[Best Instagram Marketing Strategy For Small Business 2024 (PROVEN & PROFITABLE)](https://www.youtube.com/watch?v=iiDYFRQpHE0)

Let’s kick off on a good note. The video has great pace, it’s engaging, motion graphics are trending right now, and not only in marketing should you follow the trends, but in video making as well. The voice doesn’t sound boring, the edits are on point and it all just sounds convincing, the guy seems to know what he’s talking about. So no wonder he has great engagement, a big subscriber base and a lot of videos created.

Now what does the title state? Proven & Profitable? (By the way, every 5-6th video in his channel is “Proven & Profitable). So how is it profitable? Where are the proofs? I’m getting more questions than answers after this video. Yes, I got a general understanding of what CCC is, other than that - it lacks specific information on how to achieve that. Showing social proof for example: I worked with client X and here is his profile 3 months ago and now (add a screenshot showing followers growth or something along those lines). Show some instagram insights or the testings you did while implementing that strategy.

From what I’m seeing here is basically telling chatGPT to create topics to talk about, you find some general information and make a video about it. It’s not specific. And let’s check the title again - “For small business”. If my account is brand new, I agree that my bio has to be clean, post on best time and so on, but conversions? If I’m a small business should I expect conversions right away with a fresh Instagram account? I doubt that, sounds like you can implement some of the strategy parts from CCC to grow your account, but not expect conversions straight up. Since he mentioned treating your Instagram account as a website/business, I can tell you it’s more of a strategy for businesses to improve their Instagram accounts that have some kind of a follower base, not new businesses.

Some good points are mentioned on the “Attention Arbitrage” part, showing how big Instagram is and that you might find the right audience for you there. What’s lacking here is some examples of what industries succeed best on this platform. If we’re talking about Pinterest, we can clearly state that the vast majority of users are women (>70%), it’s known for fashion or home decor ideas etc. Tiktok is best used to reach a younger audience, due to their user base being dominated by younger people. And Instagram..? Couple examples pointing Instagram’s pro’s against other social media would be great here.

So yes, the video is really well put up, it’s not boring to watch. And I know I’m not seeking for an academic paper here on Youtube, yet the video is still lacking some research based proofs, some screenshots from studies made, examples of before & after implementing the strategy. So the biggest bullshit here is the “Proven & Profitable” clickbait part. It lack’s proof and a lot of “How To” information. Other than that, I’d say it's a somewhat informational and engaging video.