INSTAGRAM FOR BUSINESS
BRAND BUILDING PLAYBOOK

Building a brand in 2020 for the long term

from FACEBOOK
Having a strong brand is as important as ever. It continues to be essential for generating salience, spurring action and building loyalty. However, changing consumer behaviour and a digital-first age requires a new marketer mindset.

Building a resilient brand amidst the current business climate and investing in long term brand-building efforts rather than over-prioritising short term performance goals is the smarter investment. We understand that efficiency in your marketing activities is a key measure of success and we’d love to help.

In this guide, we’re sharing some ways for you to build your brand for the modern era on Instagram along with “how to” strategies to help you get started as quickly as possible.

RESILIENT BRANDS

37% of people surveyed said they recently started using a new brand because of the innovative or compassionate way the brand has responded to the coronavirus outbreak.¹

65% of people surveyed said how brands respond to the pandemic will have a ‘huge impact’ on their likelihood to buy that brand in the future.²

¹ 2020 Edelman Trust Barometer Brands and the Coronavirus, 12-market survey of 12,000 respondents in Brazil, Canada, China, France, Germany, India, Italy, Japan, South Africa, South Korea, UK and US, 23-26 Mar 2020.

² 2020 Edelman Trust Barometer Brands and the Coronavirus, 12-market survey of 12,000 respondents in Brazil, Canada, China, France, Germany, India, Italy, Japan, South Africa, South Korea, UK and US, 23-26 Mar 2020.
BE A PART OF THEIR WORLD

People’s power to choose has changed everything. In a curated world the way to build a brand is not about your business but rather being people-first. Fueled by digital, it’s never been easier for good ideas to find the people they serve.

**Efficient Reach**

- Meet people where they are spending time to maximise efficiency of growing your audience
- Leverage effective creative, media planning and targeting principles to stand out in a cluttered environment

**Emotional Connection**

- Deepen connection with people from function to emotion in order to foster long term advocacy
- Express your brand purpose and values to stand up for the people and communities you serve

**Ideas built for where people are**

82% of Instagrammers surveyed in Australia say they are open to discovering new brands or products on the platform³

**Ideas built to draw people in**

After learning about a brand’s values, Australian Gen Z’s say they are:

- 1.2x more likely to make a purchase from the brand
- 1.5x more likely to encourage others to discover the brand
- 1.6x more likely to use social media to share satisfaction with the brand⁴

**Here’s some inspiration:**

- @krispykremeaustralia tapped into the nostalgia of its customers and turned its Instagram profile into a virtual arcade to celebrate the release of The Throwback Party doughnut range. People could swipe straight from the ads in Stories to load a retro-inspired handheld game console on their screens.

  The campaign resulted in a 25-point increase in ad recall and 33-point increase in unique users. Learn more.

³ “Project Instagram” by Ipsos (Facebook-commissioned survey of 1500 people ages 13–64 in AU), Nov 2018. All participants said they used Instagram at least once per week.

⁴ “Global CPG/FMCG Consumer Journey Study” and “Global Financial Services Consumer Journey Study” by Accenture (Facebook-commissioned study of 25,469 people ages 18+ in AU, BR, CA, DE, FR, ID, IN, UK and US), Jun–Jul 2018.
CULTURE MEETS COMMERCE

Building for a world people live in means brands need to consider where culture meets commerce. 91% of Instagrammers in Australia surveyed say they use Instagram to follow an interest whilst 89% said they’ve taken action in the moment when they saw a product/service on Instagram, such as following the brand, visiting their website or making a purchase online. In fact, more than half of those aged 18-34 years old are using Instagram multiple times a day, providing an optimal opportunity for your brand to continue driving conversations.¹

In a mobile world, the way people switch their mindset from scrolling to shopping is blurred and with this behaviour in mind, brands should consider their organic and paid strategies in tandem.

**Organic**

Adopt an always-on approach to content on Instagram in order to build your brand presence and credibility.

**Paid**

Broadcast your brand story at scale, reach a wider audience and drive conversion to shopping.

Our vibrant community of people, creators and businesses energise your brand.

Australians surveyed think of brands who communicate on Instagram as:

- Creative: 77%
- Relevant: 75%
- Popular: 76%
- Entertaining: 75%
- Inspiring and Uplifting: 70%

Brands will only stand out if they communicate with people in the mediums they prefer—it’s the intersection of people and creativity where brands can identify, take inspiration from and participate in the communities that people inhabit. Here are some of the ways your brand can be part of what people are doing on Instagram.

### Building brand in the modern era

- **Awareness**
  - Build your brand
    - Profile
    - Feed and Stories
    - Explore
    - Branded Content

- **Retention and Advocacy**
  - Strengthen your connections
    - Stories
    - IGTV
    - Live

- **Consideration**
  - Go deeper
    - Shopping on Instagram
    - Lead ads
    - Instant Experiences
    - Direct

- **Transaction**
  - Inspire action
    - Feed and Stories
    - Dynamic ads
    - Action buttons

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¹ “Project Instagram” by Ipsos (Facebook-commissioned survey of 1500 people ages 13–64 in AU), Nov 2018. All participants said they used Instagram at least once per week.

² “Project Instagram” by Ipsos (Facebook-commissioned survey of 1500 people ages 13–64 in AU), Nov 2018. All participants said they used Instagram at least once per week.
BRAND BUILDING STRATEGIES

We’re sharing detailed guidance on how to get started with building brand on Instagram.

• Stories
• Explore
• Branded Content
• Creative Optimisation
• Creative Marketing Partners
The fastest growing place to build brand love, Australians are sharing 1 million Instagram Stories every day.  

People look to Stories for inspiration. Find out how you can use Stories to form new connections.

**TIPS & IDEAS**

- Humanise your brand with a vertical canvas
- Brand-first creative builds brand equity and perception
- Brand moments such as launches drive action and awareness
- Share authentic content that go behind the scenes
- Pin important messages to your Stories Highlights
- Interactivity such as polling stickers make Stories ads feel more native

**Here’s some inspiration:**

- Beauty brand, [@garnierau](https://www.instagram.com/garnierau/) ran Instagram and Facebook video ads in a multi-channel campaign to see if they would increase reach and awareness. As a result, the placements on Instagram and Facebook delivered 14% incremental reach and 30% of the total brand impact, for just 15% of the ad spend. 48% of the total increase in brand metrics was delivered through “cross-channel synergies” (the multiplier effect of using different channels together in the right amounts). Learn more.

- Luxury fashion ecommerce brand [@littlemistressuk](https://www.instagram.com/littlemistressuk/) increased Black Friday sales by 94% compared to the previous year and reached 2.8 million people after using polling stickers for its ads in Instagram Stories. Learn more.
While Instagram Feed and Stories is about connecting with content from people and businesses you already know, Explore is where your brand can tap into a discovery mindset. Every person’s Explore page is unique and personalised over time—it’s where people go to experience a curated world just for them.

Ads in Explore give brands an opportunity to extend their campaign to additional audiences and be part of what’s culturally relevant and trending, while reaching people who are looking to discover something new.

**HALF OF INSTAGRAMMERS GLOBALLY USE EXPLORE EVERY MONTH**

Have you included ads in Explore for your next campaign to broaden your brand reach?

Instagram Explore is available via automatic placements and can be bought alongside your ads in Instagram Feed.

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**TIPS & IDEAS**

- Thumb-stopping creative captures attention in Explore to drive brand discovery
- Scale your brand story at mass to people who are actively looking for new businesses
- Leverage existing feed assets so there is no additional creative investment needed

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**Learn more about ads in Explore**

**INSTAGRAM EXPLORE**

Grid of photos and videos

**AD IN EXPLORE FEED AD**

Scrollable feed of photos and videos

**AD IN EXPLORE VIDEO**

Scrollable feed of videos

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10 Instagram internal data, May 2019.
People have always been inspired by culture—sports, films, music, food, fashion, celebrities. In today’s connected world, our experience of culture is both infinite and personalised—no longer limited by where we are and who we are with.

Be a part of culture by working with creators and publishers who are cultural curators on Instagram.

**Art**

Organic Branded Content: where creators make and share content for brands that inspires audiences

**Science**

Branded Content Ads: scale the creators’ content to reach a wider audience whilst maintaining an authentic voice

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**TIPS & IDEAS**

- Work with partners such as Vamp and Tribe to identify the creators that align with your brand
- Amplify creative to a broader audience and measure real brand and business results
- Target using our ad system’s advanced capabilities to drive optimisations like Reach, Brand Awareness, Traffic, Video Views, and Engagement
- Run ads from both your brand and partner’s authentic voice and let the auction optimise between assets
- Test and learn what works and how to optimise in order to make informed decisions

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**Branded Content ads mixed with standard brand ads are**

- **96%** more likely to drive cost-effective action intent than branded content or brand ads alone
- **97%** more likely to drive cost-effective action intent than brand ads alone
- **91%** more likely to drive cost-effective action intent than branded content ads alone

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**11 Facebook internal data, lift studies across 40 campaigns with CPG advertisers, 2018/2019.**
Here’s some inspiration:

- [@telstra](https://www.facebook.com/telstra) used branded content ads to reach a wider audience beyond the athletes’ followers and generated a 3-point lift in the number of football fans associating Telstra with the Australian Football League (AFL), and the National Rugby League (NRL). [Learn more.](https://www.facebook.com/telstra)

- South Korean ecommerce platform [@brandi__official](https://www.facebook.com/brandi__official) partnered with creators to run a campaign that featured branded content ads, ultimately achieving a 11.8% higher return on ad spend. [Learn more.](https://www.facebook.com/brandi__official)

Learn more about Branded Content Ads

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**BUILD YOUR TOOLKIT**

**Optimise creative**

Leverage our creative tool template to optimise assets for your next campaign.

Stories-first creative drives brand results

67% chance of Stories-optimised or Stories-first outperforming automatic default template for ad recall

68% chance of Stories-first outperforming automatic default template for brand awareness

65% chance of automatic default template outperforming Stories-first for intent

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Stories Template

Stories templates automatically transform your image into an ad for stories on Facebook, Instagram and Messenger. Stories templates use a vertical aspect ratio, so your ad can fill the entire mobile screen and be more engaging. This means you can reach your audience on Stories without investing too much time and effort into designing a new ad.

Learn more about Stories Templates

Video Creation Tool Kit

With the video creation kit, you can create mobile-first video ads that use your existing photo assets, text overlays and logos.

The video creation kit offers templates that you can customise in Ads Manager or from a Facebook Page, and then use in your ads that run on Facebook or Instagram.

Each template aligns to a different goal, whether you’re promoting a new product or telling a brand story.

Learn more about Video Creation Toolkit

Asset Customisation for Placements

Asset customisation for placements lets you tailor creative assets to placements on Facebook, Instagram, Audience Network and Messenger. Use this feature to customise your ads for the audience behaviour and best practices of each placement and to make sure that your ad can run in as many places as possible.

Learn more about Asset Customisation for Placements
Creative Platform Partners

Creative Platform Partners have the expertise required to help you grow your business and supercharge your next campaign. They can help you build or enhance mobile-first creative capabilities. They can also help you run best-in-class, mobile optimised campaigns for your business.

Why should I get in touch with a Creative Platform Partner?

Build mobile-friendly assets
- Add motion to static images
- Collate existing assets within a video template
- Create contextually relevant videos based on Facebook and external targeting criteria
- Adapt TV ads to mobile environments (vertical, sound off, less than 15 seconds etc.)
- Craft impactful copy for mobile environments

Create original content for social platforms
- Craft an authentic asset that represents your brand
- Tailor-made content for specific audiences or culture
- Create assets for multi-market social campaigns

Understand which creatives are working best
- Match creative optimisation levers to downstream campaign objectives
- Breakdown dynamic creative components (background, text and image) and pair them with audience, signals and objective
- Get reporting at a creative and element level

Solutions beyond your native interfaces
- Create user-generated content (photos/videos)
- Partner with influencers to endorse and promote your brand
- Amplify your products or services on multiple platforms
Get in touch with the right partner for your business needs

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<tr>
<th>Creative Performance</th>
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<td>Ad-Lib</td>
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### Focus Areas

| Mobile First | Creative, Creative at Scale, Stories | Dynamic | Creative Ideation, Original Video Production, Adapting Existing Assets | Mobile First | Creative at Scale, Stories | Optimising Video for Mobile, Transforming Images to Video, Vertical Video for Stories | In-house studio to transform existing brand assets into mobile-first video and Stories | Influencer Marketing, Optimising Video for Mobile, Original Content, Vertical Video for Stories | Branded Content Ads at Scale, User-Generated Photos & Videos, Stories, Carousel & Feed Ads |

### Drop the team a line

| Caitlin Filmer | Harry Aznavoorian | Harry Preston | Anton Eliasson | Gabriel Marshall | Amrita Sidhu | Steve Wright | Klaudia Drozd |

### Here’s some inspiration:

- Furniture brand **West Elm** partnered with Facebook Marketing Partner Vamp to run a series of mobile-optimised slideshow and video ads including content created by influencers to increase both brand awareness and online sales, earning a 43X return on ad spend. [Learn more.](#)

- Fashion subscription service **Style Theory** tapped into the expertise of Facebook Marketing Partner Shuttlerock to help drive website traffic and increase subscribers, using mobile-optimised video ads to grow website registrations by 2X. [Learn more.](#)

Facebook Marketing Partners are vetted for excellence in their industries and highly skilled on our platforms. Connect to a specialist and get started today.

[Learn more about Facebook Marketing Partners](#)