

The
Marketing
Crowd



HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 2)

What We Will Cover

- 1. How to turn a post into an ad using the Ads tool.**
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
- 2. How do you then monitor your campaign to see how each adset is performing**
 - How to check which audience (adset) is performing the best
- 3. How to design eye catching images for your ads using Canva**

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

The Marketing Crowd
Published by Evan Mangin · June 21

If you (or a member of staff) would like to learn how to increase your sales using Digital Marketing over the next 12 months, see below the schedule of Digital Marketing Courses I am delivering each month on Zoom for members of our online Digital Marketing School. These courses cover Tiktok marketing, Instagram, Facebook ads, Making marketing videos, Facebook and Instagram Live streaming plus lots more.
You can attend ALL of these courses for one membership fee (or watch a... See more

**ALL UPCOMING "LIVE"
DIGITAL MARKETING
COURSES FOR THE NEXT 12
MONTHS**

The Marketing Crowd

**PLUS YOU CAN
WATCH REPLAYS
IF YOU MISS ANY**

The Marketing Crowd
Marketing Agency

Learn more

4,196 People reached 250 Engagements - Distribution score **Boost post**

26 1 Comment 3 Shares

Like Comment Share

Most relevant

Comment as The Marketing Crowd

Barry O'Halloran
The Manor Fields - Adare Recreation & Community Complex

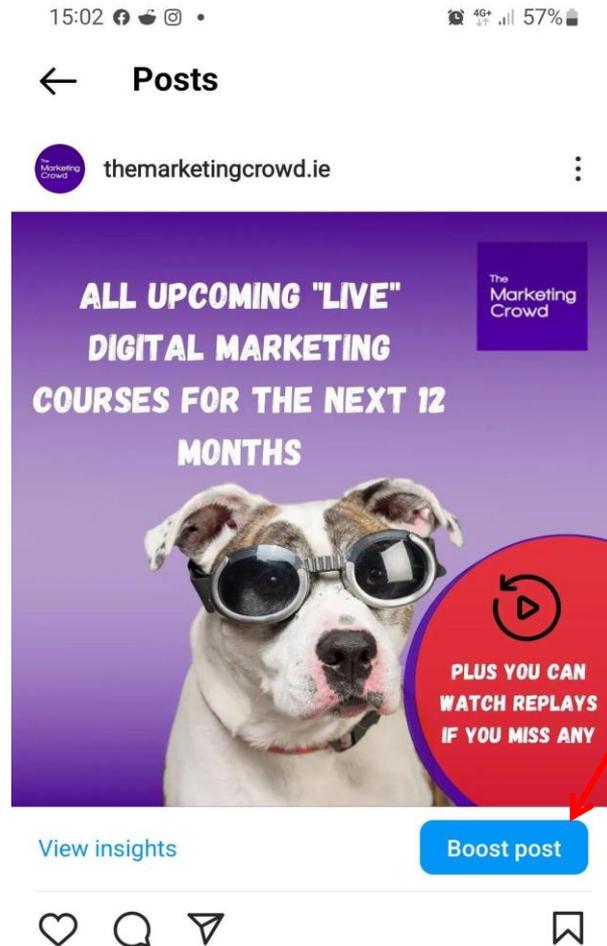
Like Reply Hide 14

When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

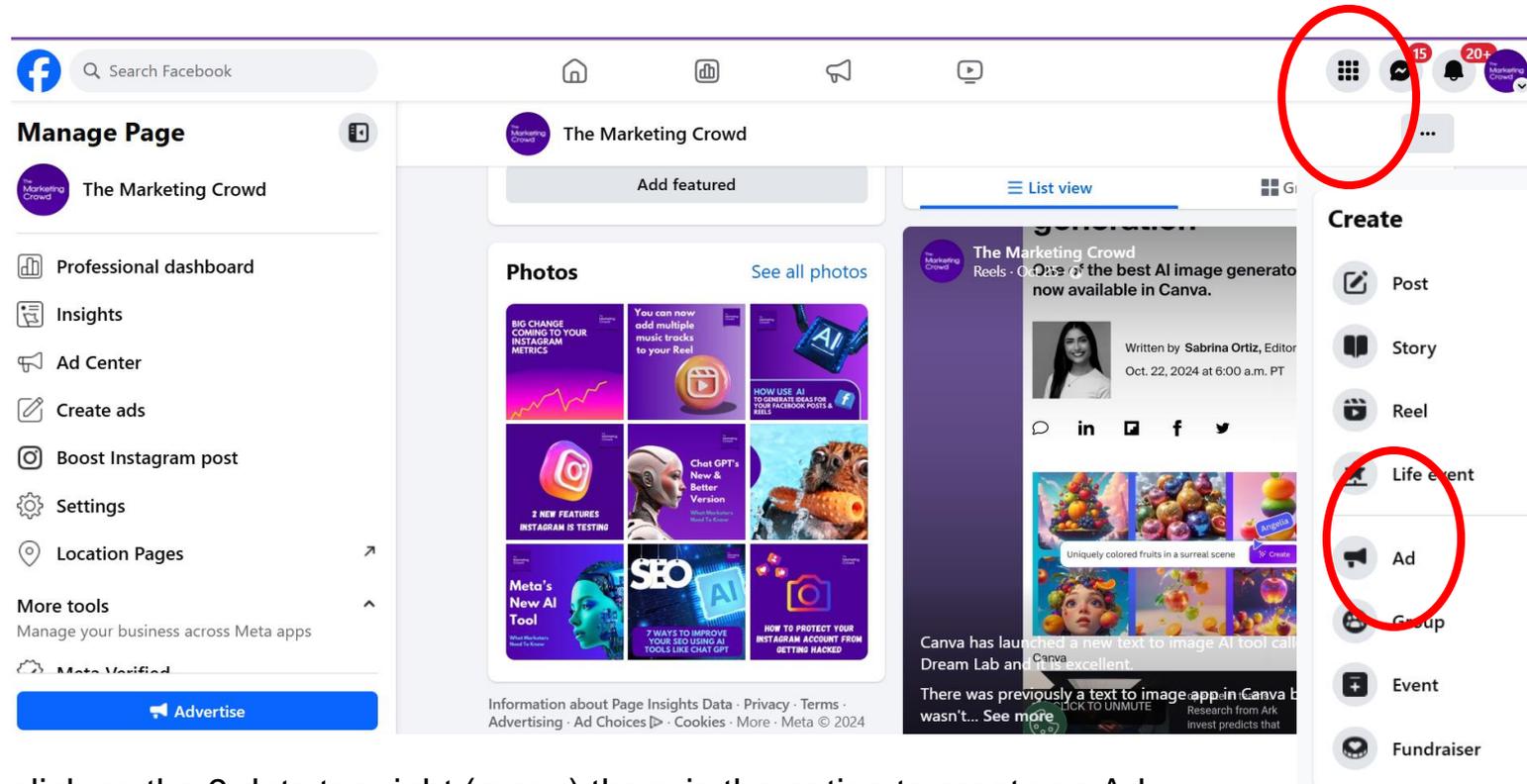


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

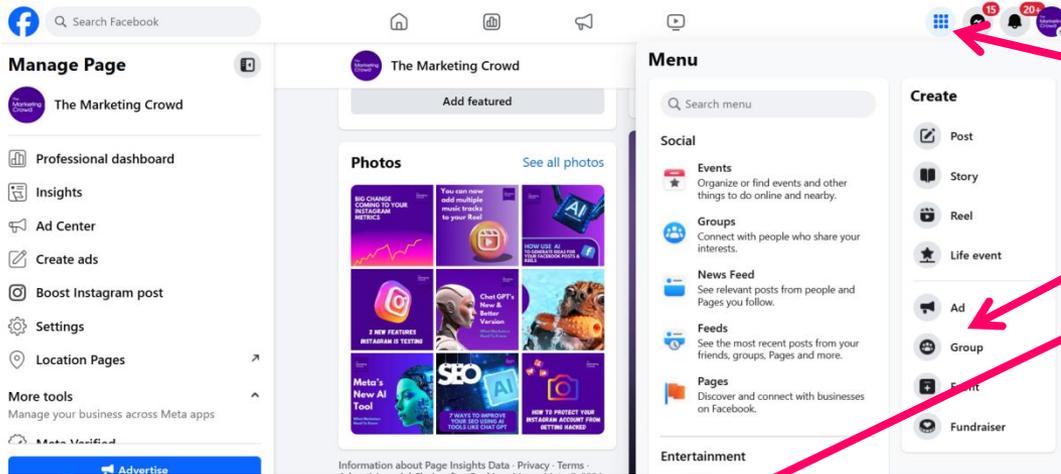


If you click on the 9 dots top right (menu) there is the option to create an Ad

This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

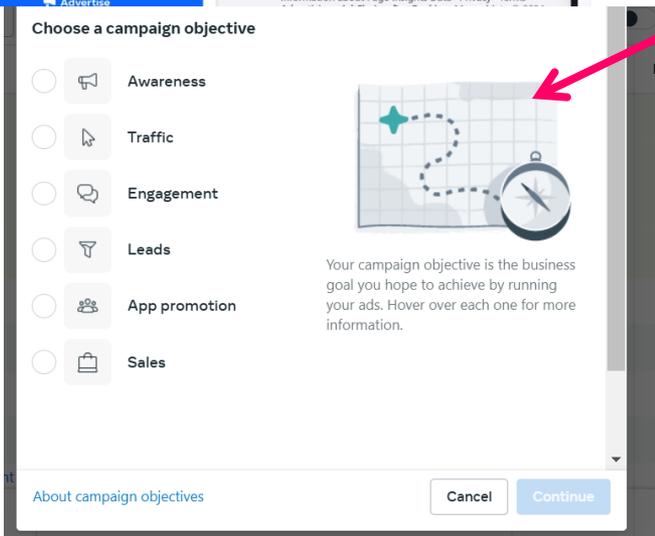
To access the ad creation tool within ads manager



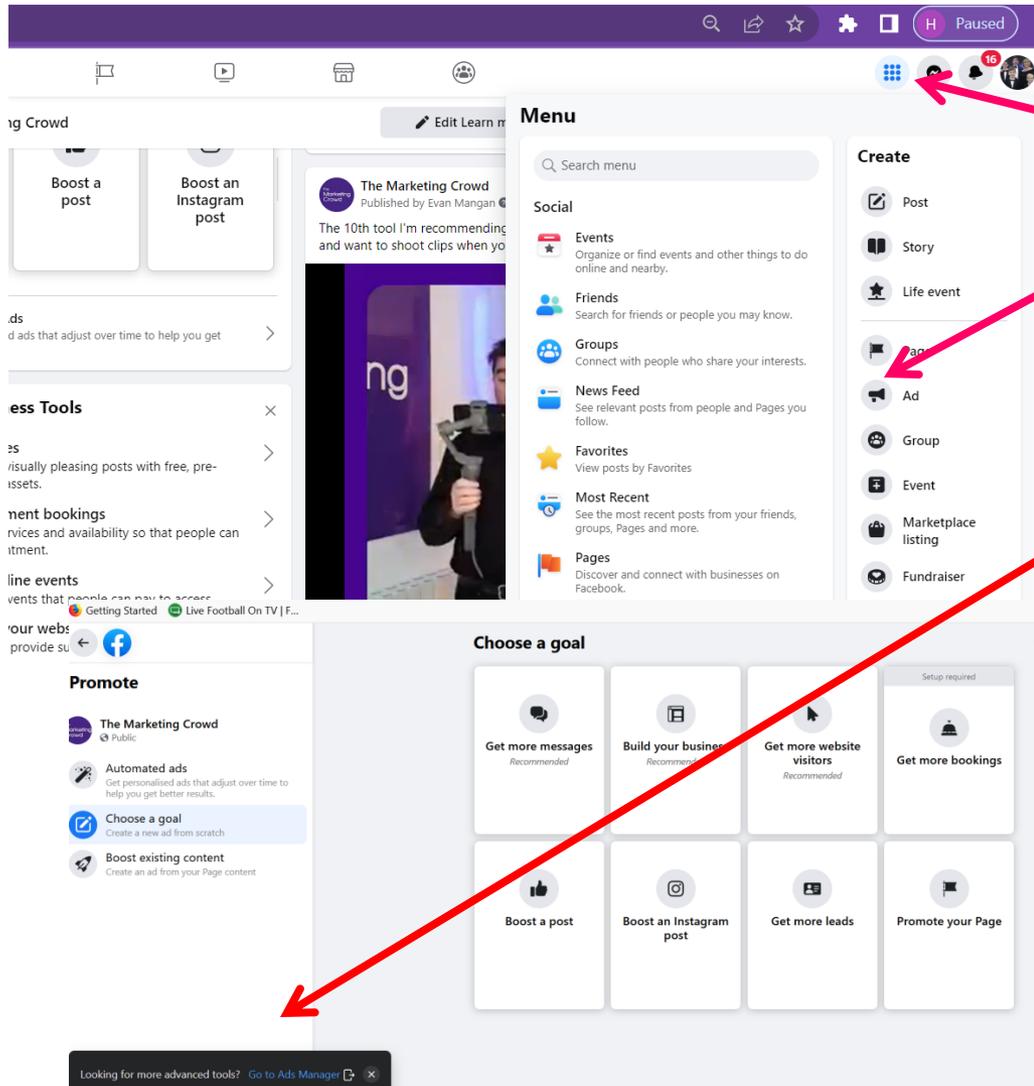
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

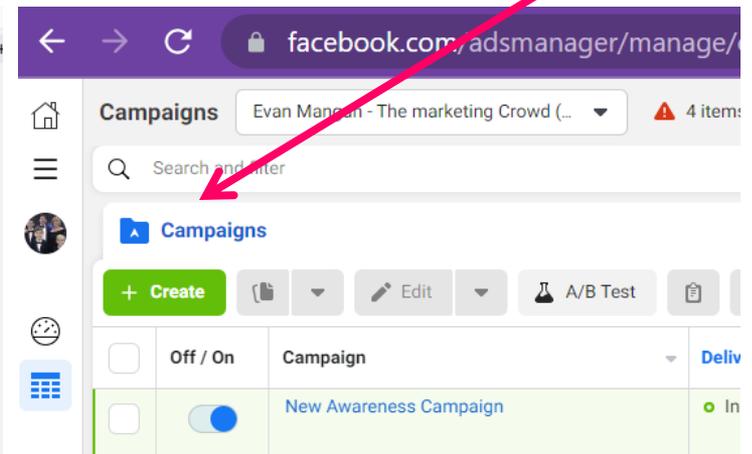
If so, see next slide



Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#)

You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

They will ask you what is your main objective

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#)

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

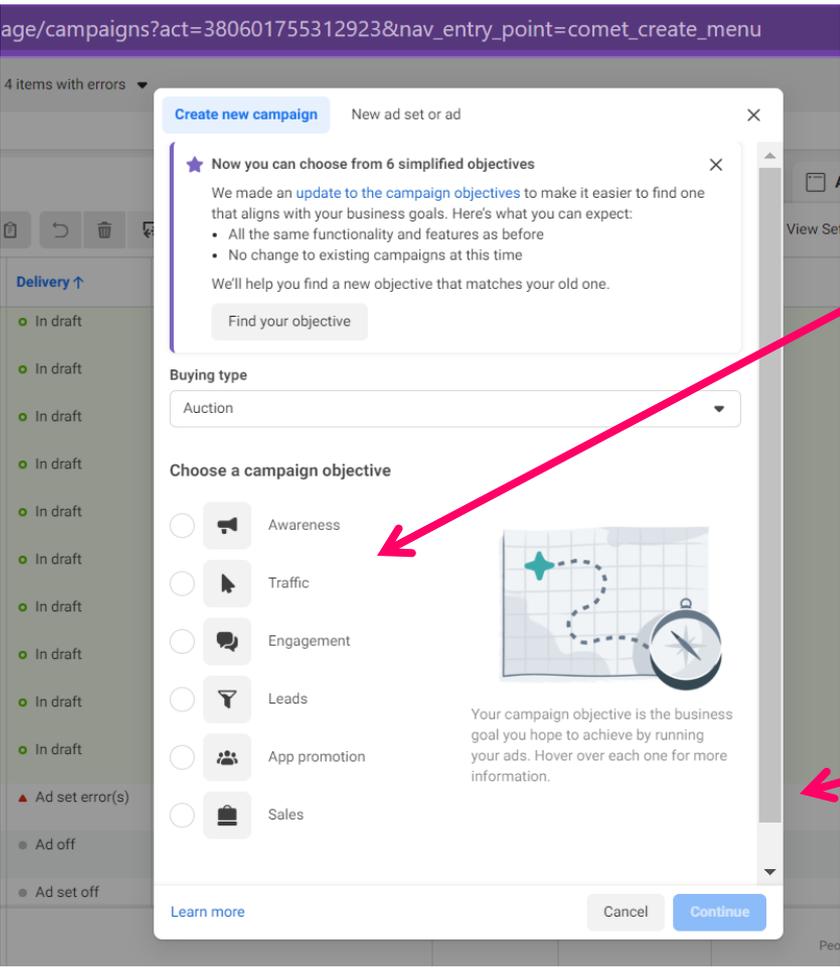
Engagement: Get more messages, video views, post engagement, Page likes or event responses.

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

How to create an ad campaign



Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”

How to create an ad campaign

The screenshot shows a web form for creating an ad campaign. At the top right, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). The form is divided into sections, each starting with a green checkmark icon and a title. The first section is 'Campaign name', with a text input field containing 'New Traffic Campaign' and a 'Create template' button to its right. A red arrow points from the 'Create template' button to the text input field. The second section is 'Special Ad Categories', which includes a paragraph of text, a link 'Learn more about Special Ad Categories', a sub-section 'Benefits of declaring Special Ad Categories' with explanatory text, and a 'Categorize your ads' button. A red arrow points from the 'Categorize your ads' button to the 'Categories' section below. The 'Categories' section has a dropdown menu with the text 'Declare category if applicable'. A red arrow points from the dropdown menu to the right side of the form.

Important – Give your campaign a name you will recognise. Type in a name

If your ad is to do with Politics / social issues, car loans, credit loans, housing you need to self declare. Then certain targeting options won't be available as they do not allow discrimination in ads targeting

You can skip everything else.

Then Click on Next to progress to page 2 out of 3

How to create an ad campaign

 Edit  Review

Conversion

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
Send traffic to your website.
- App
Send traffic to your app.
- Messaging apps
Send traffic to Messenger, Instagram and WhatsApp.
- Instagram profile
Send traffic to your Instagram profile.
- Calls
Get people to call your business.

Performance goal

Maximize number of link clicks 

Where do you want to drive traffic to?

Your website?

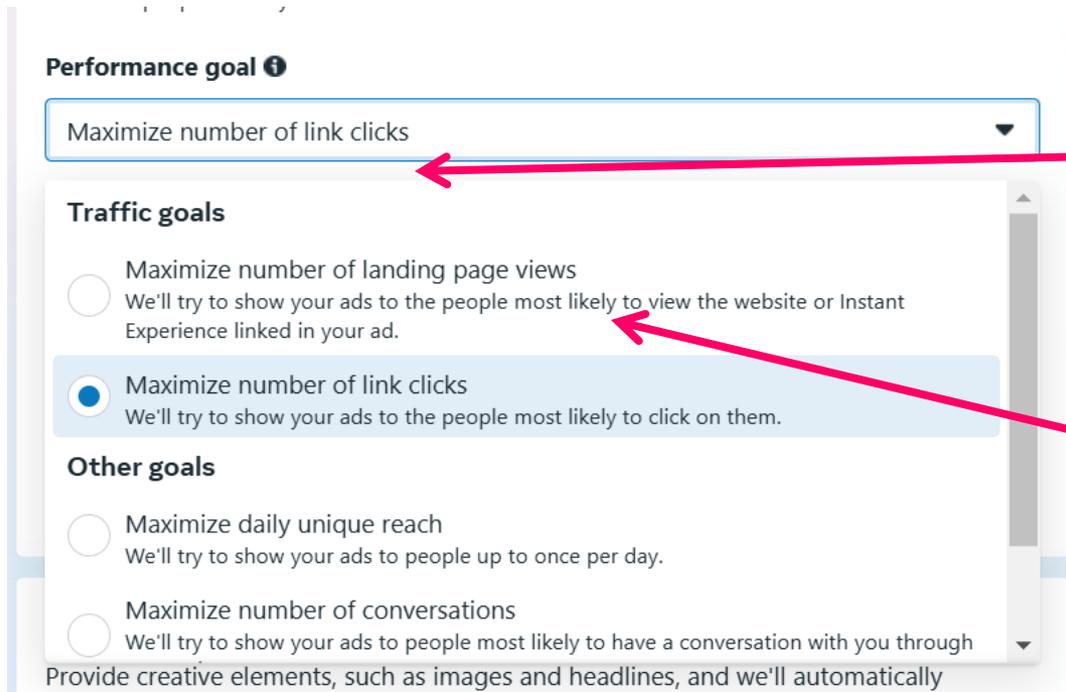
Your App?

To Messenger so people can message you?

To WhatsApp?

Choose the one you want. And scroll down

How to create an ad campaign



The screenshot shows the 'Performance goal' selection screen in Facebook Ads Manager. At the top, there is a dropdown menu currently set to 'Maximize number of link clicks'. Below this, there are three sections: 'Traffic goals', 'Other goals', and a partially visible 'Provide creative elements' section. The 'Traffic goals' section has two options: 'Maximize number of landing page views' (unselected) and 'Maximize number of link clicks' (selected). The 'Other goals' section has two options: 'Maximize daily unique reach' (unselected) and 'Maximize number of conversations' (unselected). Two red arrows point from the text on the right to the selected 'Maximize number of link clicks' option in the dropdown and the radio button.

Performance goal ⓘ

Maximize number of link clicks

Traffic goals

Maximize number of landing page views
We'll try to show your ads to the people most likely to view the website or Instant Experience linked in your ad.

Maximize number of link clicks
We'll try to show your ads to the people most likely to click on them.

Other goals

Maximize daily unique reach
We'll try to show your ads to people up to once per day.

Maximize number of conversations
We'll try to show your ads to people most likely to have a conversation with you through

Provide creative elements, such as images and headlines, and we'll automatically

There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

Budget & schedule

Budget

Daily budget ▼ €20.00 EUR

You'll spend an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00. [Learn more.](#)

Schedule

Start date

Nov 17, 2024 02:54 AM PST

End date

Set an end date

Budget: Decide how much you will spend per day and for how long you will run the campaign for

It is better to spend your money over 3-4 days rather than spend it all on one day.

How to create an ad campaign

Hide options ▲

Budget scheduling ⓘ

Increase your budget during specific time periods

View ▼

Tell us the duration of your anticipated high-demand period ^

Starts on

Nov 18, 2024

🕒 12:00 AM

Ends

Nov 19, 2024

🕒 12:00 AM

Increase daily budget by value amount (€) ▼

€ 5.00

EUR

Meta will aim to spend an average of €25 a day (a €5 increase) from Nov 18 to Nov 19.

🗑️ Remove this period

If you wish you can decide to increase your budget and spend more at a certain time on specific days.

This is totally optional.

It might be useful if ..

1. You are running an offer and want to increase your spend at the offer deadline approaches
2. You think that you tend to get more enquiries at a certain time of day / day of week

How to create an ad campaign

Ad scheduling ⓘ

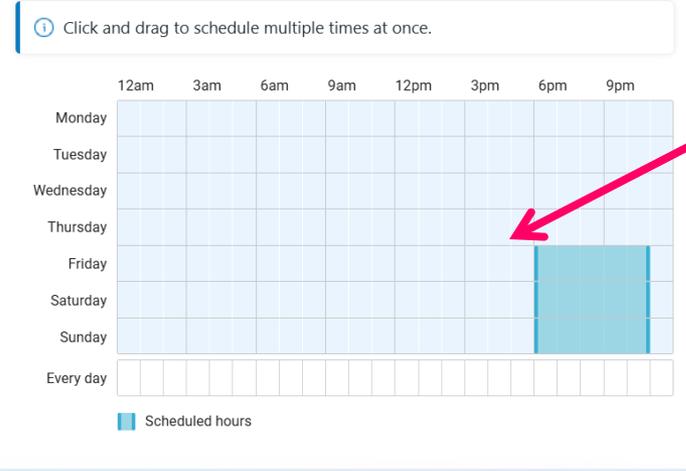
Run ads on a schedule

Budget & schedule ⓘ

Budget ⓘ

Lifetime budget ▼ €40.00 EUR

You won't spend more than €40.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities.



You can also schedule your ads to run a certain times of the day or only on certain days.

In order to do this you need to switch the budget from daily budget to a lifetime budget - otherwise you cannot tick the option

Then you can choose the days and times

How to create an ad campaign

✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- Ireland

[Show more options](#) ▼

✔ Advantage+ audience ✦

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely.

[Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta has introduced the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location eg. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences eg. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours

How to create an ad campaign

✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

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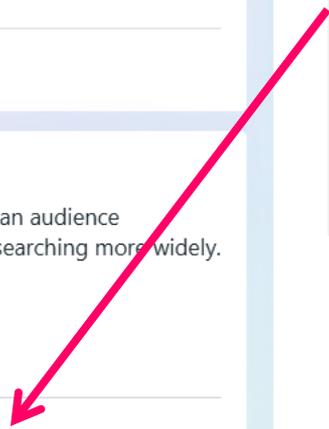
⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"



How to create an ad campaign

Custom audiences ⓘ Create new ▼

🔍 Search existing audiences

Add exclusions

*** Locations** ⓘ

Included location:

- Ireland

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Advantage detailed targeting+

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Languages ⓘ

All languages

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign

✔ Beneficiary and payer

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in [Advertising settings](#). This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

* Beneficiary ⓘ

The Marketing Crowd ▼

The beneficiary and payer are different

Step 3: declare who is the beneficiary and payer of the ad

If you are paying and benefiting just enter your business name

How to create an ad campaign

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#) ▾

Step 3: Decide where You want your ad to appear.

To view your options hover your mouse over advantage + Placements and then click the edit button and then tick Manual Placements

Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

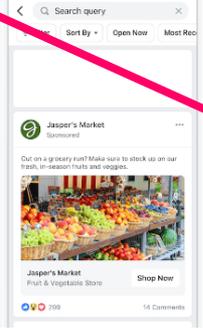
Platforms

Facebook Instagram
 Audience Network Messenger

Asset customization ⓘ
23 / 22 placements that support asset customization

Placements

<input checked="" type="checkbox"/> Feeds Get high visibility for your business with ads in feeds	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Stories and Reels Tell a rich, visual story with immersive, fullscreen vertical ads	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> In-stream ads for videos and reels Reach people before, during or after they watch a video or reel	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Search results Get visibility for your business as people search	<input checked="" type="checkbox"/>
<input type="checkbox"/> Messages	<input type="checkbox"/>



You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns
However I untick audience Network

How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot shows the Facebook Ad creation interface. On the left, the 'Identity' section has dropdowns for 'Facebook Page' (The Marketing Crowd) and 'Instagram Account' (themarketingcrowd.ie). Below that, the 'Ad Setup' section has a dropdown menu set to 'Use Existing Post', with radio buttons for 'Create Ad', 'Use Existing Post' (selected), and 'Use Creative Hub Mockup'. At the bottom of the 'Ad Setup' section are 'Select Post' and '+ Create Post' buttons. On the right, there is a 'Select an existing post for your ad' section with a 'Select Post' button and a warning message: 'Creative missing body text: This (#1815538)'. Below that is an 'Ad Preview' toggle switch.

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

Ad Setup

Use Existing Post

Create Ad

Use Existing Post

Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

Step 4: Choose from the dropdown a post that you want to turn into an ad

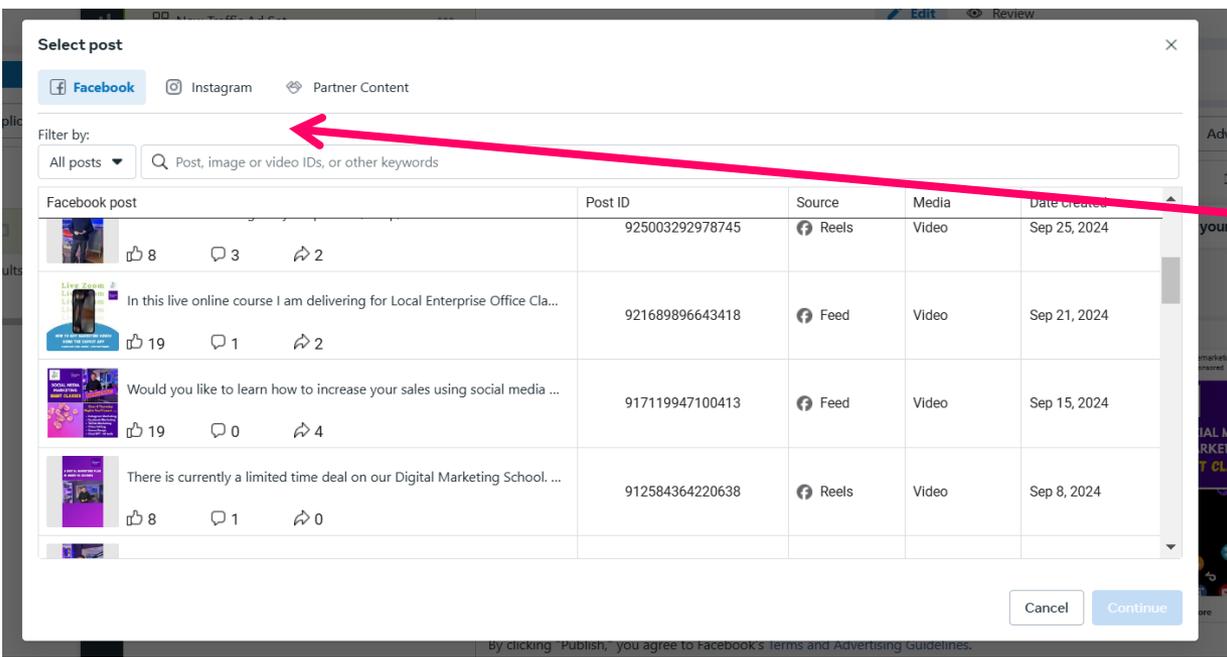
Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram



Then choose a post from the list of previous posts or reels on Facebook or Instagram

Once you select one then click continue

How to turn a post into an ad that goes out on Facebook & Instagram

Source URL ⓘ
Enter a URL to automatically find site links you can choose to add. By default, we'll use your destination Website URL.

Site Links
0 site links added [Add](#)

Ad creative
Select and optimize your ad text, media and enhancements.

ⓘ Your Instagram ad will render Facebook mentions as regular text.

 Facebook Post
Would you like to learn how...
917119947100413 - Sep 15, 2024

[Change post](#) [+ Create post](#)

Enter post ID

Primary text

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [✓ All edits saved](#)

Campaign Opportunities
Potential 33% lower cost per result.

Ad preview [Advanced preview](#) [Share](#)

 ⚠️ 3



[Back](#) [Publish](#)

You can preview how it looks in different Placements

If there isn't already a link on your post or reel they will prompt you to enter a url and choose a call to action button

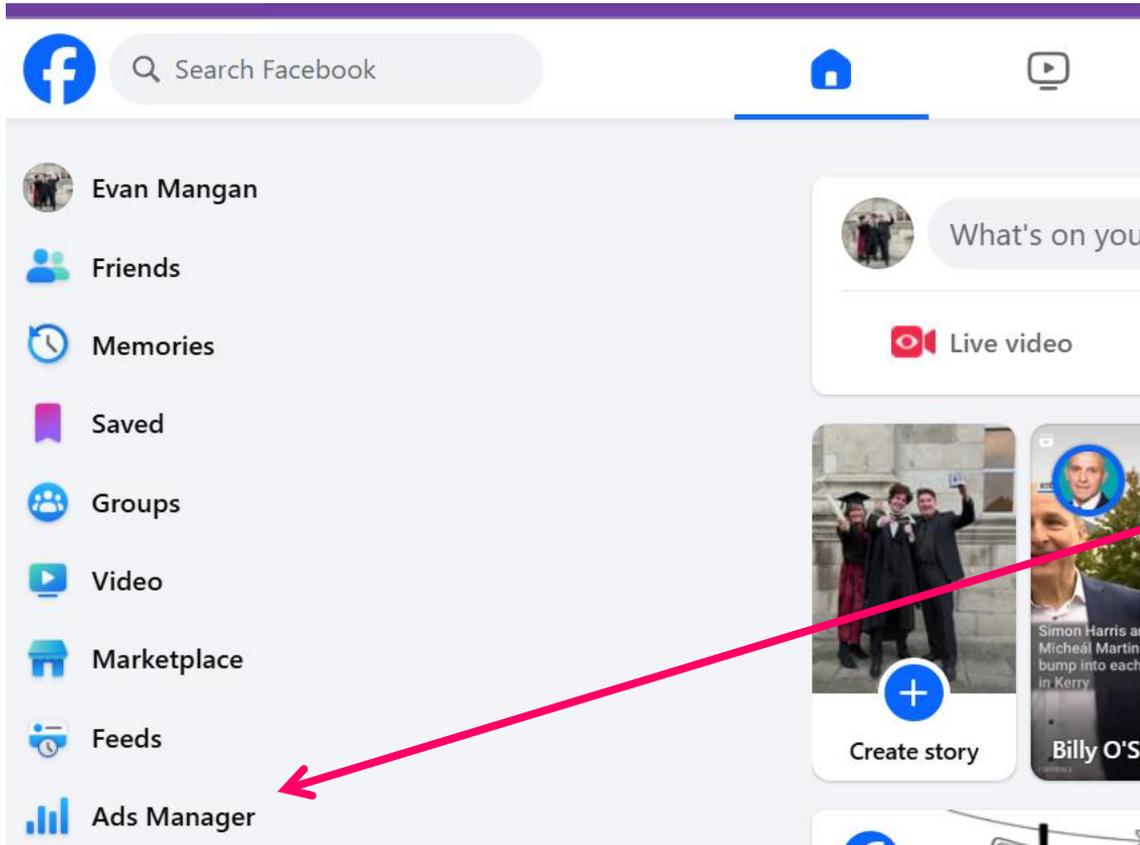
When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.

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1. How to turn a post into an ad using the Ads tool.
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
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 - How to check which audience (adset) is performing the best
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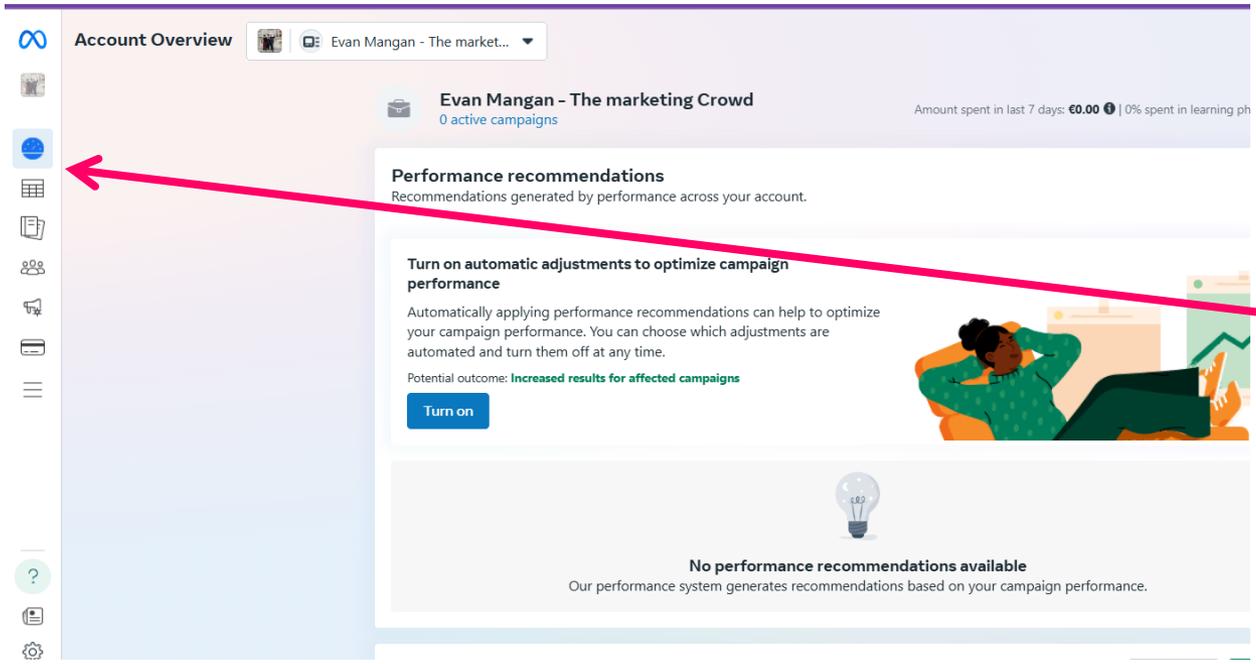
How your campaign results are reported



In order to see the result of your campaign you need to go into Ads Manager

On your main feed, on the left hand menu click on Ads Manager

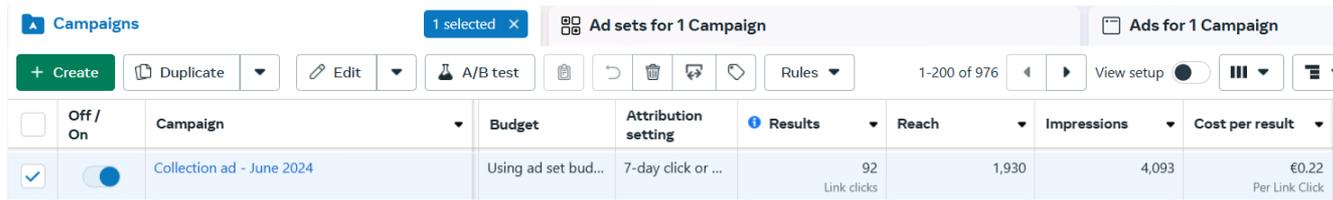
How your campaign results are reported



When you land on Ads manager you are taken to account overview

Hover your mouse over the left hand menu and select campaigns

How your campaign results are reported



The screenshot shows a campaign management interface with a table of results. The table has columns for Off/On status, Campaign name, Budget, Attribution setting, Results, Reach, Impressions, and Cost per result. A single row is visible for a campaign named 'Collection ad - June 2024'.

Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	Collection ad - June 2024	Using ad set bud...	7-day click or ...	92 Link clicks	1,930	4,093	€0.22 Per Link Click

When you look at one of your campaigns ...

You are told how many people you reached and what the cost per result was e.g. CPC

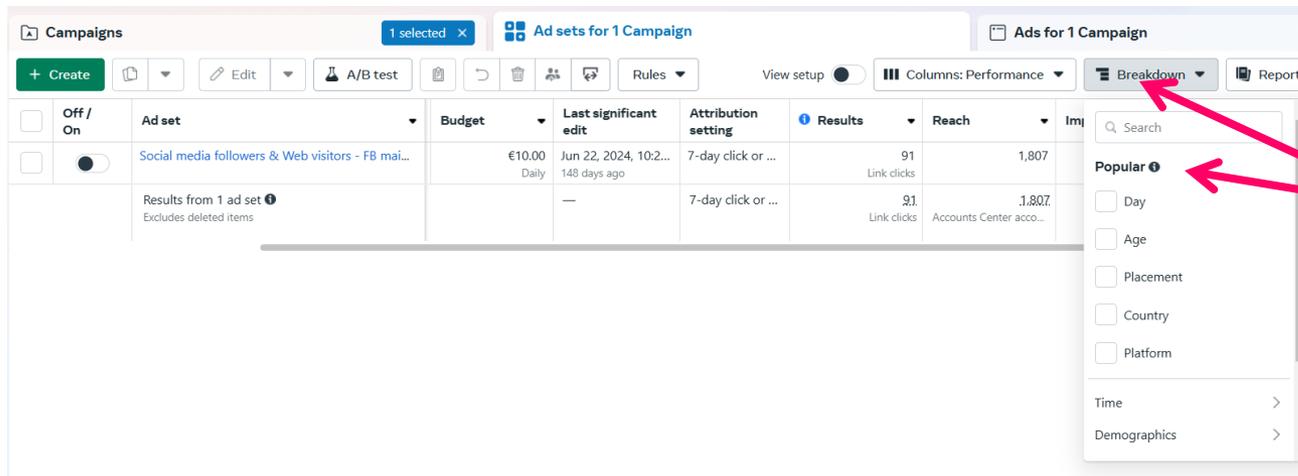
What is a good Cost per click?

Between €0.20 and €0.40 is excellent

Between €0.40 and €1.20 is typical

Over €2 or €3 is getting expensive

How your campaign results are reported



The screenshot displays the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs, there are various action buttons like '+ Create', 'Edit', 'A/B test', and 'Rules'. The main table shows campaign performance metrics. A 'Breakdown' dropdown menu is open, showing options for 'Popular', 'Day', 'Age', 'Placement', 'Country', 'Platform', 'Time', and 'Demographics'. Two red arrows point from the text on the right to the 'Breakdown' dropdown and the 'Popular' option.

Off / On	Ad set	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions
<input type="checkbox"/>	Social media followers & Web visitors - FB mai...	€10.00 Daily	Jun 22, 2024, 10:2... 148 days ago	7-day click or ...	91 Link clicks	1,807	
<input type="checkbox"/>	Results from 1 ad set ⓘ Excludes deleted items		—	7-day click or ...	91 Link clicks	1,807 Accounts Center acco...	

To drill down and understand more about your campaign click on your campaign

Then click Breakdown

You can then choose lots of options

How your campaign results are reported

The screenshot shows a browser window with a campaign settings page. A dropdown menu is open, listing various reporting options. The 'None' option is selected. A table on the right shows 'Link Clicks' with values 13 and 42. Two red arrows point from the text on the right to the 'None' and 'Placement' options in the dropdown.

Reporting Option	Selected
None	Yes
Age	No
Gender	No
Age and Gender	No
Business Locations	No
Country	No
Region	No
DMA Region	No
Impression Device	No
Media Type	No
Platform	No
Platform & Device	No
Placement	No

Reporting Option	Value
Link Clicks	13
Link Clicks	42

You can then choose to get a break down of the people who clicked on your add by

Their age, gender, location

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

How your campaign results are reported

The screenshot shows a table of Facebook Ads campaign results. A red box highlights the 'Cost per Result' column, and a red arrow points from this box to the 'Marketplace' row. Another red arrow points from the 'Marketplace' row to the 'Results from 3 ad sets' summary row.

Ad Set Name	Attribution Setting	Results	Reach	Impressions	Cost per Result	An Sp
Recent web visitors	28-day click o...	13 Link Clicks	1,024	1,947	€0.85 Per Link Click	
Facebook Facebook Groups Feed Mobile App	28-day click o...	—	3	3	—	
Facebook Facebook Stories Mobile App	28-day click o...	—	47	49	—	
Facebook Feed: News Feed Desktop	28-day click o...	1	69	109	€0.84	
Facebook Feed: News Feed Mobile App	28-day click o...	10	905	1,621	€0.93	
Facebook Feed: News Feed Mobile Web	28-day click o...	1	35	60	€0.22	
Facebook Marketplace	28-day click o...	1	73	105	€0.41	
> ⚠ Results from 3 ad sets ⓘ Excludes deleted items		42 Link Clicks	2,714 People	4,943 Total	€0.70 Per Link Click	

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

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Canva.com is a brilliant free image design tool



Use canva.com website

Canva is a brilliant free graphic design tool that works on PC and phone (using an app)

There is a premium version but what I will show in this course is part of the free service.

Exercise 1: How to add an image to square canvas plus your logo and text



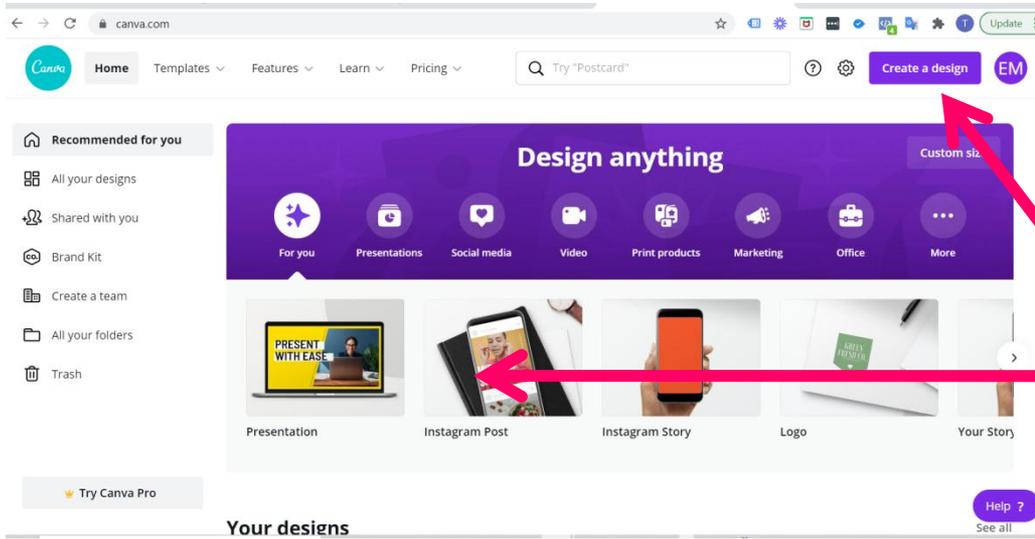
Use canva.com website

Import your image and easily crop or resize it to a specific size. Add your logo and text.

This is useful if ...

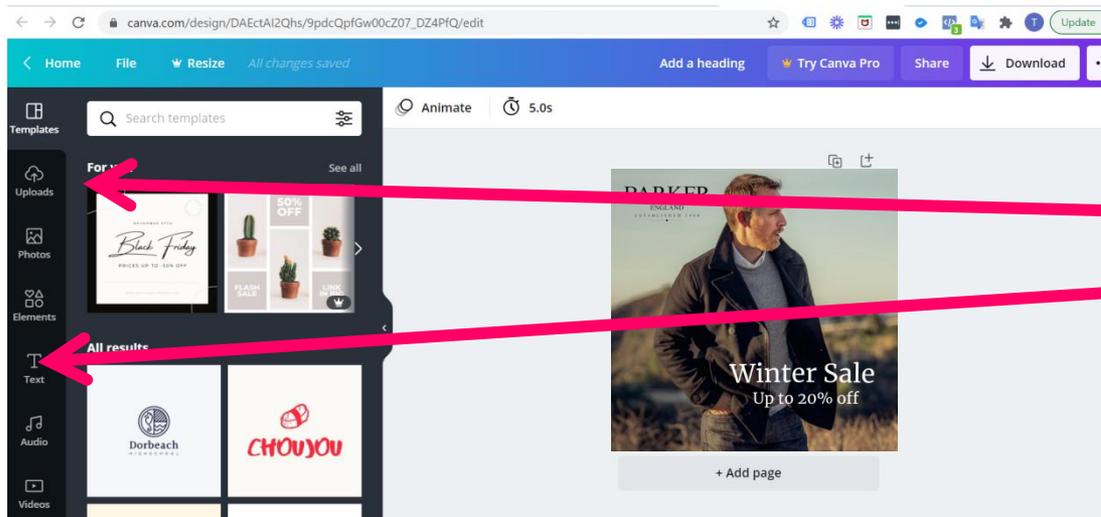
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

Using your PC – How to add your image, text and your logo



Use the canva.com website

To crop to square either click on Instagram Post or Choose custom size and set the size to 1080 x 1080



Use the left hand menu in Canva to

- 1) Select your image from your PC (uploads)
- 2) Then select your logo from your PC (uploads)
- 3) Add text by clicking on on text and then choosing a Headline / subhead

To save, click on Share on the top right and scroll down to select download.

Exercise 2: How to use other text options plus how to animate text

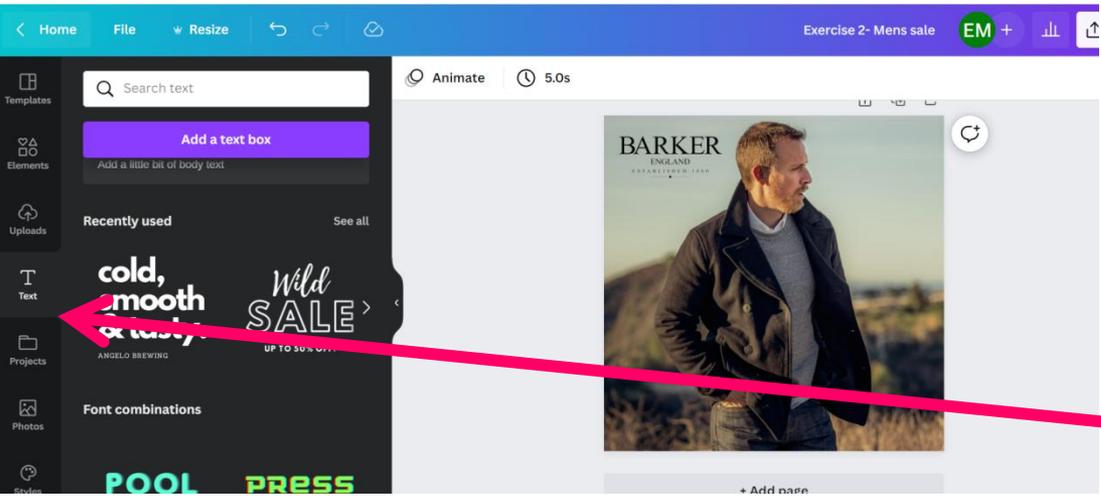


There are extra text options available under text

You can

1. Use some preformatted text options
2. You can search for some of these by topic eg. Christmas or sale

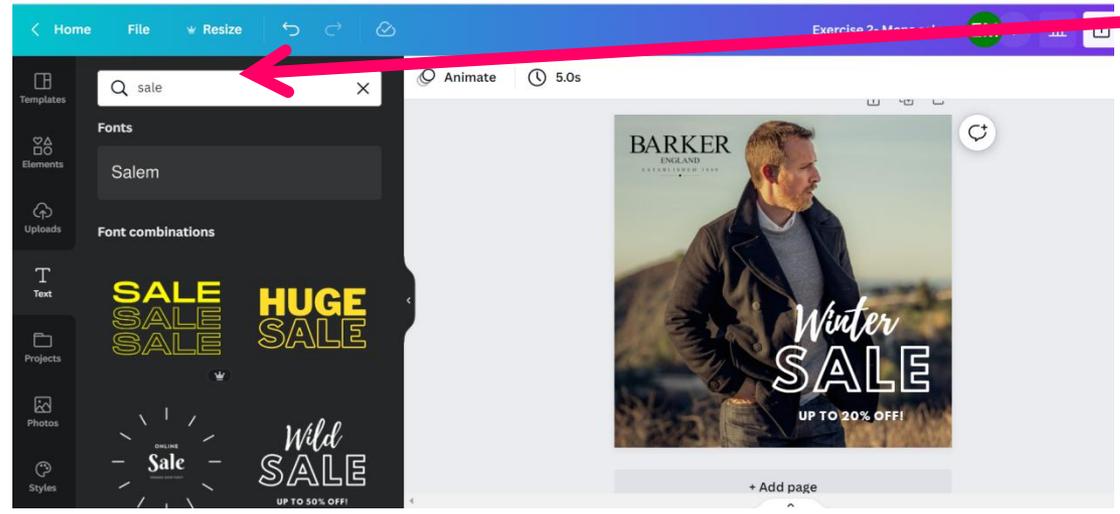
Exercise 2: How to use other text options plus how to animate text



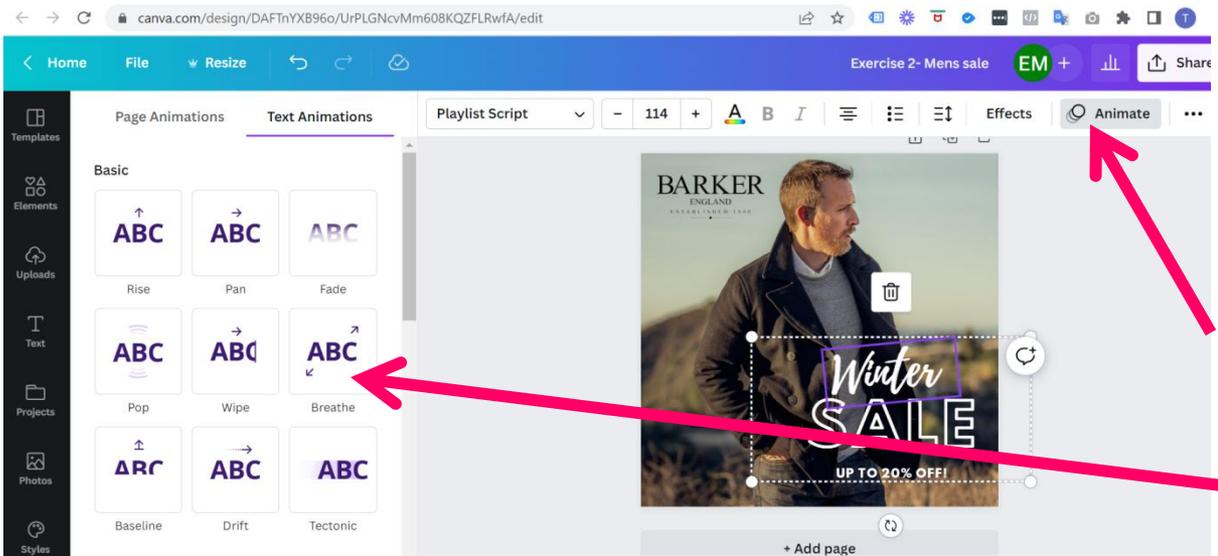
Add your image to the canvas plus add your logo

Use the left hand menu in Canva to

- 1) Click on text
- 2) Notice there are a lot of preformatted text options. You can choose any of these
- 3) Or you can type a topic such as Sale into the search box. Scroll down and you will see options
- 4) Click to add any of these to your image and change the text to what you want. You can also change the colour and size

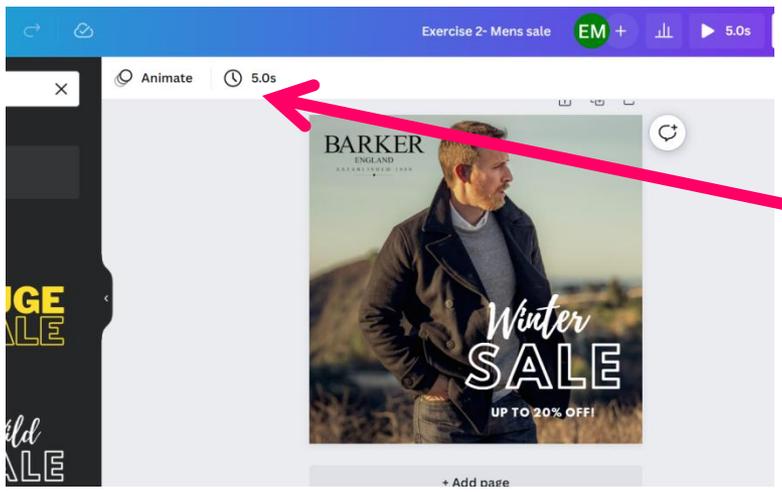


Exercise 2: How to use other text options plus how to animate text



You can add animation to your text by

- Click on the text you want to animate
- Then click animate
- Then choose from one of the animation options in the left hand side of the screen



You can repeat this with other words

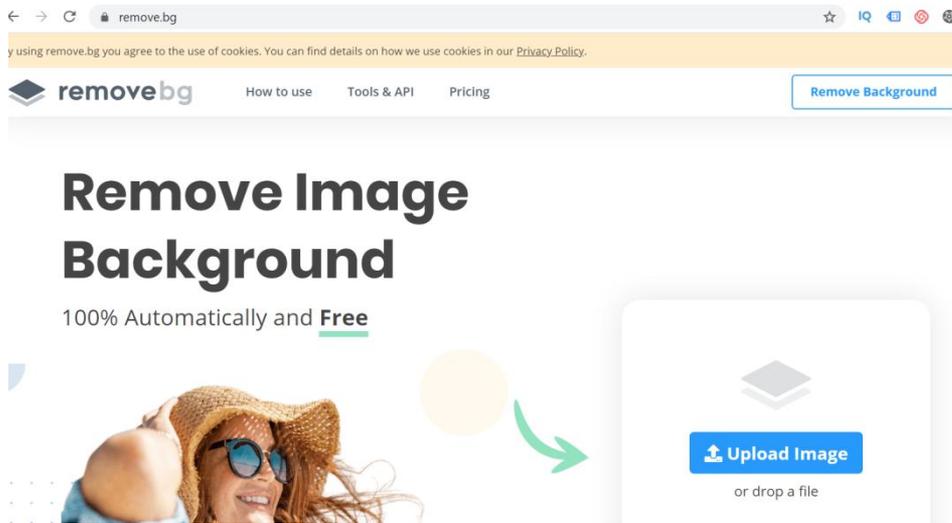
If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length eg. To 3 seconds

Exercise 3: How to colour the background, add a transparent image of a person or product and some text



Lots of brands design ads using transparent images on a colour background

Free tool that removes the background of an image



Note – there is the facility to remove the background in canva.com but it is part of the premium package

Use remove.bg website

- Go to remove.bg
- Select your image and it will remove the background
- You can then download a transparent version
- Or you can add a coloured background and then download that

This is useful if ..

- You want to remove the background from a product or person
- You then want to add the product or person to a different background in order to design a graphic for your website or social media post

- **Note – check out another great tool called** **Trace**

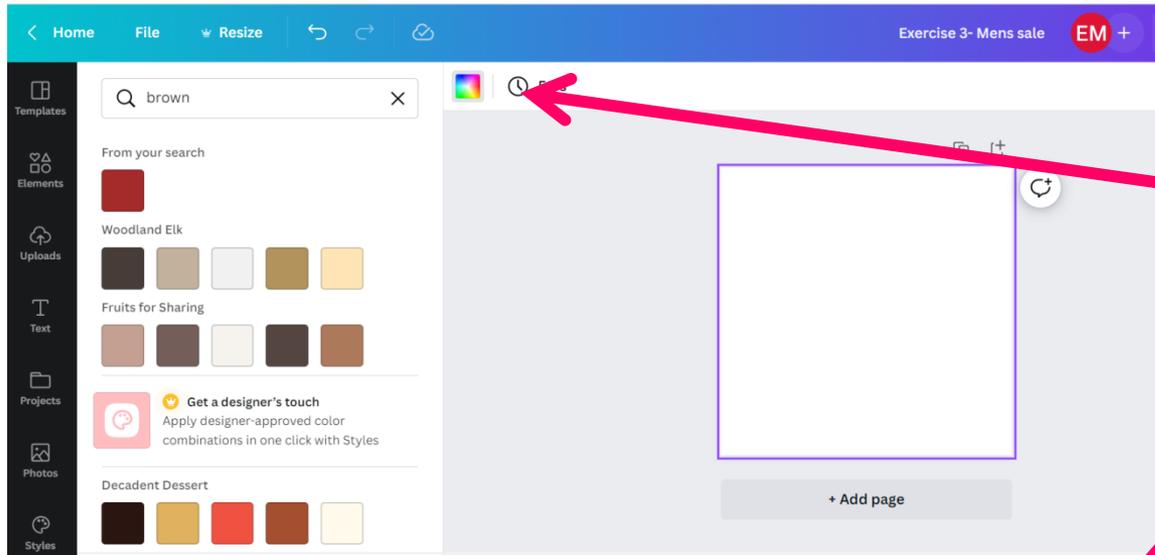
<https://www.stickermule.com/eu/trace>

How to then place your product or person on a new background with text and your logo

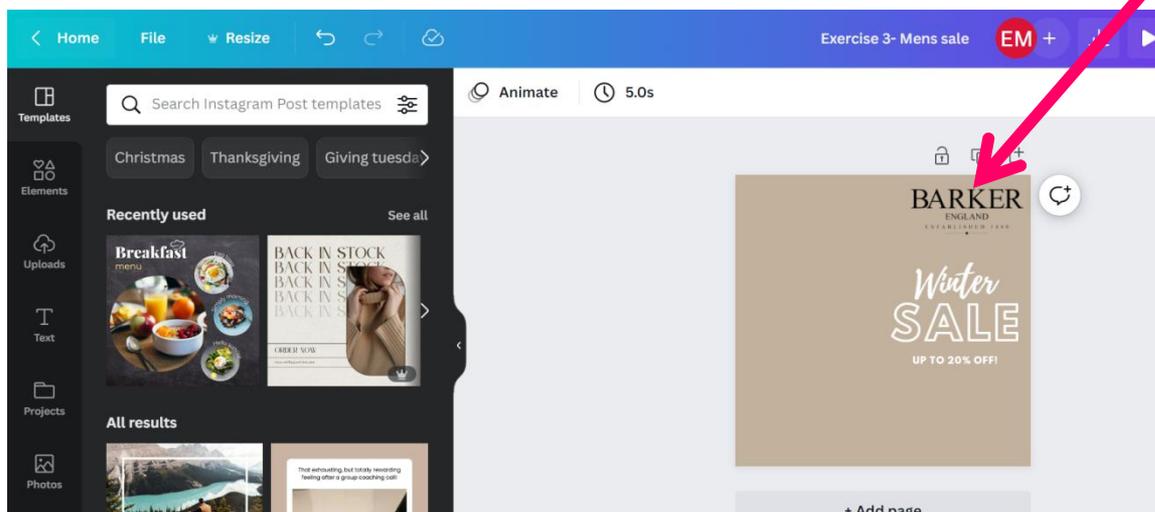


Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

How to then place your product or person on a new background with text and your logo

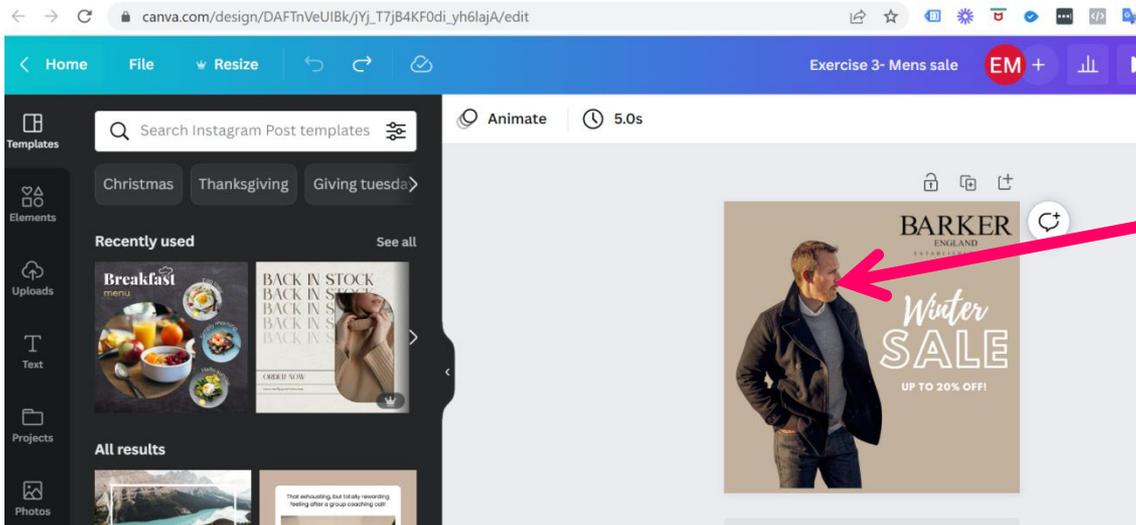


- Click on the square canvas and above it click on the colour option. Choose a colour. Search for a colour if you want more options



- Then add you logo and text
- Use remove.bg to remove the background from your main image. Save it to your pc
- Then go to upload and upload your transparent image

How to then place your product or person on a new background with text and your logo



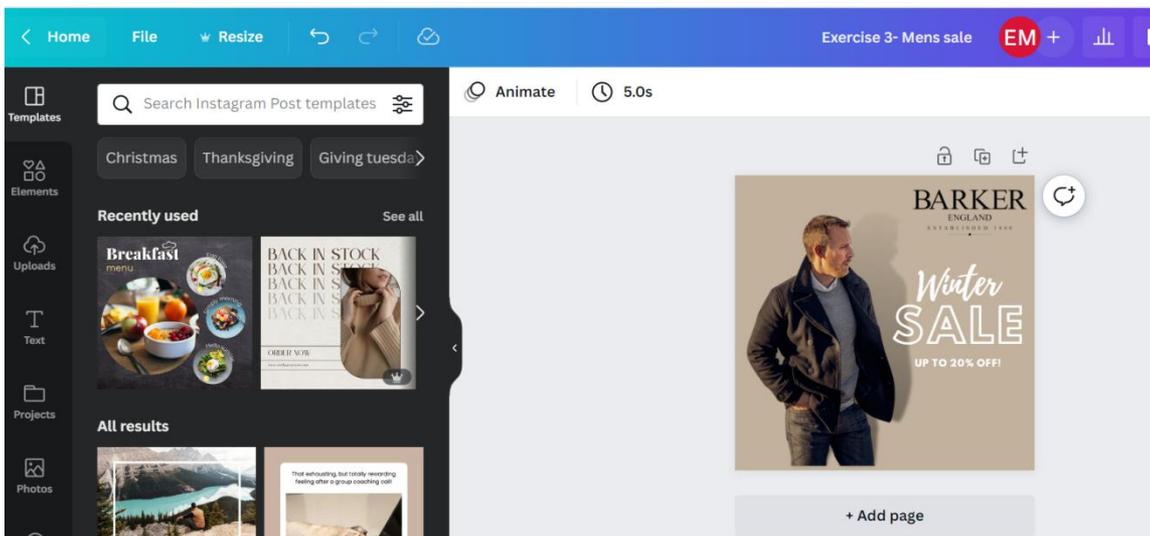
- Add the image to the Canva

To add a shadow to the image

Click on the image

Then click edit image

On the left hand side click on shadow



Click on the shadow you want to apply

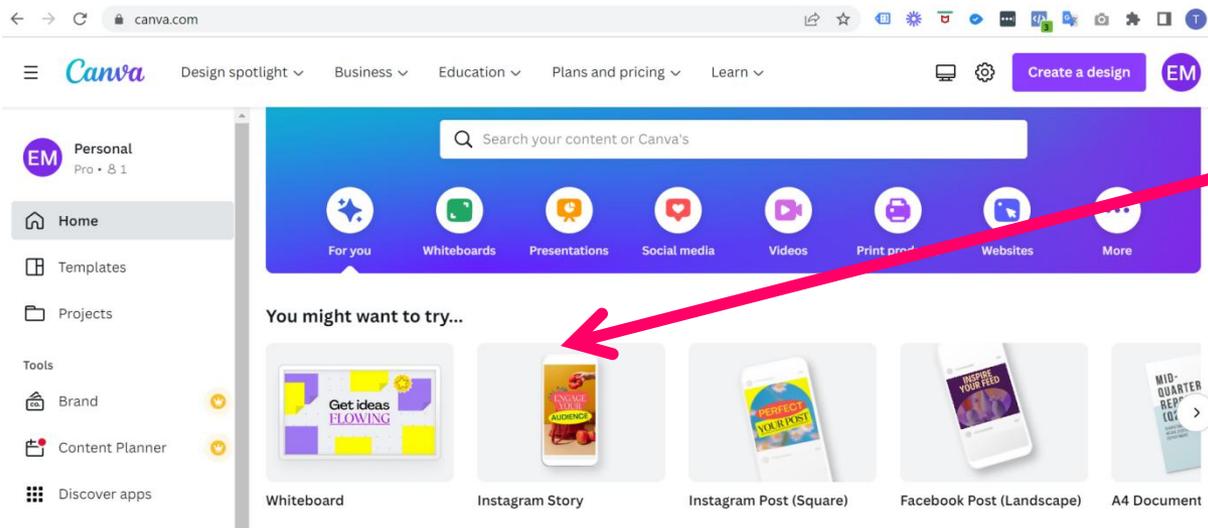
Exercise 4: How to design a portrait image for Stories



If you are creating images for Instagram and Facebook stories you should design them portrait shaped.

In this exercise we will also look at how to flip an image and how to add text graphics within elements.

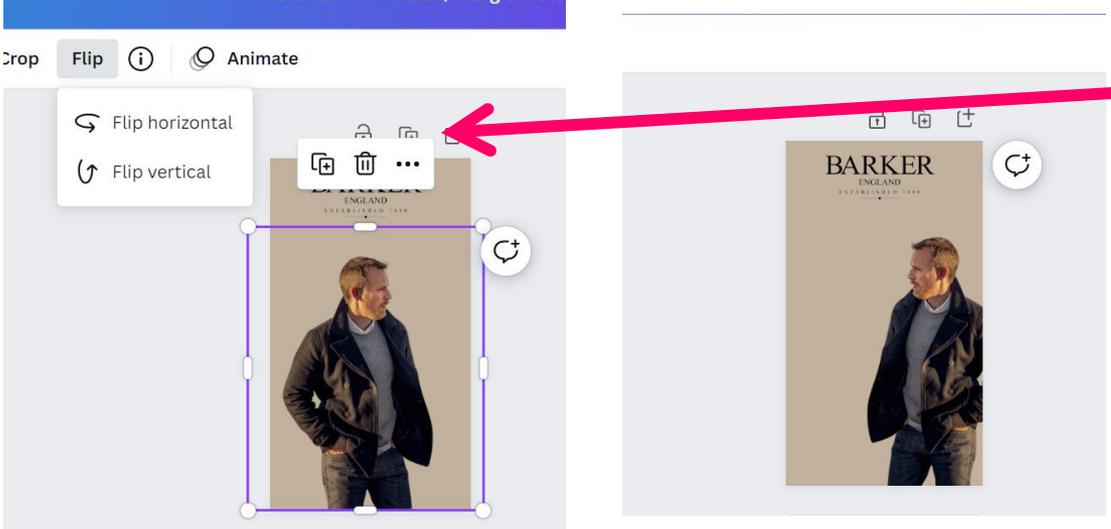
Exercise 4: How to design a portrait image for Stories



On the Canva homepage select Instagram story. This will give you a portrait canvas.

As per the previous exercise you can now .

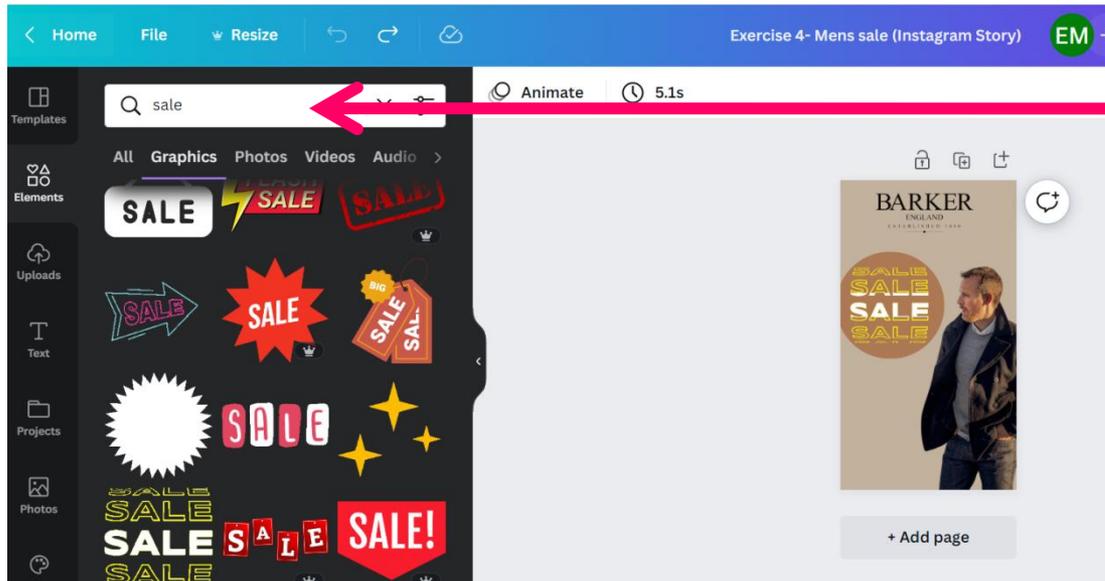
- Choose a canvas
- Choose a background colour
- Add a transparent image and logo



To flip and image

- Click on the image
- Click on flip
- Click on horizontal

Exercise 4: How to design a portrait image for Stories



You can search for lots of predesigned “graphics” under elements

Click elements
Search for a topic e.g. sale
Click on graphics

Browse though and choose the one you want

There are animated graphics and in this example, I also added a circle shape which I got under elements