

# MARKETING ON INSTAGRAM

## 1. Optimize Your Instagram Account.

The best brand Instagram accounts have a compelling bio, memorable profile picture and a connected website that drives to their homepage. It's one of the first things you have to set up for your account but it's also one of the first things people look at before deciding to follow you or not.

## 2. Follow Industry Relevant Accounts.

Think about the types of brands, media companies or people in your industry that are already using Instagram and go find them. Follow their accounts and interact with their last few posts by pressing like or leaving a comment. These accounts might follow you back and help you get started with your initial audience.

## 3. Find Popular Hashtags In Your Industry.

We can use famous hashtags.

## 5. Share Your Posts On Instagram Regularly.

[Johnathan Long](#) of Domination Media makes a great point when talking about Instagram on [Entrepreneur](#) stating “you want to post often enough that your brand stays relevant” while also warning, “you don't want to post so frequently that you overwhelm your followers and they unfollow your account.”

## 6. Use Hashtags In The Comment Section.

One of the most underrated tricks in the book for Instagram market is the usage of hashtags in the comments instead of main post. Rather than stuffing your posts caption with a handful of hashtags and giving the perception of reach desperation – comment with the hashtags after pressing share. The impact is the same except your caption doesn't look as bad.

## 7. Run Instagram Contests.

“A good contest can hands down be one of the best ways to drive new followers & activity on your Instagram account.” says [Stuart McKeown](#) one of the co-founders of [Gleam.io](#). “Instagram has the flexibility to allow you to just run your contest on your feed, the advantage of this is that it’s easy to setup & encourages participation via Instagram.”

#### 8. Tell Your Followers To Like Your Content

“Tell People to Double Tap If They Agree,” is the recommendation I gave when sharing a few [Instagram Tips](#) on [Jay Baer](#)’s Convince & Convert blog. It’s a simple idea that asks your followers to tap a photo twice which results in a post like. That means the post will be shown to more people because of the Instagram Algorithm and show in the activity feed.

#### 9. Build Relationships With Other Influential Accounts.

The fastest way to grow an Instagram account is by engaging accounts with a larger following than you and having them promote your account.

#### 10. Comment On Photos From Other Accounts.

When talking about his own [Instagram Experiment](#), Neil Patel shared an assumption proved false. “I thought it would be enough just to like other people’s pictures in order for them to follow me and like my photos. As it turned out, I got way more interaction when I commented on other users’ photos than when I merely liked them.

[Related: [Five Ways To Connect With Millennials On Instagram](#)]

#### 11. Use Instagram Stories On The Regular.

There are plenty of great ways to [promote your brand with Instagram Stories](#). If you’re not familiar with Instagram Stories, it’s a section on Instagram where you can share temporary video clips or images that all of your followers can see but the content disappears within 24 hours. The approach is a direct spin-off of Snapchat Stories.

#### 12. Use Both Images & Video Content

[Dara Fontein](#) of Hootsuite suggests that both video and photos when sharing content on Instagram is an important content marketing mix. Dara shared that “Instagram videos see [twice the engagement rate](#) of photos” showing that video content is a great investment for brands looking to catch the attention of their audience.

#### 13. Run Instagram Ads.

One of the best parts of Instagram is the fact that it shares data with Facebook. As a result, you have the ability to use the advanced

psychographic & demographic targeting offered on Facebook with Instagram as well. If you want to target people who live in a specific.