

PLANN

HOW TO SET UP INSTAGRAM ADS

A STEP-BY-STEP GUIDE



INSTAGRAM ADS MADE SIMPLE!

So, you're doing all the right things on Instagram — engaging with relevant accounts, using targeted hashtags, posting great content and showing up in your stories constantly. And yet, it still feels like nobody is seeing or responding to your epic content. Or at least, not as many as you'd like. Sound familiar?

Yep, it can be frustrating when you feel like your social media growth has hit a plateau. “If only there was a way I could just get the right people to see this content, because I know they'd find it useful” you might exclaim. Well, as it turns out, there is! Enter, Instagram ads.

If you're a creative person, the world of targeting and boosting and budgets might feel super overwhelming. But the good news is, it's nowhere near as confusing as it seems! And when done well, Instagram advertising is totally worth your time and investment.

In this easy-to-follow guide, we'll cover everything you need to to create killer Instagram ads and make sure you get as much bang for your buck as possible.

A person's hands are visible, holding a smartphone and a blue travel mug. The smartphone screen displays a social media dashboard with various posts and a 'PLAN' button. The background is a white, textured fabric.

HERE'S WHAT WE'LL COVER

- Why Instagram ads?
- Posts vs stories
- To boost, or not to boost?
- How to set your budget
- Nailing your creative: What should you post?
- How to set up your ads

WHY INSTAGRAM ADS?

Firstly, let's address the elephant in the room.

You may have heard that Facebook is the powerhouse when it comes to paid advertising and in some cases, yes that's true. There are more in-depth targeting options on Facebook (in fact, it's kind of creepy what you can do on ads manager!) and more different areas where your ads can be displayed — think, on marketplace, in messenger, in the groups directory etc.

However, having more options isn't always the best thing when you're starting out. Let's be real, it can be kinda overwhelming and lead to decision fatigue! Instagram is the perfect place to test the waters and find your footing.

Plus, if you have a younger audience (like Gen Ys and Zs) data shows that they spend more time on Instagram than Facebook — and we always want to target users where they're actually hanging out! According to Timothy Masek, Senior Marketing Manager at marketing agency Ladder, Instagram ads are also at least twice as cost-effective as running ads on Facebook.

Ultimately, you may end up advertising across both platforms, but Instagram is a great place to start.

POST VS STORIES

Where should you be posting your Instagram ads, exactly?

One of the first decisions you'll likely make when you're setting up is *where* on Instagram to post your ads. After all, users are now spending almost as much time on Instagram stories as they are on feeds now — and currently, you can't post your ads on both ads and stories at the time.

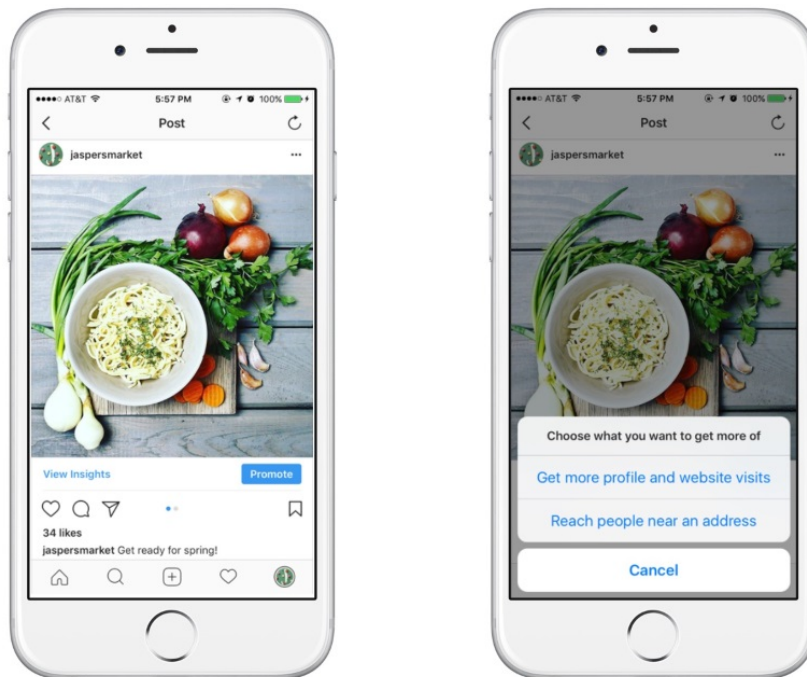
The answer to the post vs. stories debate depends primarily on what your goals are. Taking up your entire, vertical screen, Instagram stories tend to be more interactive and immersive than feed posts. They're often a good option if your goal is reach (showing your content to as people as possible), video views and boosting web traffic.

In our experience, Instagram Stories ads can help you to achieve a low cost-per-click when set up correctly, so definitely give these a try when you can!

However, remember that people are often quickly swiping through stories. So, if brand awareness or engagement are your goals, you might be better off going for Instagram feed ads.

TO BOOST, OR NOT TO BOOST?

When you're creating an Instagram feed in your post, you may have noticed the little 'promote' button in the bottom right corner. We know it's tempting! After all, with just one little click, you could show your content to a broader audience.



But unfortunately, easier doesn't always mean better. The problem with boosting is the lack of options and controls. Compared to setting up ads in Facebook's ad manager, you're really limited in your audience targeting, as well as where you do and don't want your content to be shown. By spending a few extra minutes setting up your ads properly, you'll get far more out of your investment.

The good news is, we'll guide you through exactly how to do in this guide!

HOW TO SET YOUR BUDGET

Let's talk money. How much should you be spending on your ads?

We know it can be kinda scary parting ways with your hard-earned cash for something that you might not see an immediate return on. But by being smart and strategic about your advertising budget, you don't have to worry about flushing your money down the drain.

The good news is, with Instagram ads, you won't ever spend more than you want to. The first step is to figure out how much you're comfortable spending, and over what time period. You could start with as little as \$10 per day, and watch how your ad performs before you up your budget or tweak your creative. It's totally fine to start small!

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** ▾ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start	<input type="text" value="Nov 17, 2017"/>	<input type="text" value="10:24 AM"/>
End	<input type="text" value="12/25/2017"/>	<input type="text" value="10:24 AM"/>
	(Eastern Time)	

Your ads will run for 38 days. You'll spend no more than \$760.00.

Show Advanced Options ▾

HOW TO SET YOUR BUDGET

You'll also want to decide whether you're going to use automatic or manual bidding for your budget. Essentially, when you're running ads, you're competing with the customer's attention and the more bids you win, the more impressions of your ads get shown.

With automatic bidding, Instagram uses an auction system to determine which advertisers get their ads shown. But with manual bidding, you set a cost control against the objective you're trying to achieve — telling Instagram how much you're willing to spend to achieve your goals. While manual bidding can be a more cost-effective option, automatic tends to be best for beginners until you get a feel for how it all works.

The image shows a screenshot of the Facebook ad settings interface. It is divided into several sections with expandable options:

- Optimization for Ad Delivery:** A dropdown menu is set to "Link Clicks to Your Website".
- Bid Amount:** Two radio button options are shown: "Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price." (which is selected) and "Manual - Enter a bid based on what link clicks are worth to you."
- When You Get Charged:** Two radio button options are shown: "Impression (CPM)" and "Link Click (CPC)" (which is selected).
- Ad Scheduling:** The option "Run ads all the time" is selected, with a "More Options" link below it.
- Delivery Type:** The option "Standard - Show your ads throughout the day - Recommended" is selected, with a "More Options" link below it.
- At the bottom, there is a "Hide Advanced Options" link.

NAILING YOUR CREATIVE

What should you post in your Instagram ads?

When you're coming up with a creative concept for your first Instagram ad, you may find that you are more drawn to creating a photo-based ad rather than a video-based ad. But don't forget – there are a LOT of creative ways that you can advertise on Instagram!

Here are a few options to consider:





Carousel ad that is video-based (multiple short videos) or Image-based (multiple photos)

Instagram Stories ad that is video-based or image-based

Newsfeed ads that are a single image or a single-video ad (in the newsfeed)

Format

Choose how you'd like your ad to look.

<input type="radio"/>  Carousel Create an ad with 2 or more scrollable images or videos	<input type="radio"/>  Single Image Create up to 6 ads with one image each at no extra charge	<input checked="" type="radio"/>  Single Video Create an ad with one video	<input type="radio"/>  Slideshow Create a looping video ad with up to 10 images
--	--	--	--

NAILING YOUR CREATIVE

As always, the best option for is going to be the one that suits your individual objectives and needs. Video ads can be great for immediately grabbing the user's attention and if you have a product-based business, showcasing it in action. You can even record an Instagram live and turn that into an ad!

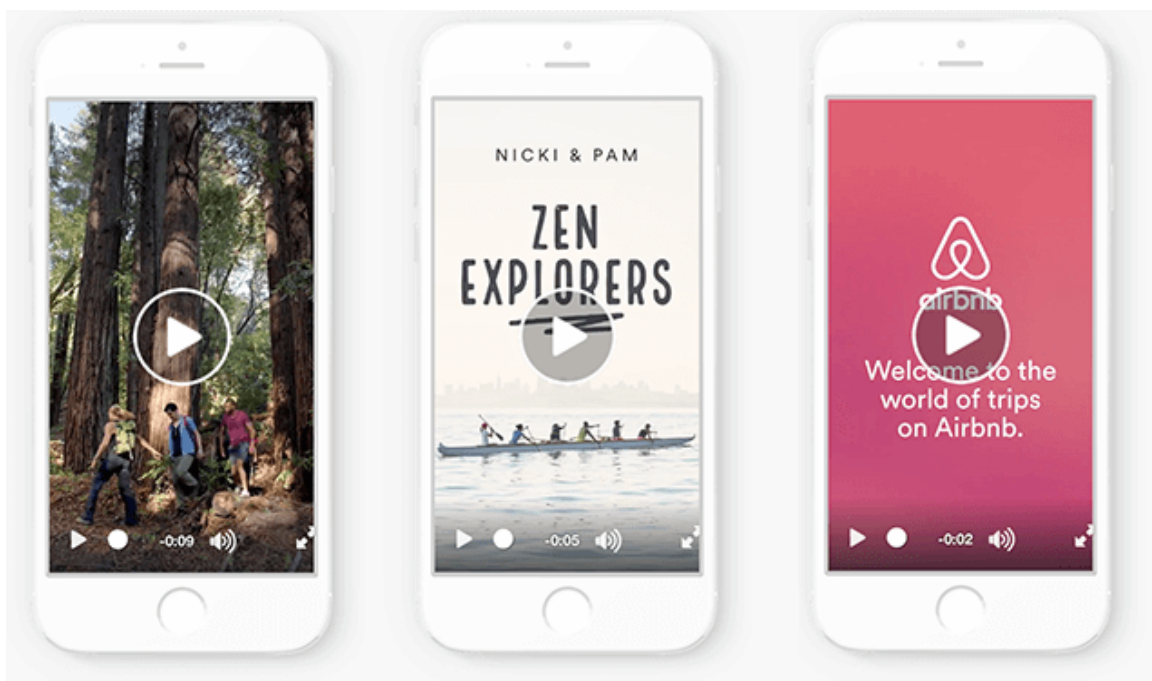


Image via ycharisma.com

Carousel ads (for example, with three images in a row) also tend to stand out in both feeds and stories, which can help stop your audience's aimless scrolling. These types of ads are also great for showcasing multiple products or features. You can easily make carousel ads with images, text and graphics using a DIY design app like Canva.

However, if you're feeling a bit apprehensive or are pressed for time, a single-image ad with fantastic copywriting is the perfect starting point.

NAILING YOUR CREATIVE

No matter what option you go with, you're going to want to make sure you have the right media sizes so your ad is approved and doesn't get cut off in the feed or story. Here are the right sizes:

Landscape image ads for Instagram feed posts should be 1200 x 628 pixels, and have an aspect ratio of 1.9:1.

Square images should have a 1:1 ratio, and use 1080 x 1080 pixels.

Vertical image ad sizes should be 600 x 750 pixels, with an aspect ratio of 4:5.

Carousel ads use square images or videos, so use a 1:1 aspect ratio, or 1080 x 1080 pixels.

Instagram story ads use the dimensions 1080 x 1920 pixels, with an aspect ratio of 9:16. This is pretty much the same as Instagram story or IGTV sizes.

When you're creating **video ads**, be sure to keep your individual videos 14 seconds long to ensure there are no issues with approval. When creating Instagram Stories video ads that have two or more 'parts' you may find that they won't be approved if the individual videos are 15 seconds long.

Another important thing to remember is that the 'learn more' button, call-to-action and navigation will take up the bottom and right part of your ad on Instagram, while your name and logo will take up the top left corner. So, be sure to keep that in mind when you're working on your creative.

HOW TO SET UP YOUR INSTAGRAM ADS

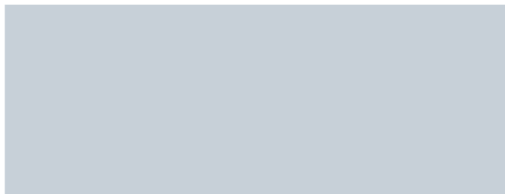
Let's into the nitty-gritty! Here's how you actually get your Instagram ad up and running

Your Pages:



[See More...](#)

Business Manager:



[Manage Pages](#)

[Manage Groups](#)

[Manage Ads](#)

[Activity Log](#)

20+

[News Feed Preferences](#)

[Settings](#)

[Log Out](#)

Step One: Log into Facebook Ads Manager from your desktop

The simplest way to get started with Instagram advertising is to go through the Facebook Ads Manager. Yep, Instagram ads are run through Facebook. To get here, all you'll need to do is log into the Facebook personal profile that is linked to your Facebook business page. Then, click the arrow in the top right of your screen, and select 'manage ads' from the drop-down menu

Step two: Select the account associated with the Instagram account you want to run your ads from.

HOW TO SET UP YOUR INSTAGRAM ADS

Step Three: To get started creating your first Instagram ad, click the 'create new ad' button. Here you'll be asked to choose your objective, which you'll have already decided on, and from there you can start setting up your ad.

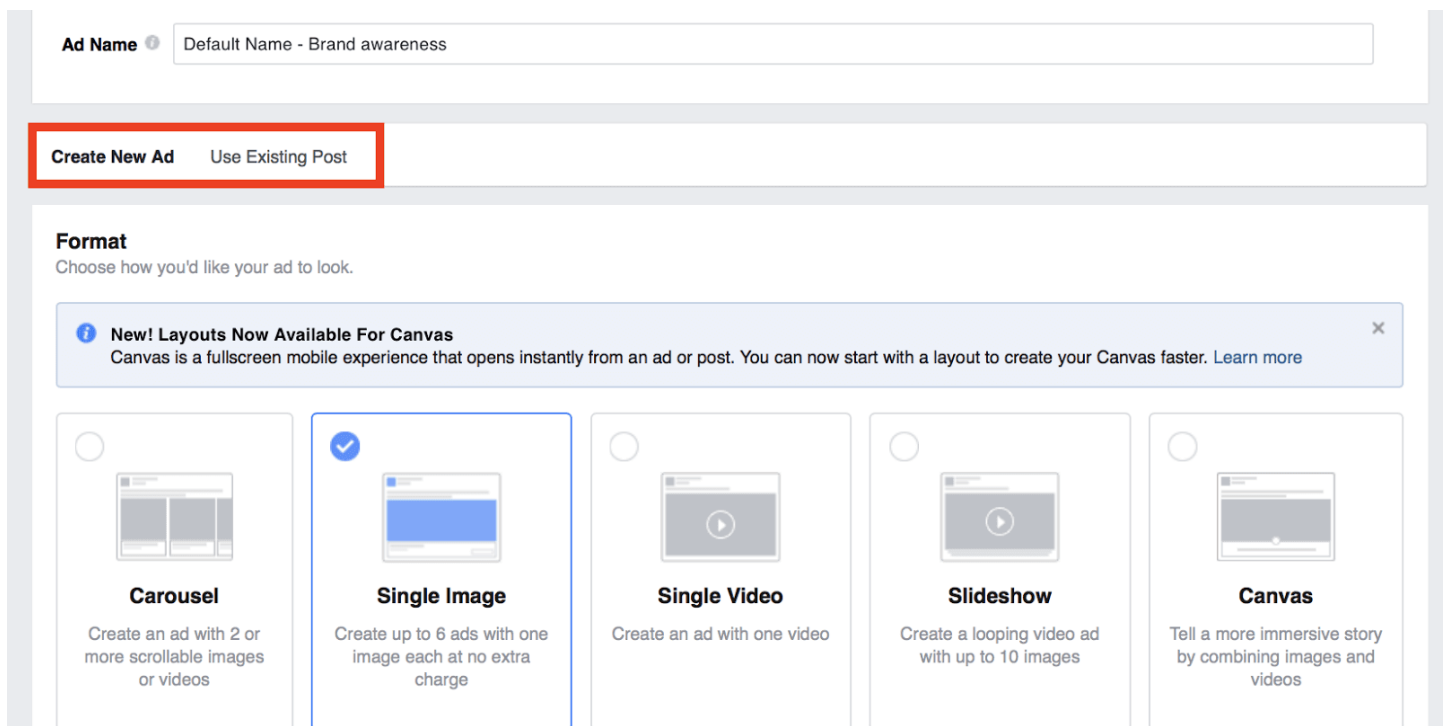
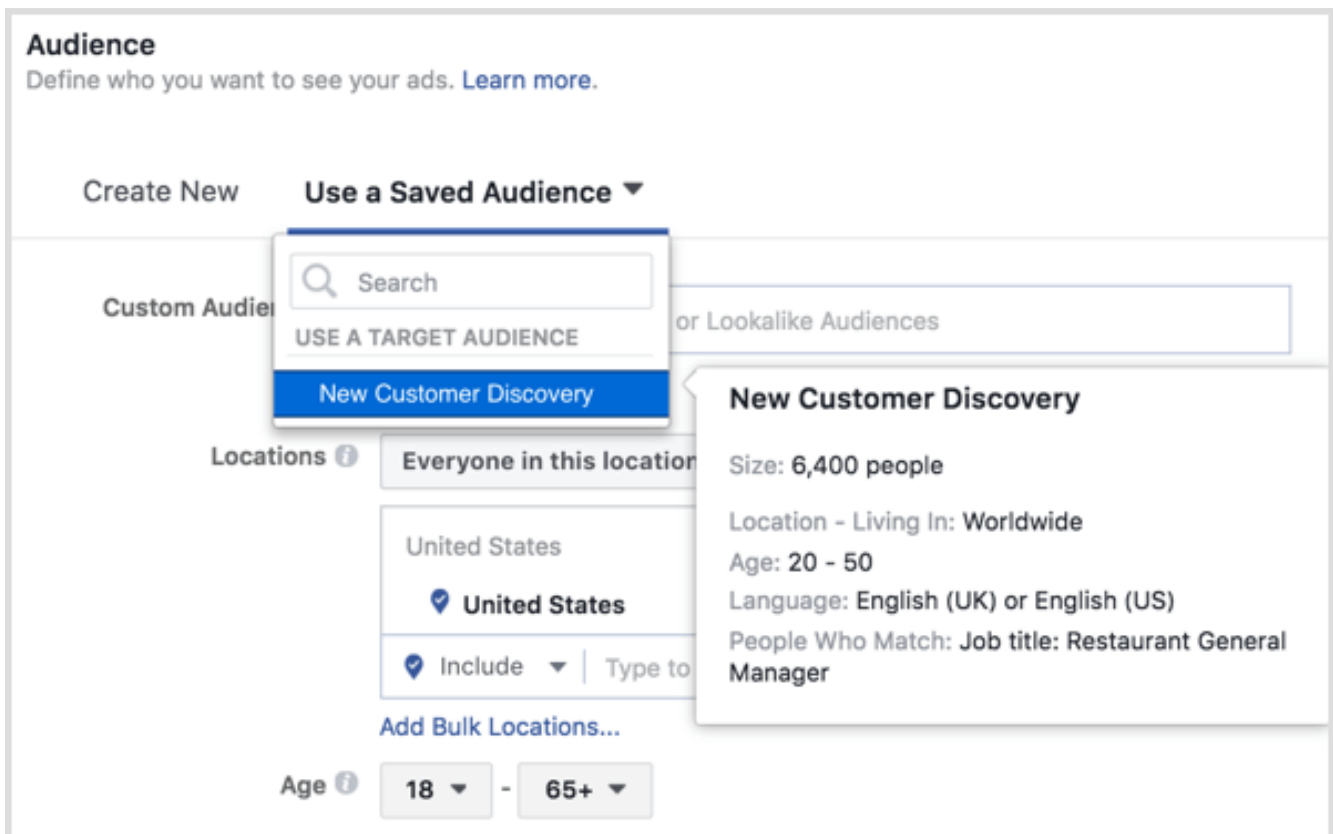


Image via testerdigital.com

HOW TO SET UP YOUR INSTAGRAM ADS

Step Four: Here, you'll upload your creative — which will already be in the right sizes, add in any copy you want to accompany your content (note, you'll want to keep this very minimal on Instagram, less is more) choose the audience you want to target and select your objective and budget.



You'll also need to add the link that you want to direct your audience to (normally your website, but it could also be something like a lead magnet if you're trying to build your mailing list)

Then, you'll be able to preview it before submitting. Once your ad is approved by the powers-that-be, you're off and running!



EXCITED, OVERWHELMED AND INSPIRED?

Now, you're well on your way to becoming an Instagram ads master. Yay! However, you don't have to rely solely on paid ads to achieve your marketing goals — whether that's selling more products, growing your following or just improving brand awareness. After all, as all of our parents used to say, money doesn't grow on trees!

Get results instantly, sign up for your 7 day free trial with Plann today!

By using Plann's powerful scheduling, creation and analytics features, you can achieve organic growth without spending a cent on ads.