

# The Business of



# Instagram: How-To Guides





# Where there's **passion**, there's **action**

Instagram is where people keep up with the things they love, and they can act on their passions instantly with our tools.

Get your brand discovered with videos, engage with communities through creators and move consumers from discovery to purchase. Learn how your brand can turn consumers' passion into business growth.

03 How to build  
effective **Reels** ads

10 How to collaborate  
with **Creators**

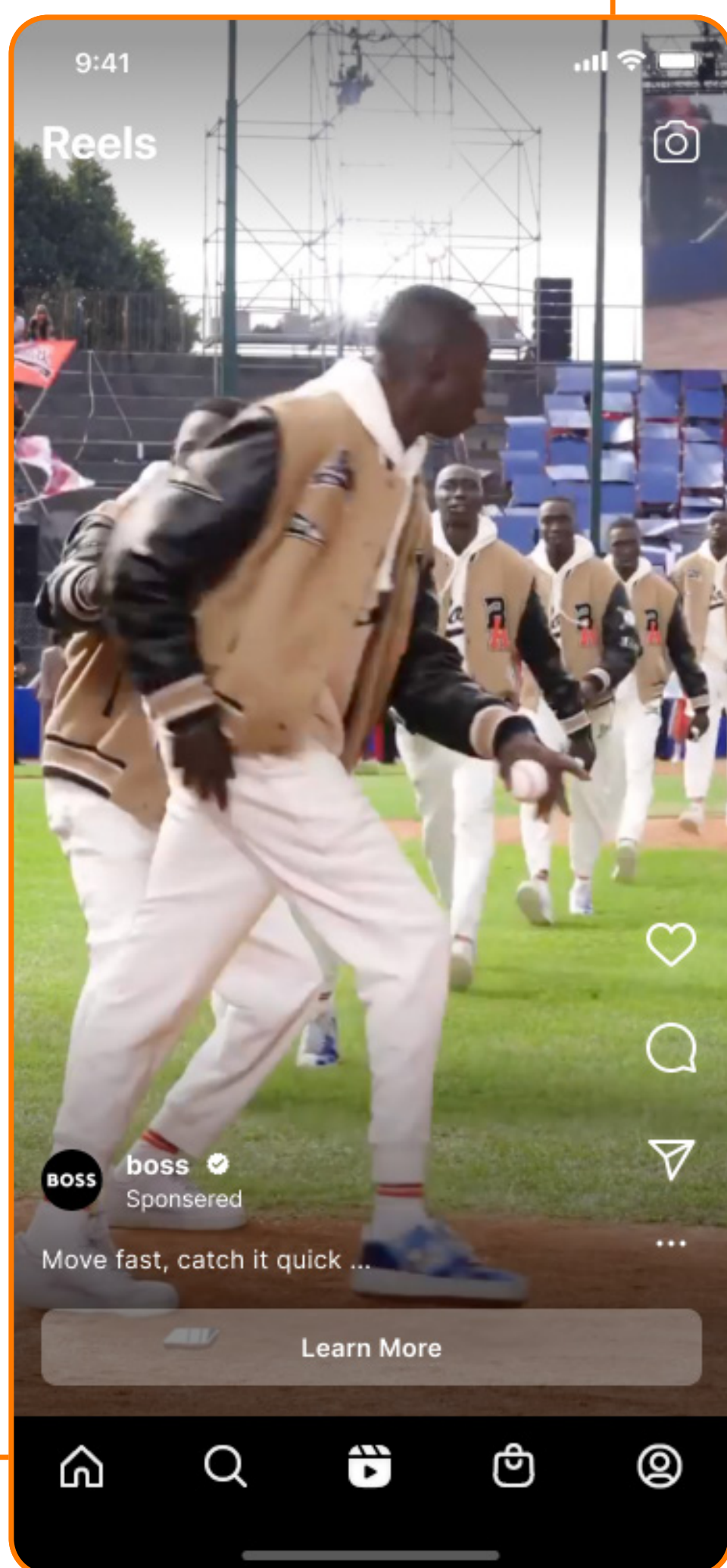
16 How to reach  
customers with  
**Instagram Shopping**





# Entertaining storytelling drives discovery for your brand

Reels is the future of video storytelling on Instagram — in fact, **it already makes up 20% of the time spent on the platform.**<sup>1</sup>



Integrate Reels into your creative strategy to drive:

## Passionate engagement

Engage audiences with expressive brand storytelling at the intersection of entertainment and personal connection.

## Meaningful reach

Reach people where they connect around video that they love.

## Cultural relevance

Drive cultural relevance with creator partners who are authentic and relatable storytellers.

Source:  
1) Meta Q1 2022 earnings.

# Reach the right people across the customer journey with full-screen, immersive video ads

Design with Reels in mind:

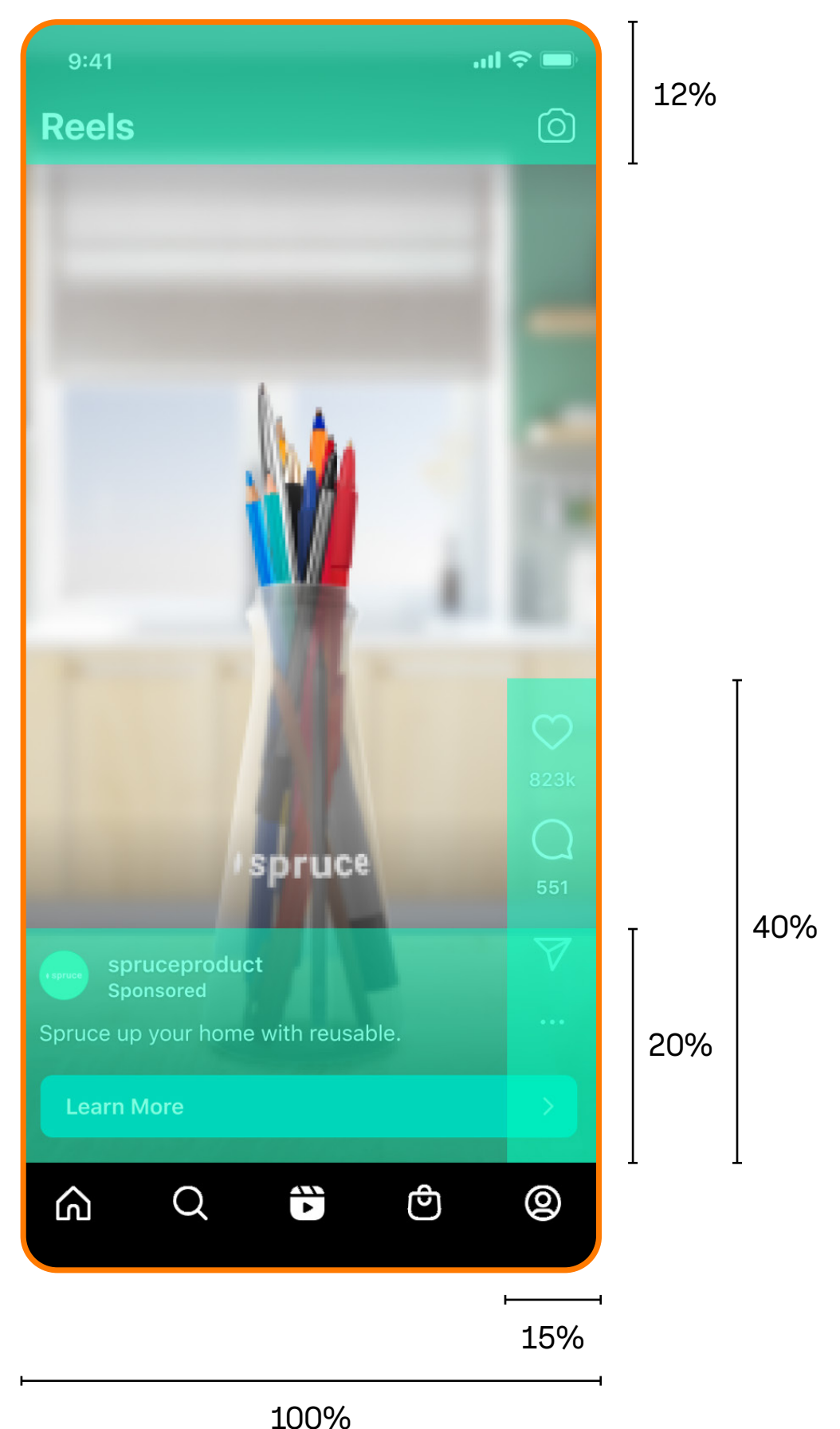
## 1. Take advantage of the full mobile screen and use immersive video to tell your brand story.

In our analysis of built-for-Reels ads, we found that vertical ads on average had a 48% lower cost-per-action compared with non-vertical ads.<sup>1</sup>

## 2. Keep in mind safe zones as they can impact your click-through rate.

On average, the click-through rate on ads within studies identified as violating the Reels UI Safety Zone are 28% lower than ads within studies which did not.<sup>2</sup>

### Reels ads design safe zones



## Tool tip

Tap one of our [fully-vetted Meta Business Creative Video Partners](#) to help you create impactful, entertaining video ads.

### Sources:

1) Meta Internal Data, May 2022. Research findings do not guarantee future results.

2) Meta Internal Data — analysis of placement-level results for ads associated with 58 global Brand Lift studies that were self-identified at the time of study creation as testing the addition of Reels as a placement to a current campaign strategy. Studies run from June 2021 through March of 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label is obscured by any portion of Reels user interface or persistent Camera icon. Research findings do not guarantee future results.



# Great Reels creative is



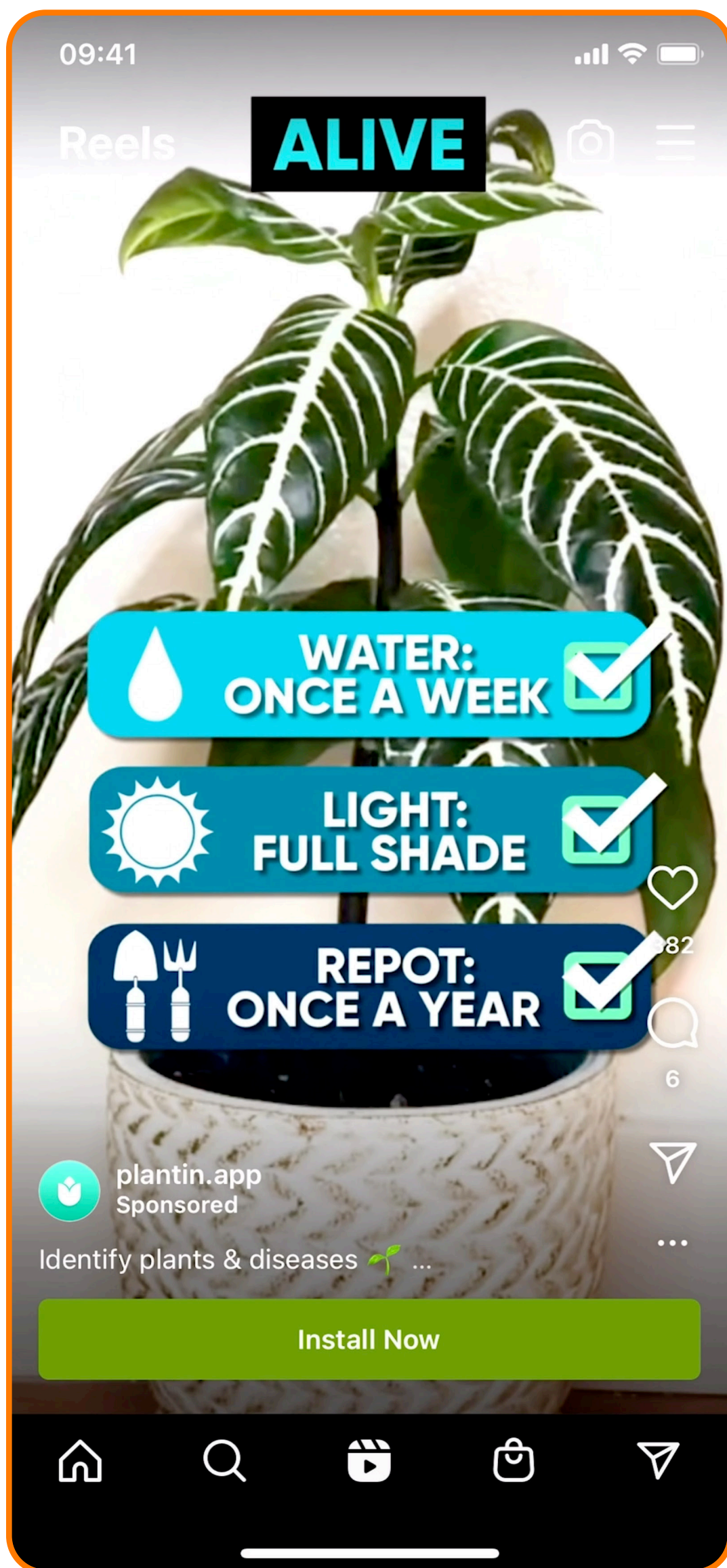
# entertaining, digestible and relatable

Follow these tips to create  
immersive Reels video ads  
that break through.



# Make it entertaining

Pull your audience in and entertain them with content that appeals to their ears, eyes and hearts.



[View the success story](#) 

## 1. Design for sound on

80% of Reels are viewed with sound.<sup>1</sup> Music can be an effective audio strategy for captivating attention and creating connection, particularly when it complements the mood of your story (i.e. relaxing, inspiring, energizing, chill, dreamy).

## 2. Dazzle with visual effects

Adding effects are a great way to inject a little fun in your Reels and enhance the story — in fact, about 40% of Reels use effects.<sup>1</sup> Try effects like green screen to help you layer first-person video commentary onto content.

## 3. Inspire an emotional response

Entertaining ads tend to elicit emotions like happiness, interest and curiosity. Consider sparking intrigue by taking an edutainment approach and teaching your audience something new or helping them learn more about something they already love.

Sources:

1) Instagram Internal, August 2022

## Tool tip

Explore [our exclusive collection of music and sound effects](#), with frequent new releases from award-winning artists — all royalty-free for you to use in your video creative.





# Make it digestible

Break through with digestible content, featuring key business and product information, as well as demonstrating the product functionality.

## 1. Nail the hook

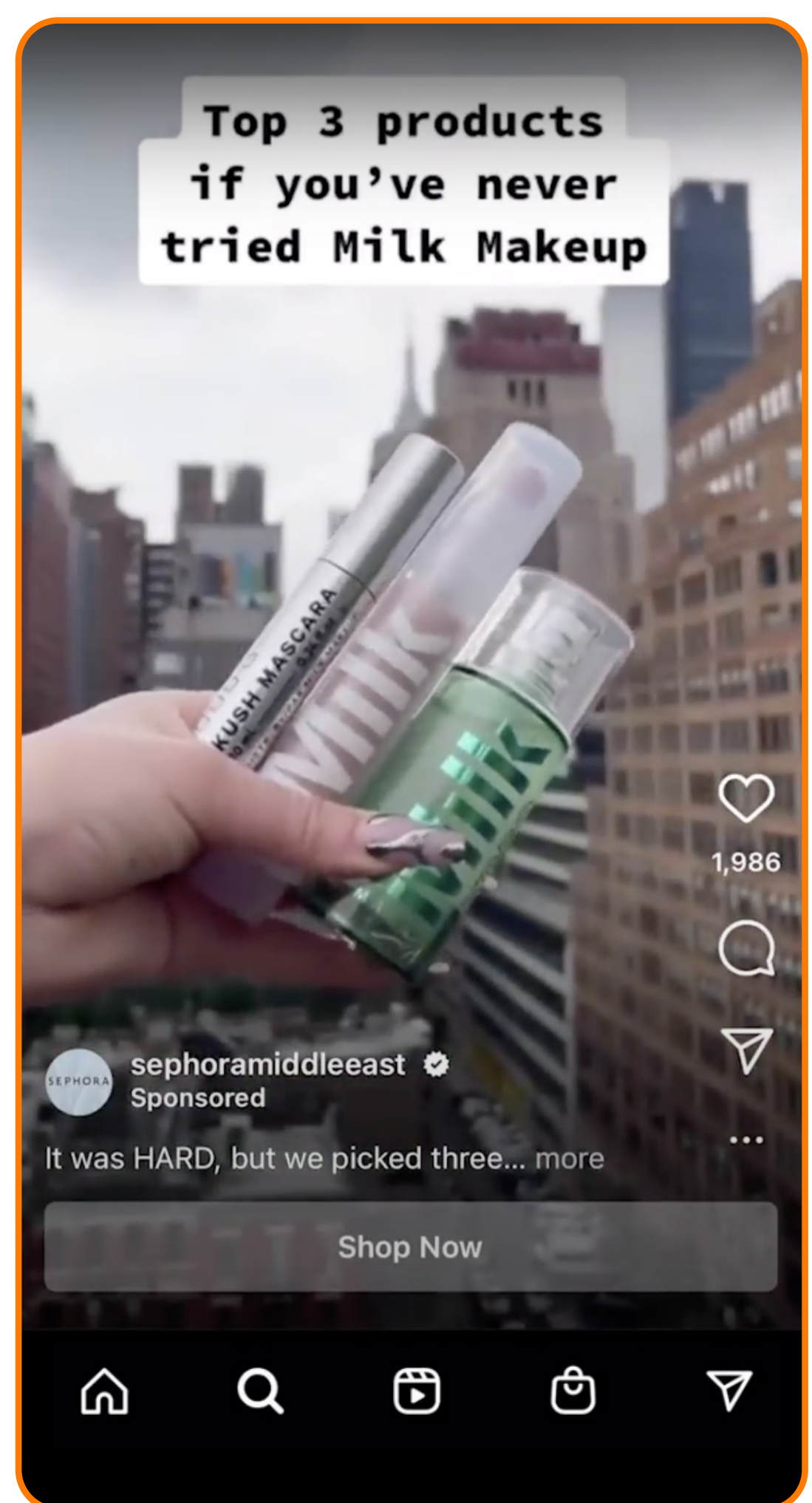
Capture attention in the first five seconds, and set the stage by teasing the content of the video (i.e. three ways to style your product). Keep your audience engaged with well-paced transitions, and play with audio and beat drops to keep the creative moving at an engaging pace.

## 2. Use voiceover

Adding voiceover can aid in telling your brand story and bring to life your brand personality.

## 3. Add bite-sized text

Pair voiceover with bite-sized text that is thoughtfully placed throughout the Reel to reinforce your key product or brand message.



[View the success story](#) 

## Tool tip

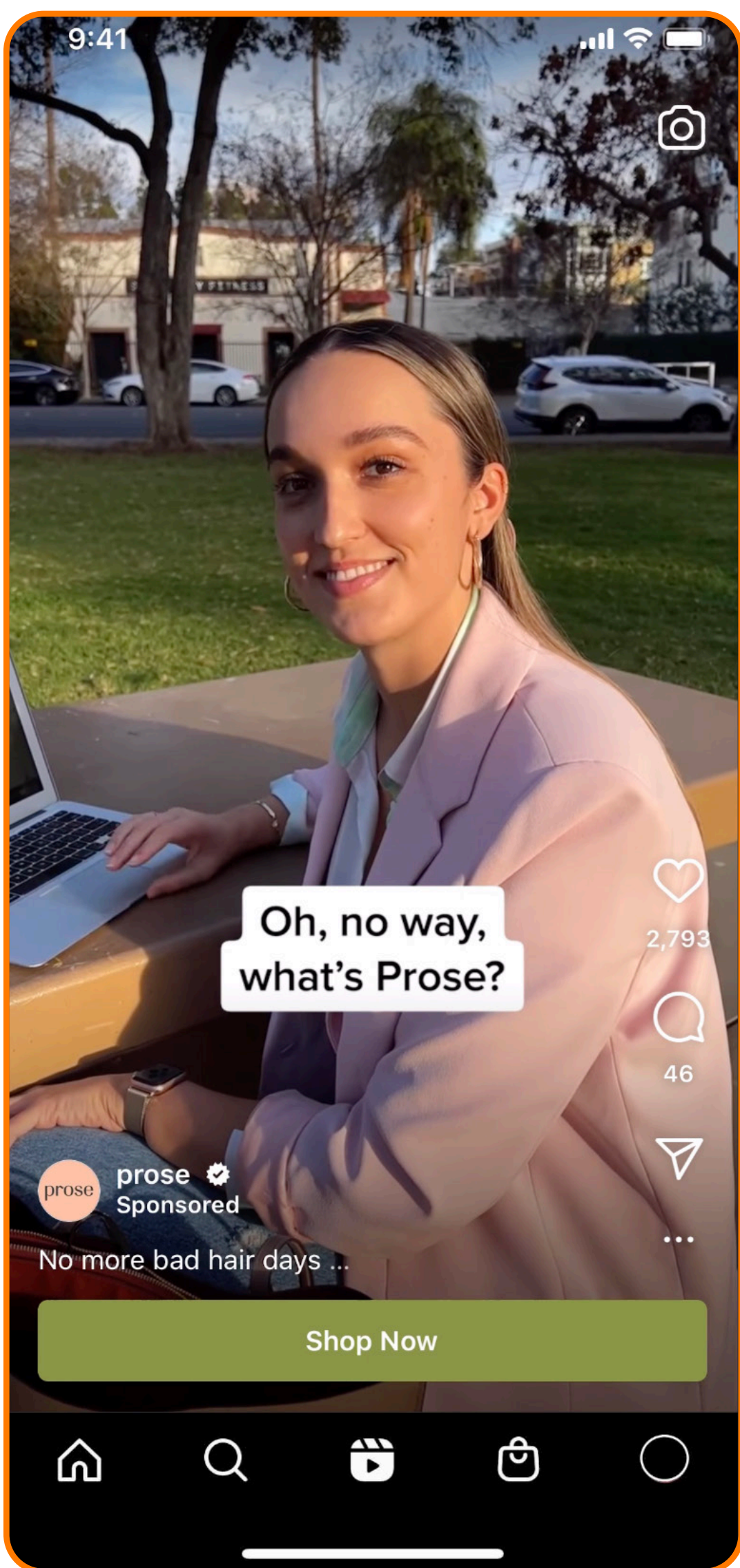
Learn from Instagram experts how to add voiceover and timed text to your Reels.





# Make it relatable

Build a connection with your audience with creative that feels relevant to the format.



[View the success story](#) 

## 1. Be personal

Consider the presence of people and speak directly to the audience. In an analysis of two million Reels ads, we found that those with a human presence in the creative (such as a face, person, or child) had a 25% higher click-through rate than those that did not.<sup>1</sup>

## 2. Speak their language

Speak to your audience in language that they can easily understand and connects to their values, goals and ambitions.

## 3. Partner with creators

Creators are expert storytellers and can help you authentically connect with audiences around shared interests. In fact, 78% of consumers say that creators are influential in helping them to discover new brands.<sup>2</sup>

Sources:

1) Meta Internal, June 2022. Research findings do not guarantee future results.

2) "Role of Creator Marketing Study" by Crowd DNA (Meta-commissioned online survey of adults ages 18+ across AU, BR, DE, FR, JP, KR, MX, UK, US in March 2022)].

## Tool tip



Need a relatable Reels storyteller? Learn how to [partner with creators on Instagram with our fully-vetted Meta Business Partners.](#)





# Get started with Reels ads

## Reels Ads Format

Format		
	Instagram	Facebook
9:16 + <= 60s videos	✓	✓
9:16 + <= 90s videos	✓	✗
Non 9:16 + <= 60s video	✓	✓
Non 9:16 + <= 90s video	✓	✗
Single Image (static, without transformations)	✓	✓
Single Image (with transformations)	✓	✓
Carousel Image (with transformations)	✓	✗

As of July 2022 —  
Note: Non 9:16 video assets are only eligible to run in automatic placements.  
For images running in manual placements, advertisers must select at least 2 placements.



# Get **future** **ready** with creators

Collaborating with creators brings your brand value today and sets strong foundations for tomorrow.

## **Creativity**

They embrace and interpret new tools and technologies that shape culture.

## **Connections**

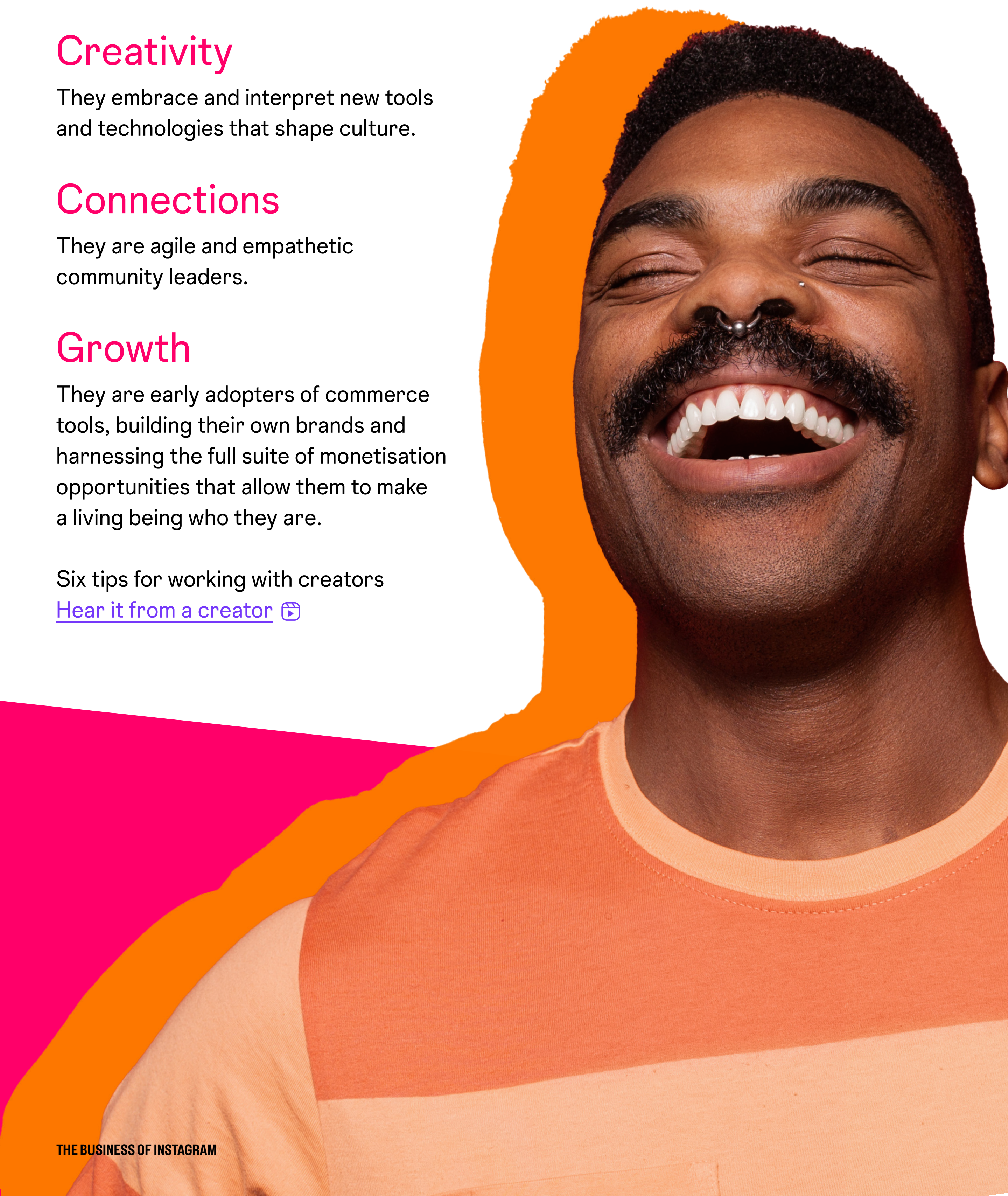
They are agile and empathetic community leaders.

## **Growth**

They are early adopters of commerce tools, building their own brands and harnessing the full suite of monetisation opportunities that allow them to make a living being who they are.

Six tips for working with creators

[Hear it from a creator](#) 





# The Creator POV: @swopes on how to build strong brand partnerships



01.

Take time to find the right match for your brand.

02.

Check through every detail of the final deliverables.

03.

Discuss how the final deliverables will be used, and when and where they will be posted.

04.

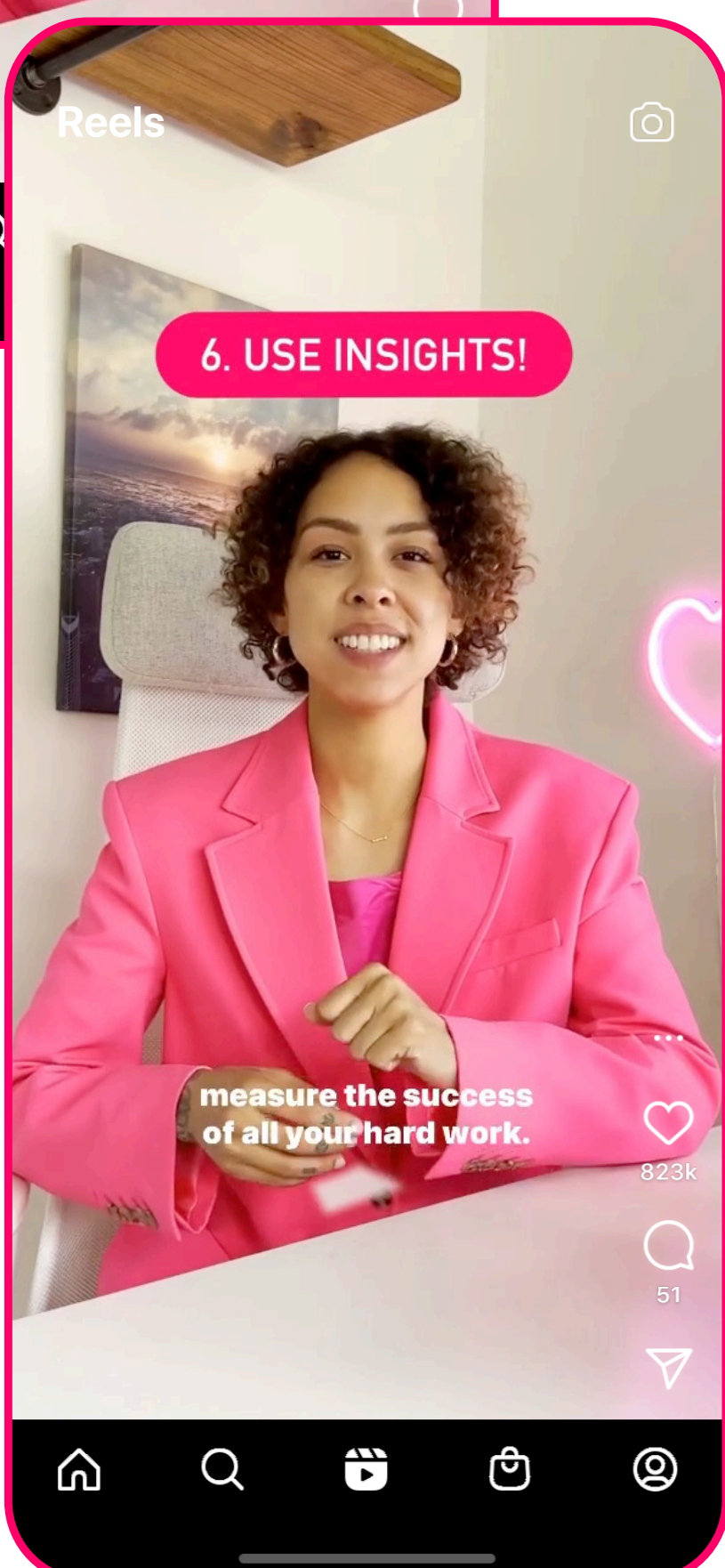
Share feedback during the creation process to keep sight of your goals.

05.

Move forward with the collaboration once you have a contract in place that works for both parties.

06.

Use Insights to measure the success of all of your hard work.





# Rethinking the creator marketing opportunity

## From

Creators as media channels

Organic reach from the creator's own community

Engagement rate as a priority KPI

Content that focuses too heavily on the creator or brand


## To

Creators as strategic partners, creative collaborators and connectors to unique audiences.

Branded content ads allow advertisers to turn creator posts into ads, combining creator authenticity with Meta's powerful targeting and optimisation capabilities to reach all the right people, including and beyond the creator's followers.

Measure and optimise the KPIs that drive your business (reach, brand awareness, conversion etc.).

Content that blends the brand's identity and goals with the creator's expertise and creative expression.

How to make great branded content  
[Hear it from a creator](#) 



# Five steps for stronger creator partnerships

## 01. Define

Align on business objectives and desired outcomes upfront, so that brand and creator are clear on the goals.

## 02. Discover

Identify creators who share your brand values and can deliver desired impact.

## 03. Co-create

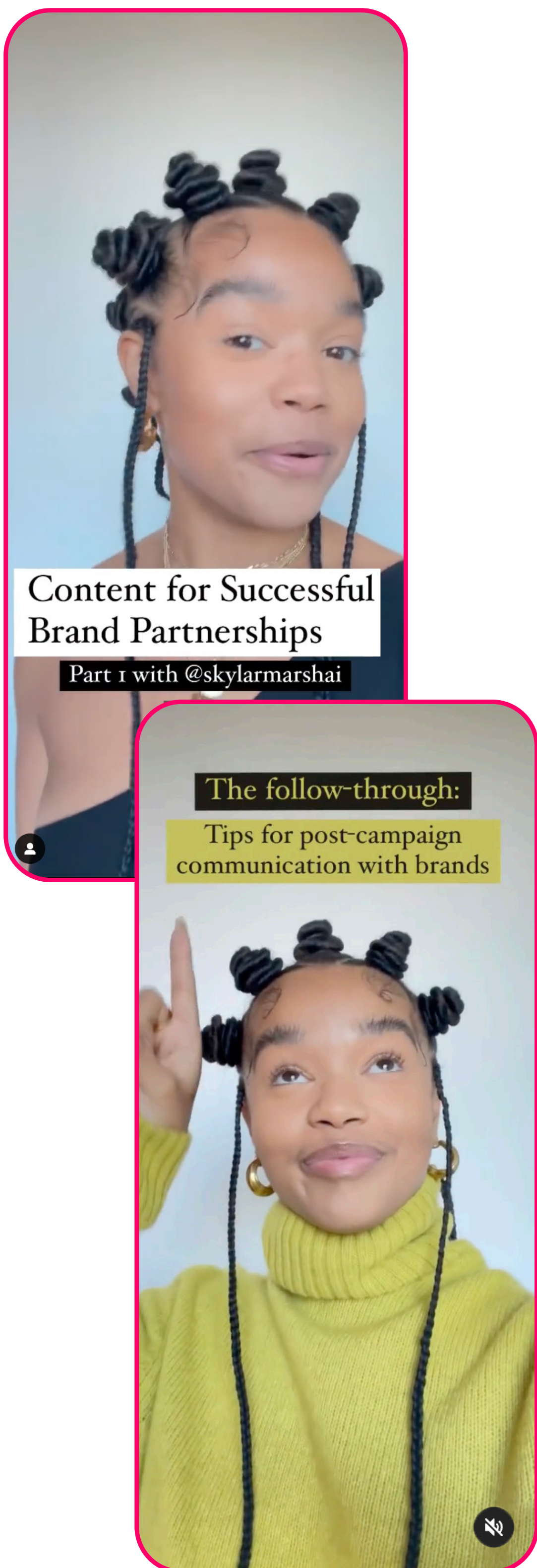
Brief creators with organic and paid in mind. Strike a balance between the creator's POV and your brand goals and be open to platform-native approaches, such as humour, stickers and text overlays.

## 04. Scale

Add paid media to reach more people.

## 05. Measure

Measure, evaluate and use learnings for your next campaigns.





# Have fun

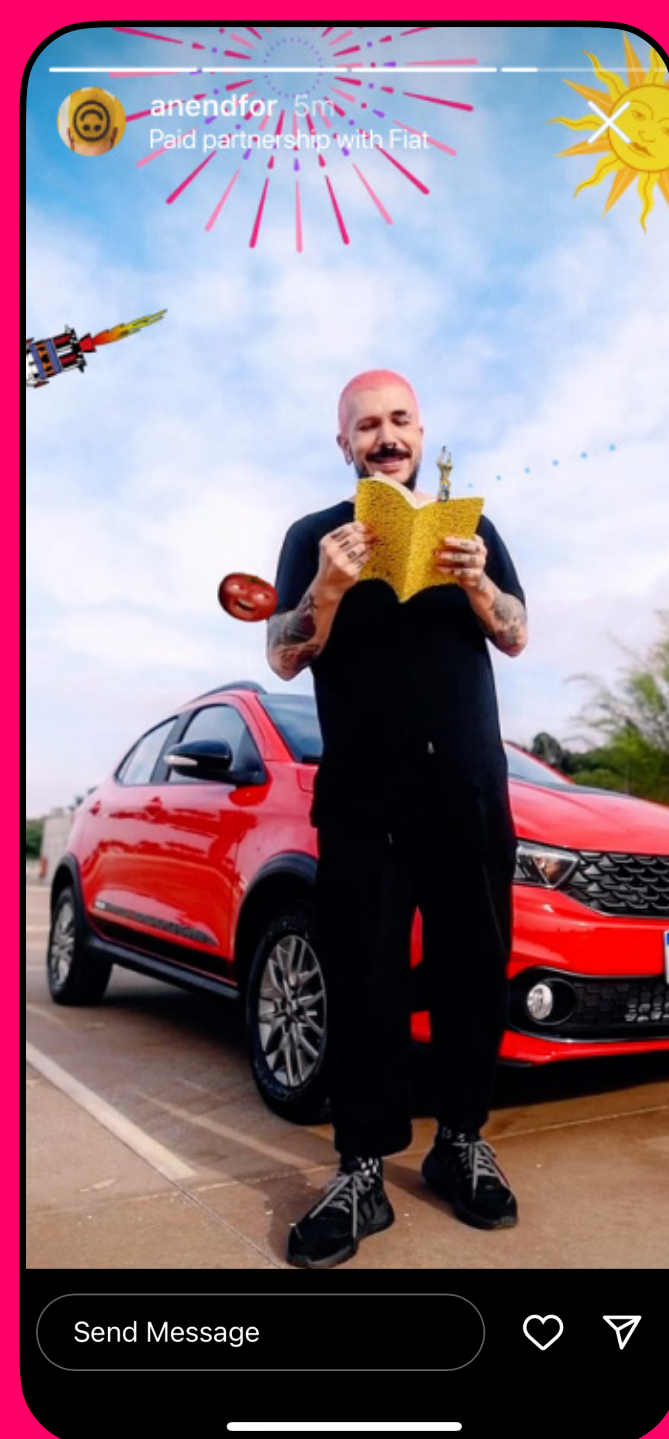
Live



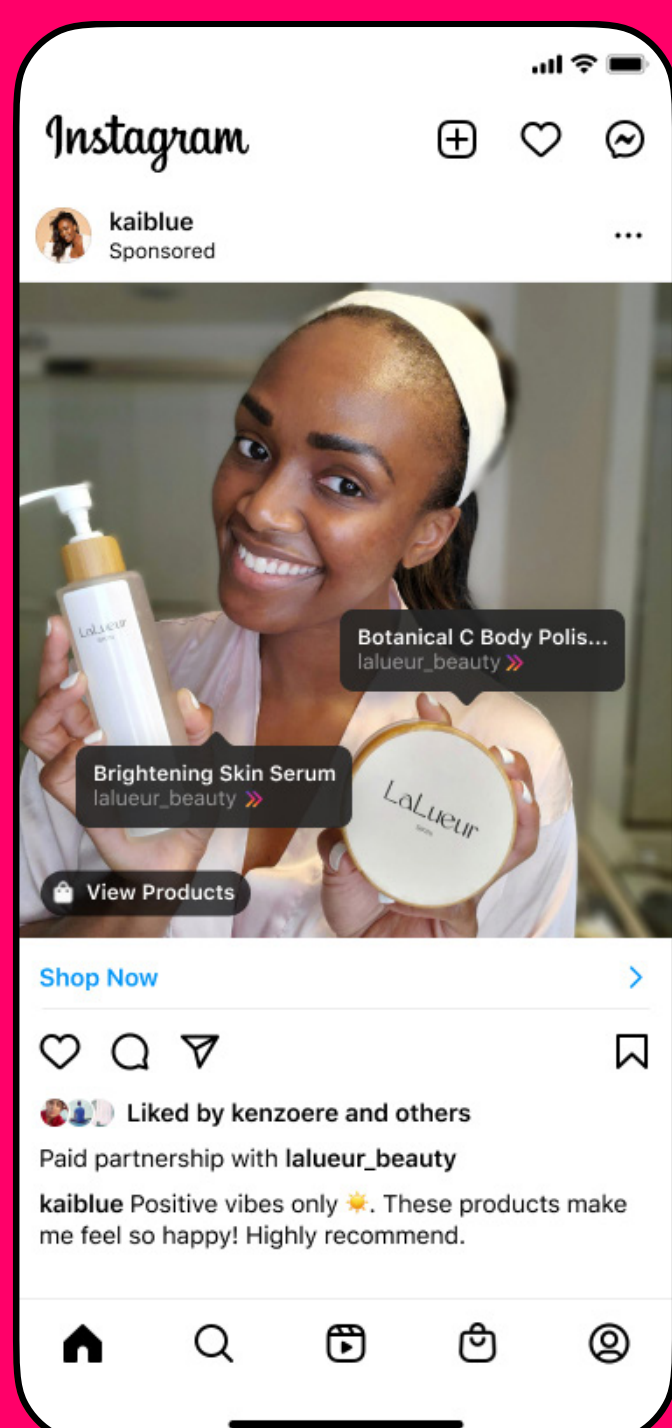
Reels

# with

Stories



# formats



Shopping

## Instagram is a platform for creativity.

Level up your campaign by layering in different features and formats. Your creator partners are experts in their mediums – let them explore your brief in their own style.



# People appreciate transparency and it delivers great results

Use the paid partnership label to disclose organic branded content.

To unlock scale, targeting and optimisation opportunities, turn that same content into branded content ads.

## 53%

higher click-through rates

Mixed campaigns with both business-as-usual (BAU) and branded content ads on Facebook and Instagram had 53% higher click-through rates than campaigns with only BAU.



Source: 2022 Marketing Science meta-analysis of 15 advertiser split tests where the creatives of the branded content campaigns were generated by advertisers in collaboration with third-party MBPs.



# Instagram Shopping helps you **reach** the **customers** that you



**Nearly half** of people surveyed use Instagram to shop weekly.<sup>1</sup>

There are foundational steps that your business can take to set your shop up for success and meet customers where they are – on Instagram. Ready to **#getyourshopon?**

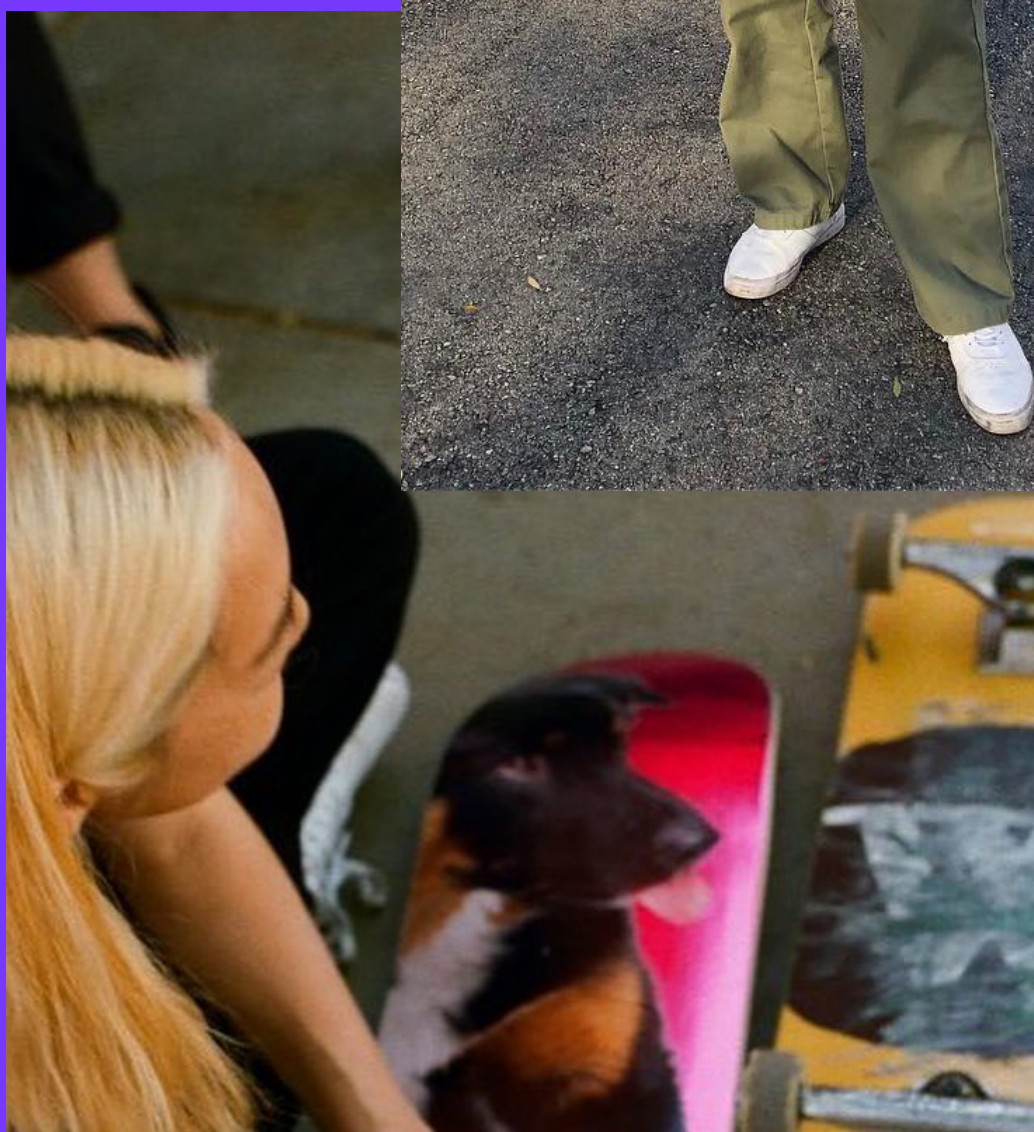
This guide will help you take action today: optimise your **catalogue** and use **product tags**.

Why does your catalogue matter?

Your **product catalogue** holds all of the info about the products that you wish sell on Instagram. It powers your shop and product detail pages. The more detail in your catalogue, the more delightful the shopping experience will be for customers.

What's the deal with product tags?

**Product tags** allow businesses to make photos and videos shoppable, so people can easily tap to learn more about your items in the moment of discovery.



Source:

1) Instagram trends research study, Facebook-commissioned survey of 4,500 Instagram active users (aged 18-50 in AU, BR, DE, FR, IN, JP, KR, UK, US) by Ipsos, Nov 2021. N=500 for each market. Instagram active users are weekly IG users who create content on the platform based on stated survey data.



# Your catalogue: prepare your shop for sales



When your catalogue is set up, it's important to maintain it. Providing a full product selection and complete item information in your catalogue helps shoppers find your products when they're searching, filtering and looking to discover new things.

## Tips for your catalogue

### 1. Assign permissions

Make your business the owner of your catalogue in Business Manager and assign permissions to others (e.g. your agency) that need to perform catalogue actions, such as adding items.

### 2. Use one catalogue

Use a single catalogue for both ads and shops to efficiently manage pixel event data, and ensure that all products that you want to sell from your website are in it (as you can only connect one catalogue to your shop).

### 3. Complete all product fields

Increase the likelihood of appearing in search by including all relevant fields: product ID, title, description, availability, condition, price, link, images, brand and product category. Make product titles and descriptions rich and accurate for a great first impression.

### 4. Set up variants

Set up variants of the same item, such as different sizes or colours, in your catalogue so that they display correctly.

### 5. Keep product information up to date

Keep prices, availability and product links to the correct Pages on your website up to date.

### 6. Upload high-resolution images and video

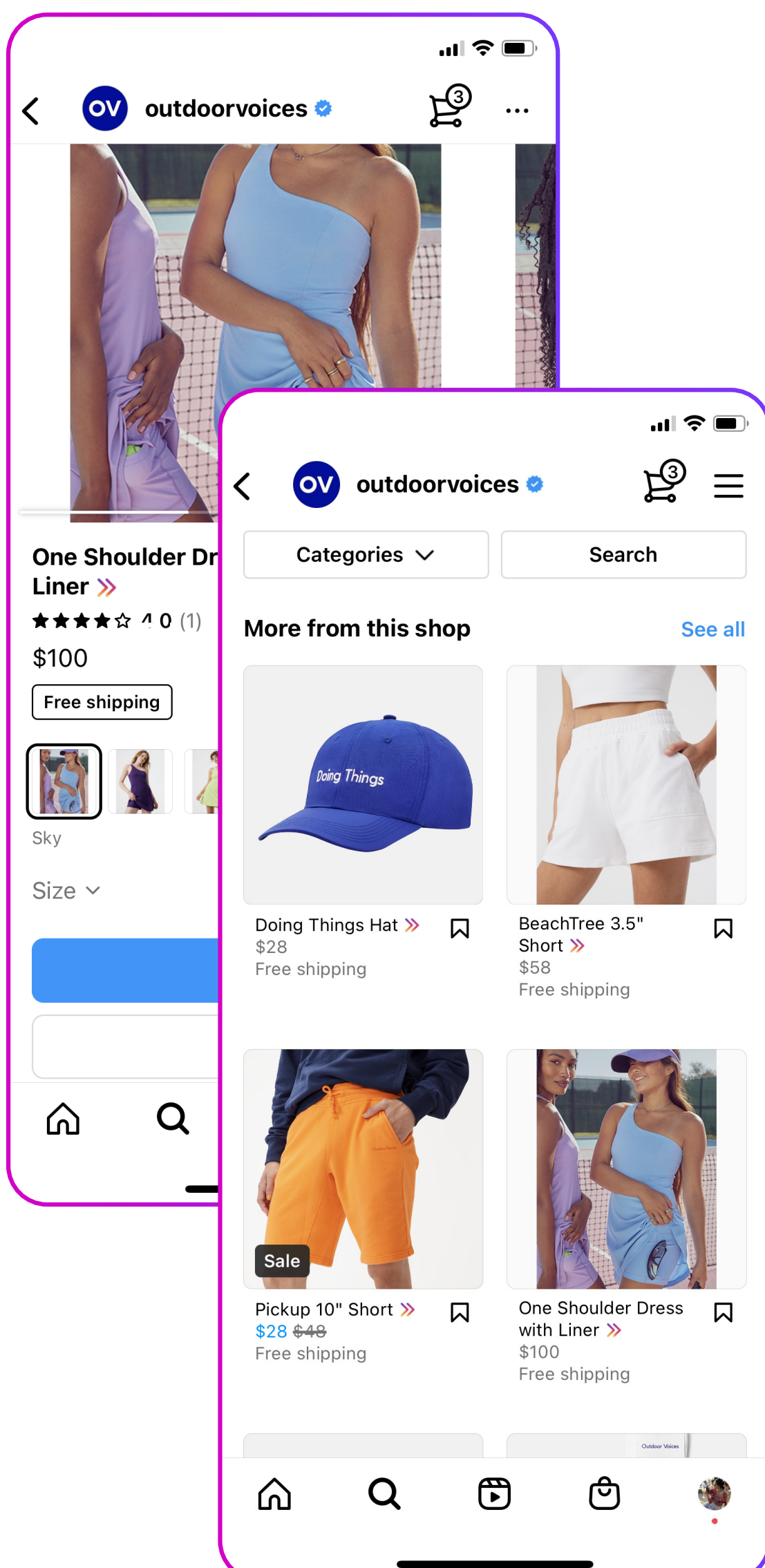
Upload at least four high-resolution images that are at least 500 x 500 pixels and show your product accurately, so people can really see how an item looks.

### 7. Check and fix item issues

Check for policy violations and other issues in Commerce Manager, so you can edit or request a review of those items.

### 8. Curate your shop

Control which products appear in your shop by hiding or unhiding them in Commerce Manager. Create collections of products to editorialise your shop, such as a collection of a type of products (e.g. lipsticks) or for a certain seasonal moment (e.g. holiday).

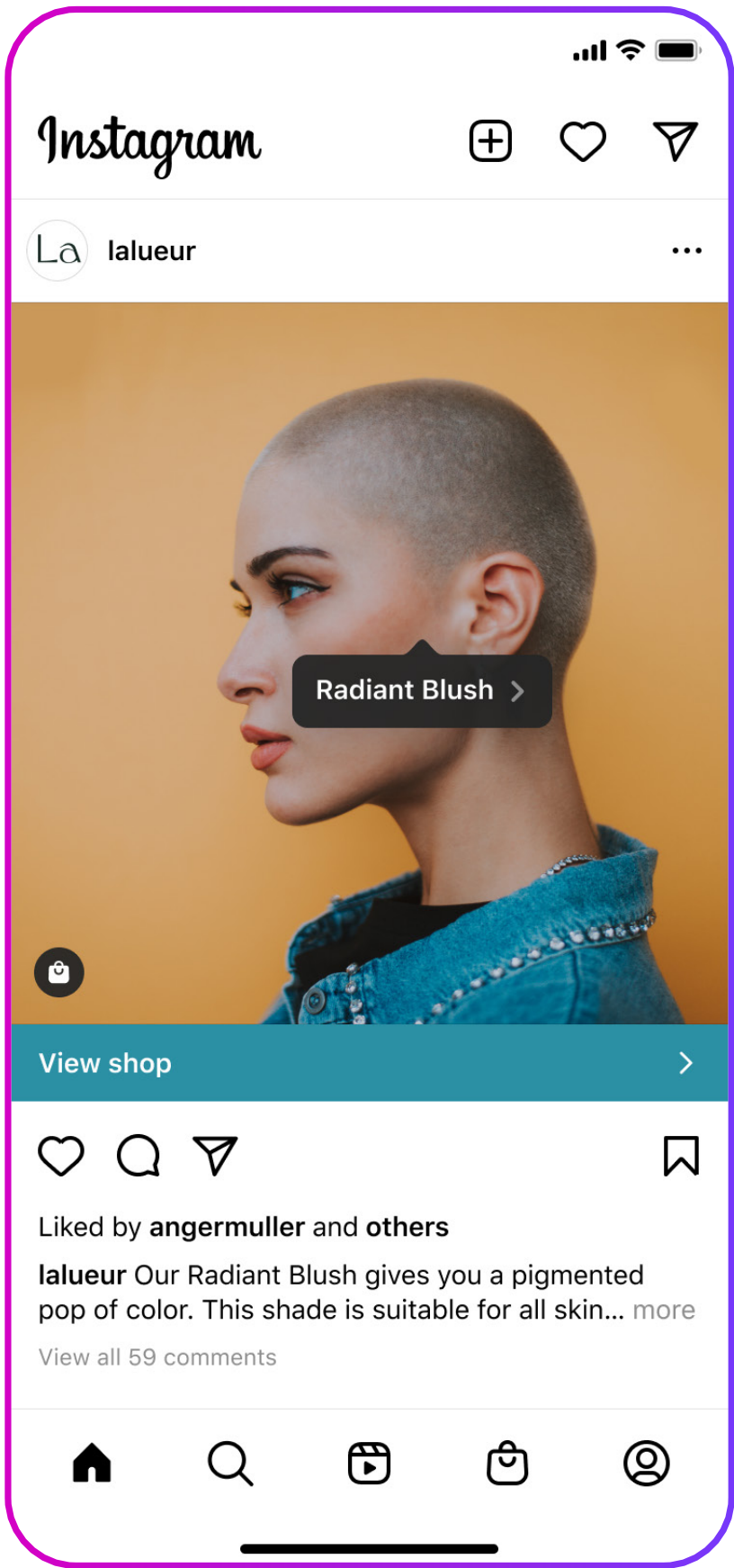




# Product tags: drive product discovery

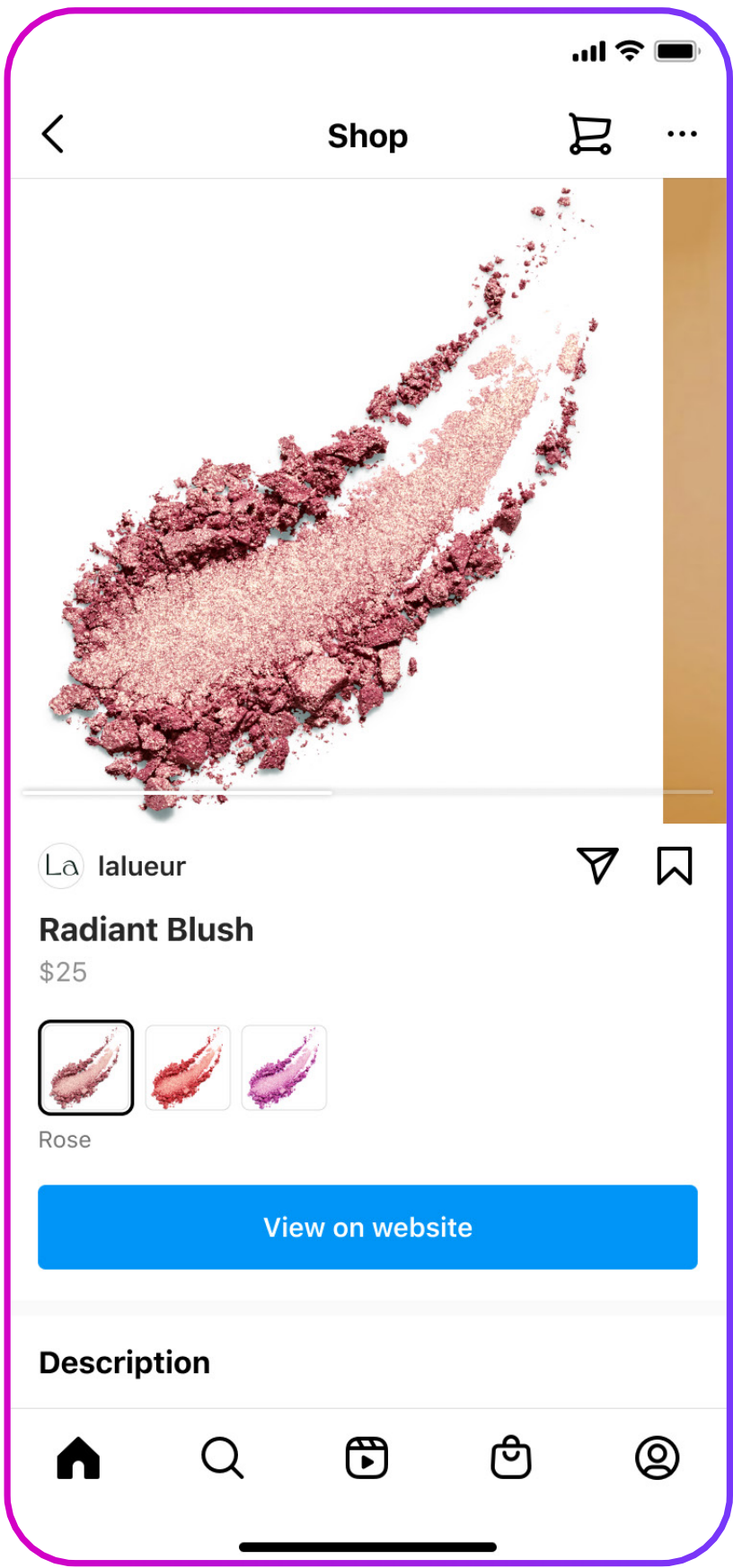
First, understand how product tags work to move people from a tag to a transaction.

## From tag



People **discover** product tags through photos and videos, wherever they are spending time on Instagram.

## To transaction

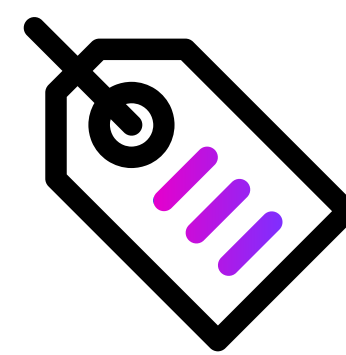


After tapping on a tag, people land on a product detail page (PDP) to **consider** the item and see it used in images and videos from your business and community. Nearly half of all PDP visits are through shoppable content.<sup>1</sup>

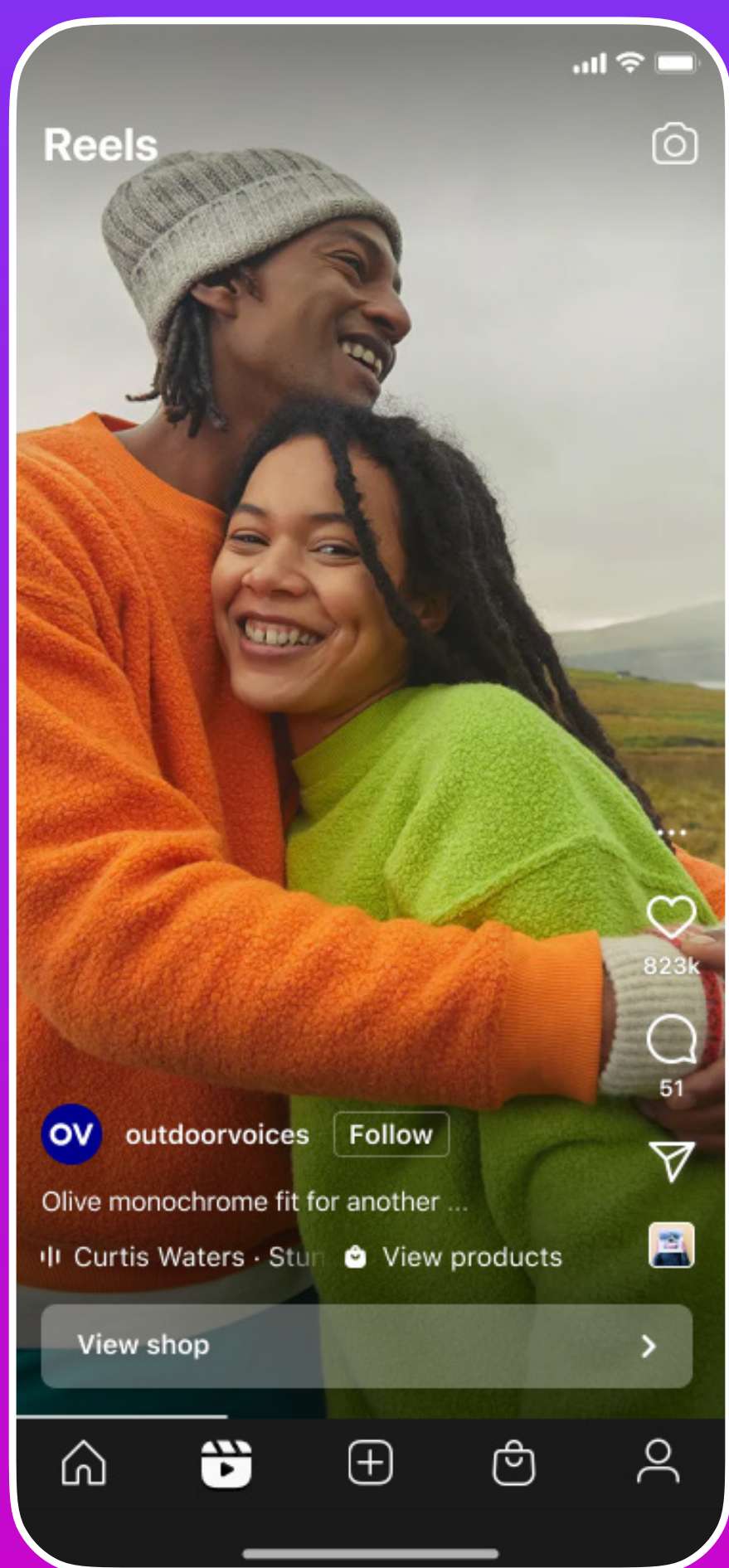
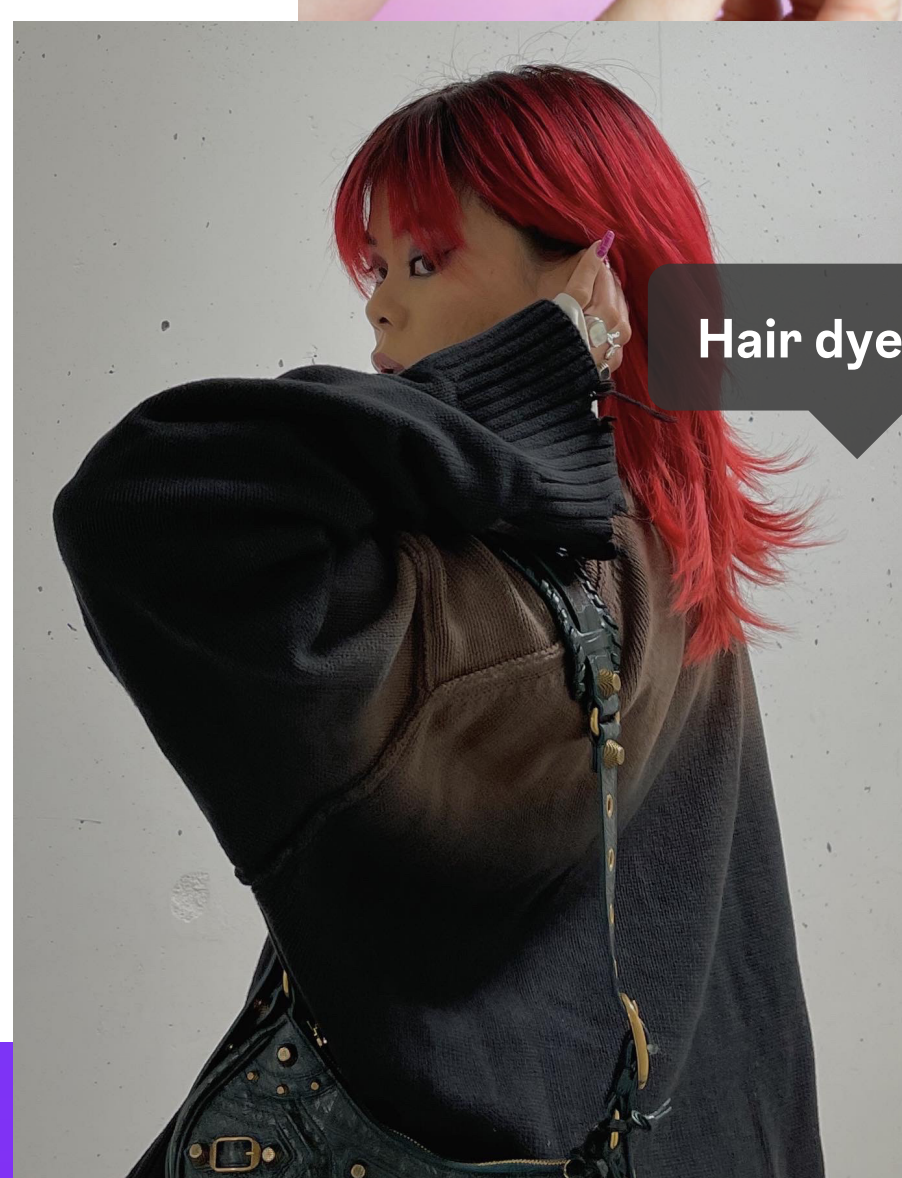
Sources:  
1) Instagram internal data, 2021.



# Put a tag on it



By tagging products in a variety of formats, businesses can reach users with shoppable content in different places on Instagram.



## Reels

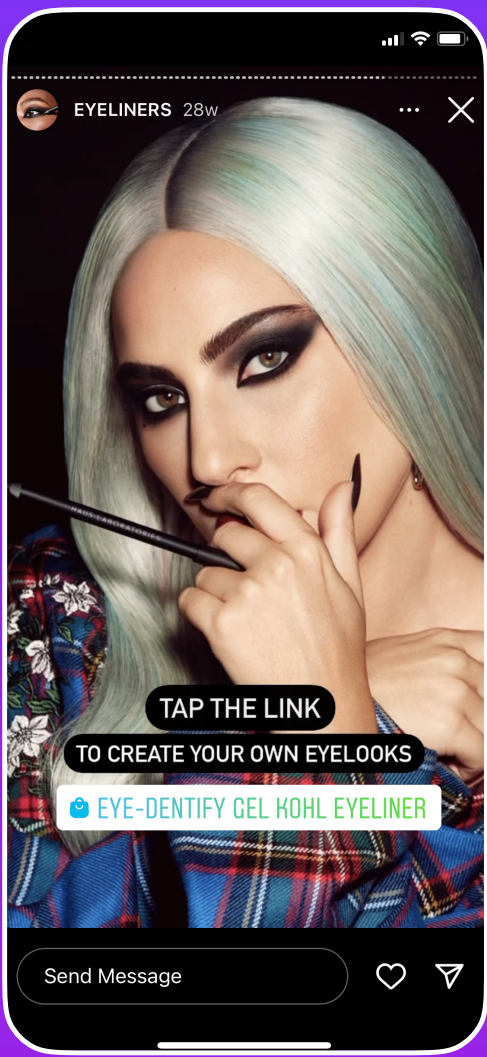
Drive product discovery with engaging short-form video content, while responding to product trends and embedding your brand in culture.

### Usage:

15-, 30-, 60- or 90-sec. short-form videos.

No. of product tags supported: max. 30 individual products from a single catalogue OR a collection.





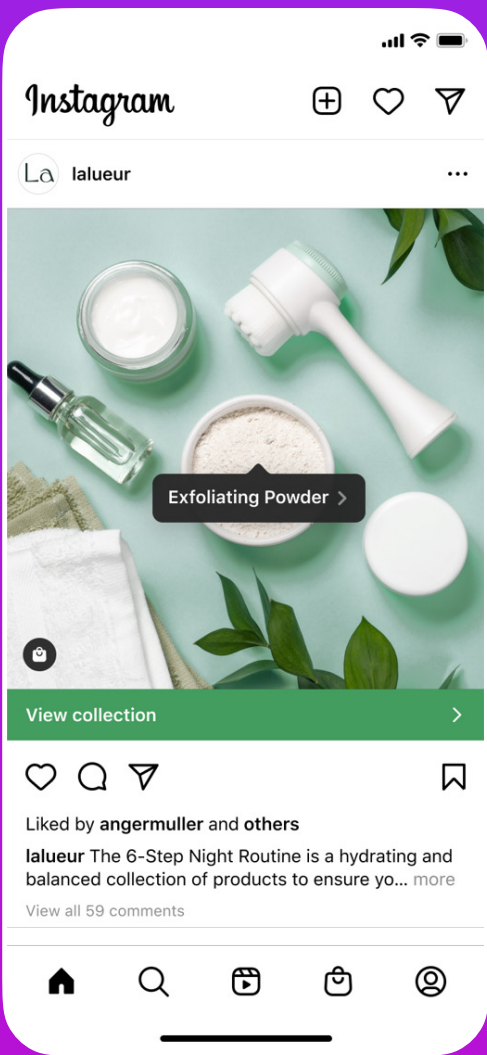
## Stories

Share in-the-moment updates (e.g. "item back in stock – shop now") and behind the scenes looks (e.g. "product coming soon") to inspire connection with your products.

### Usage:

Photos or videos in Stories.

No. of product tags supported: max. one product sticker per story; customisation available for text and colour of text in product sticker.



## Feed

Put the spotlight on new and relevant products. Tag products in feed or hero them in your profile bio and in feed post captions with product mentions.

### Usage:

Photos or videos less than one minute in length. Product tags and product mentions can be used together or separately.

No. of product tags supported: max. five products from a single catalogue.



## Product tags

Ads with product tags allow businesses to promote existing shopping posts in-app or set up new ones in Ads Manager to reach audiences at scale.

### Usage:

Photos or videos in feed. No. of tags supported: max. ten products per card (e.g. in a carousel, you can have multiple image cards)

## Tag via platform partners

Businesses who publish content via third-party platform partners can add product tags to their scheduled content on the respective platform

No. of product tags supported: five product tags per post.





# Tips for tagging

## 1. Tag frequently across all available formats to make any moment shoppable.

Tagging consistently drives user engagement. Successful shops tend to post five or more times per month.\* Experiment with the number of tagged products in every post, and make sure that your shoppable items are clearly visible. Plus, it's important to reach people where they are spending time by using different formats, such as shoppable reels, stories and more. All tagged content appears in the top carousel of your product detail pages, so the more images and videos that you have tagged, the richer the shopping experience.

## 2. Save shoppable content

Turn your tagged stories into a highlight so that users can shop products after your story has expired, or turn on auto-highlight in stories so that your tagged content lives on in product detail pages after the story has expired

## 3. Use insights to understand what's working

Dig into your shoppable media insights in Commerce Manager to see what content is driving engagement with your audiences and in what formats. Do more of what is working for your business and your followers.

## 4. Reach even more shoppers with ads with product tags

Turn your best-performing shoppable posts into ads to add scale via Boost functionality or in Ads Manager.

Sources:

1) Based upon 18,824 US on-site checkout sellers with 1K+ followers between 1 to 28 Feb. Specific stat is based on businesses btw. 10K-100K followers.



# Now what?

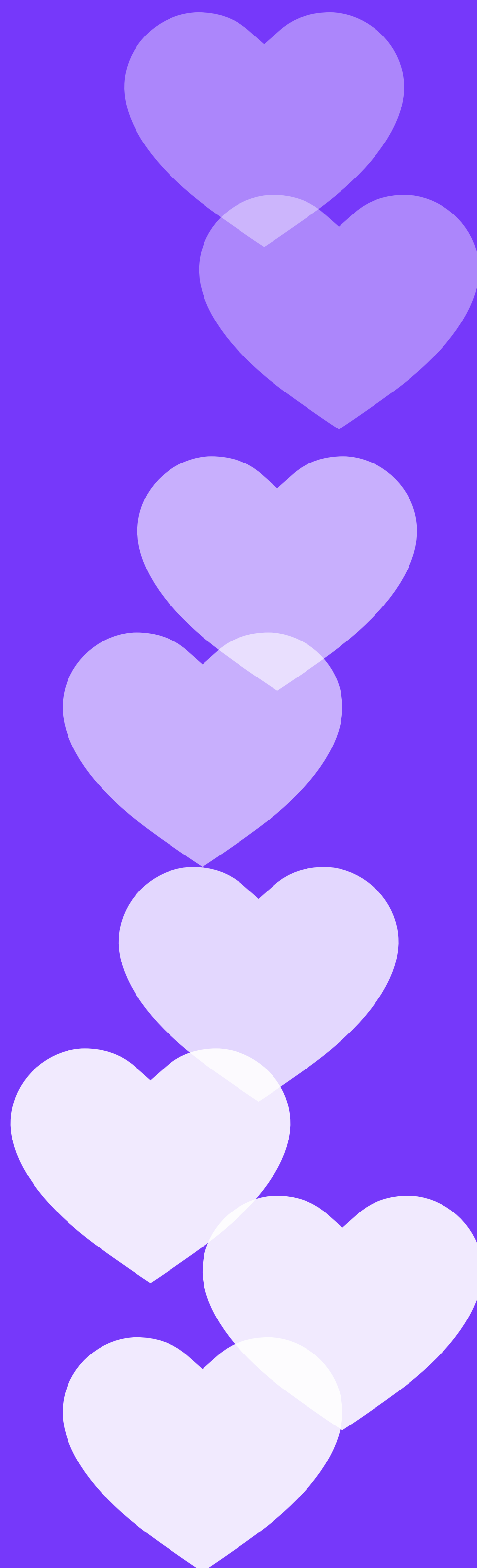
Once you've adopted our foundational guidance, discover more resources to unlock engaging ways to reach shoppers.

[Instagram Shopping: Best practices →](#)

[Catalogue: Troubleshoot items in your shop →](#)

[Tag products in all formats →](#)

[Commerce Manager insights →](#)





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 Meta