



ADVANCED TACTICS &  
ADVERTISING



# INSTAGRAM 301





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After going through this course, you'll know many of the available advanced social media marketing techniques on Instagram.

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Organic  
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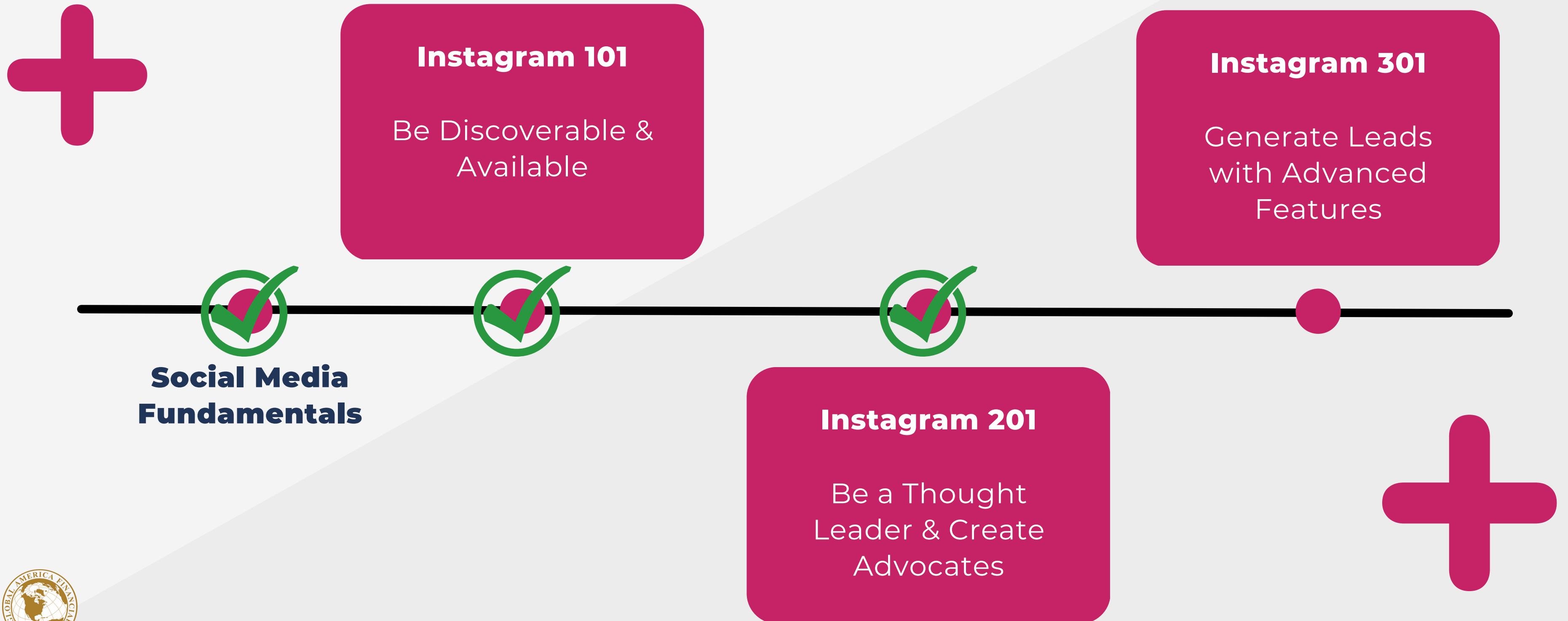
# ADVANCED ORGANIC FEATURES

INSTAGRAM STORIES, CONTACT  
OPTIONS & BOOKING



# SOCIAL MEDIA GOALS

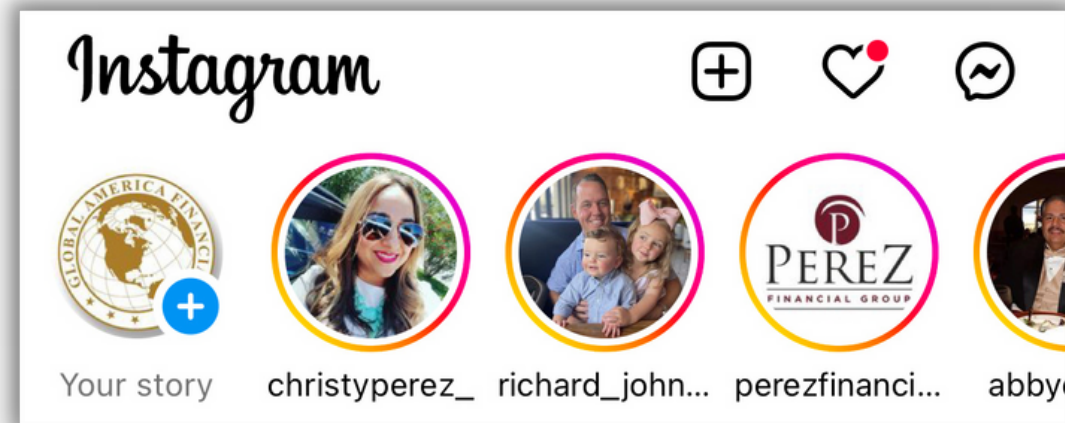
When considering social media's use in the financial services industry, there are three things we're trying to achieve. After going through our Fundamentals, Instagram 101, and Instagram 201 courses, you've become discoverable and available, and understand how to be a thought leader. Now, we can focus on using advanced tactics to potentially generate new leads.



# ADVANCED INSTAGRAM FEATURES

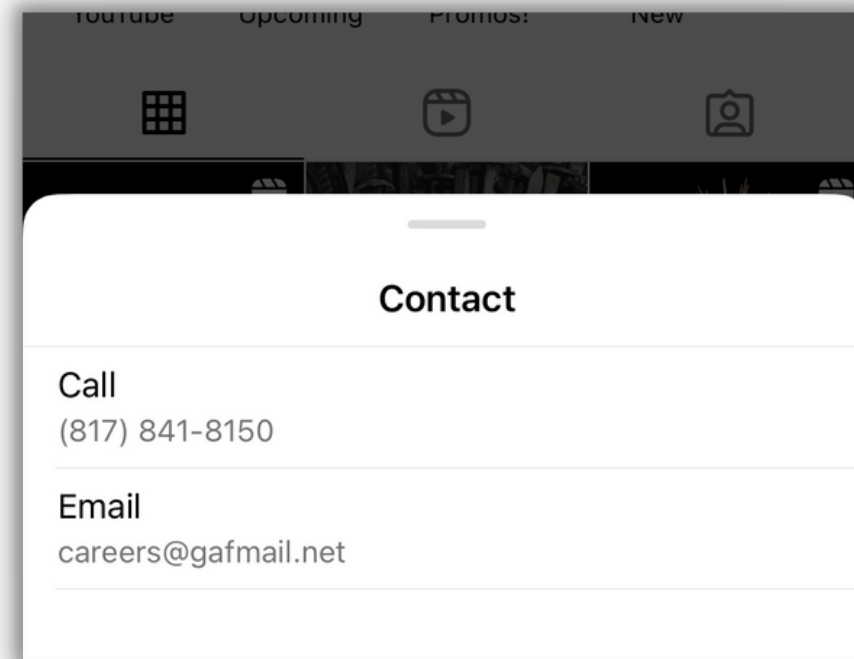
There are a lot of additional features offered to Instagram business pages. Below is a quick summary of each followed by a deep dive into how to leverage each one:

## INSTAGRAM STORIES



Stories can be used to supplement your content and bring a personal touch to your presence. That said, please treat stories just like any other piece of content. Create the story, receive appropriate approval, and then post.

## CONTACT OPTIONS



Business pages have the option to add contact options like email and call. These are great options to use if you'd like users to have the opportunity to contact you with a single click of a button.

## BOOKING



If you're using a separate software for your appointments, you may have the opportunity to set-up bookings straight from your Instagram page by adding an action button.

That said, many of these options are pretty niche. If you don't use one of these to manage your appointments, we don't advise you start simply to use this Instagram functionality.



# INSTAGRAM STORIES

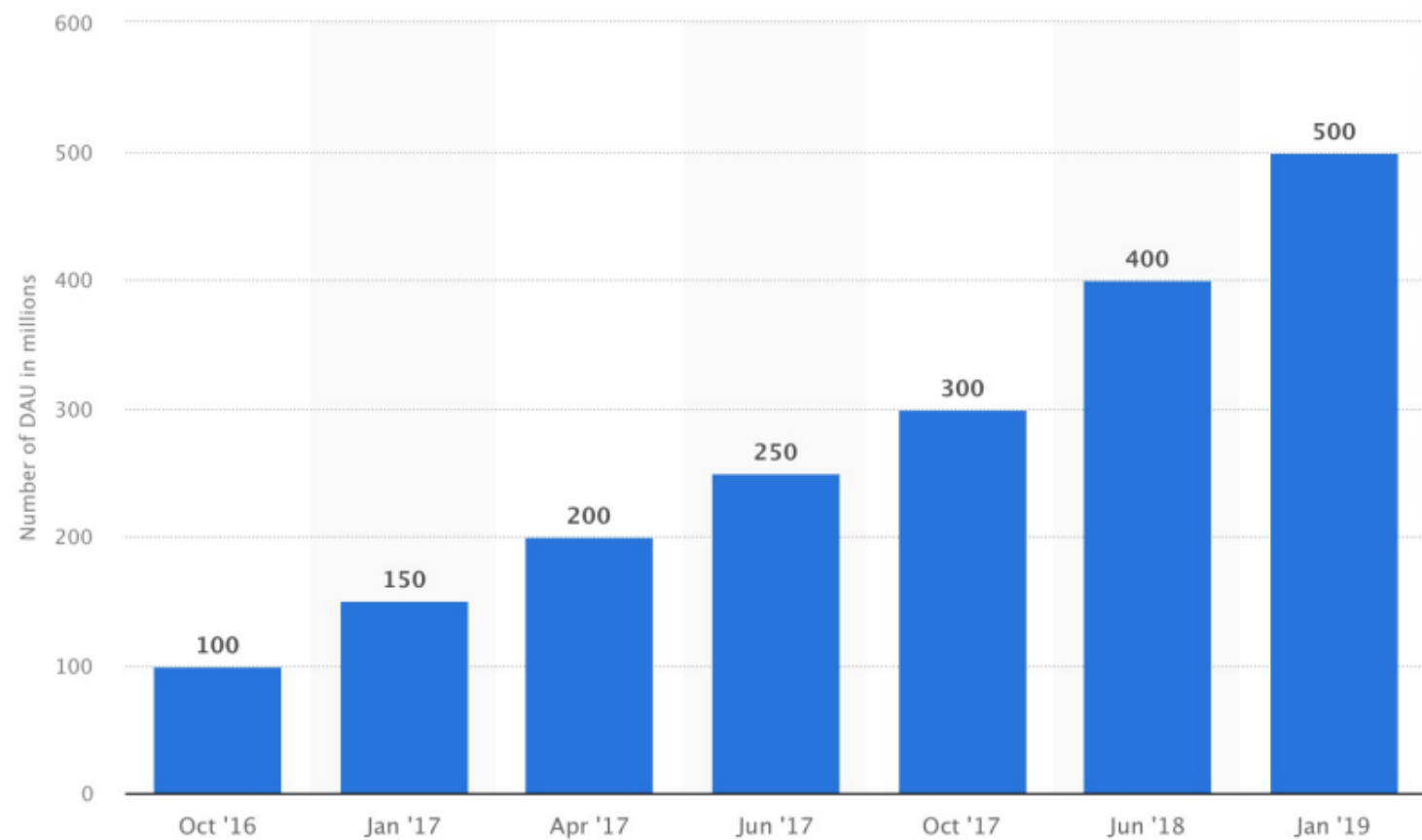


Instagram Stories has grown quickly and is now one of the most popular functionalities in social media.

Instagram has made the shift towards a video platform rather than users solely posting static photos. Reels are entertaining, immersive, and educational vertical, full screen 90-second videos.

Stories are photos or videos posted to your profile that disappear after 24 hours. They're a great way to showcase who you are as a person. At the end of the day, your clients want to know that you're also a human — not an unapproachable robot. Any and all content is fair game when posting a story. From taking a quick photo of your family hike to taping a quick educational video — supplementing your Instagram use with stories is highly encouraged.

Daily Users of Instagram Stories (in Millions)\*



\*<https://www.statista.com/statistics/730315/instagram-stories-dau/>



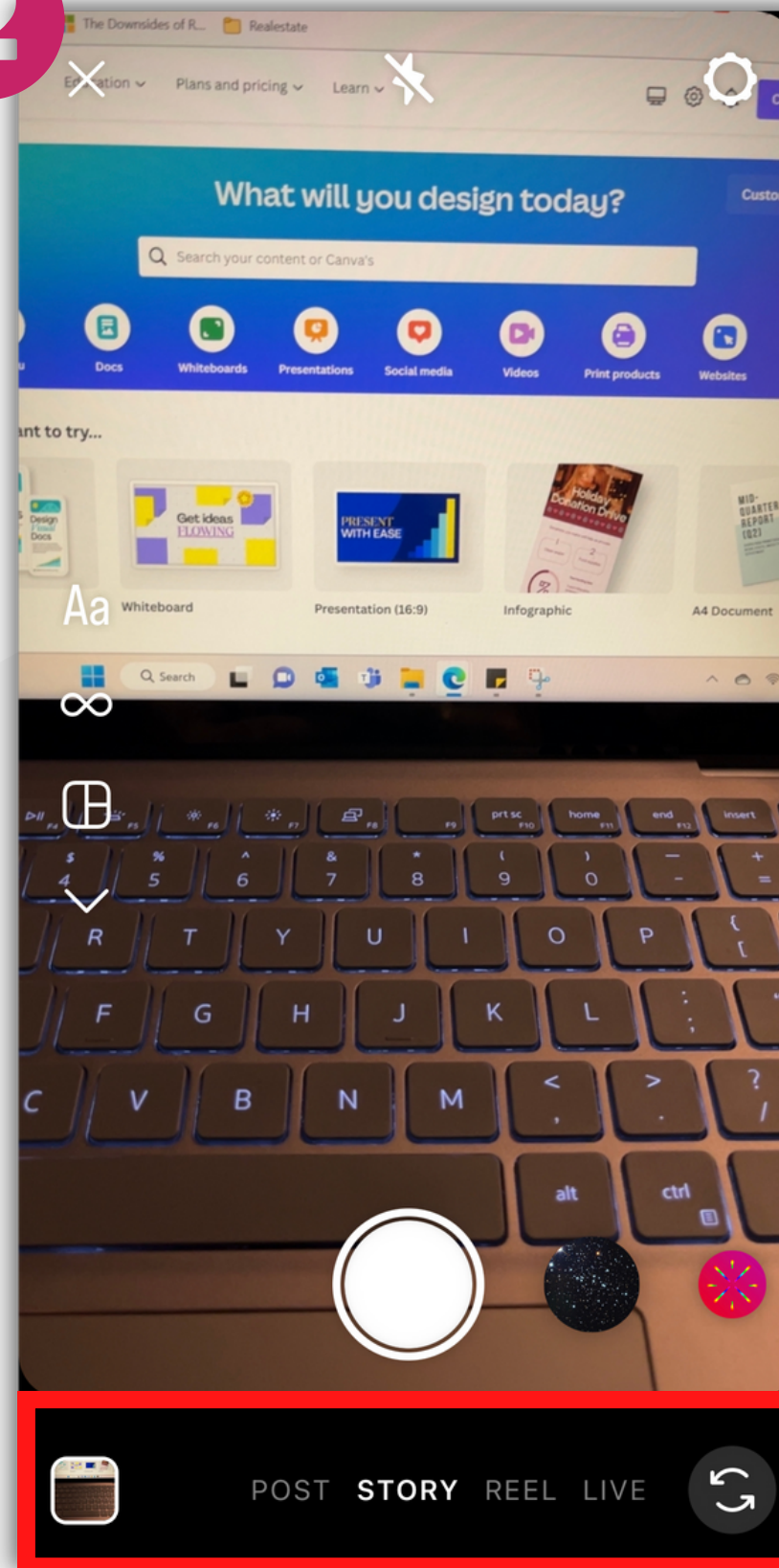
# INSTAGRAM STORIES - SETUP

1



Instagram stories appear at the top of the Instagram app in circle form. Instead of scrolling up and down like the Newsfeed, stories scroll left to right. To create your own story, start at the homepage on the Instagram app and select your profile picture with the blue plus sign.

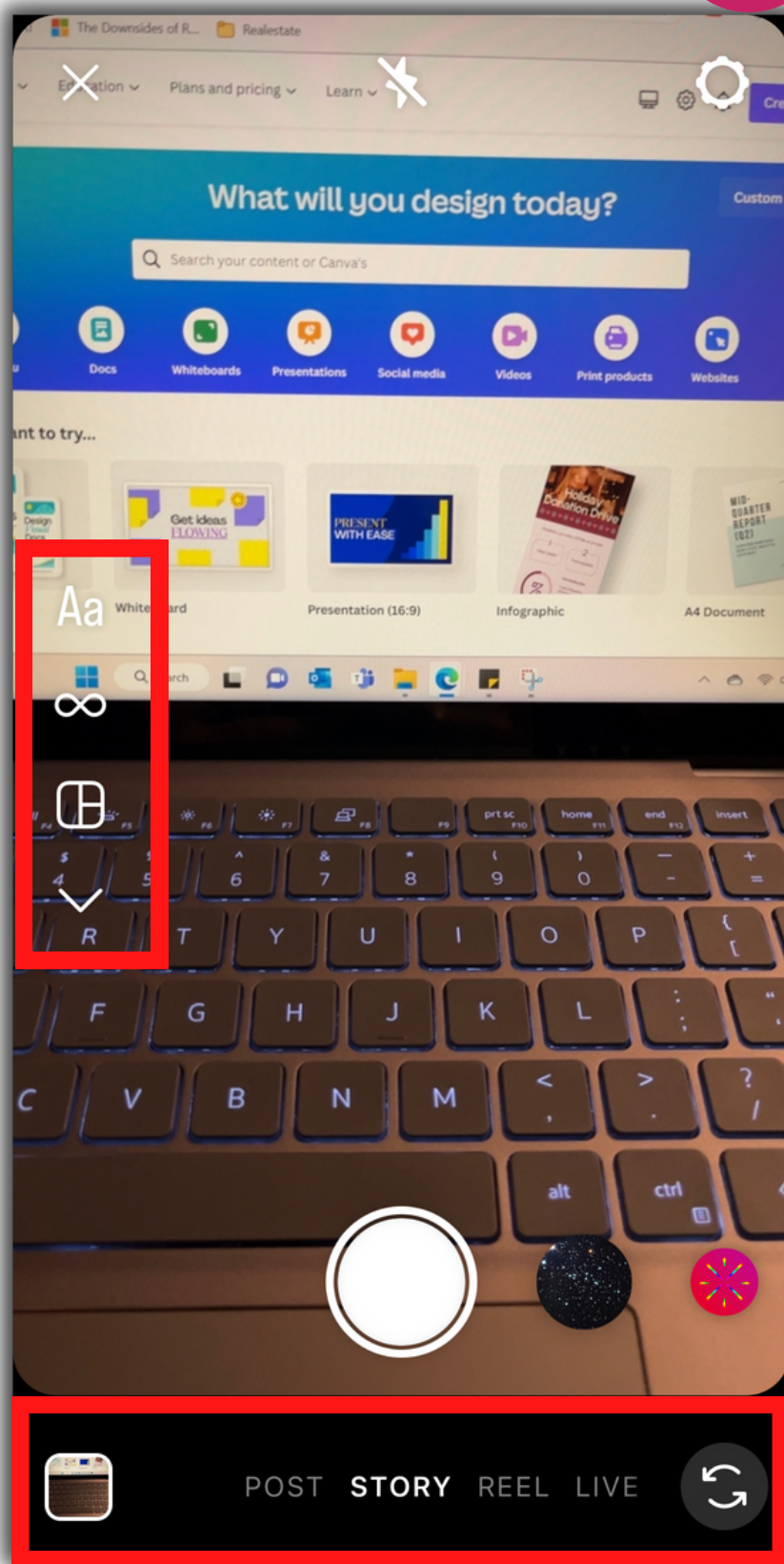
2



You'll then be taken to a camera screen. There are a few options available to you here:

- The big white button at the bottom is your camera trigger. Press it to take a photo and hold it to film a video.
- The arrows at the bottom right of the screen flip to use your secondary camera.
- The face icon to the right of the arrows allows you to access the camera and/or face filters.
- The lightning bolt to the left of that button controls your camera flash.
- The square at the bottom left of your screen accesses your photos/videos. If you'd like to upload a photo/video instead of taking one in the moment, use this.

2

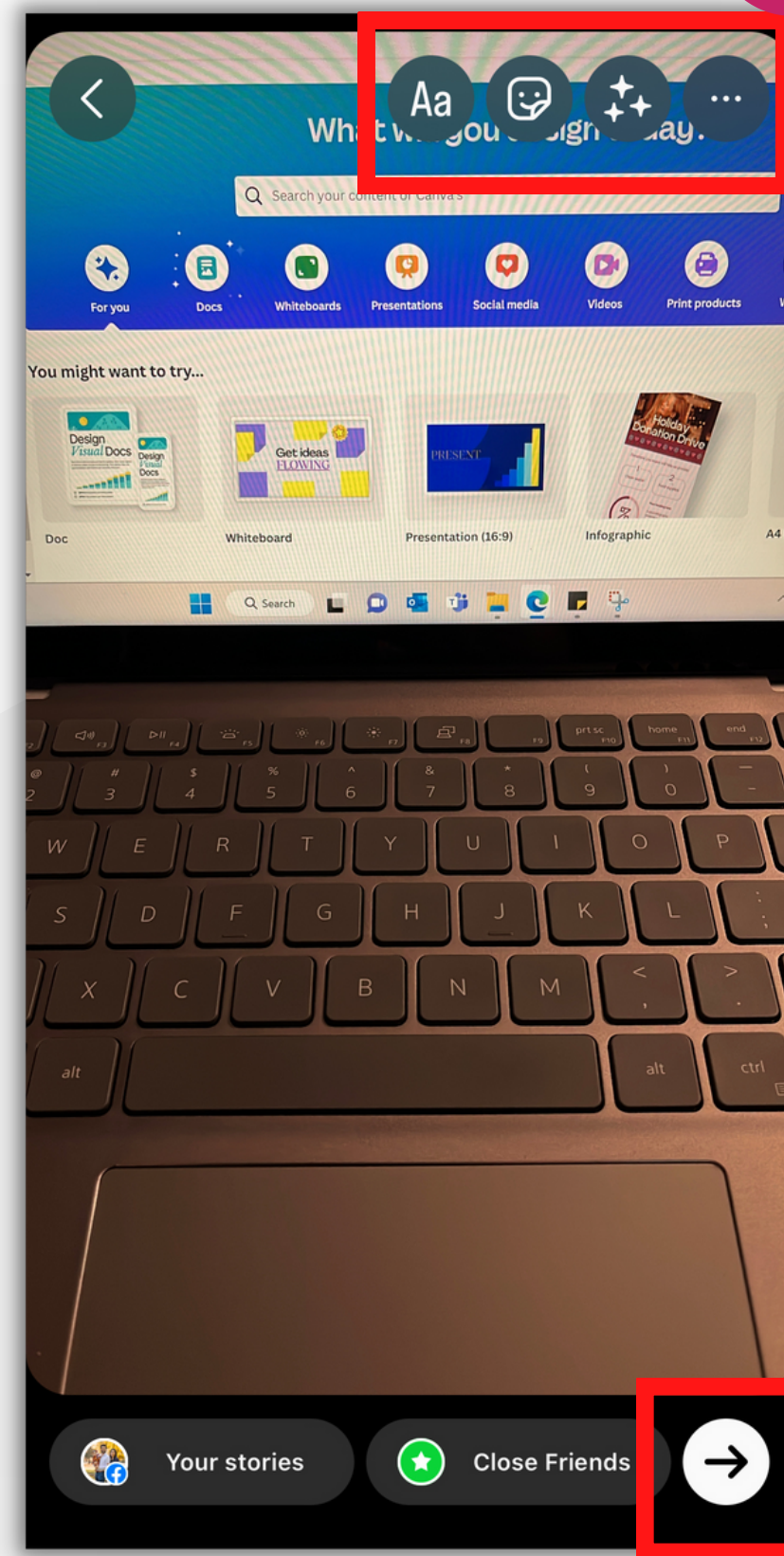


(cont.)

There are a few more items to cover before moving on.

- The “Type” option allows you to post a story featuring only text on a colored background
- The “Live” option activates a live broadcast — something we strongly discourage
- The “Boomerang” option creates a short, audio-less video that alternates between forward play and reverse
- The “Superzoom” option offers fun video templates
- The “Focus” option offers filters that hyper focus on a subject

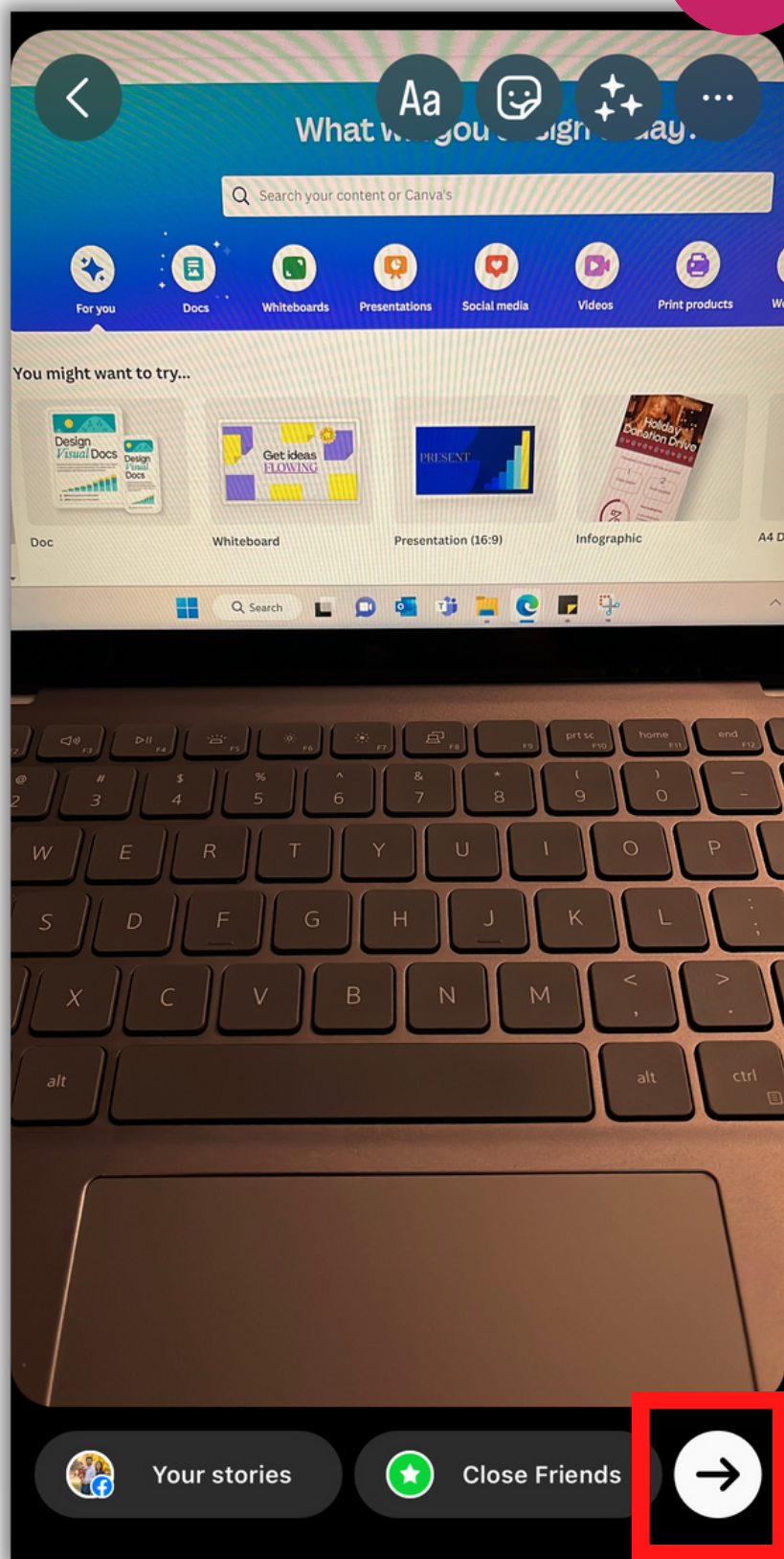
3



Once you’ve decided what kind of photo or video you’re going to create, go ahead and take it. Once you do, you’ll notice five new options appear at the top:

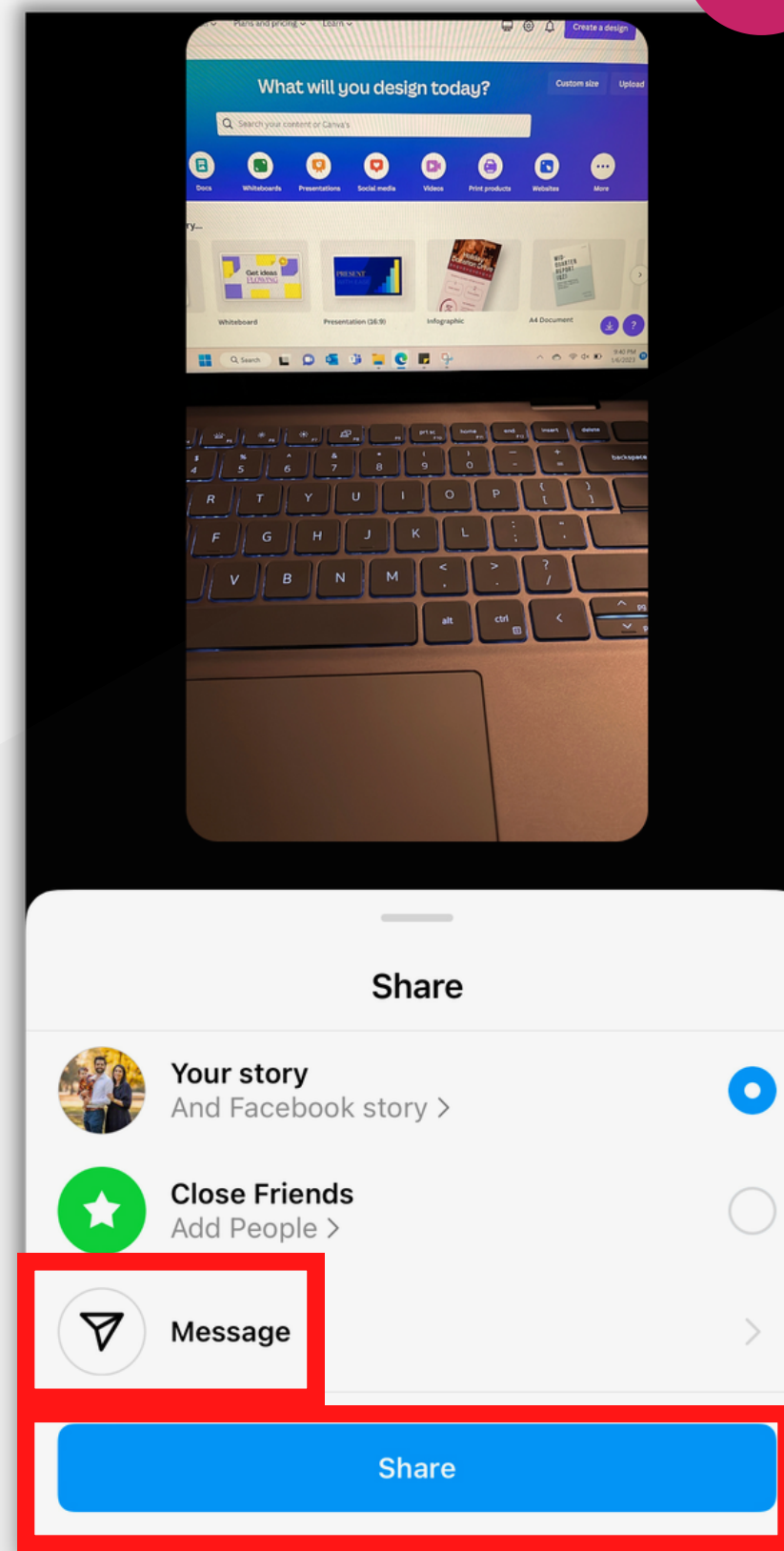
- The text icon allows you to add custom text to your story
- The pencil icon allows you to draw on your story
- The sticker icon allows you access to themed stickers, as well as custom widgets. You can add your location, the time, create a poll, and so much more. Try playing around with these.
- The face icon allows you to add a custom filter (visual alteration) to your story
- The arrow button allows you to save your completed story to your camera’s photos/videos

4



Once you've completed your story, save it by using the arrow icon. You can then get compliance approval on the story just like any other piece of content. Make sure to create these with enough time for compliance approval. Once you get approval, restart this process. Instead of re-creating your story, you can simply click the square to the left of the lightning bolt to access your photos/videos. Choose your saved, approved story and then click "Send To".

5



You'll then be taken to this screen. To simply share to your story, click the blue "Share" button next to the "Your Story" option. To share to individuals in a private message (your clients for example), you can click the "Message" option to load the story as a message.

# INSTAGRAM REELS - SETUP

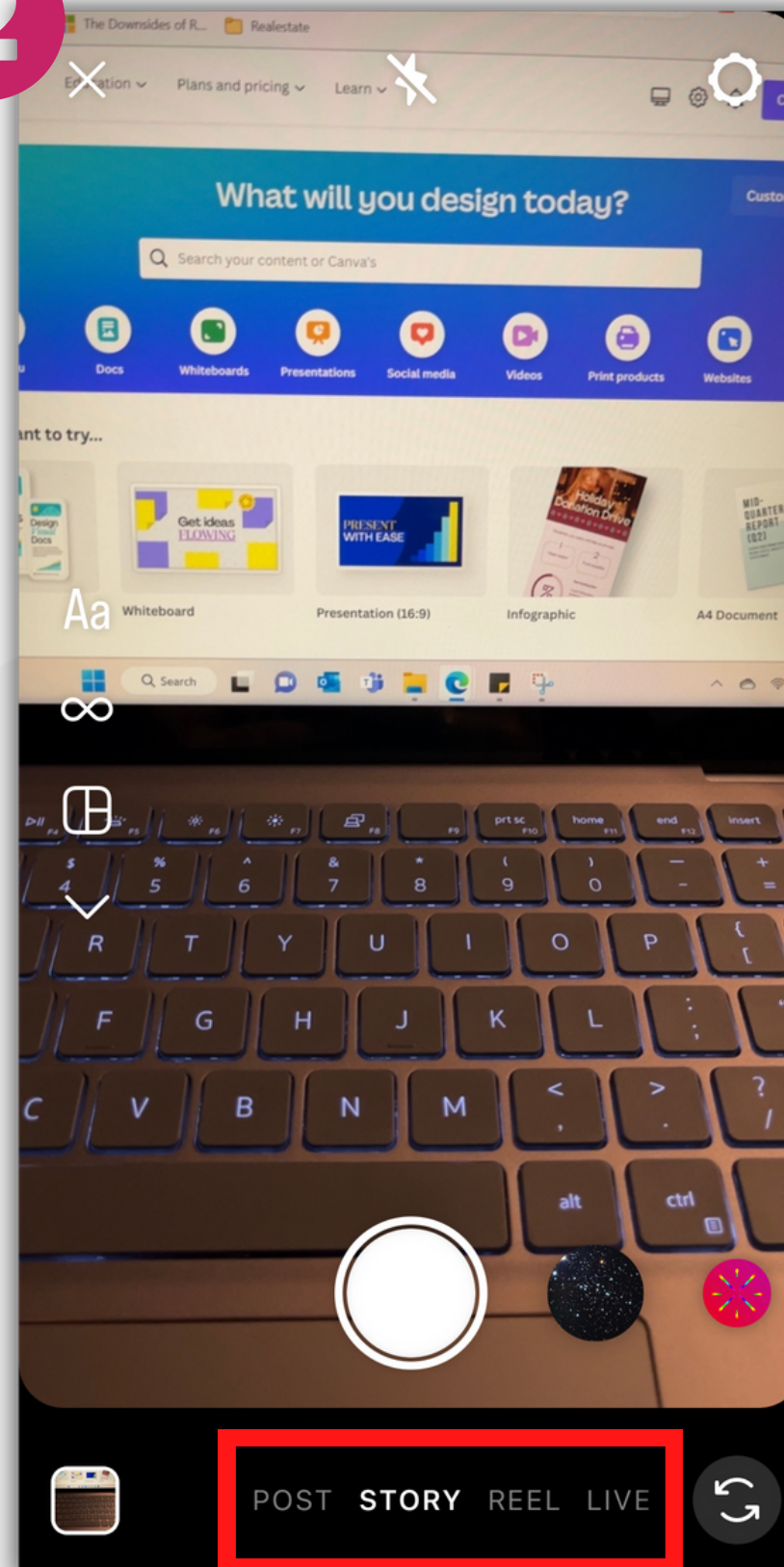
1



Instagram reels appear when scrolling up and down within the Newsfeed.

To create your own reel, start at the homepage on the Instagram app and select the plus symbol icon at the top right.

2

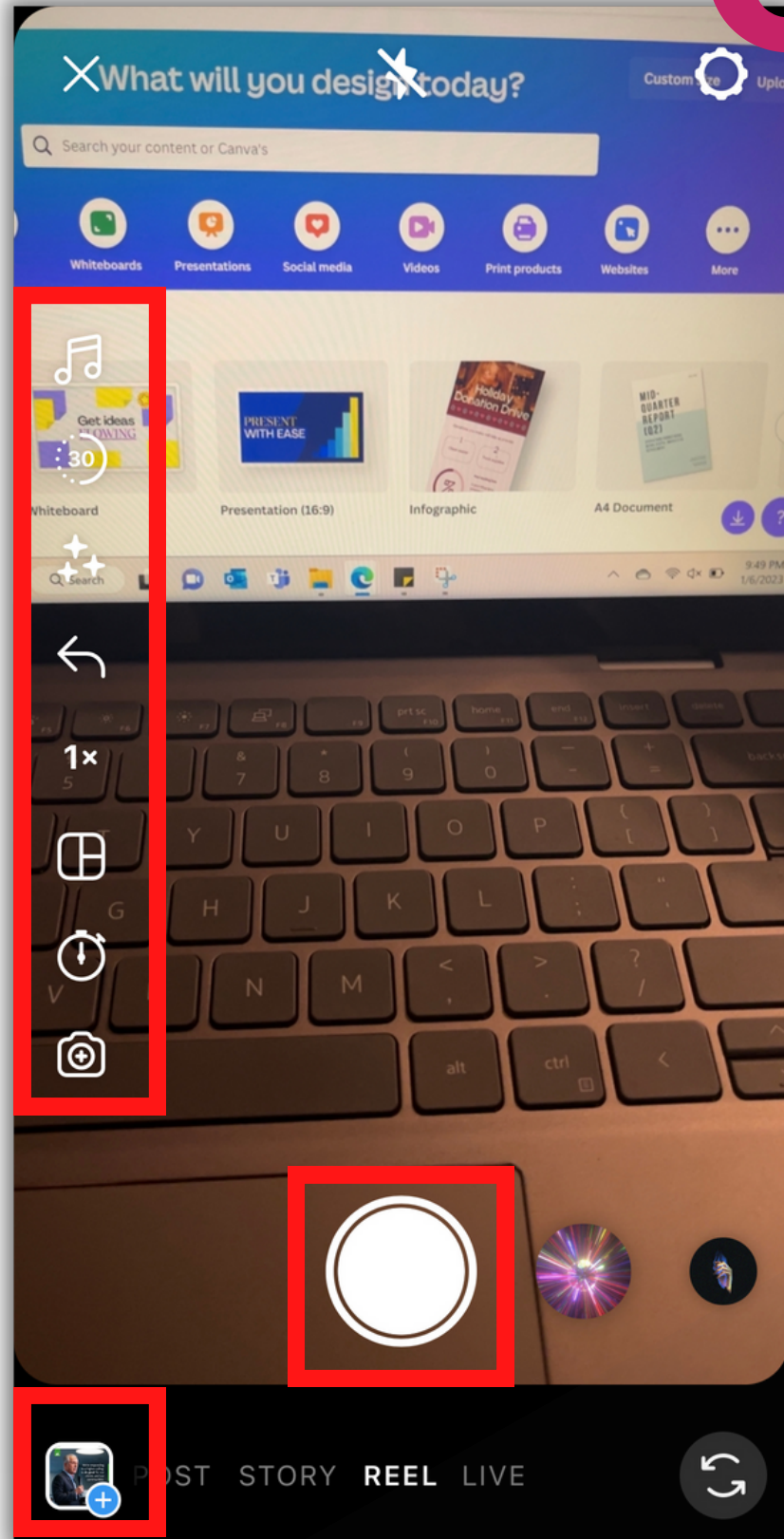


You'll then be taken to a selection screen. Scroll through the options and select "Reels."

There are multiple options available to you from here, we recommend testing out the Reels features prior to recording.

- The big white button at the bottom is your camera trigger. Press it to begin the recording.
- The arrows to the right of the button flip to use your secondary camera.

3



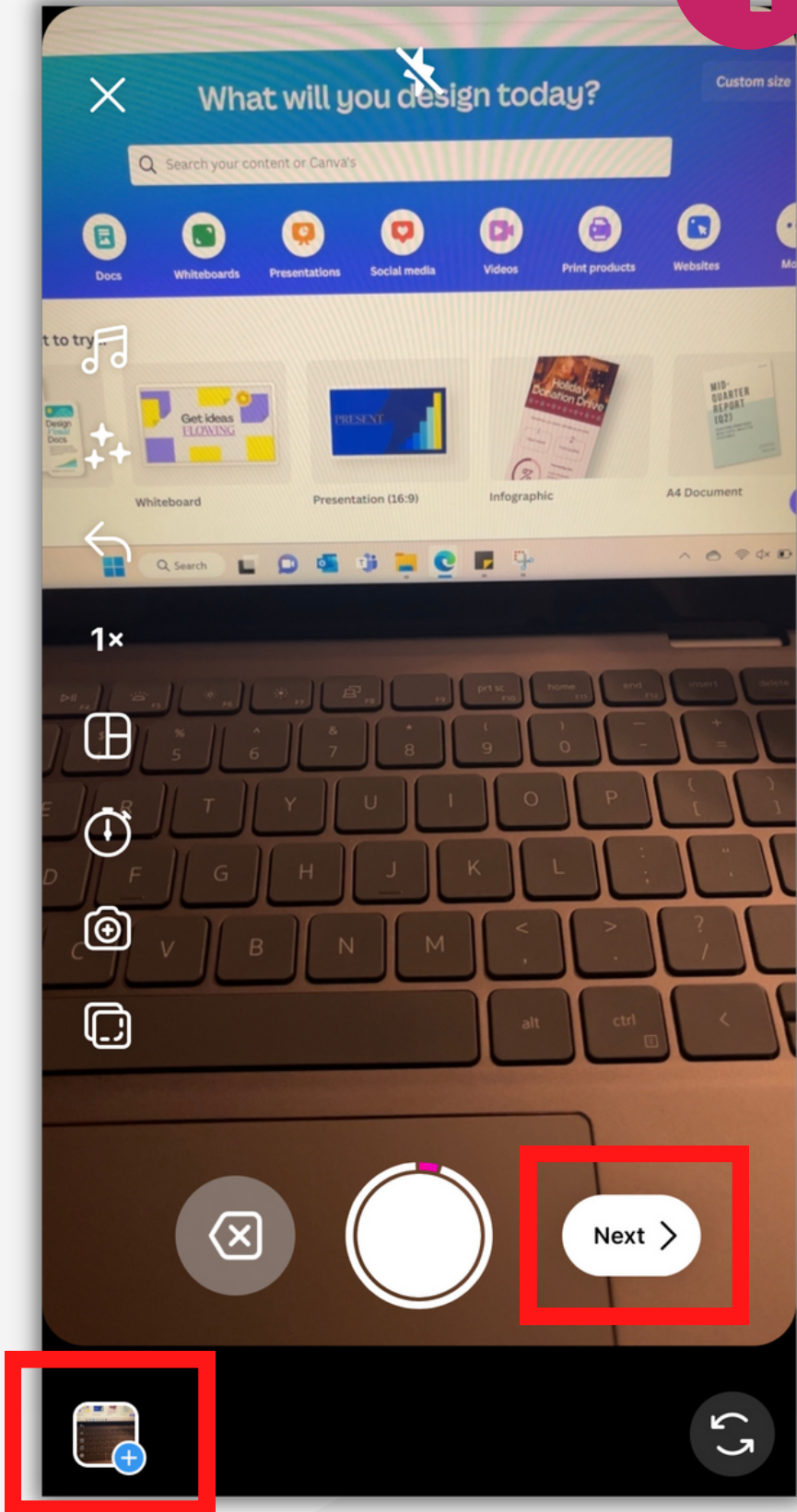
Reels can be recorded in a series of clips, in a single stream, or shot externally beforehand and uploaded when you're ready to create.

To add external clips from your camera roll to your Instagram Reels, select the "+" icon in the bottom left corner. To shoot footage internally in the Reels app, hold the recording circle in the middle of the screen.

There are a few more options to cover before moving on:

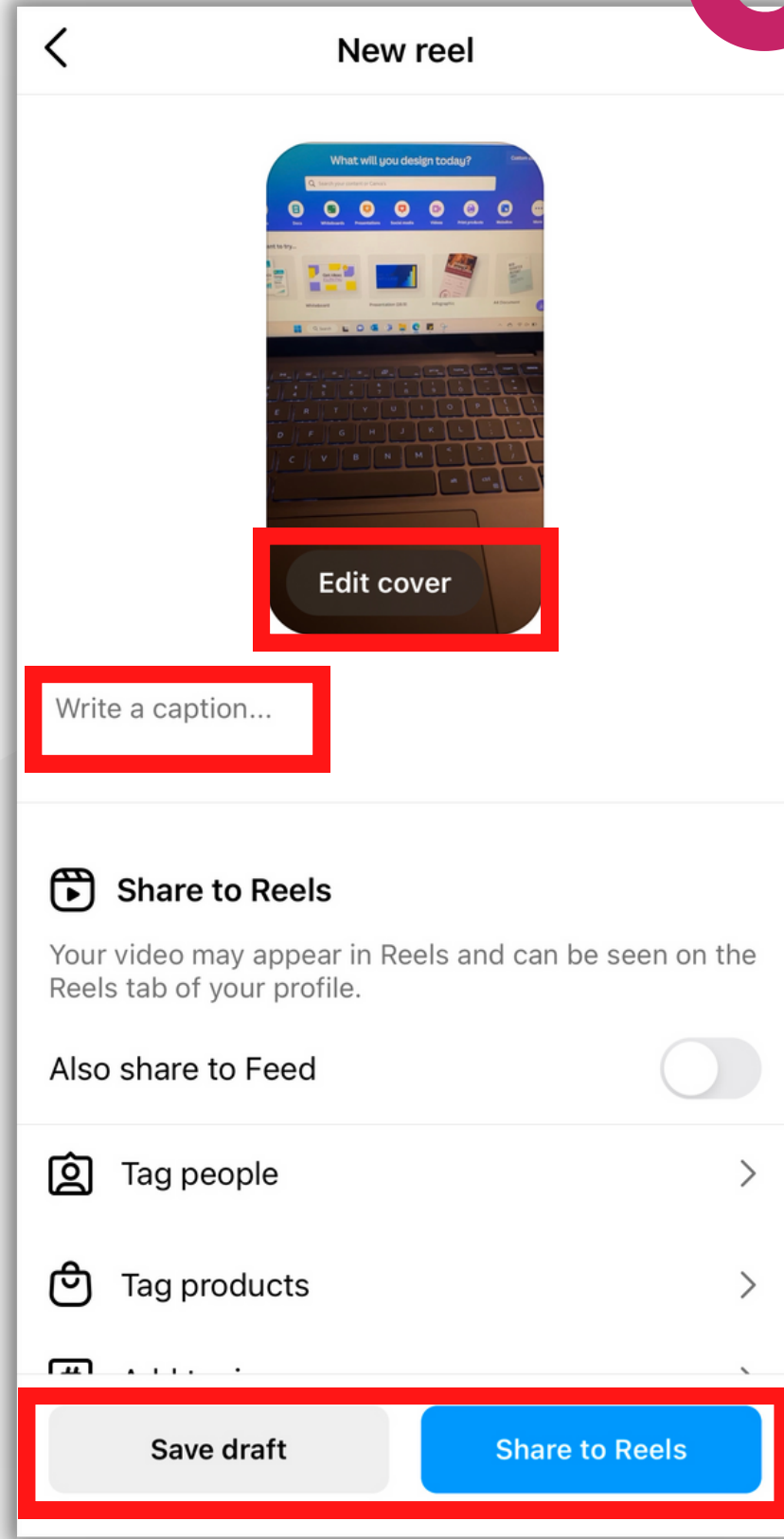
- Text: add text to your Reels
- Draw: use the draw tool to custom create an image
- Stickers: includes captions, GIFs, the time, and a plethora of Instagram stickers to choose from
- AR effects: search from Instagram's endless gallery of AR effects created by Instagram and creators
- Filters: swipe left to access filters to add to your Reels
- Audio: you can also add audio from Instagram's music library – in addition to recording a voiceover or adding sound effects.

4

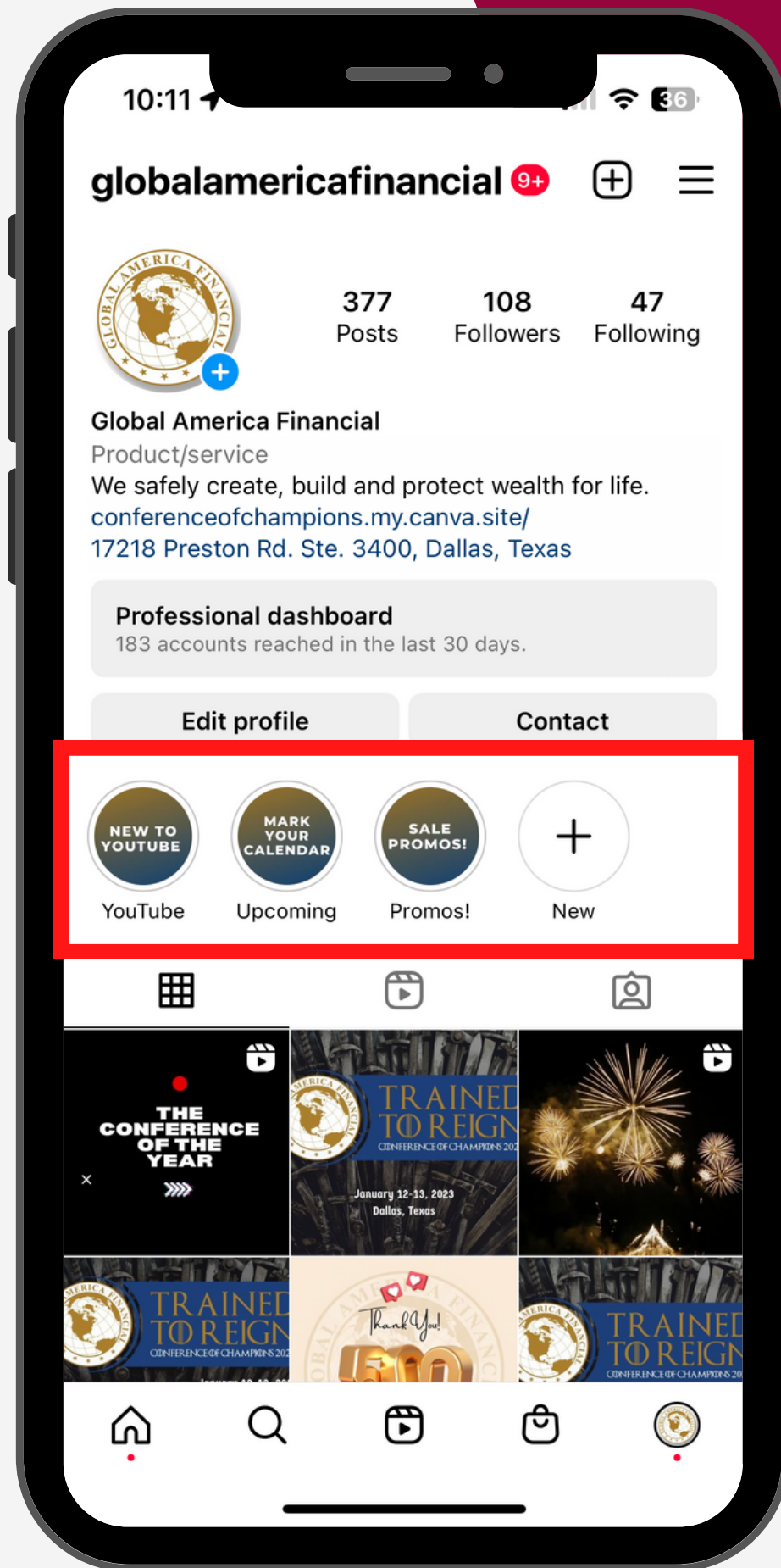


Once you've completed your Reel, save it by using the arrow icon. Once you get approval, restart this process. Instead of re-creating your Reel, you can simply click the square to the left of the lightning bolt to access your drafts. Choose your saved, approved story and then click "Next".

5



You'll then be taken to this screen. Here you will be able to edit the cover photo for your Reel, write a caption, tag other users, and add a location if desired. If you need more time to edit your Reel you can save it as a draft. Once your Reel is ready to publish click "Share" and your Reel will be displayed on both your feed and under "Reels" on your profile.

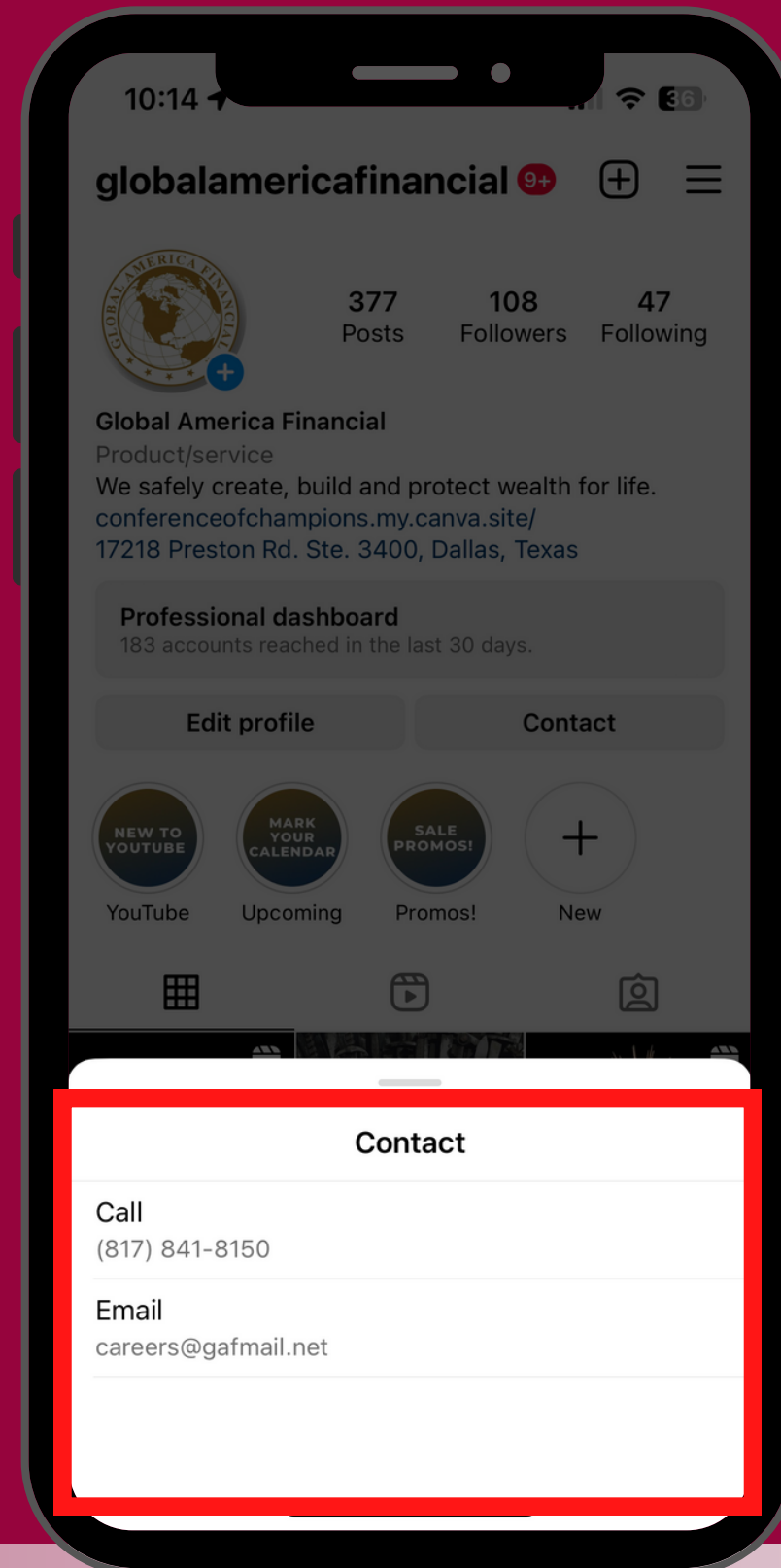
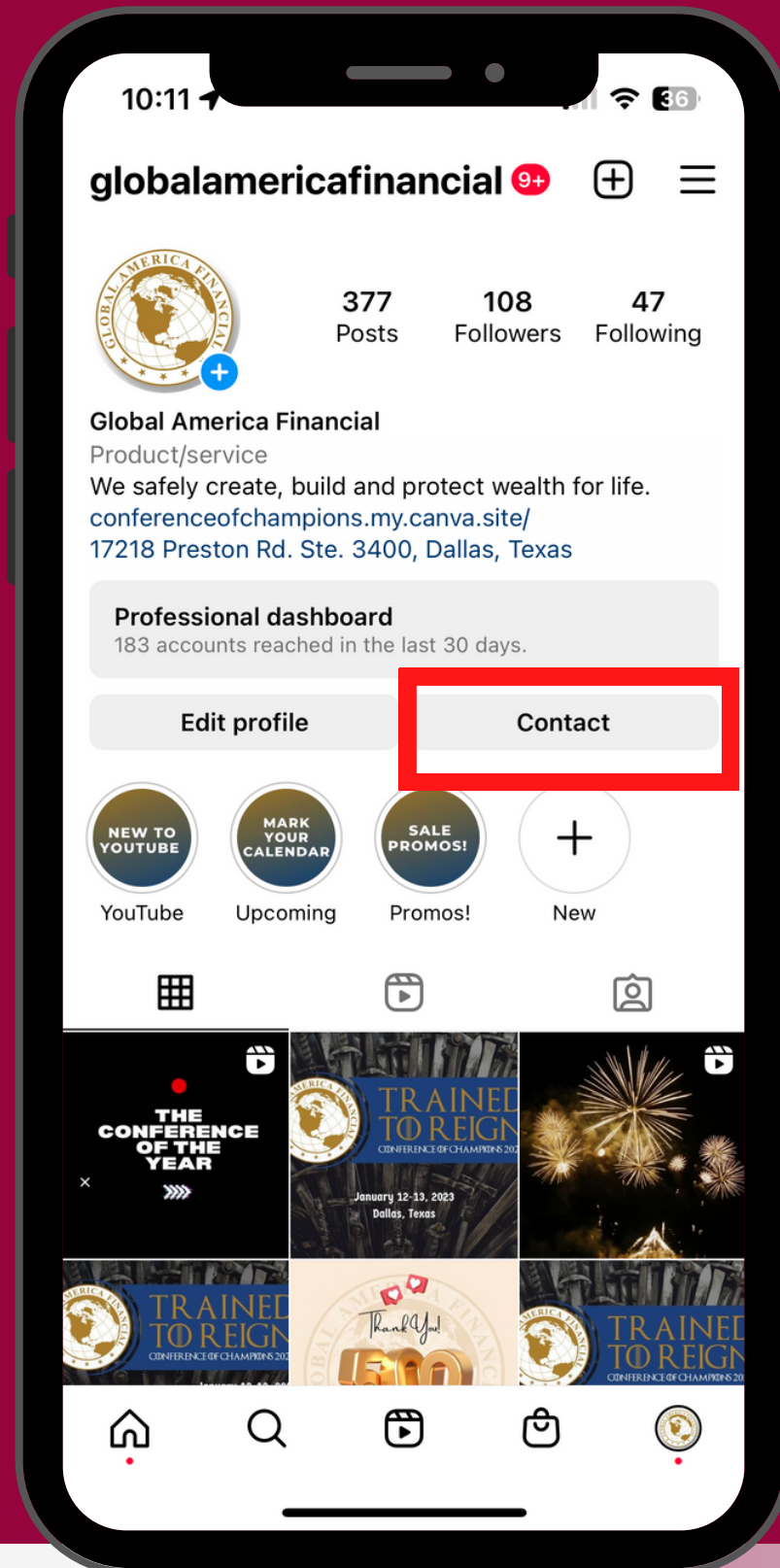


# INSTAGRAM STORIES - HIGHLIGHTS

After you create an Instagram story, you have the option to create an Instagram story “highlight” — a collection of stories of your choosing. People use highlights to save stories that are of particular significance, allowing their followers to replay them any time they want.

For example, GAF uses these to highlight GAF & carrier promotions, upcoming events and new YouTube training videos. If you’d like to create a highlight, start by pressing the “New” button on your profile. Ideally, 2-8 highlights is the sweet spot.

# INSTAGRAM - CONTACT OPTIONS



Another free, advanced feature you can add to your profile is the option for followers to directly call or email you.

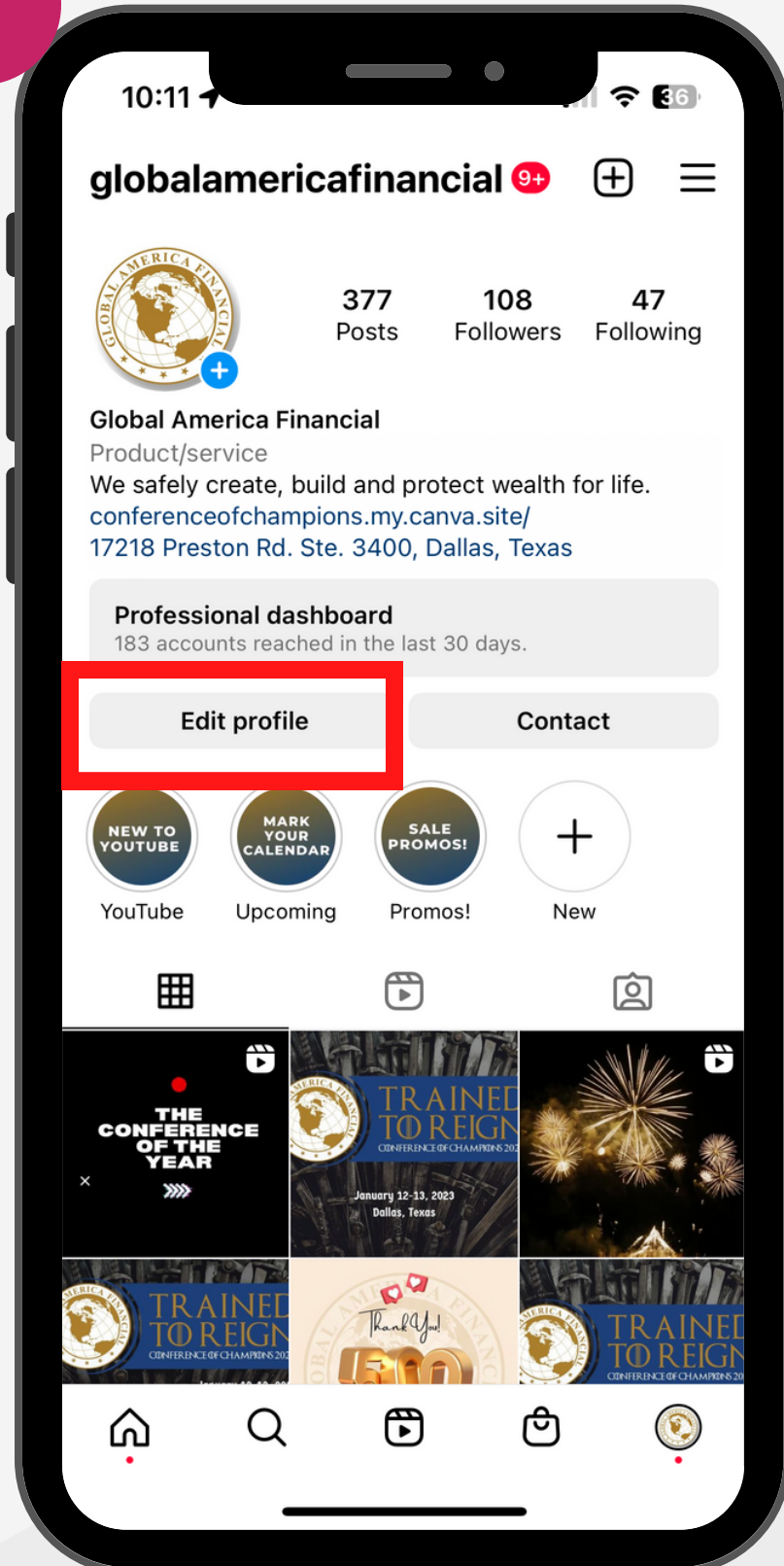
If you were to add these options, a new button with a drop-down menu would appear on your profile entitled "Contact". Upon clicking that button, a widget would appear at the bottom of that user's screen with options to either "Call" or "Email" you directly.

This is a wise option to add to your profile if you're looking for new opportunities to generate leads.



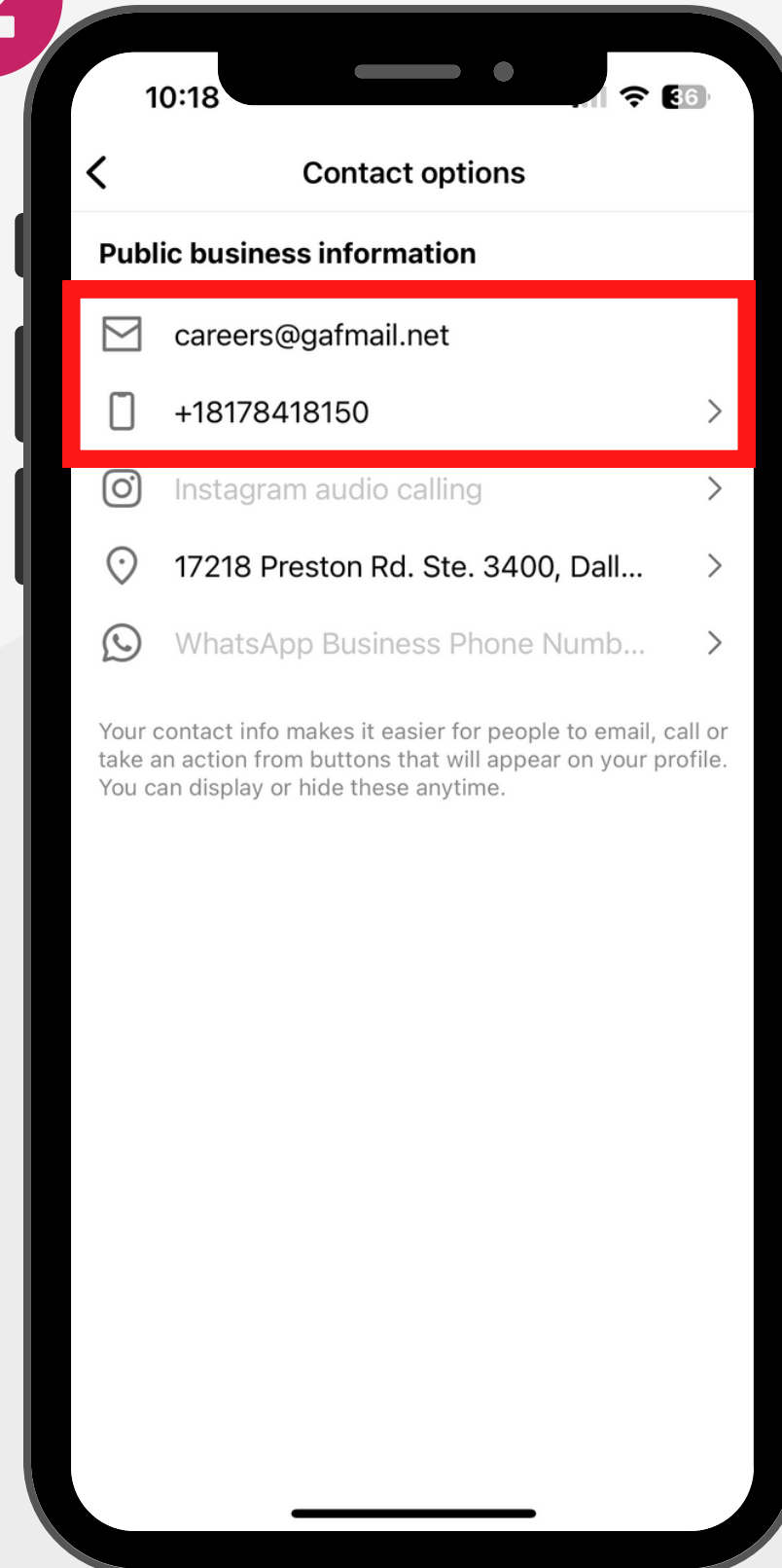
# INSTAGRAM - CONTACT OPTIONS SETUP

1



To activate these options, go to your profile and click on the “Edit Profile” button.

2



Then, click on “Contact Options” and fill out the email and phone number sections. And that’s it!

# INSTAGRAM - BOOKING ○ ○ ○ ○



The final advanced feature we'd like to point out is the option to allow users to book an appointment with you directly via Instagram.

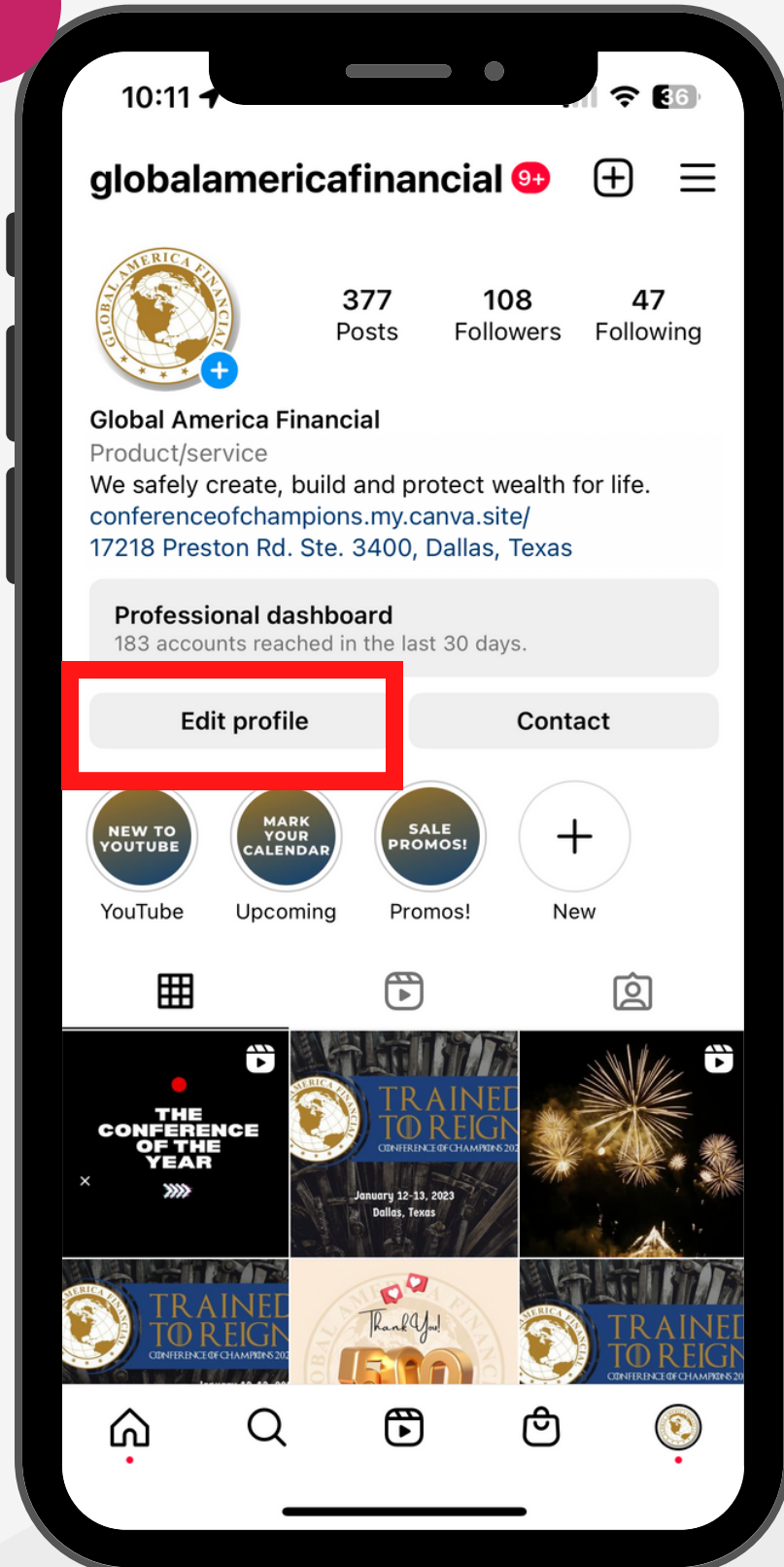
Unfortunately, this isn't as simple as Facebook Appointments as it doesn't connect directly to Google Calendars.

Instead, Instagram has a long list of smaller apps you can connect with. For us in the financial industry, there are six that are specifically applicable. If you don't currently run your appointments through one of these apps, we don't recommend you start simply to use this Instagram functionality. If you are using one of them, this is an excellent thing to try.



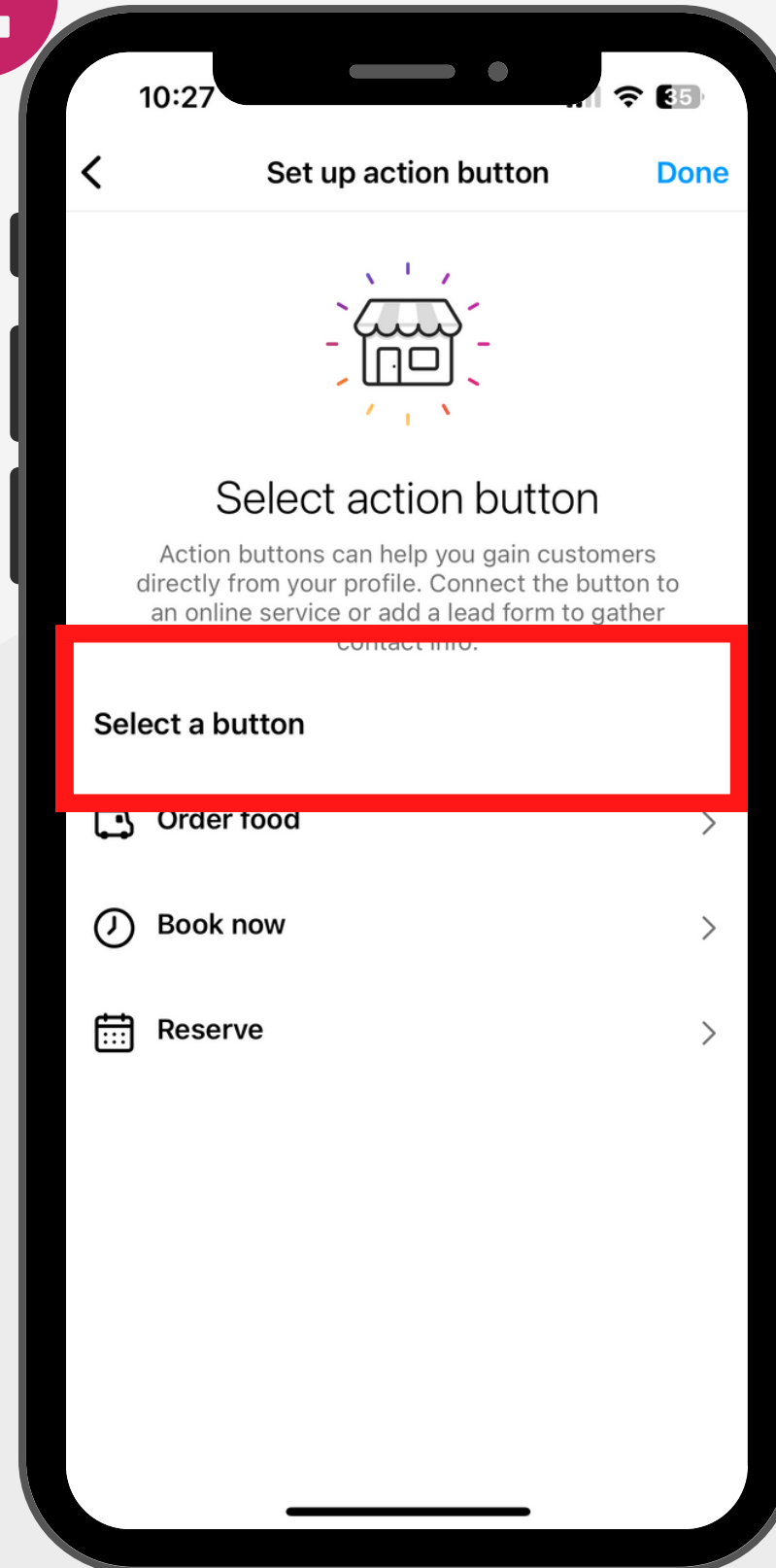
# INSTAGRAM - BOOKING SETUP

1



To activate these options, go to your profile and click on the “Edit Profile” button.

2



Click on “Action Buttons”. Then, simply find the app you’d like to connect with and follow the step-by-step instructions



# PAID ADVERTISING

PROMOTING AND  
INSTAGRAM ADS MANAGER

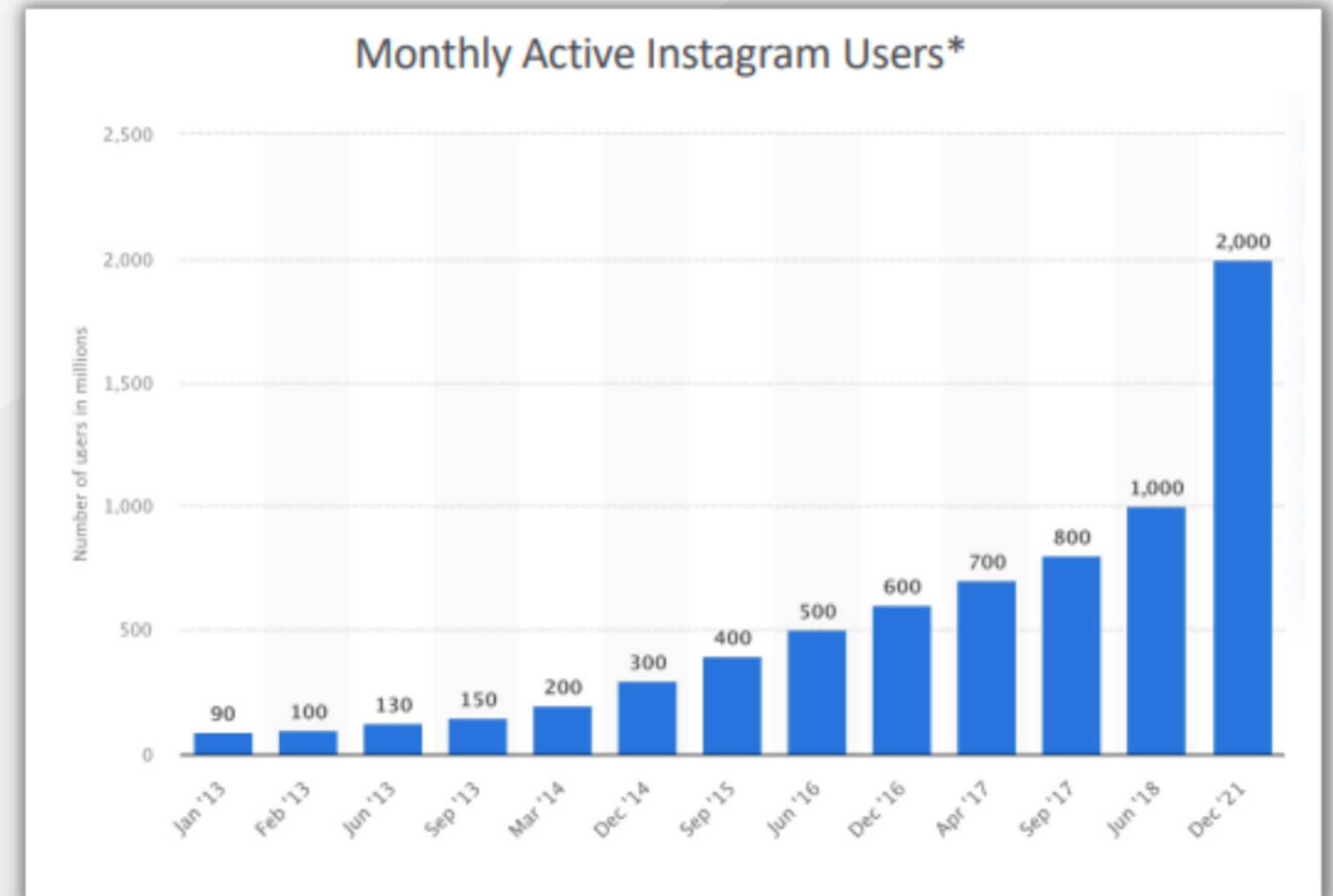


# INSTAGRAM - PROMOTING

Instagram's high growth rate can mean potential clients have joined.

It also means there's more competition trying to reach that same audience. That's why we recommend trying Instagram advertising – specifically the practice of “promoting” posts.

The good news is that promoting does not require a large advertising budget due to the low cost and efficiency of Instagram's advertising. For as little as \$10.00, promoting a post can significantly increase your exposure and engagement.

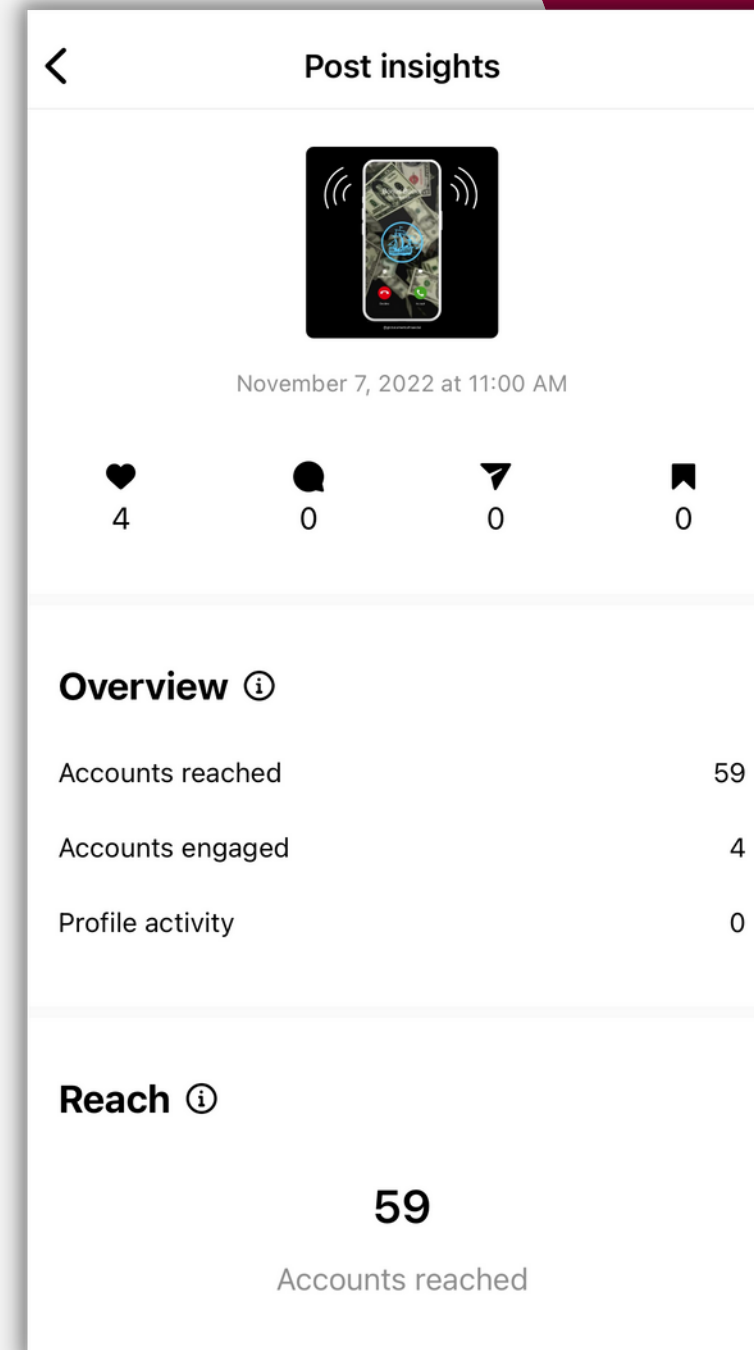
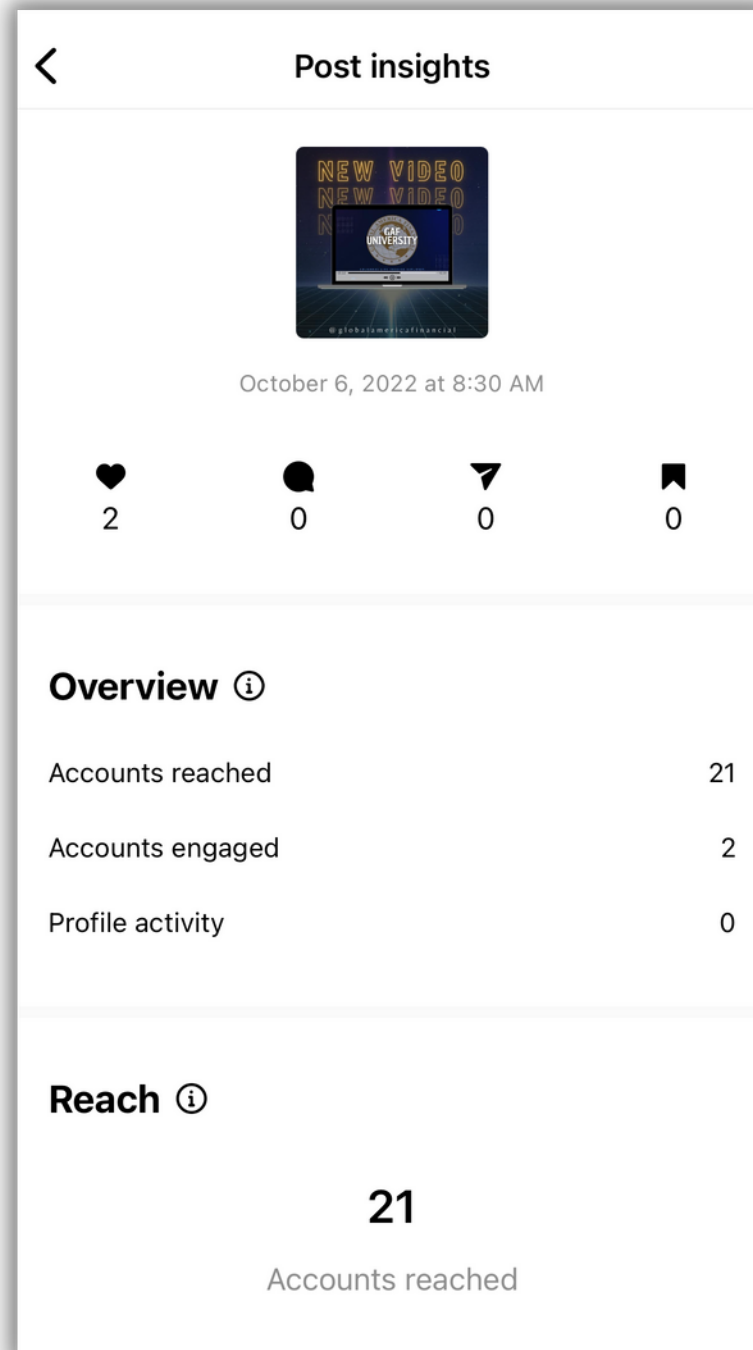


\* <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>





With 2 more engagements and 38 more visits, the post on the right should be boosted.

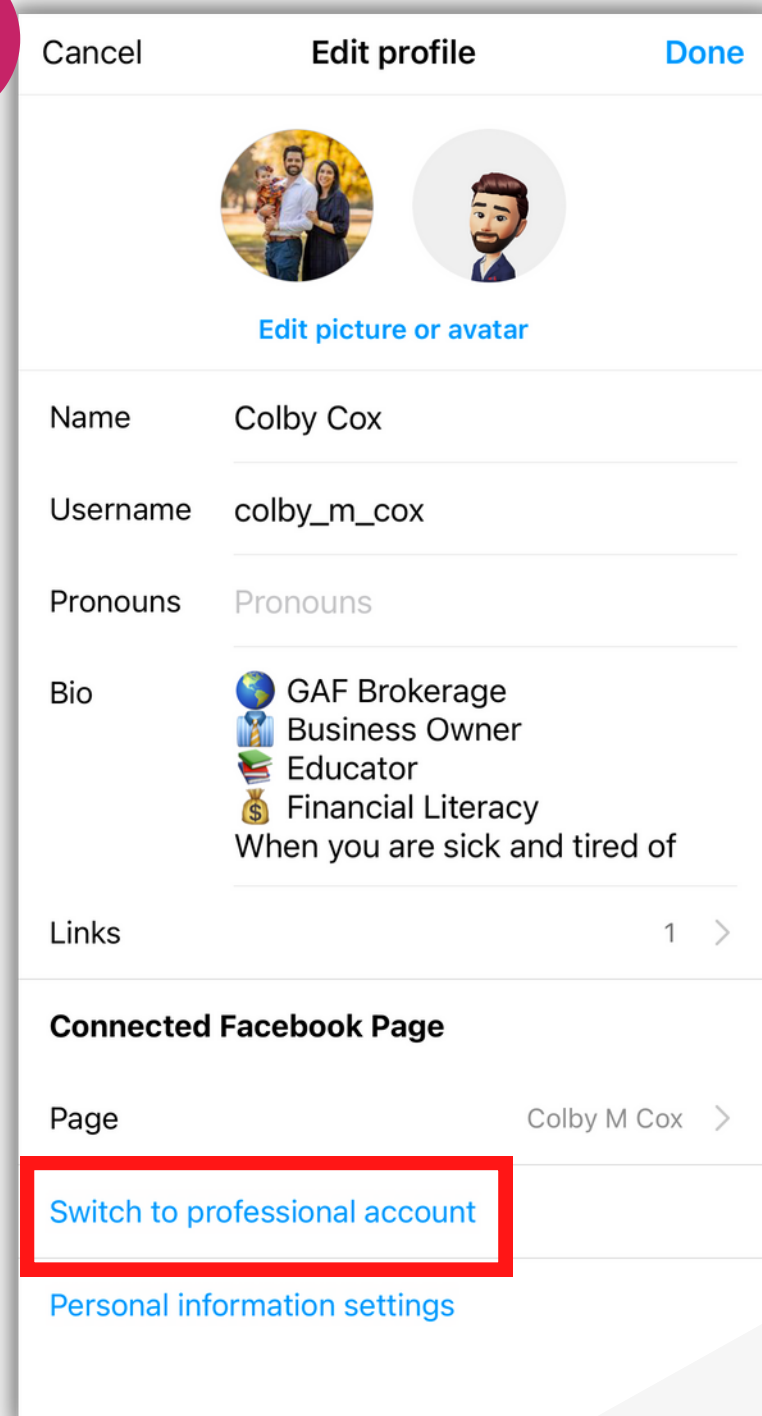


Boosting your posts is different than traditional advertising. Instead of creating new posts to publish, boosting is the act of putting advertising dollars behind posts you've already published.

Boosting is our preferred way of advertising for three reasons:

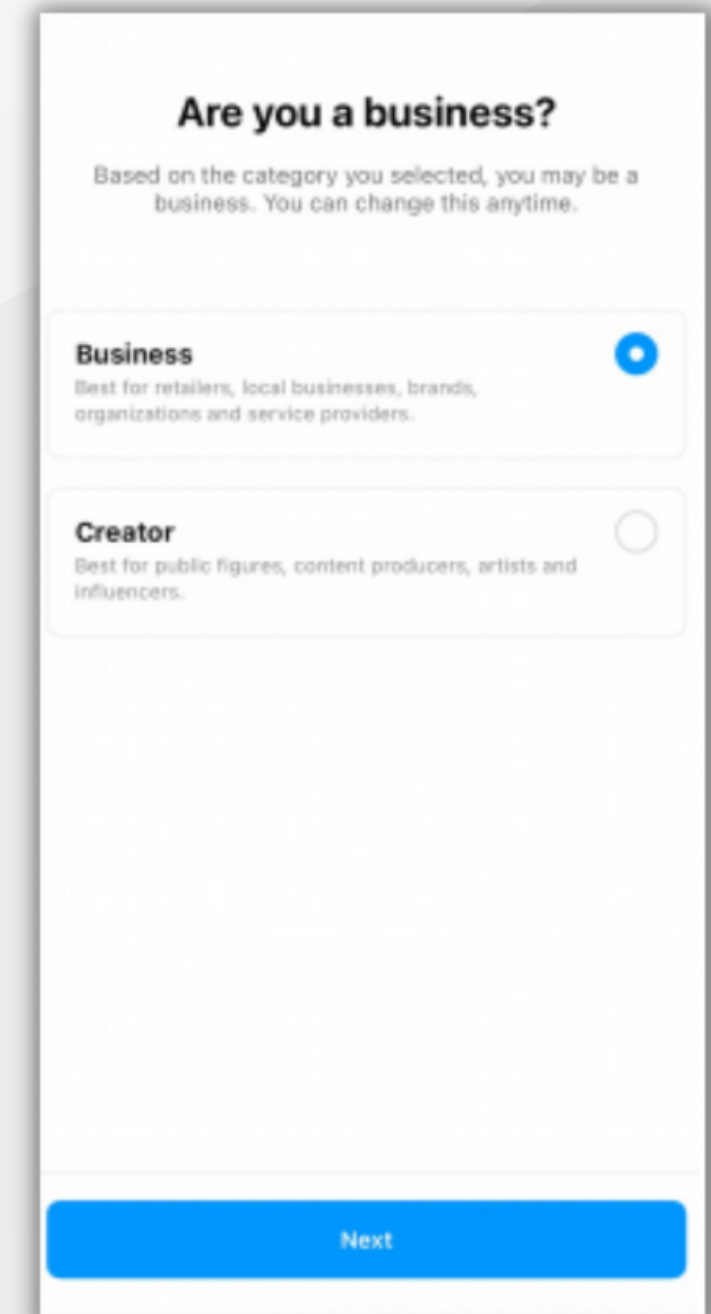
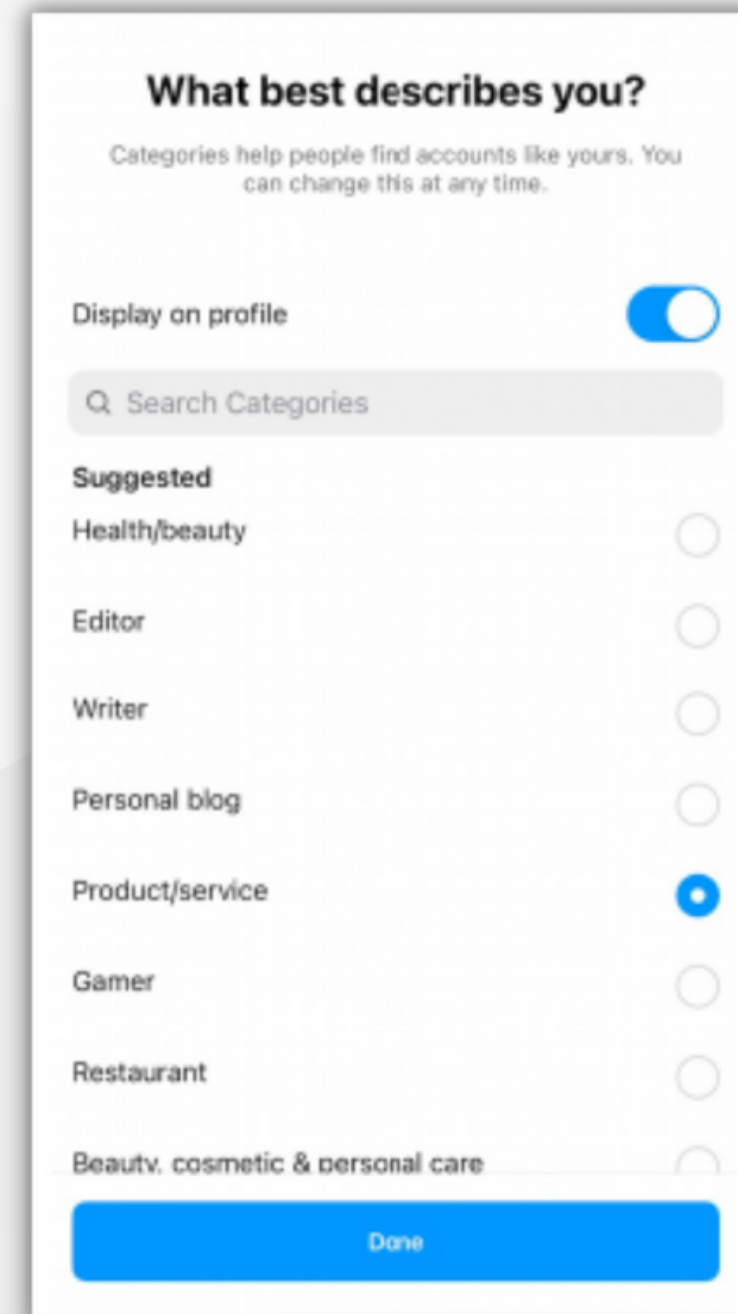
1. It's easier on compliance as published posts have already been approved
2. Boosting is done through a simple widget, and not through the more complex Ads Manager tool
3. It gives us the opportunity to let our followers tell us which posts to put our money behind. Simply promote posts to get more engagement.

1



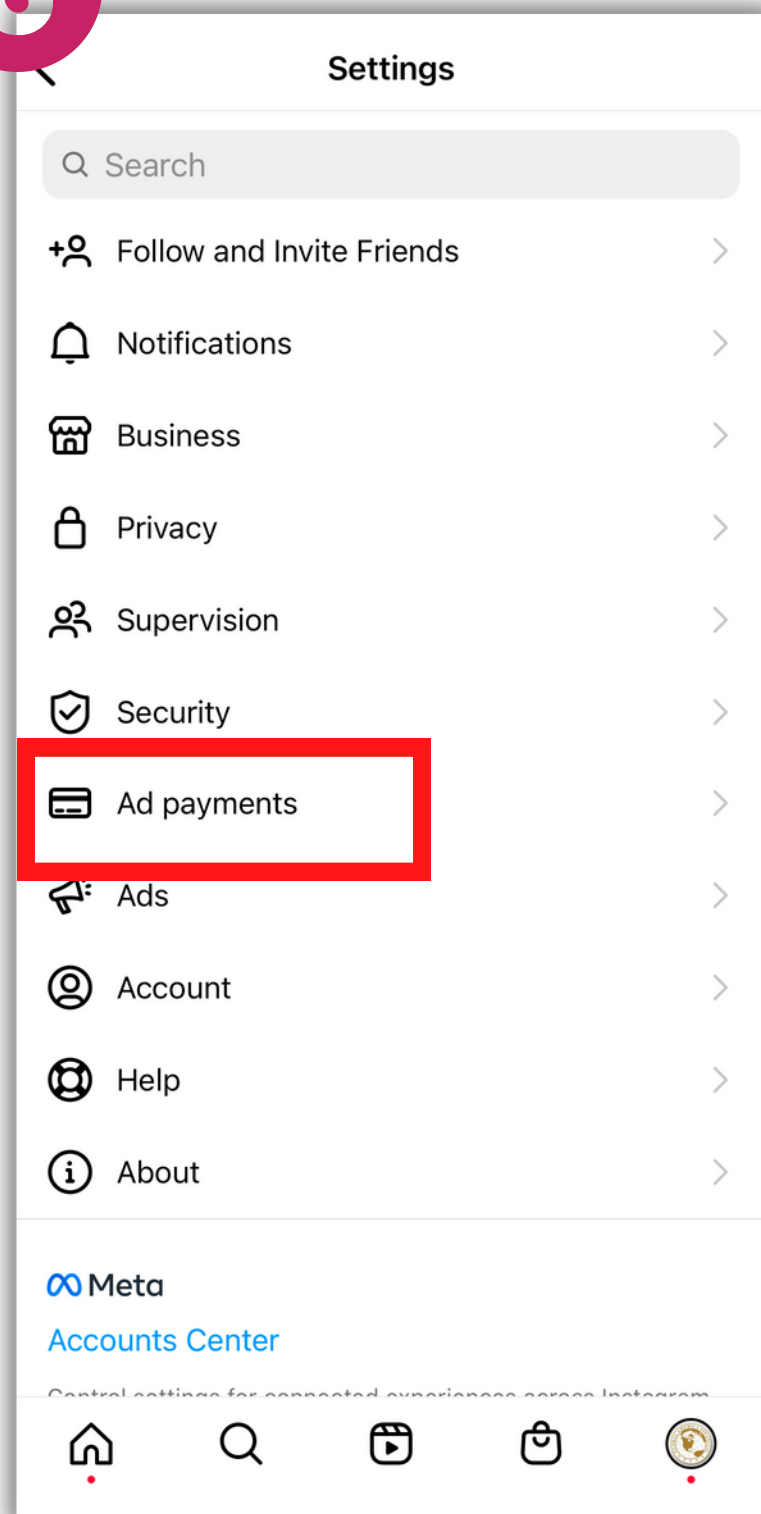
In order to boost posts you will need to have a professional account. To create a professional account, select your profile picture at the bottom right. Then select “switch to professional account.”

2



Follow the prompts by selecting a category that best describes your account, this will likely be “product/service.” From there you will be prompted to decide if you are a “business” or a “creator.” Finally, if you hadn’t previously set up your contact information you will be prompted to do so.

3



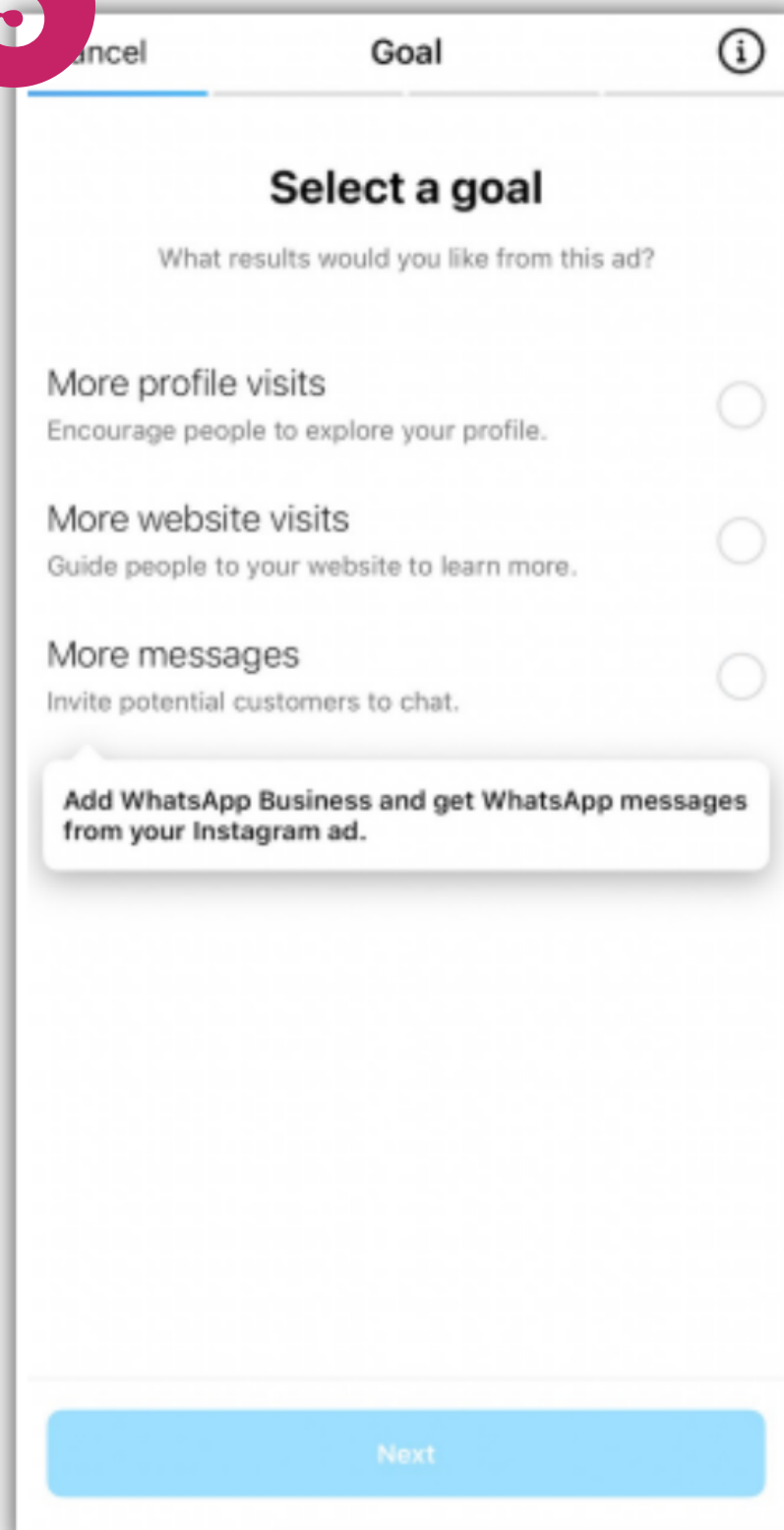
In order to boost posts you need to set-up a payment method. In order to do that, you must go to your profile and click on the three-line menu in the top right. Then, click “Settings” at the top and select “Ad Payments” and add whatever payment method you’d like to use.

4



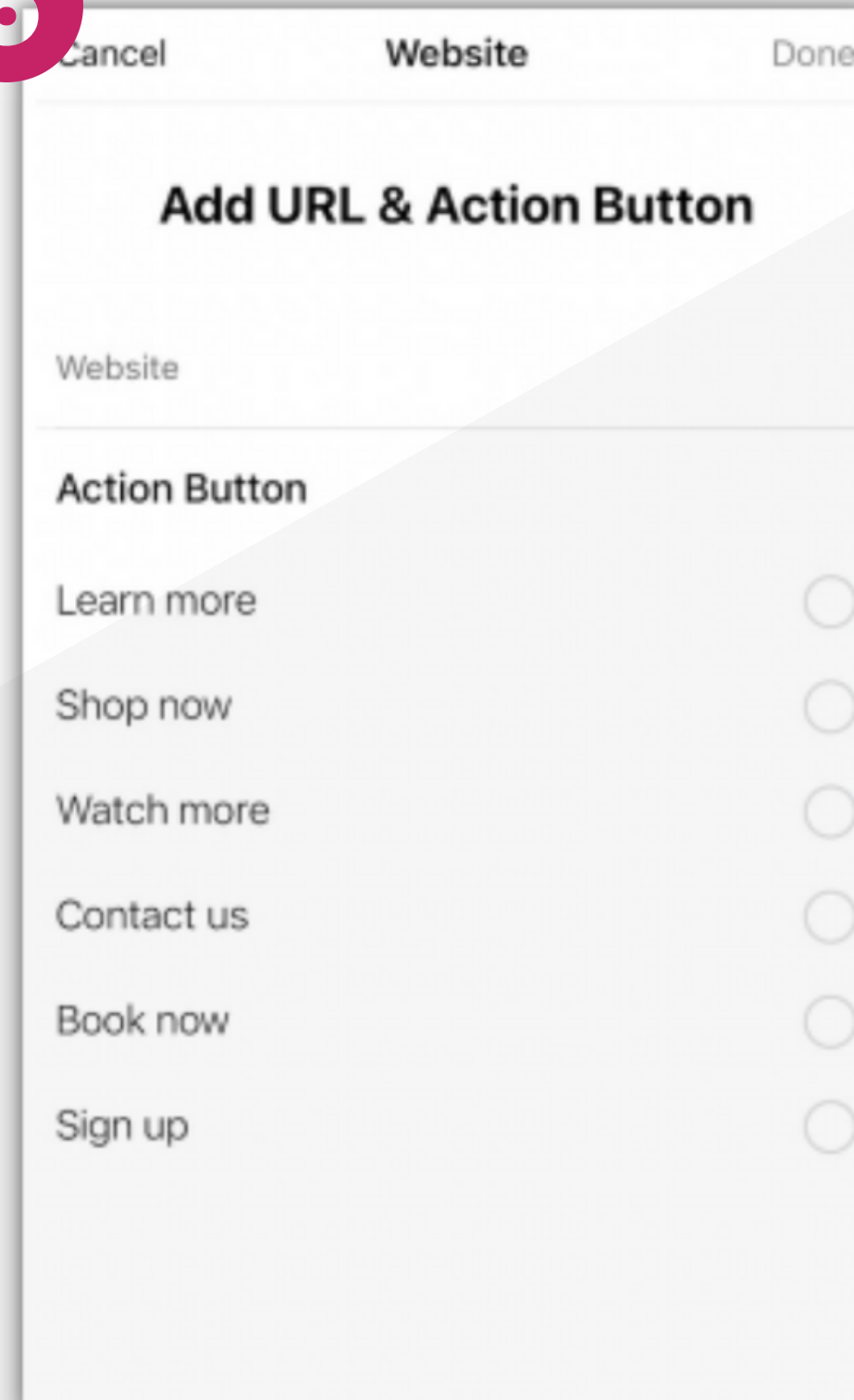
Once your payment method is set-up, you can search for the post you’d like to promote. Once you identify that post, click on the blue “Boost post” button in the bottom right.

5



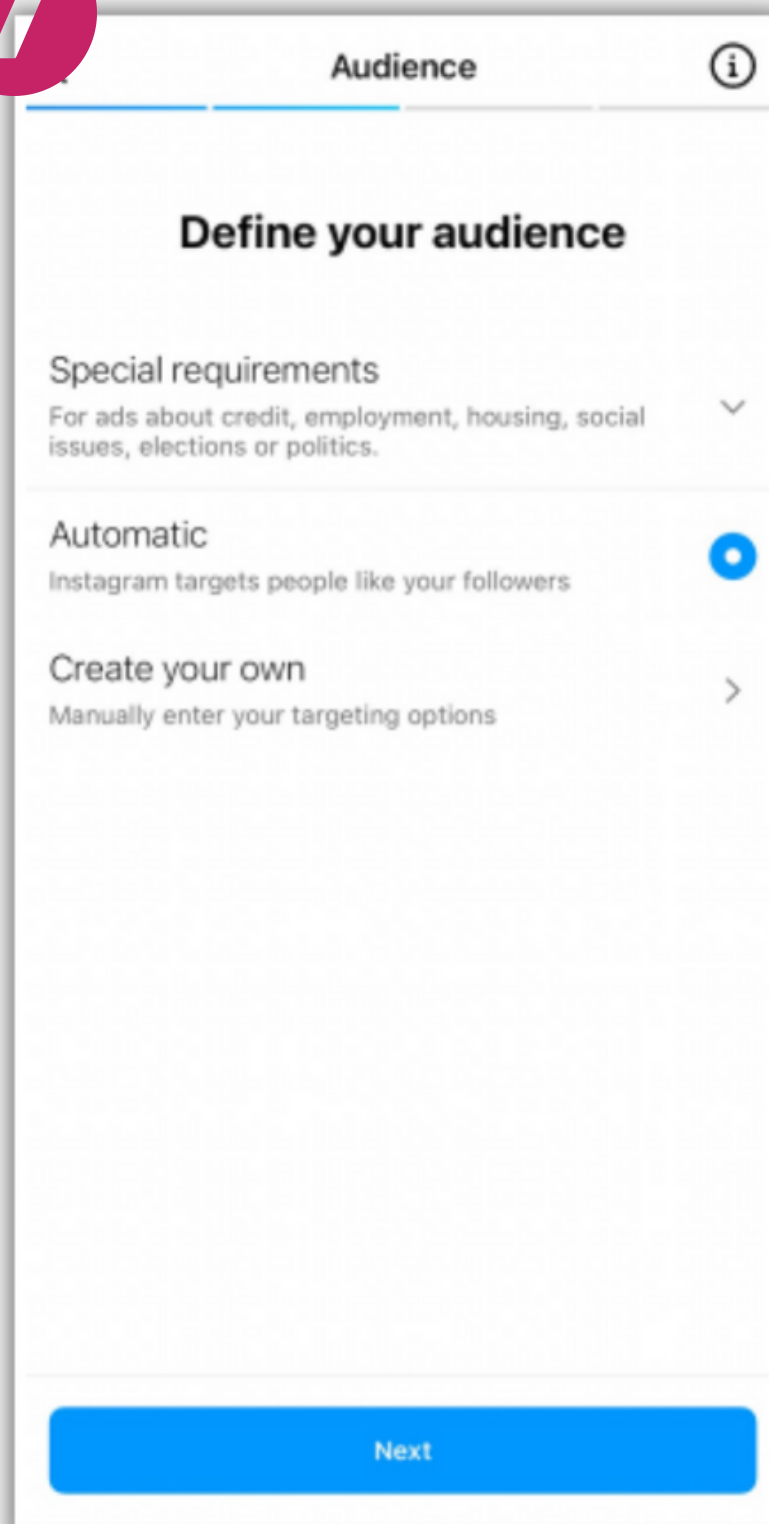
You'll then need to select the goal of your boosted post. Are you wanting to drive users to your profile in hopes to gain more followers? Are you wanting to drive users to your website in hopes that they take a particular action? Or are you wanting users to directly message your page in hopes to drive lead generation? Choose accordingly.

6



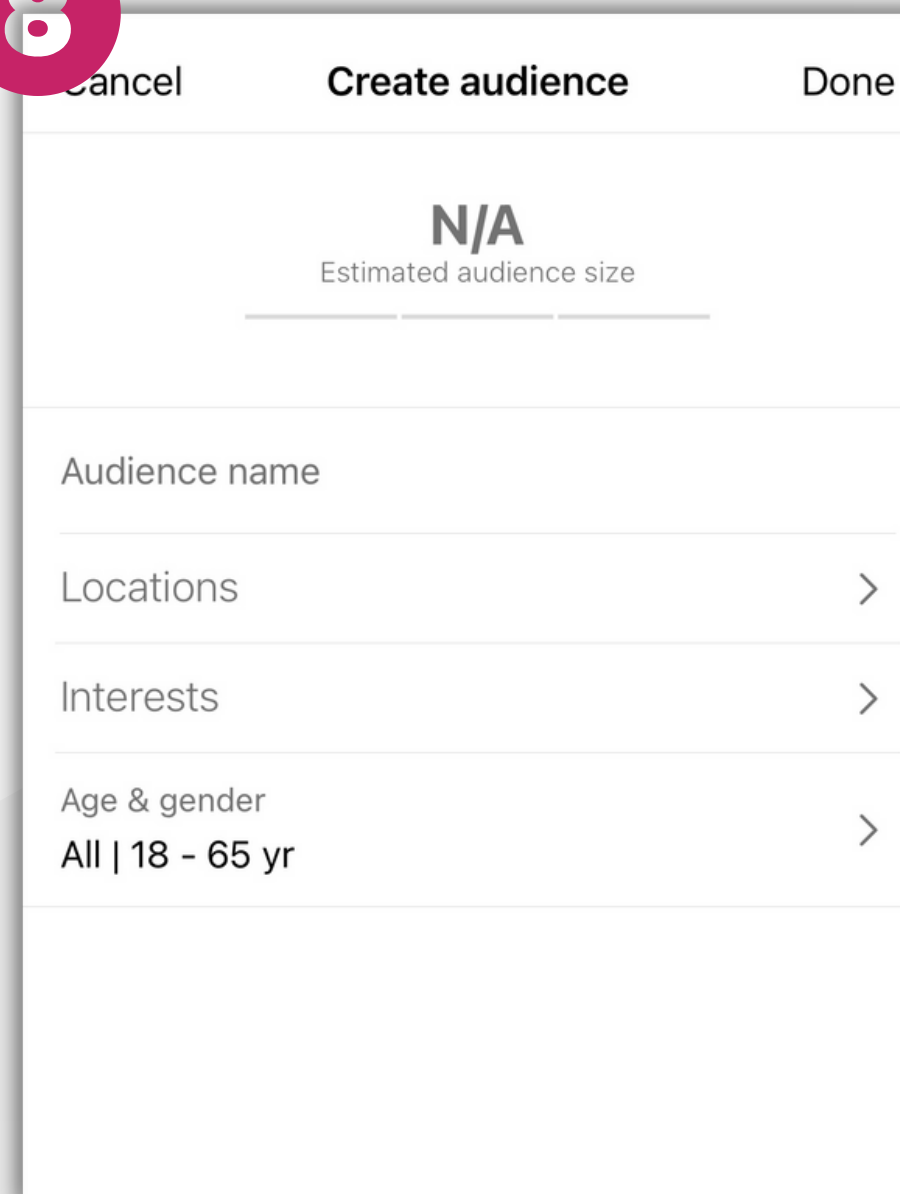
Choosing "Your Profile" or "Your Direct Messages" will take you straight to step 7. If you choose "Your Website", you'll need to provide the URL to the webpage you want to drive users to. Additionally, you'll need to choose the button that will accompany your post.

7



After your objective is chosen and any additional information is provided, you'll need to dictate your audience. Though the "Automatic" option in Instagram does a pretty good job finding users who are similar to your followers, we in the financial industry are often trying to reach people in a specific location. For that reason, we suggest choosing the "Create Your Own" option.

8



If you choose "Automatic", you'll be taken directly to step 7. If you choose "Create Your Own", you'll be taken to this page. Make sure to give this audience a descriptive name in case you want to use that same audience for future promoted posts. Then, select the location of the users you'd like to target, the interests you'd like them to share (if any – this is not a necessary step), and the age/gender you'd like them to be. Once you're satisfied with your audience, click "Done" in the top right.



**Budget & duration**

**\$30 over 6 days**  
Total Spend

2,400 - 6,400  
Estimated reach

**Budget**

\$5 daily

**Duration**

Run this ad until I pause it

Set duration

6 Days

Next

You then need to determine the budget and duration of your promoted post. We recommend at least \$10.00 per day running for somewhere between 5-10 days.



**Review**

**Review your ad**

Your estimated reach is 2,400 - 6,400 people.

**Preview ad**

**Ad goal**  
More profile visits | @janejeffersoninsta93  
Profile banner | On

**Audience**  
Automatic | Instagram targets people like your followers

**Budget & Duration**  
\$30 over 6 Days

**Payment**

Once your ad is approved and starts running, you can pause spending at any time.  
Ads are reviewed within 24 hours, although in some cases it may take longer. Once it's running, you can pause spending at any time.

Boost post

By creating an ad you agree to Instagram's [Terms](#) and [Advertising Guidelines](#). All promotions are listed in the public Ad Library. [Learn More](#)

Lastly, review your boosted post, make sure it's billing to the correct payment method, and click "Boost Post."



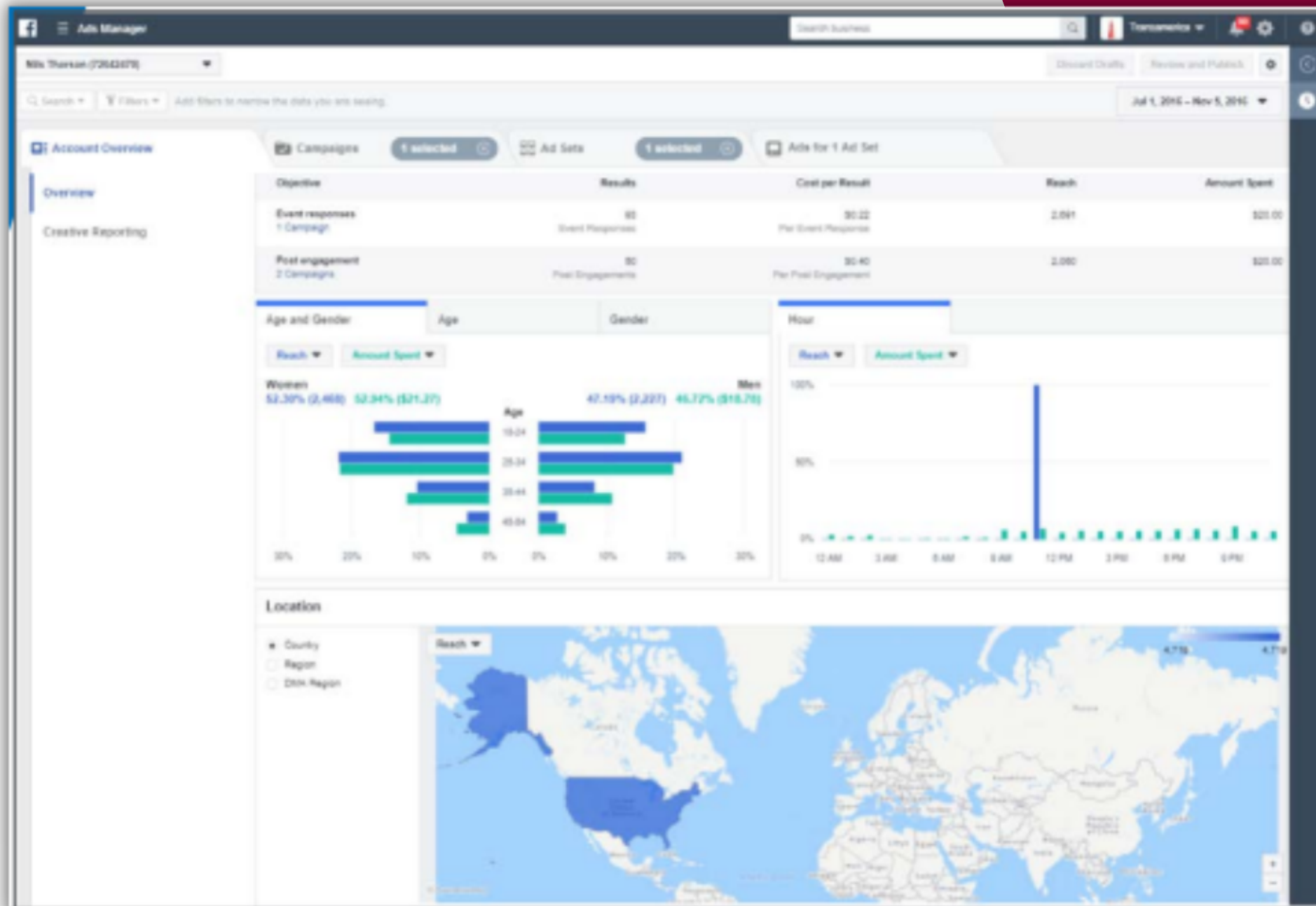
# INSTAGRAM - FACEBOOK ADS MANAGER

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Registrations Completed
Post "DALLAS ZOMBIES"	Not Delivering	Using all set...	Post Engagem...	114	182	\$0.20 Per Post Eng...	\$22.00 of \$22.00	Dec 8, 2017	—
Post "ONLY 48 HOURS LEFT to get early bird pricing on..."	Not Delivering	Using all set...	Post Engagem...	1,222	1,322	\$0.24 Per Post Eng...	\$19.00 of \$19.00	Dec 16, 2017	—
10 Days of Early Bird	Not Delivering	Using all set...	Link Clicks	1,424	1,829	\$0.38 Per Link Click	\$177.77 of \$177.77	Dec 12, 2017	—
Event: 2017 Dallas Zombie Pub Crawl	Not Delivering	Using all set...	Link Clicks	4,146	4,682	\$0.73 Per Link Click	\$307.77 of \$307.77	Dec 21, 2017	—
Zombie Post 8:30	Not Delivering	Using all set...	Link Clicks	2,420	2,756	\$0.43 Per Link Click	\$200.00 of \$200.00	Sep 1, 2017	—
Post "Join the undead as we haunt Deep Ellum and..."	Not Delivering	Using all set...	Post Engagem...	2,882	2,981	\$0.12 Per Post Eng...	\$200.00 of \$200.00	Aug 25, 2017	—
Event: Dallas Zombie Pub Crawl	Not Delivering	Using all set...	Event Registrat...	2,891	2,729	\$0.22 Per Event	\$200.00 of \$200.00	Sep 16, 2016	—
Post "The lineup for the 2018 Dallas Zombie Pub Crawl..."	Not Delivering	Using all set...	Post Engagem...	322	385	\$0.42 Per Post Eng...	\$160.00 of \$160.00	Sep 12, 2016	—
Post "A New Year. A New Look. A New Cause."	Not Delivering	Using all set...	Post Engagem...	1,214	1,247	\$0.26 Per Post Eng...	\$160.00 of \$160.00	Aug 17, 2016	—
Instagram Post: MORT STORY! Click "now" to se...	Completed	Using all set...	Link Clicks	1,871	1,884	\$0.81 Per Link Click	\$200.00 of \$200.00	Jun 12, 2016	—
Instagram Post: MORT NIGHT! Click "now" to...	Completed	Using all set...	Link Clicks	1,828	1,834	\$0.83 Per Link Click	\$200.00 of \$200.00	Jun 12, 2016	—
Post "The founder of the Dallas Zombie Pub Crawl has..."	Completed	Using all set...	Message Con...	141	267	— Per Messag...	\$5.00 of \$5.00	Aug 25, 2016	—
Results from 12 campaigns (2 Excludes deleted items)				19,131 People	22,029 Total	—	\$190.54 Total Spent	—	Total

If you'd like to run a full -fledged advertising campaign, you'll need to learn how to use Facebook Ads Manager.

While we would highly recommend taking Facebook's Blueprint Certification courses, we will take the time in this section to discuss some high -level components of the platform.

Please keep in mind that all advertising pieces must be compliance -approved prior to launching a campaign.



There are a few benefits to running a campaign through Ads Manager compared to simply boosting a post.

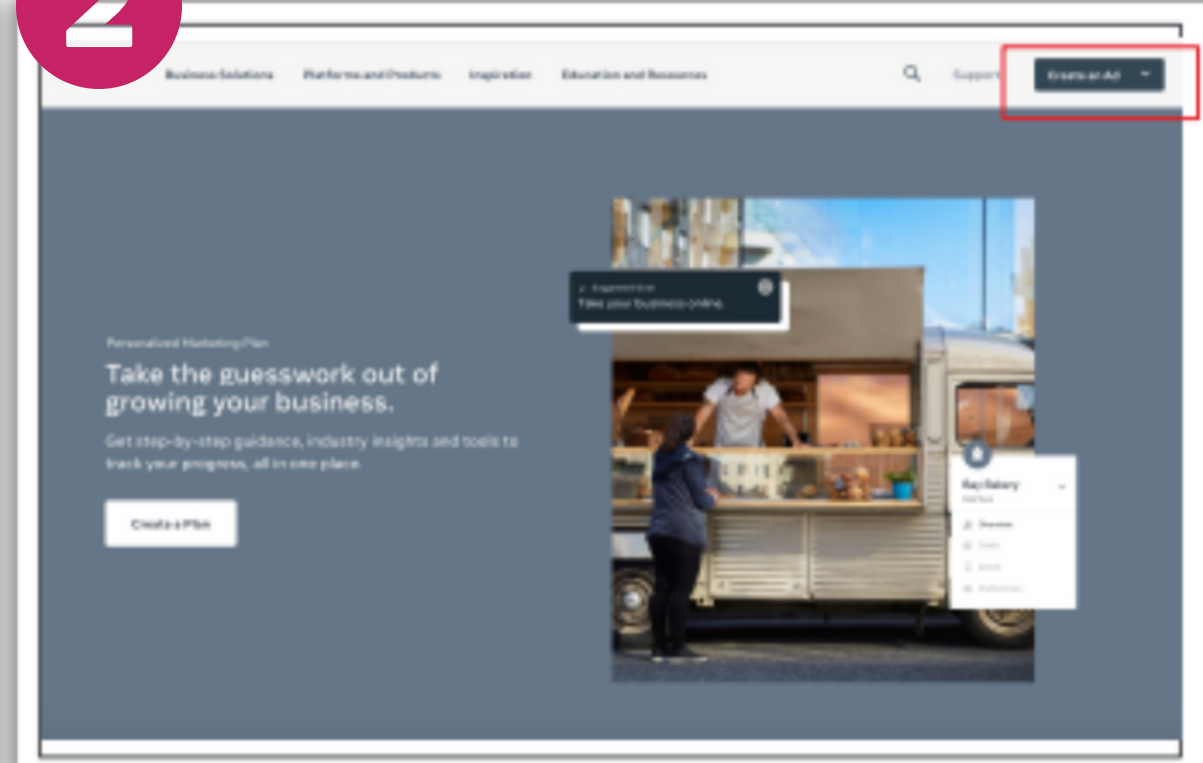
- You can send multiple pieces of content to a single audience to see which works better and apply your learnings to future campaigns.
- You can use email lists, retargeting pixels, and other advanced tactics to target very specific groups of people.
- You can use advanced analytics to understand how your campaign performed and learn more about your target audience.

1



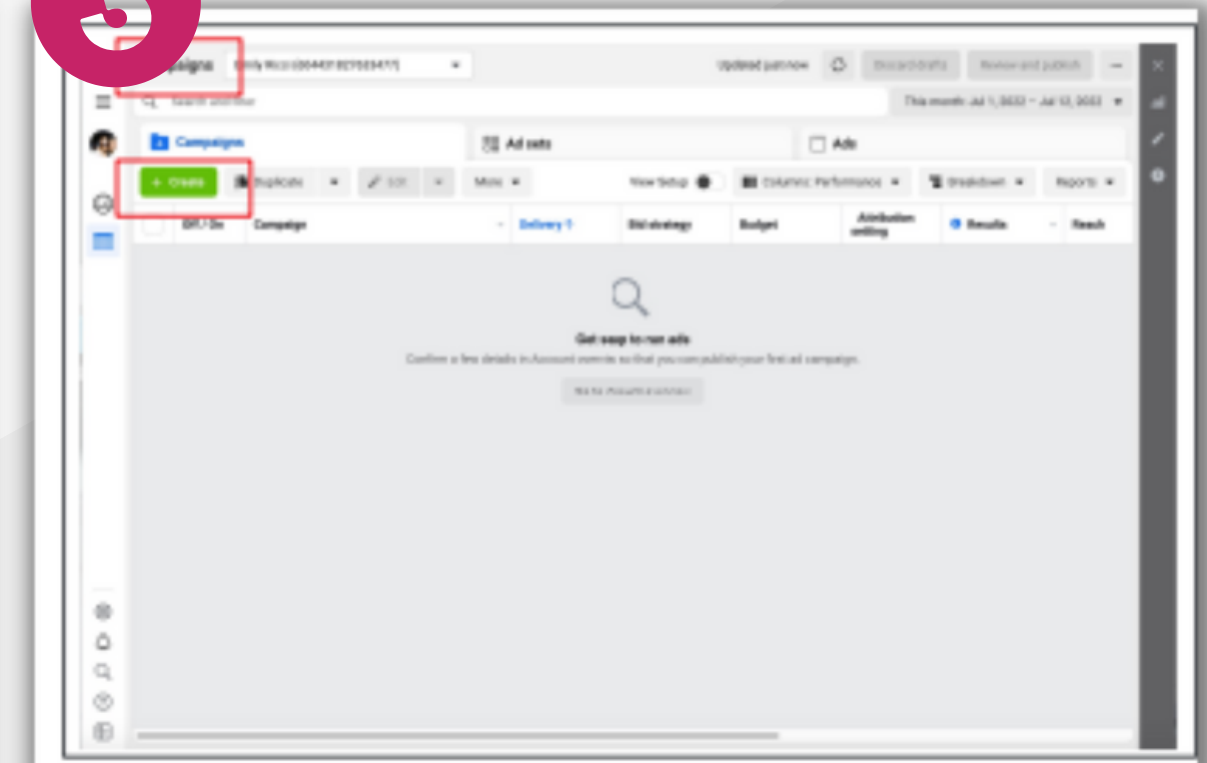
You'll need to have a business account in order to access Facebook's Ad Manager. In order to have a business account, you must first have a personal account. If you don't have a personal page created, simply go to facebook.com and sign up. You don't need to finish the set - up or connect with anyone. You can simply use this as a way to access the tools Facebook business accounts have to offer.

2



Once you have a personal Facebook page, you'll need to set - up a business account. While you need a personal page, you don't need a Facebook business page to create your business account. Go to business.facebook.com and click "Create Account."

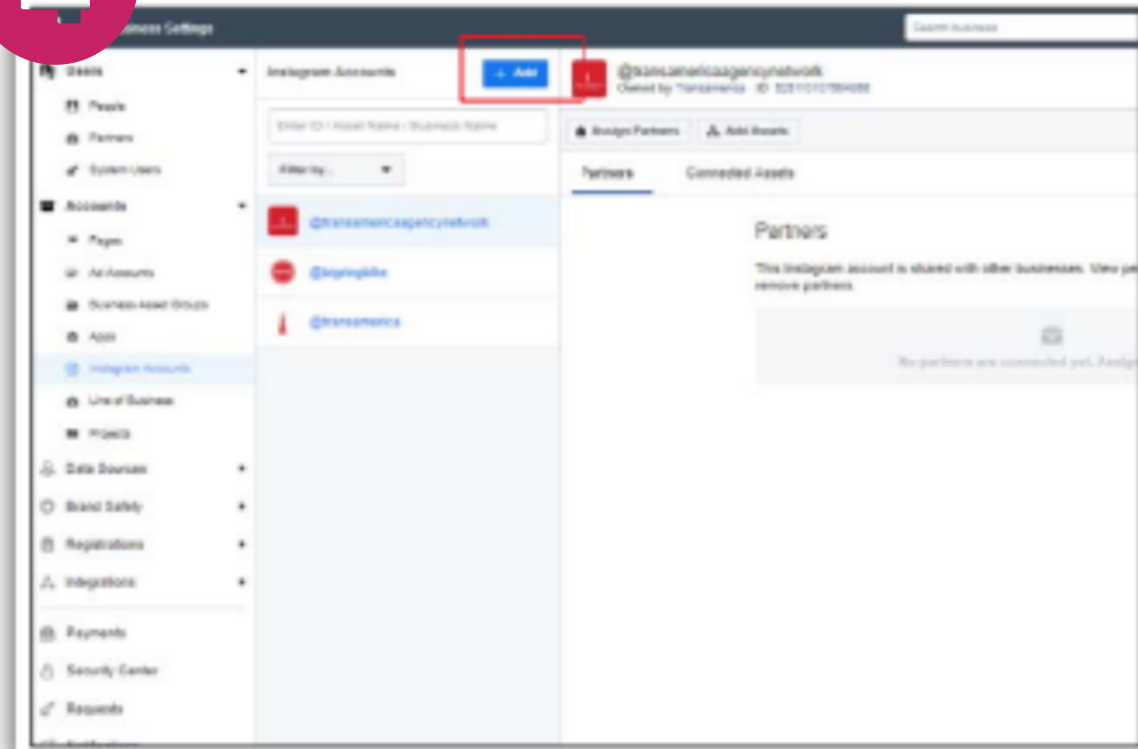
3



Once your business account is created, select "create an ad" at the top left to navigate to the campaigns page. Once there, create your ad and at the placements section, select "Manual Placements" and select "Instagram" to have your ads appear on Instagram.

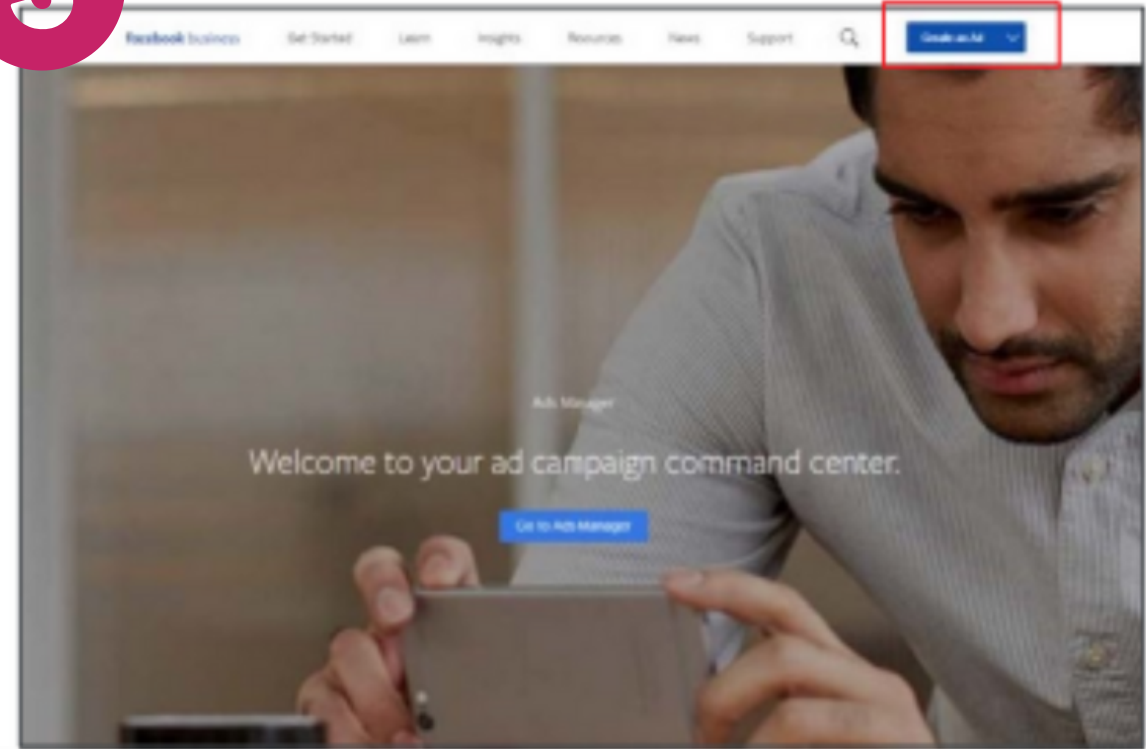


4



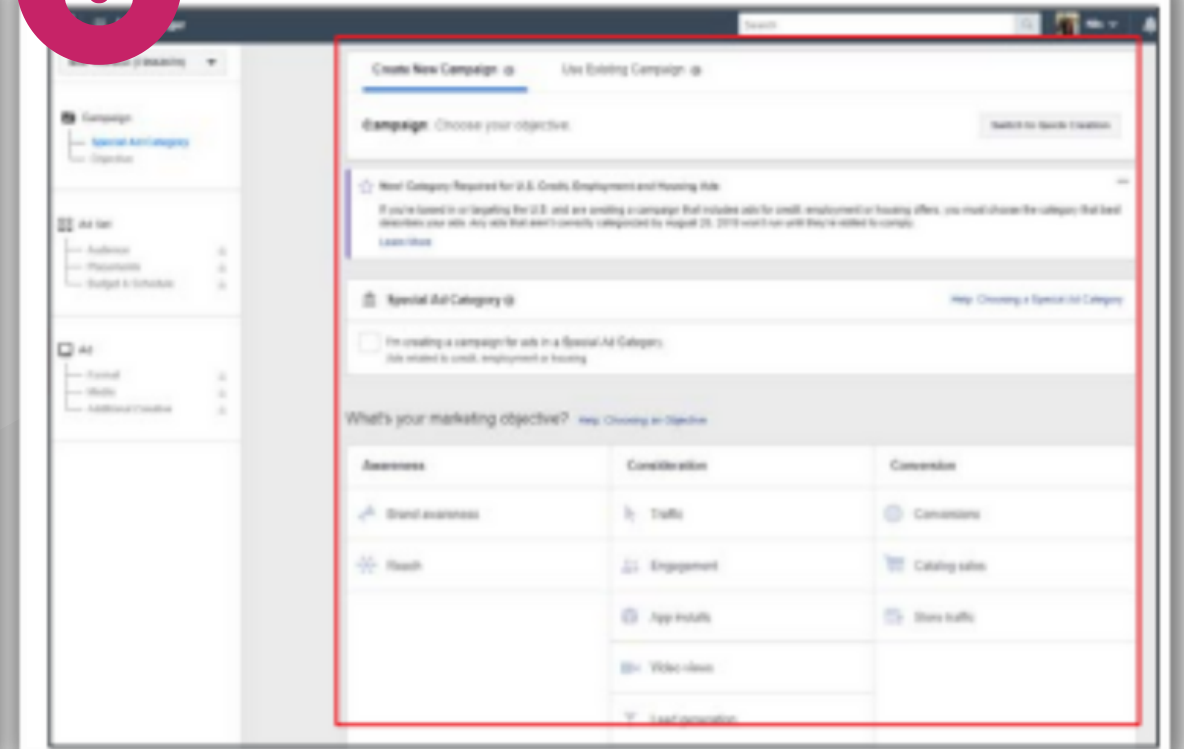
It's here you'll add your Instagram business page by clicking the blue "Add" button at the top of page. You'll then log into your Instagram account and select the Instagram business page you'd like to advertise from.

5



To create a campaign, go to [facebook.com/business/tools/ads-manager](https://facebook.com/business/tools/ads-manager) and click on "Create an Ad" at the top.












6



You'll then be taken to the Ads Manager "Create New Campaign" screen. This is where you'll design your campaign from choosing your overall campaign objective to designing your individual ads.














When choosing an objective for your Instagram campaign, think about how you want your money to be spent. Instagram uses your campaign objective to determine whether you value quantity vs. quality, or anything in-between.

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



Not only does each objective determine the type of user who will see your ad, and how/when your dollars will be spent, but some objectives offer unique features.

For example, Brand Awareness measures brand lift – an estimate of how many more users remember your brand compared to before. As a whole, we recommend these three campaign types for the financial industry.

Awareness		Consideration	
 Brand awareness	Featuring "Lift" measurements, Brand Awareness gets users to <b>remember</b> you.	 Traffic	A balance between Reach and Conversions, Traffic will optimize towards <b>link clicks</b> .
 Reach	Reach will show your ad to as many people as possible, getting you the most <b>exposure</b> .	 Engagement	Engagement optimizes towards engagement ( <b>likes, comments, etc.</b> ) not link clicks.
Conversion		 App installs	Featuring App-specific measurement, App Installs optimizes towards <b>app downloads</b> .
 Conversions	Featuring FB web pixels, Conversions will optimize towards <b>custom website activity</b> .	 Video views	Featuring video retargeting options, Video Views optimizes towards <b>video views</b> .
 Catalog sales	Featuring Dynamic Ads, Catalog Sales will display <b>previously viewed products</b> .	 Lead generation	Featuring lead ads, Lead Generation allows the <b>collection of user info</b> without leaving FB.
 Store visits	Featuring Offline Data, Store Visits will optimize towards <b>in-store</b> visits/purchases.	 Messages	A customer feedback play, Messages optimizes towards <b>direct user messages</b> .



Once you choose an objective, you need to create your audience(s). There are three types of audiences: Interests, Custom, and Lookalike.

Each reaches users in a unique way and offers potential value to any given campaign.

Campaign's are most effective when you choose more than one.

### **INTERESTS/DEMOS AUDIENCE**

An audience based on a user's listed demographics and online activity



### **CUSTOM AUDIENCE**

An audience based on a list of emails, specific online activity, or engagement



### **LOOKALIKE AUDIENCE**

An audience built by an algorithm using a custom audience as its base



When choosing a mix of audiences for your campaign, try to prospect (reach users for the first time) and retarget.

By choosing this kind of mix, Instagram will optimize to the higher performing audience, allowing you to more effectively reach your goals. Below are a few audiences we'd recommend:

## INTERESTS/DEMOS AUDIENCE

An audience based on a user's listed demographics and online activity

- Interests: Derived from IG pages the user likes
- Behaviors: Ranging from purchase behavior to life events
- Demographics: Ranging from age to income to life stages



## CUSTOM AUDIENCE

An audience based on a list of emails, specific online activity, or engagement

- Customer File: Your existing CRM data
- Website Traffic: Users visiting your site
- App Activity: Users of your app
- Offline Activity: In-store or phone customers
- Engagement: Users engaged with your Instagram page



## LOOKALIKE AUDIENCE

An audience built by an algorithm using a custom audience as its base

- A new audience based on any custom audience seen on the left



## There are many different types of advertising on Instagram:






Image, Stories, Video, Carousel, Collection, Explore, IGTV, Shopping, and Reels. Each of these types of ads appeal to different users in unique ways, but all thrive when the content is high-quality. Never post a blurry or low-resolution visual.

- Image ads – single image that appears on users' Feeds
- Stories ads – full screen image or video ads that appear between users' Stories
- Video ads – short video that appears on users' Feeds
- Carousel ads – features a series of images or videos that users can swipe through
- Collection ads – combination of carousel and shopping ads, showcasing products directly from a product catalog
- Explore ads – appear in the “Explore” tab
- IGTV ads – video ads that play after a user clicks to watch an IGTV video
- Shopping ads – takes users directly to a product description page
- Reels ads – shown between Reels video, similarly to the Stories ads



When choosing an ad type for your campaign, the most important thing (again) is to create more than one.

Instagram will not only optimize to the higher performing ad, but you'll learn which ad types work best for future campaigns. We highly recommend starting with Single Image and Carousel ads.

 <p><b>Single Image</b></p> <p>Create up to 6 ads with one image each at no extra charge</p>	 <p><b>Single Video</b></p> <p>Create an ad with one video</p>	 <p><b>Slideshow</b></p> <p>Create a looping video ad with up to 10 images</p>	 <p><b>Carousel</b></p> <p>Create an ad with 2 or more scrollable images or videos</p>	 <p><b>Collection</b></p> <p>Feature a collection of items that open into a fullscreen mobile experience. <a href="#">Learn more.</a></p>
<p>Single Image is the original ad unit, and can see strong success, but the image better be compelling.</p>	<p>Best for brand awareness, videos are prioritized by Instagram, but don't yield high click rates.</p>	<p>If you're unable to create high quality videos, this can be a good replacement. Success is varied, though.</p>	<p>Potentially the strongest current ad type, this is a great way to display multiple ideas/messages.</p>	<p>A newer way to display a variety of products, the first click won't take the user to a site, but will expand the visuals to full screen. As we are not an e-commerce industry, these are highly discouraged.</p>



Regardless of the campaign you decide to create, there are a few best practices we recommend. All campaigns should generally follow these four guidelines:

### **TAKE YOUR TIME**

Don't hastily create a campaign. Give some real thought to your objective. Carefully and strategically create your audiences. And create the best ads possible.



### **USE MULTIPLE AUDIENCES**

There's always an opportunity to learn how to best target a given audience. Try creating an audience based on interests and run it alongside an audience based off your email list. Give your campaign multiple ways to succeed.



### **USE MULTIPLE ADS**

If you only run a single ad, Instagram has to put your entire budget behind it whether it's working or not. If you run multiple ads, Instagram will automatically optimize toward the more successful ones, making your campaign more efficient.



### **CHECK IN & OPTIMIZE**

If you run your campaign with multiple audiences and multiple ads, you should check in on the campaign about halfway through. Then, turn off the lower performing audiences and ads. Now your campaign is fully optimized.



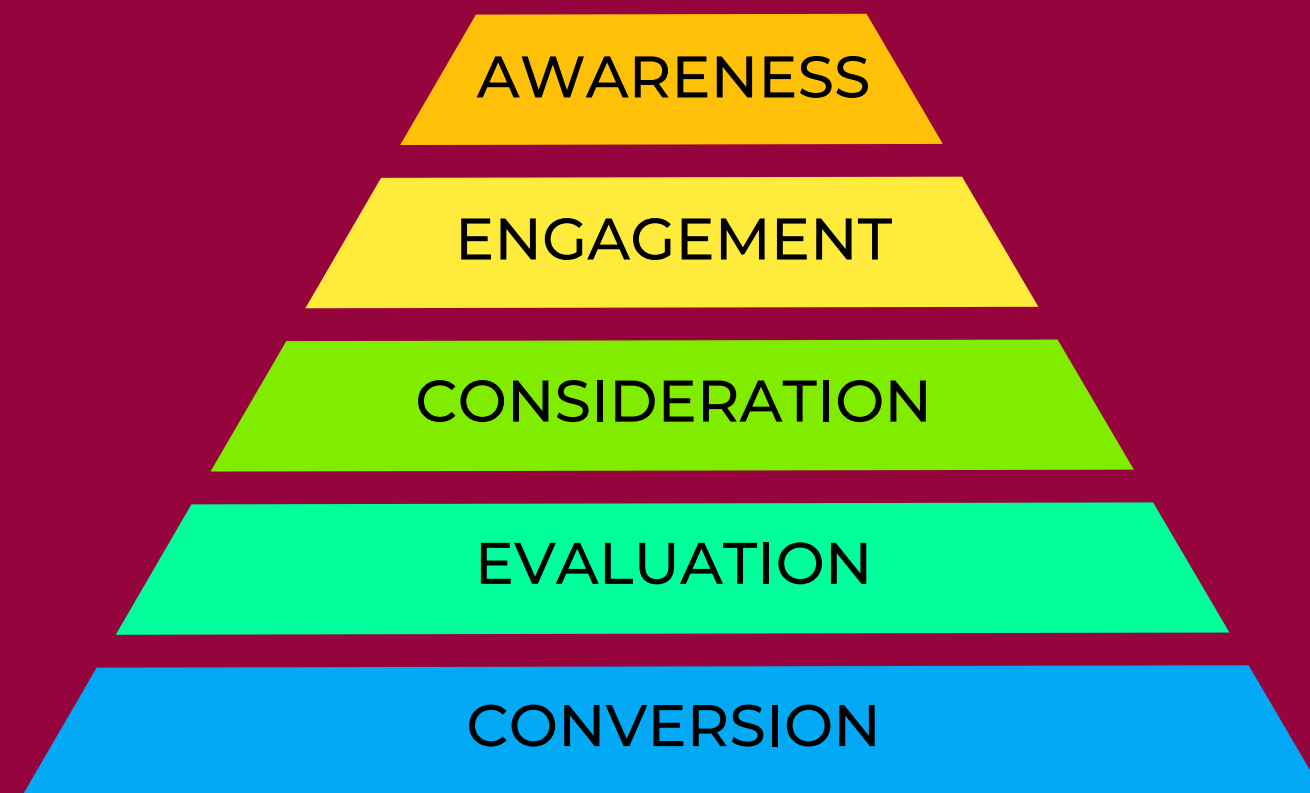


# ANALYTICS

USING DATA TO IMPROVE YOUR  
MARKETING EFFORTS



# INSTAGRAM ANALYTICS



In order to optimize your campaigns, you'll need to understand which metrics to watch. Depending on the goal of your campaign, there are different metrics you should keep an eye on.

Generally, Instagram metrics found in Facebook Ads Manager can be categorized into segments of the traditional marketing funnel. First, a user needs to be aware of your company, then they have the opportunity to engage, consider, evaluate, and finally convert. Let's break down what this looks like when we consider Instagram's metrics.



There are some key metrics to look at for each part of the funnel. Below is a list of those metrics with their associated definitions.

## AWARENESS

CPM: Average cost to serve one thousand impressions  
Reach: Number of unique Instagram users who were served your ad  
Frequency: Average number of times a unique Instagram user has seen your ad

## ENGAGEMENT

Reactions: Number of reactions (likes) a post received  
Shares: Number of shares a post received

## CONSIDERATION

Link Clicks: Number of times a user clicked on a URL bringing them off Instagram  
CPC (cost per click): Average cost to obtain a single click  
CTR (click through rate): Number of link clicks divided by total impressions

## EVALUATION

Average Session Duration: A Google Analytics metric measuring the average length of time a user stayed on your website  
Average Pages/Session: A Google Analytics metric measuring the average number of pages a user visited after clicking to your website

## CONVERSION

New Leads: Leads obtained during a Lead Generation campaign  
New Clients: Make sure to ask your new clients how they first heard about you, and how they ended up connecting with you. Then, track that information over time.



To make things a bit easier, we have broken down which metrics to observe if you were to run any of the three campaigns we recommended earlier in this course:

### **BRAND AWARENESS CAMPAIGN**

**CPM:** This should be your most important metric here. If you run a Brand Awareness campaign, you should try to obtain the lowest CPM possible in order to reach the most people with your budget.

**Reach:** Keep track of this to understand how many individual people saw your ad.

**Frequency:** For a Brand Awareness campaign, you can let your frequency reach up to 12.0. If it gets any higher, you may want to take away some of your budget.

**Ad Recall Lift:** This is a Facebook estimate giving you an idea of how much it cost to have a single user remember your ad.



### **TRAFFIC CAMPAIGN**

**CPM:** Higher CPM means it's more expensive to reach a certain group of people. Keep an eye on this.

**Link Clicks:** Keep track of how many clicks you sent to your website. What value is your campaign bringing?

**CPC (cost per click):** If certain ads have a higher CPC, it's possible they aren't as effective as others.

**CTR (click through rate):** By combining this metric with CPC, you should be able to determine how effective each ad is.



### **LEAD GENERATION CAMPAIGN**

**CPM:** Higher CPM means it's more expensive to reach a certain group of people. Keep an eye on this.

**Leads:** How many people completed your lead generation form? By looking at this metric at the "Ads" level, you'll find a link to download your generated leads.

**Cost Per Lead:** This is a metric dividing total leads by total money spent on that advertisement. If a particular ad has a higher cost per lead, it may be wise to turn that ad off to allow your budget to shift toward the ad with a lower cost per lead.





# QUESTIONS?

THAT CONCLUDES OUR  
INSTAGRAM 301 COURSE

If you ever have any questions,  
please feel free to reach out to  
us!





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# THANK YOU

