

INSTAGRAM ADS WORKSHOP: MASTERING THE ART OF ADVERTISING ON INSTAGRAM

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UNDERSTANDING INSTAGRAM AS A PLATFORM



Visual Storytelling :

Instagram is a visual-centric platform that allows businesses to convey their brand story through captivating images and videos. With over a billion active users, it offers a vast audience for businesses to connect with.



Engagement and Reach :

Businesses can leverage Instagram's high engagement rates and extensive reach to connect with potential customers and build brand awareness.



Influencer Marketing

Instagram's influencer culture provides opportunities for businesses to collaborate with influencers and reach a wider audience.

IMPORTANCE OF INSTAGRAM ADVERTISING

- **Visual Appeal**

Instagram's emphasis on visual content makes it an ideal platform for businesses to showcase their products or services in a visually appealing manner.

- **Targeted Advertising**

Businesses can leverage Instagram's robust targeting options to reach specific demographics, interests, and behaviors, ensuring that their ads are seen by the right audience.

- **Business Growth**

Instagram advertising can significantly contribute to business growth by driving website traffic, increasing brand awareness, and boosting sales.

TYPES OF INSTAGRAM ADS

01

Reel Ads

These ads appear within the user's reels sections and seamlessly integrate with organic content, providing a non-disruptive advertising experience.

02

Stories Ads

Utilizing the immersive nature of Instagram Stories, businesses can create engaging, full-screen ads that captivate the audience.

03


Carousel Ads


Businesses can showcase multiple images or videos in a single ad, allowing for a more comprehensive storytelling approach.

INSTAGRAM ACCOUNT FOR PROMOTION


×


Which Best Describes You?



@wongmjane Creator
Best for public figures, content producers, artists, and influencers.
[Next](#)



Business
Best for retailers, local businesses, brands, organizations and service providers.
[Next](#)

←


Creator
Best for public figures, content producers, artists, and influencers.

**Flexible Profile Controls**
You can choose to hide or display contact info and buttons on your profile.

**Simplified Messaging**
A new inbox makes it easier to manage message requests and connect with fans.


**More Growth Tools**
Get more advanced insights and reach more people with promotions.

[Next](#)


←

Choose categories for your business profile

Choose a category that describes what you do. You can change this anytime.

 Search Category

Suggested

**Actor**

Artist

Athlete

Blogger

Comedian

Entrepreneur

Fashion Model

Journalist

Musician

[Next](#)

SETTING SMART OBJECTIVES

Specific Goals

Setting clear and specific objectives such as increasing brand awareness, driving website traffic, or boosting sales.

Measurable Outcomes

Defining metrics to measure the success of the ad campaigns, such as reach, engagement, or conversions.

Time-bound Targets

Establishing realistic timelines for achieving the set objectives, ensuring that the goals are achievable within a specific timeframe.

HOW TO CREATE AN AD ?



Cancel

Goal



Select a goal

What results would you like from this ad?

More profile visits

Invite people to explore your profile.



More website visits

Get people to visit your website to learn more.



More messages

Chat with people who are interested in your business.



Audience



Define your audience

Special requirements

For ads about credit, employment, housing, social issues, elections or politics.



Automatic

Targets this ad to people similar to your followers



Arts



Sports



Saksham



Saksham



Create your own

Manually enter your targeting options



HOW TO CREATE AN AD ?

Cancel

Locations

Done

4.4M - 5.1M ⓘ

Estimated audience size

Great

Regional

Local

Q Add locations

We suggest adding a broad range of locations to cover the largest surrounding areas, including countries, counties/regions and towns/cities.

Pune, India

✓

Cancel

Age and gender

Done

1.9M - 2.2M ⓘ

Estimated audience size

Great

Age and gender

18

27

Male

✓

Female

✓

Cancel

Interests

Done

3.8M - 4.5M ⓘ

Estimated audience size

Great

Q Interests

We suggest adding a broad range of interests to cover the largest audience.

Selected interests

Music (entertainment and media)

✓

Live (band)

✓

Concerts (music event)

✓

Music festivals (events)

✓

Parties (event)

✓

Add recommended interests

Singing (music)

○

Dance (art)

○

<

Audience

ⓘ

Define your audience

Special requirements

For ads about credit, employment, housing, social issues, elections or politics.

Automatic

Targets this ad to people similar to your followers

○

Concert

Men and women, ages 18-27

Pune

Interested in Concerts (music event), Music (entertainment and media) or Music festivals (events)

Edit

●

Arts

○

Sports

○

Saksham

○

Saksham

○

Create your own

Manually enter your targeting options

>

HOW TO CREATE AN AD ?

<Audiencei

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[Edit](#)

☒

Arts

☐

Sports

☐

Saksham

☐

Saksham

☐

Create your own

Manually enter your targeting options

☐

Next

<Budget and durationi

₹ 2,514 over 6 days

Ad budget

35,000 - 91,000

Estimated reach

Budget

₹ 419 daily

Duration

Run this ad until I pause it

☐

Set duration

6 days

☒

Next

<Review

Your estimated reach is 35,000-91,000 Accounts Centre accounts.

Preview ad

>

Ad goal

Learn More | <https://saksham.sspu.ac.in/>

Audience

Concert | 18-27 | Pune | Concerts (music event), Music (entertainment and media) or Music festivals (events)

Budget and duration

₹ 2,514 over 6 days

Payment method

₹3.95

[Add Funds](#)

Cost summary

Ad budget

₹ 2,514

Estimated GST

₹452.52

Total spend

₹2,966.52

Boost post

By creating an ad, you agree to Instagram's [Terms](#) and [Advertising Guidelines](#). All promotions are listed in the public Ad Library. [Learn more](#)

CHECK INSIGHTS



Ad insights

Reach ⓘ

44,330

Accounts Center accounts reached
43390 from latest ad

Impressions	67,313
From latest ad	64,430

Post interactions ⓘ 607

Likes	315
Shares	275
Saves	16
Comments	1

Profile activity ⓘ 331

Profile visits	315
From latest ad	341
External link taps	15
From latest ad	24
Follows	1

Ad ⓘ

--
Messaging conversations started

Spend ₹2,510.85 of ₹2,511.00
100% spent

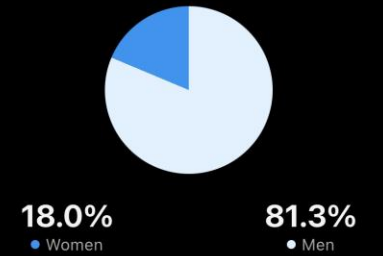
Cost per messaging conversation started --

Status Completed

Ad details
Audience People you choose through targeting
Budget & duration ₹2,511.00 over 1 day

Ad audience ⓘ

Gender





SYMBIOSIS SKILLS & PROFESSIONAL UNIVERSITY
LARGEST ANNUAL FEST

SAKSHAM 2.0

SPORTS & E-SPORTS

CRICKET • VOLLEYBALL • BASKETBALL
FOOTBALL • BGMI • VALORANT

REGISTRATIONS OUT!!

ADITYA PHALE : +91 92718 38484
PRANAV CHITKESH : +91 93220 76493

REGISTRATION LINK: [QR Code]

View Insights

Boost again

THANK YOU !!