

Instagram Advertising Strategy 2021



Instagram has rapidly become a powerful force in social media. It might not be the biggest one but you will be shocked on how effective this platform can be for boosting your business sales.

New and old business owners who are still in the process of establishing their brands online, getting engagements can be a bit difficult to achieve but it is not impossible. In this case, Instagram advertising strategy is much needed.

Either you do the task by hiring an [Instagram marketing agency](#) or with your in-house marketing team, you will have to allocate a budget to cover the cost of the work which has become the usual reason why they are having second thoughts in trying it out.

Instagram Ads started way back 2015, 2 years after it has been acquired by Facebook. The number of advertisers reached 1 million in just a span of 2 years (2017) which is pretty amazing.

If you plan to do you to Instagram advertising, you manage your ads inside Facebook's ads manager which gives you the access to create and post your ads on both platforms. It will be easier for you to do your ads if you've been doing paid advertisements on Facebook.

Always make sure you know how your business knows, everything about it and what aspects need improvements. You have people who work under you, you [marketing and design](#) teams but it doesn't mean that they should be the only one who knows the whole process. Learn it too. Learn it with them and do regular meetings.

For ads focusing on Instagram only, it is possible to create ads that would appear on your target audiences' feed and Stories wherein an ad pops up in between Stories when they are swiping. With the use of the right hashtags, that is only one way to reach your target audiences.

Always remember to focus on your products and never hesitate to use eye-catching or colorful, high-resolution images to showcase your products. Instagram is all about photos. All your ads are intended to sell your products and not just let people know what you sell. Make a sale. Avoid using long texts for captions since people on IG are after for photos. Integrate your product link and always make sure that your target audiences are the one who are "most possibly" interested to buy your products.

If you have no enough knowledge on how these ads are created and works, it is much better to coordinate with people or a team of experts who offer [digital marketing services](#) to help you do your campaigns smoothly and effectively. Doing everything on your own and expecting a huge boost with your business is going to be a difficult task. While working with these people, you can learn all of these on your own pace without compromising anything that might affect your business' performance.



Though these people can be costly, [WKND Digital](#) for example, is a company you can work with. They can deliver and give you extremely overwhelming results without you lifting a finger. You can have plenty of time for yourself to focus on your business while they do their

part. It's a risk to take but working with experts are definitely the risk you want to take for the sake of your business.

Contact them. Visit their website and see their previous work through their [WKND Studios](#). You will how dedicated they are with their job. They cover your needs from design, marketing and even advertising. Take action and hire the best people to boom your business' sales!