

# **60 Seconds to PROFIT**

**How to Run Super Profitable  
60-Second Instagram Ads**

**By Dan Henry**

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# INTRODUCTION

Recently, I discovered an incredible way to receive *insane* ROI with Instagram ads. That's right ... *Instagram ads!* Who would've thought, right?

In fact, I recently completed an Instagram ad campaign where I spent \$396.08, which returned \$3,988! How's *that* for ROI?

The reason Instagram ads are so awesome is because most people don't know *how* to leverage them, so there's less real estate taken up, and that means less competition in the market!

Everyone is running Facebook ads right now, so you're in a crowded space there...

With Instagram, there's less competition so it's a bit easier to stand out and get results for your business.

And since you only have 60 seconds for a video ad, it forces you to get straight to the point. This helps you deliver immense value in the shortest amount of time.

The only thing you need to run these ads is a Facebook Business Manager account (since Facebook owns Instagram), and a Business Instagram account, which is free and easy to convert if you already have an Instagram account. If not, go ahead and set one up now.

# How to Write a Great Instagram Video Ad

The first thing to remember while creating ads for Instagram, you must get to the point and say as much as you need to say in as little time as possible. You only get 59 seconds, to be exact.

Here's how you structure your video script in 6 easy steps:

## 1. Capture attention in one sentence:

(Did you know \_\_\_\_\_?)

Example: *Did you know that the #1 skill in 2017 is the ability to get more customers...*

## 2. Make a promise:

(I'd like to tell you about \_\_\_\_\_)

Example: *I'd like to tell you about the #1 small business that people are rocking in 2017...*

## 3. Introduce yourself:

(I am [NAME], and I'm a [TITLE OR BUSINESS]...)

## 4. Tell a very short story or educate:

Example: *Every day, this thing happens...*

(Basically, how to do [this thing]...)

**5. Tell them about offer:**

Example: *I'd like to tell you about a no cost training I'm offering...*

(If you want [desire], then you need this training...)

**6. Tell them how to get the offer:**

Example: *Click the link included with this video, enter your name and email and I'll shoot it right over to you...*

## **Let's look at an example:**

### **Painting Business**

1. **Call out:** Did you know you can start your own painting business in as little as 24 hours?
2. **Make a promise:** I'd like to tell you about a business you can start that takes virtually *no* training or education. Almost anybody can paint a house!
3. **Introduce yourself:** Hi, My name is Joe Shmoe. Did you know that the interior and exterior painting business is a \$4 billion industry?

4. **Tell a short story or educate:** Even though new people start painting businesses every day, there's *still* not enough painters to go around and service all these customers...

5. **Tell them about the offer:** I'd like to tell you about an absolutely NO COST training called, *Painting Biz in a Box*.

If you want to start your own painting business and start getting clients right away... then you need this awesome thing.

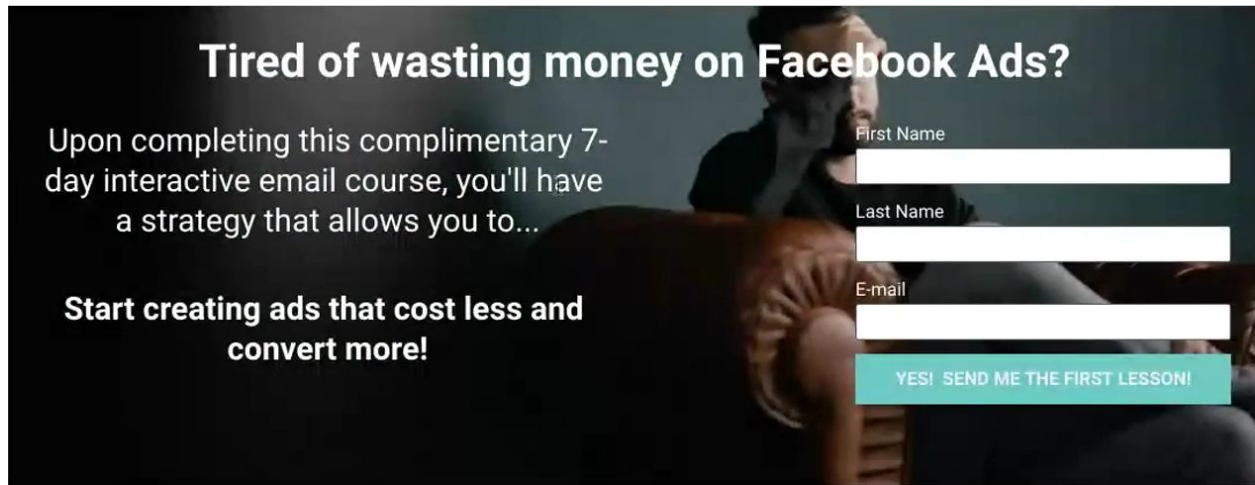
6. **Tell them how to get the offer:** Click the link included with this video, enter your name and email and I'll shoot it right over to you!

# How to Make a Compliant Landing Page That Converts

## BEST PRACTICES

- **Encourage having user controls for videos and always disclose the videos duration time** – *do NOT set videos to auto-play with no Pause or Play button.*
- **Avoid advertorials** – *that lead the visitor to think a third party wrote it to promote you.*
- **NO Popups** (Unless triggered by a button click)
- **NO sensationalized Claims or Headlines** – you can NOT say, “discover this new method” or “learn about our revolutionary fix” or “the ONE secret to ...”
- **NO Claims tied to Time Frames** - *you can NOT say “How I made \$1M in one year...” or “How I lost 10 lbs in 6 weeks” etc.*
- **Make sure you’re not misleading in any way!**

# Let's Look at Some Landing Page Examples...



**Tired of wasting money on Facebook Ads?**

Upon completing this complimentary 7-day interactive email course, you'll have a strategy that allows you to...

**Start creating ads that cost less and convert more!**

First Name

Last Name

E-mail

**YES! SEND ME THE FIRST LESSON!**

**It's time to add Facebook Ads to your Marketing Strategy**

If you're new to Facebook ads, or have tried them and feel that they don't work, you're not alone.

Millions of business owners use Facebook everyday to market their businesses and most of them fail. It's not for the lack of trying. They're posting and they're clicking that blue boost button - but the end result isn't what they wished it would be.

First Name

Last Name

E-mail

First, I would take the word “Facebook” completely out. For one, you don’t have the TM (trademark) symbol behind it, but they are really cracking down on people referencing Facebook in their ads, so to stay off the radar, don’t reference Facebook at all.

It’s good that this says it’s “complimentary” instead of FREE. Use that or NO COST.



However, this page makes a claim that they *will* be able to do something, and Facebook doesn't like that. Instead, offer a behind the scenes look at your ad campaign.

Don't reference Facebook ads, use "paid ads" instead of "Facebook ads."

Don't claim you are an expert or a consultant or anything that may indicate that you are representing Facebook. Instead, talk about "paid traffic" and get rid of references to Facebook all together.

Define what exactly you're offering. A service? A course? Be transparent:  
*Hey, I'm going to make you an offer to join my course at the end of the training...*

**Let's look at another...**

keeping you from your goal weight and what you can do to start taking control of your life! There are specific reasons why different people experience various weight problems. The solutions are different for each person. Find out what the specific solution is for you!

**2. Lipo Laser Treatment:** Our Lipo Laser utilizes low level cold laser technology for spot fat reduction, inch loss, and body contouring in almost any area of the body. The laser energy safely penetrates the skin targeting the fat cells. The fat cells then "shrink" significantly resulting in inch loss. It is administered in relaxing 20 minute sessions and there is no surgery or pain or extensive recovery time. - \$275 Value

**3. Whole Body Vibration:** Sound Mind Technology is a proven form of brainwave training based on the research of some of the nation's leading universities. This form of brainwave entertainment, combined with mind messaging (also known as creative visualization), works by retraining your thoughts and emotions relating to food, health, and self-esteem. - \$50 Value

**4. Personalized Screening:** This weight loss screening is specific to you. We will complete a body composition analysis to measure your metabolism, intracellular water levels, and other key metrics. You will meet one-on-one with our staff to explain exactly what your results mean for you. We can get to the bottom of your problems and determine what we can do to help you finally lose your weight and gain more energy! (\$125 Value)



First of all, you can NOT show "Before and After" photos! That WILL get your ad account shut down!

Weight loss is difficult to run, so it's even more important that you comply to the rules for this niche.

You can NOT call someone out by their physical attributes: *are you gaining weight?*

Also, this is bordering on diagnosing a disease.

This whole landing page is non-compliant, basically.

It's a compliance nightmare!

This is a complete redo.

**The Fix:** Here's what we're offering, here's what it costs, here's how to get it.

Done.

**Next one...**



The image shows a screenshot of a webinar advertisement. At the top center is the logo for 'Painting Accelerator', which consists of a blue circular icon with a white crescent shape inside, followed by the text 'Painting Accelerator'. Below the logo is a video player showing a man in a dark shirt speaking into a microphone. To the right of the video player is a dark grey overlay box with white text. The text reads: 'Free Training Webinar Reveals...' followed by the main headline in large, bold letters: '"How I Started A \$315,000 Painting Business In Less Than 6 months'. Below this is a sub-headline: '... And How You Can TOO Even if you Start with ZERO Results!'. At the bottom of the overlay is an orange button with white text: '→ REGISTER MY Seat NOW'. Below the button is a small asterisk and text: '\* very limited seating - only 200 spots available. \*'. In the bottom right corner of the video player area, there is a small logo for 'clickMunnels'.

You can NOT say:

“in less than 6 months”! (time frame)

“Even if you start with zero results” (this is no longer compliant)

Be original, you can't copy someone else's copy and think it's going to work for you.

The graphic consists of three columns, each with a dark header and a white body. The headers are 'Secret #1', 'Secret #2', and 'Secret #3'. The bodies contain text about customer acquisition, service delivery, and revenue generation. Below the columns is a red text line for a bonus, followed by a paragraph of text.

Secret #1	Secret #2	Secret #3
"How to Get 20-30 Customers A Month Consistently With Predictability" (Implement it right AWAY)	"How To Deliver The Best Service To Your Customer Without You Having To Paint" (This One Is Easier Than You'd Think!)	"How to Make An Extra \$40,000 With One Simple Trick" (Without Spending a single dollar)

**\*\* PLUS - HUGE Bonus \*\***

Just Show Up On The Webinar LIVE And I'll GIVE You A Fully Functioning Facebook Ads Funnel (\$5,000 Value) For FREE! Just Plug In Your Info and GO!

Secret #1 – Do NOT make any claims.

Try: “How we got 30 customers right away using this campaign...”

Secret #2 – Try: “How to outsource your painting service so you never have to pick up a brush...”

Secret #3 – NO Sensational headlines.

Try: How we added an extra \$40K to our biz by using a specific customer retention method...

# How to Film a Great Instagram Video Ad

## CAMERA

I use a Black Magic Cinema Camera that's \$10,000 but that's completely unnecessary unless you're like me and you just like spending money on fancy video gear!

I also have a very simple Cannon 70D DSLR camera, which you can get at any Best Buy. I believe the full kit is around \$1000. This is what I recommend if you plan on creating video ads, or else you can use your iPhone, but I recommend getting this camera if you're looking to invest in some decent equipment.



Canon  
Canon EOS 70D Digital SLR Camera with 18-55mm STM Lens  
★★★★★ 872 customer reviews | 592 answered questions

List Price: \$1,349.00  
Business Price **\$869.00** ✓prime  
You Save: \$480.00 (35%)

Earn \$43.45 by choosing 5% back with the Amazon Prime Store Card.

**Only 5 left in stock - order soon.**  
Want it Thursday, Sept. 21? Order within **107 hrs 34 mins** and choose **Two-Day Shipping** at checkout.  
[Details](#)

**Business Seller** | Sold by **Wholesale Photo** and Fulfilled by Amazon. Gift-wrap available.

Style: **w/ 18-55mm**

Body Only | 18-135mm | 18-135mm + 55-250mm | 70-800mm

Video Creator Kit w/ 18-135mm | w/ 18-135mm | **w/ 18-55mm**

Configuration: **Base**

If you can get a 18-135mm that's great, if not, then 18-55mm will work well. Just avoid buying the body only. You want one that comes with the lens.

## LIGHTING

You may also want to invest in a softbox lighting kit:



The image shows a photography softbox lighting kit. It includes two light stands on tripods, each with a softbox attached. One softbox is shown from the front, and the other is shown from the side, revealing the internal light bulb and reflector. A carrying case is also visible. To the left of the main image is a vertical column of seven small icons representing different lighting equipment.

**LimoStudio**  
LimoStudio 700W Photography Softbox Light Lighting Kit Photo Equipment Soft Studio Light Softbox 24"X24", AGG814  
★ ★ ★ ★ ☆ 1,522 customer reviews | 276 answered questions  
#1 Best Seller in Lighting Soft Boxes

Price: **\$57.70** ✓prime  
Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.  
**10% off item with purcha...** 1 Applicable Promotion(s) ▼

**In Stock.**  
**Want it Monday, Sept. 18?** Order within **46 hrs 34 mins** and choose **Two-Day Shipping** at checkout.  
Details

**Business Seller** | Sold by KimOutlet and Fulfilled by Amazon. Gift-wrap available.

- Contents: [2 pcs] Light Holder with Softbox Reflector / [2 pcs] 86-inch Tall Light Stand Tripod / [2 pcs] 85W CFL 6500K Photo Bulb / [1 pc] Carry Bag
- 24 x 24-inch Dimension Softbox Lighting Reflector with E26, 27 Standard Size Bulb Socket and 6 ft. Long Power Cord and External White Fabric Diffuser
- 50-86-inch Height Adjustable Light Stand Tripod with 1/4-inch Standard Screw Thread Trip
- 85W / 6500K / Daylight Neutral Tone CFL Bulb
- Premium Quality Fabric Carrying Case Bag

Used & new (13) from \$50.49 ✓prime

Just make sure you get one that comes with the lights, some don't include the actual lights with the kit.

**TIP:** If you don't have proper lighting, stand near a window with natural light coming in. This will offer really good natural light and now you don't have to buy any lighting gear!

## VIDEO EDITING

After you record your 59-second video following the script provided earlier in the training, take the card out of your camera and put it in your computer's card reader.

I use video editing software called **Adobe Premier** to edit my video ads. You can get that along with Photoshop and all the other Adobe products for around \$50 per month. You can also use other video editing software like Camtasia.

There are plenty of video editing tutorials on YouTube to help you learn the ins and outs of video editing.

\*\*\*Refer to the training inside the SMA membership area for a quick tutorial on how I edit videos with Adobe Premier.

# Quick Overview of Creating an Instagram Ad

Once you've written, filmed and edited your ad and it's ready to go, we are ready to run the Instagram ad!

First, open your Ads Manager account, click on "Videos" and upload your latest video ad to your Asset Library.

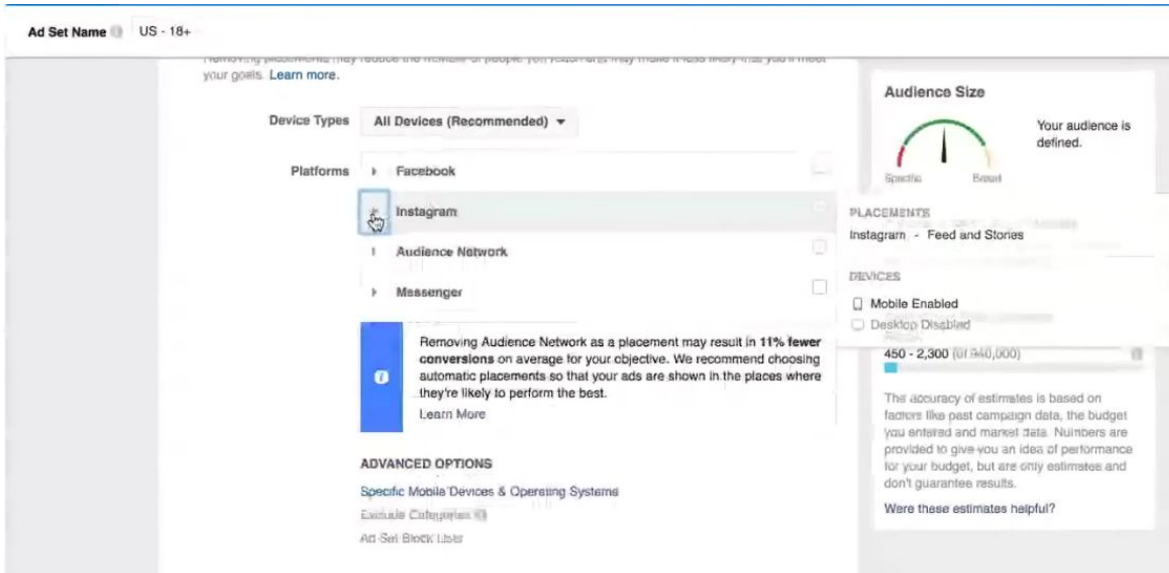
While it's uploading, you can work on the ad.

I like to run a Conversion ad. Name the ad set and choose a conversion and select your targeting.

**TIP:** If I'm running an ad for a local business, I just target people. I let FB figure it out the targeting with the conversion pixel.

Here's where it gets specific...





In the Ad Set, select “Edit Placements” and get rid of Facebook, Audience Network and Messenger so you’re only left with Instagram.

Set your budget – however much you want to spend per day.

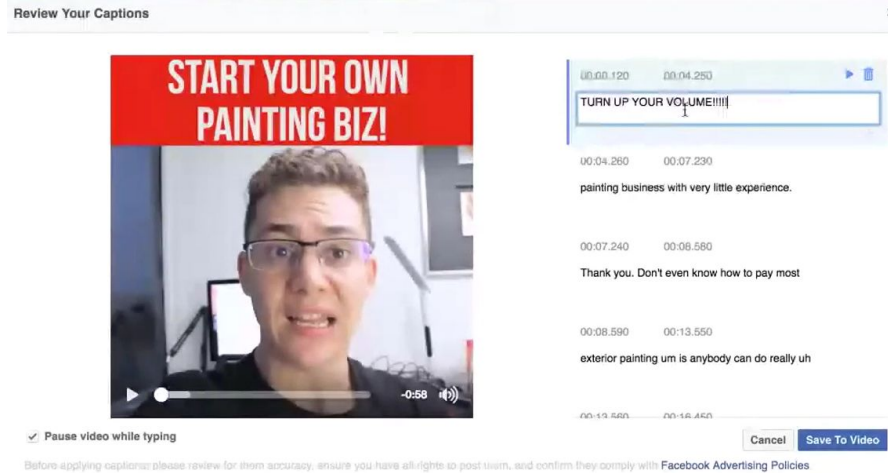
Select 1-day click.

When you edit the ad, select “single video” and attach your video, which should now be showing in your digital assets. Pick a nice thumbnail as well.

Next, select your Instagram account, which you’ll need to add under your Business Manager settings so it’s selectable here.



**Ninja Trick:** Allow Facebook to add your captions. Select “Review Captions” and then, because I’m lazy, I just do this...



I remove the caption and add: **TURN UP YOUR VOLUME!!!**

Then copy and paste it for each caption. BOOM.

Finally, enter your ad copy, call to action and website URL...

That's it!

Instagram has less options than Facebook so this is all you really get.

Click confirm and you are done.

# How to Scale Instagram Ads

Ad Set Name	Cost per ...	Budget	Amount Spent	Frequ...	Impressions	Bought Pixe...	Bought FAF...
<input checked="" type="checkbox"/> FAFE 1% US - \$100 per day	335 Per FAFE Webi...	\$4.92 \$100.00 Daily	\$1,647.10	1.36	58,085	\$0.00	\$1,994
<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$8 Manual	255 Per FAFE Webi...	\$6.28 \$100.00 Daily	\$1,600.69	1.25	39,222	\$37.00	\$2,991
<input checked="" type="checkbox"/> FAFE 1% US - \$50 per day	350 Per FAFE Webi...	\$3.12 \$50.00 Daily	\$1,091.12	1.37	56,024	\$37.00	\$3,988
<input checked="" type="checkbox"/> FAFE 1% US View Charts Edit Duplicate	217 Per FAFE Webi...	\$2.18 \$20.00 Daily	\$472.45	1.21	23,069	\$0.00	\$0
<input checked="" type="checkbox"/> Retarget IG users on FB	147 Per FAFE Webi...	\$2.69 \$20.00 Daily	\$396.08	4.01	13,046	\$37.00	\$3,988
<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$6 Manual	68 Per FAFE Webi...	\$4.63 \$100.00 Daily	\$314.67	1.05	10,646	\$74.00	\$0
<input type="checkbox"/> FAFE 1% US - \$150 per day	10 Per FAFE Webi...	\$5.41 \$150.00 Daily	\$54.11	1.00	2,390	\$0.00	\$0
Results from 7 Ad Sets	1,382 Per FAFE Webi...	\$4.03 Total Spent	\$5,576.22	2.26 Per Person	202,482 Total	\$185.00 Total	\$12,961

Take a look at this first ad I ran: **FAFE 1% Lookalike Audience.**

You'll see I was getting \$2.18 webinar registrations. I spent \$472.45 in ads and got NO sales.

But that OK! Because I had incredible numbers on my retargeting, which is key. Because most people don't buy right away, so the sales you see here are mostly impulse buys.



**The secret to my ad strategy:** I run cold ads and then I retarget the crap out of you to make my real money! Retargeting ads are where it's at!

Now, I wanted to scale this ad up, which was set to \$20 per day.

So, I simply duplicated this Ad Set and set it for \$50 per day.

Ad Set Name	Cost per ...	Budget	Amount Spent	Frequ...	Impressions	Bought Pixe...	Bought FAF...
<input checked="" type="checkbox"/> FAFE 1% US - \$100 per day	335 Per FAFE Webi...	\$4.92 Daily	\$100.00 \$1,647.10	1.36	58,085	\$0.00	\$1,994
<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$8 Manual	255 Per FAFE Webi...	\$6.28 Daily	\$100.00 \$1,600.69	1.25	39,222	\$37.00	\$2,991
<input checked="" type="checkbox"/> FAFE 1% US - \$50 per day	350 Per FAFE Webi...	\$3.12 Daily	\$50.00 \$1,091.12	1.37	56,024	\$37.00	\$3,988
<input checked="" type="checkbox"/> FAFE 1% US View Charts Edit Duplicate	217 Per FAFE Webi...	\$2.18 Daily	\$20.00 \$472.45	1.21	23,069	\$0.00	\$0
<input checked="" type="checkbox"/> Retarget IG users on FB	147 Per FAFE Webi...	\$2.69 Daily	\$20.00 \$396.08	4.01	13,046	\$37.00	\$3,988
<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$6 Manual	88 Per FAFE Webi...	\$4.63 Daily	\$100.00 \$314.67	1.05	10,646	\$74.00	\$0
<input type="checkbox"/> FAFE 1% US - \$150 per day	10 Per FAFE Webi...	\$5.41 Daily	\$150.00 \$54.11	1.00	2,390	\$0.00	\$0
<b>Results from 7 Ad Sets</b>	<b>1,382</b> Per FAFE Webi...	<b>\$4.03</b>	<b>\$5,576.22</b> Total Spent	<b>2.26</b> Per Person	<b>202,482</b> Total	<b>\$185.00</b> Total	<b>\$12,961</b>

As you can see in the screenshot above, my cost per webinar registration increased to \$3.12, but that's OK because I spent \$1091.12 and made \$3988! That's damn good ROI ... dead cold traffic.

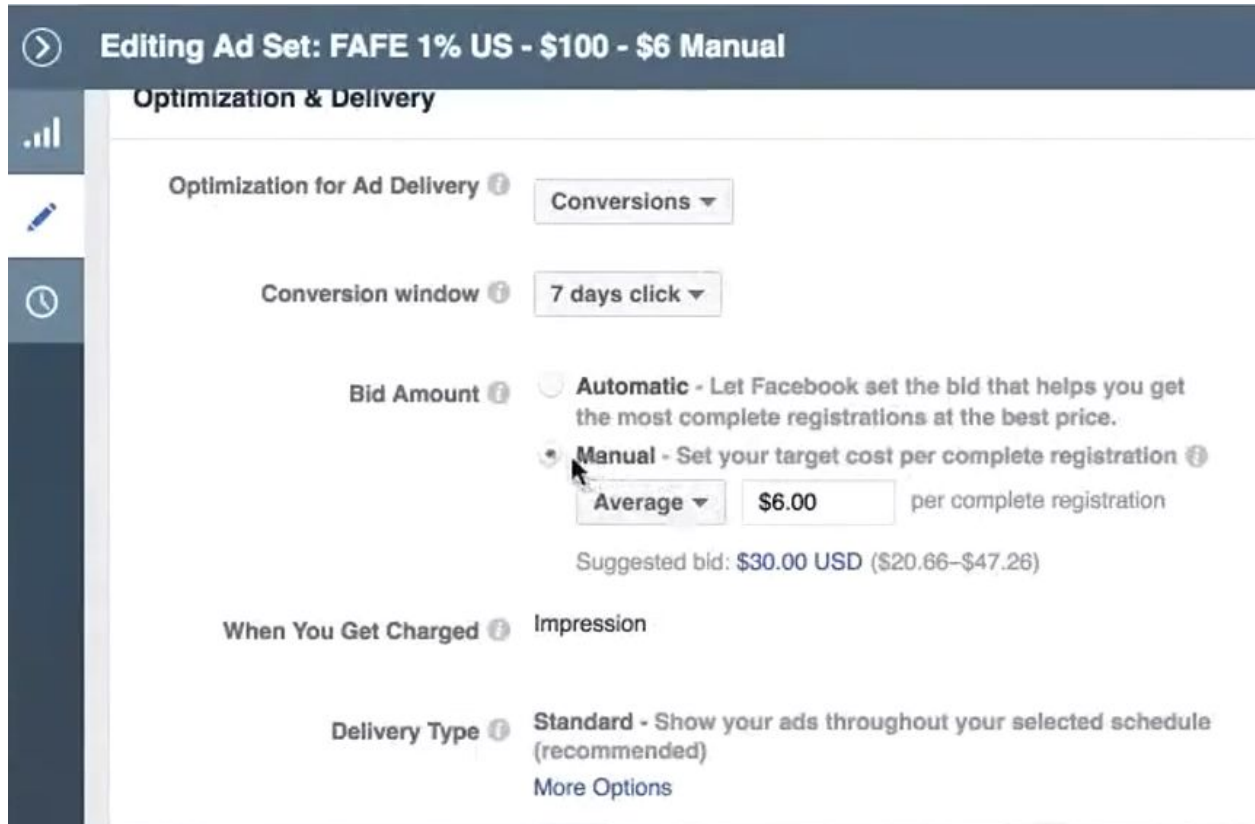
I duplicated again, and scaled to \$100 per day and my webinar registrations went up \$4.92.

Keep in mind, the more you spend, the more FB charges you ... it's crazy but that's just the way it is.

But I have my retargeting ads converting so I'm OK with that.

You'll also notice in the screenshot above that I had two manual bidding ads running, one for \$6 which returned \$4.63 per webinar registration, and another for \$8 which was getting me \$6.28 per registration.

I'll show you how I did that.



Simply duplicate and edit the ad set. Now a normal ad would have automatic bidding set, but here I'm telling FB *how much* I'm willing to pay per webinar registration, and this is where I set it to \$6 under manual bidding.

I usually split test \$4, \$6, \$8 and \$10 manual bidding ad sets.

I'm probably pushing my luck with \$100 per day. \$50 per day would probably be better for manual bidding. The more you spend, the higher your CPM.

Basically, I'm just going to let these run for a day and see which ones give me the best results. Nothing else is changing except the bid. I'm not split testing ads, just the manual bid amount. It's simply the same ad duplicated across multiple ad sets.

## **How to Retarget Instagram Users on Facebook**

Now that our ads are running, we are getting likes, shares and all these organic people checking out our profiles on Instagram.

So now what we want to do is go to Business Manager and create a Custom Audience to retarget our Instagram traffic through Facebook.

Click on "Audiences"


Select "Create Custom Audience"

Click "Engagement"

Select Your Instagram Business Profile

### Create a Custom Audience ✕

Include people who meet ANY of the following criteria:

 danhenryofficial ▾

Everyone who engaged with your business ▾ in the past  days ⓘ

Include More  Exclude

---

**Audience name:**   Show description

Choose everyone who engaged with your business in the past 30 days if you're running a lot of ads, if not then select 60 days.

Name the audience and select "Create Audience."

As you'll see below in my Ad Manager, I have a retargeting ad running to retarget Instagram users on Facebook! 😊

Account Overview									
Campaigns <span>1 selected</span>									
Ad Sets for 1 Campaign									
Ads for 1 Campaign									
Columns: Custom Breakdown Export									
<input type="checkbox"/>	Ad Set Name	Delivery ⓘ	Results ⓘ	Cost per ... ⓘ	Budget ⓘ	Amount Spent ⓘ	Freque... ⓘ	Impressions ⓘ	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$8 Manual	Active 2 Approved	255 FAFE Webinar ...	\$6.28 Per FAFE Webi...	\$100.00 Daily	\$1,601.52	1.25	39,236	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$50 per day	Active 2 Approved	350 FAFE Webinar ...	\$3.12 Per FAFE Webi...	\$50.00 Daily	\$1,091.38	1.37	56,031	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US	Active 2 Approved	217 FAFE Webinar ...	\$2.18 Per FAFE Webi...	\$20.00 Daily	\$472.82	1.21	23,073	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Retarget IG users on FB	Active Sett. Delivery in progress	147 FAFE Webinar ...	\$2.69 Per FAFE Webi...	\$20.00 Daily	\$396.08	4.01	13,046	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$100 - \$6 Manual	Active 2 Approved	68 FAFE Webinar ...	\$4.63 Per FAFE Webi...	\$100.00 Daily	\$314.68	1.05	10,648	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$50 - \$4 Manual	Active 1 Pending, 1 Approved	— FAFE Webinar ...	— Per FAFE Webi...	\$50.00 Daily	\$0.00	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$50 - \$6 Manual	Active 2 Approved	— FAFE Webinar ...	— Per FAFE Webi...	\$50.00 Daily	\$0.00	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> FAFE 1% US - \$50 - \$8 Manual	Active	—	—	\$50.00	\$0.00	—	—	

You'll notice I'm getting \$2.69 per webinar registration. I've spent \$396.08 but I've MADE \$3,988!

*How cool is that???*

Here's how I did it ...

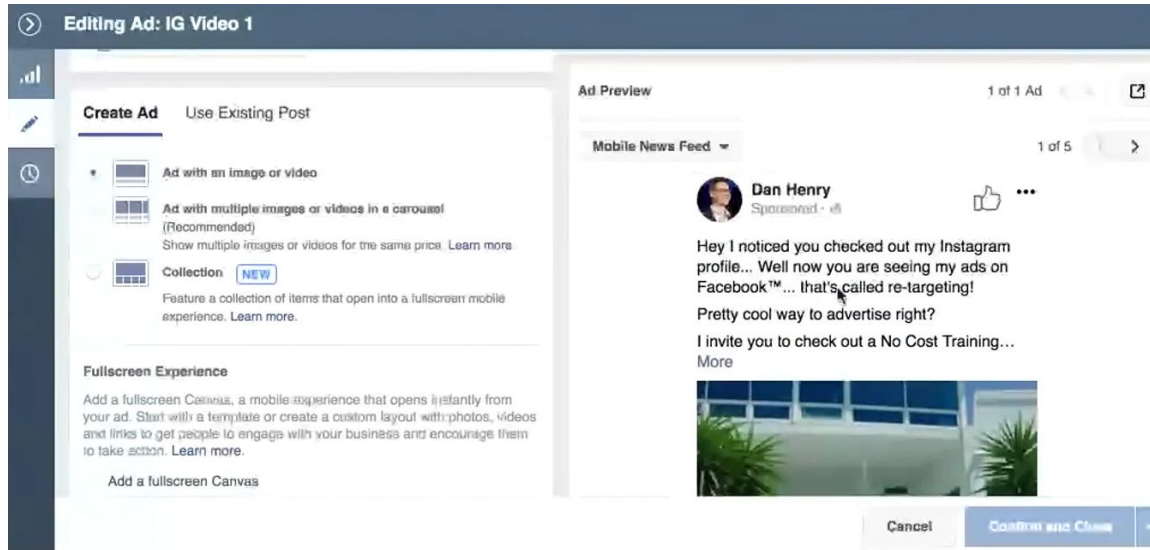
I again duplicated the Ad Set, then I got rid of the country and any other targeting elements that were already applied, and I only targeted "Instagram Users on Facebook," my new custom audience.

**This is KEY:** Now I hit "Edit Placements" and remove everything except Facebook. So this ad is only being showed to people on Facebook. Remember to set it to one day!

And the ad is simple. I run the same video as before but I change the copy above the ad to read:

*Hey, I noticed you checked out my Instagram profile ...*





And that's it!

**Boom.**

And that's how you run, scale and retarget with Instagram ads.

It's very straightforward and simple.

Take advantage of this NOW while the competition is low, before it becomes saturated, and you too can get insane ROI.

# Need More Support or Help Implementing?



Book a call with my office to discuss how we can help you take your online business to the next level!

[Click Here to Book your Call.](#)