

Instagram Ad Templates

The following ad examples are based on the action you want your views to take - follow your profile, grab a free offer, buy something, etc.

Keep in mind, Instagram does not automatically use paragraph breaks so you will need to format the ads in a way that looks right to you.

We've included some generic images you can use for the ads, if you'd like.

FOLLOW PROFILE

80 Pounds Down and Counting!

Follow me for secrets to successful weight loss. #YOUCANDOIT

Don't be satisfied with a few ____ (tips), when you can get ____ (step-by-step instructions).
Follow #HASHTAG for full details.

Transform ____ with ____.

Follow me to learn how. #HASHTAG

Tired of paying full price for ____?

Follow me for coupons and tips for saving money when ____.

GRAB A FREE OFFER

Everyone loves BOGO sales. Today you can buy 1 ____ and get 1 FREE.

[Learn More Here](#)

##NoMoreCrow Banish Crow's Feet! Look 10 years younger & have something to crow about.

Free 7-Day trial. [Sign up here.](#)

10k new subscribers by next month. This report shows you how.

[Get it FREE today.](#)

48 Hours Only! Free XXX.

[Visit URL](#) for full details.

Help ____ (your favorite cause) and earn ____ (points or some bonus).

[Double tap to donate.](#)

If you are serious about _____. You need this app.

[Download](#)

BUY A PRODUCT

Clearance Sale + Free Shipping.

This Weekend Only!

Grab your wallet and get shopping!

Quality you can see. Value you can trust. Save 30% on all ____this weekend only.

Shop Now

With prices starting at just XXX. It's time to get on board.

Business Name

URL

Escape... Learn... Grow.... Join us [date] at [Conference name] in [city, state]

Book now

#SummerClearanceSale [dates] Come shop with us and save up to 75% on your favorite brands.

Shop Now

72 Hour Flash Sale! Save 40% site-wide.

Use Code: ABC123

Shop Now

CONTACT VIA DIRECT MESSAGE

Amazing things can happen when you ____.

DM me for ____

Plan. Grow. Succeed. Million Dollar Marketer. Professional Business Coach.

DM me for a consultation.

Explore ____ on our dime. Win a free 7-day stay.

DM me for more details.

Stop dreaming and start _____. Let me show you how.

DM for more details.