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eBook

6 POST TYPES ON INSTAGRAM USED BY TOP BRANDS

That Will Explode Your Growth in 2019

With Examples

Brands are slowly but surely taking over Instagram as their go-to channel for popularity and awareness. When it comes to engagement, it's THE platform to consider for most businesses and industries.

Even a small, focused community can be a power engine driving amazing results for companies and individuals.

Why post as a Business on Instagram?

Retailers in various industries—be it fashion, homeware, or food—are reaping the benefits of Instagram. With over 1 billion monthly active users and 500 million daily active users, there are tons of interactions generated every day such as likes and purchases.

This all makes it a fantastic tool for brands who want to connect with their audience.

Here are a few stats to pay attention to:

80%

of Instagram users follow a business account.

80%

of users are outside the U.S.

59%

of U.S. users are under 30

39%

Women For U.S.
Instagrammers

30%

Men For U.S.
Instagrammers

72%

of teens use Instagram,
every day

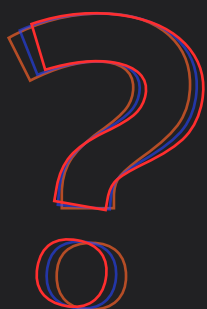
35%

of online adults use Instagram, with 28 percent of them in the U.S. And they have money to buy your stuff. The right products for the right income earners. For those adult Instagram users:

25%

of smartphone owners use Instagram

The question for many brands on
Instagram remains



What do we post to engage our audience?

Without further contemplation, let's
get into the 6 must-have types of
Instagram posts for a solid business
account in 2019.

01.

Repost User Generated Content

Scour photos and videos that contain your product and repost the best ones to get some great reactions. User generated content (UGC) is some of the most persuasive content you can use, and your followers love to see it on your Instagram. It shows that you're engaged with your community, which can earn you good will and more UGC at the same time.

Consumer brands often have an easy time with UGC. It is easy to use their product photos and videos when in their users' hands. Such as the case with Musical.ly.

UGC can easily be shared to your page in order to promote your brand in a subtle but highly effective way. Sharpie does this well on their profile, featuring plenty of posts like the one below to show their markers used in beautiful drawings and tutorials.



02.

Influencers, Photographers and Cross-Promotions

Partner with influencers

for content if you want to help your brand garner some extra credibility and attention quickly. Chaos is a luxury lifestyle brand, and they use social media influencers to add some credibility to their name.

The post below features and tags an influencer with nearly 300,000 followers.



Nike does influencer marketing all the time. They support professional athletes wearing their merchandise and often collaborate with them on social causes.



Just like with User Generated Content, we tend to trust celebrity endorsements of products, even if we don't know the celebrity or influencer personally.

As showcased below, Nike introduced the Pro Hijab where they joined forces with celebrity athletes that would appeal to the ideal customer for that product – namely Ibtihaj Muhammad (fencer), Zeina Nassar (boxer) and Zahra Lari (figure skater)

If this option is not so available to you, you can consistently post photos of people that your customers admire. Do a bit of research on who your customers' role models are. Who do they look up to? Who are they constantly talking about?

Figure out the answers to these questions, then find images that you can post. Nike does a really good job at this. The brand often puts out images of great athletes, and they always get a lot of engagement from doing so.



Collaborate with photographers

Your brand may decide to work with people who take beautiful shots for a living, that is particularly well demonstrated by FedEx who get considerable amount of likes for posting great photos of their transport vehicles - taken by professional photographers.

And for some brands like AirBnb photographer collaborations is in the core of their marketing strategy. They even offer professional photographing services for anyone who has listed their property.



Cross-promote with other brands

Cross-promotions with other merchants can be intentional and planned, or they can be quick shout outs. Whether you're establishing a partnership or just mentioning them in a post, this can build valuable relationships and show customers that you're invested in the community.

Community can be in industry, a local community, or something else entirely. If you sell yoga clothes, you can team up with a merchant who sells your favorite mats. Or, if you've got a local presence like GREATS, you can give a quick shoutout to a nearby pub.

Even online customers who live far away will appreciate the gesture, especially since it gives you a feeling of togetherness from supporting small businesses.



03.

Quotes

Quotes are definitely one of the most successful types of posts brands use on Instagram. Always in some form educational, inspirational or entertaining. Quotes which touch right into the heart of your niche-targeted audience may generate amazing results, sometimes better than photos or videos.

**Welcome to parenthood.
Screaming children have
replaced all of your adult
friends, and you no longer
get to decide what to
watch on TV.**



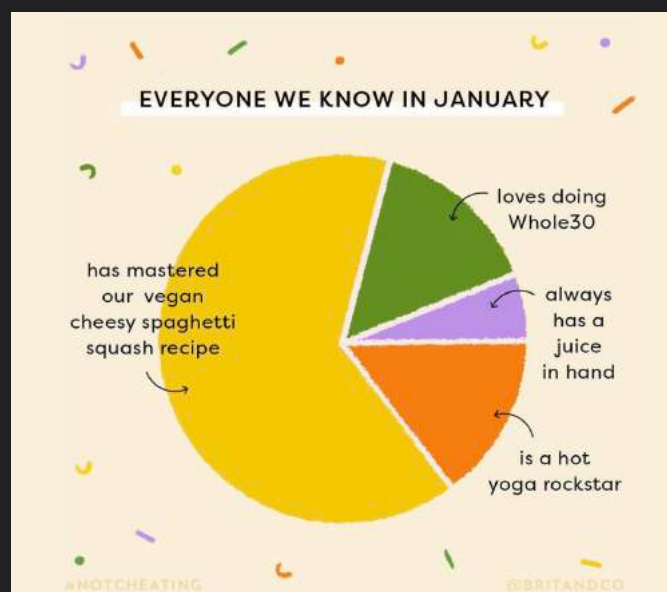
Some great examples of this can be seen in Dictionary.com's account, who always manage to post informative and interesting quotes.

Jessica Alba's Honest Company Instagram news feed mixes product photos with positive and emotional parenting quotes. The quotes often outperform the product shoots in engagements, unless Jessica is in those shoots.

With a media company like Brit&Co who do news and blogging however - quotes is the big winner. They sometimes like to combine what they write with graphs so they can tell a story.

Stats and numbers can be used to tell a story too. The key is to make it visual and engaging. Hubspot did a series of images sharing the different advantages of working in major cities around the world for startups and

and entrepreneurs – using stats to back it up!



04.

Thought Leadership, Promoting Causes, Trends and News Following

Do you have expertise or expert knowledge that sets you apart from others in your industry? Don't be afraid to share it in a visual way with images or video – or even via Instagram Stories.

Ask yourself: How can you help your followers or audience with what you know and your thoughts, ideas and predictions on a particular topic?

Vogue Magazine does an incredible job at projecting what they think and setting trends for fashion especially demonstrated by their segment of posting vlogs with their Chief Editor where she answers questions on a variety of topics.



Does your business stand for a good cause? Are you running any philanthropic initiatives? Spread the word through Instagram. This will enrich your followers' feeds, and it could even help your bottom line.

A study by Cone Communications and Echo Research found that 87% of consumers factor in corporate social responsibility in their purchase decisions and that "given similar price and quality, consumers [91%] are likely to switch brands to one that is associated with a good cause."

H&M showcases their support for causes in a very successful manner garnering lots of attention from their audience such as the example below.



Holidays And Events Newsjacking

Social media is the perfect place for sharing content around holiday themes or something that recently happened. It's important to keep track of major events and holidays so that you can feature them and use them for content ideas.

Don't just limit yourself to Christmas and Easter – take note of the quirky or “different” holidays that can be celebrated throughout the year as well as regional holidays and events that are unique to your area. It seems like there's a “holiday” for everything these days.

Events like National Sibling Day and National Ice Cream Day generate a ton of engagement on social media. Join in the fun by participating in a local, national, or world trend. A newsjacking post is a great way to post humorous content that relates to light-hearted events.

And don't forget to use the trending hashtags when you do!

05.

Show Off With Product Posts

Pictures and videos of your products will likely be one of the easiest (and most expected) places to start on Instagram. Sharing content featuring your products in all their glory will, of course, help you drive sales and promote your business on Instagram.

These posts can focus on your products alone or feature them as part of a lifestyle photo or in a flat lay shot with complementary products. There's plenty of room to get creative. These product posts, however, need to be executed properly to avoid coming across as spammy. They need to feature rich, interesting captions instead of just the product name and a few hashtags.

Instead, you can consider treating the post like an opportunity to pitch the product, discussing features and benefits or highlighting what makes it special.

Here are a few different ways you can generate a great product post.

Styled Product Photos

Instagram is all about creative and unique visuals. So when you share product photos, you'll want to make sure you style them in a way that's visually interesting, like this post announcing a new collection from Vans.



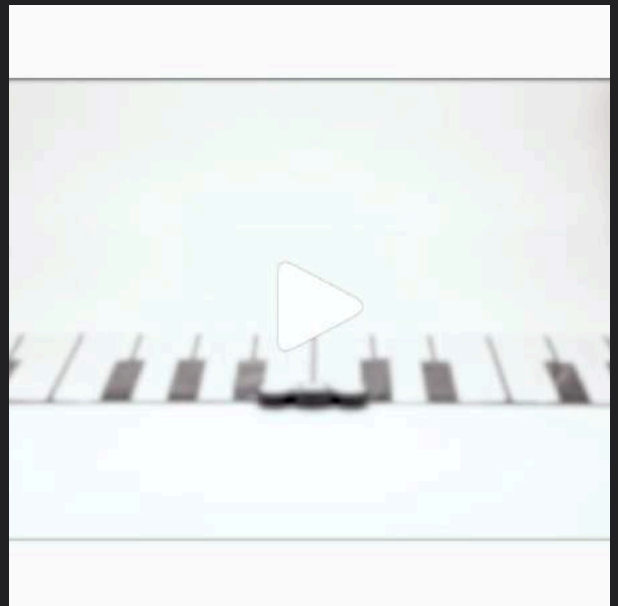
Unique Product Uses

You can also show off interesting ways to use your products, and even share some cool ideas from your customers. Adobe, with their Photoshop platform does this very often by collaborating with its more creative customers, and the posts are always unique.



Holiday Themed Product Photos.

On holidays, either major ones or lesser-known days that might intersect with your business, you can share a festive video that also includes some of your product, like this one from menswear retailer Bonobos.



Product Choices

Any brand can post a photo of just one product. But you can add some interest and engagement by posting photos of multiple products and asking your followers to vote or share their favorites. This Topshop post compares similar products that are just different colors.



Produce professional videos to share

Many brands don't use enough video on their social media channels in general, but they're especially lacking in video on Instagram. Video is important

in today's current social setting, and using more of it in your feed will help you stand out.

What types of videos you create are up to you; you can share product videos, brand storytelling videos, vlogs, Q&As, stop-motion videos. Or you can cover events and conferences you go to.



This may become even more important after the release of IGTV, which is an extension of Instagram that allows users to create videos up to an hour long (versus 60 seconds with a standard video post).

If you want an example of simple and easy to create stop-motion videos, here is one from Postmates, the delivery company.

WeWork does great covering the events they host and producing amazingly powerful videos from their speakers.



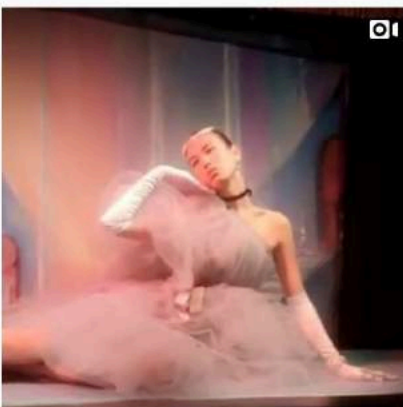
These easy to produce clips get ten times more engagement than their other posts on average.

06.

Combining These is The Best!

The final type we would like to mention is a actually to approach your posts as a mix of the above strategies. Vogue Magazine really is the best example to see all the types synergized into one effective Instagram growth machine.

Influencer collaborations, photographers, USG, covering events, news and trend-setting, they have it all, so we really suggest you check out their Instagram account.



**THANK
YOU FOR
MAKING IT
THIS FAR
AND
READING
OUR
GUIDE!**

For more information on the
Instagram analytics tool we are
building, check out:
www.xpndnow.com

Resources

<https://www.vendhq.com/blog/what-to-post-instagram/>

<https://www.shopify.com/blog/what-to-post-instagram-ideas>

<https://blog.hootsuite.com/instagram-statistics/>

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<https://blog.thesocialms.com/5-types-posts-instagram-shouldnt-miss/>

<https://www.shopify.com/blog/what-to-post-instagram-ideas>

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<https://www.instagram.com/p/BqdfVQBhOG0/>

<https://www.instagram.com/musical.ly/>

<https://www.instagram.com/p/BpCrVp4lPul/>

<https://www.instagram.com/nike/>

https://www.instagram.com/p/Bs_lybrhNx8/

<https://www.instagram.com/p/BtA4orQnyap/>

<https://www.instagram.com/p/BjUgEFpAxXs/>

<https://www.instagram.com/p/BsuBo0GnR-t/>

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