



Checklist 6 - Creation Of Sponsored Ads

Project Name: _____

Date: _____

Yes No

Sponsored ads are a good way to promote your brand, and if you're deciding on promoting your brand, you can pay such platforms that create sponsored ads. They are just like ordinary Instagram ads, but the difference is that they're paid ads, and they drive a lot of traffic to your brand in no time. If you're looking for ways to create sponsored ads, here is how:

Set Your Goal:

1

The very first step is to be aware of what you want to achieve by these ads.

2

Identify your goal among available options, whether you want to raise awareness about your brand or you are finding more customers for your brand.

3

Once you've set your goals, it's time to move to the next step.

Identifying Your Target Audience:

4

You have to know your target audience for which you're sponsoring ads.

5

Provide the whole data about your target audience- their age, location, etc. to the platforms producing sponsored ads for you.

Notes

Checklist 6 - Creation Of Sponsored Ads

6

This will drive traffic of only those customers who are targeted by you.

Use Your Hashtag:

7

Provide your hashtag to the sponsored ads so that your audience becomes aware of your brand earlier.

8

Use this unique hashtag of your brand in every sponsored post or ad.

Use Ads Manager:

9

Use Ads Manager to set your budget and format of ads.

10

It can either be a lifetime or daily budget, depending on the way you spend on your Instagram account.

11

Clearly describe the format of your Ads that are to be sponsored.

12

It can be a single image or a video; it is totally up to you because you're the one paying for these ads to get your brand promoted.

Notes

Checklist 6 - Creation Of Sponsored Ads

13

Now add your website's URL in these sponsored ads so that your audience can have quick access to your brand.

14

Create a brief headline about your brand also.

Add Call-To-Actions:

15

Adding CTAs will be good for your brand, so add a CTA button to your ads.

16

You can create CTA from the options available on your Instagram profile.

17

Chose the "Learn More" option from your profile settings and add CTAs according to instructions to your ads.

18

Pay your sponsored platforms so that they keep posting your brand's ads.

Notes