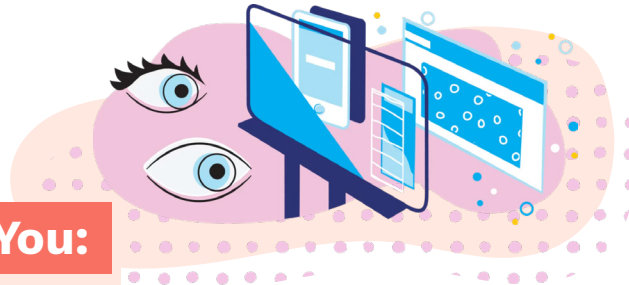
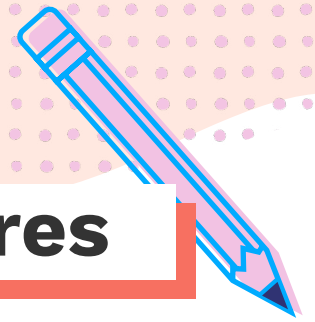


The Perfect Instagram

(w)Ad (libs) for Shopify Stores



First, About You:

Why it matters: Can't make a good Instagram ad without knowing who you are, right? Many brands don't spend enough time thinking about the ethos and aesthetic of their company before diving into Instagram, which is a surefire way to fail on a platform that is 110% about aesthetics.

- 1 Your brand:
- 2 Your product category:
- 3 Your value prop:
- 4 One adjective that best describes your brand:
- 5 One adjective describing your brand voice:
- 6 Your brand color:
- 7 Director you'd most like to make a film about your brand:
- 8 Your company's "mood":



Now, your customers:

Why it matters: People are excited to see their favorite things in Instagram photos, much more than they are to see products. A perfect Instagram ad is as much about your audience as it is about your product. Businesses that approach ad creation from a product-first perspective will miss the mark.

- 9 Noun describing your customers:
- 10 Three adjectives that describe your customers:
 - a
 - b
 - c
- 11 Reason customers love your product:
- 12 Other things your customers love:
 - a Activity:
 - b Food:
 - c Animal:
 - d Famous product:
 - e Place to spend time:
 - f Favorite influencer:



Now that you have your blanks filled, here are some ideas to get you thinking about the creative you're putting out for different ad formats.

Story Ad:

A short video of ^{12f} with their pet ^{12c} using your product. He's talking about how much he likes ¹ because ¹¹. The aesthetic is ^{10a}.

Photo Ad:

A dark ⁶ version of your product on a light ⁶ background. Tagline is " ¹ : The ^{12d} of ² " in a font that can be described as ^{10b}.

Video Ad:

A famous shot directed by ⁷, recreated with your product in a ⁵ style with people using your product to ^{12a}.

Carousel Ad:

Opens with a picture of ^{10c} ⁹ in front of ^{12e}, with the tagline "Mood: ⁸ ." Followed by people showing off how your product ³. Followed by a photo of your product on a background of complementary color to ⁶ but fitting mood ⁸.

Using the Mad Libs format and some basic attributes of your brand and customers, creating engaging Instagram ads will go from being a chore to becoming a fun game. Of course, none of this will guarantee you'll go viral, but with enough permutations and using the cross-channel tracking and testing capabilities of the AdRoll platform, you can keep cycling through creative until you find the one permutation that catches on.

A successful Instagram campaign is about experimenting to the point that you'll ultimately zero in on exactly what resonates with your brand and audience. So get in there and start spinning up winners!