

KEY CONSIDERATIONS FOR ADS ON INSTAGRAM

1. CONTENT IS KING

Strong content should always be at the core of a brand's social output, but this is especially the case on Instagram, where the ad itself is inherently visual, and the caption is secondary. This is not the place for a hard sell.

3. TELL A STORY

Instagram is not a one-and-done advertising platform. It offers brands a unique opportunity to tell their story visually and creatively.

2. DO YOUR RESEARCH

Instagram is a new advertising platform for the masses, but that doesn't mean it's the right platform. Do the due diligence of market research to understand the conversation relevant to your brand in the space.

4. SET BENCHMARKS

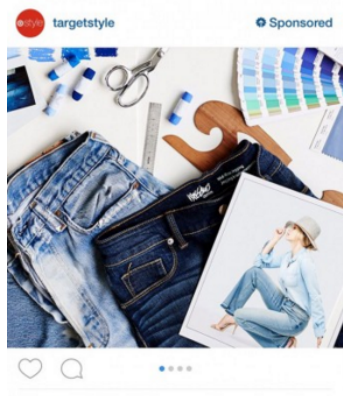
Understand what's possible in terms of conversions on the platform, and establish KPIs with respect to engagement and conversion.

Understand that the Instagram audience digests content more differently, and more passively than on other platforms.

BEST PRACTICES

- Instagram is not the platform for a hard-sell. Keep your calls to action clear, but reasonable
- Use images and video that excite and inspire, motivating the viewer to take action
- Offer incentives that are social-only
- Build a story and an experience that go hand-in-hand
- Know your audience and craft messaging that speaks to them, not your stakeholders

FOLLOW THE LEADERS



9,138 likes

targetstyle We know your jeans are important, which is why we've gone back to the drawing board, re-imagining and re-engineering every detail of our denim for the best fit and quality.



249572 likes

benandjerrys I love scotch, Scotchy scotch scotch. Here it goes down, down into my belly.

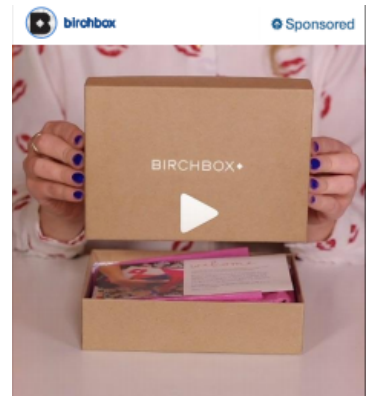


michaelskors World Food Day may be over, but we're still watching, showing, supporting, sharing. #WatchHungerStop



151 likes

capitalone I carry this photo in my wallet to remember where my adventure started as a photographer." What's in your wallet?



11,800 likes

birchbox Can we get a double-tap? Five beauty products picked just for you. Every month. Tap link in bio to learn more. #Birchbox