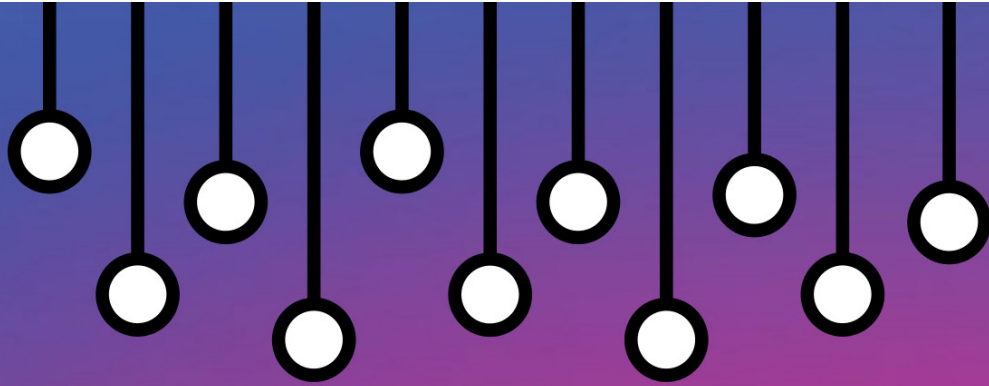




Digital Marketing

Creation Guide For Instagram Ads

Focussed On eBooks



THE ULTIMATE GUIDE TO INSTAGRAM AD CREATION FOR BEGINNERS



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Types of Instagram ads

1) Photo ads

Businesses can showcase their products to tell their stories with compelling images. You can use a square, landscape or portrait image in Instagram ads.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Call Now
- Contact Us
- Get Directions
- Learn More
- Get Showtimes
- Download

2) Video ads

You can add the power of visual and audio to present your story better. Video ads can be up to 60 seconds long in landscape or square format.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Call Now
- Contact Us
- Download

3) Carousel ads

They let users swipe through a series of images or videos in a single ad, with a call-to-action button to connect them directly to your website.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Contact Us
- Call Now
- Download

4) Stories ads

Instagram Stories Ads are full-screen ads that appear to users between Stories they are already viewing from people they follow. Because Stories expire after 24 hours, they're the ideal format for sharing limited-time offers and promotions.

Supported Call-to-Action Buttons

- Apply Now
- Book Now
- Contact Us
- Call Now (video only)
- Download