

Instagram Advertising Checklist

Managing the steps that come with Instagram advertising can be overwhelming. Having a good checklist can help you remember what needs to be done. This checklist covers the steps you need to build your ad campaign.

Creating Ads in Facebook Ads Manager

- Have set up your Instagram account as a business account. Set up a Facebook page for your business. Instagram account is connected to your Facebook page.
- Will you be creating a new ad or boosting a published post?
- What type of ad format?
 - o Photo ad
 - o Video ad
 - o Carousel ad
 - o Stories ad
 - o Canvas story ad
- Create your Ad. Add your headline, description, call-to-action and the destination URL.
- What is the objective of the ad? Is it to:
 - o promote a profile
 - o promote a free offer
 - o promote a product
 - o to get people to message them
- Set up the parameters. Choose
 - o Your objective
 - o Target audience
 - o Ad format
 - o Location
 - o Gender
 - o Age
 - o Language
- Choose a custom name if re-using in another campaign
- Choose your ad placements for Instagram and/or Facebook
- Choose your budget and the duration schedule. How much will you spend per day per ad or will you use a specific total budget?
- Publish your ad.

Targeting options

- Which type of audience are you targeting:
 - o Saved
 - o Custom
 - o Lookalike
 - o Value-base
- Create a saved audience if you are just getting started. Define them through:
 - o Location
 - o Interests
 - o Age
 - o Gender
 - o Languages
 - o Behaviors
 - o Demographics
 - o Connections to pages
- Custom Audiences lets you target your newsletter subscribers, leads or app users or based on website traffic.
- The lookalike audiences let you reach people who are similar to your existing customers. This makes them more likely to convert.
- Value based audiences help you reach people who resemble your current high-value customers.
- Create targeting audiences
 - o Offer discounts to landing page visitors
 - o Target past purchasers
 - o Target blog readers
 - o Promote to current Facebook and Instagram followers
 - o Exclude those who've already purchased
 - o Match ad offer to specific audience

Tips for More Clicks

- Know who you are trying to reach
- Use text captions wisely
- Be specific on choosing demographics
- Eye-catching visuals
- Top notch content
- Clear call-to-action
- Post fresh content and ads

- Use consistency in your brand message, colors, style
- Add personality
- Relevant
- Promote contests and giveaways
- Use teasers
- Why they need your product or service
- Create a sense of urgency
- Tag their friends
- Use active language
- Focus on them
- Larger CTA in Stories
- Laymen's terms