

Module 4: Marketing with Instagram

Learning Objectives

Students will gain an understanding and the skills related to Marketing with Instagram.

- Understand how to use Instagram to promote a business
- Understand the similarities between Instagram and Facebook for social media marketing
- Understand key strategies on how to create content and posts that engage audiences
- Understand how to use Instagram Insights to measure performance of posts, followers, and impressions
- Understand how to create effective ads for Instagram
- Understand how to measure ad performance in Ads Manager

Skills Acquired

- Create and use Instagram posts of different types to engage an audience and build presence
- Use Instagram Insights to track profile information to inform an ongoing engagement strategy
- Create and produce ads using formats for Instagram (photo, video, story, etc.)
- Use tools to monitor, measure, and edit an ad campaign to meet business goals

Challenge

- In this challenge, you will select another business goal for your organization and create a simple ad campaign for Instagram to address that goal.



4-6
hour
class duration



2 sessions
plus out-of-class
homework

Like Facebook, Instagram is a popular way to stay in touch with friends, but can also be great for marketing. It's hard to put a price on something like that, but Facebook did in 2012 when they bought Instagram for one billion dollars.

Instagram tends to be more about images than text, though both are used.

In the final module of this workshop, you will be able to apply much of what you have already learned as you dive into creating content and ads for Instagram.

A good general rule throughout is to scroll through Instagram yourself and develop your own ideas of what you think makes one post or advertisement more engaging than another.

Ready to spread the word?



Module 4: Lesson 1

Getting Started

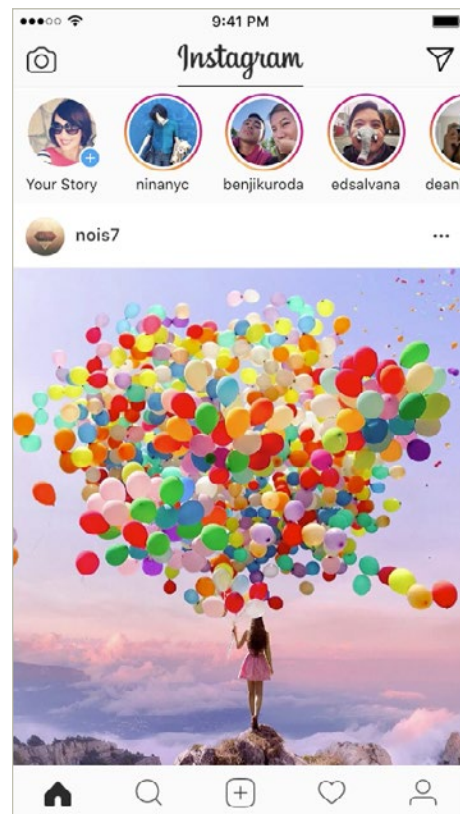
How does an Instagram business profile work?

Your Instagram business profile is another good way to build your business presence and connect with potential customers and users of your services or product.

Though it is a lot like Facebook, Instagram has some unique features that can be good for your business:

It's More Visual

Instagram is visual! At its core are images that tell people's stories. Finding ways to use photos and visual to tell your group or organization's unique story is key to marketing on Instagram.



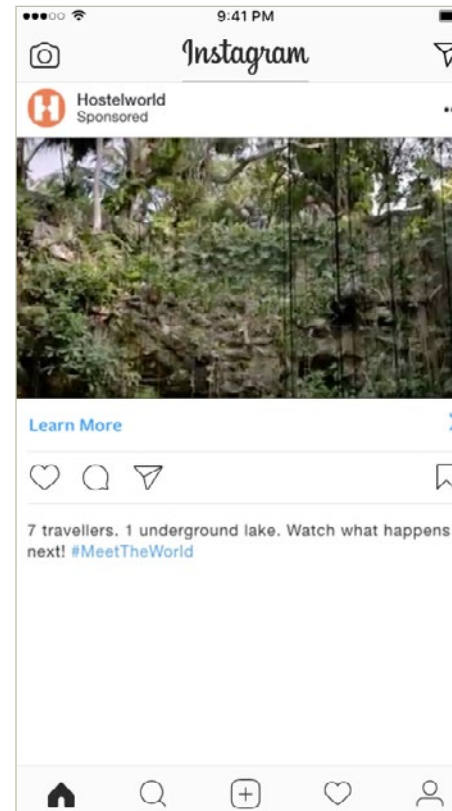
How does an Instagram business profile work?

You Can Use Hashtags

Instagram uses hashtags to categorize content. Users can search using hashtags to find content they are interested in. There are two types of hashtags: branded hashtags and community hashtags.

Community hashtags are general hashtags like #travel, #fitness, #cooking that are good for helping find content related to those hashtags. Using these type of hashtags makes it easier for people to find your posts and can help you build your audience.

Branded hashtags are specific to your group or company. They might contain your brand name, product, or a specific campaign. You can use branded hashtags to get people to spread the word about your brand by using your branded hashtag. For example, Hostel World created a #MeetTheWorld campaign, in which they invited people who stayed at their hostels all over the world to post pictures from their travels and use the hashtag #MeetTheWorld.



How does an Instagram business profile work?

Resources:

<https://business.instagram.com/blog/business-instagram-stories>

You Can Add Stories

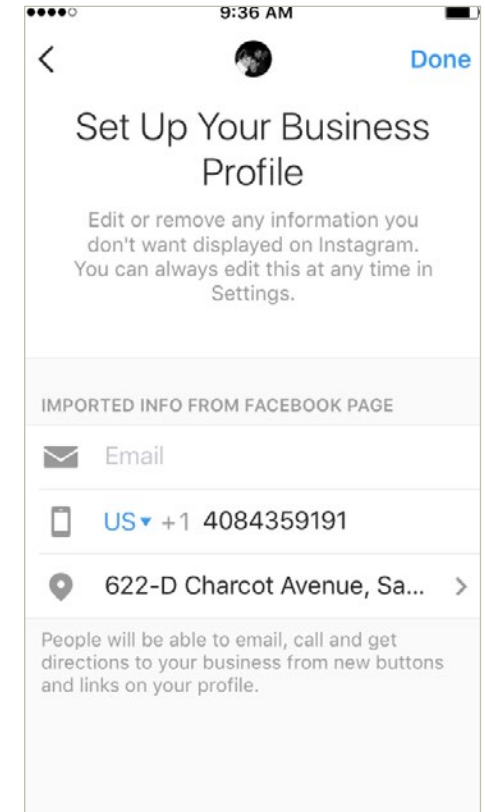
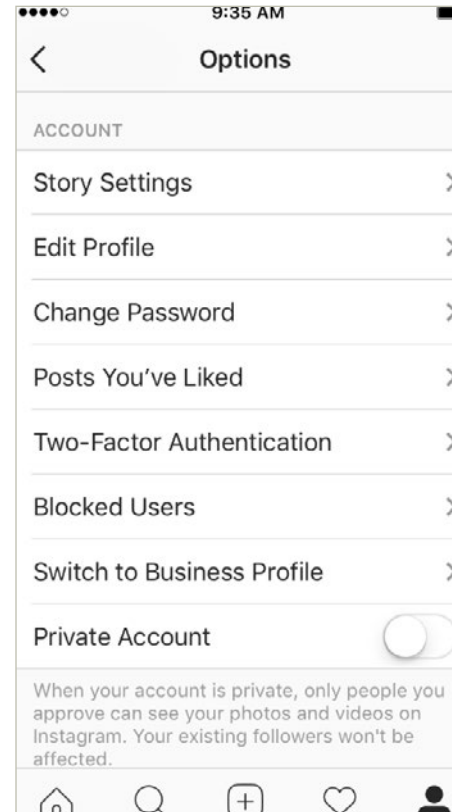
A fun feature of Instagram is Stories. It is a way for people to share several “moments” of their daily lives, not just the ones they post on their profile. As they share multiple photos and videos, they appear in a slideshow format: their story. Businesses can also share stories with their followers.

For example, you might think about ways to tell a “behind-the-scenes” story of your group. Or you might use it to show many different ways people use your product.

How do I get started?

Getting started on Instagram is pretty straightforward.

- Using your mobile device, download and launch the app from wherever you usually get them (App Store, Google Play, Windows Phone Store).
- Sign up as the organization you are working with. It's best to log in with your organization's Facebook account, but you can also use an email address.
- To set up a free business profile for the organization you are working with, go to Settings, then scroll down to Switch to business account. This will let you add information like business hours, location, and phone number—coming up in the next part of the lesson.



What strategies can I use to market my organization effectively on Instagram?

Don't forget that, like Facebook, Instagram is a SOCIAL media platform. You'll want to do a lot of the same things you do on Facebook to build your presence and build relationships with your audience.

Here are a few key strategies to think about as you begin to use Instagram:

1 Use Hashtags

Hashtags help you get your posts out to a broader audience.

To learn more about which community hashtags you might use, do a search for keywords that are associated with your business or organization. Using these types of hashtags really helps people discover and follow you.

And, be creative about coming up with brand hashtags, especially if you want to have your audience use your brand hashtag on the content they create.

What strategies can I use to market my organization effectively on Instagram?

2 Pay Attention to Your Profile

Your profile on Instagram functions similarly to your Facebook Page, so pay attention to it! Consider these tips:

- Make sure your images and description gel with your brand's vibe.
- Always include a link back to your website.
- Use your company logo somewhere in your profile so users know it's the official profile for your company.
- Consider adding one brand-specific hashtag to your profile so users know it "belongs" to you.
- Include your physical location if you have a local business.
- Make sure your images and other content are consistent with your other social media properties.

3 Post a Variety of Engaging Images

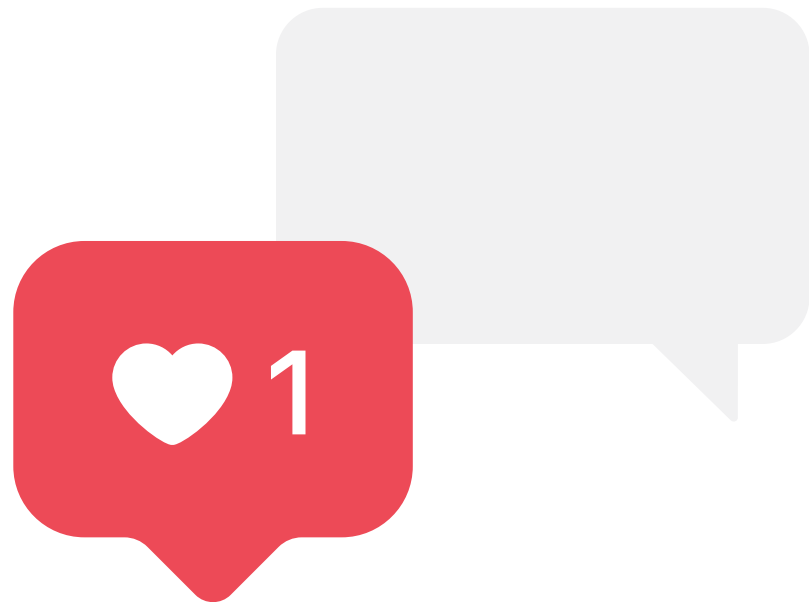
Be creative and vary the types of images and videos you post. Consider these ideas:

- User-submitted photos
- Behind-the-scenes photos of your workspace or events
- Sneak peeks of new products
- Short product demos or tutorials
- "Day in the life" shots to show your personal side
- Holiday-themed images and videos

Mini Challenge: Create Your Instagram Business Account

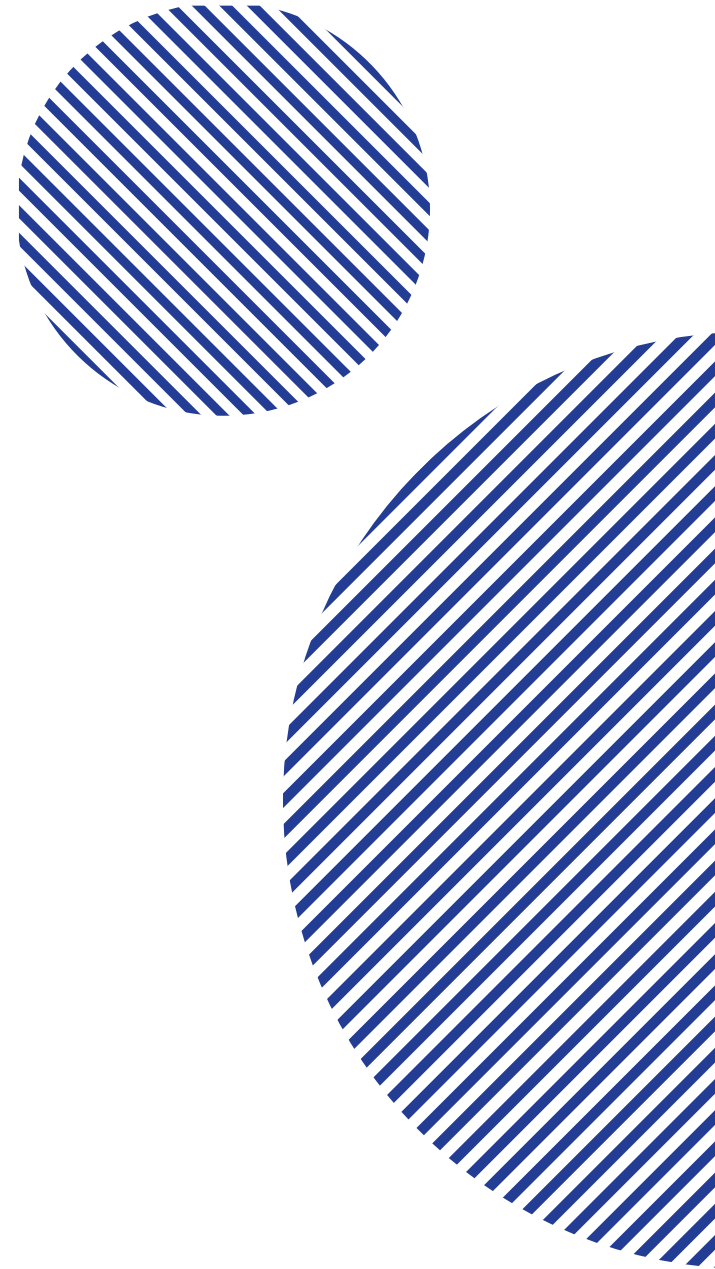


If you haven't already, now is the time to create your business account on Facebook. Then, just as you did with Facebook, spend some time getting to know Instagram. Do some hashtag searches that are related to the work your group does.



Module 4: Lesson 2

Creating Content



How is creating content the same as on Facebook?

When you are marketing something on Instagram, of course you want your ad to be visually interesting and engaging. But that's not enough. It also has to accomplish something, and that something must be connected to your overall business goal.

Facebook and Instagram have many similarities, but Instagram is generally more visual, more mobile, and faster.

On Facebook, we catch up with our friends and look at articles or videos they share with us, and we may be doing this on a mobile device or computer. The Instagram user only uses a mobile device, and is looking to discover new things.

Here are some ways to think about creating content that will work for both Instagram and Facebook:

- 1 Create High-Quality, Simple Photos and Videos**
High-quality, visually appealing images are at the heart of what users respond to on both Instagram and Facebook.
- 2 Keep Text to a Minimum**
Because Instagram is such a visual medium, it's a good idea to keep your text to a minimum. A text-heavy post on Facebook doesn't translate too well on Instagram.
- 3 Choose Images that Visually Go with Your Group's Brand and Identity**
You'll want to make sure that all of your photos and videos have a cohesive feel to them—in other words, they should feel, in general, like they all “go” together. If you do this, people who view your content on both Facebook and Instagram will start to associate that feel with your organization and will get more and more familiar with it.



How is creating content the same as on Facebook?

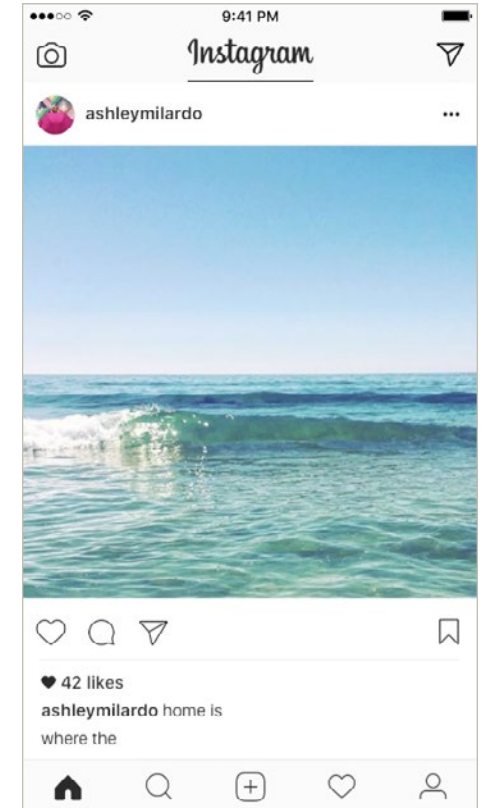
- ④ **Don't Forget the Call to Action**
Just because Instagram is very visual, don't forget that you want your audience to engage with you and interact with you. All of your photos and images should include some way that people can go to your website, Like your post, share it, or take some other kind of action.

Don't forget that if you're posting some of the same content on both platforms, you'll want to try to do the posts and run ads at different times of the day. And you might consider developing several images for the same ad or post that you can rotate across both platforms. These kinds of strategies help ensure that users engage with your content, rather than ignore it because they've seen it before.

What makes content good?

Good content on Instagram is simply good creative. And it follows the same three creative principles you'd apply to any marketing channel.

- 1 **Have a Distinct Visual Presence**
Include your logo, an element that really shows off something about your company, a brand color, or even a product you're known for to make your ads distinct and easily recognizable for the community.
- 2 **Be a Storyteller**
Tell a story that supports your business goal. Whether you want to raise awareness or increase sales of a specific product, make sure the imagery and copy align with your main goal.
- 3 **Put Thought into Your Creative**
Campaigns need to be well-crafted to stand out. This doesn't mean you need to build additional content for Instagram. It just means you need to put as much love and care into the ads to inspire as you do in your business. Ensure the quality of your content is reflective of the quality of your business.



How do I create engaging images and videos?

Resources

<https://www.facebook.com/business/>

Sharing quality content on Instagram doesn't have to be difficult. In fact, there are a few tricks you can try to create professional quality photos and videos.

- **Take Quality Photos**

To take quality photos using your mobile phone, make sure you have good lighting. Place your subject near natural light, like a window or door frame. Or, add external lighting with a lamp, iPhone flashlight, or inexpensive lighting kit you can purchase online.

- **Enhance Your Photos**

Use other apps to enhance your photos and videos. Use Layout to lend your shots a more editorial style. Use Hyperlapse to give viewers a quick view into the behind the scenes. Or use Boomerang for a fun spin on an otherwise still photo. You can also experiment with new Instagram Stories to create content in a low-tech, authentic way and show off real, behind-the-scenes moments.

- **Utilize Other Platforms**

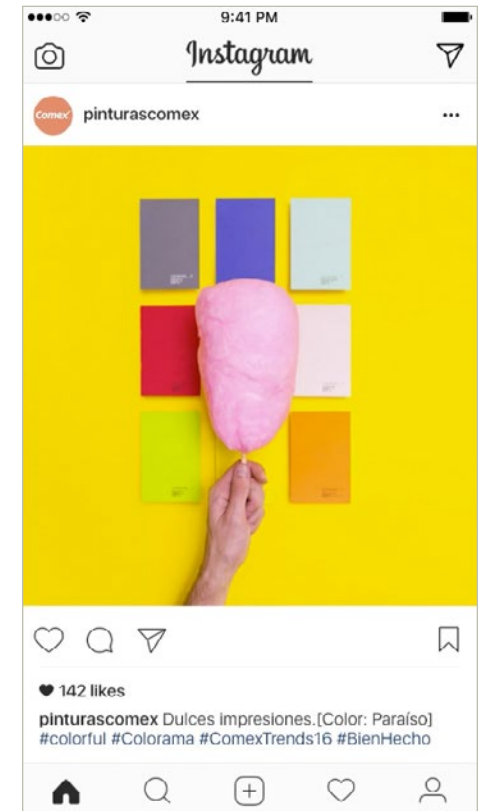
Borrow photos or videos from your other platforms like your Facebook Page, website, or other marketing materials.

- **Switch It Up**

Experiment with different backgrounds to change the tone and feel of a shot. Mix colorful backdrops, contact paper, or fabric to add dimension and depth to product shots.

- **Have Fun With It**

Can't decide on one shot? With Carousel Ads, you can share up to five photos and/or videos in one ad. Just make sure the first frame is eye-catching so people scroll through. You can also take a panoramic photo and crop it into multiple, single shots for a cool effect.



What information can I get about my posts, followers, impressions, and stories?

You can use Instagram Insights to view information about your posts. It's as easy as going to your profile and tapping. From there you can view:

Overall Metrics

- Impressions: Total number of times your posts and stories were viewed
- Reach: Number of unique accounts who viewed your posts and stories
- Website Clicks: The number of clicks to links you've included in your business profile description
- Profile Views: The number of unique accounts who've visited your business profile

You'll also see some insights about your followers, including gender, age, and location information.

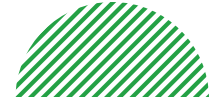
Posts

- Likes
- Comments
- Saved: The number of unique accounts that saved your post
- Impressions: Total number of times your post was seen
- Reach: Number of unique accounts who saw your post
- Engagement: Includes the total number of unique Instagram accounts that liked, commented on, or saved your post
- Video Views: The total number of times your video was viewed

Stories

- Impressions: Total number of times your story was seen
- Reach: Number of unique accounts who saw your story
- Replies: Number of times people sent messages through the Send Message option on your story
- Exits: The number of times someone swiped from one of your stories to someone else's story, or returned to their Feed

Activity: Tell a Good Story



Resources:

<https://www.facebook.com/business/ads-guide/traffic/instagram-carousel/?toggle0=Photo>

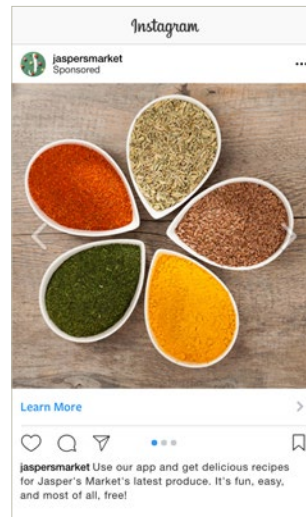
People talk a lot about how you need to “tell a story” when you are trying to engage someone’s interest. What does that mean?

It doesn’t have to start with “Once upon a time...” nor do you need a wedding at the end. But some sense of cause-and-effect, a feeling at first

glance that makes you want to know where this idea is going, will make your message as appealing as any good story.

Example 1: Carousel Ad for Jasper’s Market

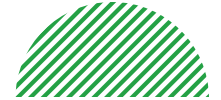
Look at this post from Jasper’s Market, which uses text and three photos in the form of a carousel ad. Notice the main text asks users to appreciate that they have kitchen items—not just food—available.



Discussion Questions:

- How do the photos work together to tell a story?
- How do the photos communicate that they have more than food available?
- What is appealing about these photos?
- What other elements tell you about Jasper’s Market?

Activity: Tell a Good Story



Example 2: Carousel Ad for Bentley

Resources:

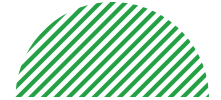
<https://www.facebook.com/ads/creativehub/>



Discussion Questions:

- What “story” is being told in this post?
- What is the most effective aspect of this ad?
- What questions about Bentley do you have after the ad is finished?
- Is there anything you think could have been done better to make the ad more effective?

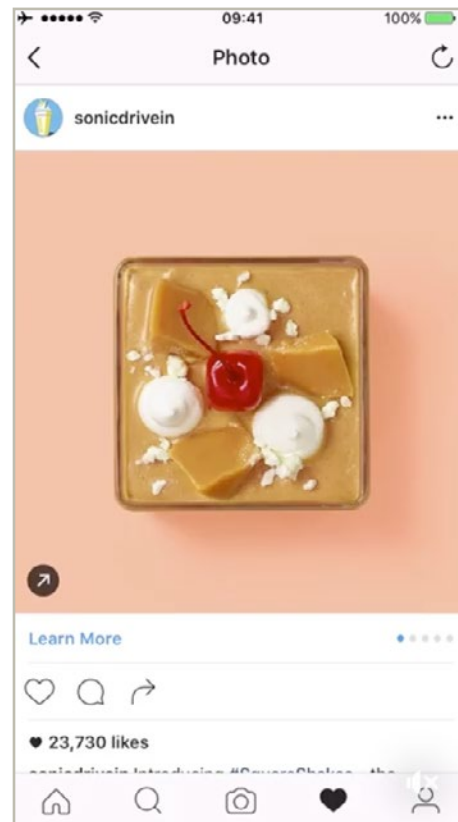
Activity: Tell a Good Story



Resources:

<https://www.facebook.com/ads/creativehub/gallery/1293117720713163/>

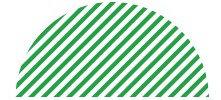
Example 3: Ad for Sonic Drive-In



Discussion Questions:

- What is this ad trying to show? How does the speed of the images help or hurt the ad?
- What elements of the image composition make the ad compelling?
- How would you describe the overall tone of this ad?
- How might you use something similar for your organization?

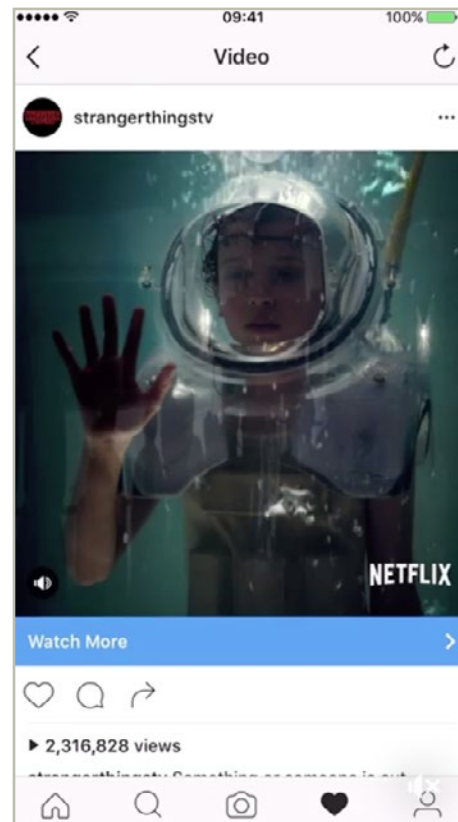
Activity: Tell a Good Story



Resources:

<https://www.facebook.com/ads/creativehub/>

Example 4: Video Ad for Stranger Things from Netflix



Discussion Questions:

- How does this video ad grab your attention?
- What information was not communicated?
- The ad ends with a shot that shows several different Netflix shows. How does that link to the beginning of the ad?
- How might you use something similar for your organization?

Mini Challenge: Create Instagram Posts



For this lesson, your challenge is to think about and create 3-5 posts specifically for Instagram.

Keep in mind some of the tips about taking quality photos, using features like hashtags and Stories to build your audience, and telling a “story” about your organization through the images and videos you post.



Module 4: Lesson 3

Creating and Measuring Ads

How do I create ads for Instagram?

Instagram uses the same powerful advertising tools as Facebook. That way, you can set up, run, and track campaigns the same way you do with Facebook ads. In fact, as you've already learned, you can create an ad

in Ads Manager and have it shown on both Facebook and Instagram at the same time.

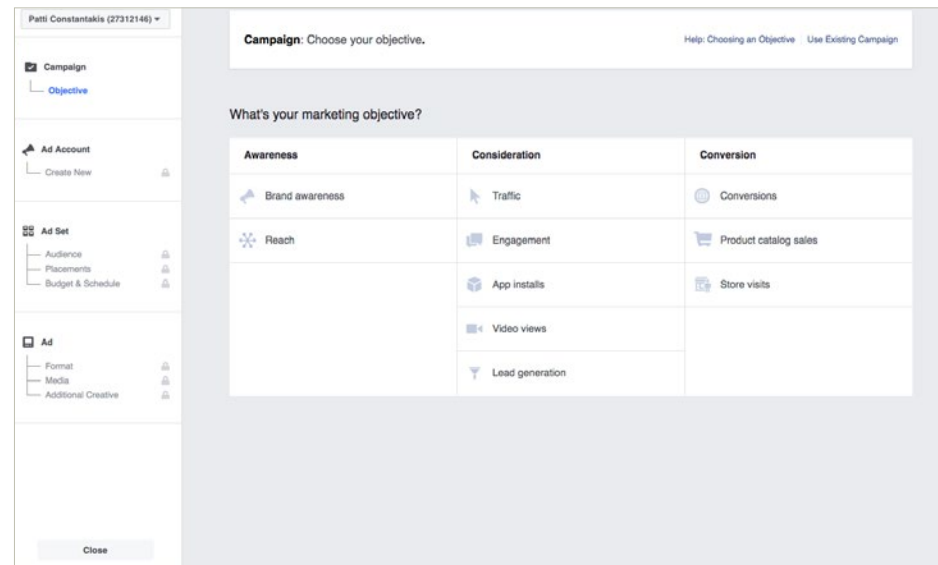
As a reminder, though, here's a quick review on how to create and run ads:

1 **Create a Business Page & Profile**
You must have a Facebook Page to run ads and an Instagram business profile. Since you already have that, you're good to go!

2 **Set Up Ad**
Select your ad objective, target audience, and ad format within Ads Manager..

3 **Determine Budget**
Decide how long your ads will run and what budget you're comfortable with spending.

4 **Publish**
When your ads are ready to go, hit Publish. You'll get a notification when your ads are approved and ready to run.



What should I think about before I create an Instagram Ad?

Based on your research and interviews with people from the organization you are working with, here are some things to think about before you create your ad.

Is the organization promoting...

- A specific, one-time event?
A recurring event?
- A new product? An existing product?

Is the organization hoping to get more...

- Volunteers?
- Likes, comments, posts, shares?
- Donations?
- Paying customers? Store visitors?





Some photogenic things associated with your organization are...

- The physical building/grounds they use?
- The people who work there?
A product or line of products they sell?
- An event they are producing?
(i.e. performance, charity event, product demonstration)

Which ad formats do I use for Instagram?

Most of the ad formats that you can use for Facebook are also available for Instagram. The formats that work best are the ones that emphasize the visuals.

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 checked="" type="radio"/>  Single Image Create up to 6 ads with one image each at no extra charge	<input type="radio"/>  Single Video Create an ad with one video	<input type="radio"/>  Slideshow Create a looping video ad with up to 10 images
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Which ad formats do I use for Instagram?

As a reminder, here are the ad formats available for Instagram:

- **Single Image**
An ad with one single image.
- **Single Video**
An ad with one single video.
- **Carousel**
Ads with two or more scrollable images or videos
- **Slideshow**
Ads that are looping videos with 10 images each and music.
- **Story Ads**
Ads that show up between people's stories on Instagram. You can do single image or single video story ads.

Format
Choose how you'd like your ad to look.

<input checked="" type="checkbox"/> Single Image Create up to 6 ads with one image each at no extra charge	<input type="checkbox"/> Single Video Create an ad with one video
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Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types All Devices (Recommended) ▼

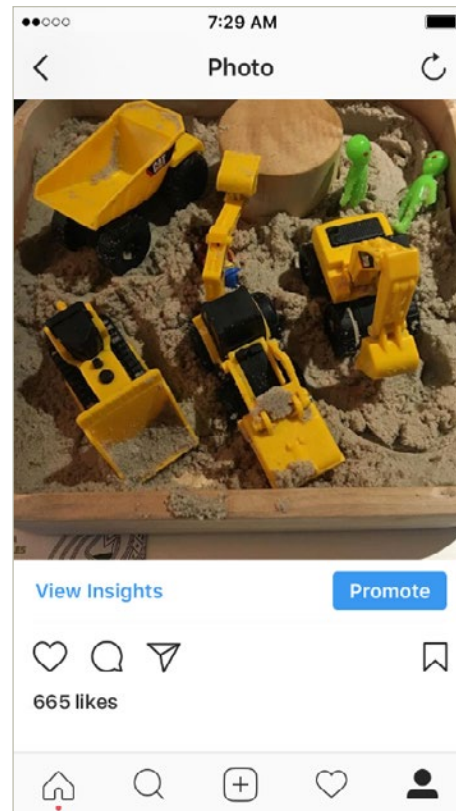
Platforms	▶ Facebook	[-]
	▼ Instagram	[-]
	Feed	<input checked="" type="checkbox"/>
	Stories	Ineligible

Can I create ads from within Instagram?

You can use any one of your Instagram posts to promote as an ad. It's one of the easiest ways to create an ad.

When logged in using your business profile, just click the Promote button on the screen. You'll be prompted to choose your ad objective. Then you'll choose your call to action, your target audience, your budget, and the amount of time you want to run the ad. It's that easy!

The Promote button lets you experiment with different types of posts and ads to understand what engages your audience the most.



How do I measure Instagram ad performance?

Just like with Facebook, you'll measure ad performance in Ads Manager.

Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram, and Audience

Network. You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can make more informed decisions when building your campaigns and ultimately improve your results.

Under the Account Overview tab, you can view a detailed summary of all your advertising activity, learn how your campaigns are performing, and gain insights for future campaigns.

First, you can use the charts to understand how your campaigns are performing over time and analyze trends. Hover over the charts to see more information on your campaigns.



How do I measure Instagram ad performance?

You can customize the metrics you want to see. There are four sections with metrics you can adjust (such as reach, impressions, amount spent, and link clicks). To change the metric you see in a section, click the icon next to the metric name and choose a new metric from the list.

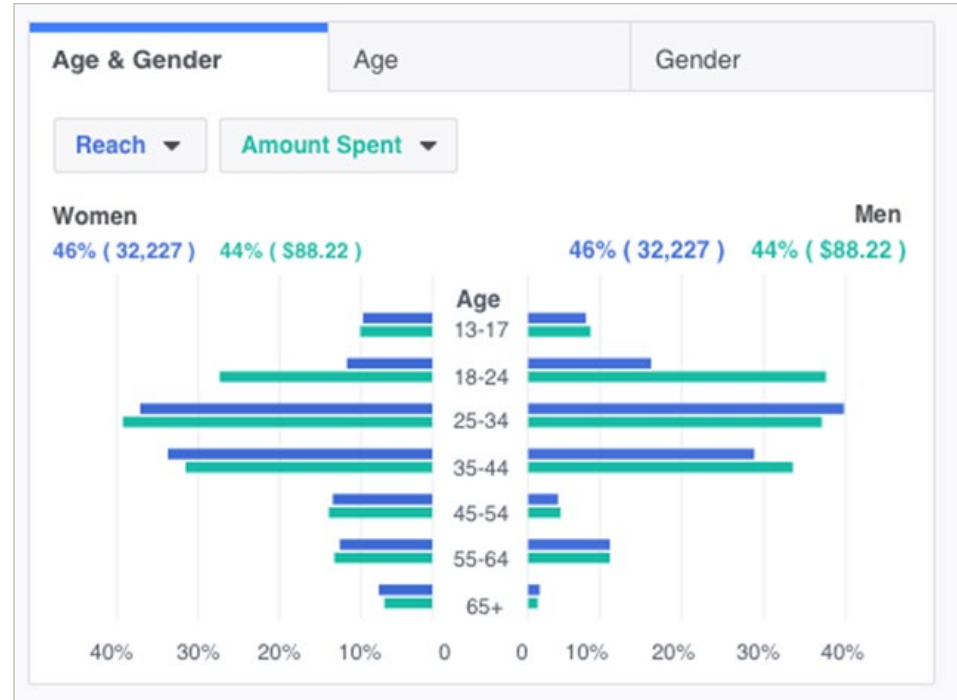
The screenshot shows a dropdown menu for the 'Reach' metric. The menu is open, displaying a list of available metrics. The 'Reach' metric is currently selected and checked. The other metrics listed are: Impressions, Amount Spent, Website Purchases Conversion Value, Link Clicks, Post Engagement, 3-Second Video Views, Mobile App Installs, Website Leads, and Website Purchases. The background shows a partial view of a bar chart with a y-axis ranging from 0 to 20K and x-axis dates including Dec 25 and Dec 28.

You can compare your results between two time periods to understand if your ads performed better in one period over another. Click on the date range dropdown menu. Click Compare and choose the dates that you want to compare.

The screenshot shows the comparison interface in the Instagram ad performance tool. It features a date range dropdown menu set to 'Jan 1, 2017 - Jan 31, 2017'. Below this, there are two 'Custom' date range selectors. The first is set to 'Jan 1, 2017 - Jan 31, 2017' and the second is set to 'Dec 1, 2016 - Dec 31, 2016'. A 'Compare' toggle switch is turned on. Below the date selectors, there are two calendar views for January 2017 and February 2017. The 'Compare' button is highlighted in blue. At the bottom right, there are 'Cancel' and 'Update' buttons.

How do I measure Instagram ad performance?

If you want to see what group of people are interacting with your ads based on age and gender, select Age & Gender, Age, or Gender.



To see the location of the people viewing your ads, select Country, Region, or DMA.

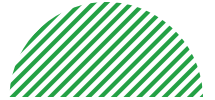


How do I measure Instagram ad performance?

You can also see what time of day people are viewing your ads and the corresponding ad spend.



Activity: Instagram Ads



Resources:

<https://business.instagram.com/success/hutch/>

We've talked about the several kinds of ad formats that you can use on Instagram.

Let's look at some examples of different formats and ways that you can use the format to create an effective ad.

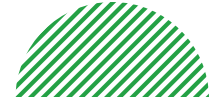
Example 1: Story Ad



Here's an ad from Hutch, an interior design app. The ad was designed to drive new downloads and installs of their app.

Discussion Questions:

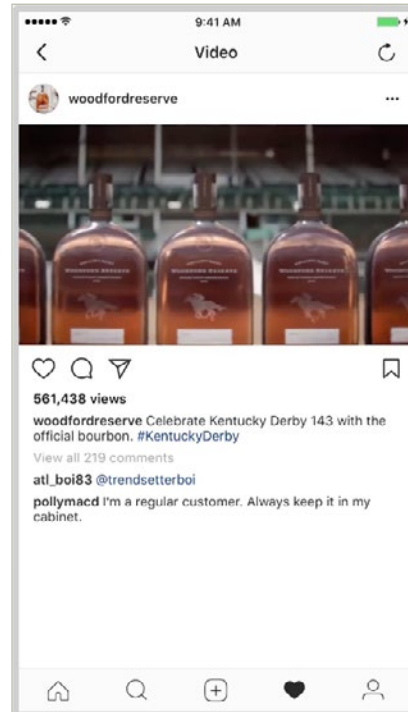
- What are the elements of the story ad?
- How are they able to give users a good idea of what it will be like to use the app?
- Why is this ad appealing?
- What other ways can you think about using story ads?
- How might you use a story ad with your organization?



Resources:

<https://business.instagram.com/success/woodford-reserve/>

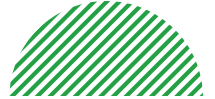
Example 2: Video Ad



Here's a video ad from Woodford Reserve. The goal of the ad was to increase brand awareness, especially at the Kentucky Derby.

Discussion Questions:

- What are the elements of the video that help show off the brand and product?
- Why do you think video works in this case, instead of just a photo?
- Notice the hashtag #kentuckyderby. Why did they include that hashtag?
- Why is the ad appealing?
- Can you think of ways they could have done a less “professional” video to show off their brand and product?
- What ways might you use video ads for your group?



Resources:

<https://business.instagram.com/success/levis/>

Example 3: Carousel Ad



Look at this story about the #LiveInLevis campaign whose objective was to raise brand awareness with its Mexican audience.

Discussion Questions:

- How did Levis use carousel ads to attract viewers?
- What about the ads was compelling?
- The text includes hashtags and tagging (@chiaraferragni). Why? How does that help build reach?
- How might you use text and hashtags with your organization?
- How might you use carousel ads with your organization?

Mini Challenge: Create Your Ad



This mini-challenge has two parts.

Part 1

Prepare the creative for your Instagram ad. This should be very similar to what you did for your Facebook ads, but try to spend some time thinking about ways to create something for Instagram. Think about mobile. Think about telling a story. Think about trying something you didn't try in your Facebook ads.

Part 2

Don't forget you'll still need to have the following things ready before you start:

- Your campaign objective
- Information you will use to target your audience (demographics, age, location, interests, behaviors)
- The amount of money you want to spend on the campaign
- The creative—photos, videos, copy—for your ad

Mini Challenge: Measure Ad Performance



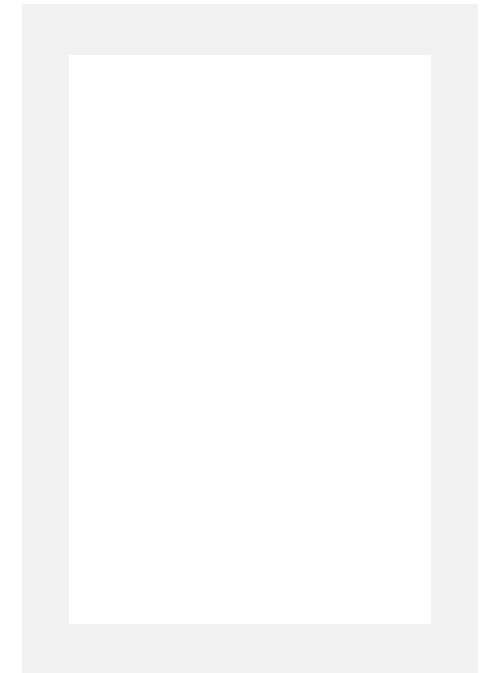
As your ad runs, use Ads Manager or the Ads Manager App to measure and monitor your ad.

Depending on your ad objective, you'll want to look at several things:

- Did your ad generate the number of clicks, Likes, links to your website, signups for your event that you were hoping for?
- What was the cost per click, Like, signup, etc?
- What have you spent so far on the ad campaign?
- What is the frequency that your ad is being shown?
- What else can you learn about how your ad is doing with your audience?

Reflect and analyze your results, perhaps with a partner or in a class discussion. What surprised you? What went well? What isn't going so well? What can you tweak or change that you think will help?

Write down this reflection. You'll need it for the Micro-credential.



Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating an Instagram business profile
 - ✓ Creating 3-5 posts of different types to use on Instagram
 - ✓ Creating and running an ad specific to Instagram
 - ✓ Measuring and monitoring your ad to learn what is working and what is not
-

Once you think you're ready, you can submit your work for review to earn the Marketing with Instagram Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to market using Instagram and run an ad campaign using Instagram!

Congratulations on completing all four modules in our Social Media Marketing series!