



INSTAGRAM ADS

INTRODUCTION

- San Francisco
- Kevin Systrom and Mike Krieger
- October 2010

Instant Camera + Telegram = Instagram

2012 : Facebook

2018 : 1 billion monthly active users

- 41% of users are 24 years old or younger
- 35% of US teenagers say Instagram is their favorite social media platform
- 63% of Americans use Instagram daily



ADVERTISEMENT FORMATS

PHOTO



VIDEO



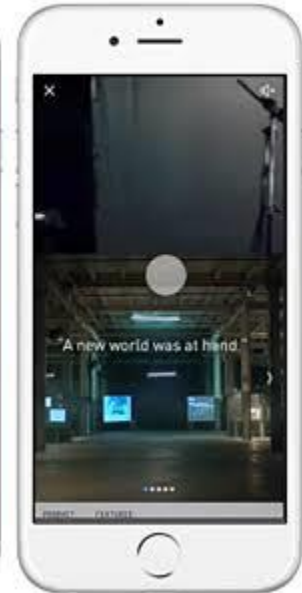
CAROUSEL/
DYNAMIC ADS



STORIES



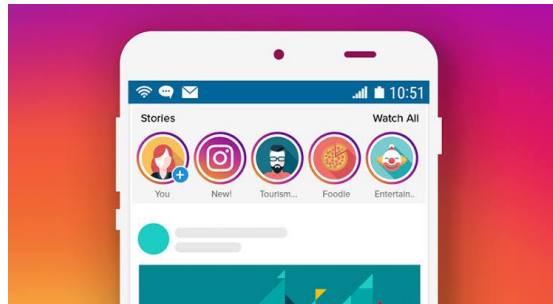
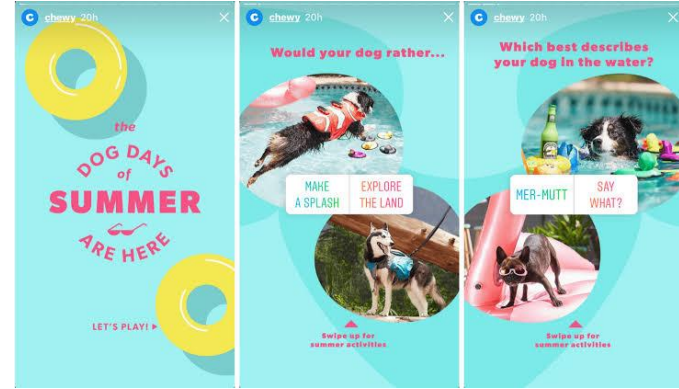
STORIES CANVAS





1-STORIES ADS

- Introduced in 2016
- Recently rolled out globally to all advertisers.
- Play automatically



Ruggedly Refined

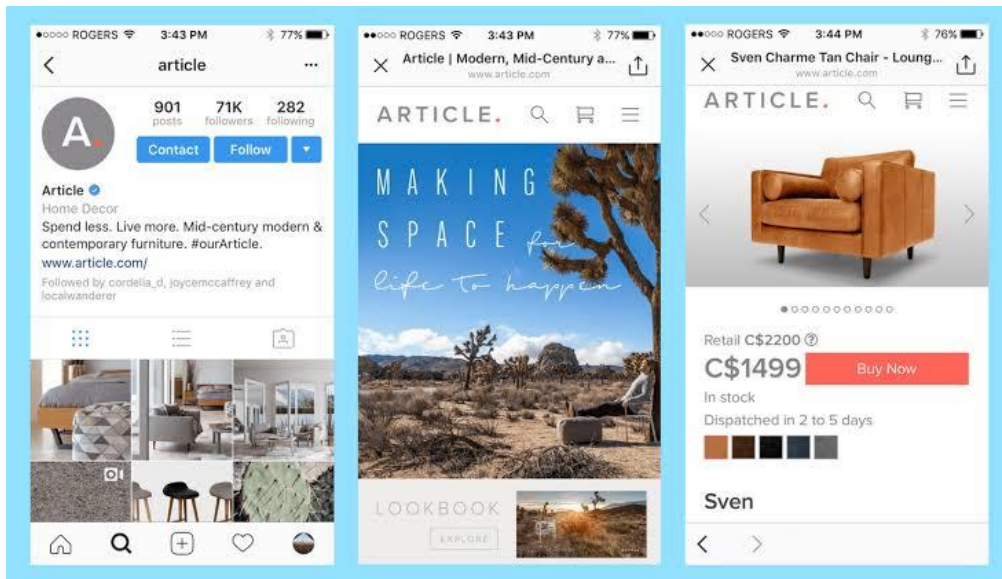


Learn More



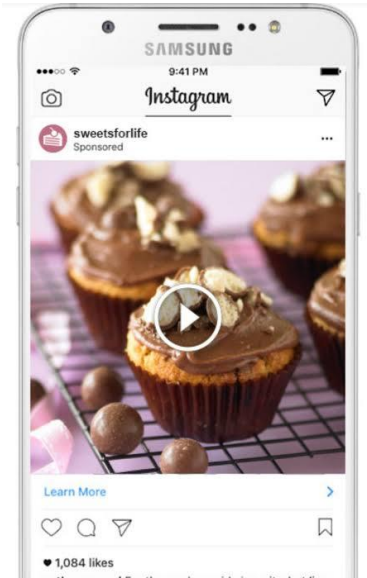
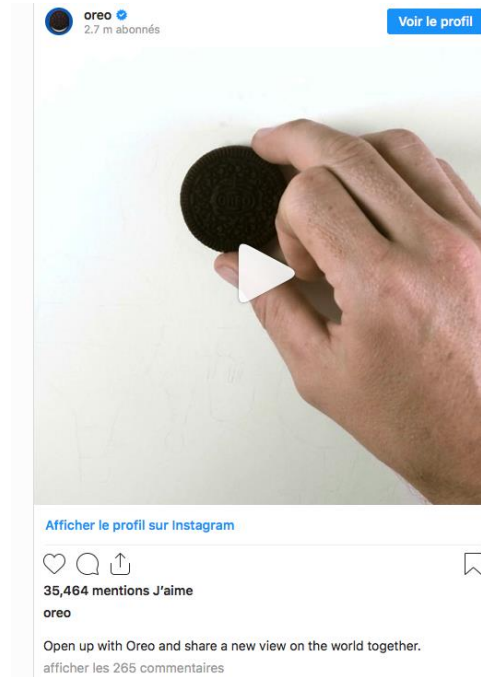
2-PHOTO ADS

- Single image
- Caption
- Call-to-action



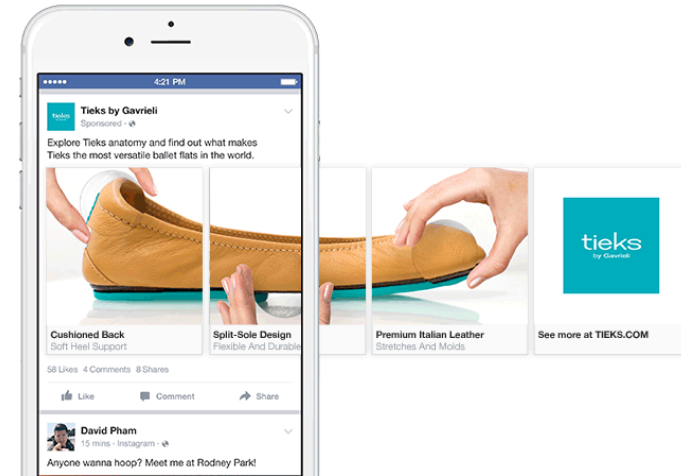
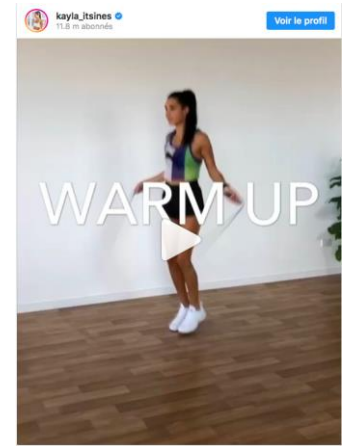
3-VIDEO ADS

- Single video up to 60 seconds long
- Landscape
- Portrait orientation
- Caption
- Call-to-action



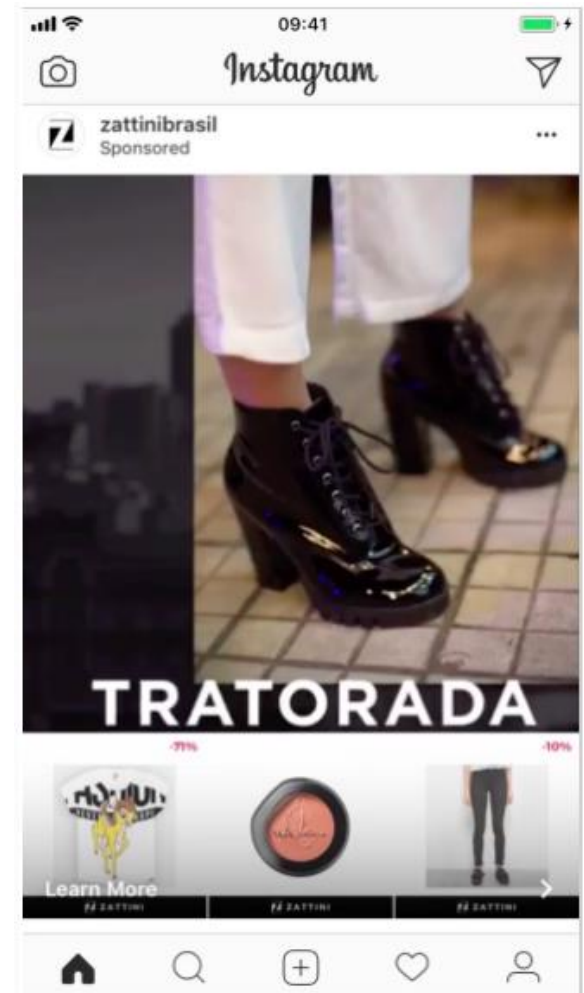
4-CAROUSEL ADS

- Images or videos that the user can swipe through to discover more content
- Offer a means of telling a more complete brand or campaign story



5-COLLECTION ADVERTISEMENT

- Available since the beginning of 2018 on Instagram
- Purchase products from the advertising
- Combination of photos, videos and direct marketing



HOW DO ADVERTISEMENTS WORK



HOW MUCH DOES IT COST?



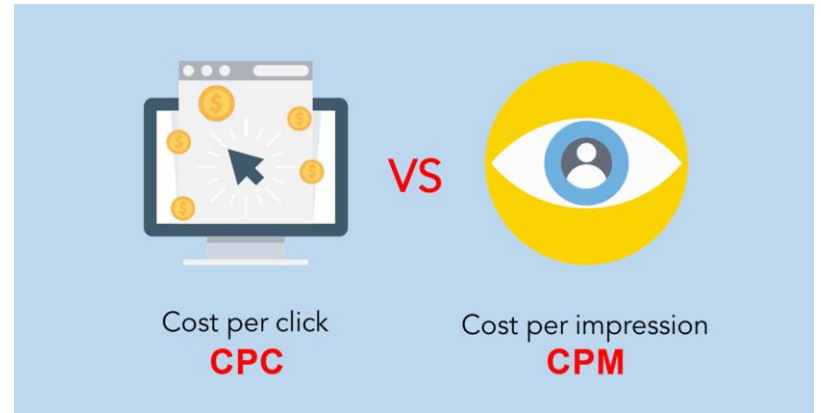
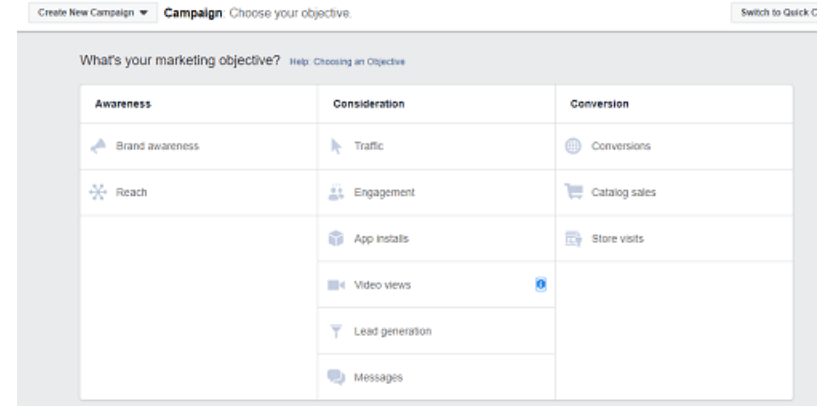
CREATING A CAMPAIGN

- Describing
- Goal
- Buyer persona
- Choosing the format
- Tips: using the space, developed idea



ESTABLISH OFFER,
DETERMINE YOUR BUDGET:

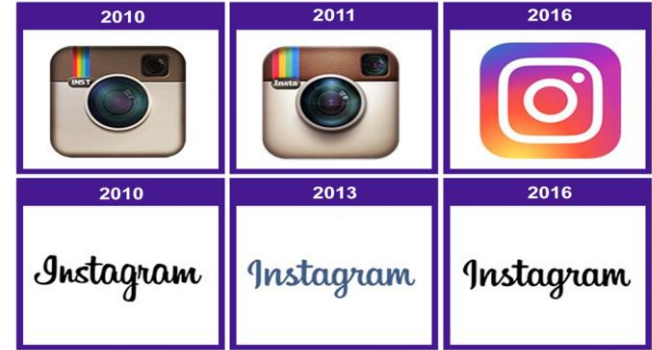
- CPC
- CPM



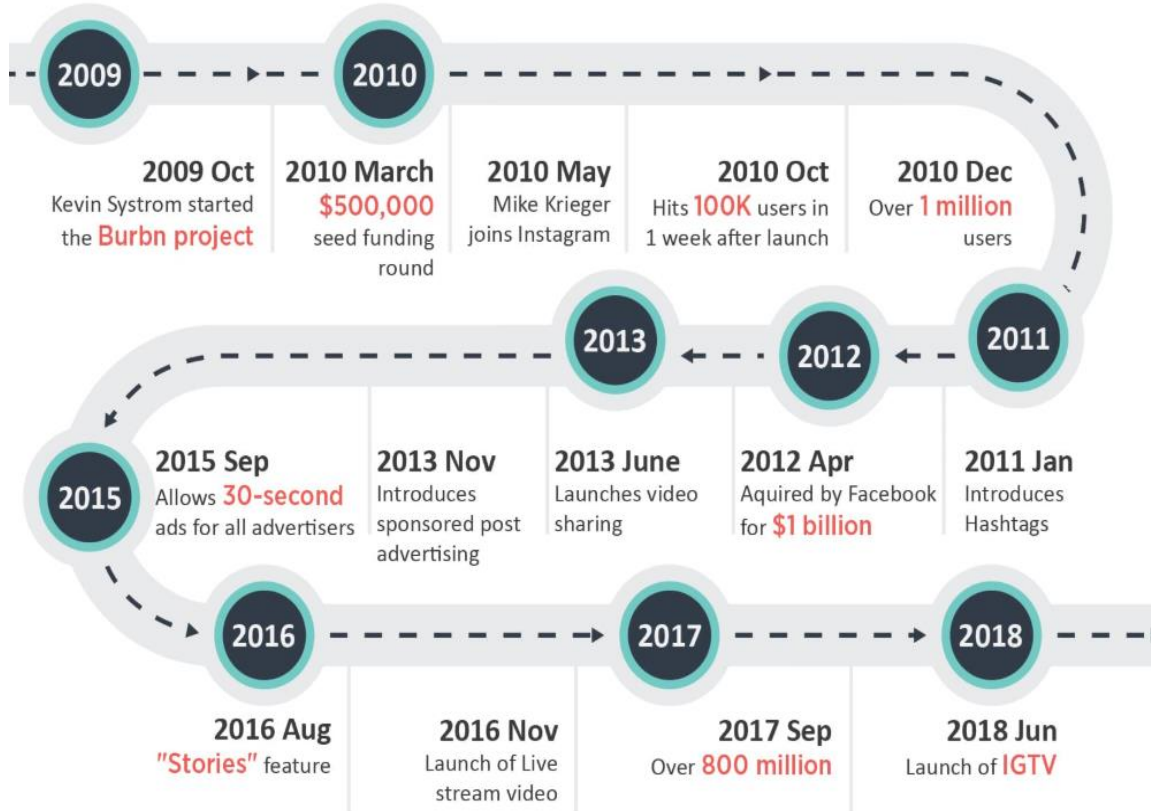
HOW POWERFUL INSTAGRAM HAS BECOME TODAY?

- Instagram hit the Internet in 2010
- 500 million active users per day
- Over a billion active users per month
- 55 minutes daily
- 71% of businesses in the U.S have an Instagram account

- 90% of the users on Instagram are aged 35 and below

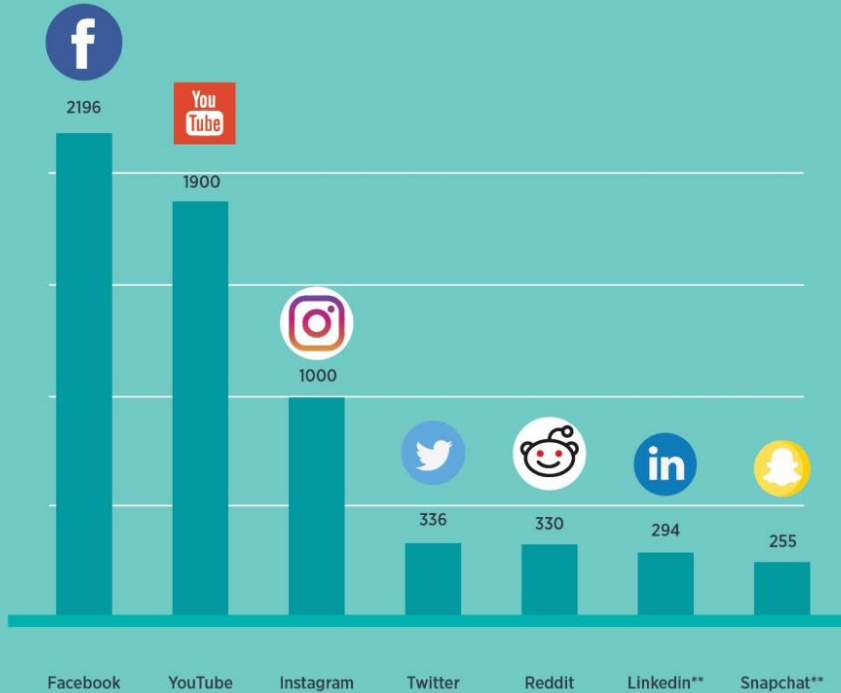


A Brief History

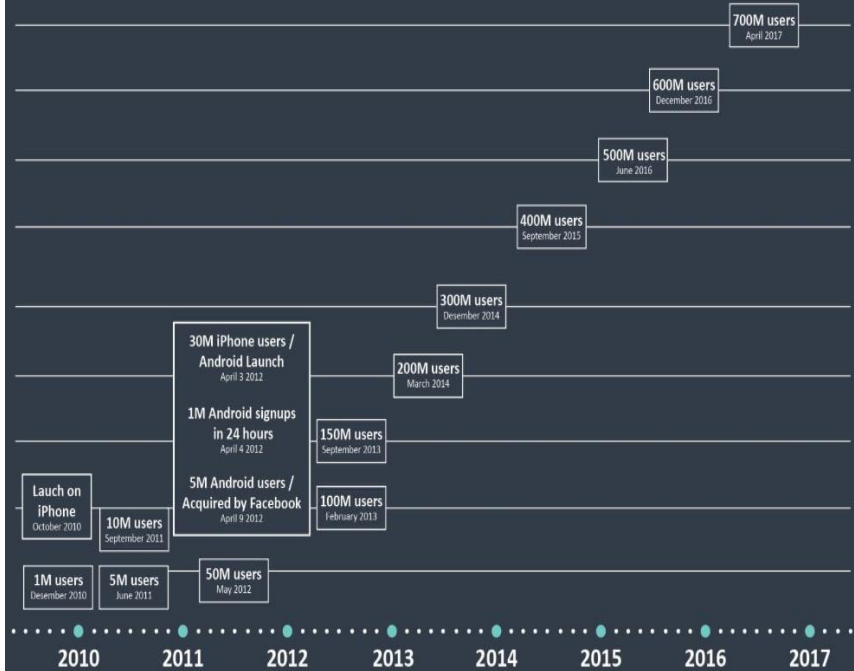


Instagram Demographics Statistics 2018

Over 1 billion Active Users, as of Jun 2018



Instagram Monthly Active Users





Why a company should use Instagram ?



- **Big number of users and interactions**
- **Create an audience quickly**
- **Using hashtags for more visibility**
- **Young and femal target**
- **Analysis of statistics**

Examples of statistics



Algorithme in Instagram

What is it?

An algorithm gives instructions that allow Google, Facebook, Instagram etc. to control how information is displayed on their website or mobile application.

not see the publications of the people he follows chronologically but according to their relevance.

emphasizes relevance

Social networks often updates their algorithm



An Instagram feed



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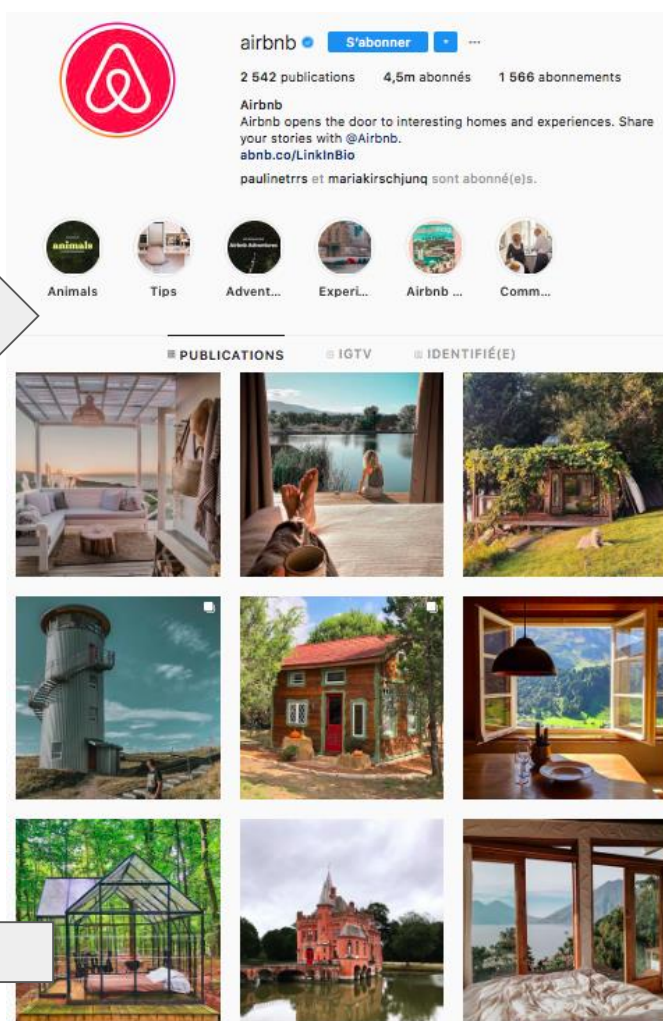
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Tips for followers





#TravelTuesday

