

9 BEST PRACTICES FOR INSTAGRAM VIDEO ADVERTISING

We've compiled the best tips you'll need to beat the competition and create your own amazing video ads for Instagram in 2019.

■ FOLLOW FACEBOOK.

Content that performs well on Facebook typically performs well on Instagram too, so begin by running your best-performing Facebook video on Instagram and see how it does.

■ MAKE LIKE KALE AND KEEP IT ORGANIC.

Create videos that mirror the style of other Stories or in-stream content. If it's a Story, use videos that follow the behind-the-scenes or day-in-the-life formats. For in-stream, keep it more commercial.

■ KEEP 'EM SHORT AND SNAPPY.

Keep your ads short and sweet. Attention spans are shorter for stories, so keep it to a 15-second hook for in-stream and 6 seconds per snippet max for Stories.

■ CAPTION KEY PHRASES.

A select handful of captions draw in viewers' attention, especially for sound-off video, but don't clutter the video by trying to caption everything. Less is more!

■ CALL TO ACTION IN THE MIDDLE OF THE ACTION.

Try embedding a CTA in the middle of your video. Video hosting company Wistia found mid-roll CTAs convert highest at 16.95%, compared to 3.15% for ending CTAs and 10.98% for opening CTAs.

■ THINK LIKE A GIF.

If you want your video to be watched multiple times, make it rewatchable by designing it to play as a perfect loop. If it's interesting enough, your viewers will likely let the video play a few times.

■ MAKING STORIES? MAKE THEM VERTICAL.

If you're creating Instagram Story ads, you need to film and plan for a vertical, full-screen, immersive experience.

■ SET MANDATORY WIFI.

Don't leave your audience waiting – change your ad settings so your ads will only show when a WiFi connection is present.

■ RUN MULTIPLE CAMPAIGNS, NOT A MARATHON.

You can't accomplish every goal in one video ad, so create multiple videos to accomplish different goals. Focus each video on one problem in your audience's life, and offer the solution.