



Instagram

for your business

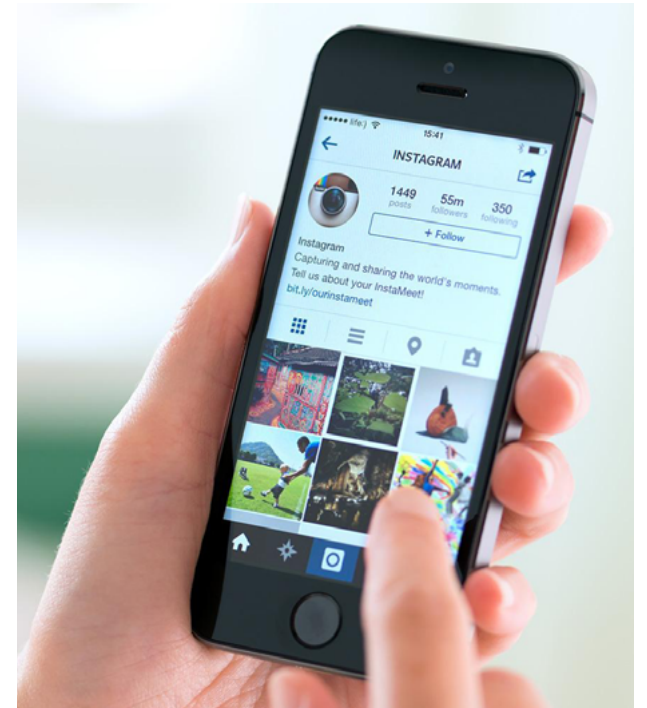
Understanding Instagram advertising

Instagram Advertising

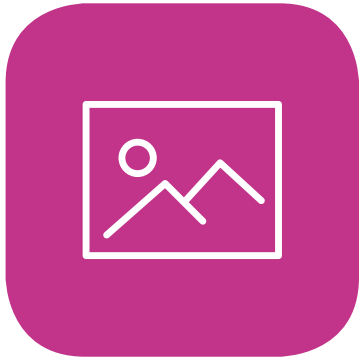


This presentation will:

- Discuss what Instagram is, from a business POV
- Demonstrate why Instagram advertising is beneficial for businesses
- Explain the different types of ads available on Instagram
- Provide case studies showing how Instagram advertising has helped businesses



What is Instagram?



Photo



Video



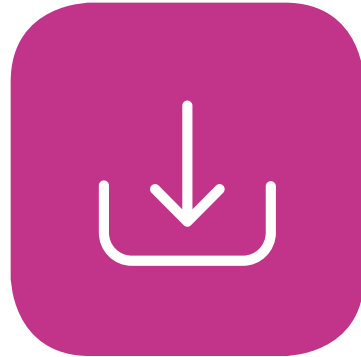
Social Media
Networking

- A creative platform for businesses to advertise content to reach customers in an effective and personal way.
- Businesses of any size are able to share photos and videos with a highly engaged audience and spread brand awareness through imagery.

How Instagram can benefit businesses



Clicks to website



Mobile app installs



Mobile app
engagement



Video views



Page post
engagement



Local awareness



Website
conversation



Create mass
awareness

Ad formats available on Instagram



Four formats

- Photo Ads
- Carousel Ads
- Video Ads
- Instagram Story Ads

Four different objectives

- Video views
- Clicks through to your website
- Mobile-app installs
- Raising mass awareness



Photo Ads



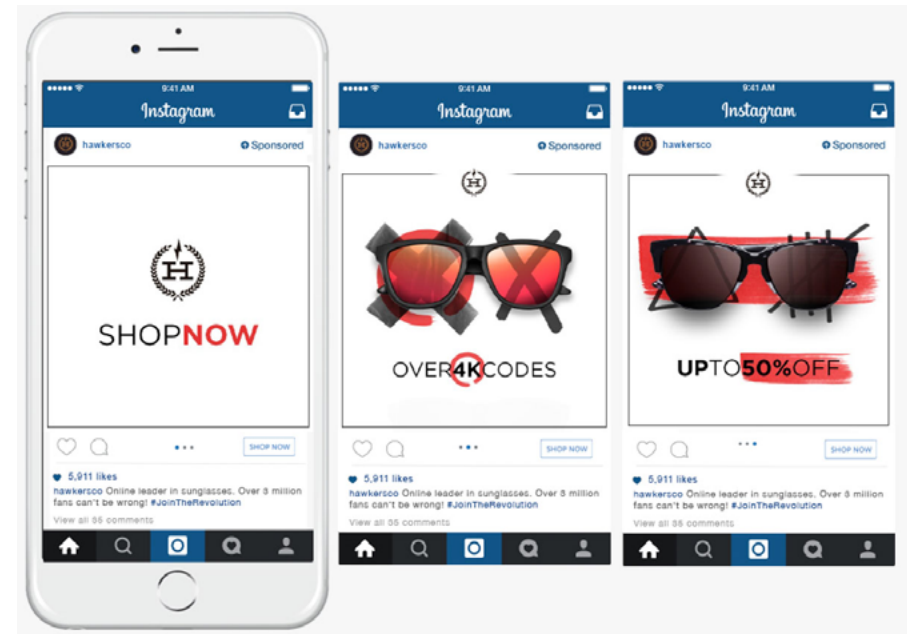
With a simple photo ad, businesses can tell their story and create mass awareness. They have a Sponsored label above the photo. They also have a Learn More button on the bottom right corner, under the photo.



Carousel Ads



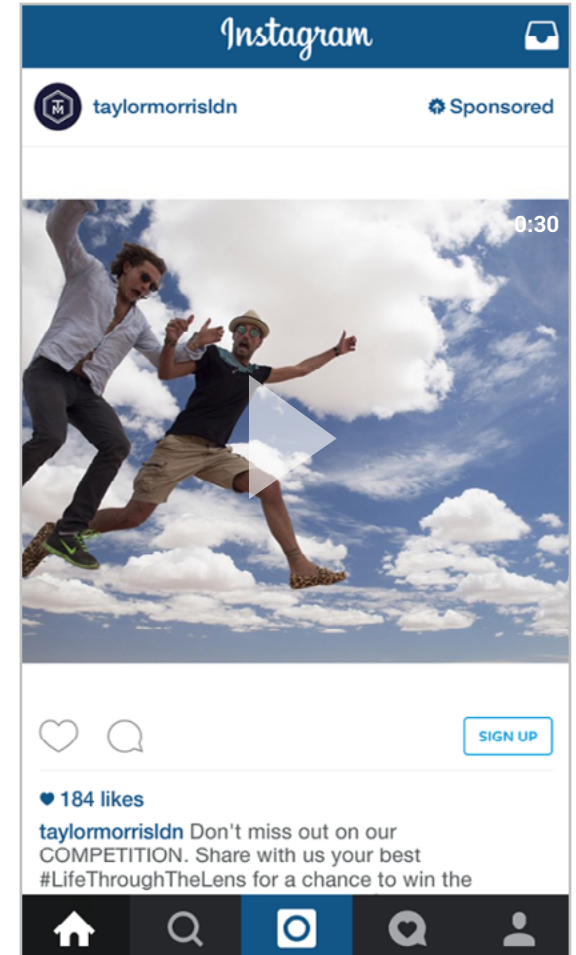
This format of Instagram ad brings a unique twist to the simple photo ad. It allows brands to share up to 10 images on a post by consumers swiping left to view. This platform also has the option to take people to the company's website for more information.



Video Ads



Video ads allow people to share videos of up to 60 seconds. It offers a great visual and allows businesses to share more information about their company with the power of sight, sound and motion. Video ads also have a sponsored label on top.



Instagram Story Ads



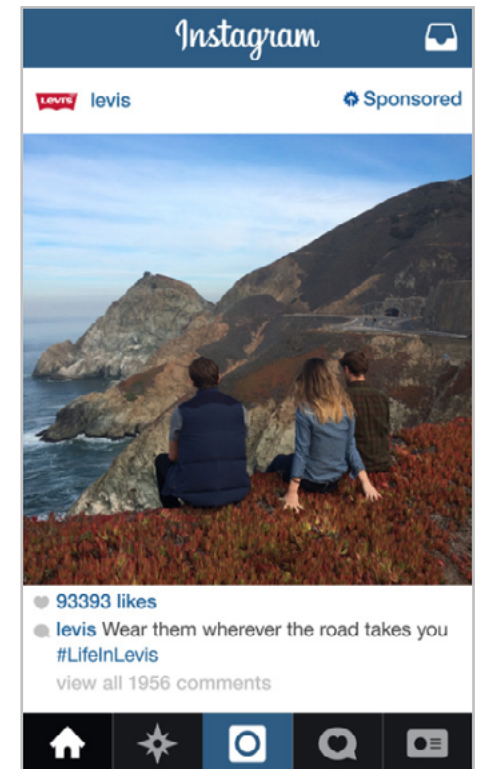
Stories are temporary videos or photos, which will allow a business to show more personality and tell a story to their consumers.



Case Study: Levi's



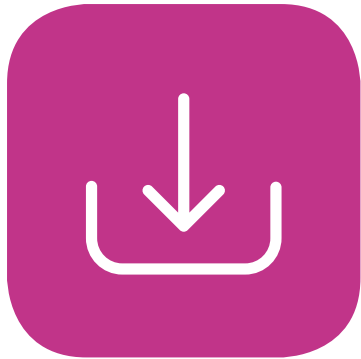
As Levi's is the most recognised jeans brand in the world, you would think they would not need to use Instagram for their advertising, wrong! **Levi was one of the first brands to utilize Instagram's advertising.** Their focus of the photos they posted was 'living in the moment'. People posted themselves in beautiful locations while wearing the jeans, using the hashtag #LifeInLevis. Levi focused this campaign on people within the age group of 18-34. **This campaign was successful as it reached over seven million people and a 35% increase in sales.**



How to try Instagram



1



Download
Instagram on your
mobile device

2



Make your profile

3



Upload content
and use hashtags
and geotags

4



Follow and
interact with other
accounts which
interest you

5



Stay connected
with your
customers by
uploading regular
content and by
liking their photos

Get started with Instagram advertising



Contact us:

- We would love to hear from you at **We Promote** to help you achieve your business goals with Instagram.
- Call us on **+61-(0)7-3040 2555** or go to our website **www.wepromote.com.au**