

Instagram Ads Funnel for Small & Mid-Sized Business Owners

Stage 1: Awareness (Cold Audience)

Goal: Capture attention, gain trust and filter out actual business owners

Audience:

Country: Nigeria (or any selected cities)

Age: 27 – 50

Interest: Entrepreneurship, Small business, Business growth, Business Marketing, E-commerce

Behaviors: Facebook Page Admin

Ad Format:

Use Problem-Solver Ad Copy (a stressed business owner + your solution)

Visual: Problem – statement and solution – statement visual, Emotional, relatable and simple (From Overwhelmed → To In Control)

CTA:

“Learn More” → your website, your Instagram account.

Goal In Ads Manager:

Traffic or Engagement

Stage 2: Consideration (Warm Audience)

Goal: Authoritative education and legitimation

Audience:

Engagement groups from Awareness ads (video viewers, people who interacted with the post)

Users who have visited your Instagram account and website

Ad Format:

Use Authority Ad Copy (“Businesses like yours trust us”)

Visual: Carousel or short reel featuring your services/products with testimonials or client logos.

CTA:

“Send Message” → initiate the discussion (Instagram DM or WhatsApp)

Goal In Ads Manager:

Messages or Leads

Stage 3: Conversion (Hot Audience)

Goal: Encourage willing buyers to buy immediately.

Audience:

Retarget those who messaged you, Message you, have items in the cart, or have visited your website, or your Instagram account, multiple times.

Optional: Lookalike audiences of your paying clients (buyers).

I believe it is supported by my work experience that both types of paid advertisements are crucial\ to the success of my business products.

Each of my paid advertisements is very effective. My paid advertisements work cross-platform. I have very competitive prices\ and\ to draw my clients\ I have created special packages that I have integrated into my price systems.

Ad Type:

Use **Growth Ad Copy** (“Every business owner dreams of growth... here’s how we help you achieve it”).

Creative: Bold offers, discounts, or clear packages (“Starter Pack for Small Business Owners”).

CTA:

“Shop Now” (if e-commerce)

“Get Started” (if service-based)

“Sign Up” (if lead form).

Objective in Ads Manager: Conversions (purchase or lead form submission).

Stage 4: Loyalty & Repeat Sales (Bonus)

Goal: Upsell & retain.

Audience: Past buyers/customers

Ad Type:

Showcase new arrivals, exclusive offers, VIP deals.

Testimonials/social proof again.

Objective in Ads Manager: Sales or Catalog Sales.

Funnel Flow in Action:

1. Awareness → Problem Solver Ads (broad, interest + behaviors)
2. Consideration → Authority Ads (retarget engagers).
3. Conversion → Growth Ads (retarget leads & hot prospects).
4. Loyalty → Upsell Ads (customers only).