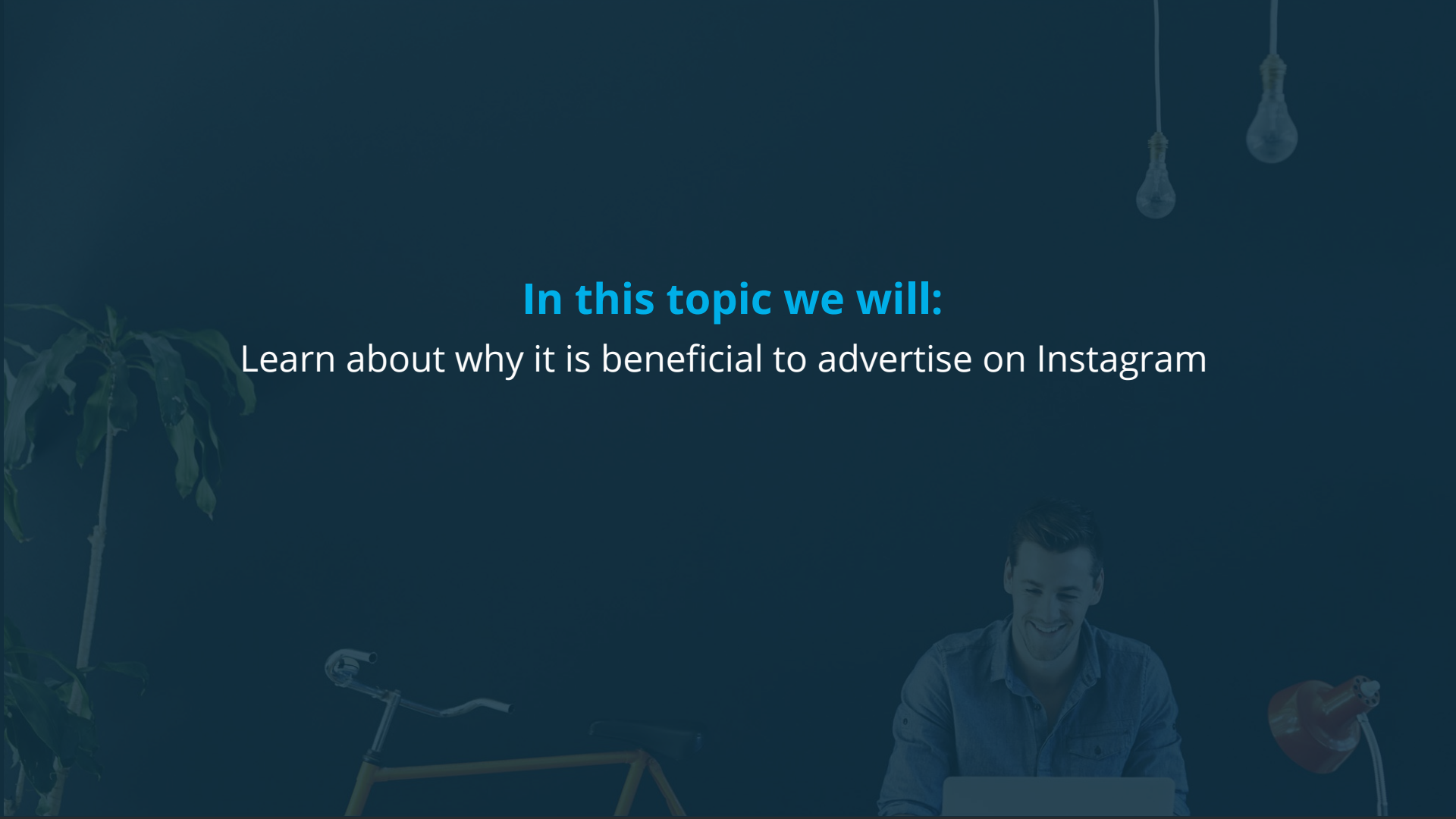
Tiger Pistol
Instagram



In this topic we will:

Learn about why it is beneficial to advertise on Instagram

Instagram Advertising

In just 5 years, Instagram has experienced incredible growth.

To put Instagram's growth in perspective: ***It took Instagram ½ the time of Twitter, and actually 2 years less than Facebook, to reach 150 million monthly active users.*** (Facebook data, 2016)

01 Drive awareness, increase customers and share your business's story among a highly engaged audience with Instagram Advertising.

02 Instagram Ads appear in a bold, linear format at the center of visual inspiration.

03 Extend your reach by extending your campaign from native Facebook Ads to Facebook & Instagram placement.

04 Instagram Ads are run the same way as Facebook Ads, which means you can target people based on location, demographics, interests, behavior, as well as Custom and Lookalike Audiences.

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How to set up Instagram for your Busuiness

SOCIAL SET UP

Add Create an Instagram account to your Business

1. Download and launch the app - Download the Instagram app for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.
2. Let Instagram know who you are - Tap *Sign Up*, then enter your email address and tap *Next*, or tap *Log in with Facebook* to sign up with your Facebook account.
3. Set up a free business profile -Within the app, find Settings, then scroll down to *Switch to business account*. When you have a business account, you can add pertinent business information such as opening hours, a business address or a phone number. Create a Business Profile

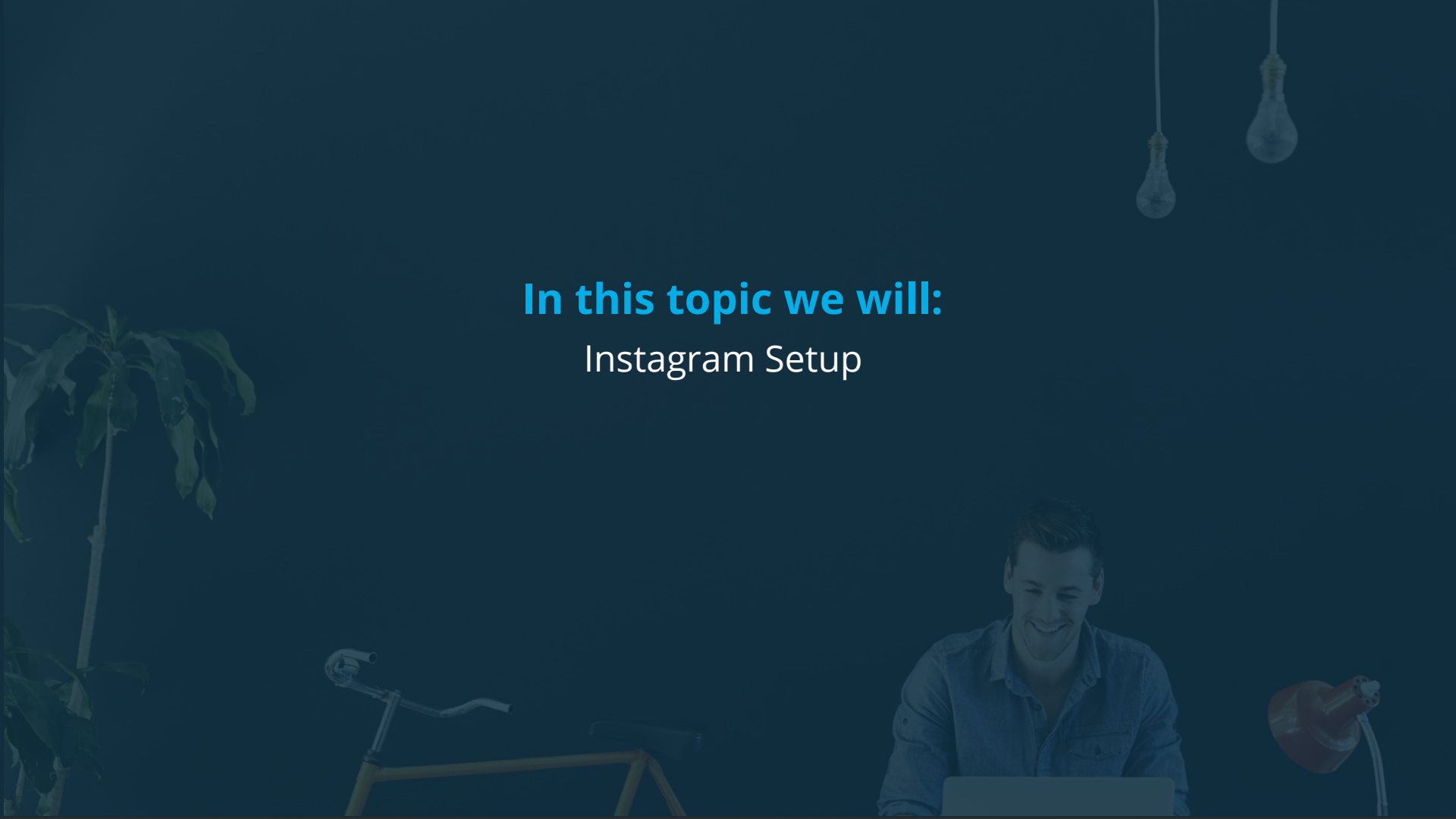
How to set up Instagram for your Busuiness

SOCIAL SET UP

Add an Instagram account to your Facebook Business Page

To add an existing Instagram account to your Facebook Page:

1. Go to your Facebook Page.
2. Click Settings in the top-right of your Page.
3. Click Instagram Ads.
4. To add an existing Instagram account to your Page, click Add an Account.
5. Enter your Instagram account's Username and Password, and click Confirm.



In this topic we will:

Instagram Setup

How To Use The TP Platform To Onboard Customers And Create Campaigns

SOCIAL SET UP

Facebook Page permissions are required to run Instagram placement ads, and does not require an Instagram account to be linked.

Depending on whether your package includes Instagram, you may be able to post your Ads on Instagram.

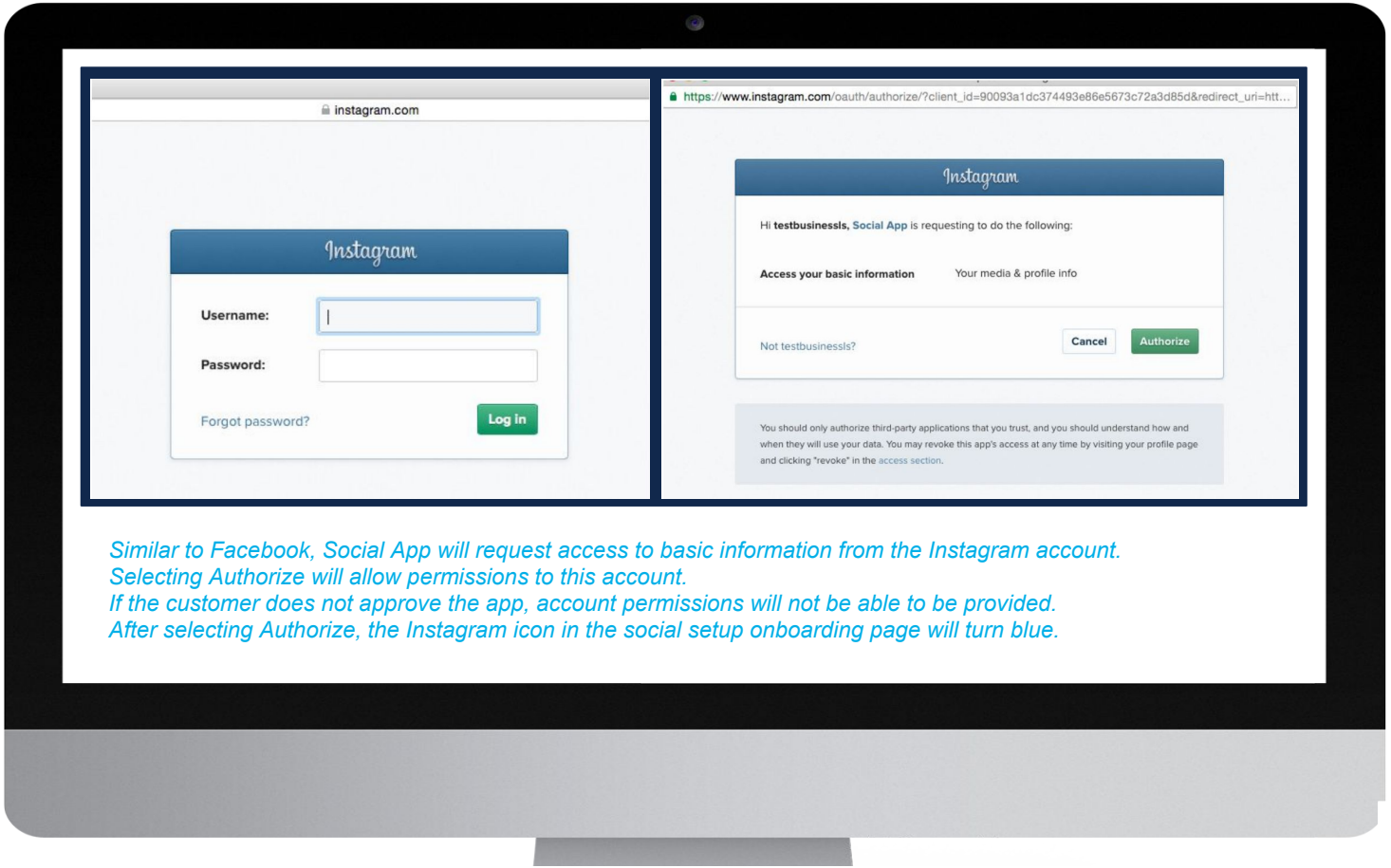
The Ad will be posted through your Facebook Business Page onto Instagram.

How To Use The TP Platform To Onboard Customers And Create Campaigns

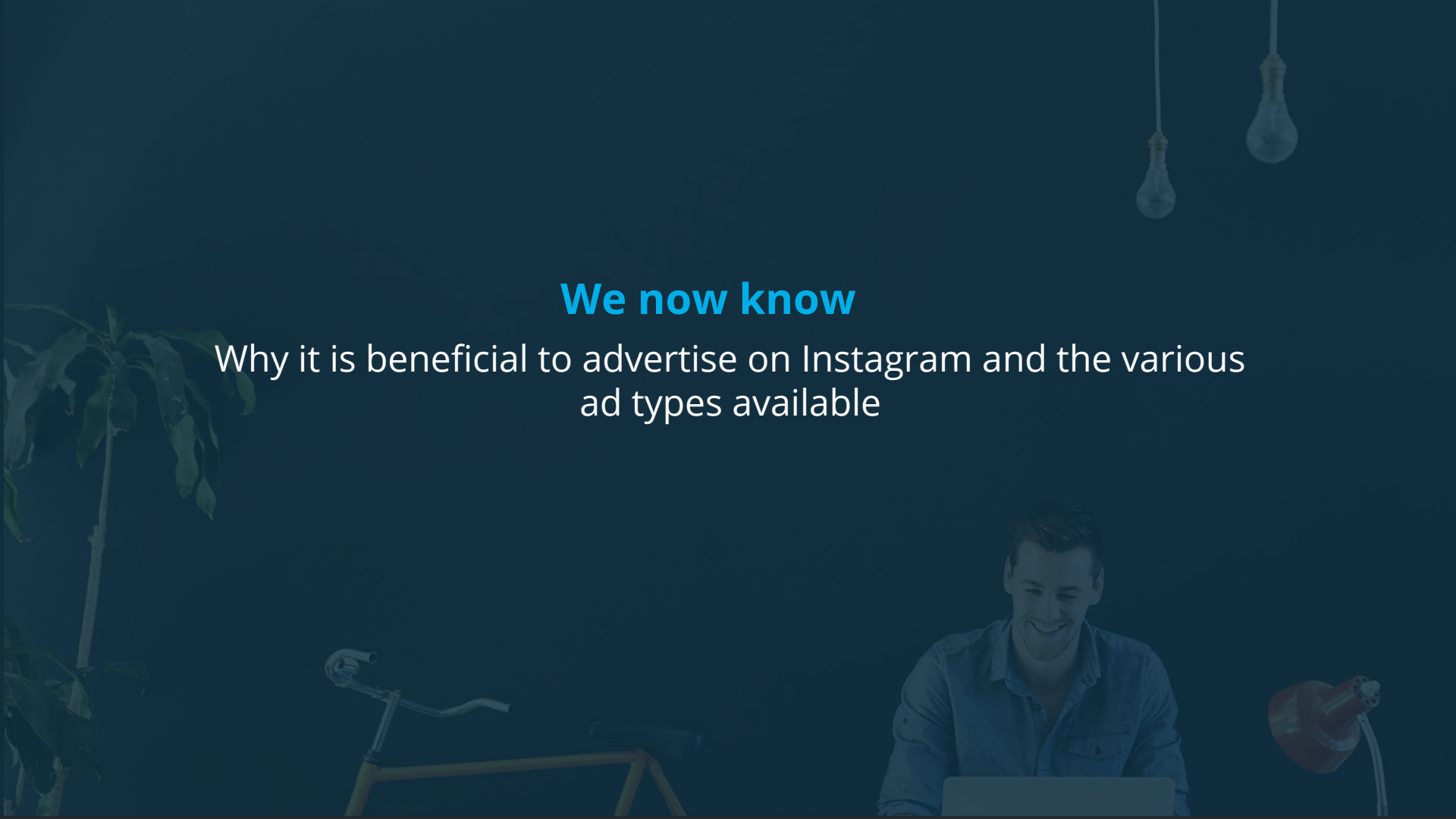
SOCIAL SET UP

Instagram
Once the customer clicks the Instagram icon from the social setup screen, they will either be prompted to:

1. Log into an Instagram account or,
2. If they are already logged into an Instagram account, be prompted approve the Social App.



Similar to Facebook, Social App will request access to basic information from the Instagram account.
Selecting Authorize will allow permissions to this account.
If the customer does not approve the app, account permissions will not be able to be provided.
After selecting Authorize, the Instagram icon in the social setup onboarding page will turn blue.



We now know

Why it is beneficial to advertise on Instagram and the various ad types available