

MARKETING 4440

# HOW TO USE INSTAGRAM FOR YOUR BUSINESS

# WHAT ARE WE GOING TO TALK ABOUT TODAY?



1. OVERVIEW
2. HOW TO CHANGE INTO A BUSINESS ACCOUNT
3. TYPES OF ADS
4. INSIGHTS
5. HOW TO MAKE AN AD
6. STATISTICS
7. CREATOR MARKETPLACE
8. INSTAGRAM THEN VS NOW
9. STRATEGIES
10. DOS AND DON'TS
11. ACADEMIC ARTICLE



# instagram

## Overview of Platform

### What is instagram?

social network and  
photosharing service

available for individuals  
and businesses



### Who owns instagram?

The company Meta,  
formerly known as  
facebook, owns  
instagram

Meta bought instagram  
in 2012 for \$1 billion

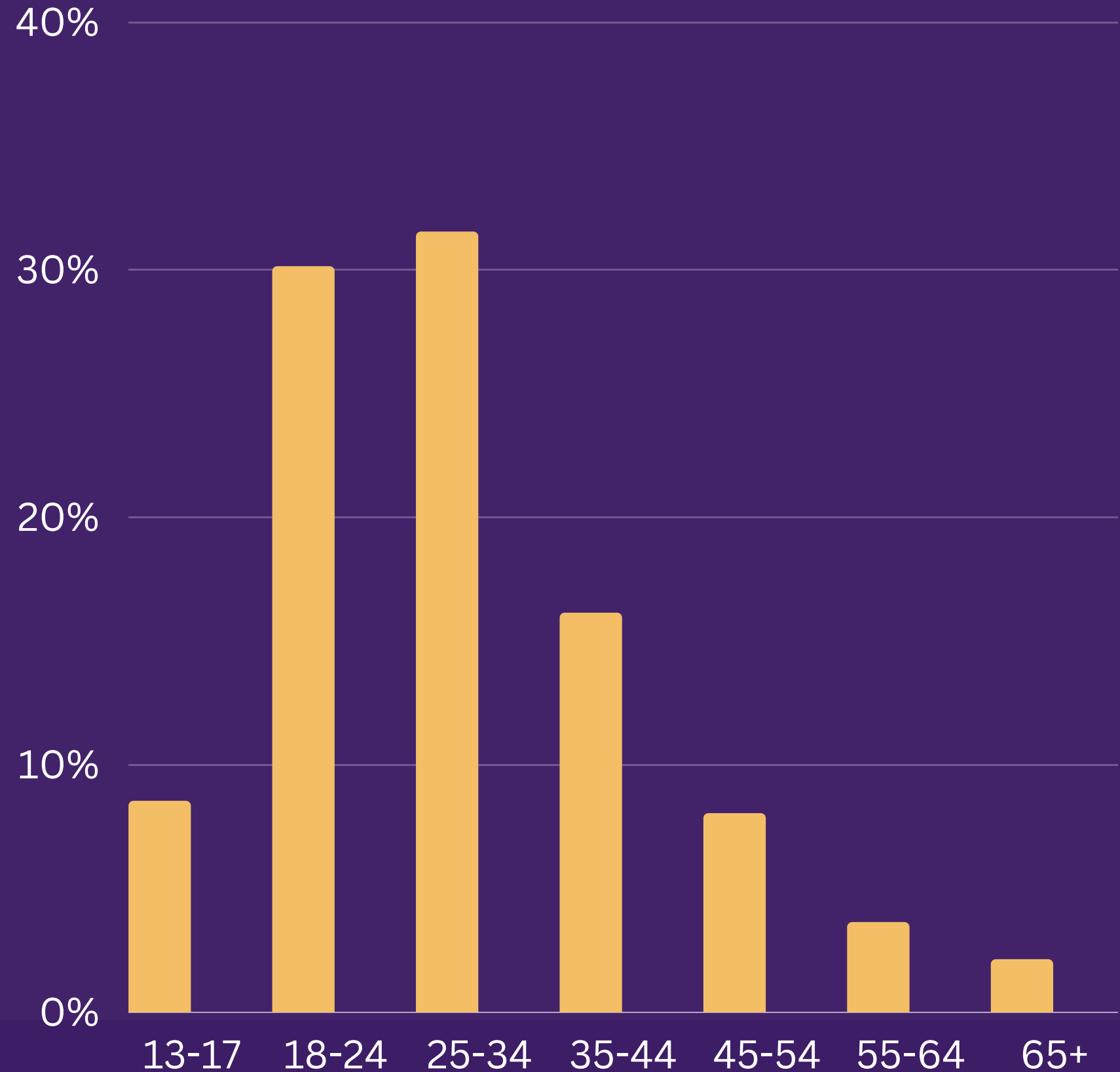


STUDIO SHODWE

# instagram

## Overview of Platform

**What is the age breakdown of instagram users?**



INSTAGRAM DEMOGRAPHICS IN 2022: MOST IMPORTANT USER STATS FOR MARKETERS (HOOTSUITE.COM)




instagram

# Overview of Platform



## How do you avoid being hacked?

Two factor authentication: email, phone number, what's app



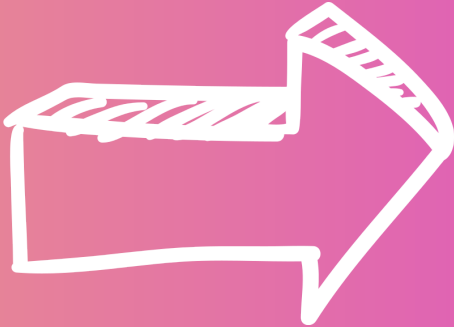
## How do you avoid unwanted media/ users on your page?

users can block accounts, delete comments, and restrict comments from your posts

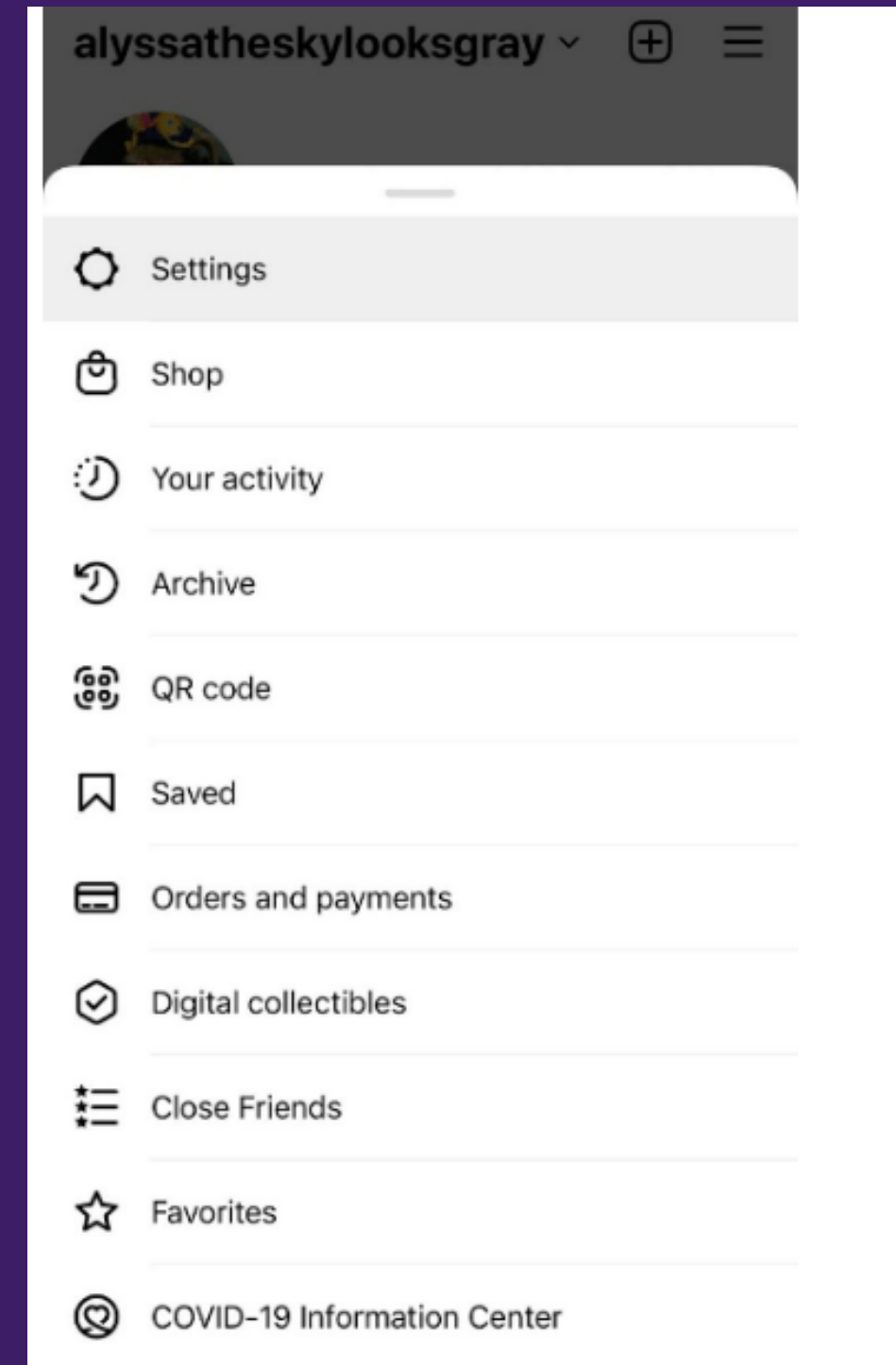
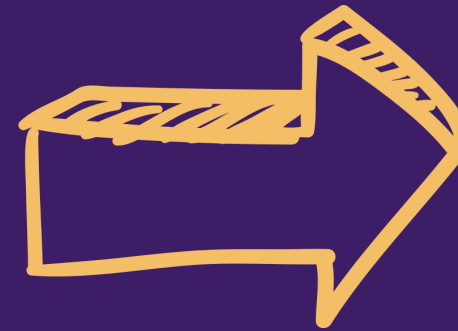
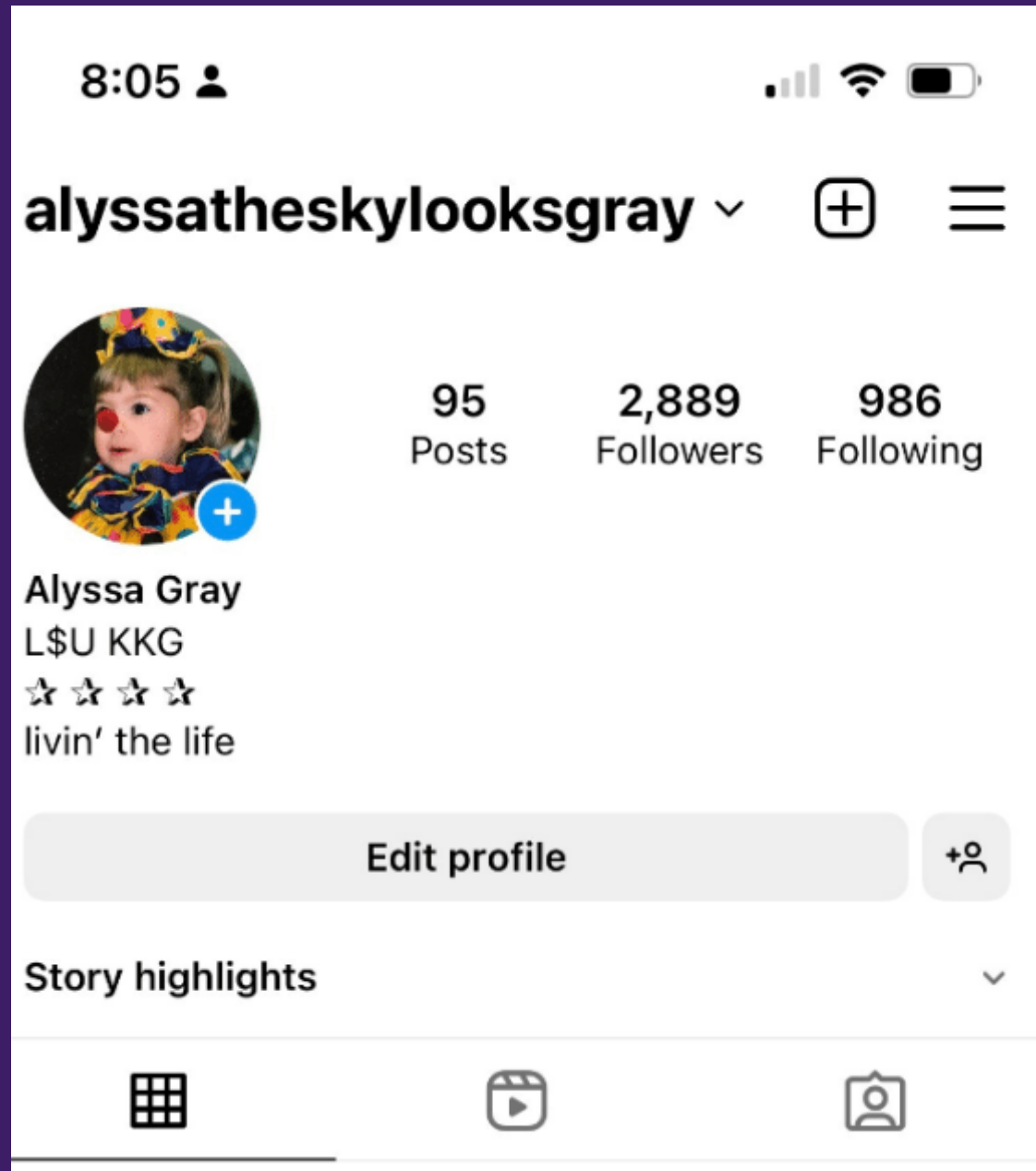
# Instagram



***Personal  
Account***



***Business  
Account***



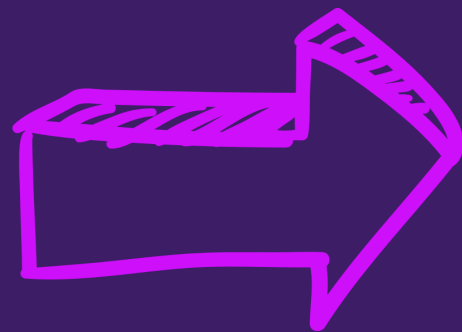
Q Search

- + Follow and Invite Friends >
- 🔔 Notifications >
- 🔒 Privacy >
- 👤 Supervision >
- 🛡️ Security >
- 📣 Ads >
- 👤 Account >
- 📺 Help >
- 📄 About >

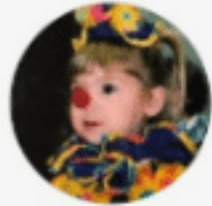
**Meta**  
[Accounts Center](#)

Control settings for connected experiences across Instagram, the Facebook app and Messenger, including story and post sharing and logging in.

**Logins**



✕



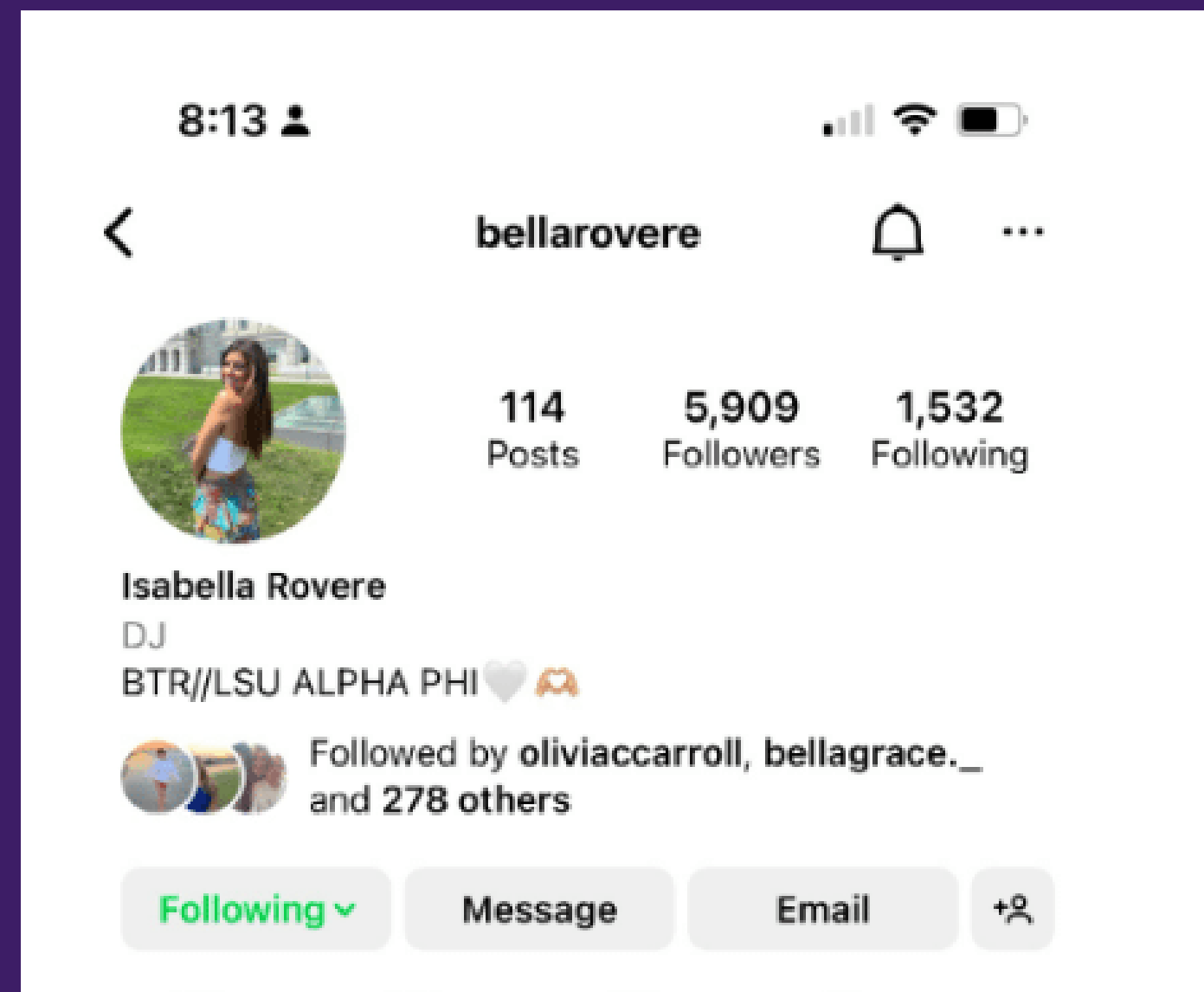
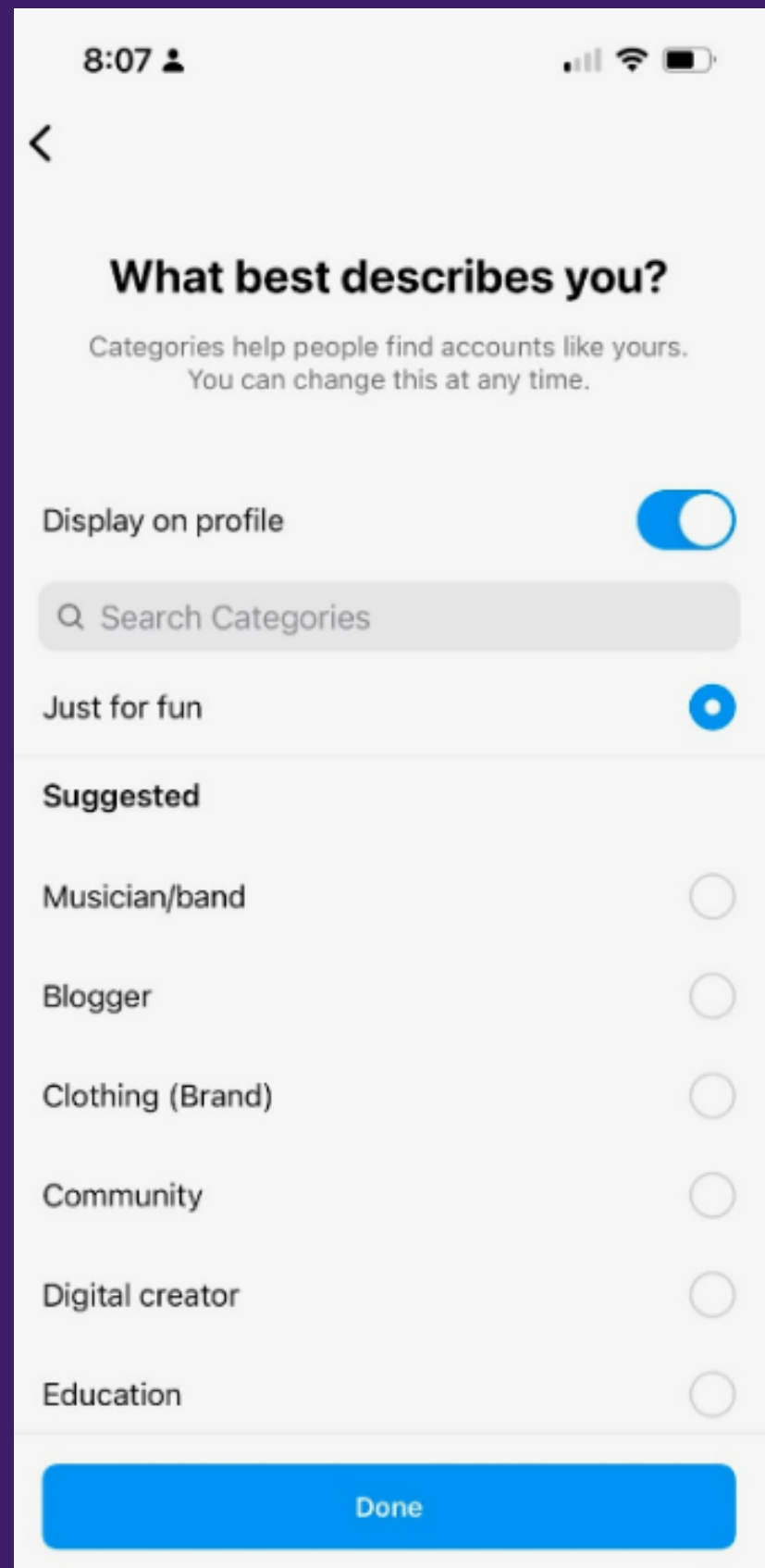
**Switch to a free professional account**

With a professional account, you can get access to insights about your followers and account performance, new contact options and more.

• • • •

[Continue](#)



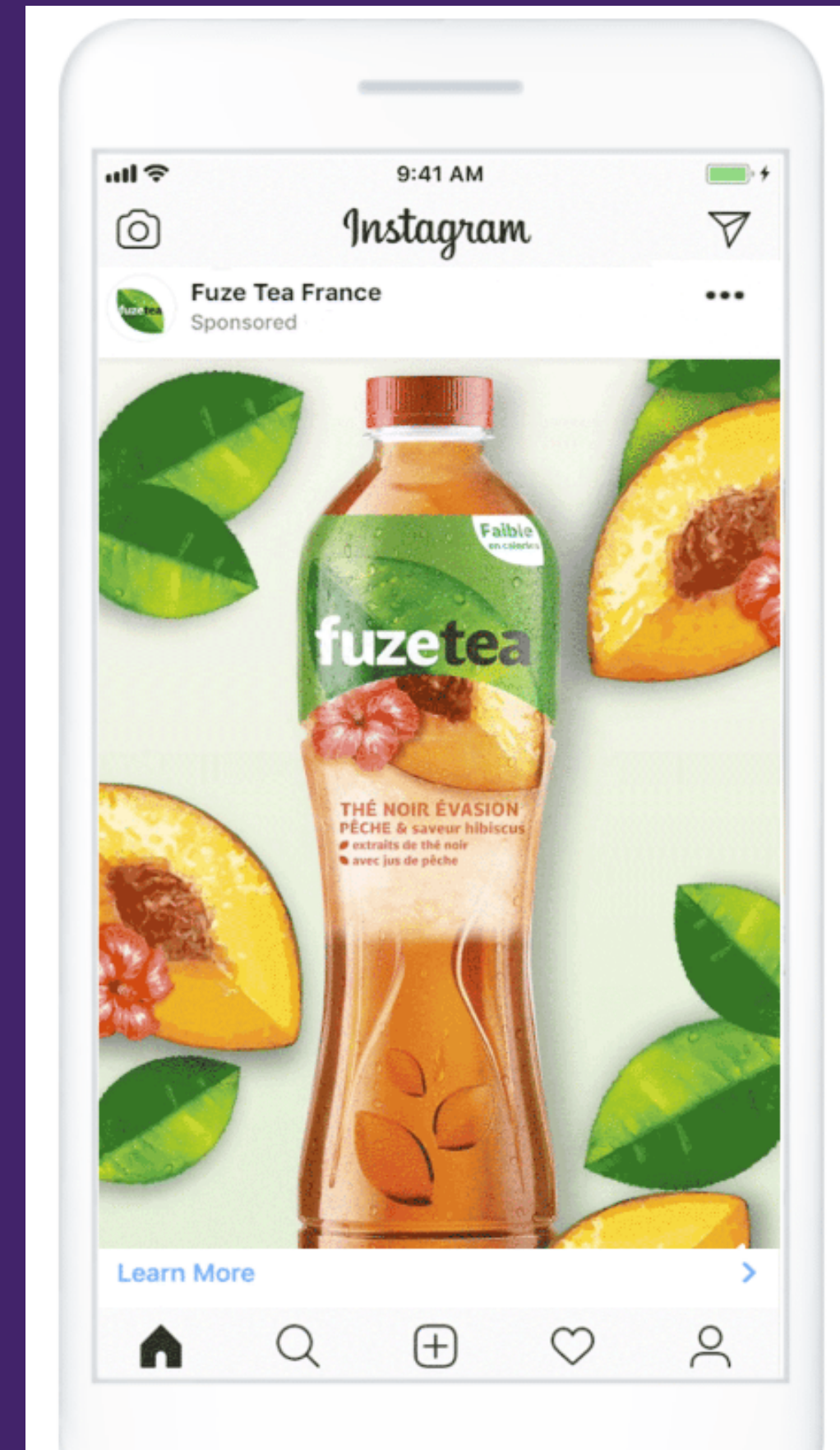


# Instagram advertisements

## Types of Ads:

### Photo

If you use a single image in your Instagram ad, your image may appear in the square, landscape, or vertical format.

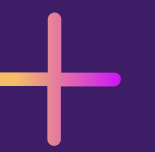


# Instagram advertisements

## Video

### Types of Ads:

If you use video creative in your Instagram ad, your video may appear in the square or landscape format (except for in Instagram Stories)



# Instagram advertisements

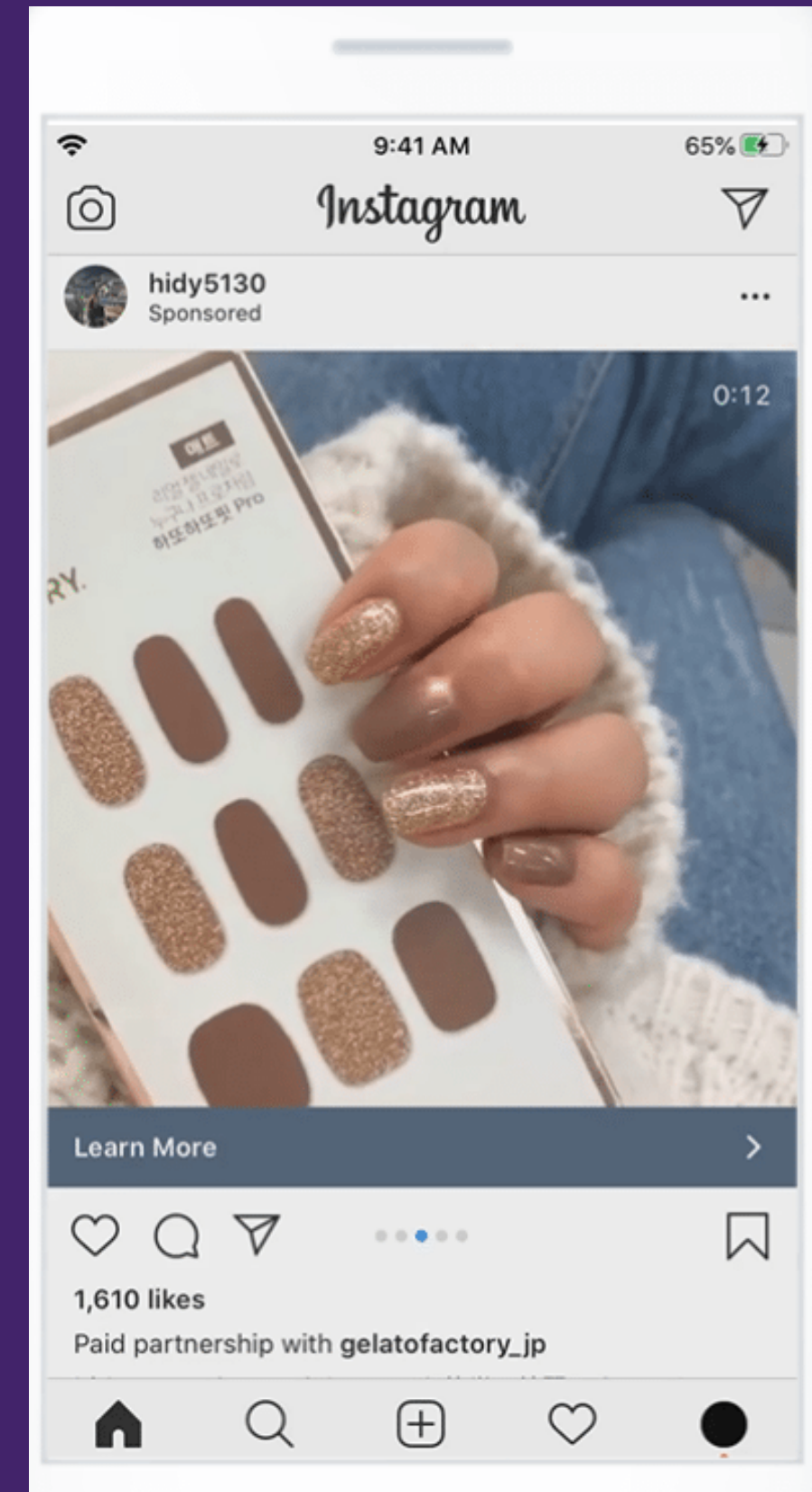
## Carousel

### Types of Ads:

Carousel posts have the highest engagement rate per impression

If you use the carousel format as the creative for your Instagram ad, your ad will appear in the square format or vertical format on Feed and Stories.

(1) NEW MESSAGES! (SPROUTSOCIAL.COM)



# Instagram advertisements

## Types of Ads:

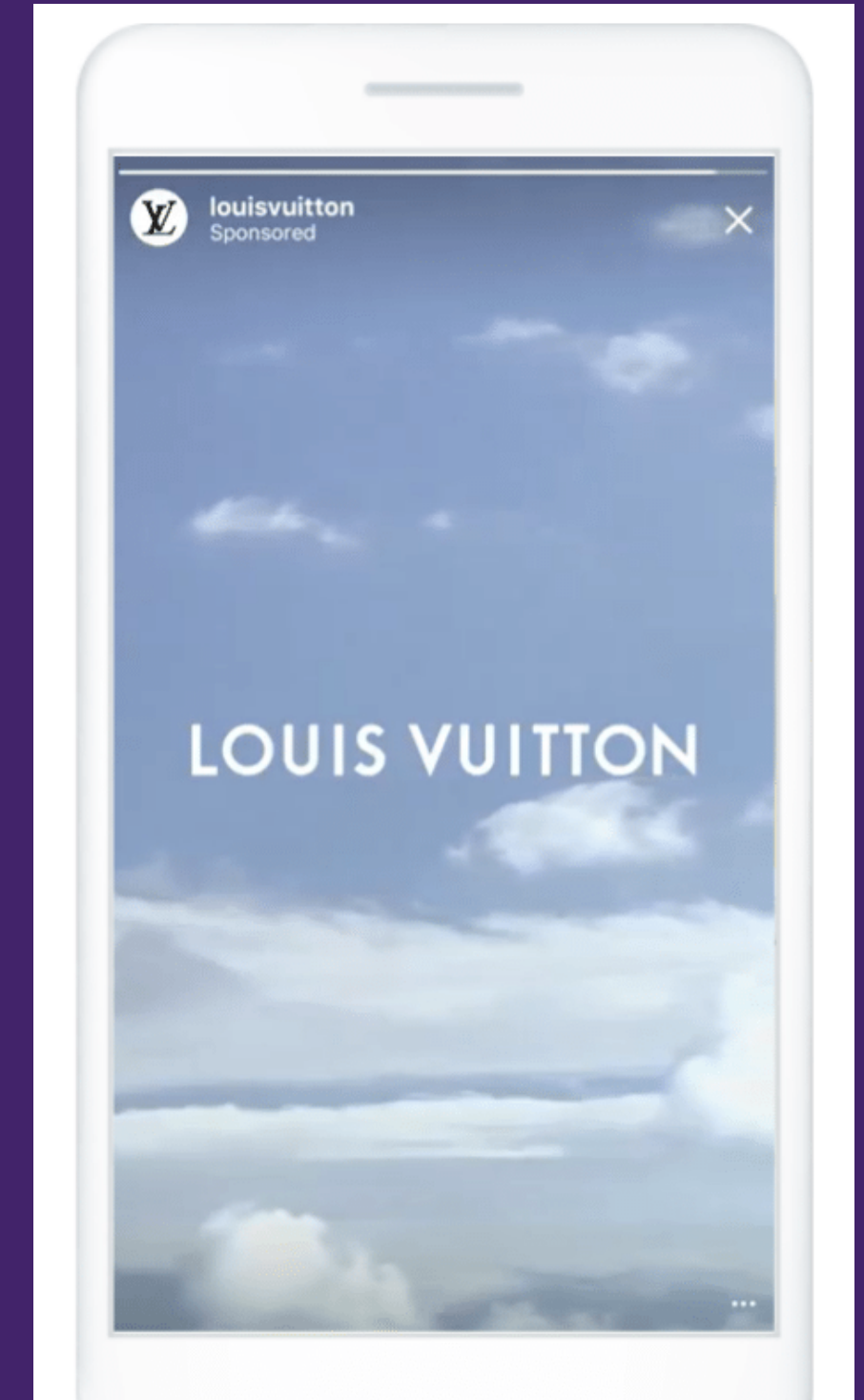
While we recommend you use a fullscreen vertical asset in Stories ads, this format can support the same media you use in other placements.

Stories ads can support Feed placement photo and video dimensions, meaning you can upload a single photo or up to a 120-second video that have an aspect ratio of 9:16 and 16:9 to 4:5

2022 PRESENTATION

## Story

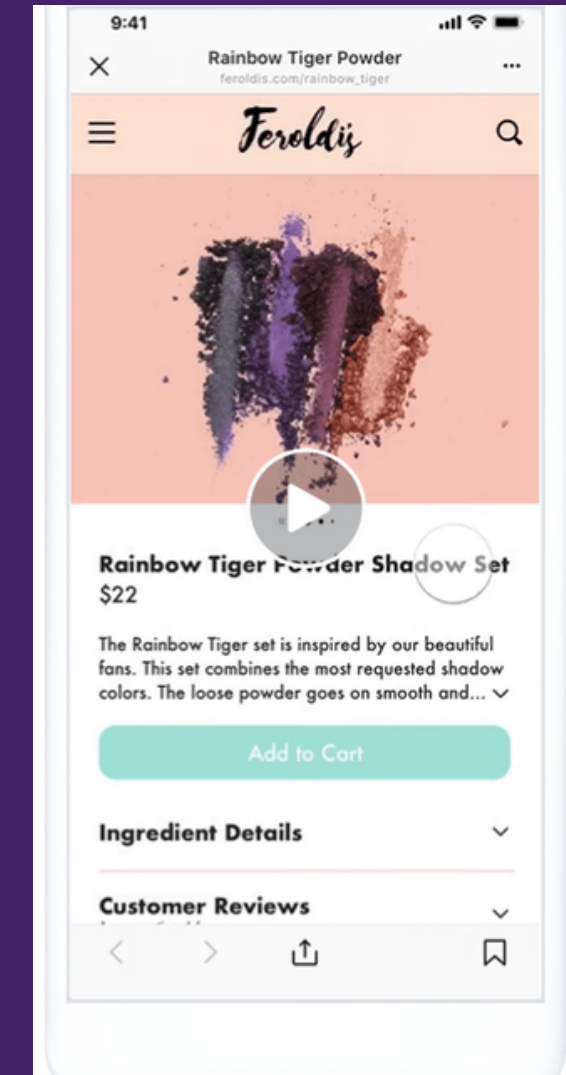
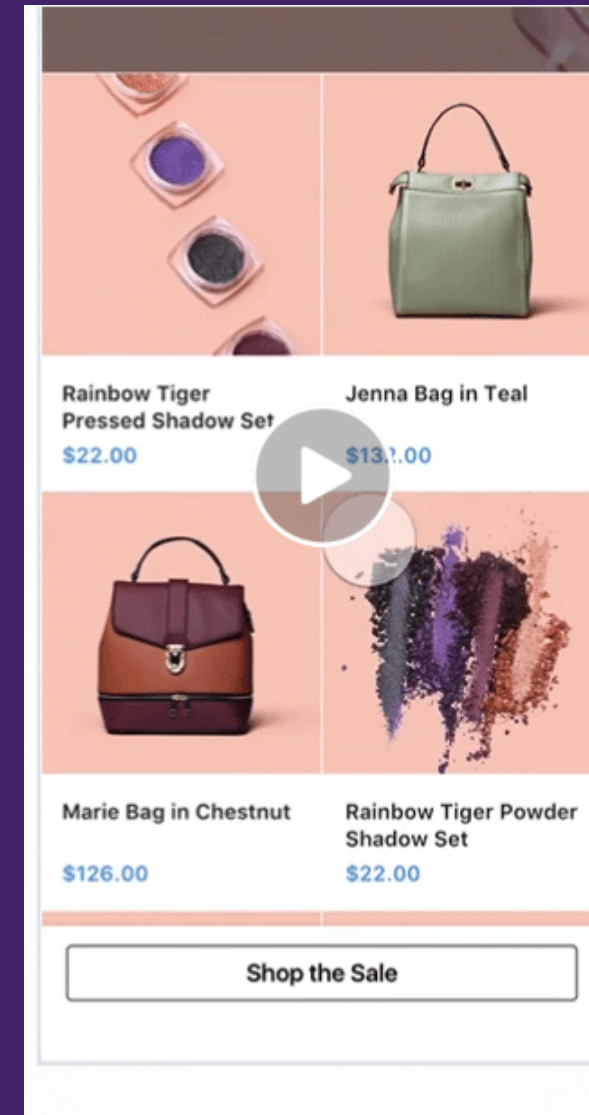
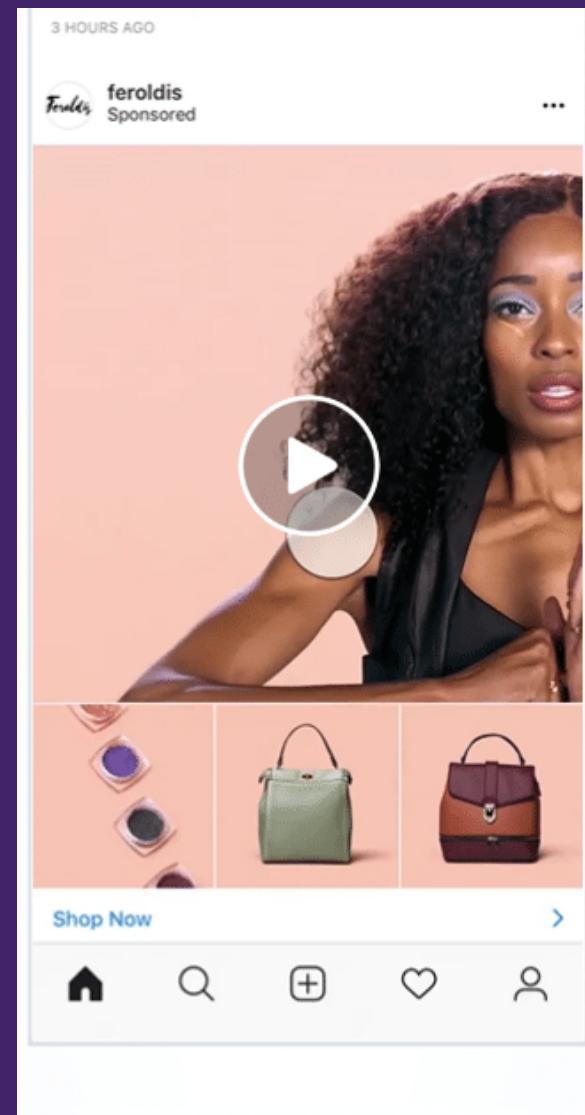
Instagram Stories will play video ads that are less than 10 seconds for the full duration of the video. Video ads that are 10 seconds or longer will be split into separate Stories cards.



# Instagram advertisements Collection

## Types of Ads:

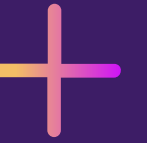
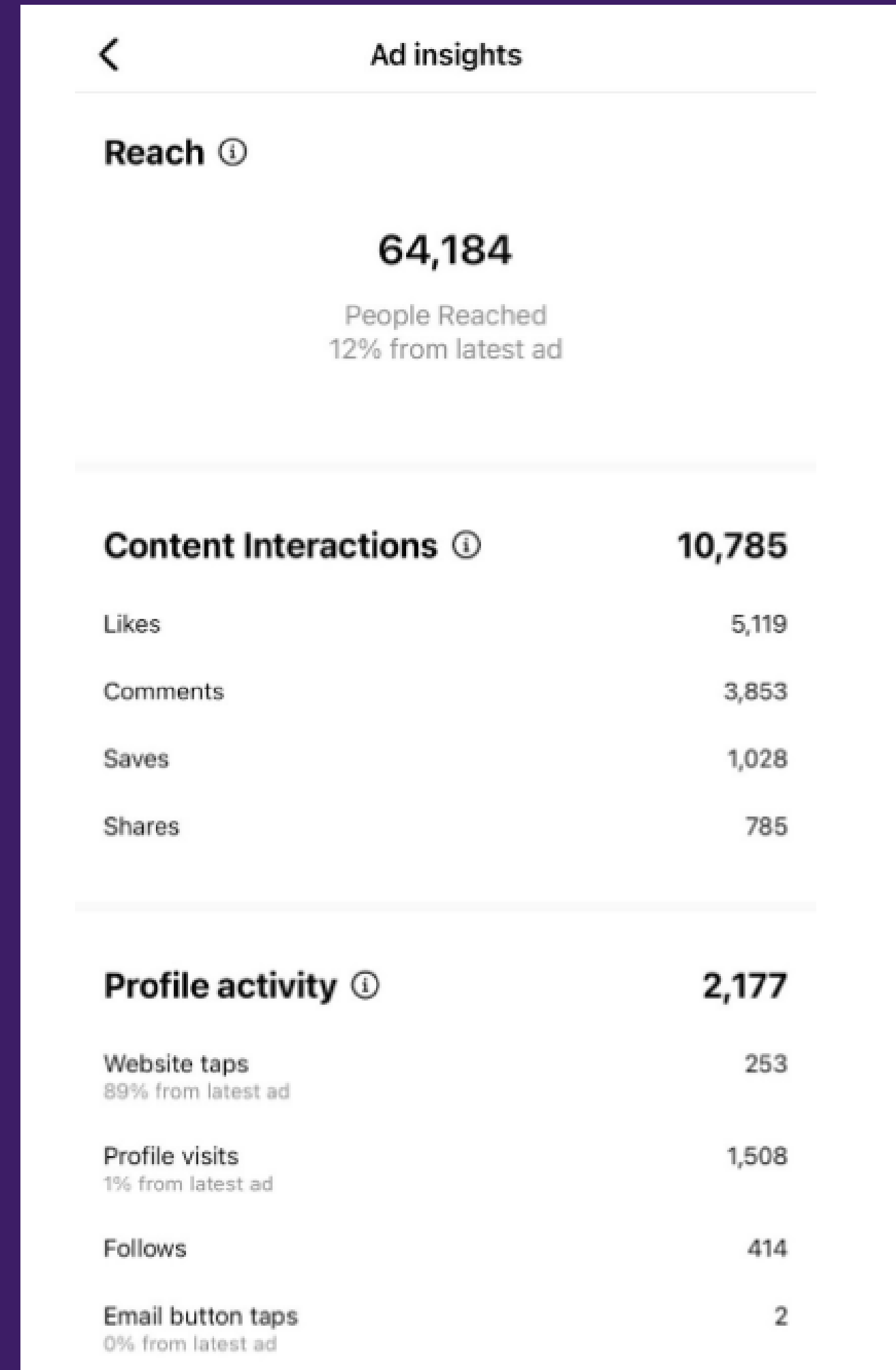
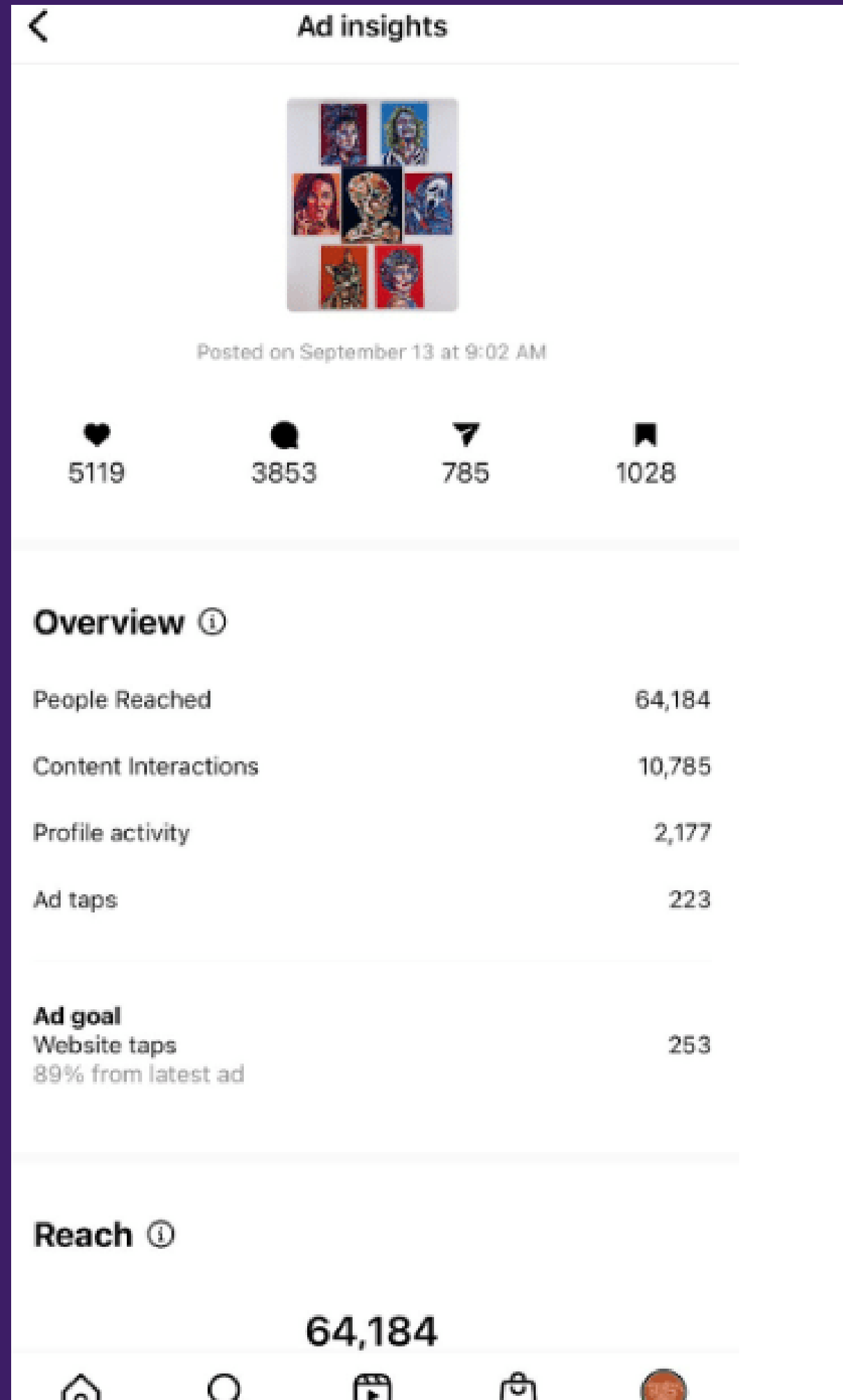
A collection ad in Instagram Feed includes a cover image or video followed by 3 product images. When someone taps on a collection ad, they see a full-screen landing page that drives engagement.



# INSIGHTS

## INTERACTIONS

2022 PRESENTATION



# INSIGHTS

2022 PRESENTATION

## PROFILE ACTIVITY, GENDER BREAKDOWN

**Ad insights**

<b>Profile activity</b> ⓘ	<b>2,177</b>
Website taps 89% from latest ad	253
Profile visits 1% from latest ad	1,508
Follows	414
Email button taps 0% from latest ad	2

---

**Ad** ⓘ

**223**  
Ad taps

Ad goal  
Website taps

Status **Completed**

Spend **\$60.00 of \$60.00**  
100% spent

**Ad insights**

Audience ⓘ

Gender

30.0%	68.7%
• Women	• Men

Are you satisfied with the results of this ad?

**Yes** **Not Sure** **No**

Boost Again >

Delete Ad

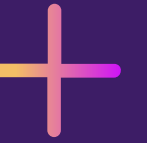
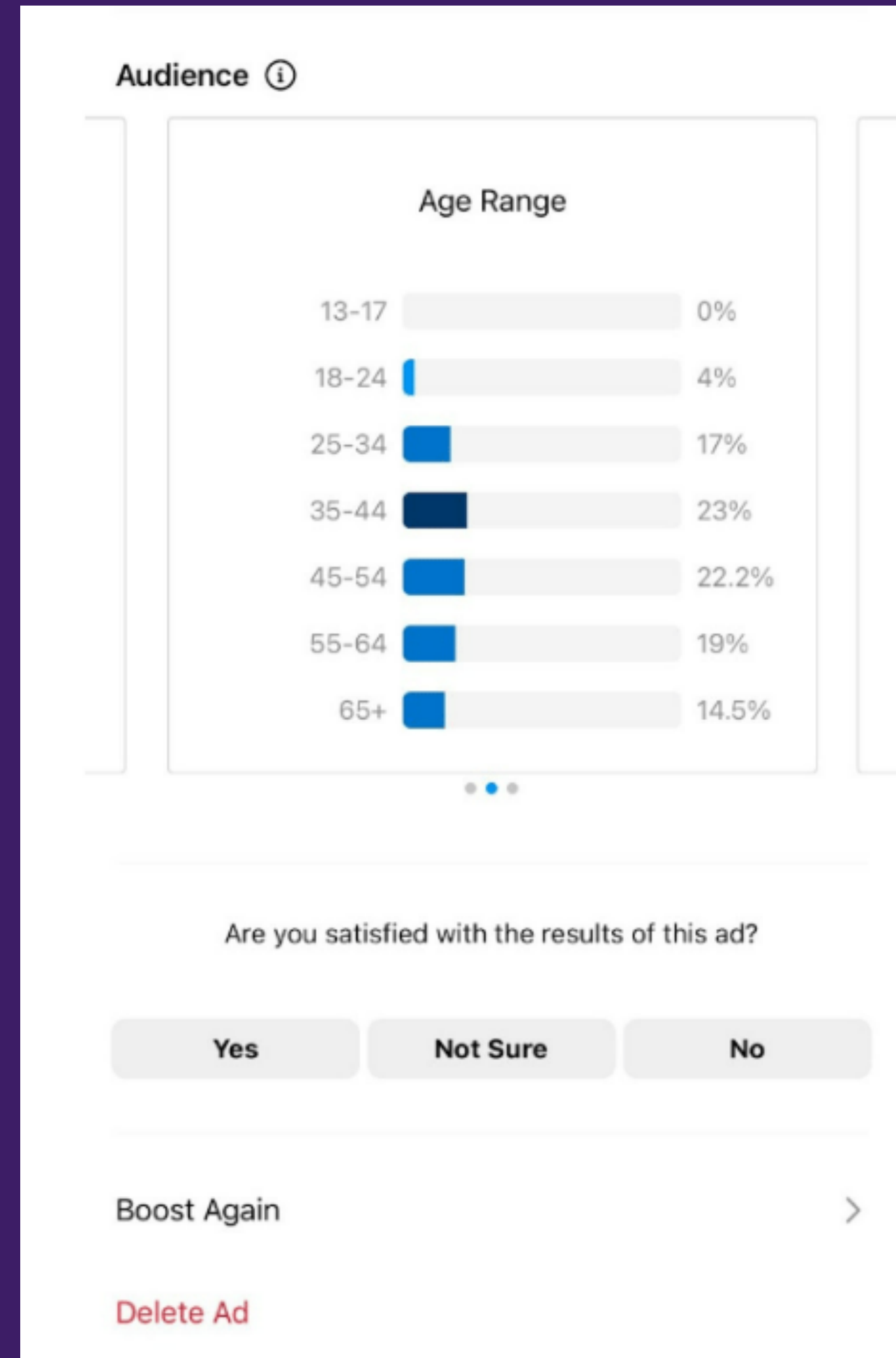
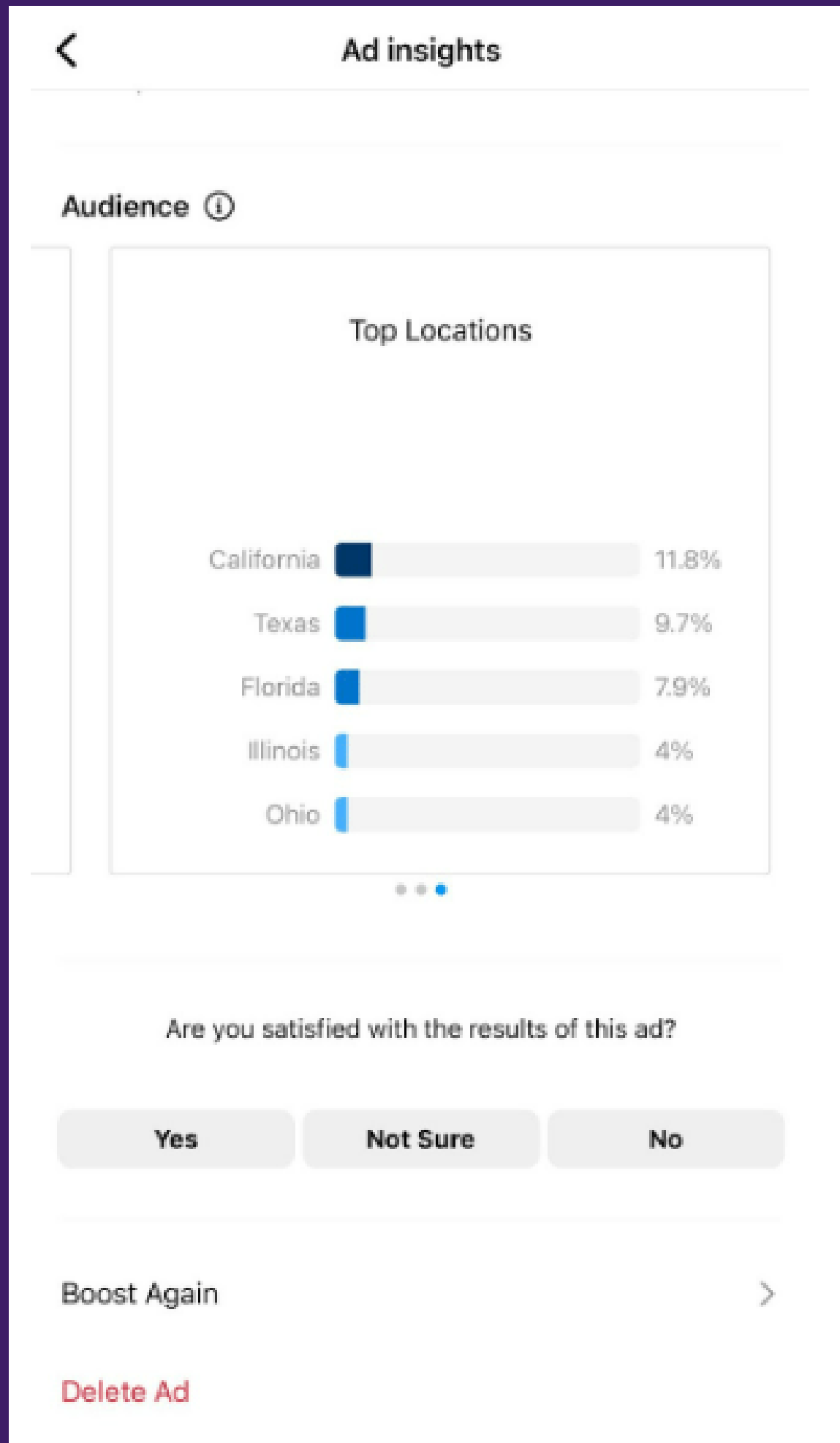




# INSIGHTS

## LOCATION, AGE

2022 PRESENTATION





# CREATING INSTAGRAM ADS



# Creating a Meta Ads Manager Account

Step 1:

Ad Account Setup

Little Lemon (123456789)

**Ad Account ID**  
123456789

**Ad Account Name**  
Little Lemon

**Time Zone**  
(GMT-04:00) America/New\_York  
[Change Time Zone](#)

**Currency**  
US Dollar (USD)  
[Change Currency](#)

Street Address 1

[Add People](#)

# Creating an Ads Manager Account

Step 2:

The screenshot displays the Facebook Ad Account Setup interface. The main heading is "Ad Account Setup" with a dropdown menu for "Little Lemon (123456789)". The background shows fields for "Ad Account ID" (123456789) and "Ad Account Name" (Little Lemon). A modal window is open, titled "Advertising Purpose", with two radio button options: "Yes, I am buying ads for business purposes" (selected) and "No, I am not buying ads for business purposes". Below this is the "Business Name" section with a text input field containing "Enter a name..." and a note: "Enter your own name if you do not have a business name." The "Business Address" section includes a note: "You're representing that this business address is a primary location where you are conducting business." and a text input field containing "Street Address 1".

Ad Account Setup

Little Lemon (123456789)

Ad Account ID  
123456789

Ad Account Name  
Little Lemon

Attribution  
Your attribution setting determines how Facebook measures actions that result from your ads. Facebook uses last-touch attribution model. You can set your attribution window, or the period of time for which you want to count actions people take after clicking or viewing your ads, which will affect the results you see for your ads. [Learn More](#)

Edit

Add People

**Advertising Purpose**

Yes, I am buying ads for business purposes

No, I am not buying ads for business purposes

**Business Name**

Enter a name...

Enter your own name if you do not have a business name.

**Business Address**

You're representing that this business address is a primary location where you are conducting business.

Street Address 1

# Creating an Ads Manager Account

Step 3:

The screenshot shows the 'Payment settings' page for a user named 'Little Lemon (123456789)'. The page is divided into several sections:

- Current balance:** \$0.00. Below it, it says 'No payment due at this time.'
- Payment methods:** A section with an 'Add payment method' button. Below the button, it says 'Add at least one payment method to run ads.'
- Payment Activity:** A section stating 'You have no recent spending. [Create Ad](#)'.
- Account spending limit:** A section explaining that users can control their total ad costs by setting a limit. It says 'Your ads will pause when you reach the limit you set and won't run again until you increase, reset or remove that limit. [Learn more](#)'.
- Business info:** A table with an 'Edit' button. The table contains the following information:

Business name	Address	Currency
-	United States of America	US Dollars USD
Tax ID		
-		

At the bottom of the page, there is a link: 'Need help? [Get ads payment support](#)'.

# Campaign Structure

Choose a  
campaign  
objective:

Create New Campaign ×

Choose a Campaign Objective  
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Cancel Continue

# Budget and Scheduling



# Placements

**Placements** [Learn More](#)

**Advantage+ Placements (Recommended)** <sup>#</sup>  
Use Advantage+ Placements to maximize your budget. Meta's delivery system will allocate your ad set's budget where they're likely to perform best.

**Manual Placements**  
Manually choose the places to show your ad. The more opportunities you'll have to reach your target audience.

[Show More Options](#) ▾

**Optimization & Delivery**

**Optimization for Ad Delivery**

Conversions

**Cost Control**

USD

Facebook will aim to spend your entire budget and get the most conversions using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[View & Edit](#)

[Show More Options](#) ▾

[Close](#)

**Advantage+**  
Advantage+ products, including Advantage+ Placements, use our most advanced ad technology to help maximize your campaign performance with less effort from you.

**Audience definition**  
Your audience selection is fairly broad.

Estimated audience size: 220,000,000 people

**Estimated Daily Results**  
Based on 7-day click and 1-day view conversion window

Reach: 181 - 523

Conversions: < 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may change as people update to...

[View these estimates help!](#)

**Budget & Schedule**

**Budget**

Daily Budget: \$5.00 USD

Actual amount spent daily may vary. ⓘ

**Start Date**

Nov 2, 2020 11:00 AM  
Eastern Time

**End - Optional**

Set an end date

Nov 14, 2020 12:00 PM  
Eastern Time

[Show More Options](#) ▾

[Close](#) ✓ All edits saved

[Next](#)

# Customize and Create

The screenshot displays the Facebook Ads Manager interface for creating a new ad. The left sidebar contains navigation icons for home, campaign, ad set, ad, and analytics. The main header shows the breadcrumb path: New Campaign > New Ad Set > New Ad. The 'Ad Creative' section is active, showing options for media placement (Feeds, Stories, Right Column), primary text, headline, destination, and website URL. A preview on the right shows the ad as it will appear in a Facebook feed, featuring a bowl of food and an 'ORDER NOW' button. The bottom of the screen includes a 'Publish' button and a 'Verifying your edits...' status.

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

**Media**

- Feeds, In-Stream Videos (6 Placements)
- Stories, Apps, and Sites (2 Placements)
- Right Column, Search Results, Instant Articles (1 Placement)

**Primary Text**  
Order your Little Lemon favorites for delivery now at [littlelemon.com/](http://littlelemon.com/)

**Headline**  
Little Lemon for delivery!

**Destination**

**Website URL**

**9 Placements** [View More Variations](#)

**Facebook Feed**

Little Lemon  
Best Mediterranean in town

[ORDER NOW](#)

**Feed**

**Stories**

**In Stream**

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Verifying your edits... [Back](#) [Publish](#)



# FAST STATS



- CPC: \$0.40-\$0.70
  - (LINK CLICKS, LIKES, REACTIONS, COMMENTS, SHARES)
- CPC: \$0.50-\$0.95
  - TO DESTINATION URL
- CPE: \$0.01-0.05.
- CPM : \$2.50-\$3.50

# FAST STATS

ACCORDING TO SPOUTSOCIAL . . .



- 90% OF INSTA USERS FOLLOW A BRAND
- 75% OF INSTA BRAND POSTS ARE A SINGLE IMAGE
- 70% OF SHOPPERS LOOK TO INSTAGRAM FOR THEIR NEXT BUY

conclusions:

- utilize insta's shoppable content features
- brand awareness campaigns
- construct a content market plan

# FAST STATS

ACCORDING TO SPOUTSOCIAL ...

- 50% OF USERS VISIT A WEBSITE PROMOTED IN INSTA STORIES
- 93% OF MARKETERS PLAN TO USE INSTA FOR BUSINESS
- USE TAGS ON PRODUCTS TO INCREASE PAGE VISITS



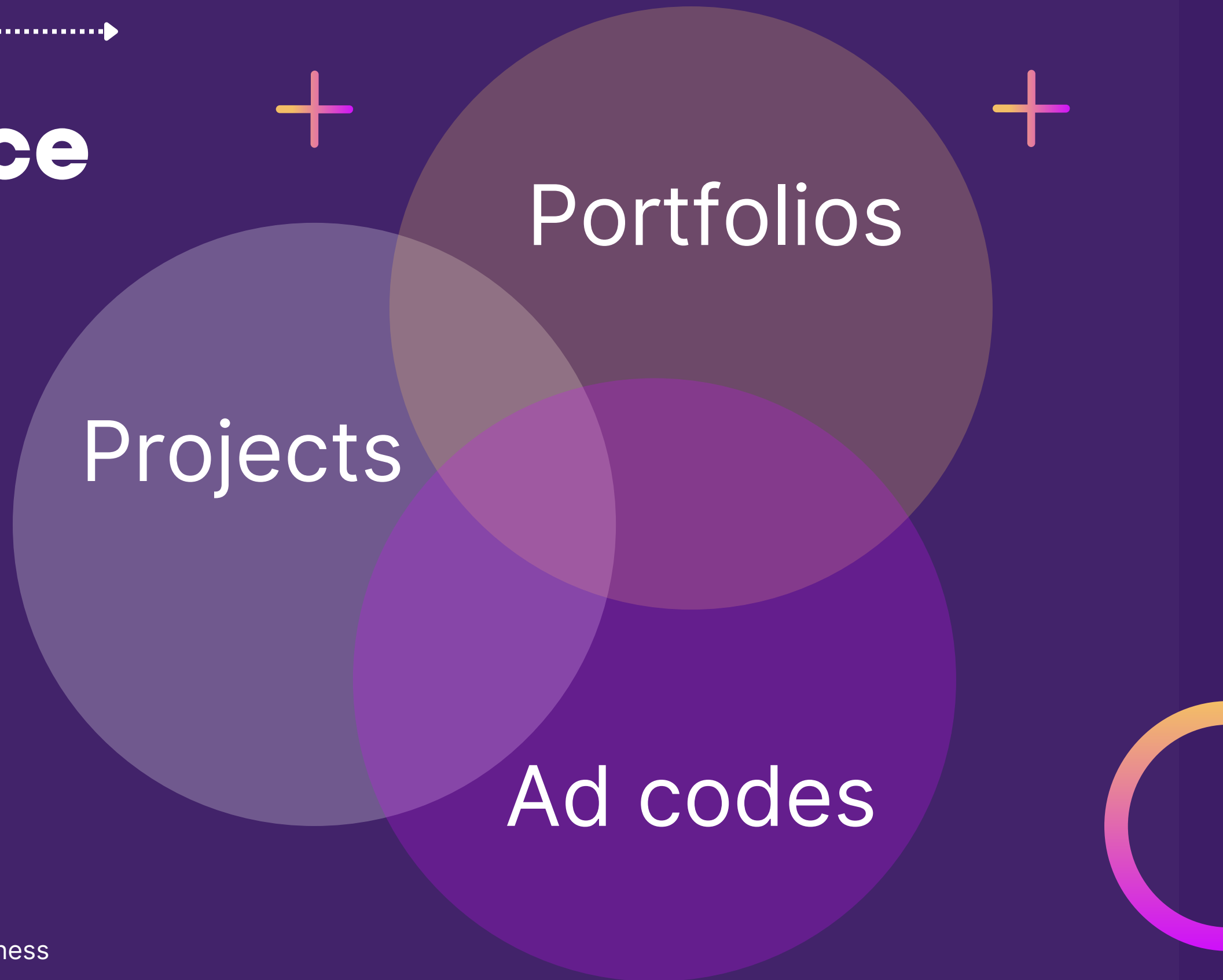
conclusions:

- product tags often
- advertisements are a good way to increase engagement

# NEW FEATURE

## Creator Marketplace

IN JULY, INSTA BEGAN TESTING AN OFFICIAL SPOT FOR CREATORS AND COMPANIES TO CONNECT: CREATOR MARKETPLACE



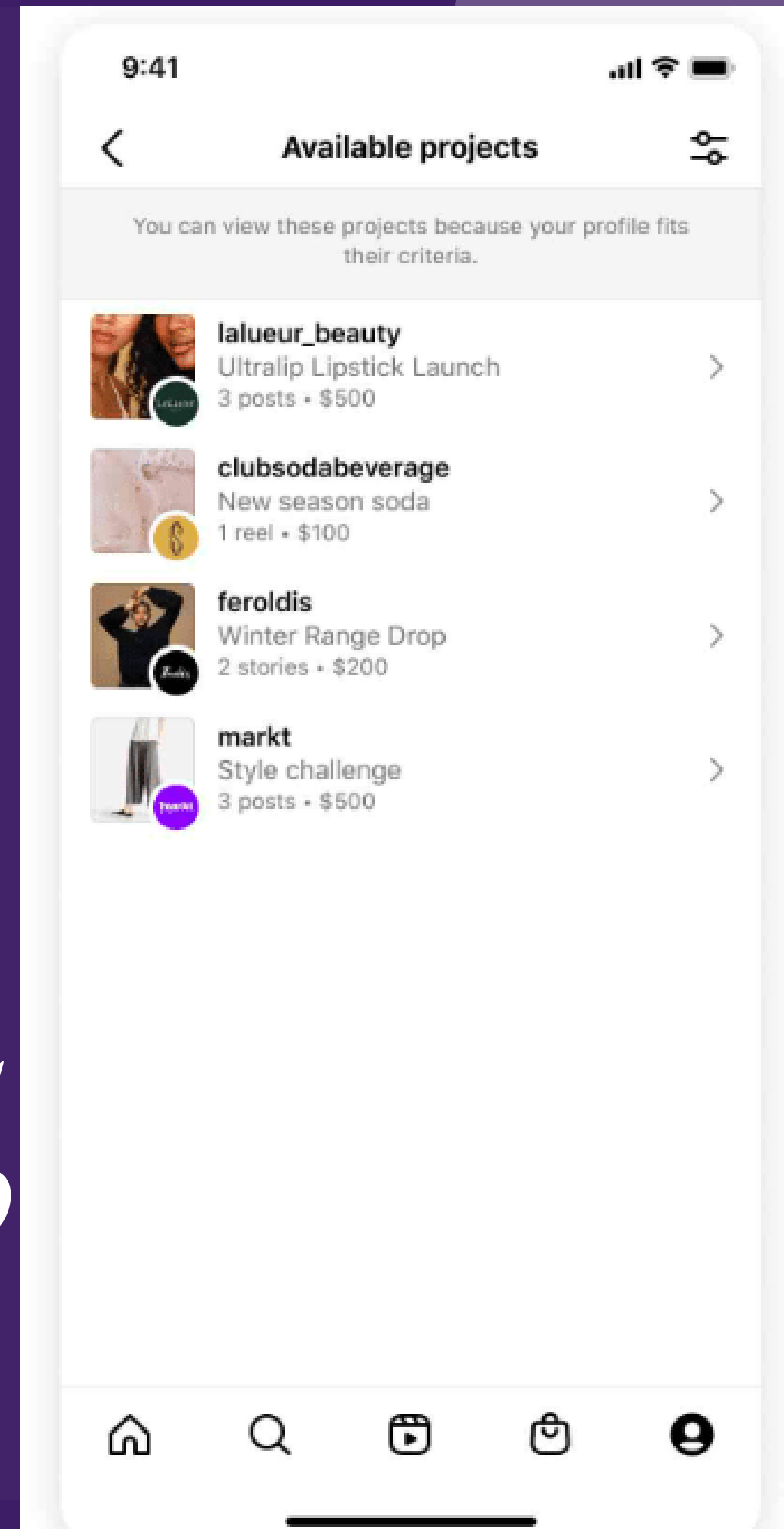
# NEW FEATURE

## Creator Marketplace

### 1 PROJECTS

*BRANDS CAN  
POST PROJECTS  
FOR CREATORS  
WHO QUALIFY.*

*SOON CREATORS  
WILL BE ABLE TO  
APPLY TO  
PROJECTS*



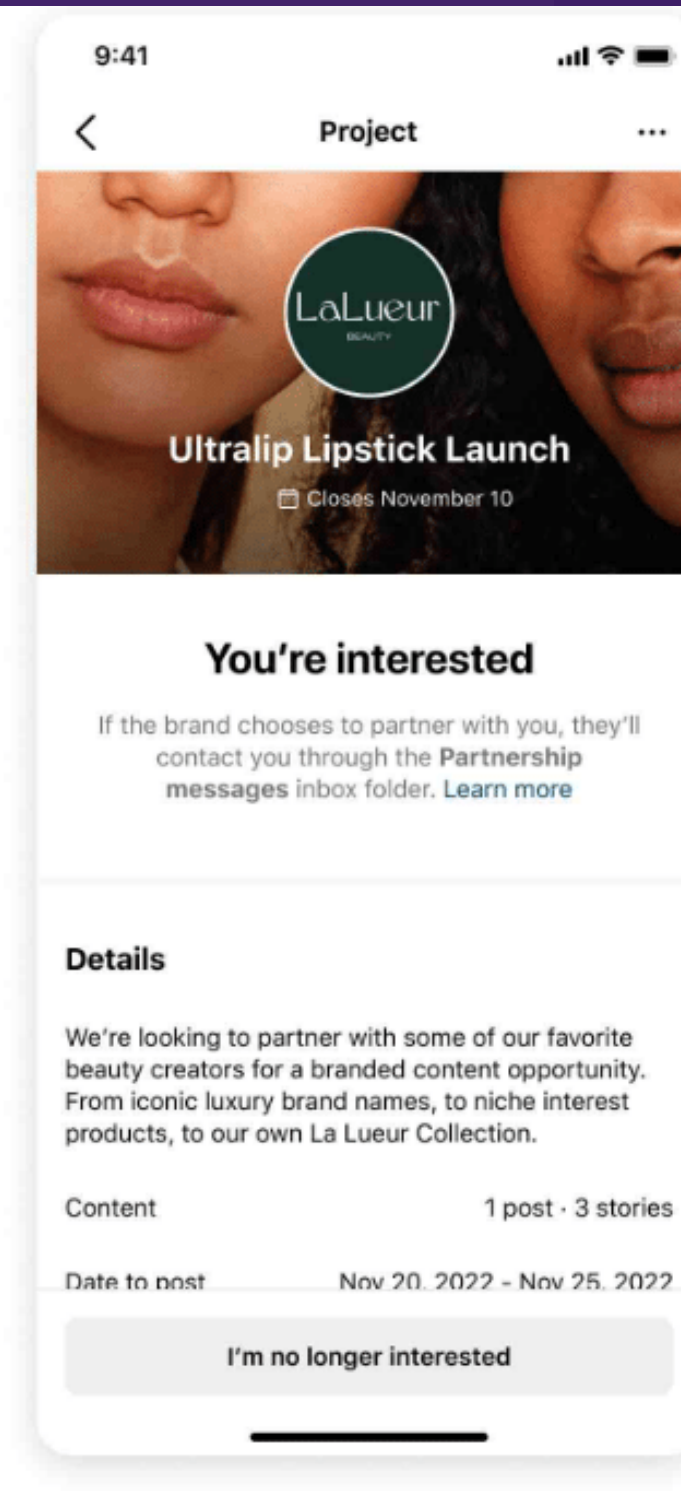
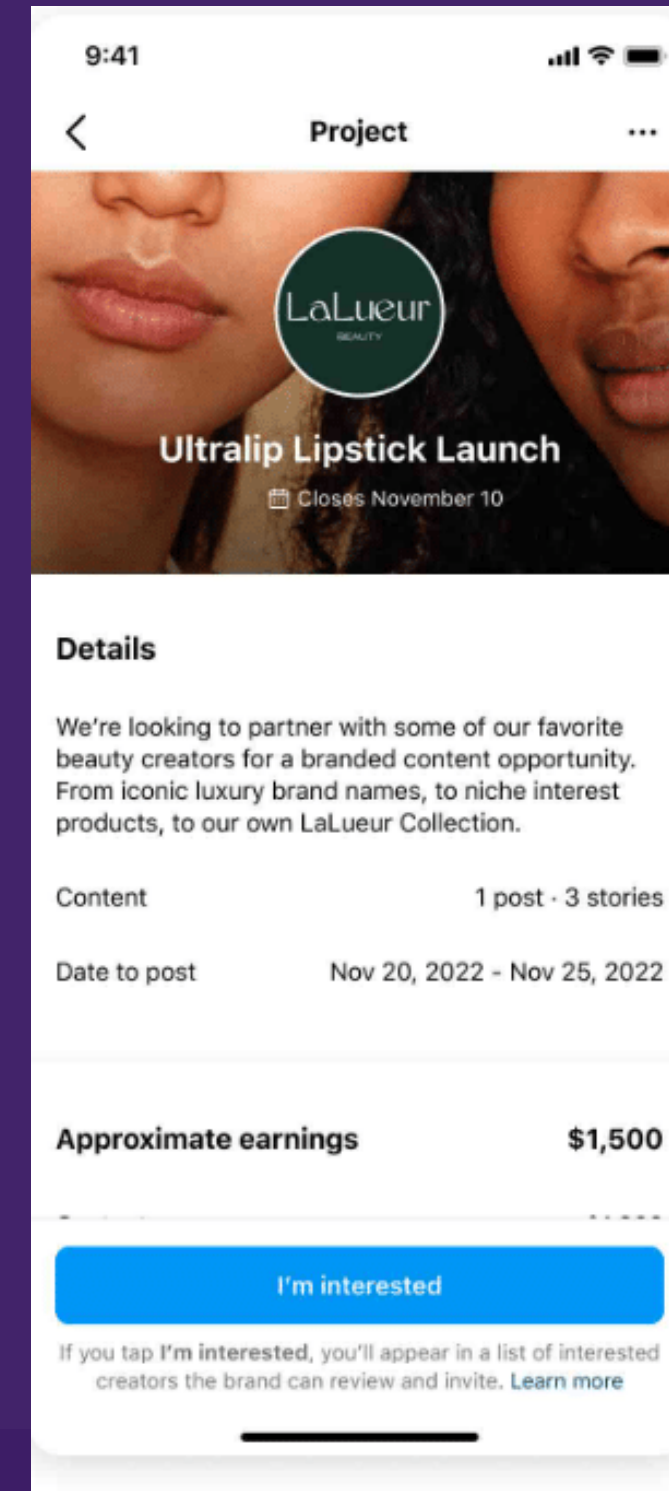
# NEW FEATURE

## Creator Marketplace

# 1 PROJECTS

PRIORITIZED PARTNERSHIP ALLOWS BRANDS TO MESSAGE MULTIPLE CREATORS AT ONCE FOR EFFICIENCY.

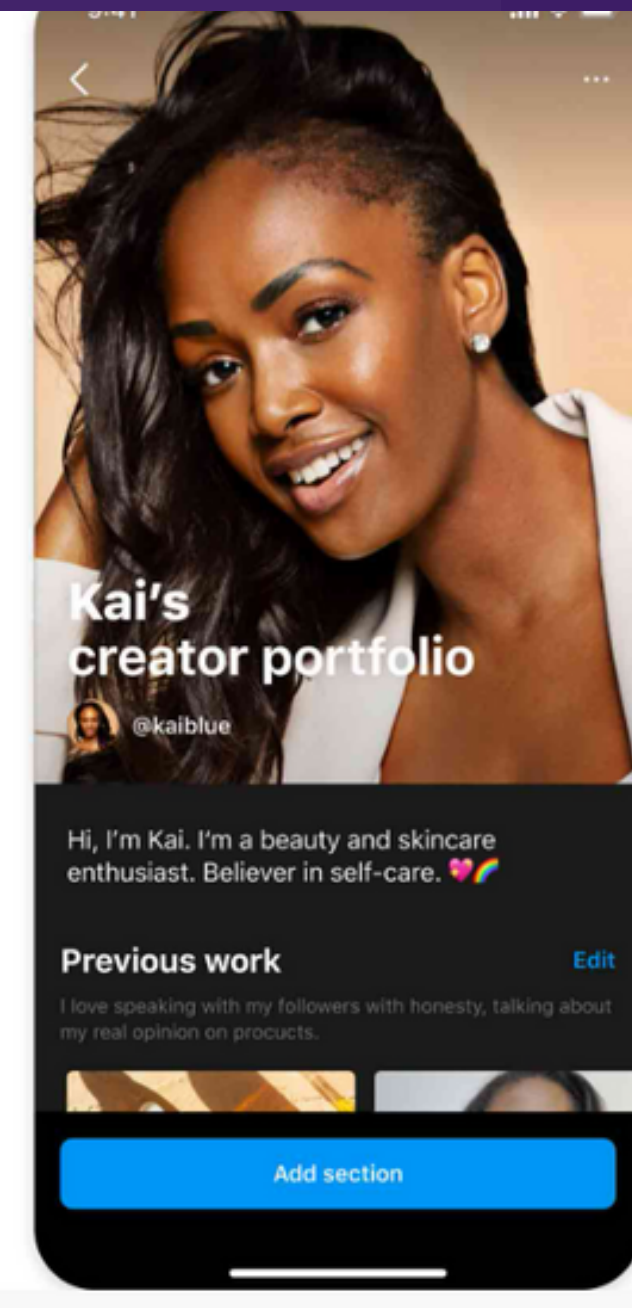
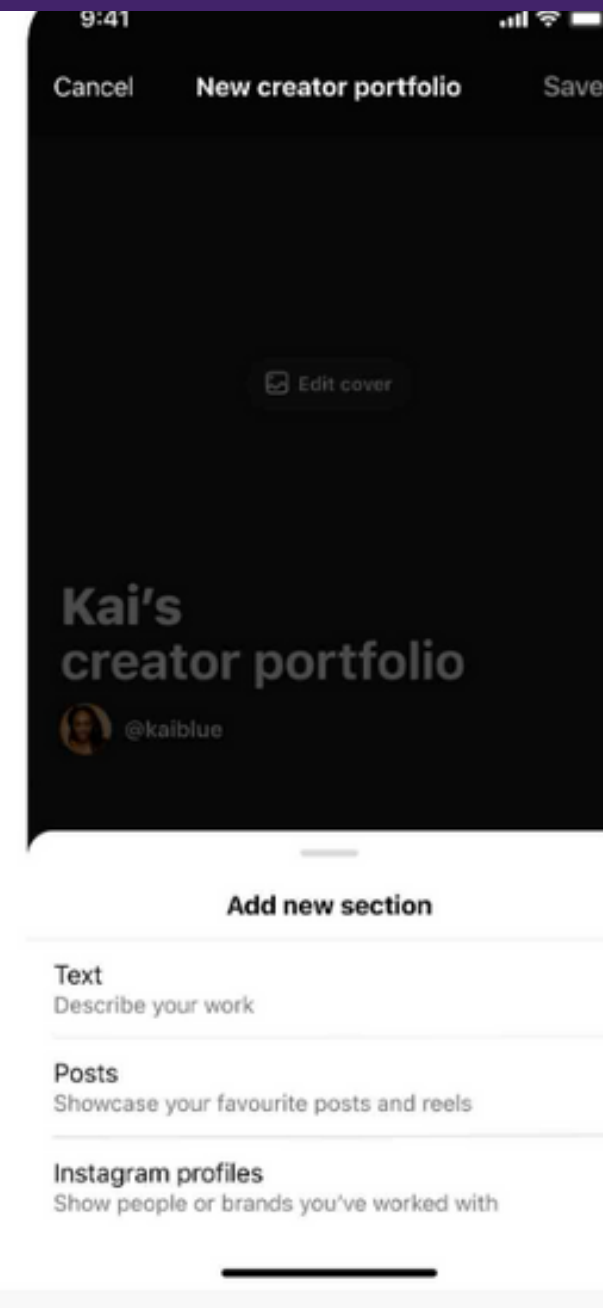
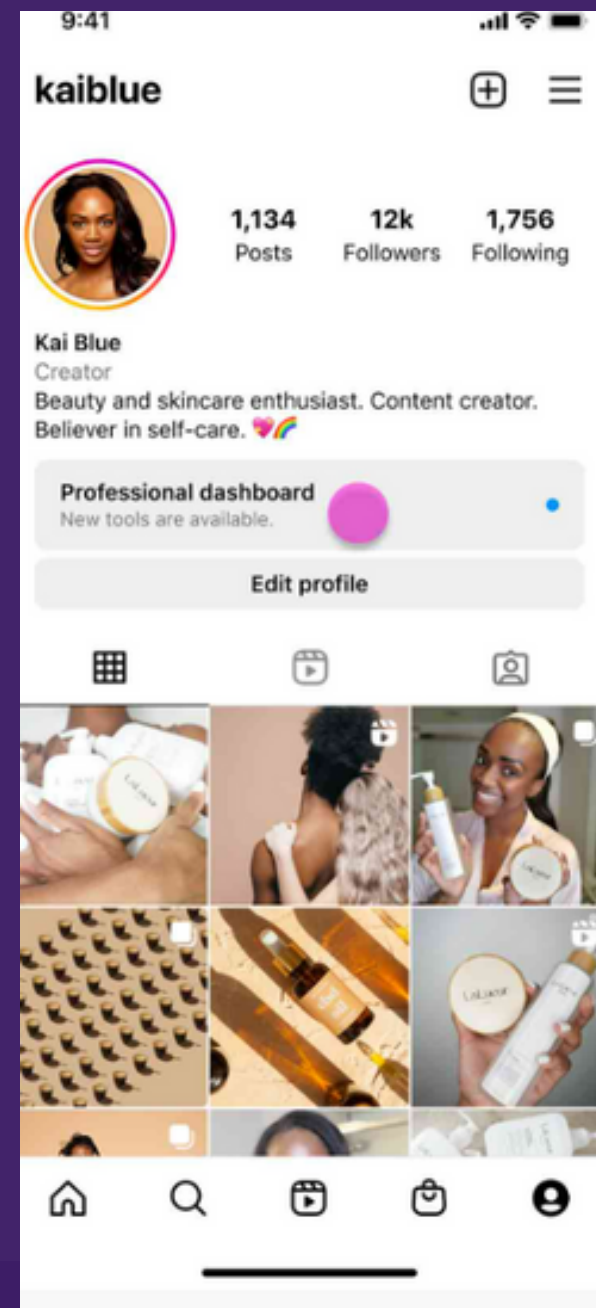
*FIXED OFFERS ALLOW CREATORS TO VIEW AND ACCEPT OFFERS IN SECONDS.*



# NEW FEATURE

## Creator Marketplace ② PORTFOLIOS

PORTFOLIOS ALLOW  
CREATORS TO  
SHOWCASE THEIR  
IMAGE, CONTENT,  
PAST BRAND  
PARTNERSHIPS,



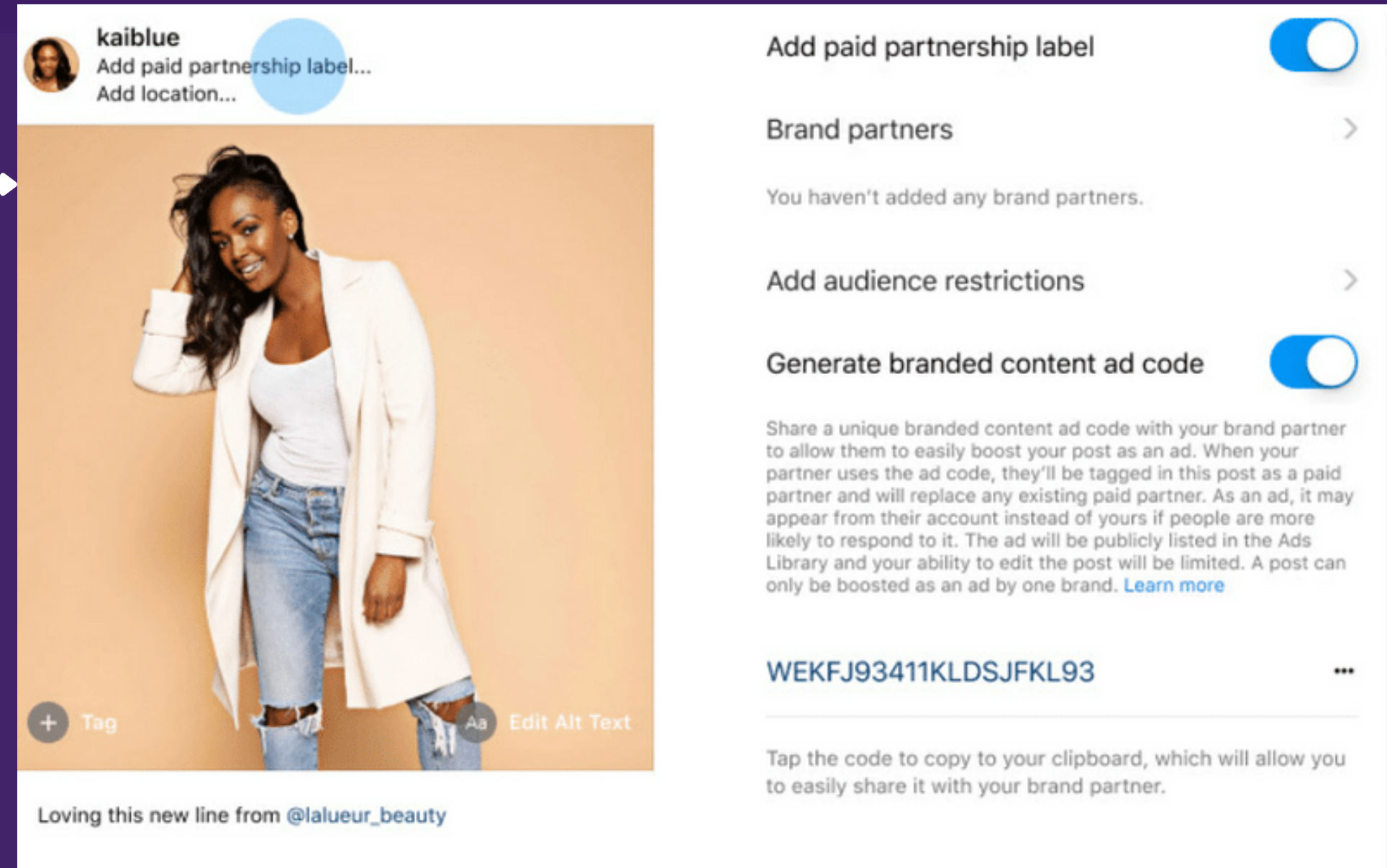
# NEW FEATURE

## Creator Marketplace

### 3 BRANDED CONTENT AD CODE

*SOON CREATORS  
WILL BE ABLE TO  
PROVIDE BRAND  
PARTNERS WITH A  
UNIQUE AD CODE*

*THIS FEATURE  
MAKES IT EASIER  
FOR BUSINESSES TO  
PROMOTE ORGANIC  
PROMOTIONAL  
CONTENT*



Code copied to clipboard





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## Creator Market Place



# 6 TIPS FOR WORKING WITH CREATORS AS A BRAND MANAGER

According to Instagram for Business



STUDIO SHODWE

# Creator Market Place



## FIND THE RIGHT MATCH

According to Instagram for Business



# Creator Market Place



## DISCUSS PROJECT DELIVERABLES

According to Instagram for Business



## Creator Market Place



**3**

**DISCUSS EVERY DETAIL  
ABOUT PROJECT  
EXPECTATIONS**

According to Instagram for Business



STUDIO SHODWE

## Creator Market Place



**4**

**SHARE ALL FEEDBACK**

According to Instagram for Business



## Creator Market Place



**5**

**CREATE A MUTUALLY  
BENEFICIAL  
CONTRATC**

According to Instagram for Business



STUDIO SHODWE

# Creator Market Place



6

**USE AD INSIGHTS**

According to Instagram for Business

# Instagram then vs now



- Instagram then: purpose was to post pictures, like, comment, and follow other users.
  - Instagram needed to keep up with the competition:
    - Instagram Story to compete with Snapchat,
    - Instagram Reels to compete with TikTok,
    - IG Candid to compete with BeReal.
- In 2021, it was announced that Instagram will be moving away from a primarily photography-based platform to focus more on video content.
  - Instagram now: Top 4 priorities include video, messaging, transparency, and creators.



# Advertising Strategies for Success



1. Leverage User generated Content
2. Use the right hashtags
3. Partner with Influencers
4. Understand your CTA
5. Measure your ROI

# Advertising Strategies for Success

# 1

## Leverage User- Generated Content



- Amplify your reach and exposure
- Increase user engagement
- Build brand and loyalty trust
- Draw prospects into funnel
- Generate valuable content

# Advertising Strategies for Success

## 2



## USE THE RIGHT HASHTAGS

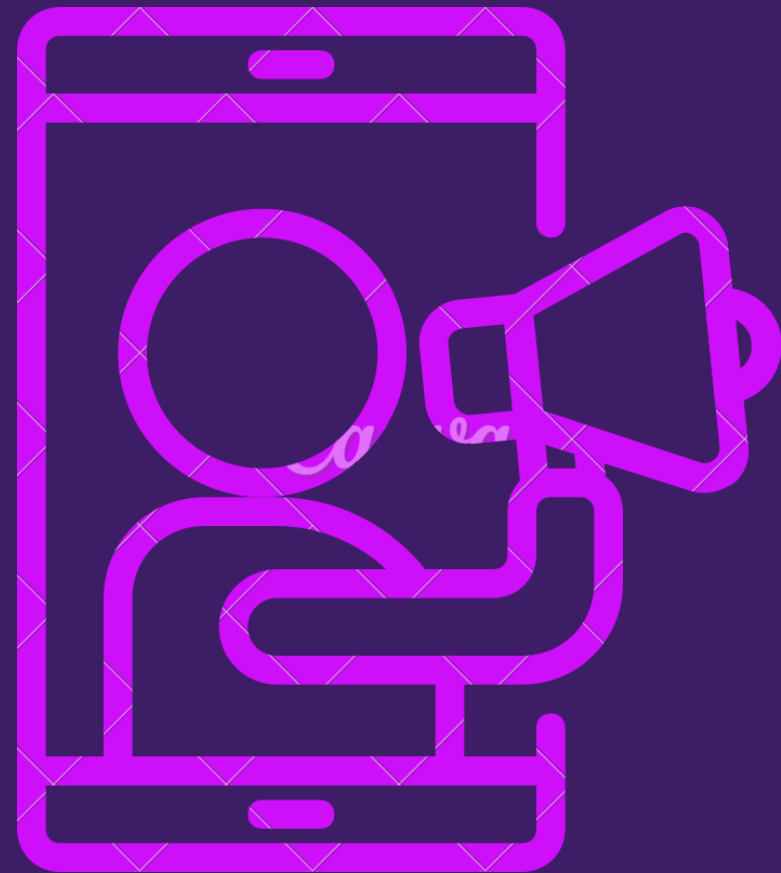


- What is a hashtag?
- Important way to expand your Instagram audience
- 5 Types of popular Instagram hashtags

# Advertising Strategies for Success

## 3

### **PARTNER WITH INFLUENCERS**



- Finding the right influencer
- Leverage influencers following
- Influencer's engagement rate
- Types of influencer marketing campaigns

# Advertising Strategies for Success

## 4

## UNDERSTAND YOUR CTA !



- Call to Action
- Create a sense of urgency
- Be reachable
- Make it easy for your audience

# Advertising Strategies for Success

# 5

## Measure your ROI !



- Return on investment
- Audience Growth
- Reach and Impressions
- Engagement Rate
- Clicks and Traffic





# The Do's and Don't's Instagram



## DO's

- Post Quality Content
- Post Regularly
- Create a flexible posting schedule
- use hashtags
- track engagement

## DON'T'S

- Skimp out on your profile
- Use irrelevant hashtags
- Post irrelevant photos and videos
- Neglect your audience



# Research Study

Universiti Teknologi MARA, 40450 Shah Alam, Malaysia

## INVESTIGATING:

**"Why do the sellers opt to choose Instagram to set up their business as opposed to other social media platform"**



## **RESEARCH STUDY**

**UNIVERSITI TEKNOLOGI MARA, 40450 SHAH ALAM,  
MALAYSIA**

**Instagram was launched in 2010, and after one week the app had gained 100,000 users and hit 1 million two months and two weeks after. Other sites such as Twitter and Fourquare took up to two years to reach the same amount of engagement**

# RESEARCH STUDY

Participants chosen had:

- 1 year prior experience
- at least 10,000 followers

## **Series of Interviews:**

Participants were asked a series of questions and made their data available to research team

Based on responses by the participants, the research team then underwent a series of coding: open, axial, and selective coding. Through this coding they were able to form their conclusions

# Research Study Conclusions:

"Why do the sellers opt to choose Instagram to set up their business as opposed to other social media platform"

---

1. Instagram Filters:  
Instagram has built in features that making editing content very easy and accessible.

2. Popularity  
The app itself is very popular, and there are many users that are popular as well. By simply interacting with a popular account allows very simple brand awareness.

# Research Study Conclusions:

"Why do the sellers opt to choose Instagram to set up their business as opposed to other social media platform"

## 3. Right Audience

All respondents to the study identified that Instagram was the right audience for their brand. Instagram is flexible and can be utilized for any type of brand

## 4. eWOM

Electronic Word of Mouth: Instagram allows tagging which drives users to the site with a simple click.



<https://create.kahoot.it/share/platform-presentation-instagram/131b844d-9643-4114-b74c-70260e23741e>

**QUESTIONS?**



# CITATION

Zulkifli Abd. Latiff, Nur Ayuni Safira Safiee,  
New Business Set Up for Branding Strategies on Social Media – Instagram,  
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(<https://www.sciencedirect.com/science/article/pii/S1877050915035619>)