Galactic Fed

Instagram Ads Toolkit

Hi there,

Thank you for downloading Galactic Fed's Guide to Instagram Ads.

We've prepared it with 4 key goals in mind:

Help you better understand how to run Instagram ads efficiently

Help you track and analyze results to inform future campaigns

Help you audit and optimize your campaigns

Help you find a trusted paid media partner to achieve new business heights

Here's what you'll find here:

⭐ **Instagram Ads Audit Checklist** and the most common issues solved to help you put your current efforts under the microscope and identify opportunities

⭐ **Instagram Ads Guides** to introduce a few key concepts and level up your understanding of Meta ads

⭐ **Instagram Ads Cheat Sheet** to help you further optimize your ads and lower CPC

⭐ **Instagram Ads Copy Template** to help you keep track of your ads and make sure they follow the requirements

⭐ **Instagram Ads Glossary** to ensure you speak the same language as your email marketing partner and/or resources you find online

⭐ **Instagram Ads Best Practice Examples** to inspire you to create a killer ad of your own

⭐ **List with Instagram Ads resources** to take your efforts one step further
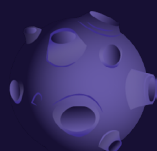
Alright, let's get the most out of your paid media budget

BUCKLE UP!

⭐ Instagram Ads Audit Checklist

Instagram ads have a complex mechanism, and every single aspect must be optimized and implemented. Otherwise, you will be spending way more than you could have.
Before working with a new client, we conduct a 360-degree audit of their account to see how things could be improved. Before you start optimizing your campaigns, you should do that too.

There is no 100% "perfect" way to run Instagram ads, but there are a handful of best practices that we suggest being implemented:

1 Are prospecting & retargeting split into two separate campaigns, with specific messaging & creative for both?

2 Are there different objectives per campaign/funnel stage?

3 Is the Meta pixel installed? On every page? Does it look like it's tracking results properly?

4 Is it clear what the product/service is and what action people should take?

5 Are URLs working? Do they contain UTM parameters for tracking?

6 Is budget optimization set to CBO?

7 Is the prospecting / retargeting budget split 70 / 30 for new campaigns/ accounts?

8 Are broad targeting and Interests for all relevant topics included in the Prospecting campaigns?

9 Are lookalike audiences being properly used?

10 Are retargeting audiences being broken out by days expired?

12
★ Is the creative optimized for Instagram?
★ Is the video no longer than 15s?
★ Does the video have sound?
★ Does the video have captions?
★ Is there a strong CTA?
★ Does the video open and close with the brand logo? (bookending)?

13 Are all relevant formats being used (video, static, carousel)?

14 Is the messaging different per funnel stage?

11 Are audience lists being used? Are they aligned to the campaign objectives?

15 Is Conversions API set up?

If anything is off, prioritize fixing the issues before launching your campaign to ensure maximum performance.

★ Instagram Ads Guides

We want to talk about many things here but don't want to overwhelm you. So here are 6 essential mini-guides to help you get started.

Once you get more familiar with these basic concepts, continue to build on to become a true Instagram ads expert!

1. Available Campaign Objectives

Awareness - introduce your business

Traffic - bring more visitors to your website

Engagement - get more attention to your posts

Leads - collect data for further outreach

App promotion - take your app out there

Sales - generate sales and other conversions

2. Bid Strategies

Spend-based bidding

Set the budget and let Instagram do its magic
★ Highest volume - get as many results as possible (e.g. get as many sales as possible)
★ Highest value - prioritize higher value (e.g. get fewer sales but of higher order value)

Goal-based bidding

Set your goal and let Instagram do its magic
★ Cost per result goal - strive to keep a consistent cost of the desired action
★ ROAS goal - aim to get a desired return on ad spend over the course of the campaign

Manual bidding

When you know exactly what you're doing
★ Bid cap - manually set a max bid across auctions

3. Meta Learning Phase

Every new ad/ad set you create must go through a learning phase when the Meta ads delivery system learns more about the best people and places to show the ad.

It usually takes around 50 optimisation events (conversions) a week to exit the learning phase. Here are 3 best practices for graduating asap:

- ★ Don't edit your ads/ad sets/campaigns - this may reset the learning phase
- ★ Don't too many ads at the same time - this will slow down the learning
- ★ Don't under/overspend - this could confuse the delivery system and lead to inaccurate results

Learn more **here**.

Pro tip:

If you aren't getting 50 conversion a week, try to either combine lower-spending campaigns or optimize for higher-funnel conversions (e.g. add to carts instead of purchases) to have a better chance of exiting the learning phase.

4. Meta Pixel

To correctly track events/conversions that happen on your website (and, for example, set up retargeting ads), you need to have Meta Pixel installed. It's a piece of code that creates a link between your website and your Meta Business account.

It's very easy to set up:

1. Go to your ads account and select **Events Manager**
2. Click a green + button prompting to install the Pixel
3. In Connect Data Sources click Web -> Meta Pixel -> Connect
4. Add your Pixel name and website URL
5. Click Continue
6. **Install Meta Pixel** on your website (exact instructions will depend on the setup option)
7. Download the **Meta Pixel Helper** to ensure optimal performance and tracking

5. Special Ads Category

Special Ads Category refers to four big business niches that are subject to certain restrictions:

★ Credit
★ Employment
★ Housing
★ Social issues, elections, or politics

Some of the restrictions may depend on the product and targeted markets, but here are the most common ones:

★ Age
★ Gender
★ Location
★ Exclusion targeting
★ Lookalike audience
★ Saved audiences

If you fall under any of these Categories, make sure that Meta is the optimal platform to spend your paid media budget - these restrictions may lower the effectiveness of your campaigns.

6. UTM Parameters Guide

UTMs (Urchin Tracking Modules) turn the links in your campaigns into tracking devices that gather valuable insights for further campaign optimization.
When it comes to Meta Ads, they would usually consist of 3 key parameters:

★ **Utm_source** - the source of the traffic. So, if you run Meta ads, it'll be utm_source=Instagram or utm_source=meta or something like that. Trust us, UTMs naming isn't the place to get all creative…
★ **Utm_medium** - the type of marketing channel. In your case, it'll be utm_medium=ads or utm_medium=cpc or something.
★ **Utm_campaign** - the active campaign where you published the link. It can be utm_campaign=spring_sale or utm_campaign=free_Meta_audit or whatever can help you easily understand what campaign the data is referring to.

You can set up these parameters directly on Meta Ads Manager on Ad level - just click "Build a URL Parameter" under "Website URL". **Learn more** about the process on Meta.

7. Best AI Tools

There are hundreds (thousands?) of AI tools that could help you get more efficient with your Meta ads, but here are some of our favorites:

1. **AdCreative** - AI-generated ads for various platforms
2. **Designs** - all-in-one visual AI ad creator
3. **Trapica** - analytics and optimization
4. **Cortex** - examine the performance of your paid ads
5. **Phrasee** - optimized ad copy creator
6. **ChatGPT** - strategy, brainstorming, and optimization recommendations

Instagram Ads Cheat Sheet

If you have run Instagram ads before, you must have heard about Meta Quality Rankings. Basically, they indicate how your ad compares to other advertisers who are competing for the same audience as you.

There are 3 metrics:

Ad Quality Ranking

Engagement Rate Ranking

A ranking of your ad's expected engagement rate. Engagement includes all clicks, likes, comments, and shares.

Quality Ranking

A ranking of your ad's perceived quality. Quality is measured using feedback on your ads and the post-click experience.

Conversion Rate Ranking

A ranking of your ad's expected conversion rate. Your ad is ranked against ads with your optimization goal that competes for the same audience.

The score gives you an idea of whether there's room for optimization. We've had cases where we (and our client) were already happy with the cost per click/action but then saw "Below Average" on Meta's report. In most cases, further optimization led to a decrease in CPC/CPA.

We prepared a Cheat Sheet for you with optimization tips - duplicate it **here**. If you ever notice "Below Average" on your Meta Ads, you'll find a solution there.

⭐ Instagram Ads Copy Template

Duplicate it **here**

It is rare (and not recommended) to run only one ad at a time. That's why you want to keep track of all your creatives.

Our template will help you stay organized and within copy requirements - you know how strict Meta is.

You'll find all the instructions you need in the sheet. Have fun crafting your copy!

Meta Ads Creatives									
Link to Meta ad specs									
Ad Name	Primary Text: 125 characters	125	Headline: 27 characters	27	Link Description: 27 characters (Optional)	27	CTA Button	Ad Visual Link (Image or video)	Destination URL (Website ad is driving to)	Ad Preview Link
Ad Names should always start with the format > ad name > any other information you need to differentiate you creatives (ex. market, language, etc.)		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Carousel_AdName_OtherNotes NOTE: Carousel Ads have ONE primary text but one headline PER CARD.. Adjust to the actual # of cards in your ad (min 2, max 10)	Carousel body text goes here	29	Headline 1	10		0	▼			
			Headline 2	10		0	▼			
			Headline 3	10		0	▼			
			Headline 4	10		0	▼			
			Headline 5	10		0	▼			

P.S. We also recommend **checking out Meta's specs** for all available ad types.

⭐ Instagram Ads Glossary

Duplicate it **here**

Instructions:

In this glossary, we've compiled all the key terms you're likely to come across while running ads on Instagram. The difference between Custom Events and Standard Events may puzzle you now, but it's crucial to understand the capabilities of the platform to optimize your ROAS (another term you should know!).

Feel free to add your own entries as you expand your paid media expertise - this is your personal glossary copy.

Term	Definition
Bid	A bid represents what you're willing to pay to achieve your desired result from someone in your target audience.
Bid strategy	Bid strategies are Facebook's overall approach to spending budget and getting results. Your bid strategy choice tells Facebook how to bid for you in ad auctions.
Billing threshold	The amount you need to spend on your ads to be automatically charged. You will be charged each time you hit your billing threshold and again on your monthly bill date for any leftover charges.
Campaign	A series of ad sets and ads that aim to accomplish a single objective, such as generating leads or increasing the number of app installs.
Campaign budget optimization	Set one central campaign budget to optimize and continuously distribute budget to the top performing ad sets in real-time.
Campaign level	The first level of a campaign structure. Here you choose an objective for your ad, or what you want your ad to accomplish.
Campaign objective	Which results matter to you. The correct objective will help Facebook better understand the results that you want to see and help you get the most out of your investment.
Campaign structure	Ads created in Facebook Ads Manager have three levels: campaign, ad sets, ads. This is known as the campaign structure.
Carousel ad	Two or more images and videos, headlines, links or calls-to-action in a single ad.
Collection ad	Collection ads pair an image, video or slideshow with product images taken from your catalog to create a single experience.
Confidence level	A number that represents how likely it is that Facebook would get the same results if you ran the A/B test again.
Consideration	Objectives that encourage people to learn more about what your business offers.
Conversion	Objectives that encourage people who are interested in your business to purchase or use your product or service.
Core Audience	A created audience specified by location, demographics, interests and behaviors. Your ad will appear to people who match those characteristics. The default selection in Ads Manager.

⭐ Instagram Ads Best Practice Examples

Before you start smashing your own Instagram ads, we wanted to share a few of our favorite ads we've created for our clients as a little inspiration.

Need more inspo? Check out **Meta Ad Library** to see active ads running right now.

★ Instagram Ads Resources

Instagram Ads Crash Course: Everything You Need to Know

The Meta Pixel: Why Your Business Needs it Now

Five Ways You're Losing Money on Meta Ads

Shoppable Video Examples: 6 Brands That Did It Right

12 Stellar Instagram Organic Growth Hacks that Will Drive ROI

22 Proven Instagram Ad Strategies for the Finance Industry

Is Boosting My Meta Ad the Same as Running a Paid Ad?

Yes, Meta Lead Ads Work! Here's How Galactic Fed Did It

9 AI-Powered Tools for Paid Media

Digital Marketing Trends 2023

We hope this guide helps you significantly optimize your Instagram ads spending and drive more conversions - just like we have for over 300 clients. If you have any questions, don't hesitate to reach out.

You can also start by getting a **free Instagram ads marketing plan** from us - no strings attached!

Good luck!

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