

Instagram Kickback

CAN YOU FEEL THE MONEY?

 PREMIUM PACK

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Did you know that Instagram now has over 2 million advertisers?

Yeah, you read right — TWO MILLION. No biggie.

With so many advertisers already in situ, you're probably wondering how you can create Instagram ads that stand out, and get your business noticed amongst the masses — since clearly, Instagram has truly become a place to do business.

If you're just starting out, have no fear! Being new to Instagram advertising doesn't mean you can't create amazing, effective Instagram ads.



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PART 1

Instagram Ads

In this part, you'll **discover three easy ways to create Instagram ads**.

After that you will read how to make money with it.

#1: Promote an Instagram Post With the Instagram App

If you have an Instagram business account, you can create promotions with the Instagram app to boost the visibility of a post on your profile.

Choose a Post to Promote

To get started, **navigate to your profile** and **select the post** you want to promote. Then **tap the Promote button** on the post page.

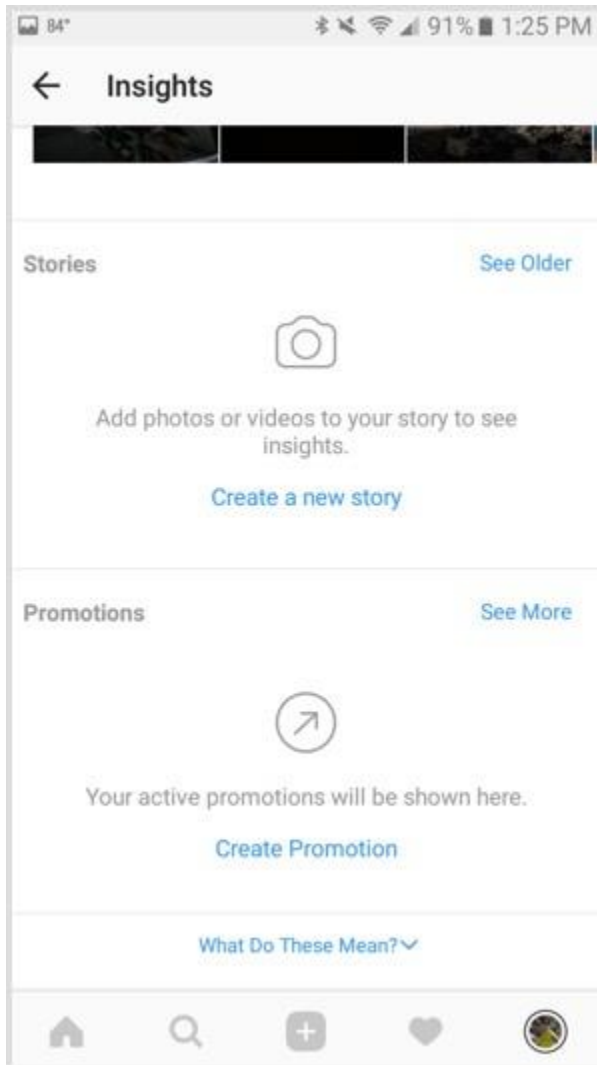


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Alternatively, you can **go to your Instagram Insights, scroll to the Promotions data, and tap the Create Promotion link.**



Select the post you want to promote and then tap the arrow at the top right.



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Configure the Objective and Action Button

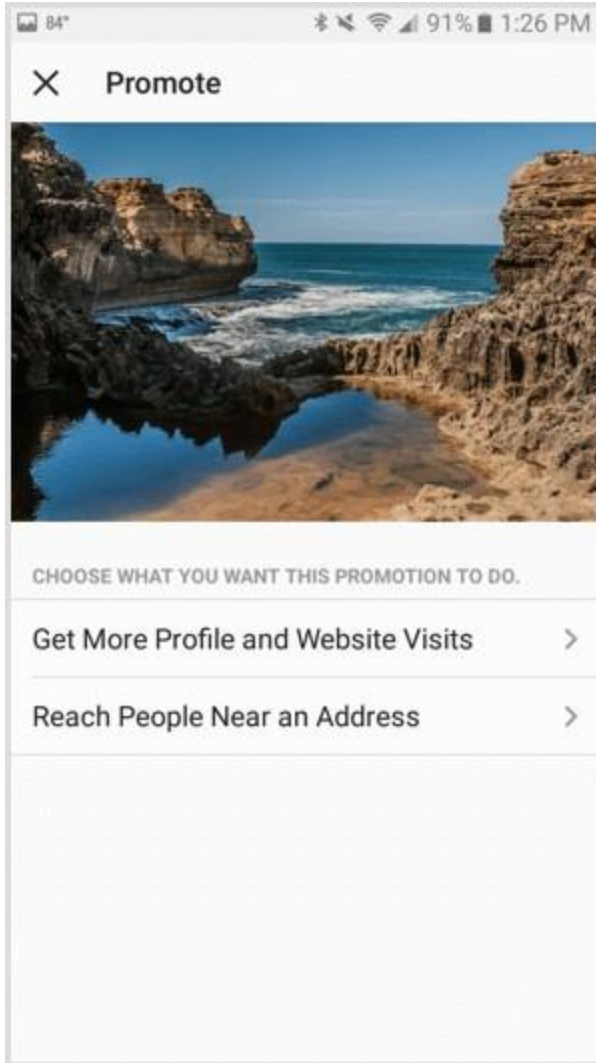
Instagram lets you choose from several objectives for your promotion. You can direct your target audience to visit your website, view your profile, get directions to a specific address, or call the phone number listed on your business account.



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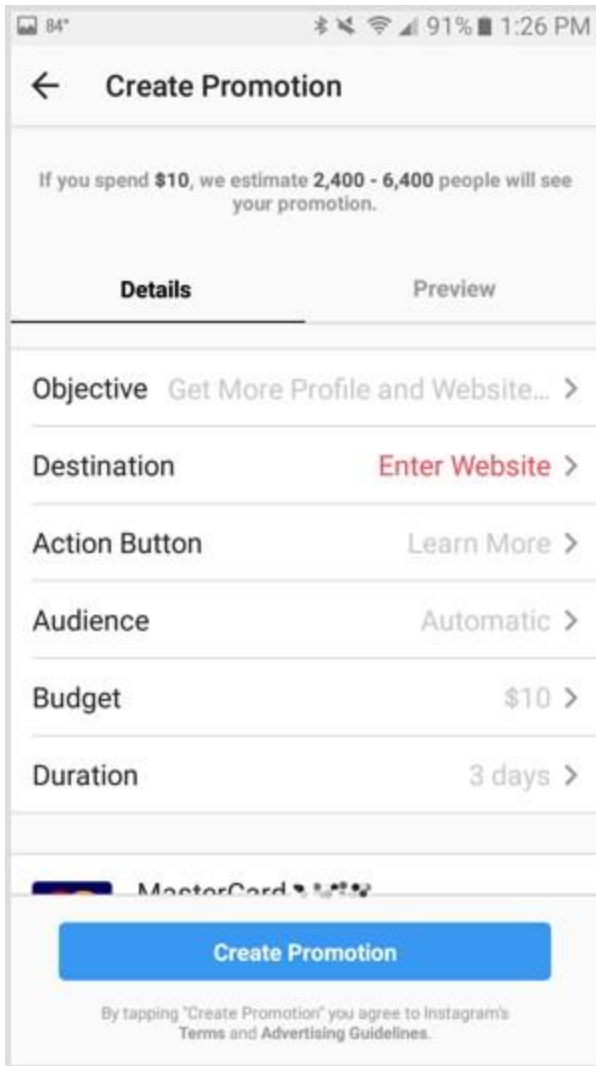
To direct your target audience to visit your website or view your Instagram profile, choose **Get More Profile and Website Visits**. On the following screen, **tap on Destination** to enter your website address or choose your profile.



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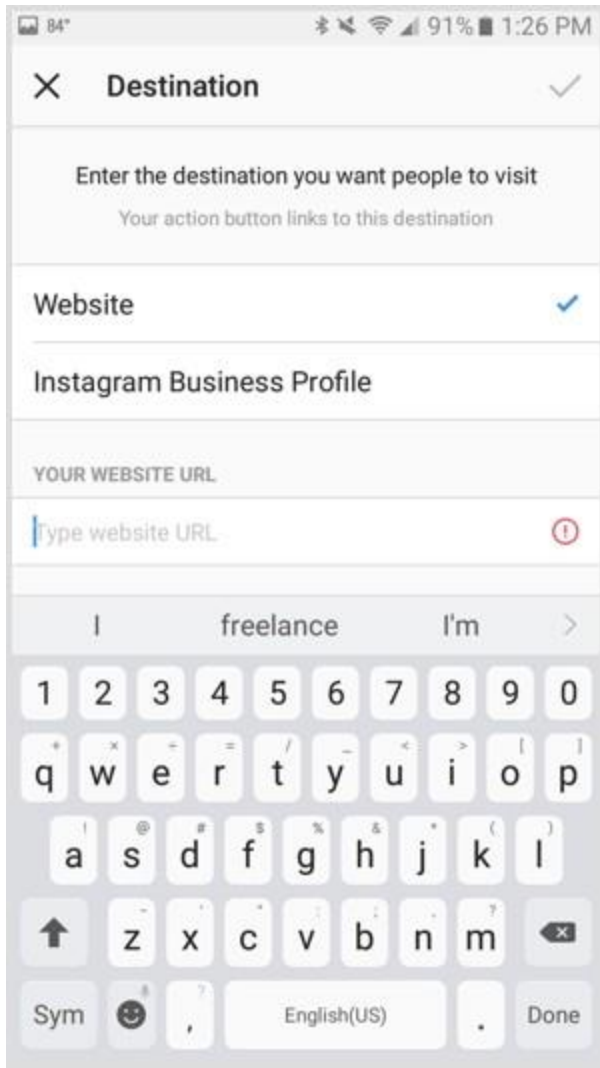
Enter the website URL you want your target audience to visit or choose your business profile.



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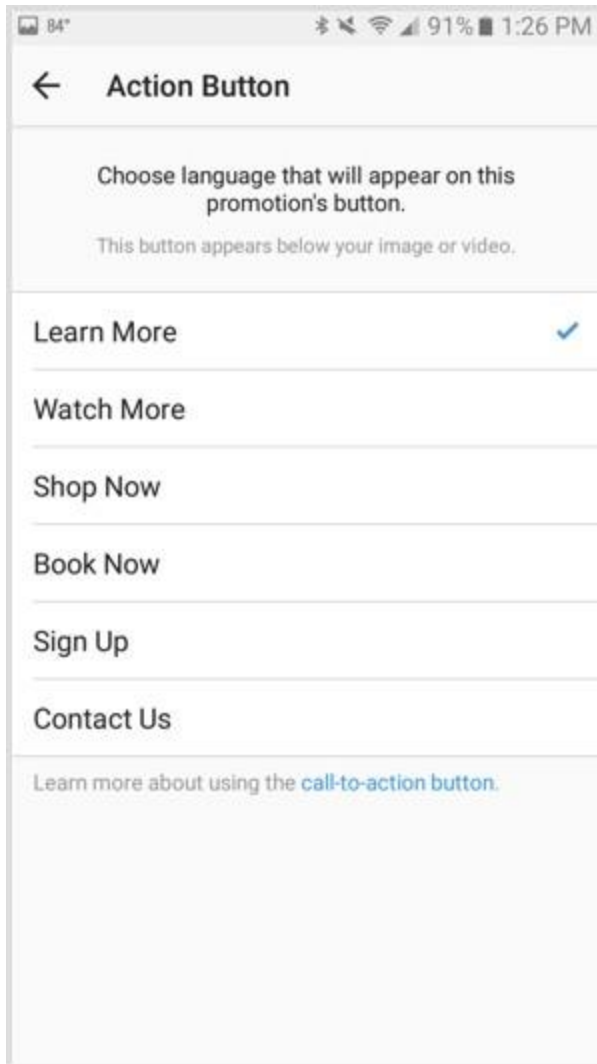
If you enter a website URL, you can **choose from the following action buttons.**



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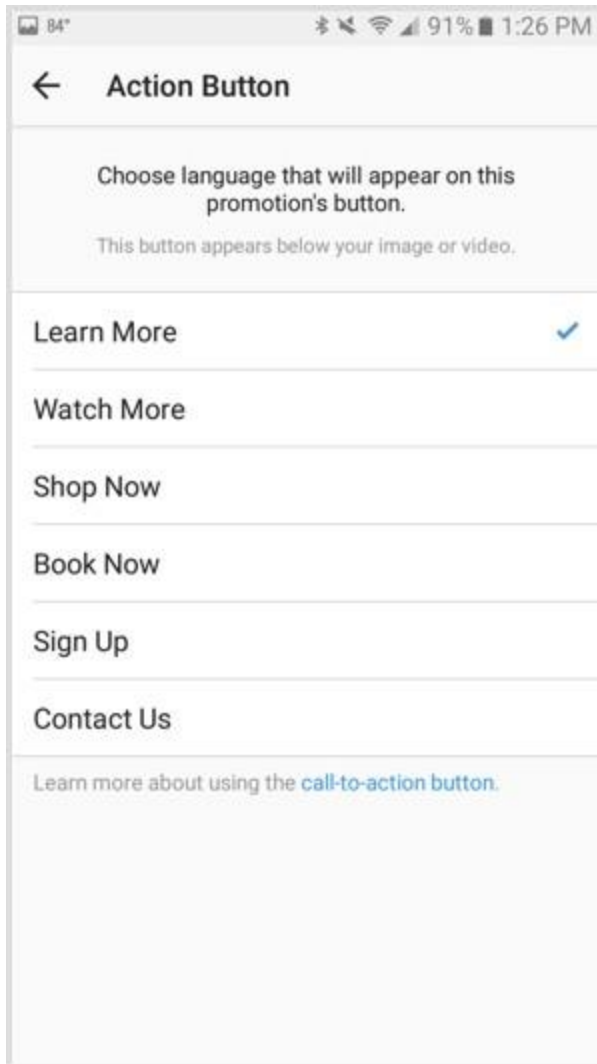
To direct your target audience to get directions to a specific address or call the phone number on your business account, choose **Reach People Near an Address**. On the following screen, tap **Select Button Text** for the action button.



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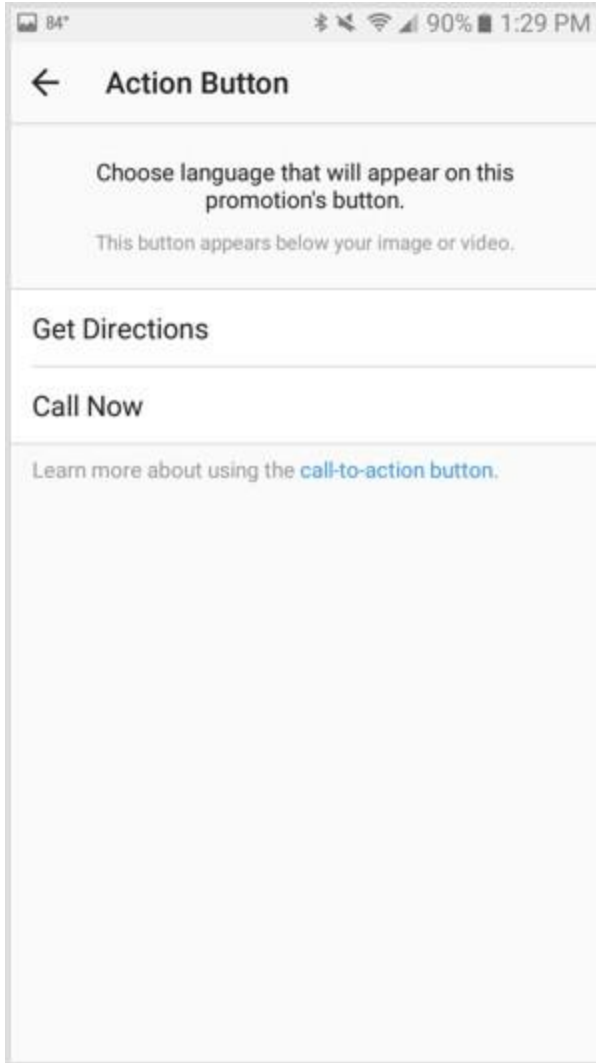
To direct your target audience to get directions to a specific address or call the phone number on your business account, choose **Reach People Near an Address**. On the following screen, tap **Select Button Text** for the action button.



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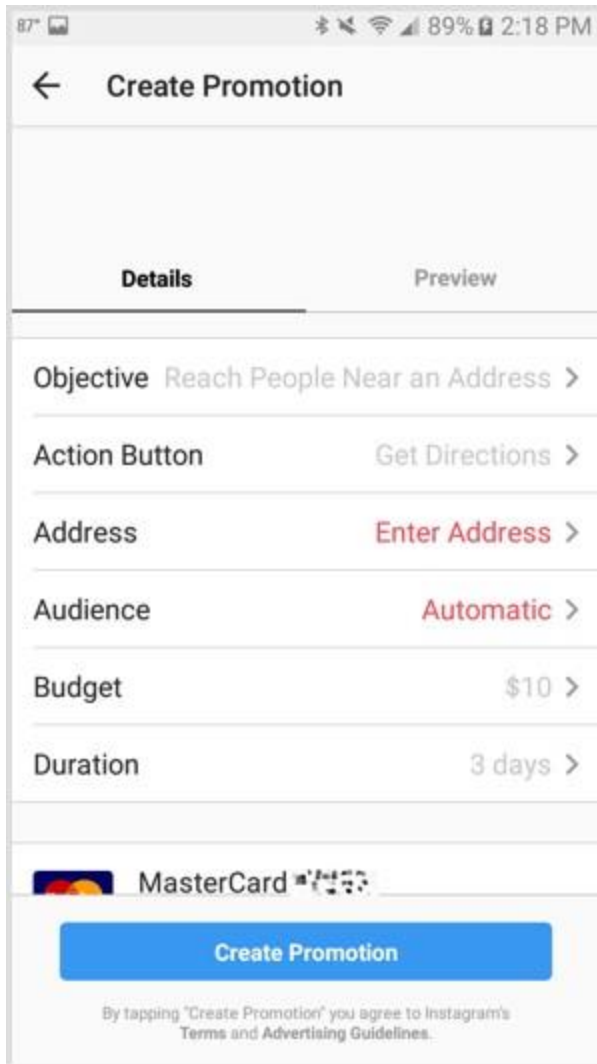
If you choose to offer directions, you'll need to **add your location's address.**



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Define a Target Audience

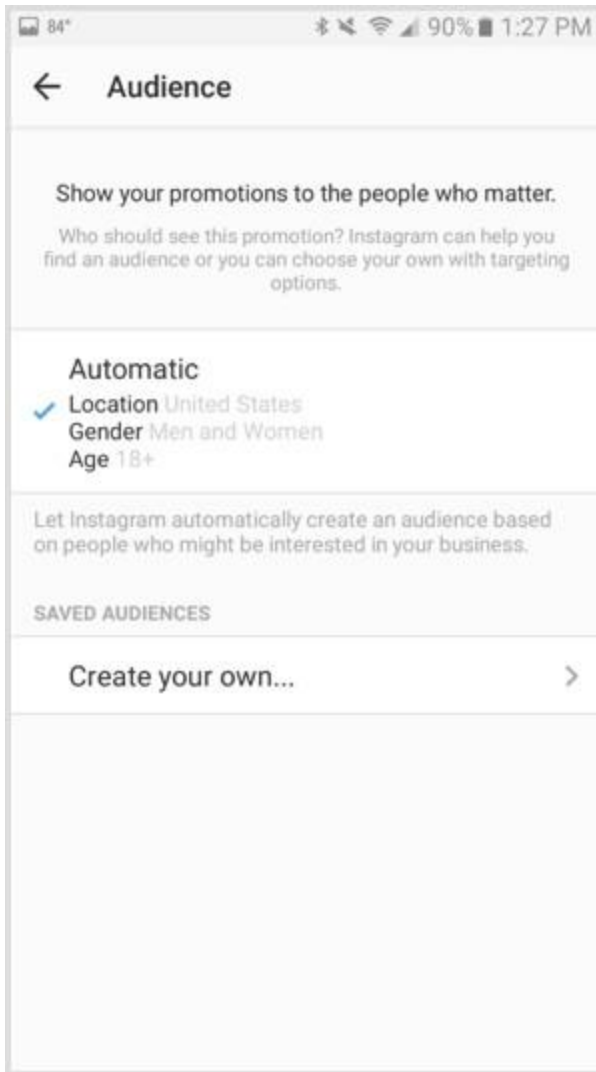
Once you've saved your objective and action button, **tap on Automatic for Audience** to create a target audience for your promotion.



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You can **define your target audience by multiple locations, up to 10 interests, age, and gender.**



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84° 90% 1:27 PM

New Audience

Name Required

Locations
United States

Interests
E.g. Organic food, Farmer's market

AGE AND GENDER

13 ————— 65+

All

Male

Female

New audiences will be saved so you can reuse them for other promotions.

Set a Budget and Duration

To set the budget and duration for your promotion, **tap on either the default budget or duration.**



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You can **select a total budget** for the entire Instagram promotion, as well as **any duration** that spends at least \$1 of your budget per day.



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84° 90% 1:28 PM

Budget & Duration

\$5	Est. Reach 1.5K - 3.9K
<input checked="" type="checkbox"/> \$10	Est. Reach 2.4K - 6.3K
\$20	Est. Reach 3.8K - 10K
\$75	Est. Reach 10K - 28K
\$300	Est. Reach 34K - 91K
Set your own...	

Budget helps determine how many Instagram accounts will see your post. You can pause spending anytime.

DURATION

1 day	\$10/day
<input checked="" type="checkbox"/> 3 days	\$3.33/day
Set your own...	

Duration sets how long your promotion will run.
Learn more about [duration](#) and [budget](#).

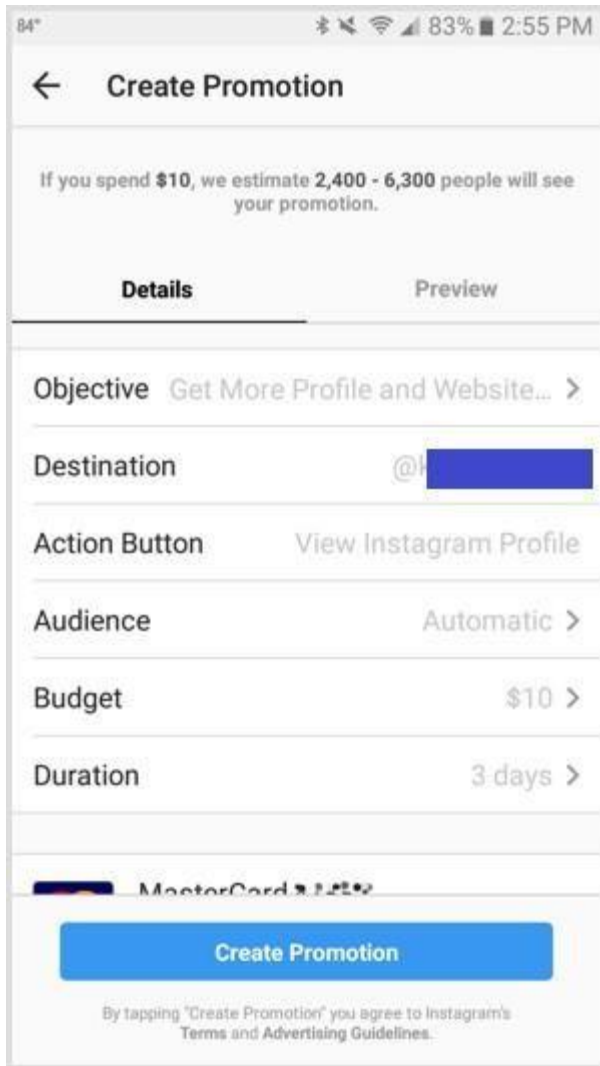
When you finish setting up your promotion and entering your payment information, you can **tap the Preview tab** to see your promotion as your target audience will. To **submit it for review, tap the Create Promotion button** at the bottom of your screen.



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View Insights

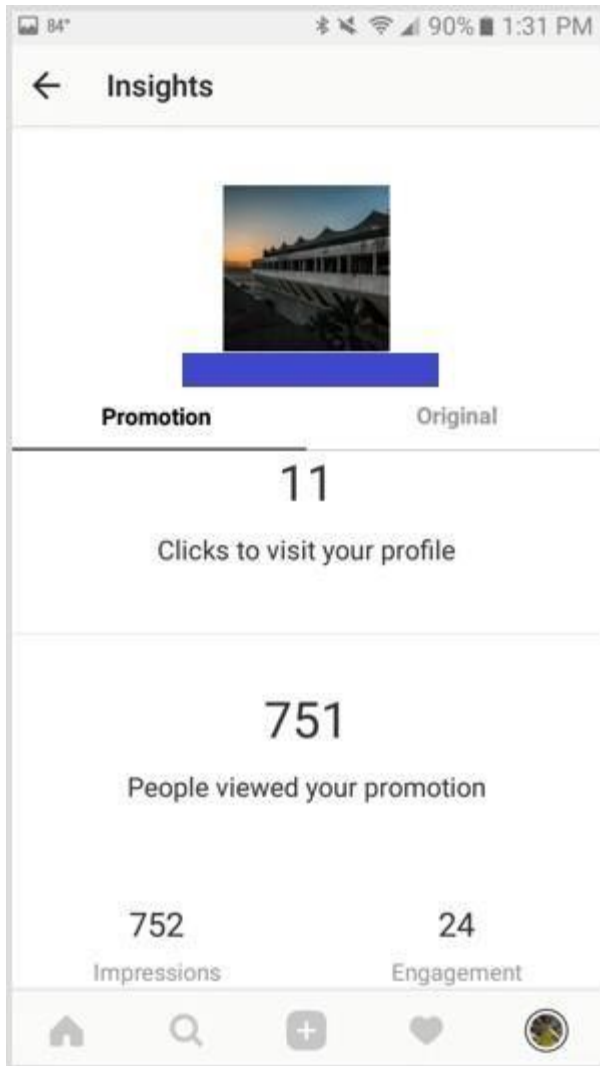
After your promotion has been approved, Insights will collect stats about your promotion within a few hours. To view them, **select the post you promoted** on your profile. When you **tap View Insights**, you can **see the insights for your promotion**.



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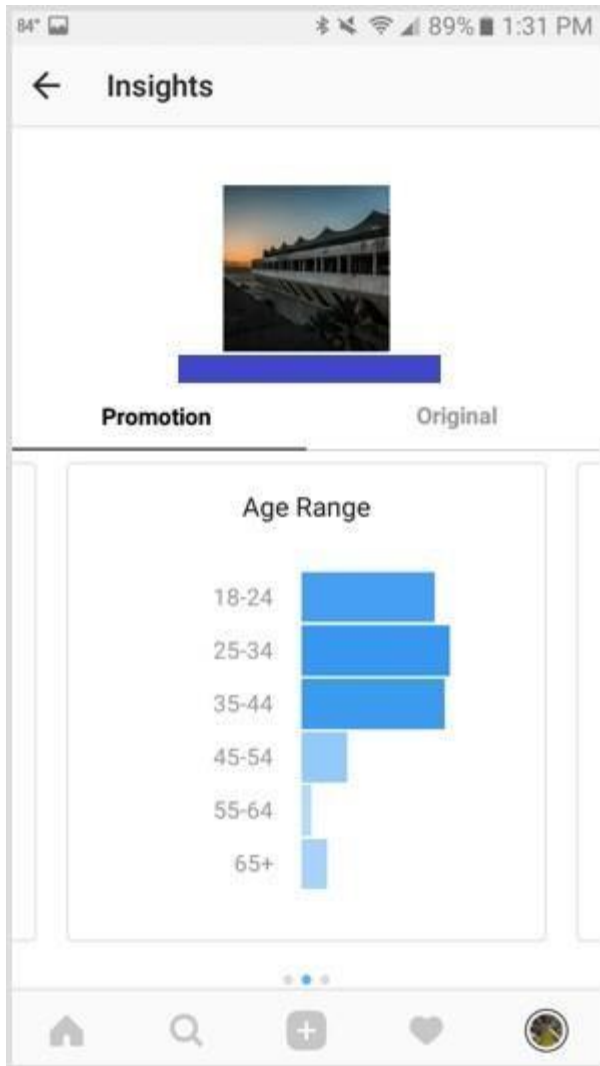
Demographics for your Instagram promotion's performance include gender, age, and location.



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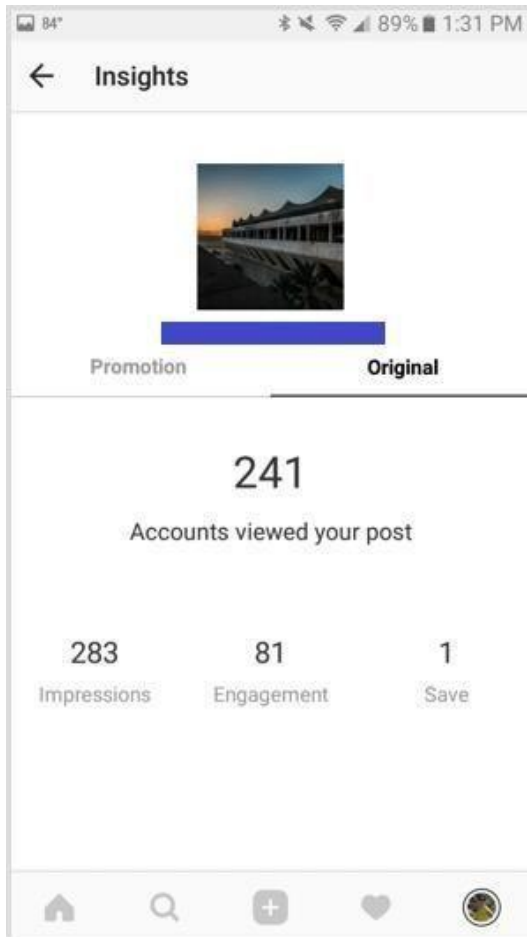
You can also **tap the Original tab** to see Insights for your post's performance without Instagram promotions or ads.



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#2: Create Instagram Ads for the Facebook News Feed in Facebook Ads Manager

Facebook has [updated Ads Manager](#) to include some of the best features of Power Editor so everyone can get the most out of their Facebook and Instagram ads. To create an Instagram ad in Ads Manager, use [this link](#) to choose or create ad accounts outside Business Manager, and [this link](#) to view or create ad accounts inside Business Manager.



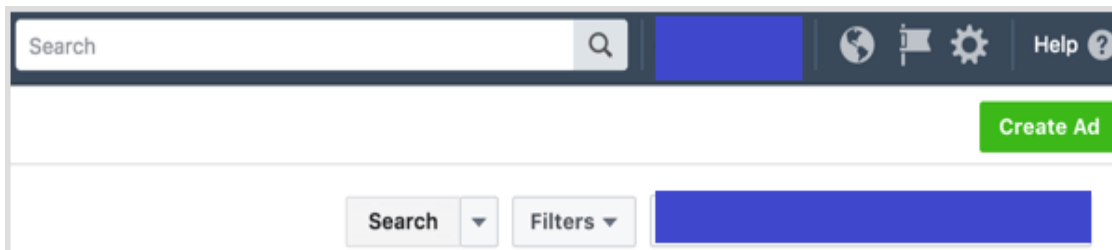
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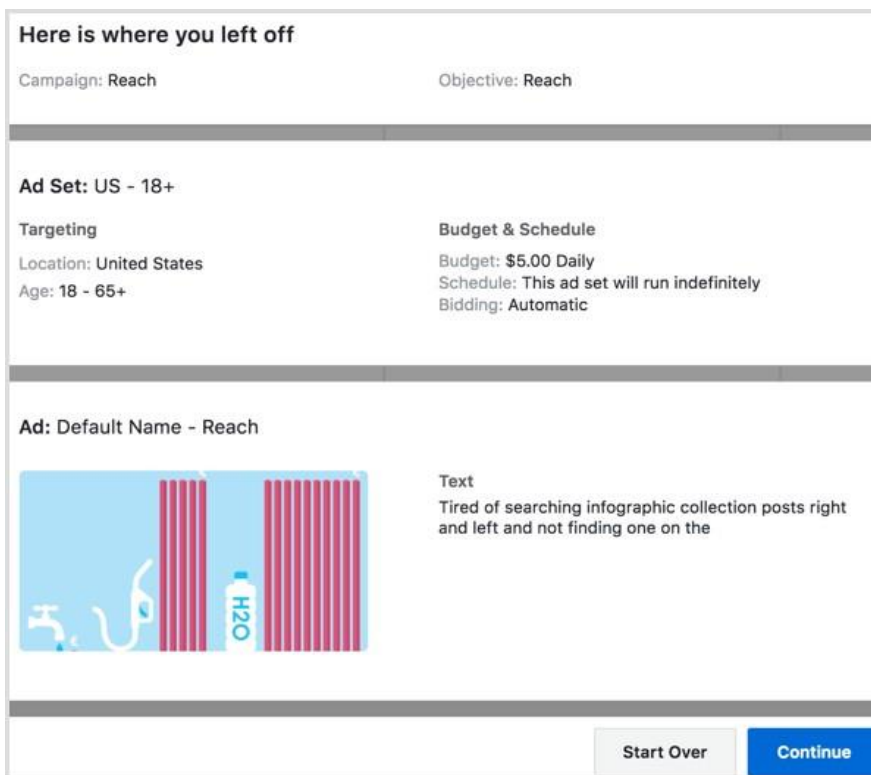
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Create a New Ad Campaign

Click the green **Create Ad** button at the top right of Ads Manager to create a new Instagram ad.



If you previously started but didn't finish setting up a Facebook or Instagram ad, you'll be prompted to pick up where you left off. **Choose Start Over** to create a new Instagram ad from scratch.



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Choose an Objective

The first step is to select the marketing objective for your Instagram ad campaign.

Campaign: Choose your objective. [Help: Choosing an Objective](#) [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

You can use the following [objectives](#) for the placement of Instagram ads in the news feed:

- **Brand Awareness** – Reach people more likely to pay attention to your ads and increase awareness of your brand.
- **Reach** – Show your ad to the maximum number of people.
- **Traffic** – Send more people to a destination on or off of Facebook such as a website, app, or Messenger conversation.
- **Engagement** – Get more people to see and engage with your Facebook page, Facebook page posts, or events (not stories).



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- **App Installs** – Send people to the store where they can purchase your app.
- **Video Views** – Promote videos that show behind-the-scenes footage, product launches, or customer stories to raise awareness about your brand.
- **Lead Generation** – Collect lead information from people interested in your business.
- **Messages** – Get more people to have conversations with your business in Messenger to complete purchases, answer questions, or offer support (not stories).
- **Conversions** – Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Name Your Campaign

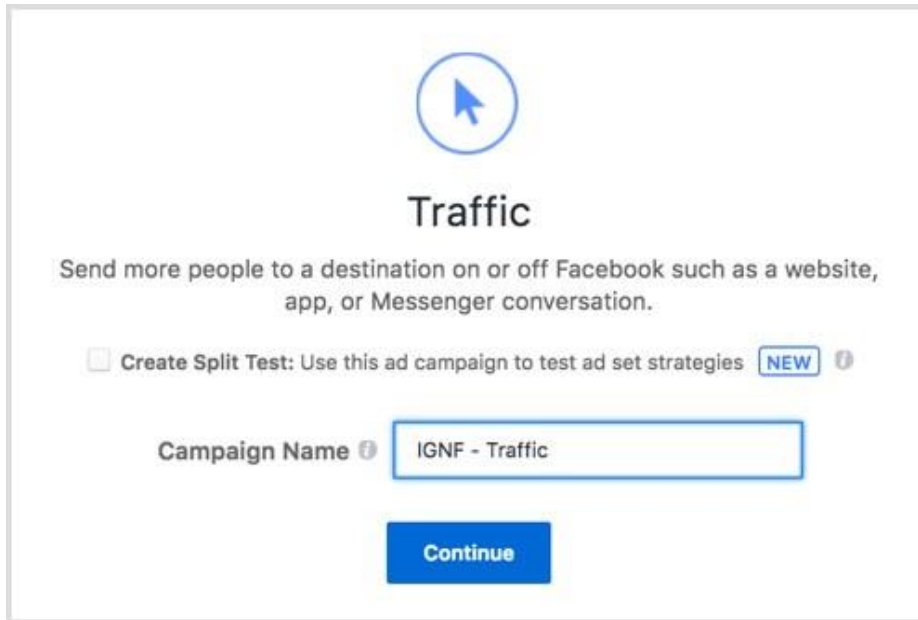
After you choose your objective, you need to provide a name for your ad campaign. **Choose a naming convention that will help you identify the ad** in your ad insights for future reference.



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The screenshot shows the Facebook 'Traffic' campaign setup interface. At the top, there is a blue circular icon with a mouse cursor. Below it, the word 'Traffic' is displayed in a large, bold font. A descriptive sentence reads: 'Send more people to a destination on or off Facebook such as a website, app, or Messenger conversation.' Below this, there is a checkbox labeled 'Create Split Test: Use this ad campaign to test ad set strategies' with a 'NEW' badge and an information icon. Underneath, the 'Campaign Name' field is filled with 'IGNF - Traffic'. At the bottom, there is a prominent blue 'Continue' button.

Create a Split Test (Optional)

If you want to split test throughout your campaign, **check the box for Create Split Test**. You can set up a split test for different creatives, delivery optimization settings, target audiences, or placements. The ad sets will be identical except for the variable you want to test, and you'll get an email and notification with the results when the test is over.

Once you've named your campaign and checked the split test box if applicable, **click Continue**.



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Choose Your Destination

Depending on the objective you selected, **choose the destination your target audience should reach** when tapping on your Instagram ad.

Traffic
Choose where you want to drive traffic. You'll enter more details about the destination later.

Website

App [?](#)


Messenger [?](#)

Create an Offer (Optional)

Some objectives, like traffic to your website, allow you to create an offer. To do this, **toggle the switch in the Offer box to on, select your Facebook page, and click Create Offer.**

Offer
Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

ON



[Create Offer](#)

On the following screen, **configure your offer** and **click Create** to finish.



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Create Offer

Offer Information Details Page Notification Email

Offer Title 0 / 50

Details 0 / 250

End Date End Time

Offer Redemption

Where People Can Redeem
 Online In Store Both

Online Offer URL ?

Type of Promo Code ?
 No Code One Code Unique Codes

Total Offers Available ?

20% Off Your Next Purchase
 100 people got this offer

Online only

Save for Later Mark as Used Share Offer

Details
 This space is where you give more information about your offer.

Terms and Conditions
 This space is for the important rules and legal details about your offer.

Select a Variable for Split Testing

If you checked the box to create a split test, you'll need to **choose the testing variable**.

Variable
 Understand how different strategies impact your ad performance. The split test gives you a clear understanding of the results with:

- No audience overlap:** Your potential reach will be randomized and split among ad sets to ensure an accurate test
- Single variable test:** The ad sets will be identical except for the variable you want to test
- Test results notifications:** You'll get an email and notification with the results when the test is over

Creative NEW

Creative Delivery Optimization

Audience Placement

Audience
 Define who you want to reach

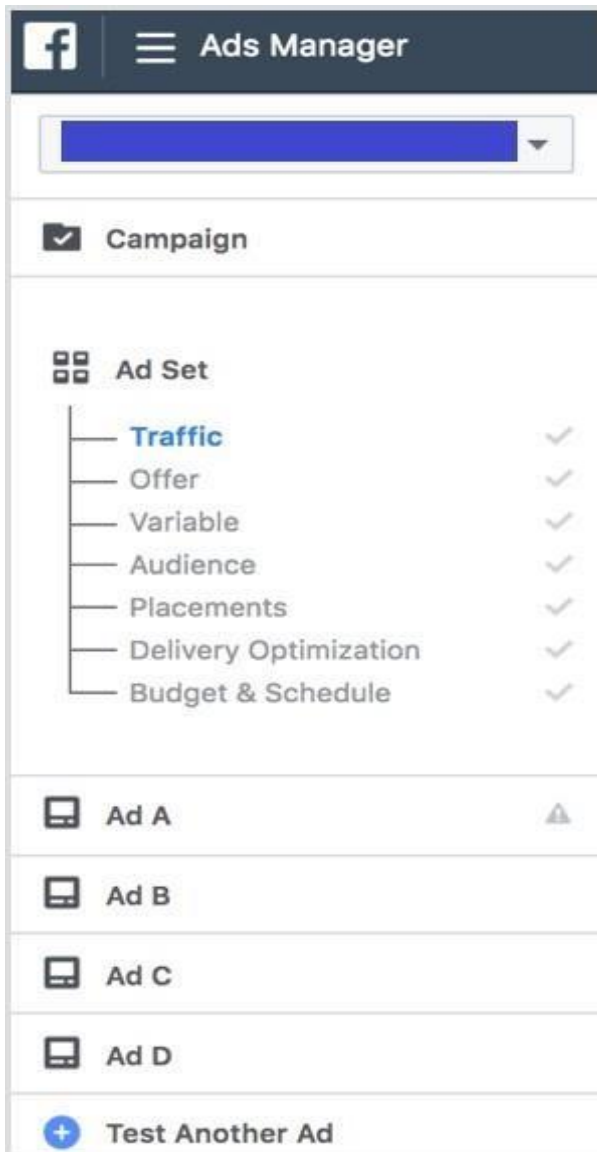


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Select Creative to test up to five different ad creatives, which appear in the Ads Manager left sidebar menu.



Choose Delivery Optimization to test up to five different ad sets with different delivery optimization options.



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Delivery Optimization (Variable)
Choose how you want us to deliver ads to people based on what you are trying to achieve. [Learn more.](#)

AD SET 1

Optimization for Ad Delivery Link Clicks ▾

Increase Website Views ×

 Optimize for landing page views to find more people in your target audiences who'll click on your ad and wait for the landing page to load. This can help get more page views compared to optimizing for link clicks. [Learn more.](#)

[Switch to Landing Page Views](#)

Bid Amount ⓘ **Automatic** - Let Facebook set the bid that helps you get the most link clicks at the best price.
 Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Impression
[More Options](#)

AD SET 2

Optimization for Ad Delivery Impressions ▾

Bid Amount ⓘ **Automatic** - Let Facebook set the bid that helps you get the most impressions at the best price.
 Manual - Enter a bid based on what 1,000 impressions are worth to you.

When You Get Charged ⓘ Impression

Choose Audience to test up to five different ad sets with different target audiences.



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Audience (Variable)
Define who you want to see your ads based on what you are trying to achieve. [Learn more.](#)

AD SET 1

Audience:

Location: United States

Age: 18 - 65+

Interest expansion: Off

AD SET 2

Audience:

Location: United States

Age: 18 - 65+

Interest expansion: Off

Click the Edit button under each ad set to **see the full Audience targeting options**, including the ability to select from your custom audiences.

Choose Placement to test up to five different ad sets with different placements. For Instagram ads, you can see how an ad in the news feed performs compared to an ad in Stories. You can also split test Instagram ads in the news feed by device (iPhone vs. iPad) or operating system (iOS vs. Android).



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ADVANCED OPTIONS

Specific Mobile Devices & Operating Systems **iOS Devices Only** ▾

Included Devices

iPads (all)	×
iPods (all)	×
iPhones (all)	×

Enter a Device Name...(eg. iPhone 5s)

Exclude Devices

OS Versions

Min **2.0** ▾ - Max (Optional) **None** ▾

Only when connected to Wi-Fi

Define Your Target Audience

In the Audience section, define the target audience for your Instagram ad.

Create New Use a Saved Audience ▾

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▾

Locations ⓘ **Everyone in this location** ▾

United States

United States ▾ ×

Include ▾ | Type to add more locations **Browse**

Add Bulk Locations...

Age ⓘ **18** ▾ - **65+** ▾

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

Add demographics, interests or behaviors **Suggestions** | **Browse**

Exclude People

Expand interests when it may increase link clicks at a lower cost per link click. ⓘ

Connections ⓘ **Add a connection type** ▾

Save This Audience



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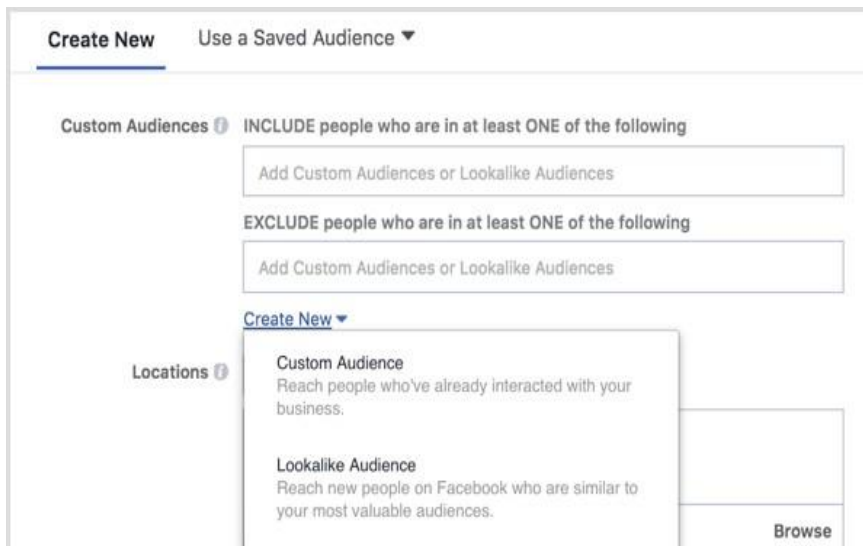
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From this screen, **click Use a Saved Audience** to **select a saved audience** from previous ad campaigns. If you don't have any saved audiences, you can **use the options under Create New** to **define your target audience**.

If you've created custom audiences from a customer file (database or email list), website traffic using the Facebook pixel, app activity, [offline activity](#), or engagement with your Facebook page or Instagram profile, you can **select custom audiences to include or exclude** in your target audience.

Click the Create New drop-down menu in the Custom Audience section to **create a new custom audience or lookalike audience** on the spot from your customer audiences. Note that Facebook Ads Manager may take a while to process some custom audience options (like the customer file) so you want to do this in advance if you plan to launch your Instagram ad campaign immediately.



The screenshot shows the 'Create New' dropdown menu in the Facebook Ads Manager interface. At the top, there are two tabs: 'Create New' (which is selected and underlined) and 'Use a Saved Audience'. Below the tabs, there are two sections for 'Custom Audiences'. The first section is labeled 'INCLUDE people who are in at least ONE of the following' and has a text input field with the placeholder 'Add Custom Audiences or Lookalike Audiences'. The second section is labeled 'EXCLUDE people who are in at least ONE of the following' and also has a text input field with the same placeholder. Below these sections is a 'Locations' section with a 'Create New' dropdown menu. This dropdown menu is open, showing two options: 'Custom Audience' (with the description 'Reach people who've already interacted with your business.') and 'Lookalike Audience' (with the description 'Reach new people on Facebook who are similar to your most valuable audiences.'). To the right of the dropdown menu is a 'Browse' button.

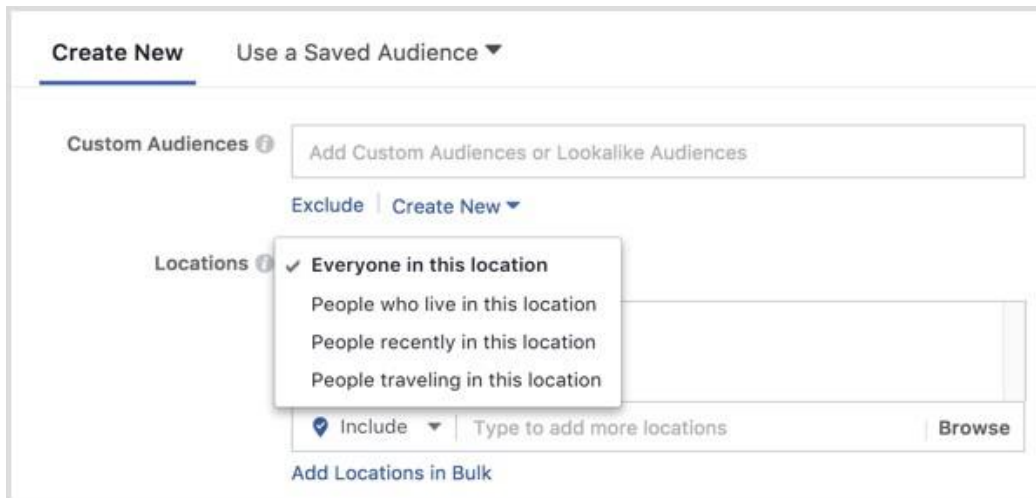


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After you've selected, created, or skipped custom or lookalike audiences, you can further define your target audience by general demographics. **Use the drop-down menu next to Locations** and select an option to **refine your location targeting**. Your options are choose everyone, people who live in, people who have recently been to, or people traveling in a specific location.



The screenshot shows the Facebook Ads interface for creating a new audience. At the top, there are two tabs: "Create New" (which is selected and underlined) and "Use a Saved Audience" with a dropdown arrow. Below the tabs, there is a section for "Custom Audiences" with a search bar containing the text "Add Custom Audiences or Lookalike Audiences". Underneath the search bar, there are two options: "Exclude" and "Create New" with a dropdown arrow. The "Locations" section is highlighted, showing a dropdown menu with four options: "Everyone in this location" (which is selected with a checkmark), "People who live in this location", "People recently in this location", and "People traveling in this location". Below the dropdown menu, there is a "Include" dropdown menu, a search bar with the text "Type to add more locations", and a "Browse" button. At the bottom of the "Locations" section, there is a link that says "Add Locations in Bulk".

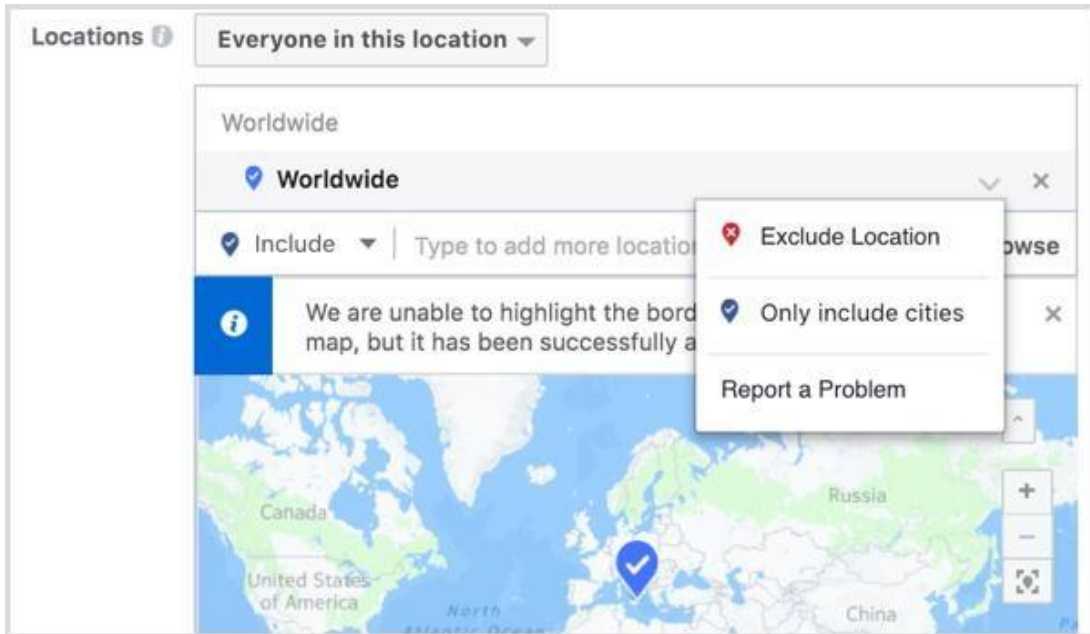
If you want to **choose major cities** across the globe, **click on Worldwide**. To **choose cities within a specific country**, **click on that country** and **select Only Include Cities** from the drop-down arrow that appears.



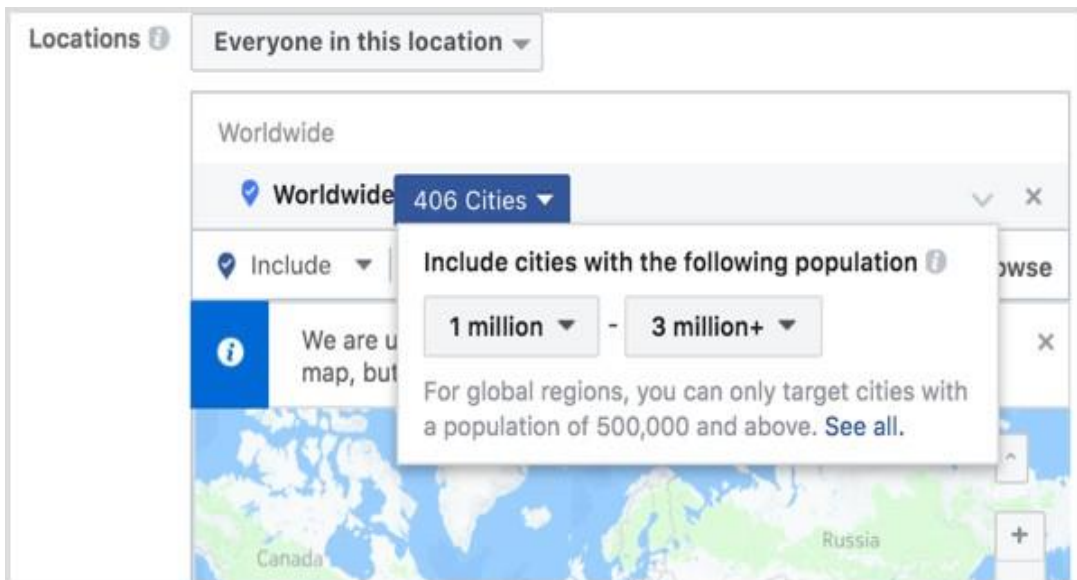
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You can then **click on the number of cities** and **filter them by population size**, allowing you to target either smaller cities or larger metropolises.

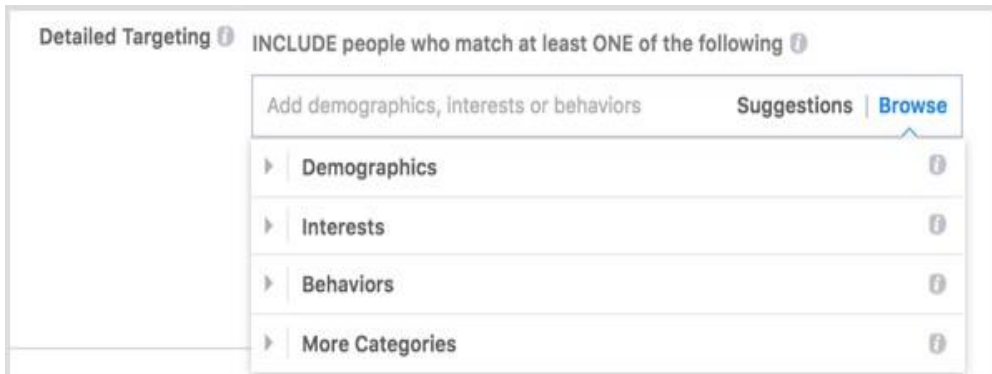


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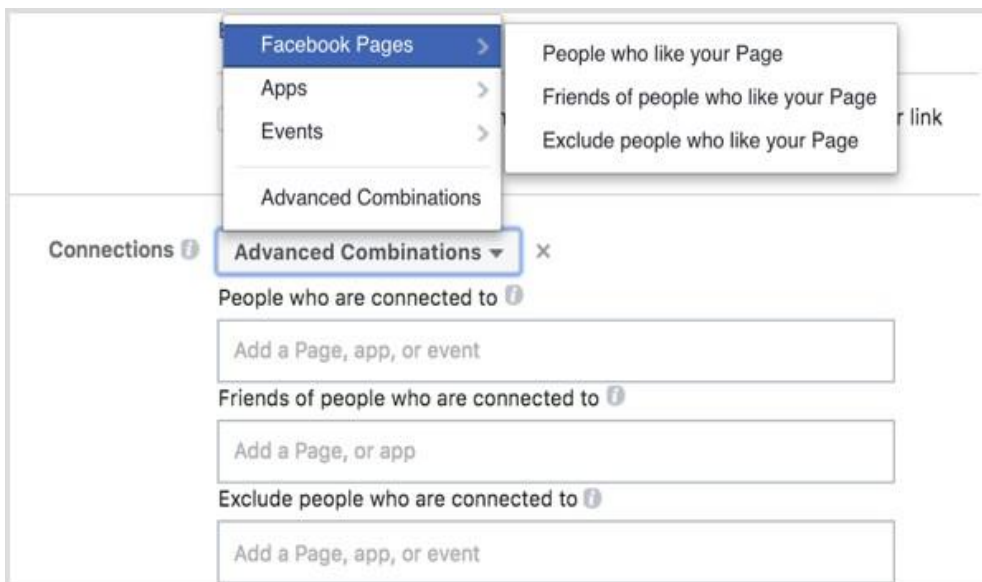
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Under Detailed Targeting, **define your target audience by additional demographics, interests, behaviors, and Facebook-specific activities.**



In Connections, **define your target audience based on whether they've engaged with your Facebook pages, apps, or events.**



Once you've finished defining your audience, **click the Save Audience button** at the bottom to **save your target audience** for future use in ad campaigns.



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Save Audience ✕

Audience Name

Location: Worldwide: Cities (1,000,000 to 3 million+ people)

Excluded Connections:

Age: 18 - 65+

Language: English (All)

People Who Match: Job title: Content Manager

Interest expansion: Off

Select Placements

For Instagram ads in the news feed, **switch from Automatic to Edit Placements to select Instagram ads in the feed.**

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

Platforms		
Facebook		<input type="checkbox"/>
Feeds		<input type="checkbox"/>
Instant Articles		<input type="checkbox"/>
In-Stream Videos		Ineligible
Right Column		<input type="checkbox"/>
Suggested Videos		Ineligible
Instagram		<input type="checkbox"/>
Feed		<input checked="" type="checkbox"/>
Stories		<input type="checkbox"/>



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Set Up Delivery Optimization

The Delivery Optimization section allows you to **configure [ad delivery details](#) relevant to the marketing objective you chose** for your Instagram ad campaign, starting with Optimization for Ad Delivery. This lets you tell Facebook the results you want.

Delivery Optimization
Define how much your ads are optimized and delivered. [Learn more.](#)

Optimization for Ad Delivery **Link Clicks** ▼

- ✓ **Link Clicks**
We'll deliver your ads to the right people to help you get the most link clicks from your ad to a destination, on or off Facebook, at the lowest cost.
- Landing Page Views**
We'll deliver your ads to people who are more likely to click on your ad's link and load the landing page. You'll need a pixel installed on your landing page to track views.
- Impressions**
We'll deliver your ads to people as many times as possible.
- Daily Unique Reach**
We'll deliver your ads to people up to once a day.

Accelerated - Show your ads as quickly as possible

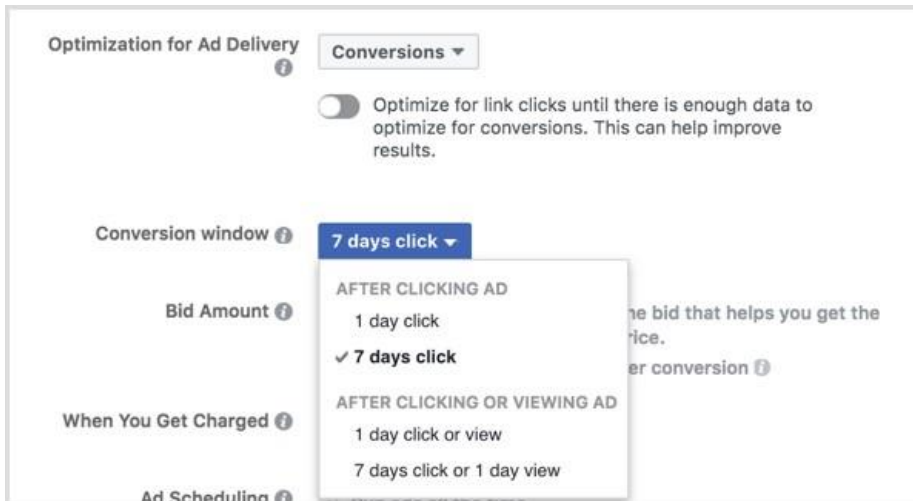
If you see the Conversions option for your Optimization for Ad Delivery, you get to **choose a conversion window from the time someone views or clicks on your ad until the time they complete your chosen conversion goal**, such as making a purchase or signing up for your email list.



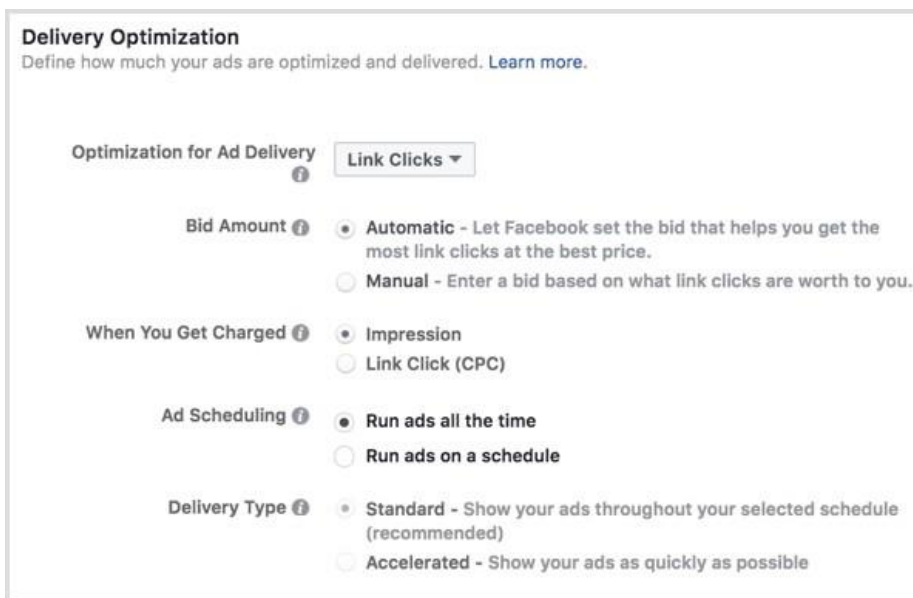
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Bid Amount allows you to tell Facebook how much you're willing to pay to get the results you want from your ad (the number of link clicks, landing page views, impressions, or reach). You can choose to **let Facebook set the bid amount**, giving you a better chance to beat the competition, or **set a specific amount** so you don't spend more than a certain amount per result.



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When You Get Charged allows you to **select whether you will be charged per impression** (each time your ad appears in your target audience's news feed) **or per click** (each time your ad is clicked).

With Ad Scheduling, you can **choose when an ad is shown to your target audience** based on their time zone or the time zone selected in your ad account.

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Use viewer's time zone ▾

We'll schedule your ads based on the time zone of the person seeing it.
For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday				█	█	█	█	
Tuesday				█	█	█	█	
Wednesday				█	█	█	█	
Thursday				█	█	█	█	
Friday				█	█	█	█	

If your ad campaign is time-sensitive and you've chosen a manual bid amount, you can change the Delivery Type option for your ad campaign from standard to accelerated, with the noted caveats below.

Delivery Type ⓘ Standard - Show your ads throughout your selected schedule (recommended)
 Accelerated - Show your ads as quickly as possible

Since accelerated delivery shows your ads as often as possible, your average costs may increase and ads may stop delivering before your scheduled end time, but you won't spend more than your budget.



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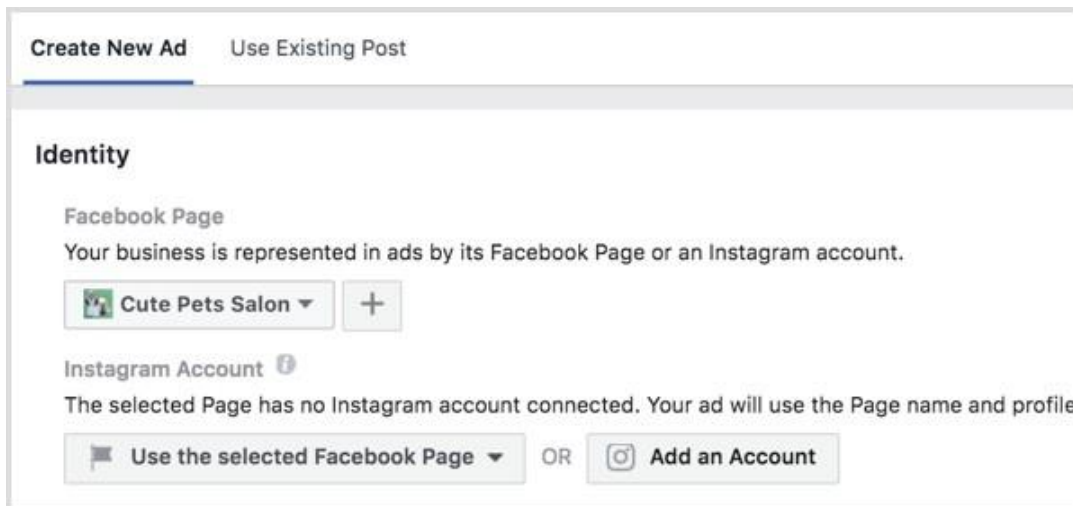
WSODOWNLOADS.IN

Set a Budget and Schedule

Next, **set your total ad campaign budget and the date range** you want your ads to run. If you're running split tests, you can also check the box to end the test early if a winning ad set surfaces among your creative, delivery optimization, audience, or placement variables.

Select an Ad Identity

To start on your ad creative, **name your ad and choose the associated Facebook page and Instagram account you want linked to your ad**. If you haven't associated an Instagram account with your Facebook page, **click the Add an Account button**.



The screenshot shows the 'Identity' section of a Facebook ad creation interface. At the top, there are two tabs: 'Create New Ad' (which is selected) and 'Use Existing Post'. Below the tabs, the 'Identity' section is titled. Under 'Facebook Page', there is a text description: 'Your business is represented in ads by its Facebook Page or an Instagram account.' Below this, there is a dropdown menu showing 'Cute Pets Salon' with a plus sign button to its right. Under 'Instagram Account', there is a text description: 'The selected Page has no Instagram account connected. Your ad will use the Page name and profile'. At the bottom of the section, there are two buttons: 'Use the selected Facebook Page' (with a dropdown arrow) and 'Add an Account' (with an Instagram icon), separated by the word 'OR'.

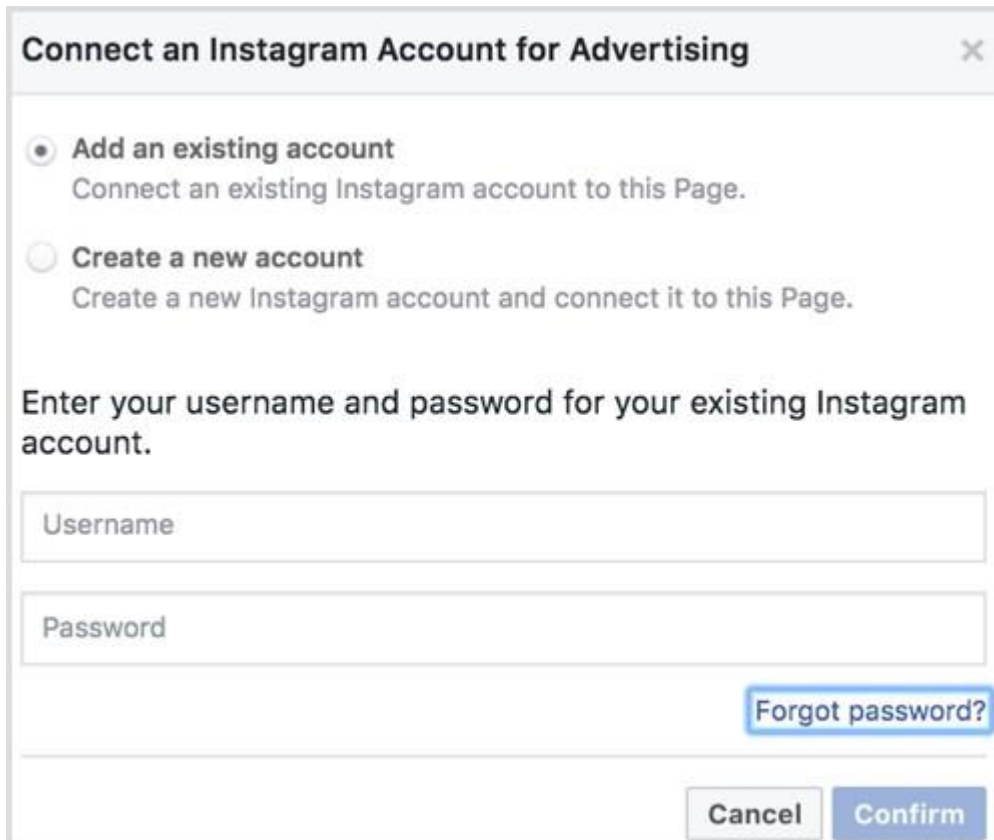


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This option lets you **log into an existing Instagram account or create a new Instagram account** to link to your Facebook page. Note that you're only required to have a Facebook page to create an Instagram ad, but if you're going to advertise on Instagram, it makes sense to have an Instagram profile for ad visitors to follow as well.



Connect an Instagram Account for Advertising ✕

Add an existing account
Connect an existing Instagram account to this Page.

Create a new account
Create a new Instagram account and connect it to this Page.

Enter your username and password for your existing Instagram account.

Username

Password

[Forgot password?](#)

Choose an Ad Format

Depending on the marketing objective you selected for your Instagram ad campaign, you can choose from the following ad formats for your Instagram ad in the news feed: Carousel, Single Image, Single Video, Slideshow, or Collection.



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Format
Choose how you'd like your ad to look:

Carousel

Create an ad with 2 or more scrollable images or videos

Single Image

Create up to 6 ads with one image each at no extra charge

Single Video

Create an ad with one video

Slideshow

Create a looping video ad with up to 10 images.

Collection NEW

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Add a Fullscreen Experience

Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

For most ad formats, you can **select Add a Full-Screen Experience to turn your news feed ad into a more robust experience.**

Add a Fullscreen Experience

Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

Create New

⚡ Start with a Template ⓘ

Templates are pre-built and ready to go. Just add your own content. [Learn more.](#)

Get New Customers

Drive conversions with a mobile landing page that encourages action.

[Use Template](#)

Showcase Your Business

Give people an engaging way to explore your brand, product or service.

[Use Template](#)

Sell Products

Create an experience that lets people explore products or services from their mobile devices.

[Use Template](#)

🛠 Use the advanced Canvas builder ⓘ

Use the Canvas builder to control the layout and access advanced design and interaction options.

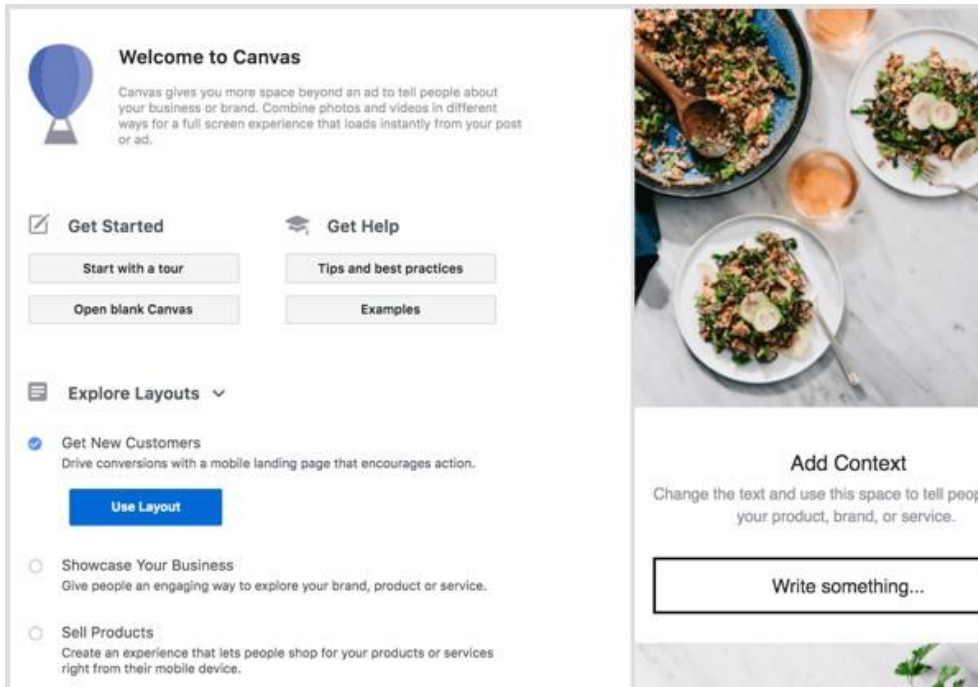
If you choose a full-screen experience, you can **use a pre-built template or click on the advanced Canvas builder to customize your own design.**



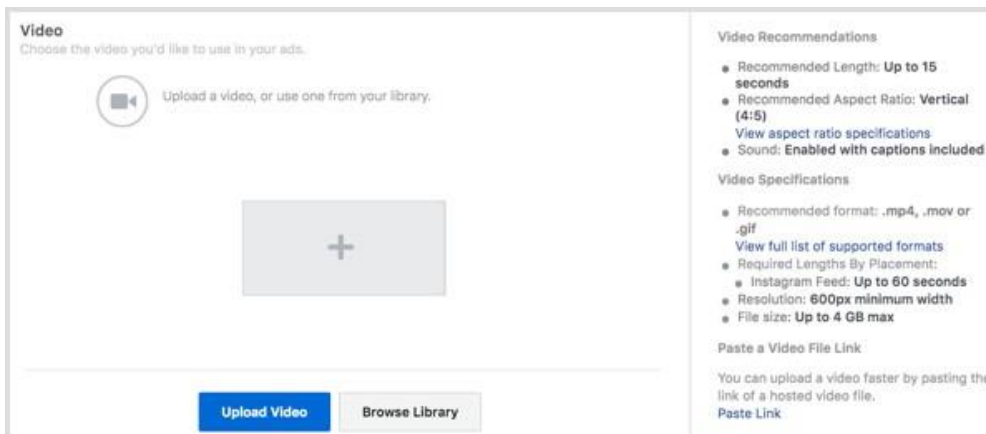
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If you don't choose the full-screen experience, you'll be prompted to **add images or video** based on the ad format you select. You'll get the recommended specs for images...



...as well as the recommended specs for videos.



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Based on your chosen marketing objective for your campaign and ad format, **configure the destination, call to action, and text for your ad.**

The screenshot displays the Facebook Ad configuration interface. On the left, the 'Links' section is active, showing options for 'Destination' (Website URL, Messenger Setup) and 'Text'. The 'Website URL' is set to 'http://www.example.com/page'. The 'Text' field contains the placeholder 'Enter text that clearly tells people about what you're promoting'. The 'Call To Action' is set to 'Learn More'. At the bottom of the 'Links' section is a 'Show Advanced Options' link. On the right, the 'Ad Preview' section shows a preview of the ad on an 'Instagram Feed'. The ad features a photo of a typewriter and a book, with a 'Learn More' link and social interaction icons (heart, comment, share, bookmark).

Click Advanced Options to configure optional items for your ad including a display link, [URL parameters](#) for tracking purposes, Branded Content partners, offline tracking, and conversion tracking.



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Hide Advanced Options ▾

Display Link (optional) ⓘ

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Branded Content ⓘ

If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy ⓘ

Who is your business partner for this post?

Offline Tracking ⓘ

i You don't have any offline event sets. Go to Business Manager to create one and use it to track all offline conversions.

Pixel Tracking ⓘ

Track all conversions from my Facebook pixel

Default Pixel
Pixel ID: 1234567890123456

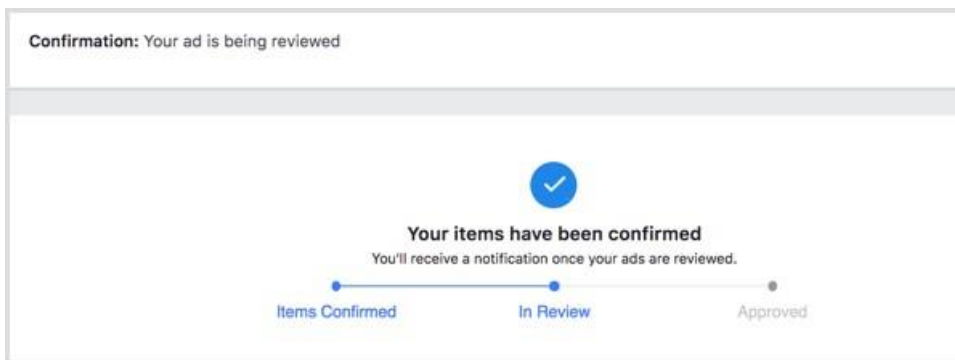
Do not track conversions

[Learn More](#)

♡ 🔍 ▾

Confirm Your Ad

Once you've completed setting up your campaign and ad creatives, **click the green Confirm button to submit your ad for review.** If you've configured everything correctly, you should see the following.



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#3: Create Instagram Stories Ads in Facebook Ads Manager

The steps for creating an ad for Instagram Stories in Facebook Ads Manager are similar to those above, with the following exceptions.

Choose an Objective

You can choose from the following objectives for the placement of Instagram ads in Stories:

- **Brand Awareness** – Reach people more likely to pay attention to your ads and increase awareness of your brand.
- **Reach** – Show your ad to the maximum number of people.
- **Traffic** – Send more people to a destination on or off of Facebook such as a website, app, or Messenger conversation.
- **App Installs** – Send people to the store where they can purchase your app.
- **Video Views** – Promote videos that show behind-the-scenes footage, product launches, or customer stories to raise awareness about your brand.
- **Lead Generation** – Collect lead information from people interested in your business.
- **Conversions** – Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.



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Select Placements

For Instagram ads in Stories, you want to **switch from Automatic to Edit Placements** to **select Instagram ads in the feed**.

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended)** ▼

Platforms

Facebook	<input type="checkbox"/>
Feeds	<input type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	Ineligible
Right Column	<input type="checkbox"/>
Suggested Videos	Ineligible
Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>



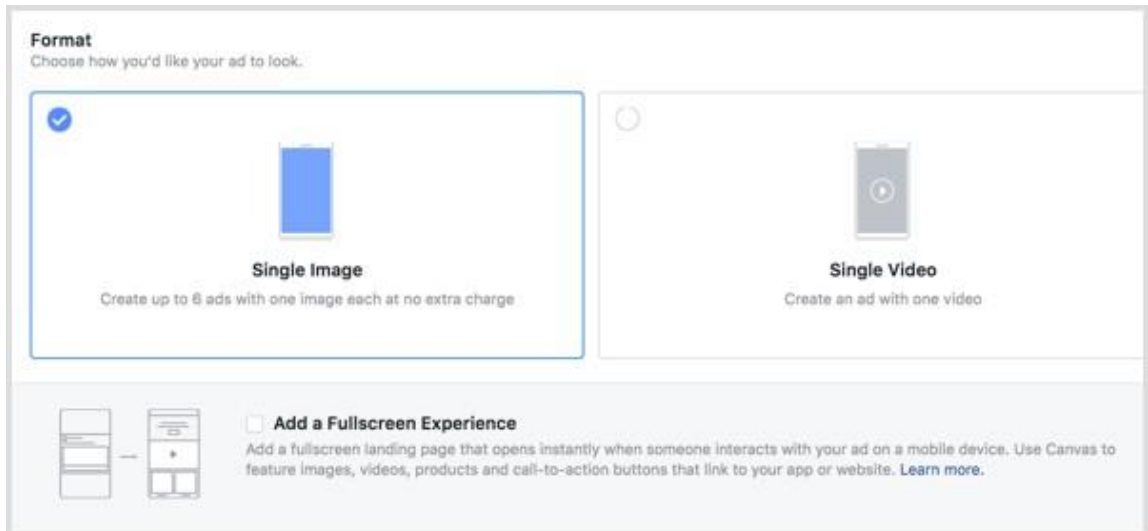
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Choose an Ad Format

Depending on the marketing objective you chose for your campaign, you may have the following ad formats available for your Stories ad.



The screenshot shows a 'Format' selection screen with the instruction 'Choose how you'd like your ad to look.' There are two main options: 'Single Image' and 'Single Video'. The 'Single Image' option is selected, indicated by a blue checkmark and a blue border. Below it, it says 'Create up to 6 ads with one image each at no extra charge'. The 'Single Video' option is unselected, indicated by a grey circle and a grey border. Below it, it says 'Create an ad with one video'. At the bottom, there is a section for 'Add a Fullscreen Experience' with a checkbox and a description: 'Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. Learn more.'

For either of these ad formats, you can also **add a full-screen experience to turn your Stories ad into a more robust experience** with Canvas.

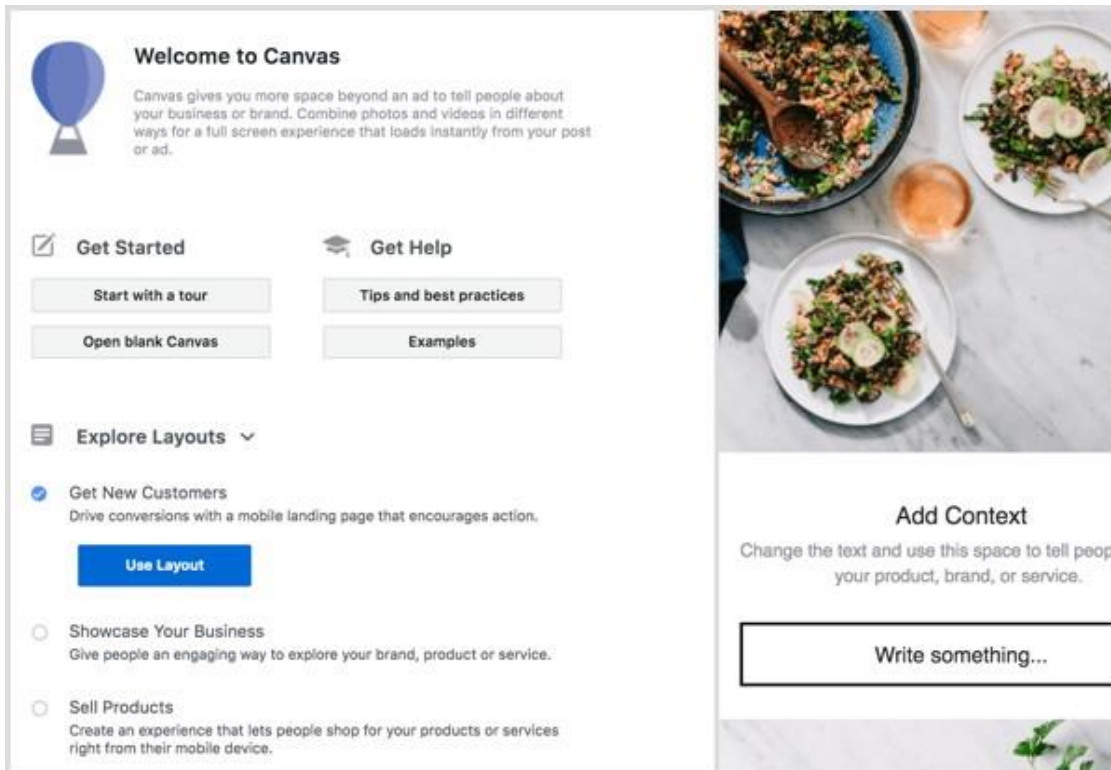
If you choose a full-screen experience, you can **select a canvas you've already created** or **click the + button to launch the advanced Canvas builder** to customize your own design.



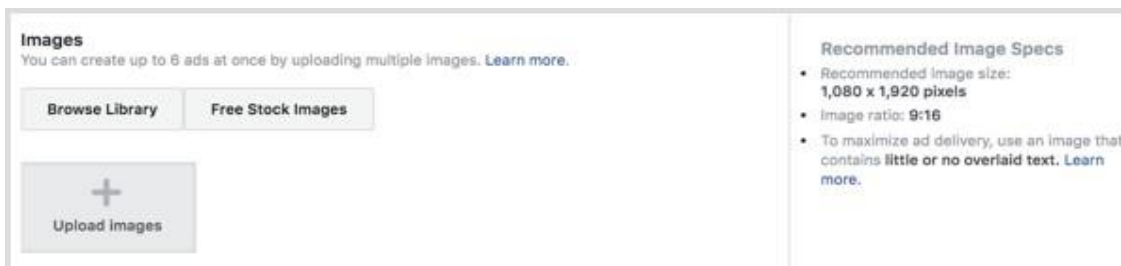
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If you don't choose the full-screen experience, you're prompted to **add images or video**, based on the ad format you select. You'll get the recommended specs for images in Stories...



...as well as videos in Stories.



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Automatic Placements (Recommended)
 Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements
 Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended)** ▼

Platforms ▼

Facebook	<input type="checkbox"/>
Feeds	<input type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	Ineligible
Right Column	<input type="checkbox"/>
Suggested Videos	Ineligible
Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>

Based on your chosen marketing objective for your Instagram ad campaign and ad format, **configure the destination and call to action**. Because you're creating for Instagram Stories, **make sure any text you want displayed is on the image or video itself**.

Links
 Enter the text for your ad. [Learn more.](#)

Destination ⓘ


Website URL

Preview URL

Call To Action ⓘ

Ad Preview 1 of 1 Ad

Instagram Stories ▼

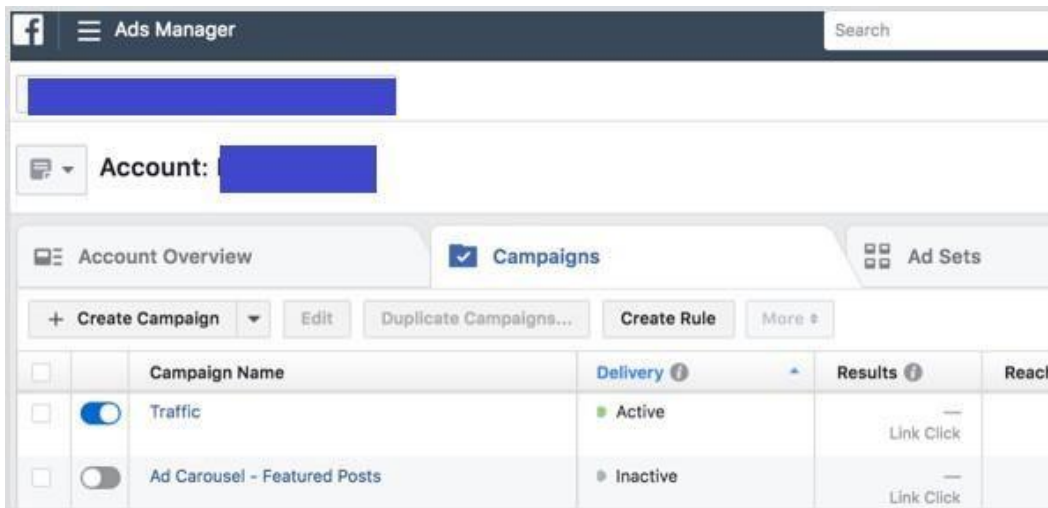



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Monitor Your Instagram Ad Campaign

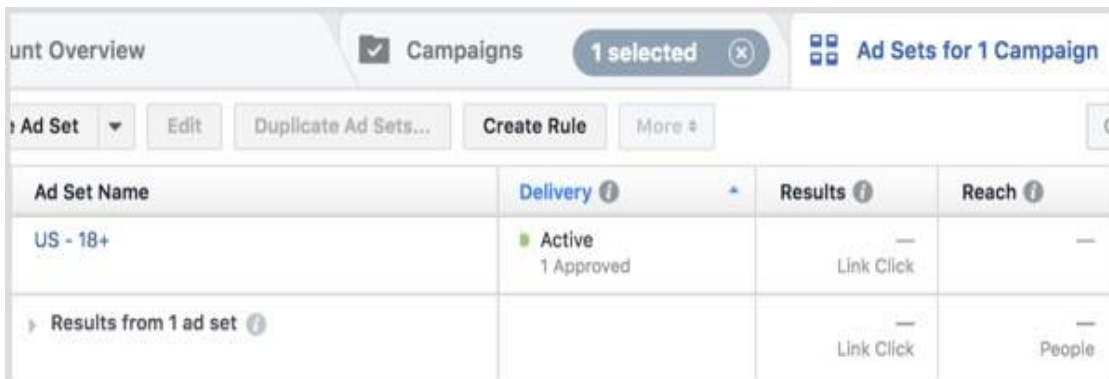
Once you've submitted your campaign for review, you can **monitor its progress and results in the Ads Manager dashboard.**



The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a navigation menu. Below that, the account name is displayed. The main area is divided into three tabs: 'Account Overview', 'Campaigns' (which is selected), and 'Ad Sets'. Under the 'Campaigns' tab, there are buttons for '+ Create Campaign', 'Edit', 'Duplicate Campaigns...', 'Create Rule', and 'More'. Below these buttons is a table with columns for 'Campaign Name', 'Delivery', 'Results', and 'Reach'. Two campaigns are listed: 'Traffic' (Active) and 'Ad Carousel - Featured Posts' (Inactive).

	Campaign Name	Delivery	Results	Reach
<input type="checkbox"/>	Traffic	Active	Link Click	---
<input type="checkbox"/>	Ad Carousel - Featured Posts	Inactive	Link Click	---

Click on the campaign name to reveal the ad sets within your campaign. There may be two or more if you created a split test.



The screenshot shows the 'Ad Sets for 1 Campaign' view in Facebook Ads Manager. It features a table with columns for 'Ad Set Name', 'Delivery', 'Results', and 'Reach'. One ad set is listed: 'US - 18+' (Active, 1 Approved). Below the table, there's a section for 'Results from 1 ad set'.

Ad Set Name	Delivery	Results	Reach
US - 18+	Active 1 Approved	Link Click	---

Results from 1 ad set

	Results	Reach
	Link Click	People

Click on the ad set names to reveal the ads within the set. There may be two or more if you created multiple ads using different images or video.



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Ad Name	Delivery	Results	Reach	Cost per ...
Default name - Traffic	Active	Link Click	---	Per Link Click
Results from 1 ad		Link Click	People	Per Link Click

Hover over a campaign name, ad set name, or ad name to access links to view charts, edit, or duplicate for each respective property.

Campaign Name	Delivery	Result
Traffic View Charts Edit Duplicate	Active	

Click View Charts to see the results of your ad campaign, ad set, or ad.



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Click **Edit** to update the details of your ad campaign, ad set, or ad.

Editing Ad: Default name - Traffic

Ad Name: Default name - Traffic

Identity

Facebook Page

Instagram Account

Ad ID: [ID]

1 Campaign

1 Ad Set

Ad Preview: Instagram Feed

Click the **clock icon** to see any activity related to the ad campaign, ad set, or ad.

Activity History for Campaign: Instagram Post

Activity	Activity Details	Item Changed
Ad delivered	Started delivery	Instagram Post
Ad approved	—	Instagram Post
Ad status updated	From Pending Review to Active	Instagram Post
Ad created	—	Instagram Post
Campaign created	—	Instagram Post

Click **Duplicate** to create a new ad campaign, ad set within your ad campaign, or ad within your ad set based on the original.



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PART 2

Making money with TOP Instagram Niches

Firstly, let's declare what makes a niche profitable so you can succeed.

Instagram is a massive beast.

With millions of accounts it's not easy to stand out.

Before you pick a niche, you need to ask yourself how do you want to monetize your Instagram account.

Common monetization methods include:

1. Selling shoutouts or uploads of advertisements for other brands.
2. Driving traffic to a product and earning commission. Also known as affiliate marketing.
3. Selling your own product perhaps, through either drop-shipping or a digital product such as an online course or eBook.

It's good to know your end goal and work backwards to how you'll achieve it.

IF you don't have a product:

Selling shoutouts and driving traffic to an affiliate product via a link in your bio can be a great method of earning passive income.

The more accounts you grow, the more potential for higher figure income.



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Important factors to keep in mind when growing a profitable Instagram niche account.

Quickly, before we dive into the most profitable Instagram niches...

You want to ask these questions before growing an account:

1. What is the age of the demographic you will be targeting
2. What is the gender of the demographic you will be targeting
3. Where will your demographic be located?
4. What language will your demographic speak?

Having these factors in mind, will make it much easier for you to then sell/advertise/promote products to your followers.

As you'll know exactly who your audience is and what they want.

For example, you don't want to advertise an English male related fitness product to Spanish speaking females.

Profitable Instagram Niche #1: Fitness

Fitness is massive on Instagram.

It's by far the easiest to get into, yet one of the hardest to sell in due to the saturation of the market.



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Here are examples of different and specific Instagram fitness niches you could use with Instagram Ads to drive traffic to affiliate products, such as exercise machines, supplements or training programs:

- CrossFit
- Yoga
- Snowboarding
- Skateboarding
- Gym/Weightlifting (popular)
- Cycling
- Swimming
- Baseball
- Basketball
- Football
- Soccer
- Tennis / Table Tennis
- Volleyball
- Golf
- Rugby
- Cricket



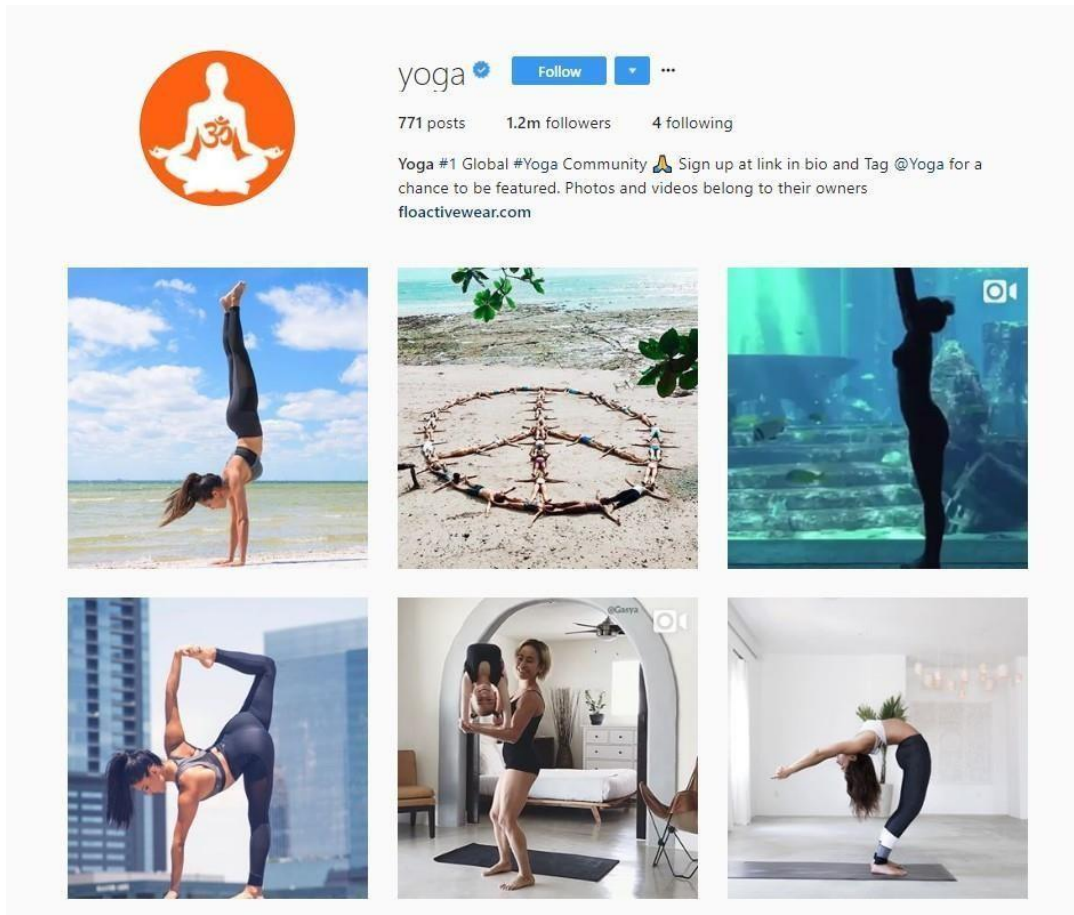
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You would want to pick one sub-fitness-niche and grow an account only focused on this. This makes it very easy for you to **know who your followers are and what to sell to them.**

Let's take a look at some examples of Fitness niche accounts:



Profitable via: Shoutouts/ads, Clothing (teespring, shopify, printful), Selling online courses, Selling consumables such as green tea.



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skatermemes

Follow

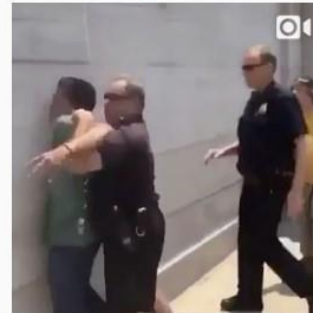


2,618 posts

455k followers

1,080 following

Skateboarding Memes @jerryfuckinggolden owns this Daily Funny Skateboarding Memes. DM me for business inquires Music
soundcloud.com/jerry-golden1/saved



Profitable via: Shoutouts/ads for skate brands, Clothing (teespring, shopify, printful), Skateboarding items (backpacks, tools, griptape, wheels, decks), Camera equipment



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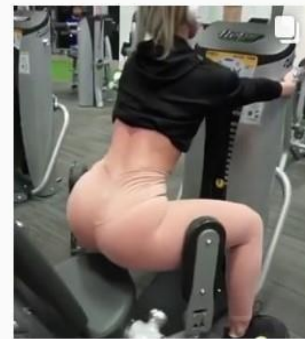
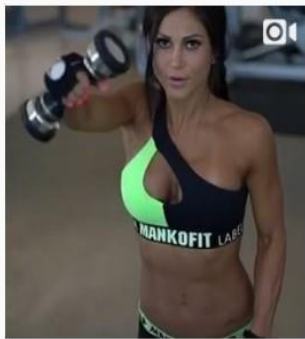
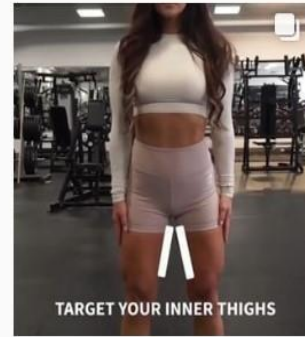
gymaesthetic

Follow



3,140 posts 714k followers 67 following

Gym Aesthetic™ ⚡ Motivation, Fitness, Humor ⚡ DM/Email for Credit/Removal ⚡ SC:
GymAesthetic ↗ Turn On Post Notifications 📢 Want a SHOUTOUT? Click Bio Link
www.BoostYourReach.com/shop/gymaesthetic



Profitable via: Selling ads/shoutouts, Clothing, Gym wear, training programs, supplements, coaching, fitness gadgets, lifting gloves, ebooks



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Profitable Instagram Niche #2: Luxury/Lifestyle

Everyone on Instagram wants to show off how awesome their life is.

And this is why the Luxury/Lifestyle niche is fantastic.

Therefore, luxury accounts such as:

- Super Cars
- Super boats/Yachts
- Watches or Jewelry
- Clothing (Street, Runway, Nightlife, Fashion)
- Travel (Hotels, Locations)
- Homes / Buildings / Pools

Work great.

NOW, whilst most users who follow these accounts can't afford the material items shown, they do look towards living a luxurious lifestyle.

So when an opportunity is presented (advert) that let's them experience this luxurious lifestyle for a cheaper price.

They will jump at it.

A perfect example here would be advertising for a watch, which looks like a high end luxury brand, but only costs \$97.

Here are examples of luxury accounts to pull from:



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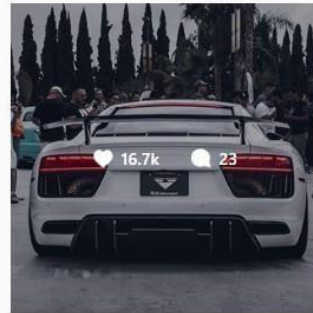
carlifestyle

Follow



16,907 posts 3.8m followers 98 following

CarLifestyle Daily #CarLifestyle Content with Gabe Info@Car-Lifestyle.com
youtube.com/carlifestyle



Profitable via: Car product shoutouts, Car parts (led lights, rims, gadgets), apparel, phone cases, tickets to car meetups



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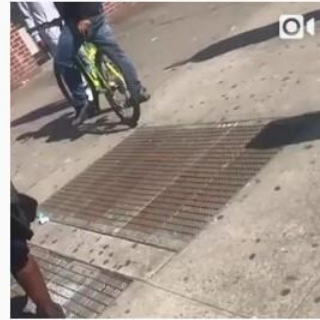
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blkvis [Follow](#) ...

11,103 posts 435k followers 2,722 following

BLKVIS Footwear, Streetwear and Culture Based in Munich, Germany. #blkvis blkvis.de



Profitable via: Selling ads/shoutouts , Clothing, shoes, phone cases, clothing protectors (shoe spray, clothing racks), decor items such as shoe racks or carpets



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luxury

Follow



4,080 posts

1.1m followers

13 following

Luxury Your leading source of luxury info@igluxury.com Founded by @sir
The Most Luxurious Ski Hotel ! Watch The Full Video on our YouTube
youtu.be/AdQ2VEXuZcg



Profitable via: Selling ads/shoutouts, luxury clothing/items at a cheap price, lead generation for companies/other products



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Profitable Instagram Niche #3: Animals

99% of the population loves cute fluffy animals.

And around 30% actually own one.

We're talking about pets here. Specifically cats and dogs as they are the most common and popular pets.

This means that there is great opportunity for you to make money.

Here's example of accounts you could grow:

- Cute dogs doing cute/funny things
- Cute cats doing cute/funny things
- Cute bunny rabbits doing cute/funny things
- Just any pet looking cute doing funny things!

Cute animals make people feel positive emotions.

Pet owners want their pet to look good and feel good because that makes the owner feel good and happy.

People buy happiness.

Therefore, you can easily sell products to pet owners which makes their pets life better.

Such as a dog harness which doesn't pull on its neck so your dog enjoys his walkies more and you feel more comfortable that you're dog isn't being hurt.

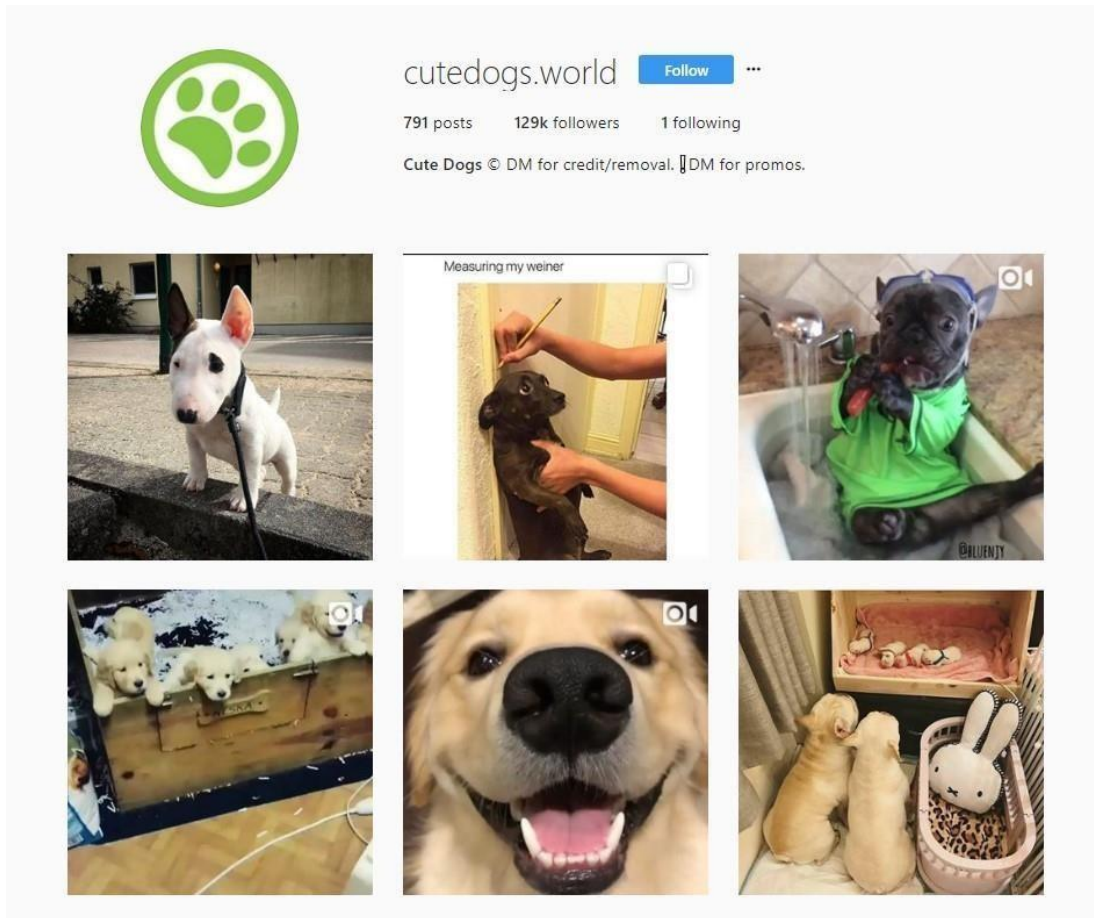


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Let's check out some animal related accounts:



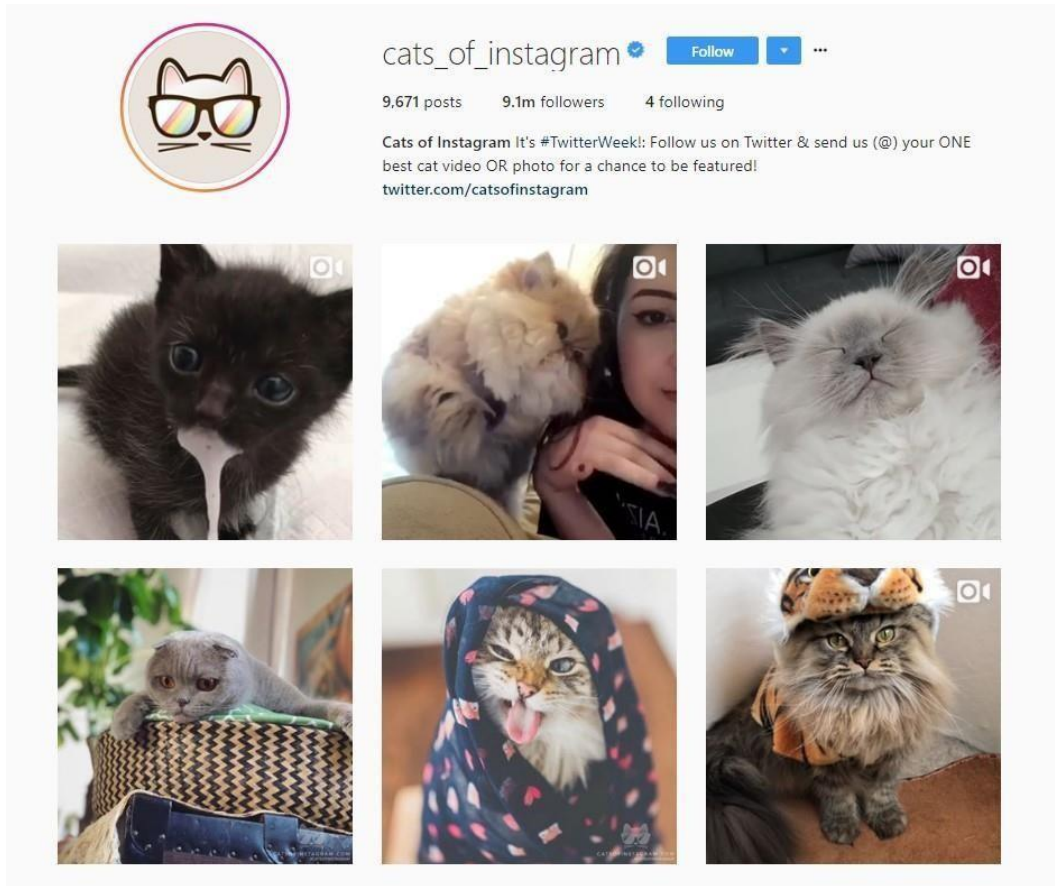
Profitable via: Selling ads/shoutouts, dog human clothing (teespring, printful), dog clothing (bandanna, harnesses, collars), organic treats/food, dog toys, dog beds, dog monitors (watch your dog at work)



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Profitable via: Selling ads/shoutouts, cat apparel, phone cases, cat treats, cat beds/toys, cat costumes for Halloween



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Profitable Instagram Niche #4: Travel

If you went into an office and asked a group of employees "do you enjoy your life or are you satisfied"

Most would sadly say no.

Everyone wants to escape their 9-5 life. And this is done through traveling. It let's people remove themselves from the 'norm'.

A profitable Instagram niche is therefore Traveling.

But it's also a much harder niche to be profitable from. **This is where most people go wrong.**

You need to create an Instagram account which is lazer-focused to a specific travel audience.

We're talking about:

- Campers
- Backpackers
- Business travelers
- Van life
- Rock climbers
- Camping with dogs

We are not talking about luxury travel, as most people will never have the finances to afford it.



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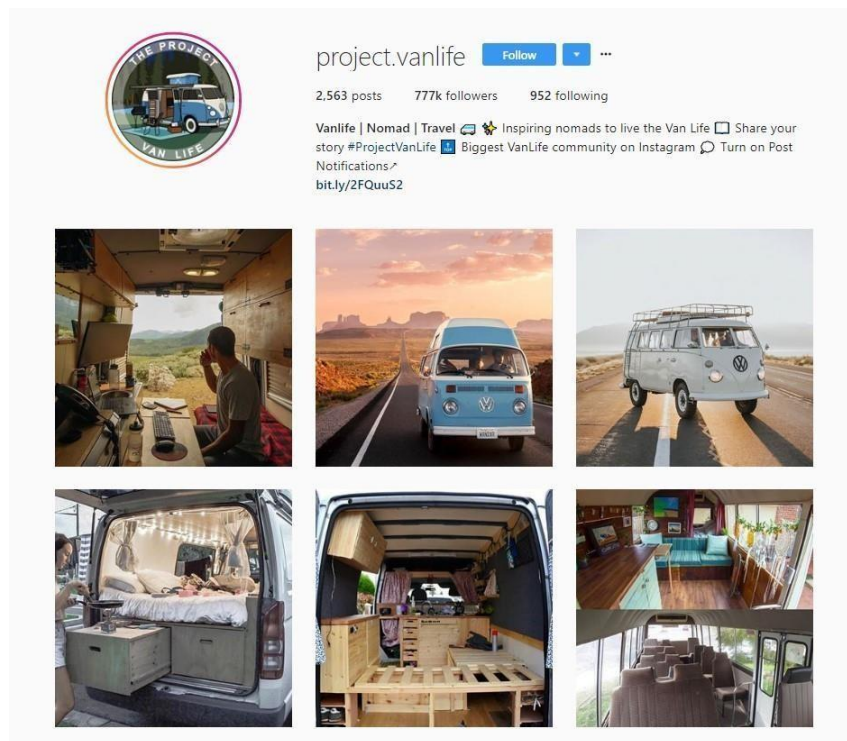
Yet trust an Instagram account to drop \$5,000+ on a trip.

Instead, targeting these smaller sub-travel-niches, you can easily sell products that will make their travel experience better.

Such as anti-theft backpacks for anyone backpacking through a country.

Or a dog harness which carries important first aid equipment, keeps them warm and dry and has pockets for snacks and poop bags for your dog.

Here are examples of travel accounts doing it right:



Profitable via: Selling ads/shoutouts for camping products/hostels/travel apps, van related or camping products (shower bag, tool kit for breakdowns), guides or a course on how to start a van life



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BUY OR SELL EARNING METHODS

WSODOWNLOADS.IN

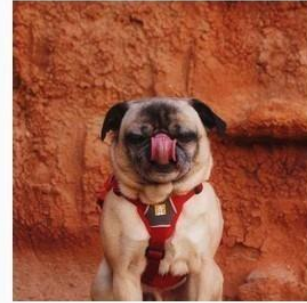


campingwithdogs

Follow

2,751 posts 554k followers 3,874 following

Camping With Dogs® Inspiring the world to go Camping With Dogs® and Hiking With Dogs®
campingwithdogs.com/collections/gear



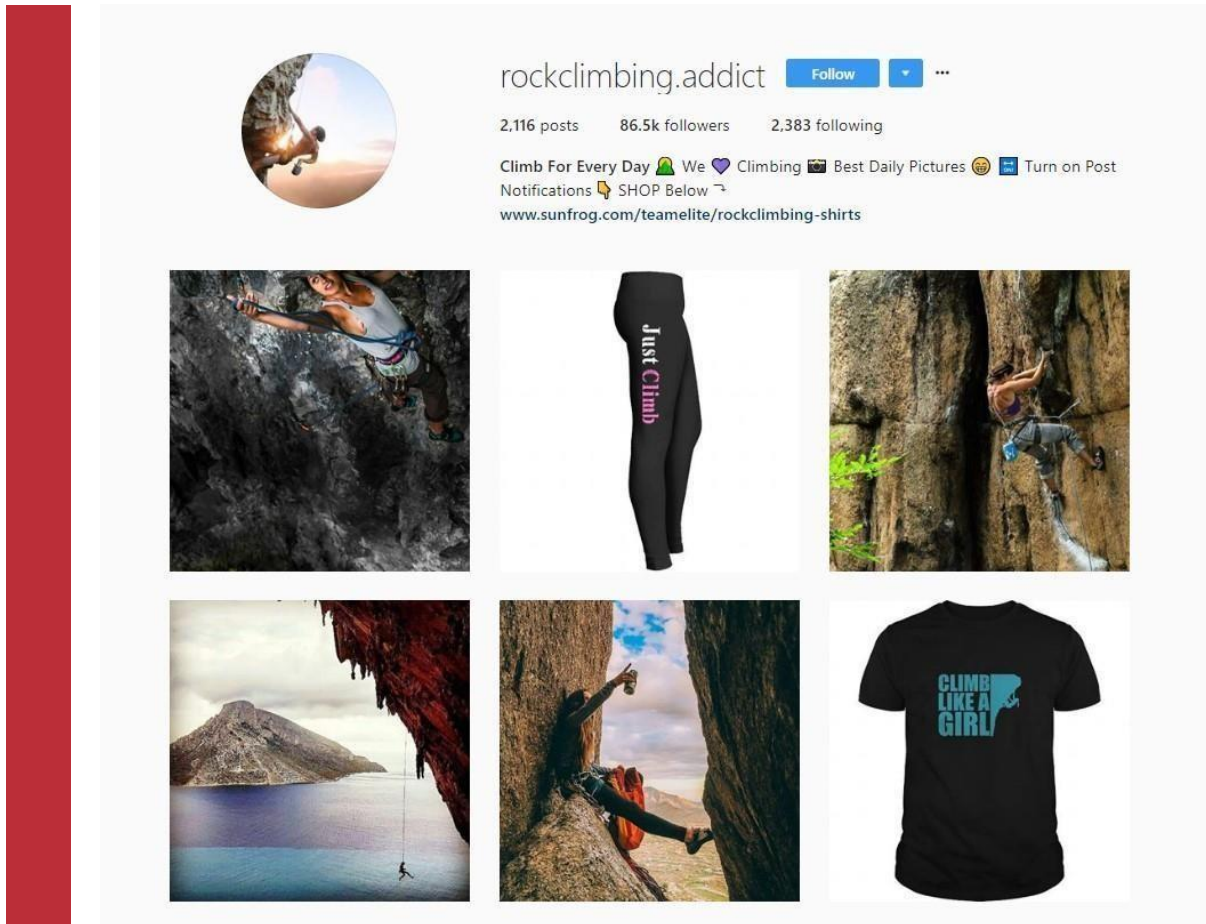
Profitable via: Products for your dog (harness, first aid kit, dog tents, travel beds), dog apparel, clothing, go-pro-harness attachment



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Profitable via: Shoutouts/ads for rock climbing gear or power food, clothing, rock climbing items, rock climbing route guides



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Profitable Instagram Niche #5: Business/Making Money Online

Everyone always is looking to make their financial situation better.

Therefore, business is a great category on Instagram.

It's also an evergreen niche. Meaning that it has everlasting appeal—people will always want to make money.

Therefore, accounts focused on improving the financial lives of others are awesome for being profitable.

This niche is typically male dominated on Instagram, but that doesn't mean there are not females on Instagram looking at this niche.

Examples of Business accounts include:

- Stock information/tips
- Blogging tips
- Saving money tips
- eCommerce tips
- How to start a business
- Public speaking/networking tips
- Marketing tips

As you may have noticed, these accounts all give tips.



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Within this niche, and with any niche, if you can provide free value to your followers they will feel much more inclined to repay you by purchasing a product.

Offering a ton of free value also greatly increases your trust and reputation = more sales.

It is a lot more work in the long run, but the payoff can be incredible. If you sell or plan to sell your own digital product such as an online course, training program, consultation or eBook this is a great niche to jump into.

Here's some examples of Business niche accounts:



Profitable via: Selling online courses, digital products, ebooks



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WSODOWNLOADS.IN

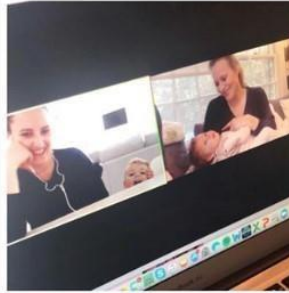


businesschicks

Follow

2,690 posts 187k followers 1,104 following

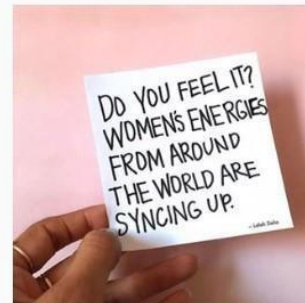
Business Chicks We help women live bigger lives. AUS au | USA us #businesschicks
businesschicks.com/events-tickets/?cat=11&x=21&y=17



Never discredit your gut instinct. You are not paranoid. Your body can pick up on bad vibrations. If something deep inside of you says something is not right about a person or situation, trust it.



Me every night: I can have exactly 7 hours 23 minutes and 48 seconds of sleep if I fall asleep right now.



Profitable via: Selling online courses, digital products, ebooks, paid webinars, live events



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inspiration.business

Follow



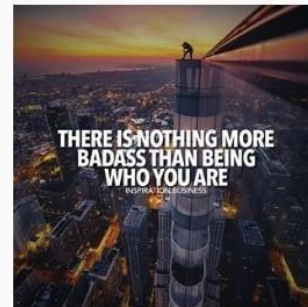
1,517 posts

105k followers

1,796 following

Inspiration Business Turn Post Notifications Follow For Daily Motivation! Social Media Marketing Coach Message me @RUNLIFENICK Get My New Book For Free

WWW.RUNLIFESTYLE.COM



Profitable via: Selling online courses, digital products, ebooks, paid webinars, live events, affiliation of products



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Profitable Instagram Niche #6: Beauty

Instagrams demographic is primarily female.

And most females are interested in the beauty niche.

Which means there is a great opportunity for you to enter the market and make profit.

When we mention beauty, we are referring to Instagram accounts such as:

- Makeup
- Nails
- Hair
- Skin care

The best method to profit off these accounts is to sell advertisements and join affiliate programs for beauty products.

You can then upload pictures of the products being used and the results for social proof.

OR you can upload tutorials of how to use the beauty products.

Here are examples of beauty niche accounts:



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beautyybird

Follow

1,464 posts 1m followers 295 following

Yasmin • Beauty & Lifestyle Mx 🇲🇽 || LA 🇺🇸 🇺🇸 www.yvbird.com @yvbird 🇺🇸 Fitness:
@fitnessbirdy 🇺🇸 English BeautyyBird 910K 🇪🇸 Spanish PajaritaBella 670K Watch my
new video 📺
youtu.be/PYjIR1-NkNY



Profitable via: Shoutouts/ads for beauty products, photo filter templates, beauty products, affiliation of health product such as a green tea detox



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nailsvideo.z

Follow



1,276 posts 8.7m followers 1 following

NailsVideos • Daily The Best Nails Videos Tag your own videos with #nailsvideos All rights belong to their respective owners. enjoy_videos@yahoo



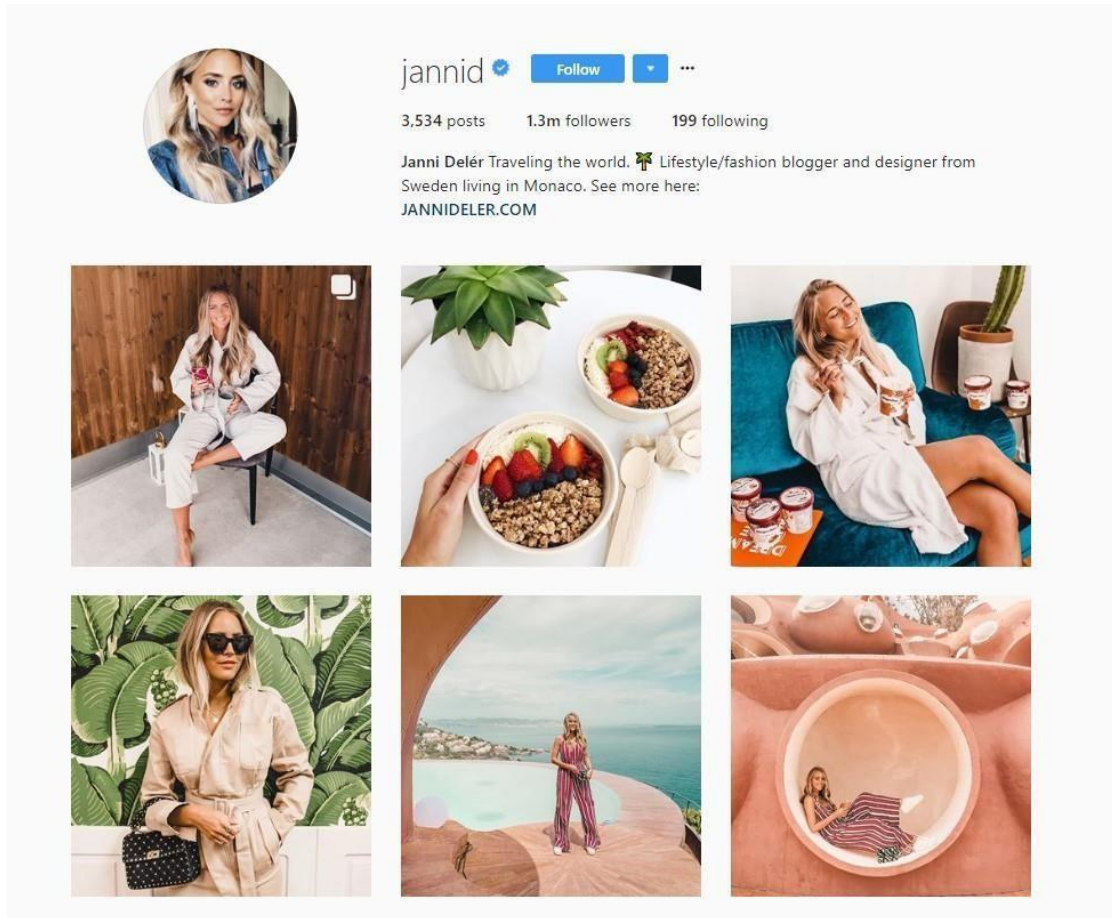
Profitable via: Shoutouts/ads for nail products, affiliation of a nail paint brand



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Profitable via: Shoutouts/ads for beauty products, health products, clothing, photo filter templates



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Profitable Instagram Niche #7: Relationships

Everyone wants to be loved.

It's just nature, baby.

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Helping people with their relationships in life, whether it be:

- Friends
- Business
- Relationships

Will always work.

It's a skill and **people are always looking to improve their life.**

This niche generally works best if you can refer your followers to an affiliate program by a leading expert in the niche.

This will typically be an online course or eBook about relationship advice.

OR

You can link people to books on amazon with your affiliate code.

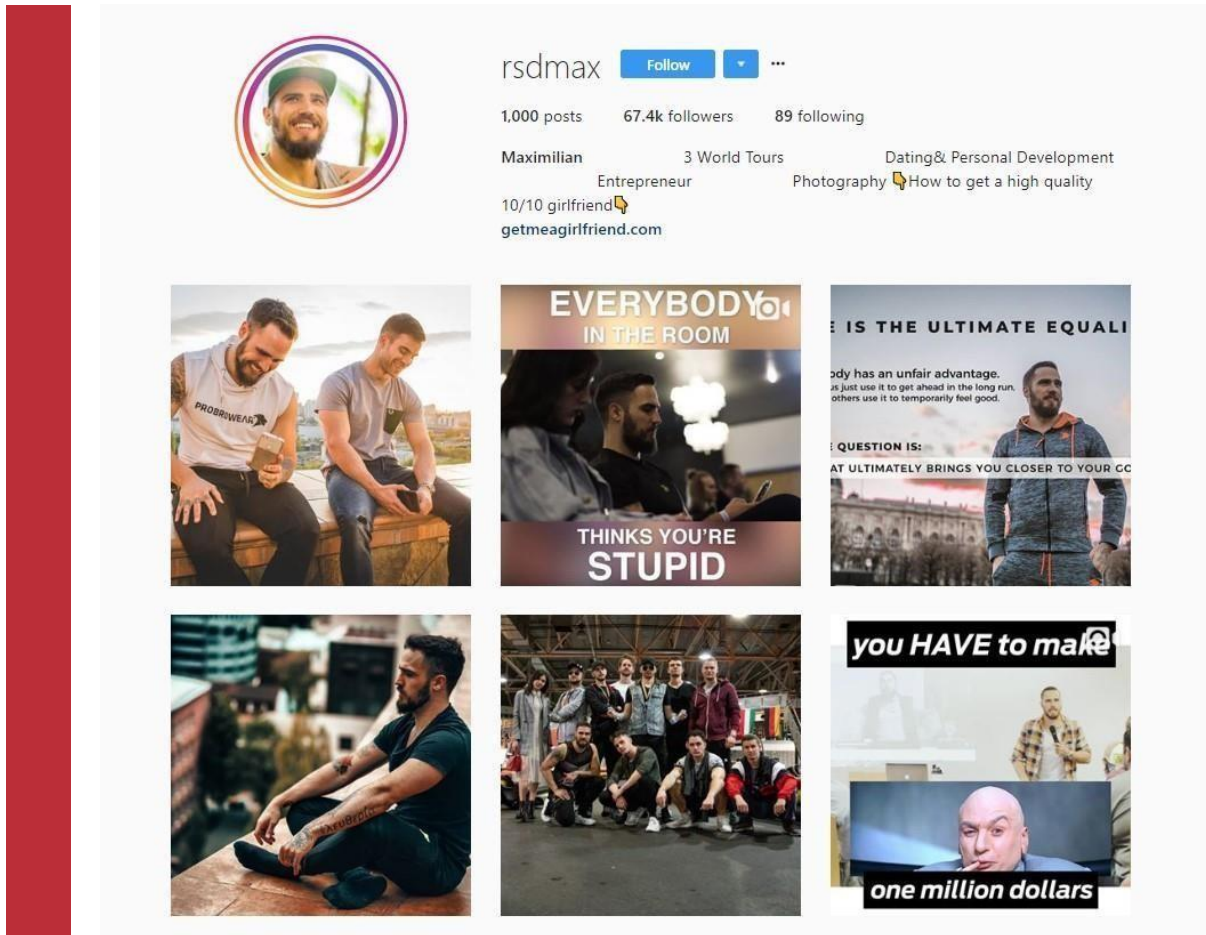
Here's some examples of relationship accounts:



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Profitable via: Selling courses, ebooks, affiliation of these products



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thematthewhussey

Follow

1,585 posts 243k followers 28 following

Matthew Hussey NYT best selling author of Get The Guy 📖 Columnist for Cosmopolitan magazine 🖋️❤️ YouTube's #1 women's dating advice channel 📺
youtu.be/zfZc7t9-LtU



Profitable via: Webinars, courses, books, consultation, events and bookings on live shows/podcasts



PURCHASED AT BUYSSELLMETHODS.COM

BUY OR SELL EARNING METHODS

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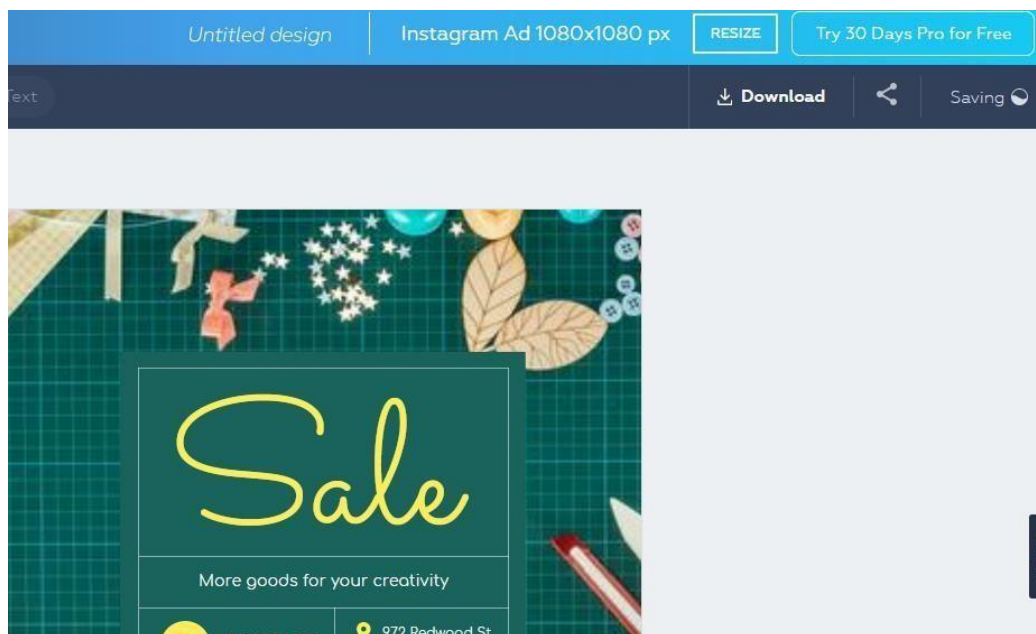
PART 3

Ad Creation

I'll be going through 10 simple steps to creating an Instagram ad. I'll show you that you don't need any prior knowledge to design something minimalist and eye catching.

Step 1: Go to [Crello](#)

To get started, sign up via the button on the upper right hand corner "Try 30 Day Pro for Free"



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Step 2: Select your format

On the Crello dashboard, you will see a large selection of different formats. Take your time to explore the different options for future references. For this tutorial, click 'Instagram Ad'.

Start Creating Designs

Search from thousands of formats and designs



Try this: Facebook Post Square Graphic Post Square Video Post Instagram Story



Instagram Ad
1080x1080 px



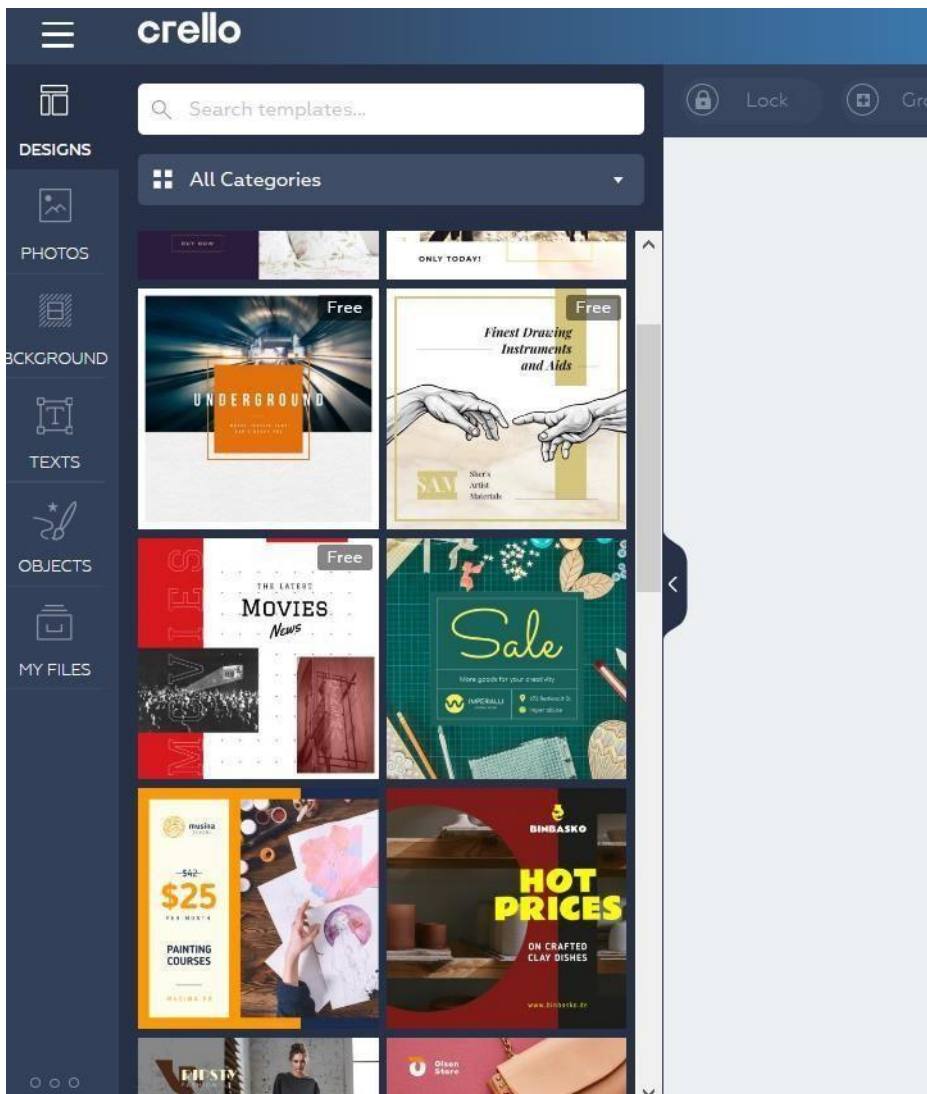
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Step 3: Pick a template

When you select a format, you will be taken to your artboard. Crello has thousands of different templates for different formats. You can find the templates in the left hand column. Take your time to look through the templates to find one that is appropriate for your theme.



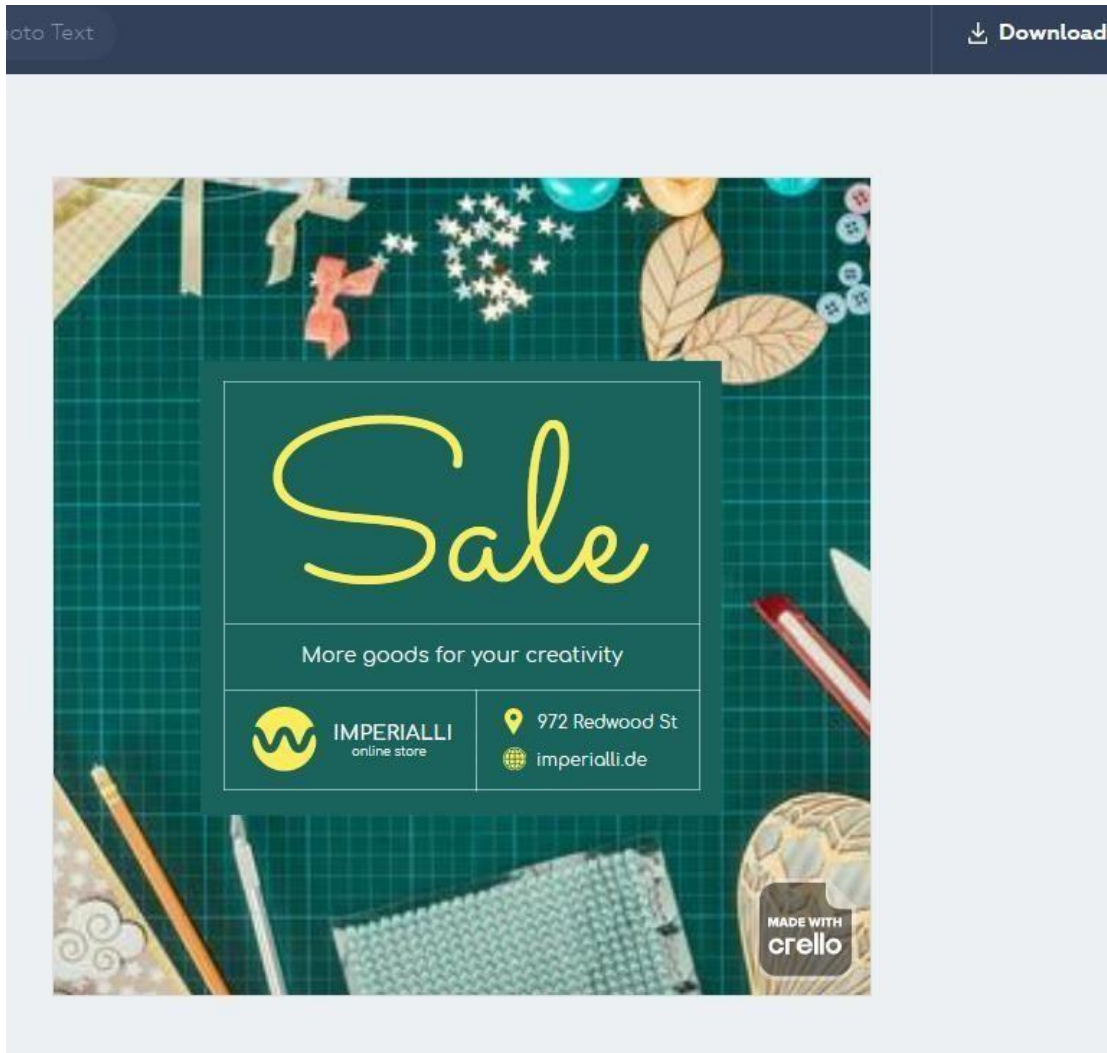
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Step 4: Click on the template

To add a template to your artboard, simply click on it. All the features of the template – the background image and text – are adjustable. You can click on different elements to change them.



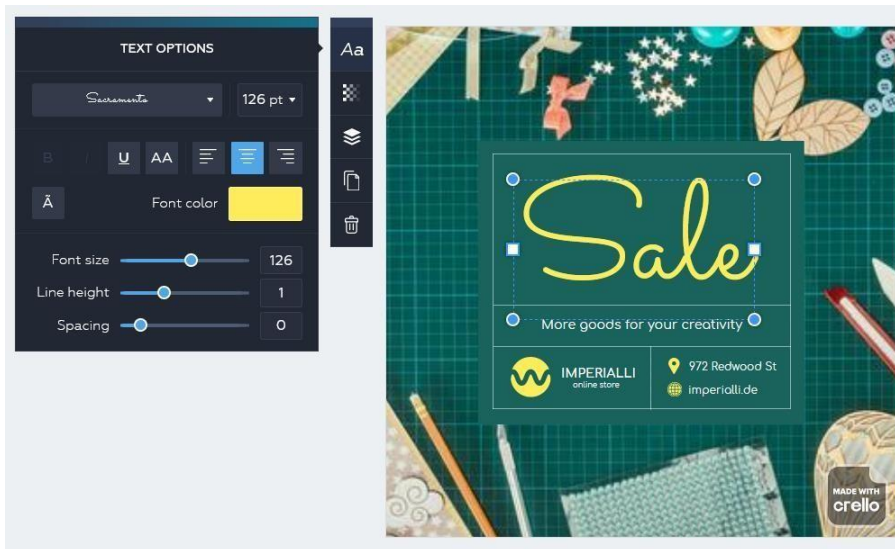
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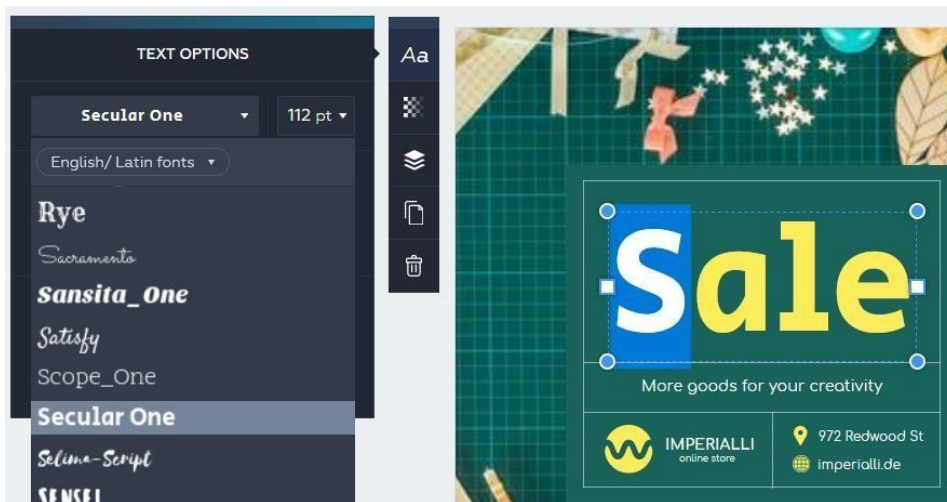
Step 5: Edit text

Click on the text in the image to customize your text.



Step 6: Pick a font

To change the style of the text, click on the 'Aa' icon. You will see a dropdown menu of different fonts.



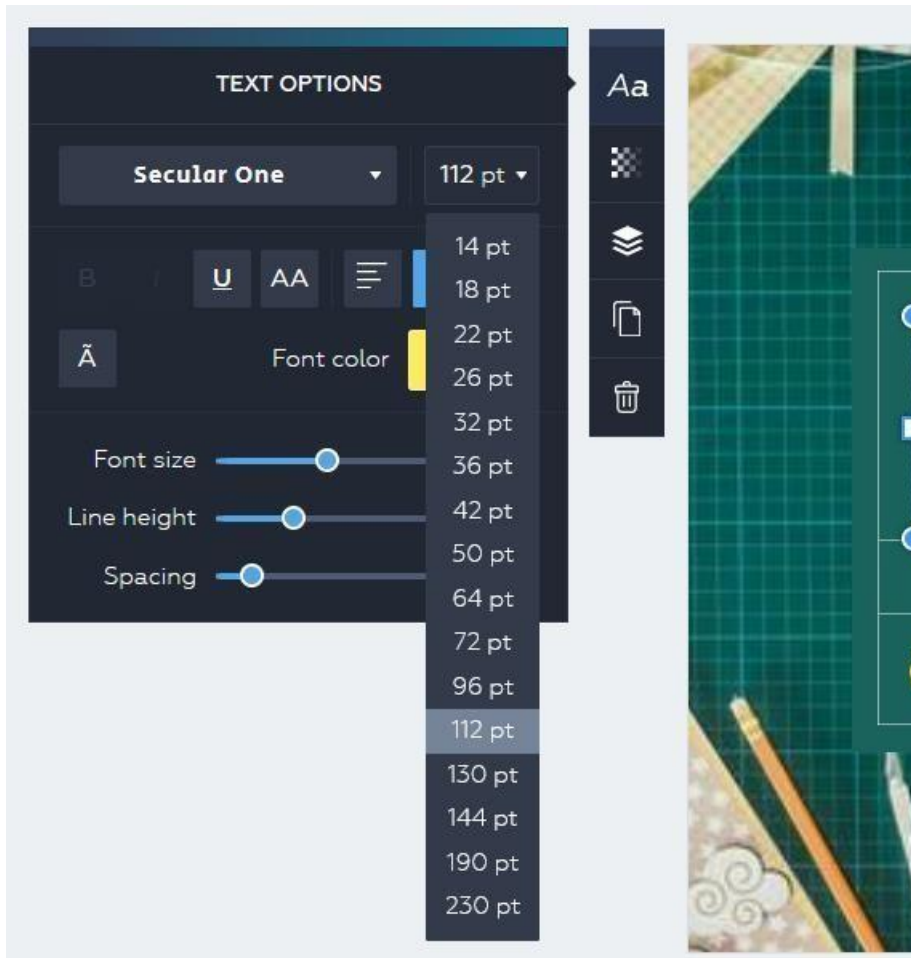
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Step 7: Adjust font size

To adjust the font size, use the slider next to 'Font Size'.



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Step 8: Change the background image

To change the background image, click on 'Photos' on the menu on the left. You can add your keywords into the search bar to look for specific images. You have access to Depositphoto's image bank of 60 million images, so your options are limitless.

If you upload your own image and use it as a background, select the 'Layering' Icon and move the image to the back so that the text becomes visible.



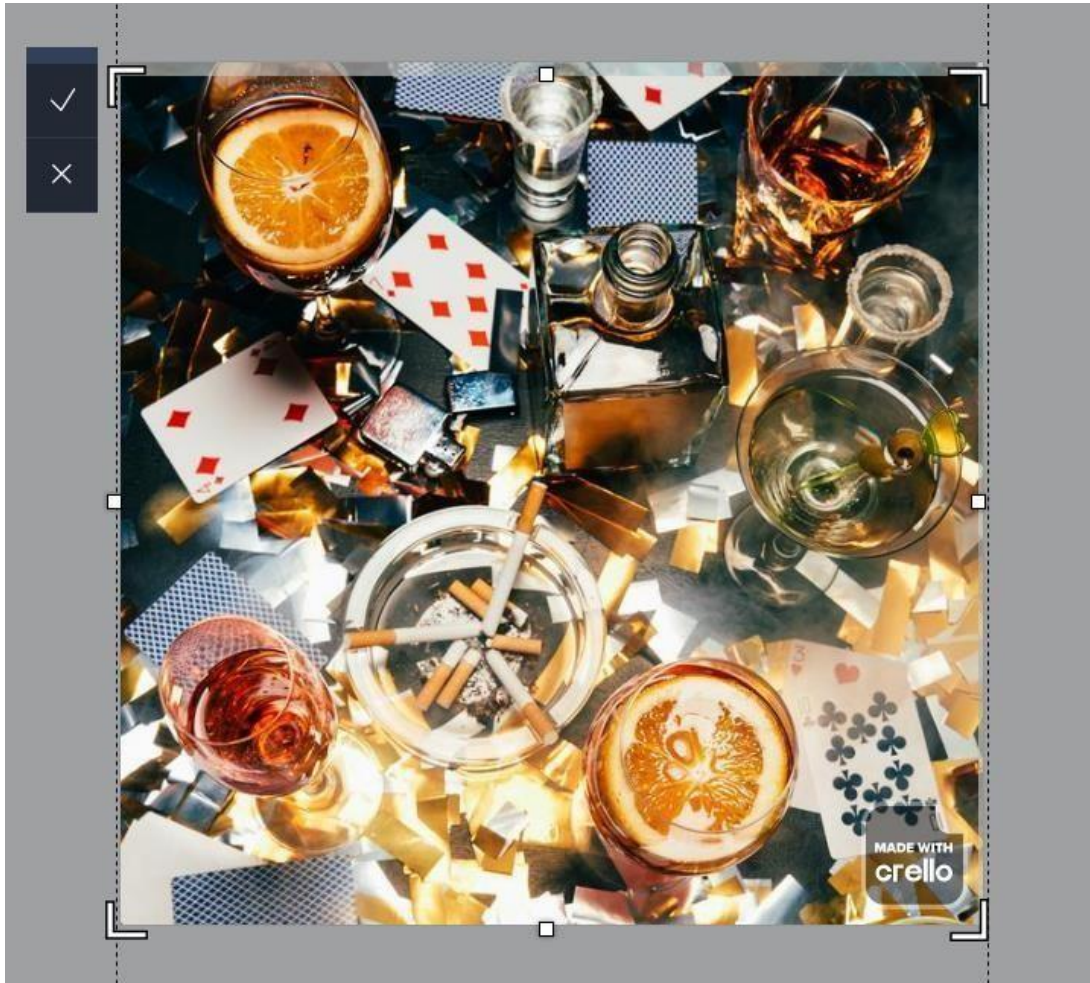
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Step 9: Adjust your image

To adjust the image, double click on it and you can edit and rotate the picture on your canvas. You can also use filters to change the look of your background image.



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Step 10: Click download and you're done!

You have the option of downloading your finished design in different formats. Use the hints on the right to help you decide which format works best for you.

Save your design in any format

JPG Save your file in a JPG format for a smaller size

PNG Use a PNG for a file with an opaque background

PNG Transparent This format allows you to keep transparency in the image

PDF Standard PDF is perfect for web-based images

Download design ✕

Choose the file type to download

JPG

PNG

PNG Transparent

PDF Standard



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Finished design:



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PART 4

Monetization

Common monetization methods include:

1. Selling shoutouts or uploads of advertisements for other brands.
2. Driving traffic to a product and earning commission. Also known as affiliate marketing.
3. Selling your own product perhaps, through either drop-shipping or a digital product such as an online course or eBook.

Selling Shoutouts

An Instagram shoutout, also colloquially called Insta shoutout or IG shoutout, is essentially when one user promotes another user on their own Instagram account.

An Instagram shoutout usually takes the form of User A creating a post or story that contains a photo or @ mention of User B.

If it's a business shoutout, User A's post might contain a photo or video of a specific product or service that User B sells.

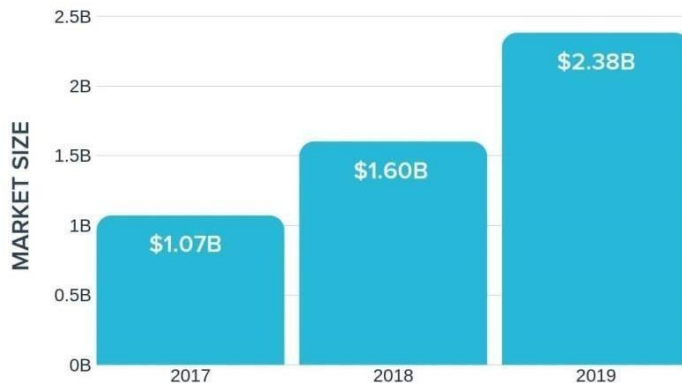
In many cases, shoutouts fall under the umbrella of influencer marketing – a massive trend that has more than doubled in the past couple of years and doesn't show signs of stopping anytime soon.



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INSTAGRAM INFLUENCER MARKET GROWTH (YOY)

An Instagram shoutout can happen in a few ways:

- **Paid shoutouts:** These shoutouts are a classic influencer marketing tactic. This is when you sell shoutouts to a user to promote his brand, typically with cash or via an exchange for a free product.
- **S4S (shoutout for shoutout):** S4S is a simple trade – they agree to give you a shoutout on their page if you give them a shoutout on yours.
- **Voluntary shoutout:** The Holy Grail of shoutouts. This is when someone is just so darn happy with your product or customer service that they give your brand a shoutout without you even having to ask or pay.

You will do paid shoutouts obviously.



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Websites where you will sell shoutouts:

[Shoutcart.com](https://shoutcart.com)



This is a reputable Instagram shout out site that will connect you with the buyers. Generally, they provide tracking and statistics for every advert. They exactly know what is working and therefore they maximize your results.

[Plughype.com](https://plughype.com)



Based on the monthly web visitors, plug hype is ranked among the best globally. It connects brands and influential creators so that to create paid media endorsements across several platforms and verticals. This site is actively using 18 technologies for its site. These technologies include mobile compatible, Google Analytics and Viewport Meta.



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Affiliate Marketing

If you plan to use affiliate marketing as the monetization method, please check bonus resources here:

<https://www.dropbox.com/sh/urkbykqskl6fc3/AABTLeMWT8VGxFR2AWZciZhBa?dl=0>

I prepared 17 premium websites for you to use them as the landing pages while promoting affiliate products. You may change websites per your needs.

The easiest way to find a product (offer) you will promote is by using OfferVault.

What is OfferVault?

Offer Vault consists of almost [53,000 affiliate and CPA offers](#) to choose from. It is actually a search engine that scouts 60+ networks to provide you with that many affiliates offers.

Factors include: Payout, Type, Category, Network, Last updated date

These categories will be listed for each search term that you enter, with all the relevant information on the offers made by each merchant. This way you not only find all the available and best possible offers but also can easily compare them with all the other that exist from the pool of networks.



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OFFER SEARCHES:

Enter a search term below to find and compare offers

FILTERS

NETWORK

CATEGORY

COUNTRIES

* Clear Search
* Clear Filters

AFFILIATE OFFERS

AFFILIATE NETWORKS

MOBILE OFFERS

PAY PER CALL OFFERS

TRAFFIC SOURCES

1-30 of 52092 Results

1 2 3 4 5 6 >> Last

Results per page 30

▶ OFFER NAME

▶ PAYOUT

▶ TYPE

▶ CATEGORY

▶ NETWORK

▶ UPDATED

OfferVault earns by collecting flat monthly fees from the network for listing their offers on OfferVault. The networks do this because OfferVault has a large audience of affiliates searching the site everyday and listed networks receive a constant stream of new affiliates who are interested in promoting their offers.

Once you get associated with OfferVault and join the networks with offer that you want to promote, you can start sending traffic to the offers. As you start getting conversions (selling the products or generating leads) from one of their merchants, a certain amount of commission will be paid to you from the network. You do not even need to get into the details of the end customer who is going to purchase the product. All you need to know and do is lead that customer to the merchant. The process to be followed is extremely simple and easy to understand.



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Advantages of OfferVault

Let us now have a look at the advantages of OfferVault that makes it a favorite for its users.

1. You find a range of all affiliate networks that you could think of, varying from CPA, CPS, CPC, lead generating and many more.
2. Discover the highest payouts available – Shop and Compare! By signing up with OfferVault you can search for selected offers from some specific countries.
3. Research niches and previews landing pages and saves you a lot of time as you can find everything at one place.
4. Quick and easy Sign-up for new affiliates. The site is extremely user-friendly and you could process the entire selection of your product with ease.
5. Receive email alerts for new offers based on criteria of past selections: All offers are updated daily and you can set up optional email alerts for new offers based on certain criteria that you set.
6. Live search ticker on the top which displays “Live Searches” function showing what other affiliate marketers are seeking at OfferVault.
7. Webinars presented on OfferVault are essential as they aim to deliver a lot of valuable information on some very useful areas.
8. Save hours logging and searching into multiple networks by quickly sign up for upcoming networks and the existing more established networks as well.



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Types of CPA Offers on OfferVault

OfferVault definitely shows you offers from the best affiliate networks that exist today. Now I will walk you through the types of offers that are available on OfferVault which makes it is a favorite of its users.



Mobile Offers

Affiliate marketers make plenteous money through commissions each day. With the help of Mobile affiliate marketing, affiliates easily get potential customers through their mobile devices. The marketers can even develop free iPhone & smartphone applications, which depict users to the merchant's offers. Also they can get mobile websites with advertisements, which promote the merchant's products and services.

To start your mobile affiliate campaign you'll be required to have three important things – Mobile Traffic, A Mobile Offer and Mobile Tool (Tracking, Testing).

Pay-per-call

Also known as Cost-per-Call, it is a compensation method and performance-based advertising model. It is just like Pay-per-Click (PPC) advertising. The only difference is that in pay-per-call merchant makes the payment to the service provider per Call and not for the click.



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Traffic Sources

It contains many various offer types including Popups, Email Submits, Native, Video.

AFFILIATE OFFERS	AFFILIATE NETWORKS	MOBILE OFFERS	PAY PER CALL OFFERS	TRAFFIC SOURCES			
1	2	3	4	5	6	>>	Last
NAME	TYPE	MOBILE	REMARKS				
ActiveRevenue Featured Traffic Source	Push (Ze RTB PPC	Yes	No				
DatsPush Featured Traffic Source	Push CPM Display Media	Yes	Yes				
Megapu.sh Featured Traffic Source	Push Pop-Under Email	Yes	No				
EZMob	Display Video	Yes	Yes				
Dsnrmg.com	Display Search CPV	Yes	Yes				
Propel Media	CPV DSP - Native Pop and Redirect	No	No				
ArcaMax	Display Display Native	Yes	Yes				
Chitika	RTB Pops CPA	Yes	Yes				
UberMedia	Display CPL	Yes	Yes				



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[New & Featured](#)

These are two different pages which you will find on OfferVault. They are extremely useful as the 'New pages' include all the fresh offers added in OfferVault website, whereas the 'Featured page' includes those offers that are chosen by OfferVault itself.

How Does OfferVault Work?

Basic Search

An **affiliate network** gives a platform for the advertisers and online marketers to connect and can be very selective on who they accept. They prefer a representative who has substantial lists.

OfferVault is one of the most popular and in demand affiliate network among users. The biggest problem most new marketers encounter when they try to get into affiliate marketing lies in not knowing the 3 most essential steps they have to take:

- Choosing the right affiliate network
- Using the right keywords
- Getting past the "no traffic" hurdle

OfferVault is kind of an assembling service which will pull out offers from several affiliate networks. Also to perform your search for the most decent offer, you are not required to login every affiliate program separately which actually saves you a lot of time.



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Now, let's have a quick look at how you can identify the most profitable niches based on what top affiliates like Amazon or eBay exhibit.

Search Box is another important feature of the basic search in OfferVault.

Enter a search term below to find and compare offers

FILTERS | NETWORK | CATEGORY | COUNTRIES ^x Clear Search ^x Clear Filters

You just need to type in the name of the product you are looking for in the 'search box':

Enter a search term below to find and compare offers

FILTERS | NETWORK | CATEGORY | COUNTRIES ^x Clear Search ^x Clear Filters

AFFILIATE OFFERS | AFFILIATE NETWORKS | MOBILE OFFERS | PAY PER CALL OFFERS | TRAFFIC SOURCES

1-30 of 1098 Results for diet 1 2 3 4 5 6 >> Last

[Save This Search](#)

OFFER NAME	PAYOUT	TYPE	CATEGORY
Reduslim EU - COD - [IT]	\$ 22.00	Lead	Diet - Weight Loss



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You will see that there are numerous networks that will be catering to merchants in the same product category. However, difficult it may seem to select the best one, there are certain factors which will help you decide the best one for you. One of the most important is the “**Payout**” column, which will enable you in deciding which payout is worthwhile while surfing through the potential niches.

A keyword with a minimum of \$10.00 payout per lead / sale is recommended for a decent offer.

Basic search tips!

- An affiliate network mentioned on OfferVault might pay you more money per than others, therefore it is most essential to compare which offer gives you the maximum profit.
- You also need to be sure that the keyword you are putting is yielding you the most appropriate and relevant result. Especially in case of niche product category, you have to be very precise so that the results are refined and well captured by the search engine.
- Do not miss to go through any special instructions given along with the offer. It may have clauses like they are available only for specific countries or can be used only for email campaigns; hence you need to be aware of that before jumping in. The special instruction is displayed on the offer description once you click on offer name field.



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OFFER DETAILS

RUN OFFER

Reduslim EU - COD - [IT]

Offer Details

Category : Diet - Weight Loss

Lead (\$) : \$ 22.00

Countries : Georgia, Italy, Congo, Democratic Republic of the, European Union

Description

Таблетки для похудения. GEO: Italy

Keep in mind that if a page looks more professional it has fairer chances of high conversion rate. So make sure you go through each detail while having a look at the offer page.

Keyword Usage

The keywords that you use in the basic search have to be smartly selected as the relevancy of the entire search will depend on the keyword. Also you need to determine that what is the demand for that particular brand you will be promoting, are people even going to come?



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This tool is not only ensuring you massive results but also giving you a comparative analysis to choose the best depending on essential factors such as the Competition, CPC and Total number of results.

Even in the exact match criteria you might be flooded with over 5000 searches also because of the competition prevailing with the other networks to pull traffic from you. However, exact search might be difficult to get you can try to get alternative keywords which has nominal search volume and lesser competition. You can also filter your search by trying more generic terms such as **Keto Diet**.



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Advanced Search

The advanced search option of OfferVault is something which can help you to further refine your search for the best offer that you intend to promote.

OFFER SEARCHES:

Enter a search term below to find and compare offers

FILTERS | **NETWORK** | **CATEGORY** | **COUNTRIES** x Clear Search
x Clear Filter

- Adult
- Apparel and Fashion
- As Seen on TV
- Auctions
- Automotive
- Baby and Family**
- Business Opportunity
- Careers & Jobs

AFFILIATE | **AFFILIATE** | **TRAFFIC**

Keyword in title

It happens many times that you might not find the most relevant offer to promote using the search button. The other possibility is that there might be offers which are simply irrelevant but are still showing in the result page. OfferVault's keyword in title function in the advanced search enables you to search for the offers which have the exact keyword that you are seeking in the title.

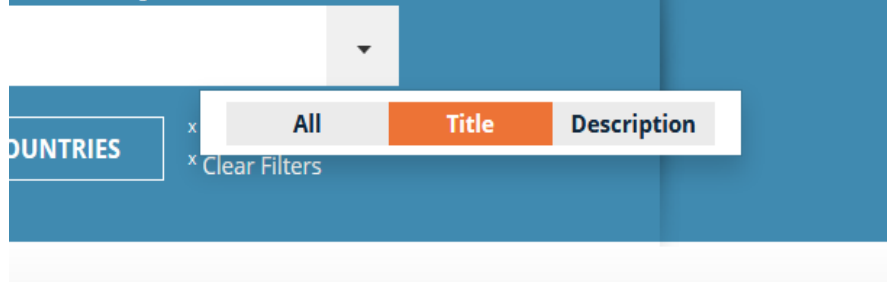


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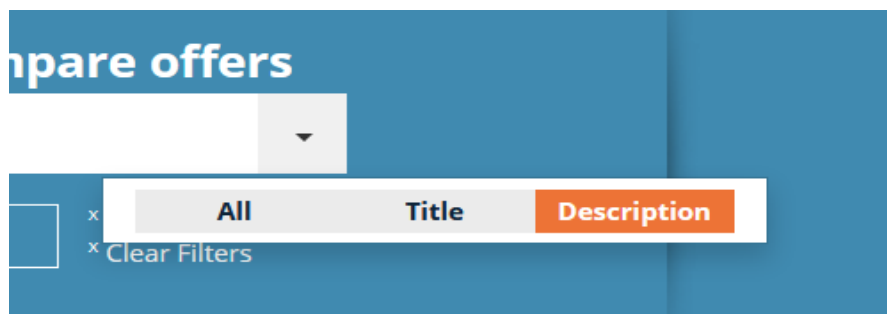
and compare offers



If there is any affiliate network having the same product you want to promote, the results will be displayed. Else, there will be no results in the search engine.

Keyword in description

The keyword in description feature allows you to refine your search and display those results which have the offer you would like to promote in the description of the offer.



In the landing page preview, you would be able to see the description of the offer.



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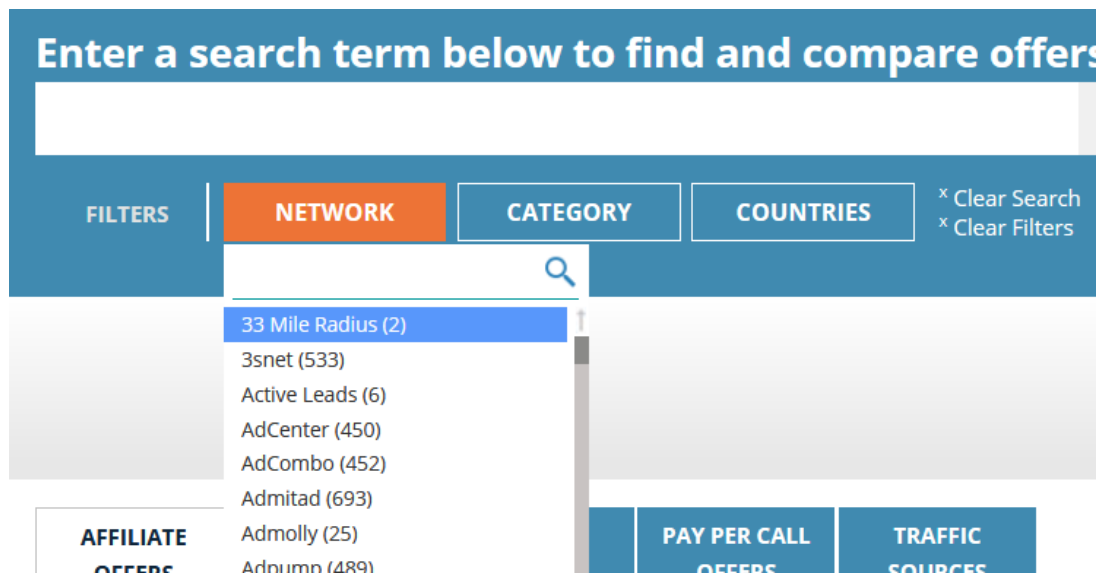
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Network search

If you know about a network or have worked with an affiliate or CPA network before, you can simply use this feature to select multiple networks. The best thing about this feature is that only the results from those networks will be displayed in the results.

Since there are thousands of offers on these networks, it is not easy to distinguish the best network and offers. Therefore, an advanced search using the network search can help you to ultimately land up on the best product to promote and get associated with the maximum income generating merchant. At present there are 122 networks in OfferVault and more are being added continuously.



The screenshot shows the OfferVault search interface. At the top, a blue banner reads "Enter a search term below to find and compare offers". Below this is a search input field. To the left of the search field are four filter buttons: "FILTERS", "NETWORK" (highlighted in orange), "CATEGORY", and "COUNTRIES". To the right of the search field are two buttons: "x Clear Search" and "x Clear Filters". Below the search field is a dropdown menu with a magnifying glass icon. The dropdown menu is open, showing a list of networks with their respective counts: "33 Mile Radius (2)", "3snet (533)", "Active Leads (6)", "AdCenter (450)", "AdCombo (452)", "Admitad (693)", "Admolly (25)", and "Adnumn (489)". Below the dropdown menu are two buttons: "AFFILIATE OFFERS" and "PAY PER CALL OFFERS". To the right of these buttons are two buttons: "TRAFFIC SOURCES".



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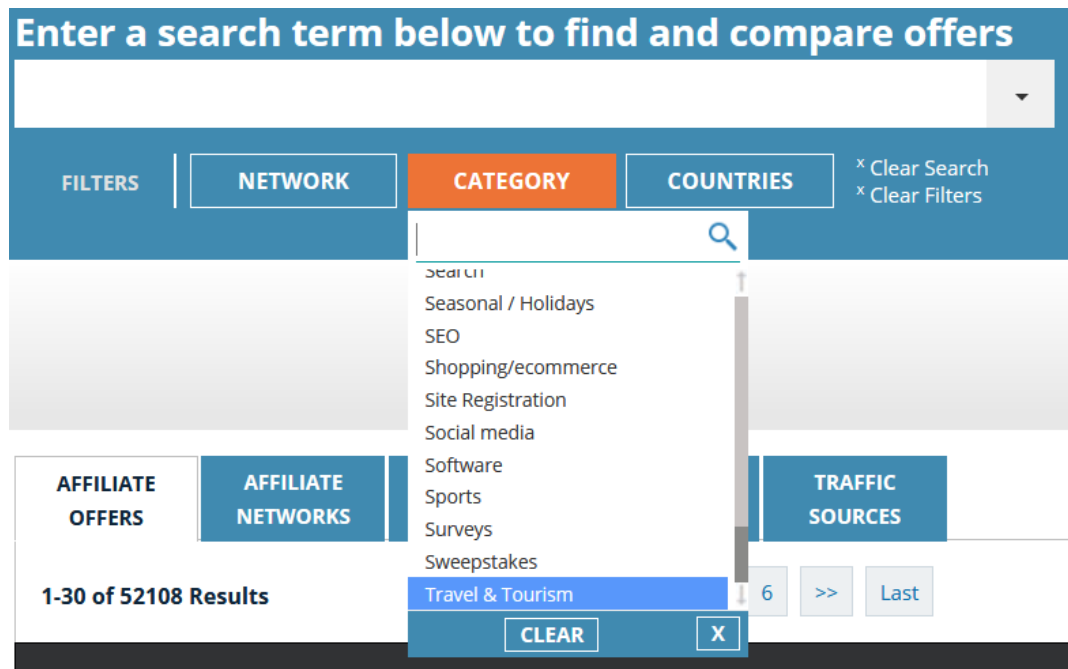
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Category Search

If you have a specific interest in a certain category like sports or fashion and you would like to promote a product from that particular segment, OfferVault will provide you with a range of best offers by categorically segregating the offers so that you can choose the one that's most relevant for you.

A category search also facilitates offers from certain niche websites with immense ease, which is generally a difficult area to maneuver.

At present OfferVault has 37 categories from where you can choose your desired offers.



The screenshot displays the OfferVault search interface. At the top, a blue header reads "Enter a search term below to find and compare offers". Below this is a search input field. A navigation bar contains buttons for "FILTERS", "NETWORK", "CATEGORY" (highlighted in orange), and "COUNTRIES". To the right of these buttons are links for "x Clear Search" and "x Clear Filters". A dropdown menu is open under the "CATEGORY" button, listing various categories: Seasonal / Holidays, SEO, Shopping/ecommerce, Site Registration, Social media, Software, Sports, Surveys, Sweepstakes, and Travel & Tourism (which is highlighted in blue). Below the search bar, there are sections for "AFFILIATE OFFERS" (showing "1-30 of 52108 Results"), "AFFILIATE NETWORKS", and "TRAFFIC SOURCES". At the bottom of the dropdown menu, there are "CLEAR" and "X" buttons. Navigation controls include a "6" page indicator, a ">>" button, and a "Last" button.



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Countries Search

Many offers do not allow traffic from certain countries because of restrictions as well as the feasibility of the traffic. So, you should always check if the traffic from the country you are promoting is going to be accepted by that merchant or not.

The countries search of OfferVault will help you determine the offers from specific countries and ultimately lead to better conversions.

Payout Type

Most of the networks pay you either on lead, sale or on cost per click. Using payout type feature, you can refine your search to get the offers you want to promote according to the payout type you are more comfortable with.

Payout Range Search

If you are looking to promote a product which is paying you more than the others you have chosen, you can select the same one again in future through this option. You can specify a minimum and maximum payout you are looking per lead you generate and the offers which match the criteria will be displayed so that you keep encashing from your highest yielding merchant. Therefore, using the advanced search feature is going to take your income levels too high with little smart work involved.

Overall, the advanced search feature is something which can really help you save time and you can find the best offers to promote using this feature.



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Comparison of OfferVault with Alternatives

OfferVault	Other Affiliate Networks
Contains a huge list of products and affiliate networks promoting them at one place.	Affiliates can promote products by individually going to each network and searching for products.
Commission payouts are less restrictive and are based on actions that the end user takes (especially lead generation).	Commission payouts are usually once or twice a month, and are based on sales.
Frequently offers all publishers high-end bonuses and rewards	Occasionally offers promotions or product bonuses
Free sign up with hundreds of other networks to sign up on a single page which can be based on different criteria such as niche, category or CPC	May or may not be free to sign-up and needs to clear screening to be an affiliate in some cases
Various networks available which even provides the landing page or Ads directly to post on your website.	Need to create landing page and review site to sell products.



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PART 5

Tips to get more out of Instagram Ads

Let's look at how you can get more out of your Instagram ad campaigns with these seven tips:

1. Use Instagram's new zoom feature

Instagram [recently launched an update to the service](#) that gives you the ability to do a little close-up marketing with your Instagram ads.

Instagram's new zoom feature allows users to pinch the screen to zoom in on both photos and videos. The addition was implemented due to the high number of user requests Instagram was receiving to have the feature added to its platform.

It didn't take long for brands to start experimenting with the zoom feature, either. Some clever companies even tried out slow-motion effects and new filters, in addition to advertising through the use of storytelling on their Instagram feeds.

Each new feature offers opportunities for brands to flex their creativity and find new ways to make their ads shine through the sea of uninspiring, overly salesy ads pushed out by their competitors.



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The zoom feature can help you amplify engagement on your Instagram ads, especially if you include a hidden gem that users can discover in your photos.

Tugging at their curiosity with the offer of somewhat interactive content could be enough to make them pause whenever they come across one of your photos in their feed.



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2. Promote your best content

The typical approach companies take to generating new content for ads usually involves them carefully scripting ad copy and developing calls-to-action that will have the greatest impact with their audience. If you want to have more impact with your ads, don't follow this approach when advertising on Instagram.

You already have a wealth of content that you know your fans appreciate. Look back through your organic posts to find images that sparked the most engagement from your audience. Repurpose those posts as ads to get a huge lift in response from a wider audience.

That's what Paper Boat Drinks did. Check out this original post on their Instagram page:



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After seeing decent engagement on the first post, the company decided to reuse the photo and its caption to create an Instagram ad. At the end of a 6-week campaign, the post saw over 26,000 likes, a stream of comments, and a tremendous lift in their brand's visibility.

Not every campaign you create is going to be a smashing success, given all the variables that go into creating and targeting ads. However, you can improve the likelihood of success by starting with something you know your audience already likes.

3. Improve your targeting

The fact that Instagram draws on the extensive user data available within Facebook's ad platform means you can really zero in on your audience within Instagram.

But you have to know how to leverage different aspects of the platform to really make it work for you and your brand. Aside from the standard targeting mechanisms, there are some other features that can help you narrow your focus.



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Audience
Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences Choose a Custom Audience [Browse](#)

Locations Everyone in this location ▾

Australia

Australia

United States

United States

Include ▾ [Add locations](#)

MAP

Add Bulk Locations...

Age 30 ▾ - 55 ▾

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Darren Rowse

[Add demographics, interests or behaviors](#) [Suggestions](#) [Browse](#)

[Exclude People or Narrow Audience](#)

Connections [Add a connection type ▾](#)

[Save this audience](#)

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location:
 - Australia
 - United States
- Age:
 - 30 - 55
- Placements:
 - Instagram Feed, News Feed on desktop computers or News Feed on mobile devices
- People Who Match:
 - Interests: Darren Rowse

Potential Reach: 130,000 people

Estimated Daily Reach

33 - 87 people on Facebook of 130,000

34 - 90 people on Instagram of 47,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 2 days

Custom and Lookalike Audiences: The [lookalike audience](#) feature allows you to create a custom audience for your ad that replicates your existing followers. This can help you bring in new people who have similar interests, demographics, behaviors, and employment backgrounds to your current audience.

Remarketing: [Facebook has a pixel](#) you can place on your website and track visitor behavior. While its primary purpose was intended for monitoring and tracking conversions from social, it can also be used for ad targeting.



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You can then create a custom Instagram ad audience consisting only of people who have visited your website. Other modifiers can be added as well, such as only targeting the people who visited your website and either took a specific action or abandoned their carts.

Since the average cart abandonment rate is over 68%, remarketing through Instagram can be a great way to win back those lost customers.

Using the advanced targeting features will get your ad in front of the most relevant audience segments, which should improve your click-through rates. When you specifically target people who are more likely to convert, and your click-through rates subsequently increase, you'll bring down your cost per click rate as well.

Spend extra time experimenting with Instagram's audience targeting features, as they can dramatically impact your campaign's performance.

4. Don't make your ads look like ads

If you want to boost engagement and score more click-throughs with your Instagram ads, then don't make your ads look like ads.

Your audience is far more likely to respond to posts that look like natural content as opposed to blatant product promotion. Incorporating actual people into your images and videos is critical; images that contain faces get 38% more likes than other types of content.



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Make sure your fans don't feel like you're constantly trying to sell them something. While some won't mind the marketing attempts, you should still aim to create the most organic experience possible. For this reason, plan your ads carefully. When you're getting ready to launch a new Instagram ad, start creating organic, high-value posts with the same theme as your ad.

After your ad goes live, make a few similar organic posts. Creating a theme for your promotion will lead to a smoother transition that interweaves similar ads of both the paid and organic variety.

5. Use the call-to-action button

When you create an Instagram ad, you can include a call-to-action button near the image caption (bottom right of the image.) This CTA button is in the same spot for Facebook ads. The button offers you several choices in the messaging of your call-to-action.

If you find one that is relevant to your campaign, use it.

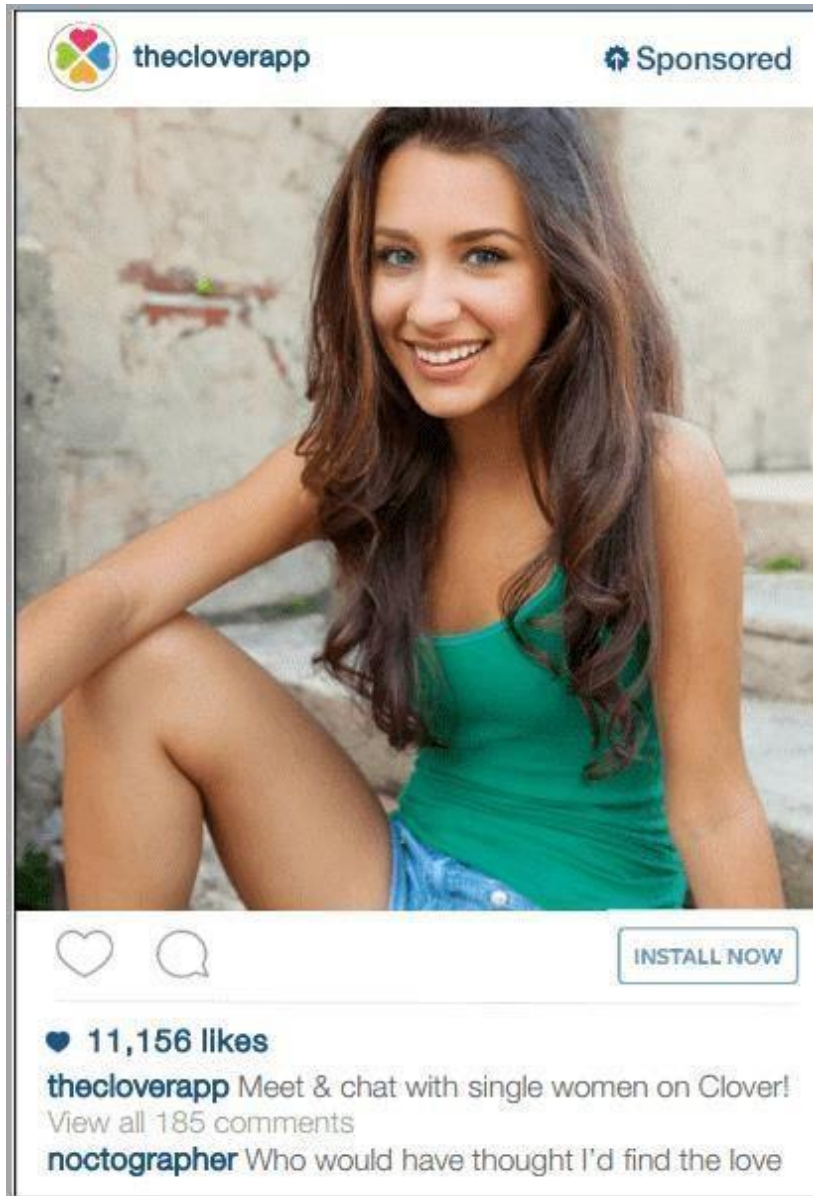


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Clover, a dating app, launched an ad campaign on Instagram to promote their mobile app. The ad targeted 18-35 year-old singles. The goal of the campaign was to reach a wider audience and increase the number of mobile downloads of the app.



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Using Instagram's ad platform, Clover developed a series of ads featuring single men and women (see the above advice on using faces), along with the "Install Now" button on the ad.

By the end of the campaign, Clover saw a 30% increase in new subscriptions and reduced their new user acquisition costs by 64%.

"Hands down, Instagram has been the most successful platform for acquiring high quality app users," said Kris Armstrong, Director of Marketing for Clover. "We're familiar with Facebook's ad management platform, which has really helped us optimize our campaigns quickly since Instagram uses the same interface."

6. Promote with video

When most people think of Instagram, especially those who don't use it often, they probably imagine an endless stream of static images. They forget that Instagram is also a great channel for promoting videos.

Videos instantly capture the attention of users because they stand out from the content around them. People love watching videos, even if they are short. When Instagram introduced videos, there were more than 5 million videos shared within the first 24 hours. If you put product videos in front of your customers, they are nearly twice as likely to make a purchase, especially if you couple it with a call-to-action button.

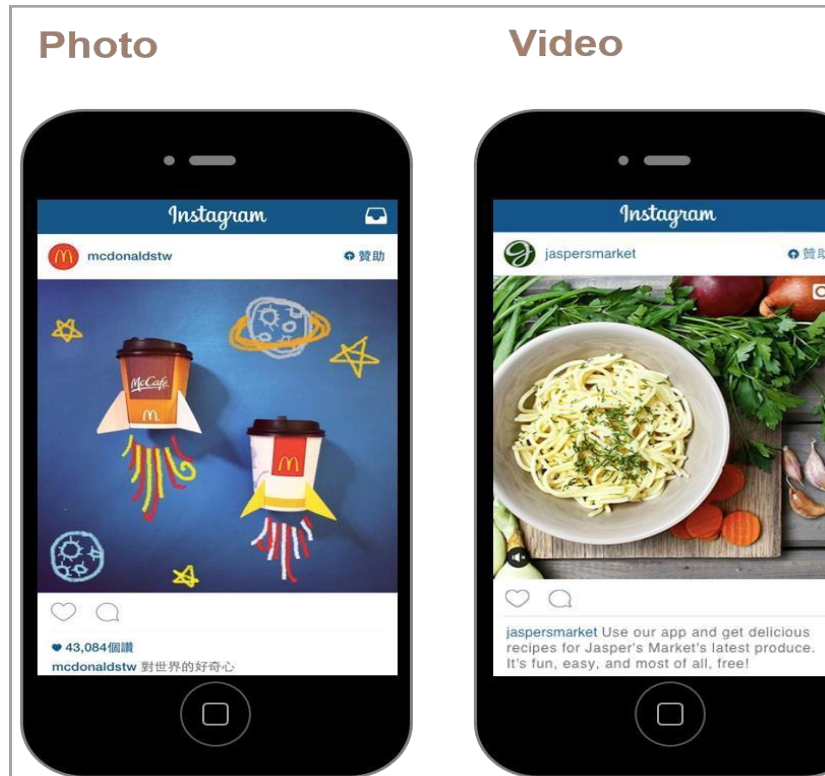
If you're having a hard time coming up with material for a video, turn to your audience. User-generated content is a powerful tool for building trust with your community. Curate their videos or get video of your customers with your products on location or at events. Share their enthusiasm for your brand and promote those videos through ads.



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7. Tell a story with image carousels

You aren't stuck with a single image for your Instagram advertisements. [The platform is based on a carousel](#), which means you can showcase more images for your fans to browse.

If you're trying to sell a product or service, weave a story into the content to make it more engaging. Intrigue your audience with a storyboard of striking images that not only highlights the best parts of your brand but also connects with your fans in a meaningful way. Don't just post product images; use photos that represent the experience of your product or service and how it makes people feel.



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