

How to Use Instagram for Your Business?

With one billion people around the world using it each month, Instagram has become a powerful business tool. Of those one billion people, 9 in 10 follow a business on Instagram. This figure means that your business has the possibility to reach 900 million people.

Instagram offers two types of accounts: personal accounts and business accounts. Switch to an Instagram Business account to use useful features such as adding business hours and a store address to your page. Business accounts also have an additional call to action buttons, like “message” and “email,” that are not available for personal accounts.

Start by creating an Instagram account which then to be changed into an Instagram Business account. Once you have it set up, follow these tips to learn how to make the most of this powerful tool.

1. **Share Interesting Information Regularly** - Share posts and Stories to Instagram regularly. Instagram posts stay on your profile, so they are best used for new information with nice photos. Instagram Stories disappear after 24 hours (unless you save them to your Story Highlights) so you can use it more regularly. They are great for behind-the-scenes looks at what you are working on. While Instagram lets you share more photos with each post, it is best to limit the number of photos you include in a post to two or three. Avoid posting more than once a day. You can post together as many Stories as you would like, and add new Stories as often as you would like. Videos in Instagram posts can be up to one-minute long. Videos in Instagram Stories can be up to 15 seconds long. Use either medium to share photos and videos that suit your audience. Show off your products, services, and customers. Use popular information with hashtags to reach new followers. No matter what you post, always have your brand in mind.

2. Use Instagram to Communicate with Customers

It is important to communicate with followers on Instagram because your followers could become your customers. Connect with followers by replying to their comments and direct messages. People are increasingly using Instagram’s direct messaging feature to reach out to businesses and ask questions about products and services. Check your Instagram inbox regularly for customer questions. Instagram Business accounts that are also Professional Accounts come with two inbox tabs: Primary and General. All direct messages come to your Primary inbox first. You can move less important messages to the General inbox. The two-tab inbox system for Instagram Business accounts helps professional Instagram users organize their direct messages.

3. Check Instagram Insights

Having an Instagram Business account gives you special access to Insights, Instagram's tool that shows you the patterns of people's behaviour in visiting your account. Here you can get useful data like follower basic information, post statistics, and the best day and time to share information. Use this input to shape your plan.

4. Run Business Campaign on Instagram

Running advertisement is another feature that is special to Instagram Business accounts. Even an Instagram advertising campaign with a small budget can produce great results. It can help you meet goals like increasing post reach or selling more products and services. You can start and manage Instagram advertising campaigns through Facebook's Ads Manager. Why Facebook? Facebook owns Instagram. Since many people have both accounts, Facebook has combined the networks' advertising possibilities in one place.

Instagram is more than just a photo-sharing social network. It is also a promoting, customer service, and sales tool. An Instagram Business profile unlocks powerful features that let you run advertising campaigns, label products, and learn the behaviour of your customers.

Source:

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