each day.
- A **lifetime budget** allows your ads to run for a specified period while pacing your budget over that timeframe.

If you set a lifetime budget, you can also define a specific schedule for your campaign (e.g. run ads between 9am-5pm, or only on weekends).



The screenshot shows the 'Campaign Budget' section of the Facebook Ads Manager interface. It features a dropdown menu set to 'Lifetime Budget', a text input field containing '\$100.00', and a currency selector set to 'USD'. Below this, there are two radio button options: 'Daily Budget' (unselected) and 'Lifetime Budget' (selected). Underneath, the 'Ad Scheduling' section is visible, with a sub-header 'You'll set the specific schedule within each ad set.' and a checked checkbox for 'Run ads on a schedule'.

CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

4. CHOOSE YOUR TARGET AUDIENCE

Through audience targeting, you can set up your Instagram Ads to reach certain demographics, interests, and behaviours.

For the purposes of the young person's campaign moment (the assets for which are available on the [IoT Content Hub](#)), we recommend males and females aged 16-24 within your specific geographic location.

There are other interest and behaviour elements you can use to further refine your audience, but it's worth **keeping your search terms broad initially** and let Instagram optimise your ads to those who are most responsive.



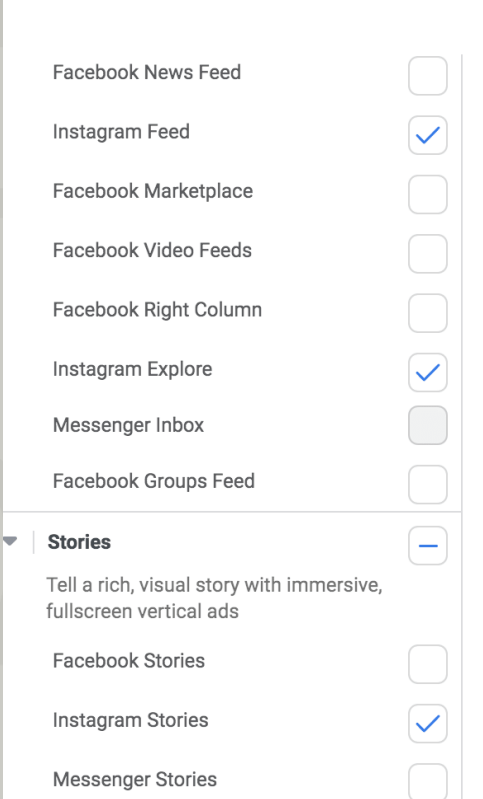
CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

5. SELECT YOUR AD PLACEMENTS

Facebook Ads Manager gives you two options for ad placements:

- **Automatic placements:** This feature displays your ads in multiple places based on where they're likely to work best.
- **Manual placements:** Selecting this option allows you to handpick the properties where you want your ads to appear.

*To run Instagram ads from the ads manager (and not Facebook ads), you need to choose **manual placements** and then check the boxes for Instagram-only placements, as shown in this image.*



A screenshot of the Facebook Ads Manager placement selection interface. The interface is a white panel with a list of placement options on the left and checkboxes on the right. The options are: Facebook News Feed, Instagram Feed, Facebook Marketplace, Facebook Video Feeds, Facebook Right Column, Instagram Explore, Messenger Inbox, Facebook Groups Feed, Stories (with a sub-description: 'Tell a rich, visual story with immersive, fullscreen vertical ads'), Facebook Stories, Instagram Stories, and Messenger Stories. The checkboxes for Instagram Feed, Instagram Explore, and Instagram Stories are checked with a blue checkmark. The checkbox for Stories is collapsed with a minus sign. All other checkboxes are empty.

Facebook News Feed	<input type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input type="checkbox"/>
Facebook Video Feeds	<input type="checkbox"/>
Facebook Right Column	<input type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Messenger Inbox	<input type="checkbox"/>
Facebook Groups Feed	<input type="checkbox"/>
Stories	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
Facebook Stories	<input type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input type="checkbox"/>

CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

6. UPLOAD ASSETS AND ADD COPY

The last step is where you pick a specific ad format, upload a creative and write your ad copy.

You will find videos files and suggested accompanying copy for the young person's moment on the [IoT Content Hub](#). These will be most effective run as single videos.

Next, upload your ad and use the suggested ad copy for the young person's moment, which you can also find on the [IoT Content Hub](#).

Once you're satisfied with everything, hit the green "Publish" button to start running your Instagram ads. You can schedule them to start immediately or from a specific date.

Ad Setup

Create Ad

Format
Choose how you'd like to structure your ad.

- Single Image or Video**
One image or video, or a slideshow with multiple images
- Carousel**
2 or more scrollable images or videos
- Collection**
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

- Add an Instant Experience