

# MARKETING ON INSTAGRAM

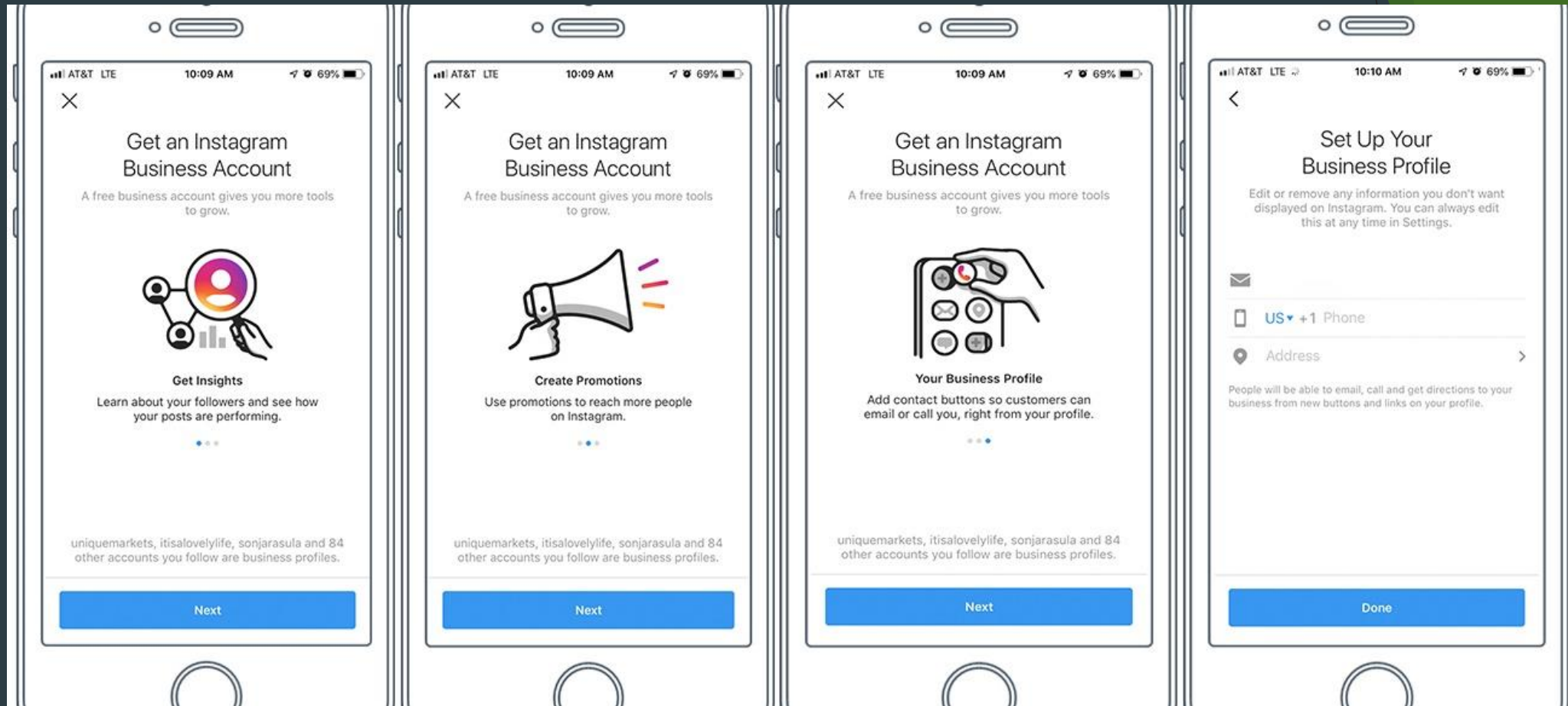
Instagram is a photo and video sharing social networking service originally created for smartphones.

Instagram marketing is the way that brands use Instagram to connect with their target audiences and market their offerings. Recently, it's gained popularity as an exciting method for brands to show off their cultures, engage with customers, and show off products.



# Switch to a business profile ASAP

- ▶ Before you start thinking about your Instagram marketing plan, be sure that you have an Instagram Business Account.
- ▶ There are some clear benefits to having a business profile.
  - ▶ For example, followers can click on your contact button to get in touch with you right from your Instagram page just like they would from your website.
  - ▶ A business profile allows you to create and publish Instagram ads without needing to use Facebook's advertising tools.



# BUSINESS ACCOUNT

# 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. Make your bio descriptive, compelling and don't be afraid to use emojis.



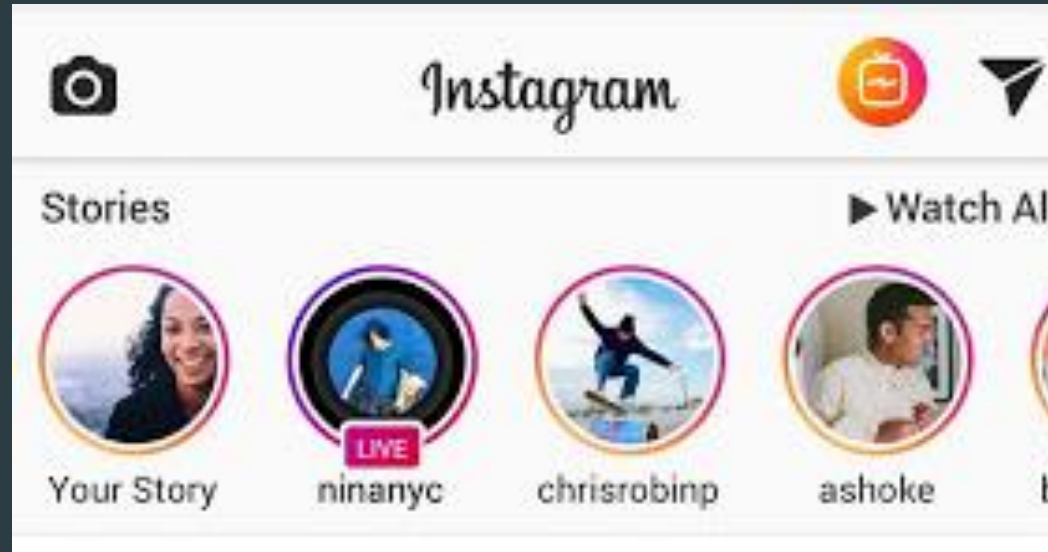
# Post product teasers

- ▶ Product teaser posts are a simple way to talk about your product and increase excitement without looking like you're trying too hard.
- ▶ When you tease people about products they are interested in, and you don't push them into buying anything, they'll be more likely to pull the trigger and actually buy something.
- ▶ For example, Starbucks teases their audience by announcing seasonal drinks with sharp imagery and without trying to force people to buy them.





# Use Instagram Stories



- ▶ Instagram Stories makes easy for marketers to engage with users, humanize their brands, create leads, and generate customers on the platform. They're a great tool for showing potential customers why your brand is relatable or interesting.
- ▶ Instagram stories differ from regular Instagram posts because they come in a "slideshow" format.
- ▶ The benefits of Instagram Stories for brands are truly endless. For starters, Stories are displayed at the top of follower timelines where users already look daily.
- ▶ Brands can use stories to capture behind-the-scenes insider posts that may not be as "high-quality" as regular posts.

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# 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. If you're already creating great content, you might not have to pay them to give you a shout out. You might be able to get organic shout outs simply by building a quality relationship with an influencer.