



INSTAGRAM FOR BUSINESS BRAND BUILDING PLAYBOOK

Building a brand in 2020 for the long term

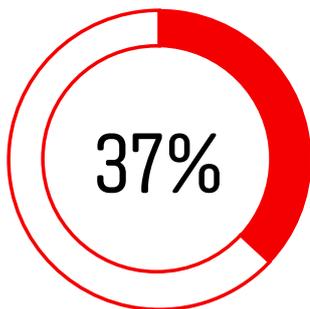
Having a strong brand is as important as ever. It continues to be essential for generating salience, spurring action and building loyalty. However, changing consumer behaviour and a digital-first age requires a new marketer mindset.

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.

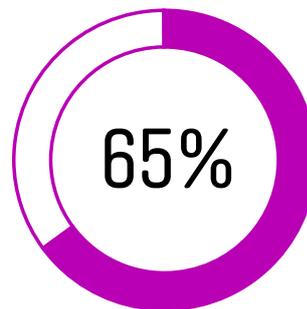
In this guide, we're sharing some ways for you to build your brand for the modern era on Instagram along with "how to" strategies to help you get started as quickly as possible.



RESILIENT BRANDS



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



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



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

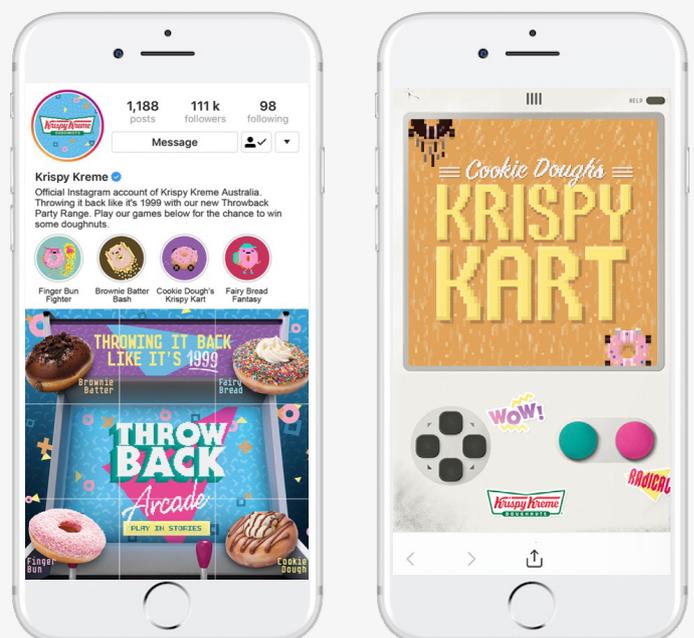
more likely to use social media to share satisfaction with the brand⁴

> 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.⁵

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

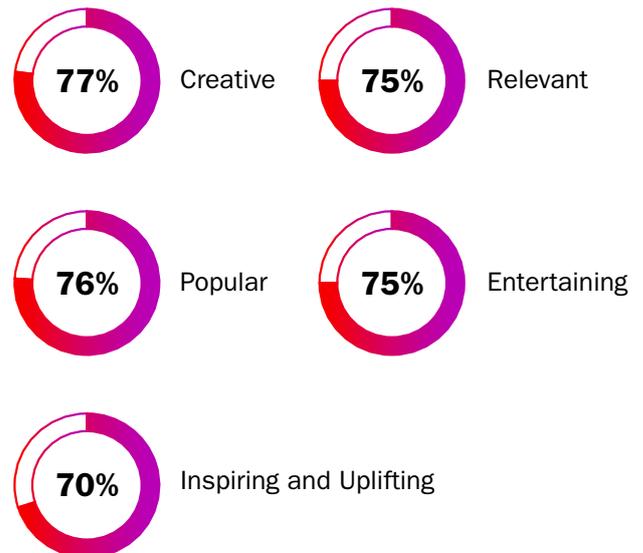
Adopt an always-on approach to content on Instagram in order to build your brand presence and credibility.

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 as⁶



Building brand in the modern era

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.

AWARENESS

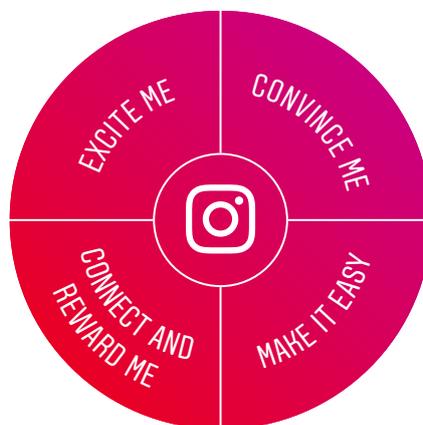
Build your brand

- 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

⁵ "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.

⁶ "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](#)

Stories are everything

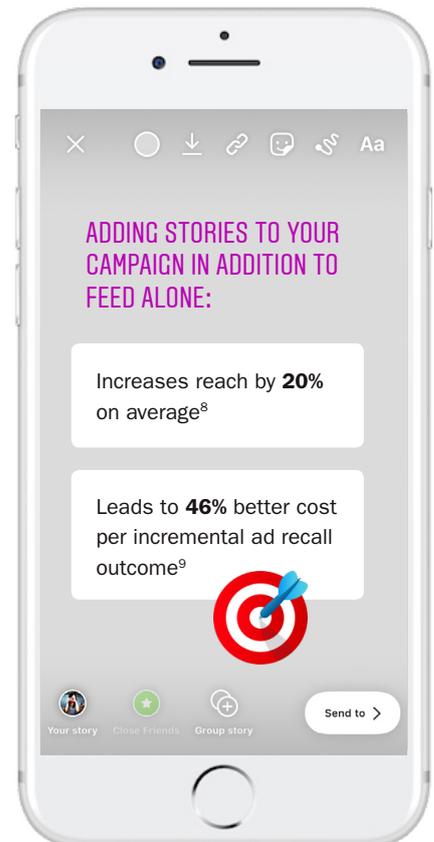
The fastest growing place to build brand love, Australians are sharing 1 million Instagram Stories every day.⁷

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

TIPS & IDEAS

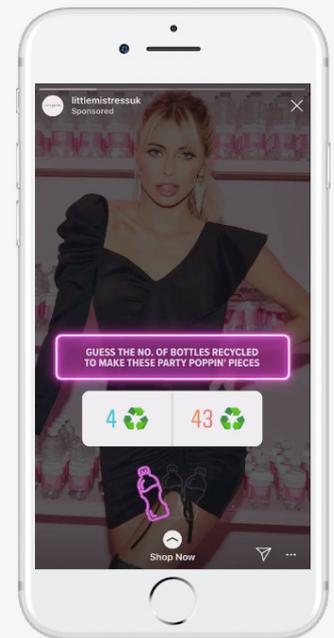
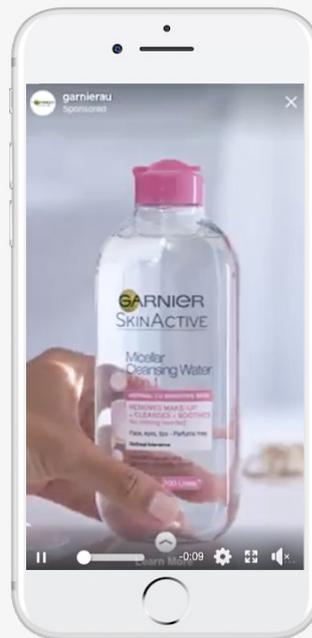
- Humanise your brand with a vertical canvas
- Brand-first creative builds brand equity and perception
- Brand moments such as launches drive action and awareness
- Share authentic content that go behind the scenes
- Pin important messages to your Stories Highlights
- Interactivity such as polling stickers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

Learn more about Stories



› Here's some inspiration:

- Beauty brand, [@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](#) 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.](#)



⁷ Instagram Internal Data, August 2018.

⁸ Facebook internal data, lift studies across 59 campaigns, August–November 2018.

⁹ Facebook internal data, lift studies across 59 campaigns, August–November 2018.

Discover the Explore tab

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 MONTH¹⁰**

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.

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

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



¹⁰ Instagram internal data, May 2019.

Influencers? Branded content!

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

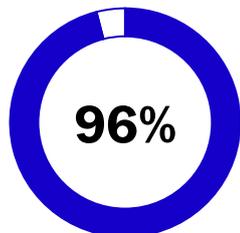
Branded Content Ads: scale the creators' content to reach a wider audience whilst maintaining an authentic voice



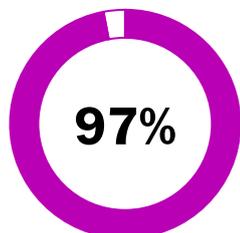
ART

SCIENCE

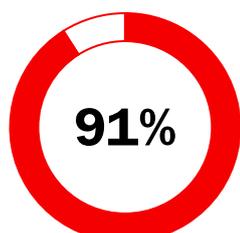
Branded Content ads mixed with standard brand ads are¹¹



more likely to drive cost-effective action intent than branded content or brand ads alone



more likely to drive cost-effective action intent than brand ads alone



more likely to drive cost-effective action intent than branded content ads alone

TIPS & IDEAS



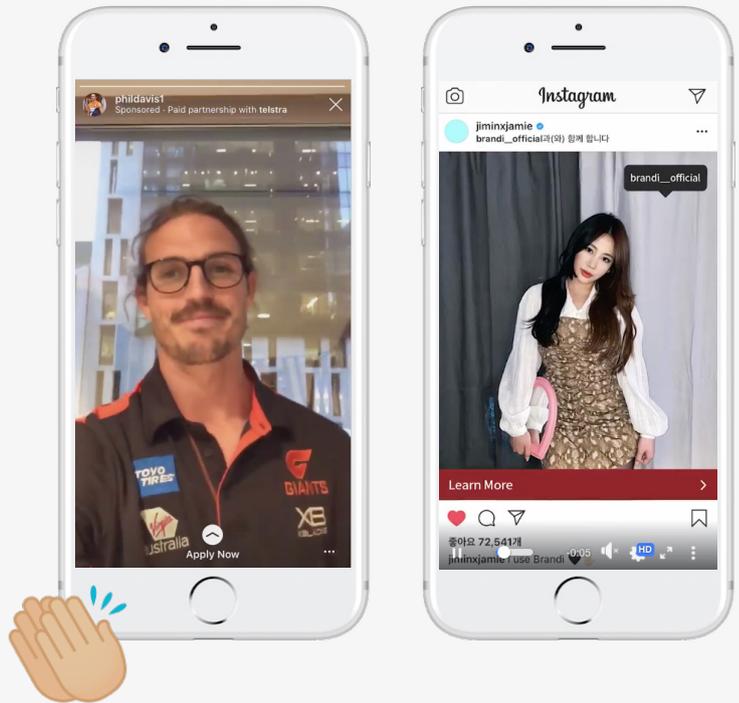
- Work with partners such as Vamp and Tribe to identify the creators that align with your brand
- Amplify creative to a broader audience and measure real brand and business results
- Target using our ad system's advanced capabilities to drive optimisations like Reach, Brand Awareness, Traffic, Video 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

¹¹ Facebook internal data, lift studies across 40 campaigns with CPG advertisers, 2018/2019.

> Here's some inspiration:

- [@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.](#)
- South Korean ecommerce platform [@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.](#)

Learn more about Branded Content Ads



BUILD YOUR TOOLKIT

Optimise creative

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

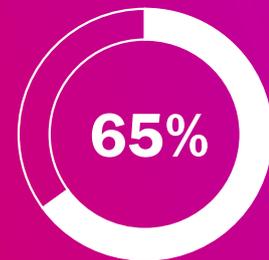
Stories-first creative drives brand results¹²



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



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

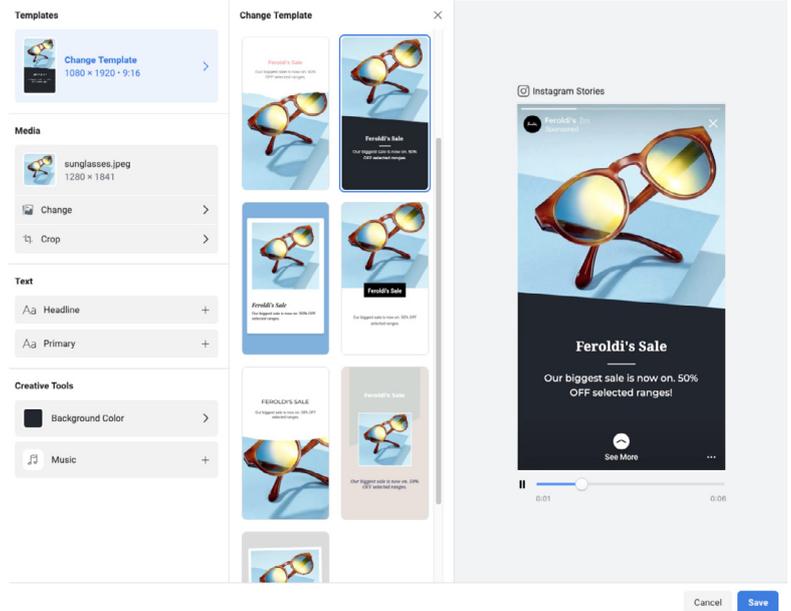


chance of automatic default template outperforming Stories-first for intent

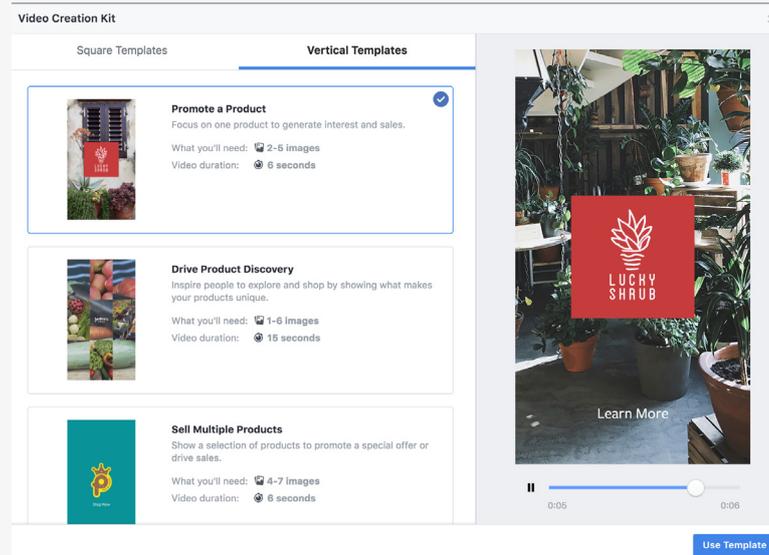
¹² Facebook data, global, July 2019–Sep 2019. Analysis of aggregated results from 13 multi-cell brand lift studies.

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.

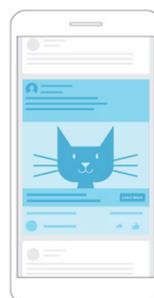
The video creation kit offers templates that you can customise in Ads Manager or from a Facebook Page, and then use in your ads that run on Facebook or Instagram.

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

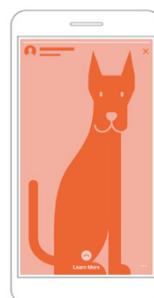
[Learn more about Video Creation Toolkit](#)

Asset Customisation for Placements

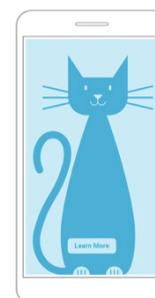
Asset customisation for placements lets you tailor creative assets to placements on Facebook, Instagram, Audience Network and Messenger. Use this feature to customise your ads for the audience behaviour and best practices of each placement and to make sure that your ad can run in as many places as possible.



Facebook Feed



Instagram Stories



Audience Network Interstitial



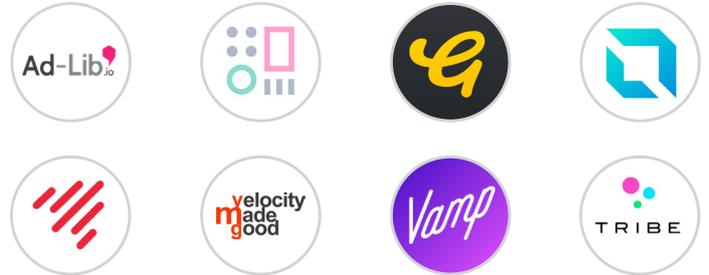
Messenger Inbox

[Learn more about Asset Customisation for Placements](#)

Find the right partner

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.



CREATIVE PRODUCTION BASED ON CLIENT NEEDS

ZERO ASSETS

MOBILE READY



Build original assets



Branded content creation



Add motion to still images



Create videos using templates and tools



Optimise existing video assets



Make personalised creative



Playable interactive ads

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

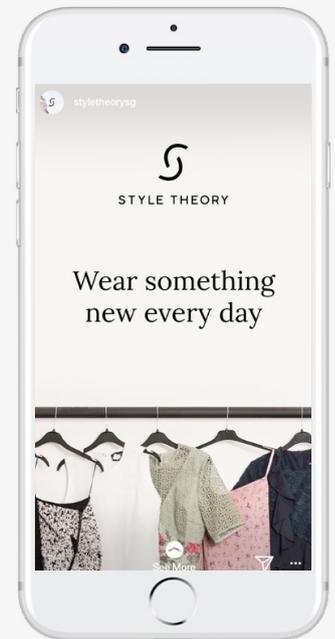
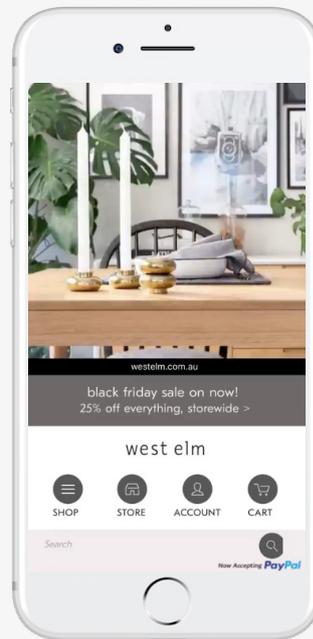
- Create user-generated content (photos/videos)
- Partner with influencers to endorse and promote your brand
- Amplify your products or services on multiple platforms

Get in touch with the right partner for your business needs

	Creative Performance		Creative Assets				Influencer Marketing	
Creative Platform Partners	 Ad-Lib 	 ADYLIC 	 Genero 	 Shakr 	 Shutterstock Facebook 	 VMG 	 Vamp 	 Tribe 
Focus Areas	Mobile First Creative, Creative at Scale, Stories	Dynamic Creative at Scale, Testing & Optimisation, Agile Feed (API) Solutions	Creative Ideation, Original Video Production, Adapting Existing Assets	Mobile First Creative, 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 Aznavorian	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 Shutterstock 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](#)

