

4 steps to mastering Instagram marketing.

Introduction

Social networking sites have become a feature of the current era now, so we find that all young people everywhere around the world have more than one social networking site, because marketing through social media achieves goals for the company or the business owner, and Instagram is one of the famous social networking sites that It has achieved great success in the recent period, – the Instagram application is considered one of the best and ideal applications that allow sharing videos with high efficiency and allows any video system that works on any smartphone operating system

The goals of companies and business owners have become to get a way to market through influencers as well, because it enhances its vision and mission, which in turn will be reflected in the company's profit and achieve its competitive advantage among its surroundings

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How does Instagram differ from other social media applications

The Instagram site is one of the largest and best free applications sites that allow anyone to use it around the world. Through the Instagram site, you can take any photos, upload them, upload videos and share them through the pages of various social networking sites
One of the advantages of the Instagram application is that it
The Instagram application allows anyone to take any amount of photos as desired and upload this photo in moments through this site
In 2013, Instagram added another feature, which is downloading videos, so that now anyone can download any video and send it immediately
The Instagram application has now become through which it is possible to make a reference to some friends on some of the images that are uploaded, such as what is happening on Facebook
Anyone can post comments on photos or videos or like them
The Instagram application allows a person to upload any amount of photos, regardless of their size or area
The Instagram application is one of the best and ideal applications that allow sharing videos in high efficiency and allows any video system to work on any smartphone operating system
The Instagram application has several options, including blocking certain albums and showing the account holder information only to some people
The Instagram application is distinguished by its unique and distinctive design that distinguishes it from other applications and also ensures ease of use

What are the types of ads on Instagram

First: the official announcements
In order to use Instagram's official ads features, brands will first need to create a Facebook Page and Instagram Business Page. These accounts will serve as a starting point for the ads built into the Facebook Ads portal and will also become the options that will be used in ads and campaigns. You may be interested to see 5 Secrets to ensure the success of the advertising campaign on Facebook

Second: Advertising on Instagram through influencers
Apart from official Instagram ad offerings, brands can engage with influencers

on the platform to enhance their brand image, create interaction with users, or advertise specific products and services. These promotions can be subtle or overt and can include coupons, discounts, gifts, or orders. Specific invites the user to communicate with the brand

And this is how the way people consume content evolves, and in order to attract the attention of the masses, companies and brands must change their approach to marketing towards influencer marketing, which enhances the ability of social media influencers to display brand products and services , you may be interested in viewing the creation and management of e-marketing campaigns.

How to choose the right influencer
Who is following them
Reach - how many followers or views they have
Engagement - do their followers comment, share and like posts
Experience - Do influencers have experience working with previous brands
Posting Frequency – How effective is the influencer on their network
Past performance – how successful their campaigns have been in the past

How do I create ads on Instagram

First Step: Set up a Business Manager account
Second Step: Click on Create Ad
Third Step: Choose the goal of your advertising campaign
Step Four: Segment the target audience for your ad campaign
Step 5: Edit where the ad will appear
Step 6: Create your ad
Seventh Step: Review the advertisement you prepared and publish

Every ad achieves a specific goal, that's why there is no fixed and unique formula for setting up all ads

But you should focus on preparing an attractive advertisement that really helps you achieve the best results, whether in terms of generating revenue and making money, or attracting more customers

Choose a good image in order to attract the user’s attention, the advertisement must be effective, and when we talk about a network for

sharing images, as in the case of Instagram, this means high-quality and high-resolution images, and sometimes you do not need a professional camera to prepare a good image, but the most important thing It is to respect the rules of appropriateness and good accuracy of the image

Think of the hashtag # because the hashtag is a useful tool used in posts on social networks and we will talk about it in detail in the upcoming articles



How can promotion increase the number of followers on instagram

Prepare your account for promotion: analyze your audience (age, gender, interests, etc.), monitor your opponents, make a content plan for the future, switch your account to a professional account, you might be interested to see what promotion is

Do not be shy to ask your acquaintances and friends to sign up for your account
Mention your Instagram account in all your social media posts
Be active in other social network accounts
Invitation to follow
Subscribe to competitors' followers and like their posts
Add hashtags
Host contests to promote Instagram
Ask the blogger to promote your blog
Use of targeted ads

4 Steps to Professional Instagram Marketing

In order to use the Instagram official advertising features, brands will first need to create a Facebook page and Instagram business page. Here are the important steps to make your account professional
Advertising on Instagram through photos (Photo Ads)

In this type of advertising you only use an image that tells a story about your company, a product or simply an advertisement for something

To prepare ads that include images, the image must be in jpeg or png format, and the owner of the advertisement is free to choose the number of images he wants and which he wants to display to the target audience, and this is done through Carousel ads

Regarding the characteristics of the images:
Images must be 1080 x 1080 pixels for square ads, and 1200 x 628 pixels for Landscape ads (a rectangular format where the width is greater than the height of the image)
Images selected must have a minimum resolution of 600 x 600 pixels

Advertising on Instagram via video (Video Ads)
The method of advertising on Instagram can also be used by video
Regarding the characteristics of the video
The platform allows videos lasting up to 60 seconds
As with photos, the video size should be 1080 x 1080 pixels for square videos and 1200 x 628 pixels for landscape videos
The minimum resolution required should be 600 x 600 pixels

Carousel Ads
This method of advertising in Instagram is to prepare a (gallery - gallery) of images that include at least two images and at most 10 images and add them to the same advertisement
And at the bottom of the post appear icons that show the user that he can see other pictures by dragging the screen to the end
Regarding the features of the images
Images must be 1080 x 1080 pixels in square ads, and 1200 x 628 pixels in landscape format ads. As a result, we can conclude that all images must have the same display format in order for the advertisement to have consistency and harmony
Images should have a minimum resolution of 600 x 600 pixels and 1080 x 1080 pixels (in the case of landscape images)

Ads in stories
Stories can be viewed by people who access the company profile. This strategy can be considered very useful if you have a good number of followers on Instagram
Regarding the characteristics of ads containing stories

This feature allows for 15-second videos or 5-second photos
Videos must be in mp4 format and images must be in jpeg or png
Photos may not exceed 30 MB while videos may not exceed 4 GB

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up to contact us through our various digital platforms, or visit the digitsmark website on the Internet

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