

# THE **ESSENTIAL** GUIDE TO INSTAGRAM ADVERTISING



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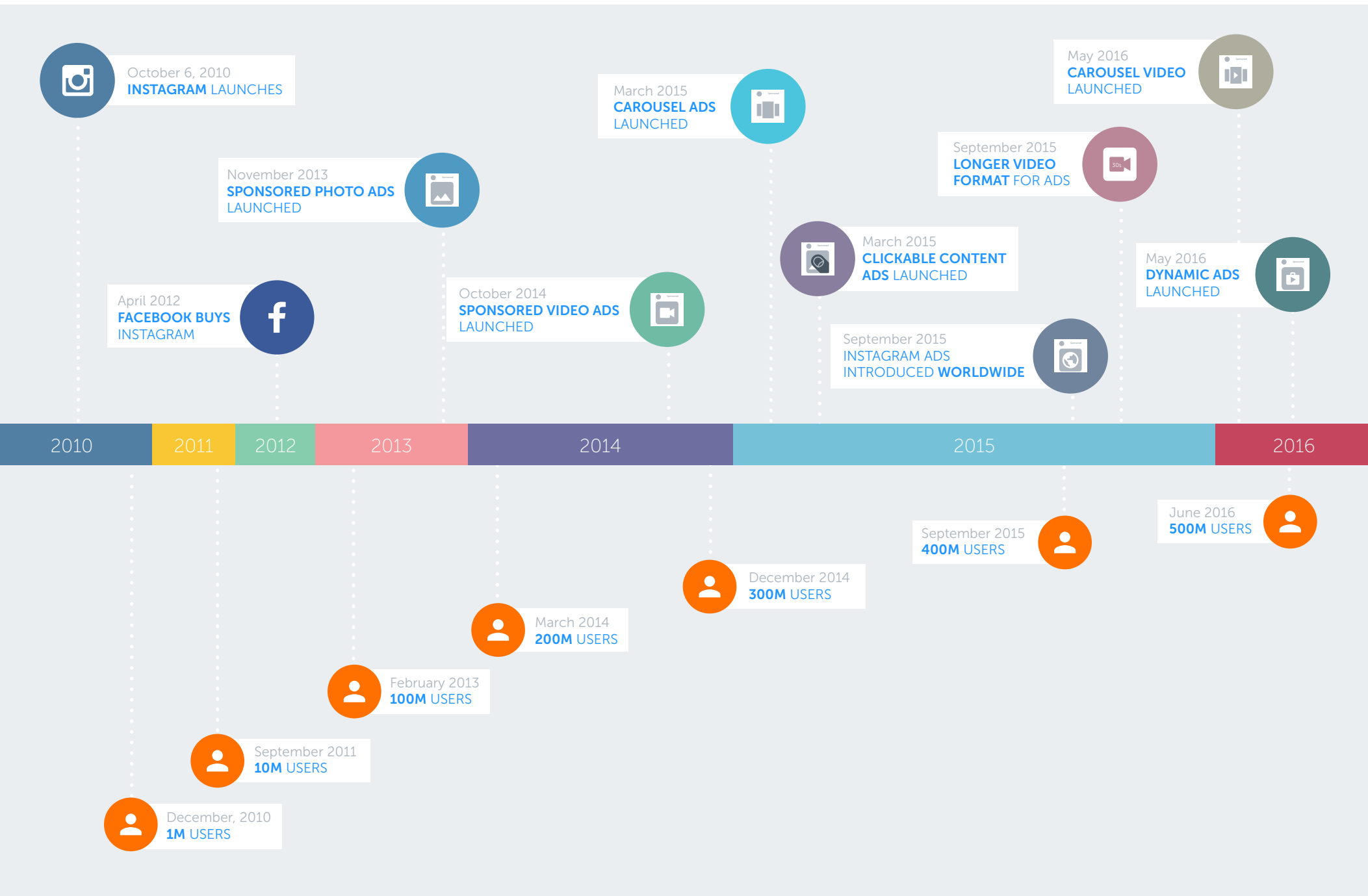
# INTRODUCTION

# INSTAGRAM ADS: **A HISTORY**

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Instagram users have multiplied dramatically since the platform's creation in 2010. From the launch of the network right up until now, numerous new features and evolutions have been introduced, in terms of design, search functions, filter choices and of course, advertising options.

As Instagram's community of users has grown, the social platform has evolved to accommodate the ever expanding need for brand advertising. This timeline shows the major milestones that Instagram has seen over the years when it comes to Ads and the number of active users on the platform.



# INSTAGRAM ADS: A POWERFUL TOOL TO COMPLEMENT YOUR STRATEGY

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In addition to an Instagram marketing strategy, Ads can be used to complement any kind of ongoing content posting schedule. Understandably, the sheer size of the potential audience for a brand using the platform is one of the main advantages of using Instagram. The other major advantage is the type of content which can be shared.

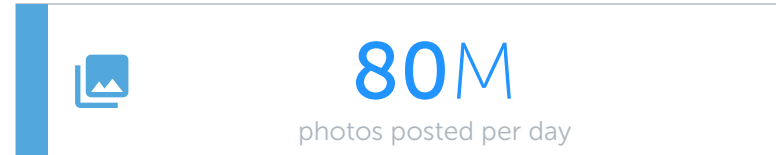
As we know, Instagram is the leading platform for visual content, and visual messages are assimilated at a much faster rate than text, meaning that any kind of quality brand marketing has a natural advantage on this platform.

Since Instagram Ads do not appear on your account, there is much more freedom when it comes to style of content and type of message. Furthermore, the potential of these Ads is outstanding in comparison to normal Instagram posts, simply because the target audience is selected in such a way as to attain new followers and reach users you wouldn't necessarily have run into otherwise. Despite the fact that advertising comes at a price, the benefits of Instagram Ads can be notable.

## A FEW STATISTICS

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On Instagram, there are:



With this kind of activity happening every day on the platform, what better place to advertise your brand?



## CHAPTER I

# WHY ADVERTISE ON INSTAGRAM?

# THE PRO & CONS

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As with any kind of advertising venture, there are some guaranteed benefits and some potential downfalls that you have to watch out for. Essentially, the success of your Instagram Ad is in your hands: you are responsible for the outcome of your advertising experience.

## The pros of advertising on Instagram:

What are the main benefits?

- + Generate leads for your business
- + Great exposure to a targeted audience
- + Opportunity to drive traffic to a website/blog/ecommerce site
- + Pay-per-click basis

## The cons of advertising on Instagram:

What problems could I encounter?

- A badly targeted audience could cause your Ad to get lost in a sea of unconcerned or indifferent users
- A non inviting CTA (call-to-action) could cause users to just keep scrolling
- A low quality image or video will not engage users

# HOW TO KNOW THE BEST TIME TO START ADVERTISING ON INSTAGRAM

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Before you even think about running an Ad on Instagram, you need to be sure of a few things.

## DO YOUR HOMEWORK

You want your first Instagram advertising experience to be a good one, and a fruitful one, so make sure to put all the odds on your side before diving in. You need to have a working knowledge of the platform and at the very least have encountered an Ad in your own personal Instagram feed, so you understand what your Ad will resemble. The best time to start advertising is when you have a clear idea in your head of what you want your advertisement to achieve, and are able to back it up. Before then, you could be setting yourself up for failure. Just like on Facebook or any other platform, an Ad that has been badly thought out will not do the brand any favours!

For example, I have a brand new business, and I want to find new customers and grow my brand. I think Instagram Ads will help me to achieve my goals. Wrong! Instagram Ads can help you to develop the reputation your brand has already achieved through other channels, i.e. social media. But you won't get great success from spending money on advertising for a brand that won't convert because its message doesn't deliver. Spend some time getting a feel for your brand's voice and perfecting your website, social media accounts, blog, etc. so that when the time comes for advertising, your new customers get a great user experience!

The best practice is to begin running social media Ads once your business is starting to really take off, as the extra help from the advertising will accentuate and complement all your hard work up until now. If you are happy with what your business has to offer your future clients, go onto the next step!

# PREREQUISITES FOR ADVERTISING ON INSTAGRAM

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In order to begin your endeavour into Instagram Advertising, it is important to first make sure you have all the tools you'll need.



Believe it or not, it isn't actually necessary to have an Instagram account to be able to advertise on the network. Since the whole advertising process is handled via Facebook, you do, on the other hand, need to have a Facebook page. You can simply use the name of your company's Facebook page and it will appear on your Instagram Ad (except for it will not be clickable). If you choose to advertise in this way, be aware that you will not be able to comment on your Ad as a business, although you will still be able to moderate the comments left on the Ad.

Once you are sure you have what you need, you can start thinking about your goals and the design of your Instagram Ad.

Not sure how to make a great Facebook page? Click [here](#) to learn how.

# CHAPTER II

## DEFINING YOUR GOALS

## CHOOSING YOUR OBJECTIVES

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When creating an Ad, the first criteria you will need to fill in is your campaign objective.

The first and foremost priority is to determine what you want your Ad to achieve. Whether you're looking to increase traffic to your website, get more engagement on your Facebook posts or generate new leads for your brand, the campaign objective is the essential key to getting the job done.

Defining this goal should be simple enough, as it depends on the particular aspects of marketing you wish to improve for your business. If you're trying out Ads for the first time, go for a simple objective as it will be easier to track its performance while your campaign is running. If you go for leads generation, for example, the process is longer and generally the results will be less impressive (for a first time) than if you were to select website clicks as an objective.



## THE 11 OPTIONS that Facebook and Instagram provide



If you are running an ad via Facebook and wish for it to appear on Instagram as well, you can select any of these 11 proposed objectives.

If your Ad will run purely on Instagram, there is a smaller choice of objectives, all of which are perfectly suited to the platform using the different Ad format options:



## DYNAMIC ADS NOW AVAILABLE FOR INSTAGRAM

Instagram recently made retargeted Ads available on the platform, following in the footsteps of its parent network, Facebook.

Retargeted or “Dynamic” Ads are shown to specific users at specific times, and take advantage of users’ browsing history. Basically, if you choose to opt for Dynamic Ads, an Instagram user who has browsed your company’s website will see Ads for that website appear in their Instagram feed shortly afterward, improving your chances of that potential customer returning to your site.

## Selecting your Ad format

There are 3 options when it comes to the design of your Instagram Ad:



Carousel format allows you to integrate multiple images or videos into one Ad. Users simply swipe left and right to view the different media.

## DECIDING ON AD CONTENT TYPE

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Which type of content would best suit my brand?

### REASONS TO CHOOSE PHOTO

Organic looking photos work best for this type of advertisement. It's important not to forget that Instagram is all about using high-quality images, so be careful not to make your Ad look too much like an Ad: it needs to be beautiful above all else! So don't push your products, don't over-brand your images, and remember: if you nail the photo, you nail the Ad.

### DESIGN RECOMMENDATIONS

Image ratio: **1:1**

Image size: **1,080 x 1,080 pixels**

Your image may not include **more than 20% text**

Caption: Text only, **125 characters** recommended

### TECHNICAL REQUIREMENTS

Image ratio: **1.9:1 to 1:1**

Minimum resolution: **600 x 315 pixels** (1.9:1 landscape) / **600 x 600 pixels** (square)

Caption: Text only, **max. 2,200 characters**

We love this Ad from [@diadoraofficial](#) for its high-quality, native-looking image that pulls the viewer in and makes us want to explore further...



## REASONS TO CHOOSE VIDEO

A multi-clip video is a great way to showcase many quality images at once. If you have lots to show or if it is relevant to your brand to showcase your work through clips: depicting a tutorial or a recipe for example, with steps to follow. A video must be understood even if the sound is off, or users will quickly lose interest.

## DESIGN RECOMMENDATIONS

Aspect ratio: **1:1**

File type: **.mp4 container** ideally with leading mov atom, no edit lists

Video: **H.264 video compression, high-profile**

**preferred**, square pixels, fixed frame rate, progressive scan

Audio: **Stereo AAC audio compression, 128 kbps+** preferred

Caption: Text only, **125 characters** recommended

## TECHNICAL REQUIREMENTS

Caption length text: Text only, **max. 2,200 characters**

Video aspect ratio: **1.9:1 to 1:1**

Minimum resolution: **600 x 315 pixels** (1.9:1 landscape) / **600 x 600 pixels** (square)

Minimum length: **2.5 seconds**

Maximum length: **60 seconds**

File type: **.mp4**

Supported video codecs: **H.264, VP8**

Supported audio codecs: **AAC, Vorbis**

Maximum size: **1.75 GB**

Frame rate: **30 fps max**

Bit rate: No limit to bit rate file if you're using two-pass encoding, as long as your file **doesn't exceed 1 GB**.

Otherwise, **8 megabits per second for 1080p** and **4 megabits per second for 720p**

Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include **more than 20% text**.

Here is Facebook and Instagram's policy on text in images and videos:

**The 20% text policy doesn't include:**

- Pictures of products that include text on the actual product (ex: book covers, album covers, movie posters).
- Embedded text on images of games and apps.
- Cartoons where text is part of the cartoon.

**The 20% text policy does include:**

- Logos and slogans.
- Images with text overlay (ex: watermarks).
- Images that are clearly edited to include text on the product as a loophole to policy.

Keep in mind text will be marked even if it occupies only a small portion of a box in the [grid tool](#).



The only thing we consider text in this image is the logo on the bottom left.



The amount of text in this image exceeds our 20% policy and would not be allowed in an ad.

# CHAPTER III

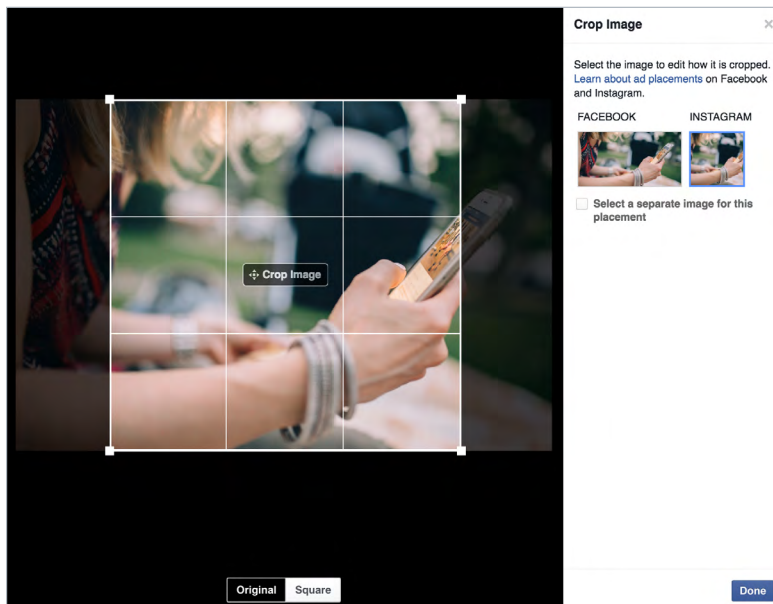
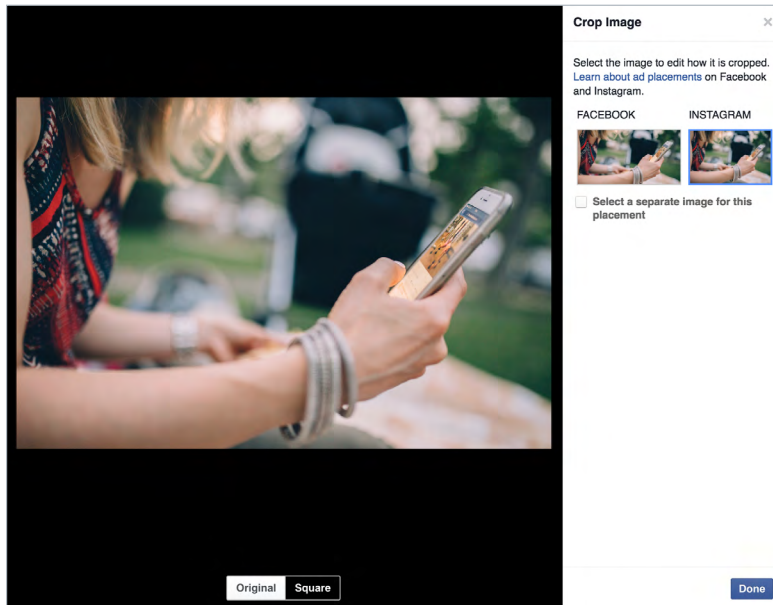
## SETTING UP YOUR INSTAGRAM AD

# A STEP BY STEP GUIDE TO SETTING UP AN INSTAGRAM AD

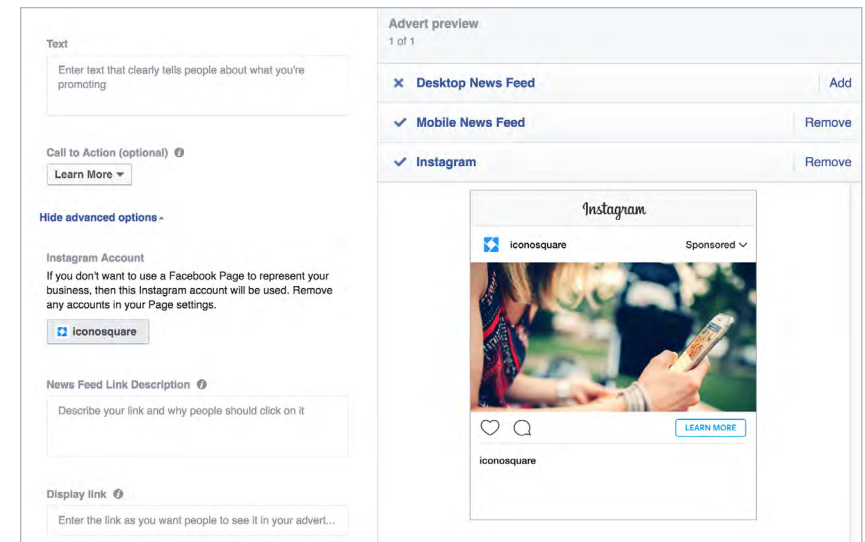
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Once you have chosen your campaign's objective, you can begin designing your Ad. Select a photo or a video from your device and add it to the campaign.

Both Instagram and Facebook allow precision cropping on images.



For the Ad to appear on Instagram, you must now connect your business' Instagram account to Ads Manager. To do this, simple click on "Add an account" under Instagram Accounts.



Now, you can get on with the specifics of your Ad.

## THINGS TO REMEMBER

- Be sure to only select hashtags which are relevant to your brand or to the offer you are proposing to your audience.



- Target your audience according to the offer and the location of your business. The more countries you select, the more impressions you will get on your Ad. However, the more specific you make your target audience, the more chance of an effective CPC (cost per click) on your Ad. You can see the potential reach of your Ad in the sidebar (see visuals below).

**NEW AUDIENCE** ▼

**Target Adverts to People Who Know Your Business**  
You can create a Custom Audience to show adverts to your contacts, website visitors or app users. [Create a Custom Audience.](#)

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**Locations** ⓘ **Everyone in this location** ▼

United States

📍 **United States**

📍 Include ▼ | Add locations

[Add Bulk Locations...](#)

**Age** ⓘ **18** ▼ - **65+** ▼

**Gender** ⓘ **All** | Men | Women

**Languages** ⓘ Enter a language...

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**Detailed targeting** ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

Add demographics, interests or behaviours

| [Suggestions](#) | [Browse](#)

### Audience definition



Your audience selection is fairly broad.

### Audience Details:

- Location:
  - United States
- Age:
  - 18-65+
- Placements:
  - News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers

Potential reach: 189,000,000 people

SIDEBAR

The budget you set for your Instagram Ad depends on whether you want to run the Ad for a specific period of time or set a lifetime budget for the Ad. For the first option, you set the start and end dates for the ad and define its daily budget based on how many clicks that day's ad is worth. The second option allows you to set an overall ad budget, and then the ad will run for as many days as it takes for the budget to run out. Facebook recommends the lifetime budget option. There are also options to show your Ads at specific times (as opposed to all day long) if you wish to do so, and you can even choose to be charged for every impression rather than every click if reach and visibility are more important to you than clicks and conversions.

#### Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

**Budget** ⓘ **Daily budget** ▼ €20.00  
€20.00 EUR

**Schedule** ⓘ ☒ Run my advert set continuously starting today  
☐ Set a start and end date

# FACEBOOK'S ADVERTISING POLICIES

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## Rules and regulations

There are a number of rules to respect when creating an Ad for Facebook or Instagram. All Ads are reviewed by Facebook before they are launched onto either of the platforms.

### THINGS TO LOOK OUT FOR:

You need to be careful when posting anything which could be age-restricted, like alcohol for example, by ensuring your audience is limited to the intended age group. There is also an image/text ratio to respect on the image itself for Ads: an image with more than 20% text (like a long quote for example) will be disapproved. There are also guidelines to follow when mentioning Facebook in an Ad.

These are the main rules that Facebook and Instagram ask brands to respect when using their advertising service.

## The Ad Review Process

Before ads show up on Facebook or Instagram, they're reviewed to make sure they meet our Advertising Policies (formerly known as the "Advertising Guidelines"). Typically most ads are reviewed within 24 hours, although in some cases it may take longer.

Below are three of the most common reasons why ads don't pass our review.



## Using Text in Images

Ads may not include images with text that covers more than 20% of the image's area.

In part, this is because using images with minimal text makes your content more engaging and helps to ensure that people only see high-quality content on Facebook and Instagram. This guideline applies to all ads, including video thumbnails.

You can use our [grid tool](#) to see if your ad images meet the requirement for this policy.

[Learn more](#) about this policy. If you still have questions about an ad of yours that was disapproved, please [contact us](#).



## Age-Restricted Material

Some ads aren't approved because they might be trying to show photos or messages to an audience that's too young. For example, ads for alcohol must meet certain guidelines which include restrictions on age based on the targeted location's laws on alcohol ads.

[Learn more](#) about this policy. If you have questions about an ad of yours that was disapproved, please [contact us](#).

## Mentioning Facebook in Your Ads

Sometimes you may need to refer to Facebook in an ad. There are a few rules to remember when you do this.

### Do:

- Write "Facebook" with a capital "F"
- Display the word "Facebook" in the same font size and style as the content surrounding it

### Don't:

- Use the Facebook logo in place of the word "Facebook"
- Make Facebook plural, use it as a verb or abbreviate it
- Use an altered version of the Facebook logo in the image for your ad

[Learn more](#) about this policy. If you have questions about an ad of yours that was wasn't approved, please [contact us](#).



# CHAPTER IV

## MONITORING AND MODERATING

# PERFORMANCE MEASUREMENT: UNDERSTANDING YOUR METRICS

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## What are these stats?

- **Number of clicks:** refers to the number of clicks your Ad has received from users
- **Post likes:** refers to the number of likes your Ad has achieved
- **Cost per click:** refers to the overall cost of each click on your Ad
- **Cost per view:** refers to the overall cost per impression of your Ad
- **Click through rates:** refers to the percentage of clicks through to your landing page the Ad has achieved in relation to the number of impressions
- **Cost per lead:** refers to the overall cost of gaining a lead via your Ad
- **Lead to customer conversion:** refers to the number of leads who become your customers via your Instagram Ad

The number of clicks and post likes you receive on your Ad will give you an idea of the efficiency of the image you have chosen: the more clicks, the better the image.

The cost per click (CPC), the cost per view and the cost per lead are the figures that represent how much the advertising process is costing you at each step: the most important figure being the cost per lead, as this tells you exactly how much each new lead acquired via your campaign has cost your company. Another important figure is the lead to customer conversion, which is the number of leads who go on to become customers as a direct result of this Ad.

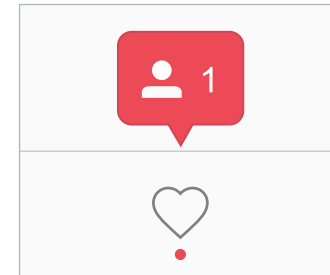
The click through rate (CTR) is also an important figure, as it will tell you the percentage of users who not only saw your Ad, but who actually followed your call to action straight through to your website or landing page. This number will tell you how effective your image and text choices for your Ad are at getting attention and deserving clicks.

# HOW TO MODERATE COMMENTS ON DESKTOP/IN THE APP

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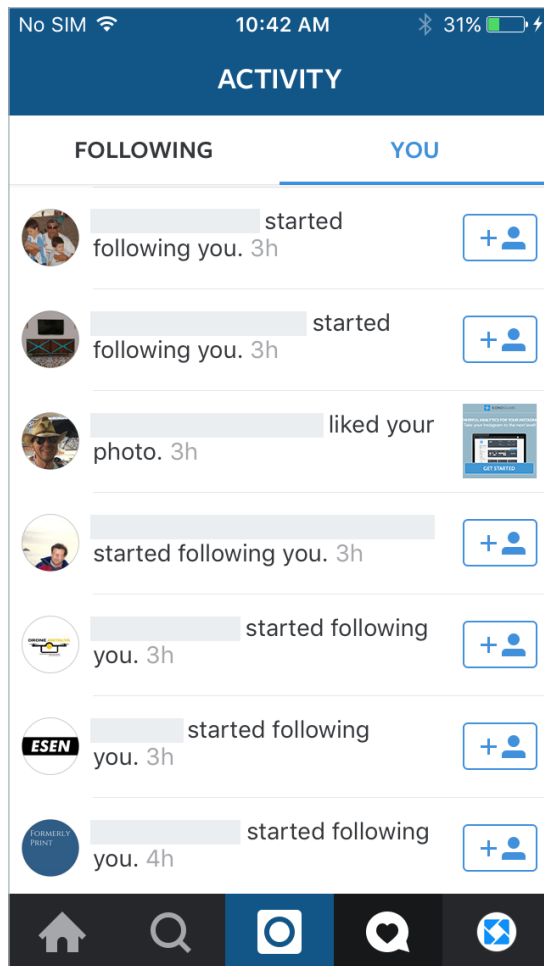
## Moderating comments in the app

You can moderate comments on your Instagram Ads by searching for engagements in your notifications on the mobile Instagram app.





Scroll down until you see the thumbnail of your Ad, then click on it to access the Ad as your users see it on Instagram. You can then choose to moderate your comments or respond to them by swiping left on each comment.



## Moderate comments on desktop

If you prefer not to moderate the comments on your Instagram Ad via a smartphone, you can also choose to access them via desktop. Here are the steps to follow:

- 1 IN ADS MANAGER, **GO TO MANAGE ADS** IN THE TOP LEFT-HAND CORNER.
- 2 SELECT THE **ADVERTISING CAMPAIGN** YOU WISH TO MODERATE.
- 3 SELECT THE **SPECIFIC AD WITHIN YOUR CAMPAIGN** THAT NEEDS MODERATING.
- 4 CLICK ON **PREVIEW (EYE ICON)** TO VISUALIZE THE AD.

From here you will be able to moderate all comments on the Ad.

## CHAPTER V

# HUBSPOT INSTAGRAM ADS EXPERIMENT

# INTRODUCTION

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To give our readers a clear idea of the kind of results they can expect to achieve with Instagram advertising, and to help with the choice of formats, image and copy, we went ahead and experimented with some Instagram Ads of our own.

Here is the experiment, as it happened from A to Z.

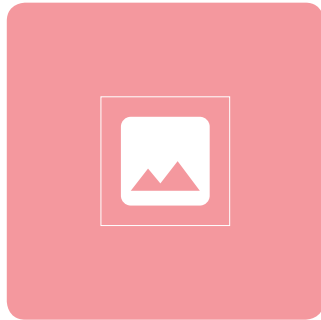
# PROTOCOL

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## GOAL OF THE EXPERIMENT

To determine a set of best practices for advertising on Instagram.

- Over three weeks we tested three different lead generation campaigns (offers) to the same audience, testing three different factors:
  - a. Images**
  - b. Copy**
  - c. Type/format of ad**
- The three offers we tested all had previous success across all channels (email, social media, blog CTAs), with similar submission rates on each respective landing page. We also had similar images and videos for all three offers that were tested.



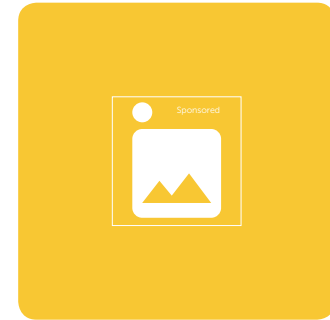
## IMAGES

WE TESTED **SIX DIFFERENT** KINDS OF IMAGES.



## COPY

WE TESTED **FOUR DIFFERENT** KINDS OF COPY, USING THE SAME IMAGE IN EACH TO KEEP VARIABLES CONSTANT.



## TYPE/FORMAT OF AD

WE TESTED **THREE DIFFERENT** TYPES OF ADS, VIDEO, STATIC IMAGE AND CAROUSEL.

Any data that was not statistically significant was left out of this analysis.

Check out the Cheat Sheet at the end of this ebook for a quick view of [the Perfect Instagram Ad!](#)

# EXPERIMENT

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## Part One: What we tested

In this experiment, we looked at a few key metrics marketers use to determine the success of their ad campaigns. This included cost per click (CPC) and click through rate (CTR).

Ads with a high CTR and a low CPC are considered to be high performers, since the cost is low to get people to take the action you want them to, and the ad has a good amount of people clicking it, suggesting the ad is relevant.

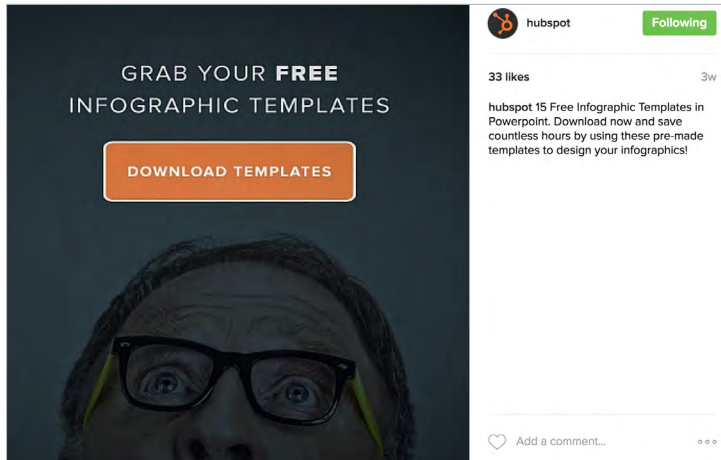
During this experiment our objective was to get clicks through to our website, and as direct response marketers, we were very interested in CPC and CTR.

## IMAGE TEST

We set out to test six different types of images that marketers may use in the Instagram ads. Check out the formats we tested:

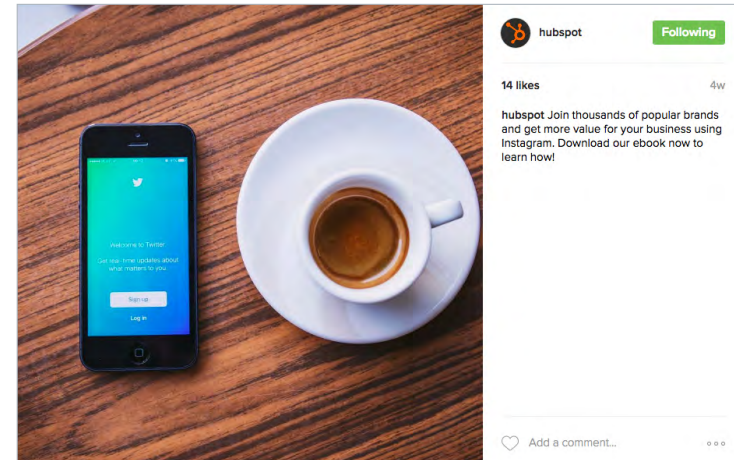
### 1. CTA

An image with a clear call to action on it :



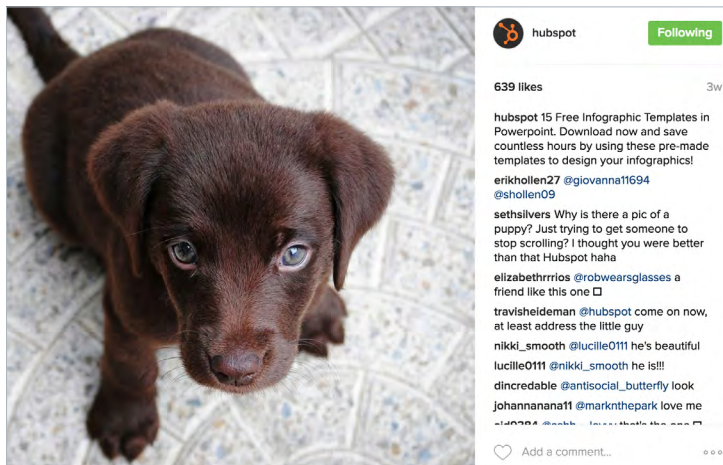
### 2. Stock photo

An image that looks straight out of iStock :



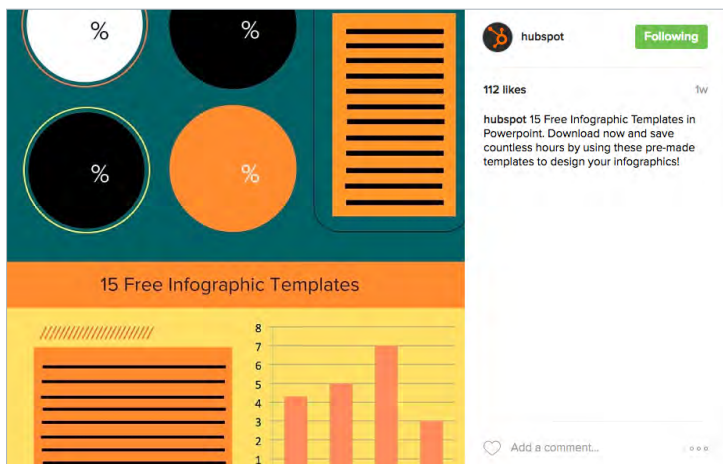
### 3. Click-bait

An image that really doesn't have much to do with the offer, but is very cute :



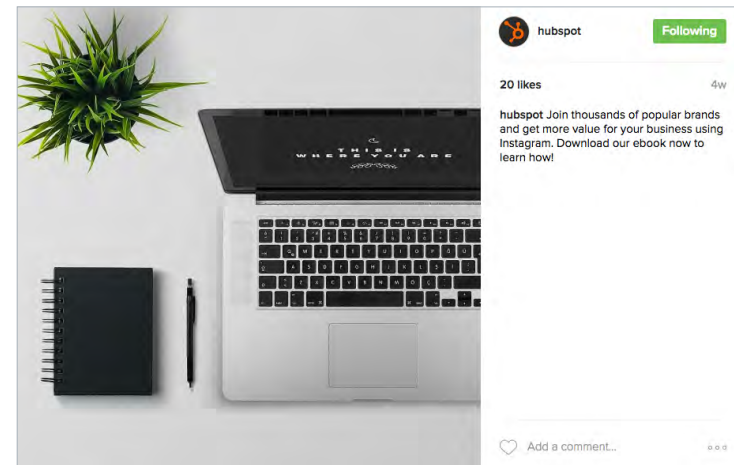
### 4. Content

An image that shows the reader what they are actually getting after clicking :



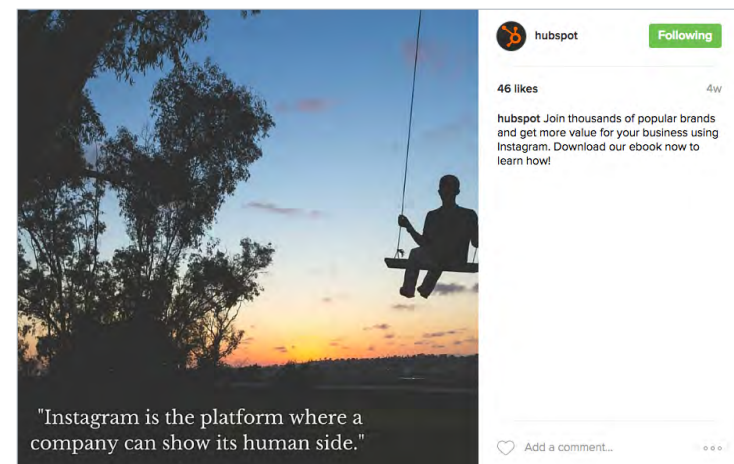
### 5. Native

This is an image that looks like you could have posted it to your native Instagram feed :



### 6. Words/quote

This is an image with a quote overlay :





## COPY TESTS

We tested four different types of copy for the ad description, ranging from a straightforward title, to funny copy related to the offer.

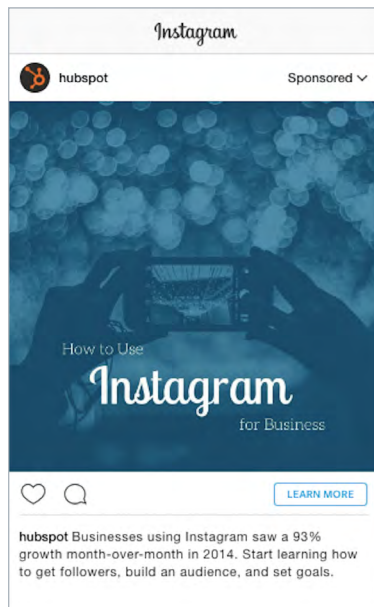
**1. Title of offer** - Self-explanatory, just the title of the offer or blog post.

**2. Offering the value/benefit** - A sentence letting the reader know what they will gain from downloading.

**3. CTA** - Asking them specifically to download now.

**4. Funny/fluffy** - A joke or quirky sentence slightly related to the offer, playing up the entertainment factor.

*The ads all had the same image for this test:*



### 1. Title of offer

How to Use Instagram for Business: an ebook from HubSpot and Iconosquare

### 2. Offering the value/benefit

Businesses using Instagram saw a 93% growth month-over-month in 2014. Start learning how to get followers, build an audience, and set goals.

### 3. CTA

Check out this great ebook from HubSpot and Iconosquare on using Instagram for business.

### 4. Funny/fluffy

Hey brands, 2013 called. They want their Instagram strategy back. Looks like it's time for an update, folks.

## TYPE OF MEDIA

Finally, we wanted to test the forms of media you can choose from on Instagram.

We used creative that was very related to the offer, the video being a person talking about the offer we were promoting, and the images being all similar and related to the offer.

### 1. Video

### 2. Static image

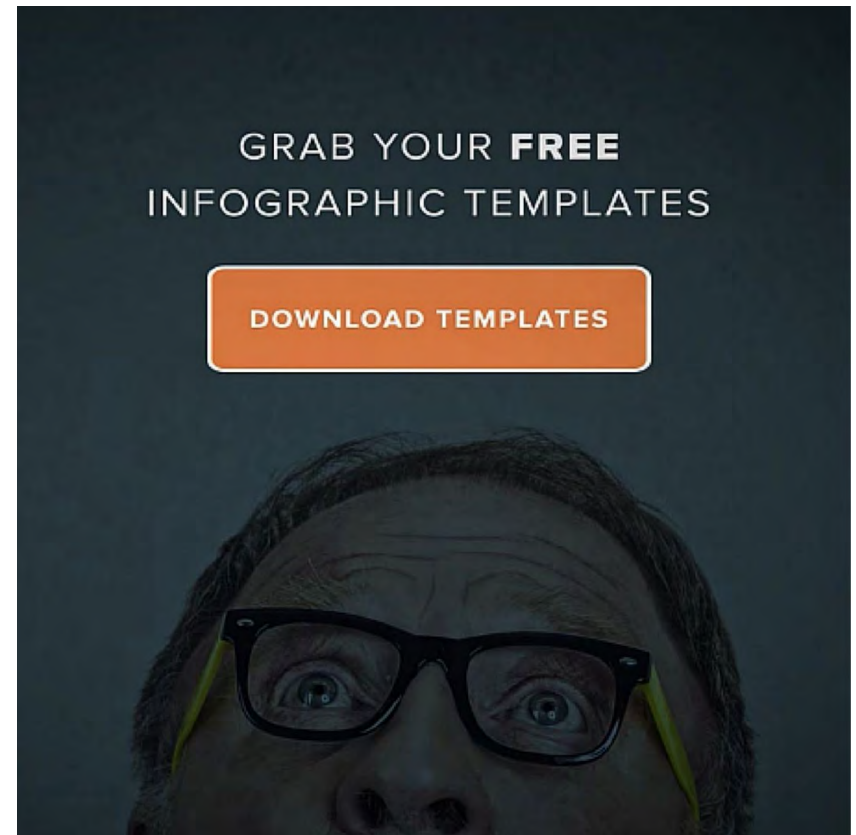
### 3. Carousel images (4 images).

## Part Two: Takeaways from the data

### 1: IMAGE TAKEAWAYS

#### Data points:

- Images with a clear call to action are 45% less expensive than images that are similar to stock photos.
- Images with a clear call to action are the least expensive type of ad, followed by images that clearly show the piece of content being downloaded.
- Images with a clear CTA also have the highest CTR. The CTR of these ads is 100% higher than ads with stock photo images.
- Stock photo images had the highest CPC and lowest CTR.
- Ads with images had the highest cost per like.
- Ads with click-bait images had the lowest cost per like.
- Click-bait images had the lowest cost per like.



## Marketing Lessons:

- **Ads that looked like a “call-to-action” or CTA had the lowest cost per click and highest CTR.** This means these ads were the least expensive and had the highest number of people click through to our landing page than all the other ads, suggesting this ad was relevant and enticing for the audience. This implies that Instagram users completely understood the purpose of the ad, and clicked on it because they knew exactly what they were getting after clicking. The lesson for marketers here is to be very clear in your value proposition as well as your call to action. [One thing to note](#): Instagram is very particular about the types of images that are in ads, as to keep the native look and feel of Instagram.
- **Stock photo images had the highest CPC and lowest CTR.** [Lesson to marketers](#): This suggests that Instagram users are not likely to click on stock photo-like images on Instagram, and therefore should be avoided by B2B marketers when advertising on Instagram.
- Interestingly, **native looking images** (images that could have been posted by a friend on Instagram) had the **second highest cost per click, and second lowest CTR**, meaning, they didn’t perform very well during this experiment. Our hypothesis with native images was that they would do exceptionally well, as they fit right in with the typical types of posts


seen on this platform. Since our hypothesis was disproved, we can only guess why this is the case. One potential reason is that native Instagram images are not clickable, therefore users are not accustomed to clicking and didn’t think to do so when seeing our ads. [Lesson to marketers](#), make sure your ads clearly show what you are offering and that they are clickable, or else you may see a poor CTR.

- We did not run a campaign specific to “liking” each image, but we did get post likes from doing this experiment, and we collected the data. We were able to determine that ads with a piece of content as an image had the highest cost per like. Not surprisingly, **the “click-bait” images had the lowest cost per like on the post.** These images had pretty much nothing to do with the offer, but were images designed to make people like it (think, cute puppy or baby). While these ads were on the more expensive side for actual clicks through to the website, their volume of post likes was off the chart (seriously, close to 4x more likes than all other types!) Some people even called us out for click-bait! [Lesson to marketers](#): The cost of click-bait ads is high, and the credibility you may lose by doing this is not worth it. Stick to high quality images that let the Instagram user know exactly what they are getting.

CTA example

GRAB YOUR **FREE**  
INFOGRAPHIC TEMPLATES

DOWNLOAD TEMPLATES


 **hubspot**


Following

33 likes

3w

hubspot 15 Free Infographic Templates in Powerpoint. Download now and save countless hours by using these pre-made templates to design your infographics!

 Add a comment...





Content piece examples



15 Free Infographic Templates

hubspot

90 likes 3w

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elanspreiser @korenlockwood  
brianneharman @eringliatta...just sayin'...  
broccarter @kayleercarter  
originalbluekennels Kneks.com

Add a comment...



MYTH #10:  
"The more pages I have, the better"

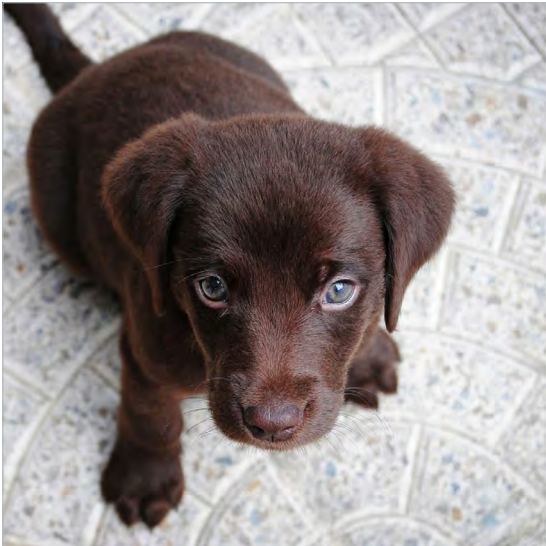
hubspot

64 likes 3w

hubspot 17 SEO Myths You Should Leave Behind in 2016: Download the guide and get the most common myths debunked so you don't waste any more time.

Add a comment...

Click bait examples



hubspot

639 likes 3w

hubspot 15 Free Infographic Templates in Powerpoint. Download now and save countless hours by using these pre-made templates to design your infographics!

erikhollen27 @giovanna11694 @shollen09  
sethsilvers Why is there a pic of a puppy? Just trying to get someone to stop scrolling? I thought you were better than that Hubspot haha  
elizabethrrrios @robwearslasses a friend like this one ☐  
travisheldeman @hubspot come on now, at least address the little guy  
nikki\_smooth @lucille0111 he's beautiful  
lucille0111 @nikki\_smooth he is!!!  
dincredible @antisocial\_butterfly look  
johannanana11 @markthepark love me  
shd0004 @bobb... love that the dog is

Add a comment...



hubspot

375 likes 3w

hubspot 17 SEO Myths You Should Leave Behind in 2016. Get the most common myths debunked so you're not wasting any more time with your SEO.

loveofautos PS we love your system!  
thaddeusmrw\_ @cynthia.marie  
blackandcrimson @kaebatcaver  
evansjrae @carolmilroy  
garrychaddy @sydneygiac  
melaniepix @emma.roseee  
frugalmcdougall @jobear1 hubspot pugspot!  
jobear1 Love it! @frugalmcdougall  
jsheldonowen Super cute. Also click bait.

Add a comment...

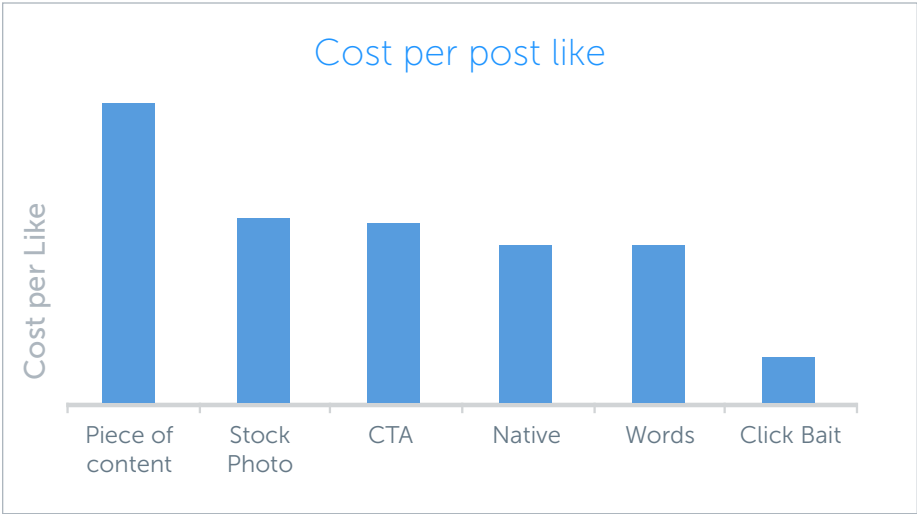
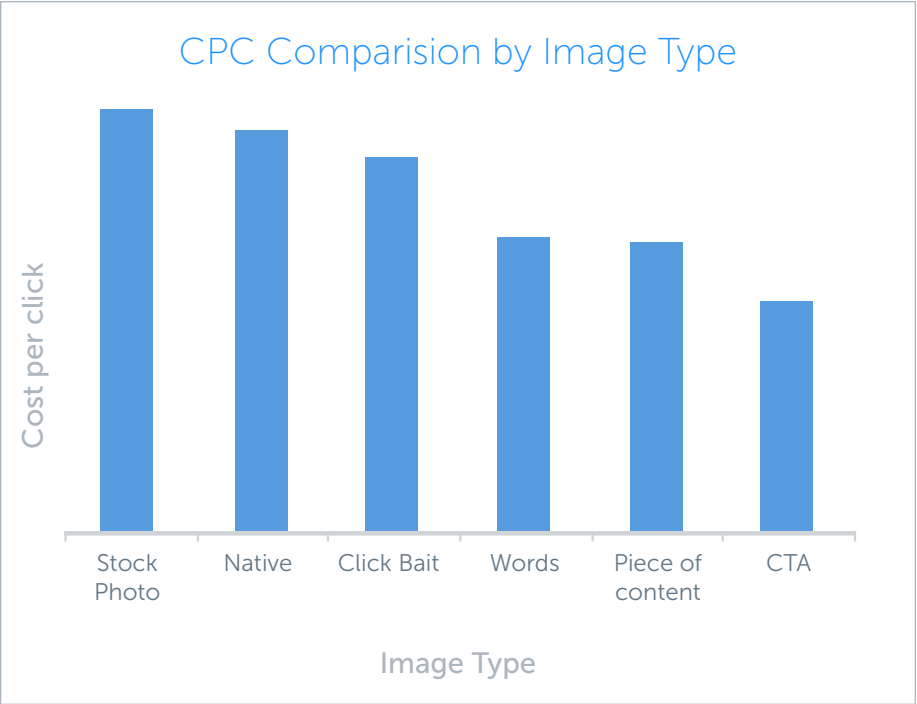
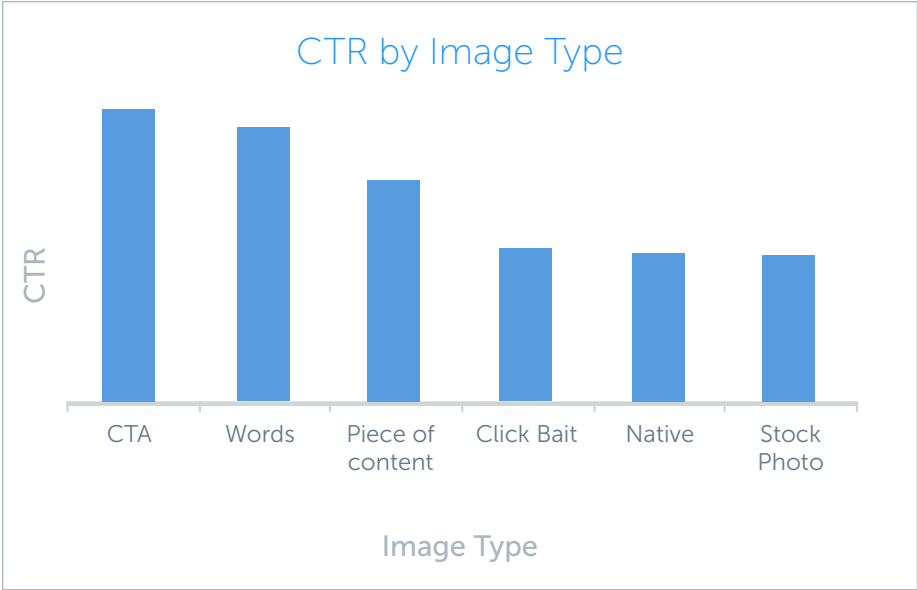
# RESULTS

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In this section, we go over the results obtained during the Instagram Ads experiment. The results are based on the data collected and will appear by category: image test; copy test and video test.

Along with the results, you will see marketing lessons where we explain the best practices for marketers advertising on Instagram.

Image Test Data

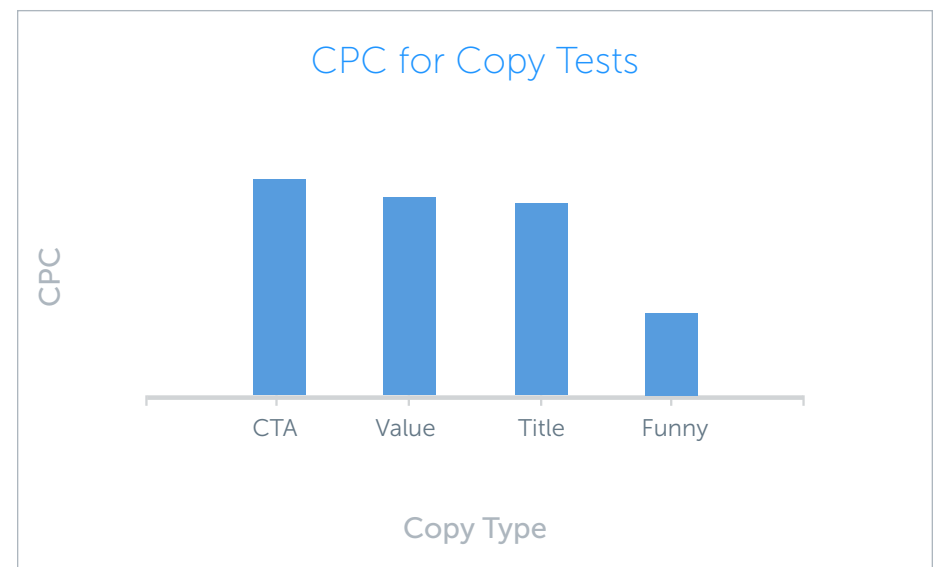
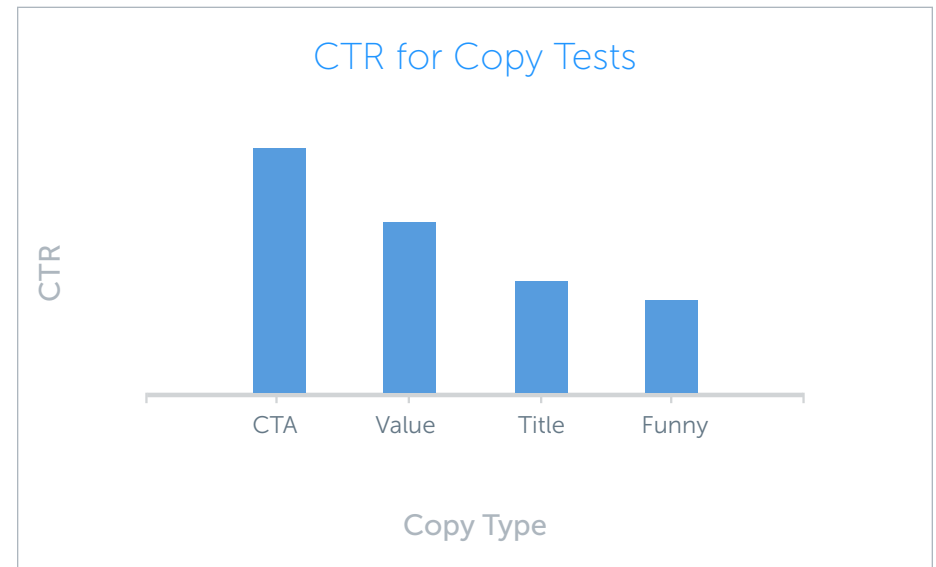


### Copy Data:

- Copy that was a clear CTA had the best results.
- The CTR of ads with CTA wording was **17% higher** than copy that was “funny”, and the CPC was **11% lower** than ads with “funny” copy.
- Funny copy ads did have the lowest cost per post like, at **7% cheaper** than ads with CTA positioning, but this decrease doesn’t seem enough to make the lack of clicks and high cost worthwhile.
- Our analysis of using the title of the offer as the copy was inconclusive. While there was a high CTR, there also was a high CPC.

### Marketing lessons:

- With the high CTR and low CPC for ads with copy relating to CTA language, it is clear that **images and copy with clear calls to action will give direct response marketers the best results** and most bang for their buck. Marketers should spend time creating well thought out call to action-like copy when making Instagram ads.
- Since some of our tests were inconclusive for copy changes, try out titles and funny copy on your own accounts, and see what performs best with your audience.





### Video Data:

- Carousel and static image tests showed almost no difference in CPC or CTR, and tests were not statistically significant due to too similar results.
- The CPC on the video ads was significantly higher than carousel and static image tests, with a CPC of **45% higher** than static ads.
- The CTR of video ads is also the lowest of all ad types by **38%**.
- The cost per thousand impressions (CPM) is the lowest for video ads, at **28% less** than the CPM of static image ads.

### Lessons for marketers:

- If marketers are solely concerned with cost, we suggest they use **static image or carousel media type campaigns**. The cost of our video tests were more expensive than static images and carousel ads.
- **Video ads don't perform as well as static images for direct response**, with the lowest CTR. Use video ads for purposes other than driving inexpensive traffic to your website, such as awareness and branding. Since the CPM was the lowest for video ads, we can assume they would be a better fit for branding campaigns.

# CONCLUSION & BONUS

# CONCLUSION

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During the experiment, we learned that although video is taking the internet by storm, it might not be the best content for an Ad on Instagram: a platform which continues to thrive on quality static images. We learned that call to action (CTA) wording is essential for success, and that cute, click-bait images are extremely effective in terms of cost (low cost per like) but don't finish the job when it comes to customer conversion (low CTR).

Adding Instagram advertising to your marketing strategy is a smart move, especially for businesses with small budgets, as a lot can be achieved at a low cost. In fact, Instagram announced at the beginning of June 2016 that it will be rolling out contact buttons for business pages on the platform and making it easier for brands to turn high-performing posts into Ads.

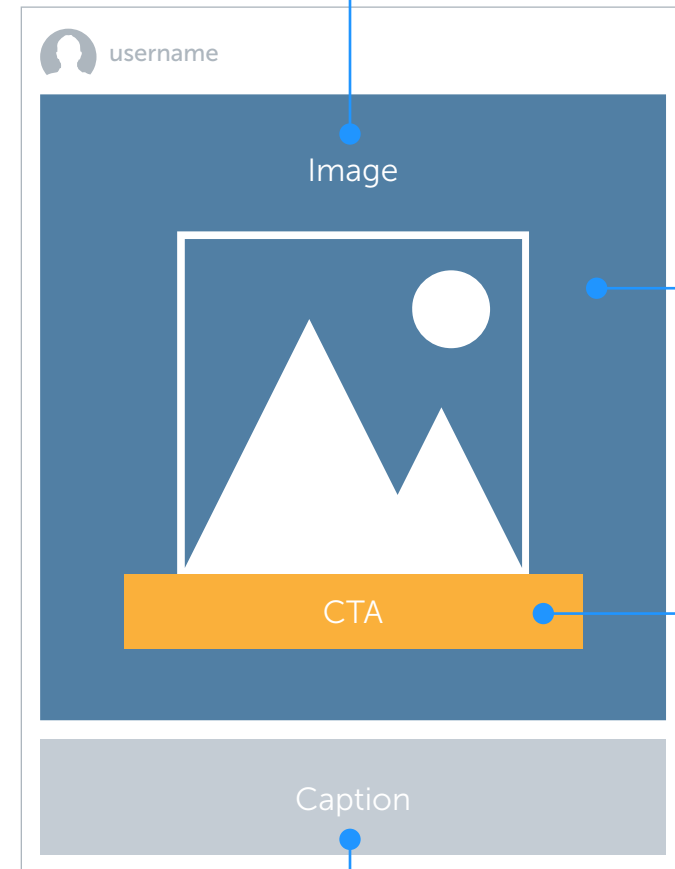
The business side of Instagram is really starting to shine through, and we expect even more great business-driven updates and features to arrive on the platform in the near future.

# CHEAT SHEET

## "THE PERFECT INSTAGRAM AD"

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Using an image showing the offer you are proposing will help your CTR rise and your CPC fall.\*



Caption with clear CTA wording.

\* Stock images aren't as effective in this case!

## ABOUT THIS GUIDE

### THE ESSENTIAL GUIDE TO INSTAGRAM ADVERTISING

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#### SOURCES

Facebook Ads Guide was the main source used to curate the information for this ebook (instructions and screenshots from the Guide have been used). Some of the visuals used to illustrate this ebook are also the property of Facebook. All graphs and charts were created by Iconosquare and HubSpot.



Iconosquare is the leading Analytics and Marketing platform for Instagram. Certified by Instagram, the analytics platform provided by Iconosquare can help professionals and individuals alike to improve their performance on Instagram, post better content to their audiences, increase engagement within their communities and save precious time.

#### CONTACT ICONOSQUARE

<https://pro.iconosquare.com/>



HubSpot is an Inbound Marketing Software platform that helps companies attract visitors, convert leads, and close customers.

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