**BENEFITS OF HAVING AN INSTAGRAM ACCOUNT FOR YOUR BUSINESS**

You probably have a Facebook or LinkedIn account for your business, but if you are missing out on having an Instagram account then you should probably rethink your business Marketing strategy. Here are few pointers that will make you want to have an Instagram account ASAP!

**GROW YOUR CUSTOMER BASE**

Instagram is probably the most important social media tool if you want a wider outreach. That is because Instagram is visually appealing. You can just post a picture of your recent product or any upcoming new product and your followers will see and would like to buy the same. You can also host a Giveaway to increase your following.

**CUSTOMER INTERACTION**

Commenting is great! Especially on Instagram. It is great for customers to share their views or suggestions via comments. It is an amazing tool to get reviews on your posts or product. If you don’t have a shop or website for your business yet, customers can also directly order from Instagram.

**BUSINESS TOOLS**

Insatgram has some amazing business tools to assist you in growing your business. You can view insights on every post, which shows your total reach, likes, reshares, etc. You can also promote your posts and stories.