



Instagram Advertising

By using Meta Business Suite you can push your advertisements straight through to all of your social accounts you have connected. At this point, something to consider - are most of the people following you on Instagram the same as Facebook? If so, is there any point to advertising on both?

On average, Instagram advertising costs between \$0.20 to \$6.70.

For CPC (cost-per-click), advertisers pay \$0.20 to \$2 per click.

For CPM (cost-per-impressions), advertisers pay \$6.70 per 1000 impressions.

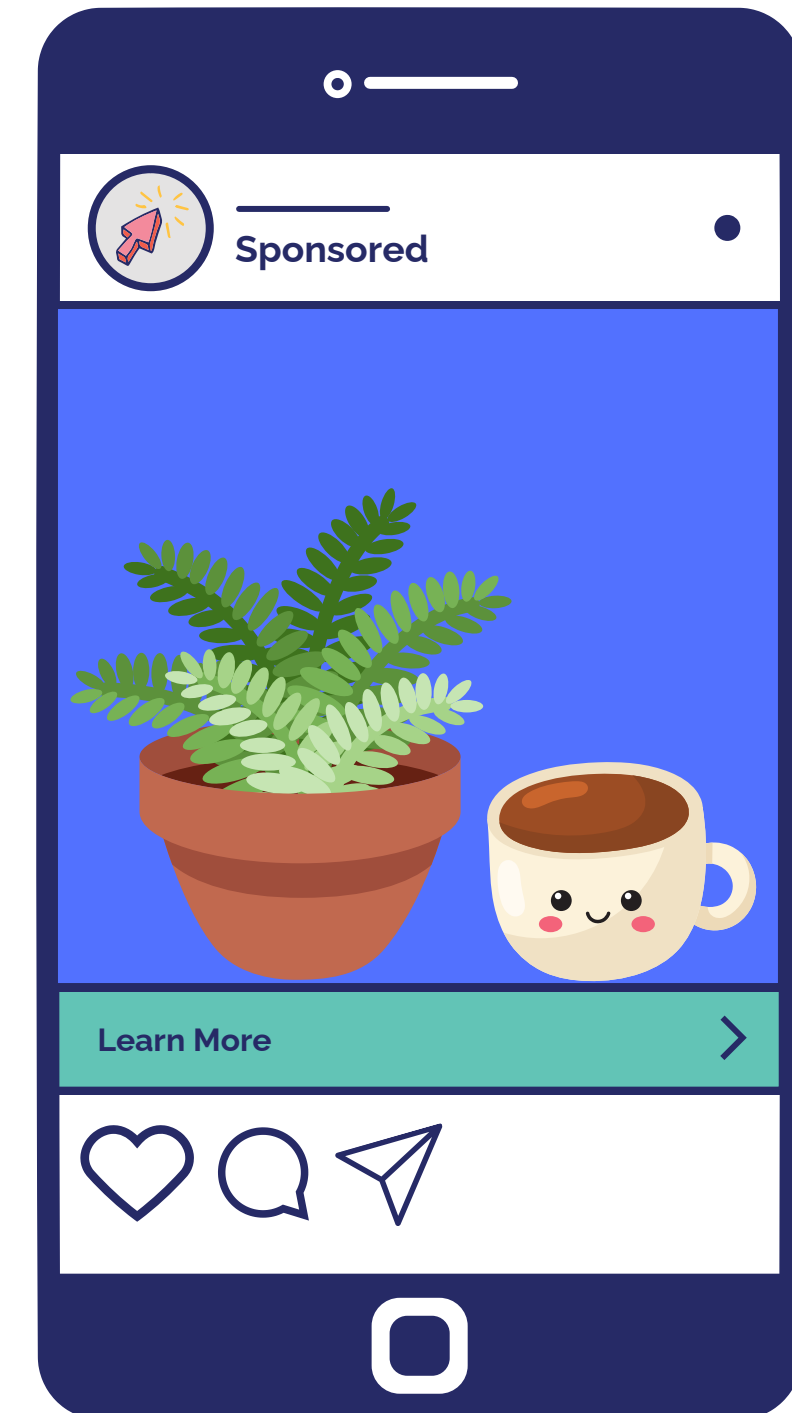
For CPE (cost-per-engagement), advertisers pay \$0.01 to \$0.05 per engagement/interaction.

An impression is simply showing a user your post.

An engagement/interaction is exactly that, someone clicking, liking or sharing your post. It is also measured if someone stops on your post for a certain amount of time (usually seconds).

How to create an Instagram advertisement.

1. Click the 'Create' option in Ads Manager.
2. Choose an objective for your ad campaign.
3. Name your campaign.
4. Target your audience with characteristics like interests, age and gender.
5. Set a budget and schedule (and choose manual bidding if desired).
6. Name your ad set.



Instagram Advertising

continued

How to boost your Instagram feed post.

1. Go to your profile.
2. Tap the post you'd like to boost.
3. Avoid boosting posts featuring images greater than 8 MB.
4. Below the post's image, tap 'Boost'.
5. Fill in the details of your ad by setting things like:
 - 'Goal' (what results you'd like from this ad),
 - 'Audience' (who you want to reach),
 - 'Budget' (how much you want to spend daily), and
 - 'Duration' (how long you want your ad to run).
6. Tap 'Next' once you've completed these details.
7. If you didn't link to a Facebook account when you set up your Instagram professional account, you will be prompted to connect an account. You can choose an existing account or tap 'Skip'. If you do tap 'Skip', you won't see this step when you boost future posts. However, you can still connect a Facebook Page to your profile at any time.
8. To complete your ad, tap 'Boost Post' under 'Review'.
9. Once you've tapped 'Boost Post', your ad will be submitted for review to make sure it meets the ad policies. Your ad will begin running after it's been reviewed and approved. You'll receive a notifications in your 'Activity Feed' after you submit your ad for review, when it's getting reviewed, if it's approved or disapproved and when the campaign ends.

Please note: You can also boost a new post that you create on Instagram. Just press on the 'Create Adoption' toggle before you share your new Instagram post.

