



THE

**WEDDING SCHOOL**

CREATING AN INSTAGRAM AD : APRIL 2016

# THE LOWDOWN

---

- ▶ Instagram ads are created through Facebook
- ▶ I get better results with Animoto videos than I do single images
- ▶ You have to target your audience first
- ▶ Don't be daunted! This is easy, once you get the hang of it!
- ▶ Engagement is key to getting your ads seen



# MAKING THE VIDEO

# WHY ANIMOTO?

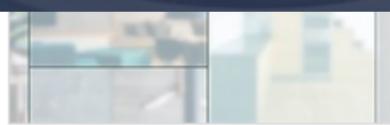
---

- ▶ It's extremely easy to use
- ▶ No more hunting for music. They have 2000+ songs included, 1000 from Triple Scoop Music
- ▶ HD downloads up to 1080pHD
- ▶ Pro styles/templates designed specifically by photographers FOR photographers
- ▶ Easy to share on social, via email, download to flash drive, etc





Champagne



Clean Lines



Frameless **†††**



Grid



## Frameless

Break out of the box with this uncluttered style that leaves nothing between your images and boundless possibility.



This style's design can be customized.

[CREATE VIDEO](#)



Inkwell



Memory Box **NEW**



Remembrance



Rustic



Simplicity



Soft Focus **NEW**



Vintage Vinyl **NEW**



Vintage Voyage



Change your video's settings

STYLE  
Frameless

CREATE

PRODUCE

Total video length: 0:14

Customize style

Change logo

Add pics & vids

Add text

Spotlight

Rotate

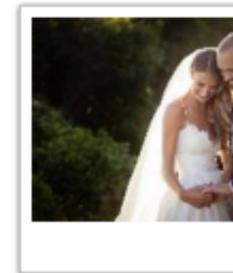
Duplicate

Shuffle

Delete

Change Song

Heart That's Solely Free - Slowdim



OUTRO LOGO

+ Add another song

PREVIEW VIDEO



**TEXT**

 Font

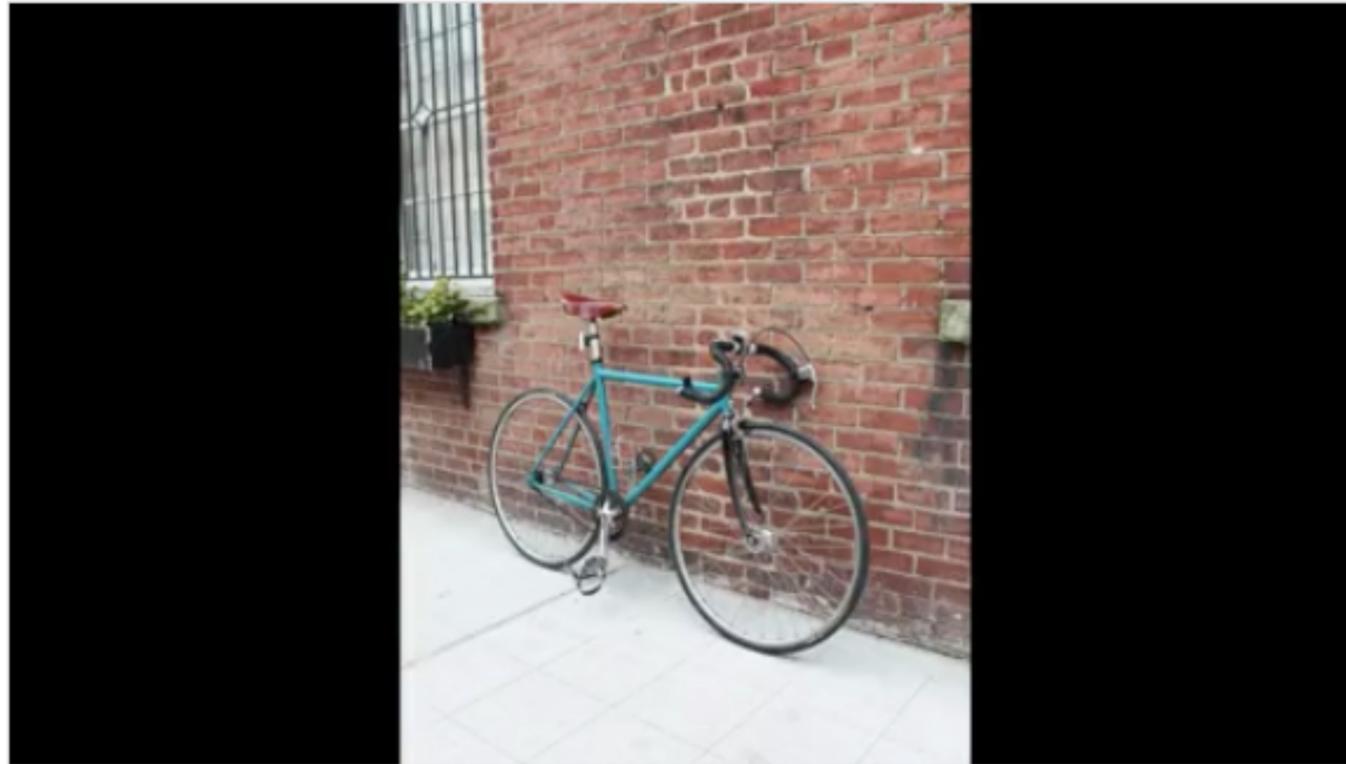
 Color

 Layout

**MEDIA**

 Transition

 Framing



SLIDE



CUT



CROSS FADE

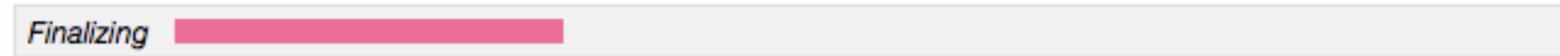
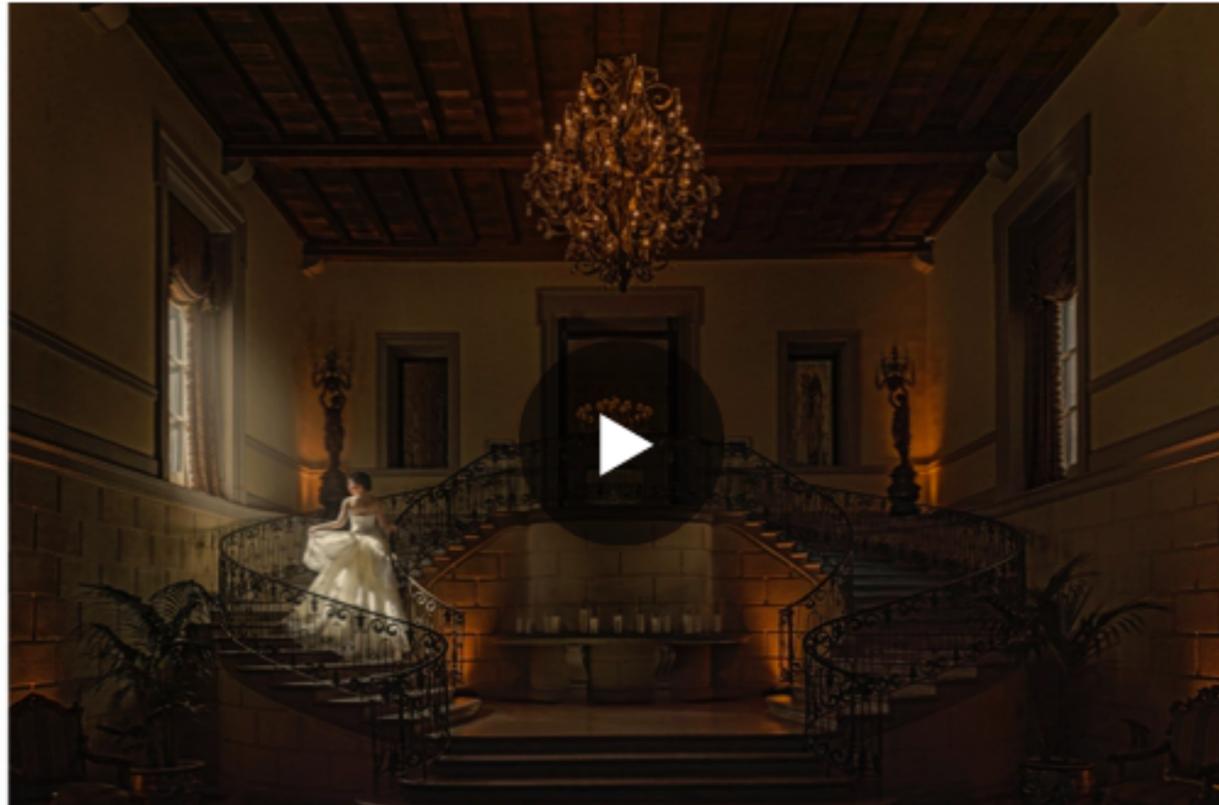


COLOR FADE



# Instagram v2

MARCH 29, 2016



BY  
**Susan Stripling**

## ABOUT

Add a description in your video settings.

## SHARE



Email



Share



Tweet



Link



YouTube



Embed



More

## OPTIONS

Edit Video

Upgrade to HD

Download

Settings

0 Page Views





**EXPORT, SAVE, BACK IT UP,  
AND LET'S CREATE A  
FACEBOOK AUDIENCE!**

Account: Susan Stripling Mautner

Search | Filters | Last 30 days

Spent Last 7 Days: \$18.10



Instagram Ads Success Stories

Learn how these businesses improved their ads' performance by up to 45% when they placed them on Instagram.

< 1 of 6 >

All Campaigns | + Create Campaign

Columns: Performance | Breakdown | Export

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Emmy	● Not Delivering Ad Set Completed	3 Website Clicks	1,531	\$6.03 Per Website Click	\$18.10	Apr 10, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	My Ads	● Not Delivering Ad Set Inactive	—	—	— Per Result	\$0.00	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Hi all! I'm going to be live on Periscope at..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Feb 12, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "In less than two weeks, I'm unveiling The Wedding..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Jan 30, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Photographing Details Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Dec 8, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "For the night crowd... One of my favorite..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Dec 8, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I posted some updated thoughts about the Nikon..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Nov 18, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	www.thedynamicrange.com/men... - Website Clicks	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Oct 11, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy v3	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Jun 12, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Apr 17, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Apr 17, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Apr 3, 2015
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00	Apr 3, 2015
		<b>Results from 98 Campaigns</b>		—	<b>19,906</b> People	—	<b>\$179.17</b> Total Spent	

Account: Susan Stripling Mautner ▾

Search ▾ Filters ▾

Spent Last 7 Days: \$18.10



**Instagram Ads Success Stories**  
Learn how these businesses improved their by up to 45% when they placed them on Ins

All Campaigns ▾ + Create Campaign

Columns: Performance ▾ Breakdown ▾

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Emmy	● Not Delivering Ad Set Completed	3 Website Clicks	1,531	\$6.03 Per Website Click	\$18.10
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	Photographing Details Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "For the night crowd... One of my favorite..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I posted some updated thoughts about the Nikon..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
		<b>Results from 98 Campaigns</b>		—	<b>19,906</b> People	—	<b>\$179.17</b> Total Spent

- Audiences
- Audience Insights ⓘ
- Pixels
- Custom Conversions
- Pages
- Image Library
- App Ads Helper ⓘ
- Advertiser Support ⓘ

Ad Account: 18115653 (USD)

# Audiences

[Create Audience](#) ▾ [Filters](#) ▾ [Customize Columns](#) ▾ [Create Ad](#) [Actions](#) ▾

	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Broadway	Saved Audience	5,500	● Ready Last updated 04/07/2016	04/05/2016 11:19am	--
<input type="checkbox"/>	NYC	Saved Audience	150,000	● Ready Last updated 03/29/2016	03/29/2016 11:22am	--
<input type="checkbox"/>	New York Weddings	Saved Audience	3,400,000	● Ready Last updated 02/22/2016	02/22/2016 9:00pm	--

Ad Account: 18115653 (USD)

# Audiences

**Create Audience** ▾ | Filters ▾ | Customize Columns ▾ | Create Ad | Actions ▾

		Type	Size	Availability	Date Created ▾	Sharing
<input type="checkbox"/>		Saved Audience	5,500	● Ready Last updated 04/07/2016	04/05/2016 11:19am	--
<input type="checkbox"/>	NYC	Saved Audience	150,000	● Ready Last updated 03/29/2016	03/29/2016 11:22am	--
<input type="checkbox"/>	New York Weddings	Saved Audience	3,400,000	● Ready Last updated 02/22/2016	02/22/2016 9:00pm	--

- Custom Audience
- Lookalike Audience
- Saved Audience**

### Create Saved Audience



**Audience Name**



#### Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

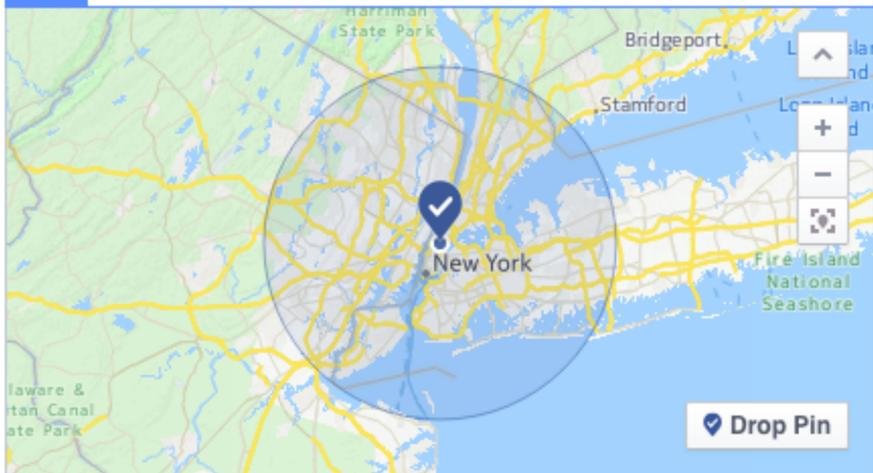
**Locations**

United States

**Manhattan, New York** + 25mi

Include | [Add locations](#)

**i** Your audience location has been changed from United States to Manhattan. [Undo Change](#)



[Add Bulk Locations...](#)

**Age**  -

**Gender**

**Languages**

**Detailed Targeting** **INCLUDE** people who match at least **ONE** of the following

| [Suggestions](#) | [Browse](#)

[Exclude People](#)

#### Potential Audience:

Potential Reach: 2,000,000 people

#### Audience Details:

- Location - Living In:
  - United States: Manhattan (+25 mi) New York
- Age:
  - 23 - 38
- Gender:
  - Female

18115653 (USD)

nces

ence | Filters | Customize Columns | Create Ad | Actio

ay

rk Weddings

Search

Created | Sharing

2016

--

2016

--

2016

--

Audience Name Name it something awesome



Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

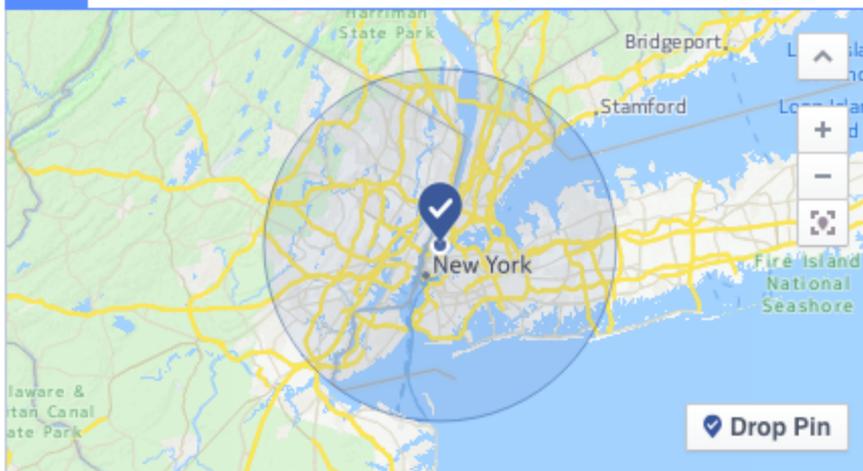
Locations **Everyone in this location** ▾

United States

Manhattan, New York + 25mi ▾

Include ▾ | Add locations

Your audience location has been changed from United States to Manhattan. [Undo Change](#)



[Add Bulk Locations...](#)

Age 23 - 38

Gender All Men Women

Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions Browse

Demographics

Interests

Behaviors

Potential Audience:

Potential Reach: 2,000,000 people

Audience Details:

- Location - Living In:
  - United States: Manhattan (+25 mi) New York
- Age:
  - 23 - 38
- Gender:
  - Female

Created	Sharing
2016	--
2016	--
2016	--



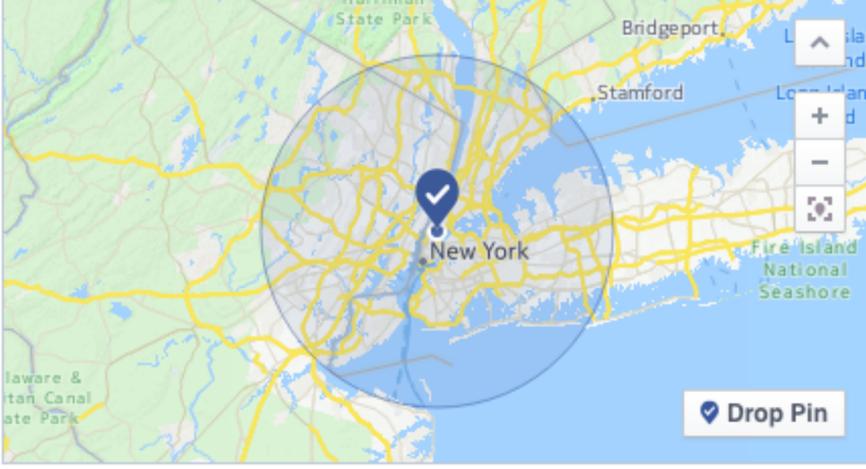
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations **Everyone in this location**

United States  
Manhattan, New York +25mi

Include | Add locations

Your audience location has been changed from United States to Manhattan. [Undo Change](#)



Add Bulk Locations...

Age 23 - 38

Gender All Men Women

Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

- Home
- Life Events
- Parents
- Politics (US)
- Relationship
- Work

Connections

- United States: Manhattan (+25 mi) New York
- Age:
  - 23 - 38
- Gender:
  - Female

Cancel Create Audience

Search business

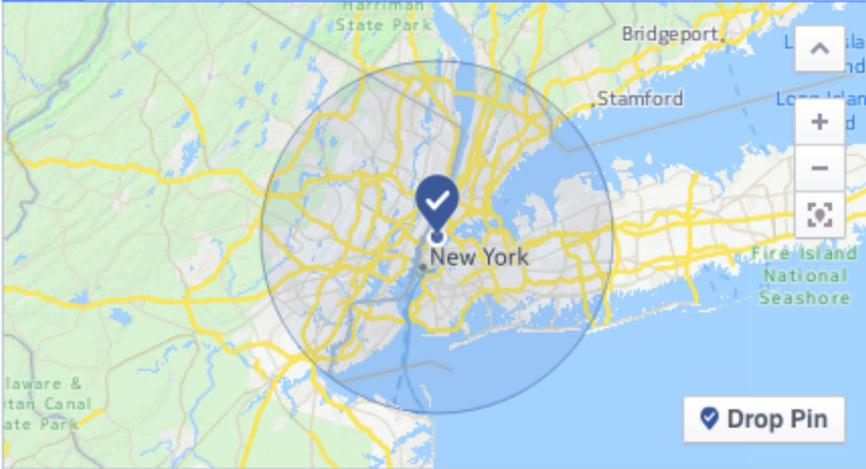
Created	Sharing
2016 m	--
2016 m	--
2016	--

United States

📍 **Manhattan, New York** + 25mi ▾

📍 Include ▾ | Add locations

**i** Your audience location has been changed from United States to Manhattan. [Undo Change](#) ✕



Add Bulk Locations...

**Age** **i** 23 ▾ - 38 ▾

**Gender** **i** All Men **Women**

**Languages** **i** Enter a language...

**Detailed Targeting** **i** INCLUDE people who match at least ONE of the following **i**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

- Parents
- ▶ Politics (US)
- Relationship
  - ▶ Interested In
  - ▶ **Relationship Status**
  - ▶ Work
- ▶ Interests **i**
- ▶ Behaviors **i**
- ▶ More Categories **i**

**Connections** **i**

- Gender:
  - Female

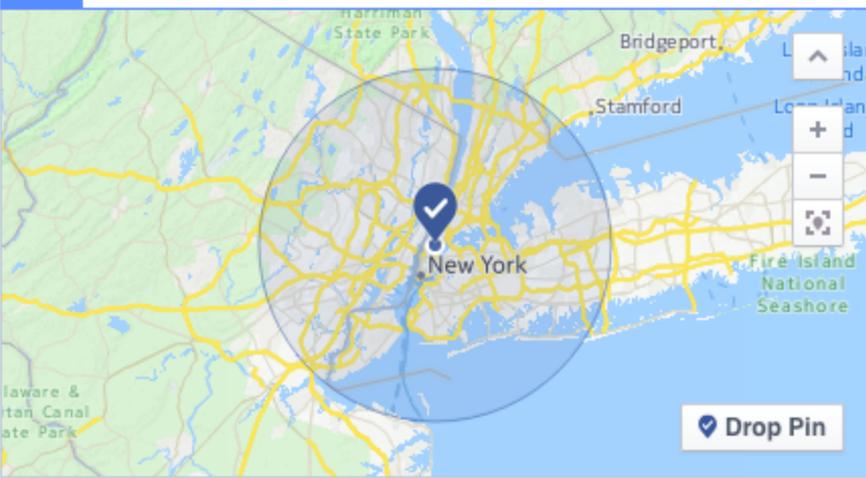
Cancel Create Audience

Created ▾ Sharing

2016	m	--
2016	m	--
2016		--

Include ▾ | Add locations

**i** Your audience location has been changed from United States to Manhattan. [Undo Change](#) ✕



Add Bulk Locations...

Age **i** 23 ▾ - 38 ▾

Gender **i** All Men **Women**

Languages **i** Enter a language...

Detailed Targeting **i** INCLUDE people who match at least ONE of the following **i**

Demographics > Relationship > Relationship Status

**Engaged**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

▾ Relationship Status

Civil Union

Complicated

Divorced

Domestic Partnership

**Engaged**

In a relationship

Married

Open Relationship

Connections **i**

**33,116,603** people

**Demographics > Relationship > Relationship Status > Engaged**

**Description:** People who listed their relationship status as *Engaged* in their Facebook profile.

audience

Created ▾

Sharing

2016

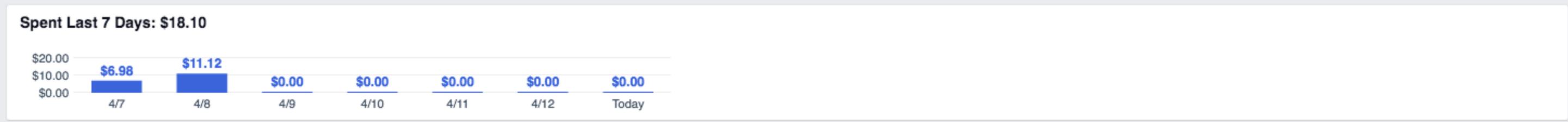
--

2016

--

2016

--



**Find More People Like**  
 You can use your conversion data to find more people like your Photography Client Leads to take action on your website.

All Campaigns + Create Campaign Columns: Performance

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery <sup>i</sup>	Results <sup>i</sup>	Reach <sup>i</sup>	Cost <sup>i</sup>	Amount Spent <sup>i</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Emmy	● Not Delivering Ad Set Completed	3 Website Clicks	1,531	\$6.03 Per Website Click	\$18.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	My Ads	● Not Delivering Ad Set Inactive	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Hi all! I'm going to be live on Periscope at..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "In less than two weeks, I'm unveiling The Wedding..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Photographing Details Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "For the night crowd... One of my favorite..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I posted some updated thoughts about the Nikon..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	www.thedynamicrange.com/men... - Website Clicks	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy v3	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<b>Results from 98 Campaigns</b>				—	<b>19,906</b> People	—	<b>\$179.17</b> Total Spent

 CAMPAIGN  
Objective

 AD SET  
Audience   
Budget & Schedule 

 AD  
Media   
Text 

-  Boost your posts
-  Promote your Page
-  Send people to your website 

Use the clicks to website objective to send people to your website.
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business NEW

-  Boost your posts
-  Promote your Page
-  **Send people to your website**
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business NEW



## Clicks to Website

Increase the number of visits to your website.

  
<https://www.instagram.com/susanstriplingphotography/>  
<https://www.thedynamicrange.com/mentorship/>

Set Audience & Budget

- Boost your posts
- Promote your Page
- Send people to your website**
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business NEW



## Clicks to Website

Increase the number of visits to your website.

 <https://www.instagram.com/susanstriplingphc> ×

● Susan Stripling Mautner's Pixel ▾

**Campaign Name** ?

**Set Audience & Budget**

**Audience**

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE 



**Target**  
You can target users who:

- New Audience**
- SAVED AUDIENCES**
- New York Weddings
- NYC
- Broadway

**Your Business**

Choose who to show ads to your contacts, website visitors or app users.

**Location**

location 

 **United States**

 Include  | [Add locations](#)

[Add Bulk Locations...](#)

**Age** 

18  - 65+ 

**Gender** 

**All** | Men | Women

**Languages** 

Enter a language...

**Detailed Targeting** 

**INCLUDE** people who match at least ONE of the following 

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude People](#)

**Connections** 

Add a connection type 

**Save this audience**

**Audience Definition**



Your audience selection is fairly broad.

**Audience Details:**

- Location:
  - United States
- Age:
  - 18 - 65+
- Placements:
  - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 191,000,000 people

**Budget & Schedule**

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

## AD SET: Define your audience, budget and schedule

Age: 22 - 40

Gender: Female

Edit

Your audience is defined.

### Audience Details:

- Location:
  - United States: Newark (+50)

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Daily Budget** ▼ \$20.00  
\$20.00 USD

Schedule ⓘ  Run my ad set continuously starting today  
 Set a start and end date

Start    
End

Your ad will run

You'll spend up to

April 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Optimization for Ad Delivery ⓘ **Link Clicks to Website**

Bid Amount ⓘ  Automatic - Let Facebook determine the best price to get the most link clicks at the lowest cost to you.  
 Manual - Enter your own bid amount

When You Get Charged ⓘ Link Click (CPC)  
[More Options](#)

Ad Scheduling ⓘ Run ads all the time  
[More Options](#)

Delivery Type ⓘ Standard - Show your ads throughout the day - Recommended  
[More Options](#)

[Hide Advanced Options](#)

### Estimated Daily Reach

3,400 - 8,800 people on Facebook

0 of 2,300,000 ⓘ

2,000 - 5,400 people on Instagram

0 of 1,200,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 30 days

Create New Ad

Use Existing Post

### Format

Choose how you'd like your ad to look.



#### A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)



#### Multiple images in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

Learn more about these ad formats in the [Ads Product Guide](#)

### Media

Choose the image or video you'd like to use in your ads.



#### Images

Upload your own images, choose images from your Facebook Page or use stock images



#### Slideshow

Upload or choose 3 to 7 images that will play as a video



#### Video

Upload a video or choose one from your library

### Text

Enter the text for your ad. [Learn more.](#)

#### Connect Facebook Page

Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your event, but it will show as coming from your Facebook Page.

Susan Stripling ▼ +

or [Turn Off News Feed Ads](#)

#### Instagram Account

susanstriplingphotography ↕

Connect your Instagram accounts in Business Manager.

### Ad Preview

1 of 1

✓ Desktop News Feed

[Remove](#)



Please select media for your ad

### Format

Choose how you'd like your ad to look.



#### A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)



#### Multiple images in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

### Media

Choose the image or video you'd like to use in your ads.

[← Back](#)[SELECT IMAGES](#)

#### Select images to create one or multiple ads

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#)[Free Stock Images](#)[Upload images](#)[UPLOADING](#)

#### Recommended Image Specs

- Recommended image size: **1200 x 628 pixels**
- Image ratio: **1.91:1**
- Your image may not include **more than 20% text.**

### Text

Enter the text for your ad. [Learn more.](#)

#### Connect Facebook Page

Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your event, but it will show as coming from your Facebook Page.



Susan Stripling



or [Turn Off News Feed Ads](#)

### Ad Preview

1 of 1

✓ [Desktop News Feed](#)

[Remove](#)



### Text

Enter the text for your ad. [Learn more.](#)

#### Connect Facebook Page

Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your event, but it will show as coming from your Facebook Page.

 Susan Stripling ▼ +

or [Turn Off News Feed Ads](#)

#### Instagram Account

 susanstriplingphotography ↕

Connect your Instagram accounts in Business Manager.

#### Headline ?

Susan Stripling

#### Text

Wedding and portrait photographer from Brooklyn and Philadelphia. Co

#### Call To Action (optional) ?

Learn More ▼

[Show Advanced Options](#) ▼

### Ad Preview

1 of 1

✕ Desktop News Feed Add



This preview is not available because this placement is disabled

✕ Mobile News Feed Add

✓ Instagram Remove

✕ Audience Network ? Add

✕ Desktop Right Column Add

[Back](#)

[Review Order](#)

[Place Order](#)

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### Text

Enter the text for your ad. [Learn more.](#)

#### Connect Facebook Page

Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your event, but it will show as coming from your Facebook Page.

 Susan Stripling ▼ +

or [Turn Off News Feed Ads](#)

#### Instagram Account

 susanstriplingphotography ↕

Connect your Instagram accounts in Business Manager.

#### Headline ?

Susan Stripling

#### Text

Wedding and portrait photographer from Brooklyn and Philadelphia. Co

#### Call To Action (optional) ?

Learn More ▼

[Show Advanced Options](#) ▼

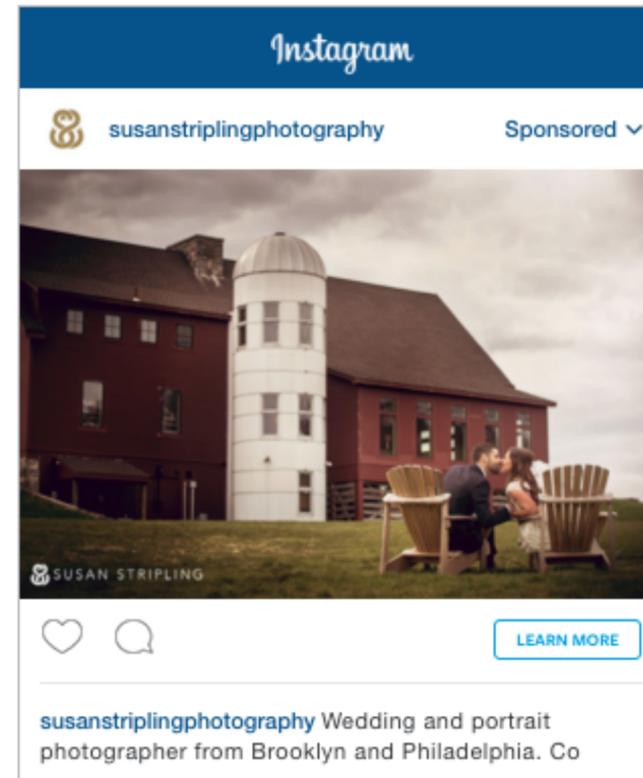
### Ad Preview

1 of 1

✕ Desktop News Feed Add

✕ Mobile News Feed Add

Instagram Remove



✕ Audience Network ? Add

✕ Desktop Right Column Add

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Put your text here! Make it eye-catching!

#### Call To Action (optional) ?

Learn More ▼

[Show Advanced Options](#) ▼

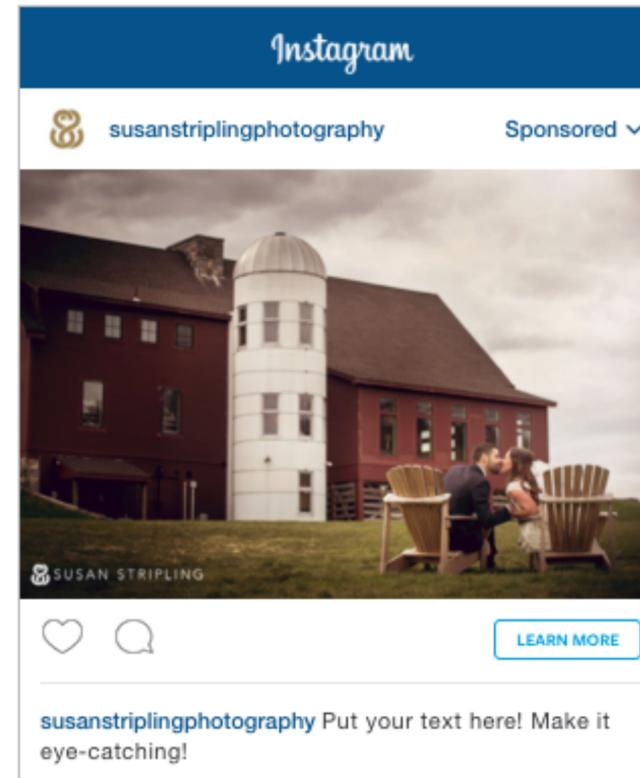
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Susan Stripling

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#### Call To Action (optional) ?

- Learn More ▼
- No Button
- Apply Now
- Book Now
- Contact Us
- Download
- ✓ Learn More
- Shop Now
- Sign Up
- Watch More

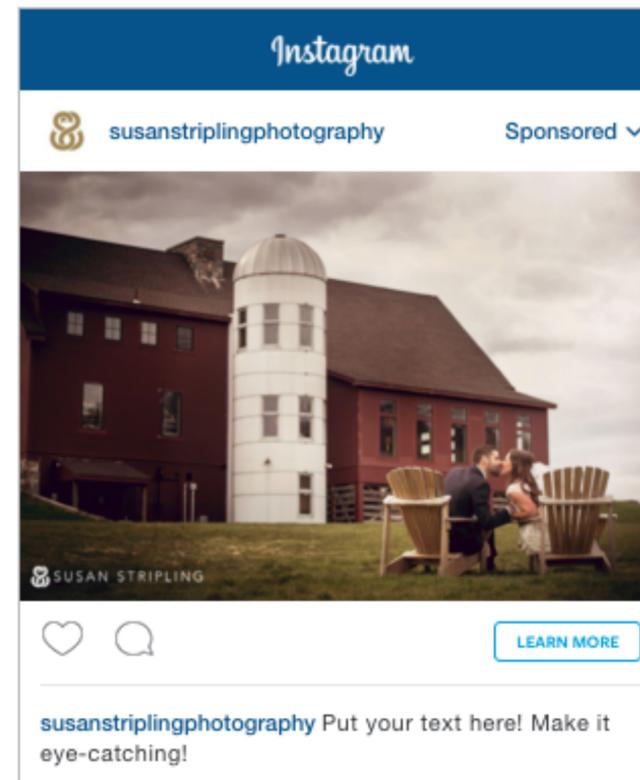
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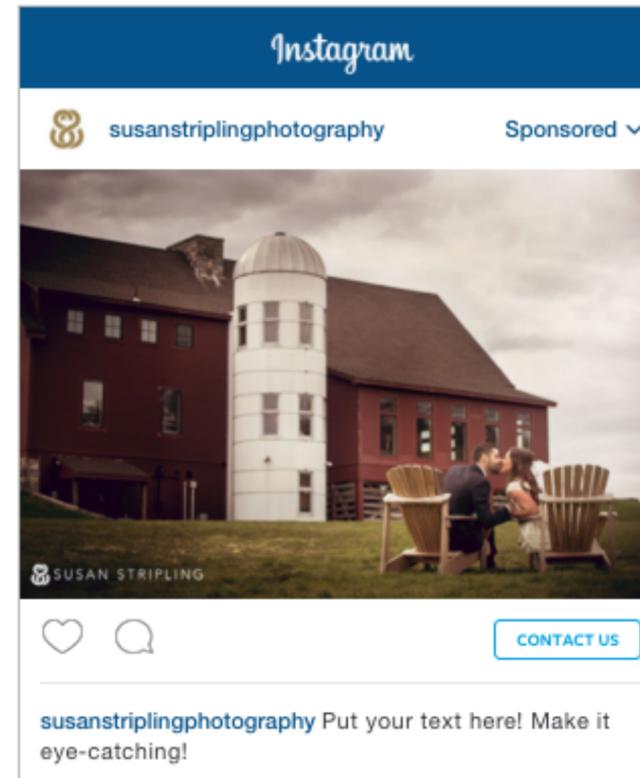
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Account: Susan Stripling Mautner

Search

Spent Last 7 Days: \$18.10



**Find More People**  
 You can use your co...  
 Photography Client I...  
 to take action on you...

All Campaigns | + Create Campaign

Columns: Performance

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Cost	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Emmy	● Not Delivering Ad Set Completed	3 Website Clicks	1,531	\$6.03 Per Website Click	\$18.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	My Ads	● Not Delivering Ad Set Inactive	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Hi all! I'm going to be live on Periscope at..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "In less than two weeks, I'm unveiling The Wedding..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Photographing Details Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "For the night crowd... One of my favorite..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I posted some updated thoughts about the Nikon..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	www.thedynamicrange.com/men... - Website Clicks	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy v3	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel Copy	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NYC weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Philly Weddings w/Pixel	● Not Delivering Ad Sets Completed	—	—	— Per Result	\$0.00
<b>Results from 98 Campaigns</b>				—	<b>19,906</b>	—	<b>\$179.17</b>

Account: Susan Stripling Mautner > Campaign: Emmy

Ad Set: US - 18+

Search

Performance | Audience | Placement

**3**  
Results: Website Clicks

**1,531**  
People Reached

**\$18.10**  
Amount Spent

Custom

**3 Results: Website Clicks**   **\$6.03 Cost per Result**   **0.15% Result Rate**



**Ad Set**

**Delivery**  
● Recently C  
[See Post](#)

**Amount Spent**  
\$0.00 spent to  
\$18.10 total spent

**Schedule**  
Apr 07, 2016

**Bidding & Op**  
Ad delivery op  
You'll get char

**Targeting**  
Location: Unit

Ads in this Ad Set | + Create Ad

Columns: Performance

<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Cost	Amount Spent
<input type="checkbox"/>	<a href="http://www.instagram.com/susanstriplingphotography/">www.instagram.com/susanstriplingphotography/</a> - Website Clicks - Image 1 Emmy > US - 18+	● Not Delivering Ad Set Completed	3 Website Clicks	1,531	\$6.03 Per Website Click	\$18.10
<b>Results from 1 Ad</b>			<b>3</b> Website Clicks	<b>1,531</b> People	<b>\$6.03</b> Per Website Click	<b>\$18.10</b> Total Spent



# WATCH YOUR ADS

- ▶ Turn them off if they're performing poorly
- ▶ Track what works and what doesn't
- ▶ Play with your budget
- ▶ Play with delivery times. When are your clients online?
- ▶ Don't be afraid to try and try again
- ▶ Instagram and Facebook change all the time!





THE  
**WEDDING SCHOOL**