

Marketing on Instagram
with Visual Product Launches

By Jason G. Miles

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Jason's day job is serving as the Vice President of Advancement (marketing, development, and human resources) at Northwest University in the Seattle area.

He also teaches at the university's School of Business Management. He holds a graduate degree in Business Administration, as well as undergraduate degrees in both Organizational Management and Biblical Studies.

Jason blogs at <http://www.marketingonpinterest.com>. His work has been featured, shared, and promoted by leading online websites such as CNET, MSN Business on Main, Social Media Examiner, Jeff Bullas, SiteSell, Jim Cockrum, Small Business Big Marketing, and more.

About Liberty Jane Clothing

Liberty Jane Clothing started as an eBay store in 2008, achieving PowerSeller status within only a few months. Today, Liberty Jane is a fast growing six-figure small business focused on delivering exceptional designs for the doll market as well as educational programs and tools for sewing enthusiasts and craft business owners.

In 2009, the company launched a publishing business and began selling its original designs as patterns direct to consumers. With over 250,000 patterns downloaded from LibertyJanePatterns.com, the site has become the Internet's best source for doll clothes patterns. Working with over 20 independent designers and fashion industry veterans alike, the Liberty Jane team is bringing world-class designs to this small niche.

In 2010, the company started the Liberty Jane Partners program. By creating and publishing resources like this e-book, Liberty Jane encourages and assists sew-from-home entrepreneurs in using the patterns as the basis for their businesses. Now more than 1,050 partners work with Liberty Jane Clothing, taking advantage of this opportunity to earn additional income. Learn more about the Liberty Jane Partners program at LibertyJanePartners.com.

You can learn more about Liberty Jane Clothing at the following online locations:

www.libertyjaneclothing.com

www.libertyjanepatterns.com

www.libertyjanepartners.com

<http://stores.ebay.com/libertyjaneclothing>

Or visit Liberty Jane's social media sites:

[YouTube](#), [Facebook](#), [Pinterest](#), and [Instagram](#).

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Introduction

Can you use Instagram to drive revenue, build your brand, and launch new products? That was the question that lingered in the back of my mind during the summer of 2012. At that point, Instagram was the clear winner in the mobile app space, at least as it relates to social media apps. Six months later, I had my answer — Yes! Instagram has got marketing power. Game on.

My laboratory was our small business — Liberty Jane Clothing. You can see our Instagram profile at <http://instagram.com/libertyjaneclothing>. No, we're not a giant tech firm or a Fortune 500 brand. We're a tiny little niche company in a sleepy industry — sewing and doll clothing design. But we're pretty good at social media, and we've developed a brand that has a solid following. And we make a good living serving our customers. So we needed to know for ourselves whether Instagram could help us compete and grow. It can.

What did I discover exactly? I found 10 very clear monetization strategies that are being commonly used on Instagram right now. As it turns out, the smart marketers and leading edge social media types have already pioneered the uncharted territory, figured out the best routes, and are finding success. My research was an attempt to draw the map and start sharing it with people, as well as to take advantage of the findings for myself in my business.

It was a familiar feeling. In the summer of 2011, I started to have the same questions about Pinterest. Those questions led to a blog, www.marketingonpinterest.com, and a bestselling book with McGraw Hill Professional, *Pinterest Power*. As you might guess, the answer to that question was: Yes, Pinterest has marketing power. Our little business has used Pinterest to fuel growth. Specifically, in 2012, our revenue doubled over 2011. Yeah, doubled.

At this point, you might be asking yourself —

Why is Jason telling me all this and giving away this e-book?

As it turns out, a few weeks ago I submitted my manuscript to the editor at McGraw Hill for my new book titled *Instagram Power*. It will be in bookstores later this year. It was a fun project. Fifty-five thousand words and nineteen chapters all focused on how to use Instagram for marketing. It not only documents those 10 monetization strategies I mentioned, but it also includes in-depth interviews with businesses using Instagram effectively. *Pinterest Power* was a bestseller, and my hope is that *Instagram Power* will do even better.

This free ebook is just focused on one of the monetization strategies covered in

[*Instagram Power.*](#)

So enjoy. The concept I'm sharing here — using Instagram to conduct visual product launches — isn't sales theory. It's not a concept I haven't tried. It works. I've done it. And I've watched other people do it. And you can do it, too.

If you like this e-book, then you'll love *Instagram Power*. Why? Well, in this e-book, I am outlining the visual product launch monetization method rather briefly. In *Instagram Power* I fully document it, walk through it in greater detail, and explain it with a much more thorough and detailed presentation.

I hope your Instagram marketing efforts are incredibly productive and that this brief e-book helps you start down the path toward effective marketing on this exciting new platform.

All the best,

Jason Miles

Lake Tapps, WA

Ps. Before we jump into this ebook let me give you a special incentive to pick up a copy of *Instagram Power*...

Special Limited Time Offer

Let me give you an offer you can't refuse...

I'm looking for 500 people who will pre-order [Instagram Power](#). In exchange for your help and early action, I'm willing to give away a massive set of bonuses worth hundreds of dollars.

Why cap it at 500 people? You're probably wondering if this is some fake scarcity gimmick, right?

Nope.

I am having my customer support team at Liberty Jane Clothing manually review the receipts and set up access to a private site to deliver all these bonuses. It takes real work to administer this stuff.

And if you want to know exactly how it works, my entire "customer support team" at Liberty Jane Clothing consists of one person. Her name is Cammie. And she will literally kill me if I make her do this more than 500 times. So I have to cap it. For her sake, I have to limit it to a manageable number. Five hundred is the absolute maximum that we can manage.

To take advantage of this offer... simply [buy Instagram Power on Amazon](#) or at Barnes & Noble and forward your receipt to support@libertyjanepatterns.com.

Cammie will verify your purchase and give you the access to all of the following bonuses:

Marketing on Pinterest: This e-book provides a marketing blueprint for effectively using Pinterest to drive sales. In this 37-page guide, I explain a four-step marketing plan that is a powerful system for growing revenue through Pinterest.

Start Up on Pinterest Boot Camp: This multi-part video training series provides an orientation for Pinterest from a marketing perspective and explains the basic setup options available so marketing can occur effectively on Pinterest.

Marketing on Pinterest Boot Camp: This multi-part video training series walks you through the marketing strategies that have helped Liberty Jane

Clothing achieve massive success with Pinterest. The course walks you through the creation of a simple marketing plan that is highly effective.

Selling on Pinterest Boot Camp: This multi-part video training series walks you through the selling-related strategies available to Pinterest marketers. With step-by-step details and real examples, this course is designed to help you make sales via Pinterest.

Marketing On YouTube: This e-book provides a marketing blueprint for effectively using YouTube to drive sales. Many crafters are finding a massive and loyal following on YouTube, and you can, too. It explains how we've grown to 9,600 subscribers and over 1.7 million video views.

Etsy Income Explosion: This webinar series was created to help Etsy sellers learn to fully leverage the Etsy platform to grow a substantial business. It is not a how-to-use-Etsy course; it is focused on how to leverage Etsy to increase overall sales and build a business that thrives beyond Etsy.

Email Marketing Like a Pro — So Your Business Can Grow: This webinar provides an overview of how to conduct professional email marketing — with an emphasis on marketing. The program describes best practices, tips, tricks, and little known but highly valuable information.

Price It Like Picasso: Jason's first book is an in-depth explanation of Liberty Jane's nine-step process for eBay auction success. You can [buy it in Kindle format on Amazon for just \\$2.99](#).

Craft Business Power: This #1 Amazon bestselling e-book walks you through a 15-day plan for launching your successful business. It focuses on stay-at-home craft businesses, but the information applies to any business start-up. You can [buy it in Kindle format on Amazon for just \\$2.99](#), but you get it for free when you participate in our pre-order bonus.

I genuinely believe *Instagram Power* will deliver an extremely good set of tactics and strategies. As I've mentioned, it covers all 10 monetization strategies, plus in-depth interviews with successful companies using Instagram, and a lot more.

And I know the bonuses are incredibly helpful, because I get very encouraging feedback about these programs all the time.

Chapter One — Why Instagram

Before we dive into the concept of the visual product launch on Instagram, it's probably wise to spend a few minutes explaining why Instagram holds so much potential. If you've only heard about Instagram, but haven't used it yet, this chapter may be helpful. Or if you've used it, but never thought about it as a marketing tool, then you might also appreciate this information.

In late 2012, startling statistics started to come out about the amount of Internet traffic that is occurring on mobile devices, which include smartphones and tablets. The estimate was that in 2012, between 13 and 20 percent of all Internet traffic occurred on a mobile device. This shift has happened over the last three years, and it will continue. Mobile is not going away. It is not unrealistic to think that in a few years the majority of Internet traffic will occur over mobile devices.

Bob Parsons, the founder of GoDaddy.com, has gone so far as to say that the desktop computer is going the way of the 8-track tape player. He's convinced that "normal" computers are a thing of the past.

In India, Internet traffic from mobile devices surpassed the Internet traffic occurring from desktops for 2012. That trend will continue, country by country, into the foreseeable future.

The future is clear — the Internet user experience is shifting to mobile. You ready?

By "ready," I mean do you have a mobile marketing strategy for your company? Do you have a way to bring your brand into the new mobile era graciously and effectively? If you make sales online, have you figured out how that will work in a mobile context?

Why is this so important? Well, our small business makes roughly \$1,000 a day online, sometimes a little less, sometimes more, but that is the average right now. But the majority of that traffic is for digital goods that need to be printed. And most mobile devices aren't good at downloading, storing, and then printing documents.

See our problem?

We've built an e-commerce business based on the desktop model. Have you?

For us, Instagram is the first "real" mobile marketing initiative our company has undertaken. It's how we are learning to leverage our brand and assets in the

mobile space.

Sure, there is a mobile Facebook app, and we have 26,000 Facebook fans, but that doesn't mean we are doing mobile marketing. Sure, there is a mobile Pinterest app, and we have 6,000 Pinterest followers, but that doesn't mean we are doing mobile marketing. And there is a YouTube app, but that doesn't mean that we are doing mobile marketing even though we have 9,600 subscribers and over 1.7 million video views.

You could argue that Twitter is a mobile platform at this point, but the truth is, even Twitter was a desktop native that migrated to mobile. It wasn't built for mobile.

But with Instagram, well, it's different. Instagram is the first massive social network that was built specifically for mobile devices. It's a mobile native. It didn't even offer a desktop viewing experience until late 2012. It was purely a smartphone thing.

And with 100 million users, Instagram has become a powerful way to bond with existing customers and find new ones, too. Instagram is particularly hot with teens. I have three teens at home, and here is how they describe the social networks:

Twitter: No one uses it unless you want to follow celebrities.

Pinterest: They love it and use it on their phones.

Instagram: They love it the most and use it on their phones.

Facebook: They're tired of it, but are still on it.

YouTube: They watch something on it every day.

Did you know in the fall of 2012 Instagram surpassed Twitter in terms of daily users? Imagine that!

So if you don't have a mobile marketing strategy, and you're wondering how to jump into this new space, consider using Instagram as your first step. Learn the ropes of mobile marketing and get ready for the future.

Action Item: If you don't have an Instagram account set up, download the app and then set it up. If you are on an iPhone or iPad, simply go to the App Store and download the app. Yes, Instagram for the iPhone will work on the iPad, but it is not configured to take full advantage of the screen size, however you can still use it on an iPad. If you're on an Android phone, simply go to Google Play and

download the app.

Tips for a good account setup:

1. Decide whether you want people to encounter you on Instagram through your brand or through a personal profile that you use for business purposes. If you're the brand, like how I am trying to be a brand as an author, then use your personal name. By the way, my Instagram user name is @mrjasonmiles (or on a desktop at www.instagram.com/mrjasonmiles). I'd love to have you follow me. I use the "Mr." because unfortunately there is a very well-known jazz musician named Jason Miles and he's pretty much dominating all the social media sites for that name, so I decided to use the "Mr." as a way to distinguish myself from him. If you are trying to build a brand apart from yourself, like Liberty Jane Clothing, then consider using the brand name.
2. Make sure to enter a description that is well-worded and thoughtful that describes you and your work in a professional way.
3. Make sure to include a link to your primary website. On Instagram there is just one clickable link that can drive traffic to your e-commerce site, and that is the one on your account profile. Make sure it goes to the right landing page.
4. Decide early on what user demographic you're trying to target and begin curating images that they will like.
5. Only upload images that are stunningly beautiful. If you have an image that is mediocre, consider leaving it off your Instagram account. Maybe place it on your Facebook fan page photo album instead.

Chapter Two — The Product Launch Model

At this point, you might be wondering: *What's a visual product launch?*

In this chapter, I'll explain the origin of the product launch concept as originally developed by a marketer named Jeff Walker. Then in the next chapter I'll explain how to apply it to Instagram. Then we'll spend a few chapters walking through the steps involved.

And although we don't know each other too well yet, please don't worry. I'm not trying to sell you anything here. There is no affiliate link in this section, nor am I an affiliate marketer for Jeff Walker. I am just describing Jeff Walker's product launch method briefly because that is the basis upon which I'm going to describe the Instagram visual product launch in the next few chapters.

To fully understand how to do a visual product launch, you need to understand how to do a basic product launch. So let's look at the basic product launch methodology.

History of the Online Product Launch Strategy

In 1996, Colorado native Jeff Walker was a stay-at-home dad, trying to figure out how to earn a living while staying at home. Jeff decided he needed to go to college, and before he could enroll he needed to make enough money for tuition to start his first semester.

At the time, he had a small email list focused on sharing stock market tips. So he decided to make a formal newsletter that people had to pay him for — and he decided to try to launch it via a series of emails.

Jeff's innovation was to try to take the traditional sales letter and break up the content into a series of smaller emails. He began thinking about this as the "sideways sales letter." Jeff did his launch with the sideways sales letter emails, and his newsletter launched nicely. He made money!

Jeff enrolled in college and went to the first day of school. Sitting there, listening to a professor drone on about something he wasn't interested in, he realized his true passion was to explore how to perfect his newly discovered product launch formula. So he got up, walked out, and went back home.

Over the next couple years, Jeff perfected his model and famously did a six-figure launch over a seven-day period. That started to get people's attention, and people started to ask him how he did it.

Fast forward a few years, and Jeff Walker is widely regarded as the creator of the Internet product launch strategy. His launches now do millions of dollars. His approach, which has worked for many marketers, is well-documented and pretty much considered to be the Internet marketing gospel at this point. Eventually Jeff migrated to using videos as the method for launching his products.

Basic Product Launch Steps

1. Cultivate a group of prospective customers before your product is available.
2. Use emails, videos, or Instagram to share things with them that reveal information about the product or the niche prior to the product being released.
3. Give them information that is helpful, insightful, or shares something exciting.
4. Weave in information about the product that you're launching.
5. Launch your product and create an incredible offer for your pre-launch participants.

Jeff's method works because it starts well before the product is available and builds momentum and energy toward the eventual product release. Prospective customers are attracted to the topic, their interest is piqued, their desire for the product is clarified, and then ultimately they are provided with a call to action that makes the decision to purchase a very easy choice.

If you want to go deep and really learn the details of Jeff's method, then I'd encourage you to research him online and jump into his program. You will learn a massive amount.

How do I know a Jeff Walker-styled product launch works?

Simply because we've used his method at Liberty Jane Clothing and have seen substantial results. We were so fearful to enroll in his Product Launch Formula program. It cost \$2,000. But looking back, it is one of the best investments we've ever made in our business. I would do it again without any hesitation. If you're trying to figure out how to sell either physical products or information products, then you'll be helped tremendously by Jeff's program.

Ok, enough about Jeff.

As we finish up this chapter, let me share how we've used the traditional product launch formula at Liberty Jane as sort of a case study. After this short example, we'll jump into modifying the product launch method into the visual product

launch method for Instagram.

The Design Academy Case Study

At Liberty Jane Clothing, we run a program called the Design Academy. It's a one-month program that has 12 lessons. People sign up, and over the course of a month they receive instructions on basic fashion design as well as one-on-one training through a private website. The program costs \$79.

In 2010 and 2011, we ran this program several times a year, sending out emails before the courses began to invite people to sign up. We averaged 18 to 25 people per course. That's roughly \$1,500 to \$1,900 each time we ran the program.

Then we heard about Jeff's Product Launch Formula and decided to apply his lessons to this program. We tried to learn his methods and apply the lessons to our Design Academy program.

The results?

The next Design Academy we launched started with 104 participants. The results quadrupled. It was a remarkable change for us. The revenue jumped up to over \$8,000. Wow. So our nervousness about buying Jeff's program was unfounded. In the first product launch after going through his training, we made back all our money and more.

You might be wondering: *What exactly did you change to get those results?*

I'm happy to share how we modified our thinking and tactics.

Our outcome was the result of changing the way we approached the launch of the Design Academy.

The old way was like this:

1. Decide we are going to do a Design Academy and determine the start date.
2. Open the shopping cart.
3. Send out an enthusiastic message letting people know they can sign up.
4. Send out another message letting people know that the last day of enrollment is approaching.
5. Send out a final message on the last day of enrollment.

The new way was like this:

1. Decide we are going to do a Design Academy and determine the start date.
2. Send out a pre-launch announcement describing what the Design Academy is all about and when it will be conducted. This message focuses on the power of good design and how it can revolutionize your business.
3. Send out another message announcing a big surprise. In our case, that we have a special guest instructor joining us and that she has some really amazing industry experience. We focus on her story and credentials. In this message we also let everyone know when the shopping cart will be open — not until a specific date, for a specific window of time.
4. Send out a message letting people know the shopping cart is open, and that we have another awesome surprise — a bonus gift for people who decide to take the course. The focus of this message is to make an irresistible offer.
5. Send out a "The Shopping Cart Is Closing" message that lets people know they only have a few hours left.

The differences, although they may appear subtle to you, revolved around the sideways sales letter methodology.

So as we started our Instagram research in the summer of 2012, we noticed something fairly remarkable. Smart marketers had discovered that you could take the product launch approach and use it on Instagram. Once we saw it, we decided we had to try it. It works.

In this next chapter, we'll provide an overview of the visual product launch method, and then we'll devote a chapter to each step.

Chapter Three — The Visual Product Launch Model

The visual product launch method includes the following steps:

1. Use Instagram to cultivate a group of prospective customers before your product is available. Focus on serving your niche or industry well, so that you attract a following of people that are interested in your type of product.
2. Use Instagram images to give your followers a series of sneak peeks into the product creation process and/or use of the new product.
3. Share the "product creation journey" with your prospective customers and keep them informed on when the product will be available.
4. Use Instagram as one of the channels to announce that the product is finally available.
5. Use Instagram to provide continuous product updates and information.

I know what you're thinking — *That's too simple!*

If you're a sophisticated marketer, you're thinking that this is basic common sense applied to Instagram. And you're right. There is nothing complicated about it. You are simply using Instagram as a channel of communication to preview your product, build enthusiasm, share product release information, and then ultimately ask people to buy your product.

Now here is the funny part. Because it is so simple, 99 percent of you will check out mentally at this point and not do the work to actually reap the rewards. In other words, there is always a huge gap between what people know and what people actually do. I call it the Gitter-Done Gap. Most people know what to do, but they won't Gitter Done.

If you're the only marketer in your industry or niche that uses Instagram to visually launch products, then you have a massive competitive advantage. And until someone else in your niche actually starts to Gitter Done, then you've got a blue ocean of competition-free prospects. They are just waiting to see your product and learn more about your company.

Okay, this chapter is super brief; I just wanted to cover the five steps in a visual product launch. Now let's go through each one in more detail.

Chapter Four — How to Get Qualified Prospects on Instagram

When it comes to building a list of qualified prospective followers on Instagram, you want to think carefully about how to go about finding and attracting people. It is almost completely worthless to just do "normal" Instagram activities to get followers, because they won't be qualified prospects. In other words, they will most likely have no interest in purchasing your product or service.

You need to find and attract people who are eager to buy what you're offering — not a random slice of the Instagram universe of users. How do you do that? Let's explore a few key strategies.

Attracting the Friends of Your Current Customers via Likes

It may not always be true, depending on the type of product you sell, but generally the friends of your current customers are probably good prospects.

Do your current customers hang out with people who would also like your product? If you're selling houses, the answer is no.

If you're selling insurance, the answer is probably yes. I'm sure you can determine in your niche or industry whether the friends of current customers are a good source of prospects or not. If so, then here is a simple way to get yourself into a relationship with those prospective customers.

Build an Instagram profile that is highly valuable to your existing customers, then invite them to start following you. Again, a simple plan.

How do you invite them to start following you? Here are a few ways:

1. Share about your Instagram profile on your Facebook profile or fan page. Explain why you're on Instagram and how you're going to use it, and then invite people to join Instagram and follow you.
2. Do a launch of your Instagram profile using your existing email list. Again, share why you are joining Instagram, how you'll use it, and what people will get out of it if they take the time to join Instagram and follow you.
3. Place Instagram icons on your existing websites as part of your social sharing buttons.

There are lots of other ways to advertise to your existing customers. I'm sure you

can think of a lot more.

But why would you want to give Instagram free advertising and help them get new people to join? The answer is pretty simple. If I'm one of your existing customers, and you start asking me to join Instagram and follow you, then one of two things will happen.

1. If I am not already on Instagram, then I'll join it. In the process of joining, I will find all my existing friends as well as finding you. Then as I like all your images, my friends will be exposed to your content.

2. If I'm already on Instagram, I already have a group of connections, and it will be easy for me to start following you. As I like your images, I will be sharing them with all my friends. Again, you and your business will be shared with all my friends.

Following Your Current Customers' Friends

If you believe the friends of your current customers are good prospects, then one easy way to connect with them is to follow them. On Instagram, frequently if you follow people they will follow back. It's not 100 percent, it's probably more like 15 percent, but that is still a reasonably good percentage.

How do you find the friends of your current customers? Simple. Look to see who your current customers are following and/or who is following them. Like those people.

Is this a random crap shoot? A little bit, but it is better than a shot in the dark. Imagine going to a party at one of your customer's houses and meeting a bunch of the other guests. Pretty fertile ground, right?

Attracting Your Competitors' Followers

Another way to find good prospects on Instagram is to look for one of your competitors, or an expert in your niche or industry. Then look to see who is following them. Follow those people.

How have I built a list of marketing and photography related followers on Instagram? Simple. I regularly visit the Instagram profile of Darren Rowse, the founder of ProBlogger and the Digital Photography School. He has 13,000 followers on Instagram (as of this writing). I regularly follow 20 or 30 at a time and many of them follow me back.

There is an app that helps you quickly determine the people who are not following you back, so that you can quickly unfollow them. The app is called

InstaFollow.

Can you find someone in your industry who is collecting a big list of followers who are probably good prospects? If so, look to see who is following them and then mine that list.

There are many other strategies and tactics to build up your list of followers on Instagram. I won't cover them all here, but if you're interested in growing your Instagram followers wisely, then be sure to get a copy of my book when it comes out — *Instagram Power*.

Chapter Five — The Power of the Sneak Peek

The second step in the visual product launch system is to begin to give your Instagram followers a sneak peek at your new product.

This is the start of your product launch and it is important that you think through how you're unveiling your new product. Obviously you want to reveal it in a way that creates as much momentum and enthusiasm as possible.

If you want to see an Instagram user that is doing this effectively, visit the ModCloth website at www.instagram.com/modcloth.

Our test case for launching a product using this method was for a product we created called Janes. They are doll-sized versions of TOMS. Janes are handmade here in America by skilled artisans. We sell them for \$21 a pair. Yes, doll shoes for \$21 a pair. We sell out as many as we can have made. No, we aren't interested in mass manufacturing. This is an artisan product, with an ultra-premium price because of the way they are made, the brand, and the cute design. We have them made in batches and sell them as we have them made.

When we first revealed Janes, we started using Instagram to give a sneak peek. Our first image was liked 131 times and got 20 comments:



Did you notice the first comment: "Are they going to be already made for sale?" That's a good question.

Notice what we said in the comments in response to one of the questions: "Yep, we'll be listing them soon. What colors would you like to see?" Asking your customers what they want is a powerful way to engage them in the creation process.

Chapter Six — Keep Building Momentum

The real power of a visual product launch is to capture people's interest and enthusiasm before the product is available. They can see it, but they cannot buy it.

Why is this so powerful? We live in a culture that allows for zero barriers to impulse buying. Most sellers try to remove barriers to buying. With a visual product launch, you are creating a barrier. You are making people wait. And that drives their interest and enthusiasm through the roof. Anticipation is a powerful buzz creator.



When we released this picture, we started to get one common question: "When

can I buy them?"

Chapter Seven — Weave in Additional Information

Remember in the beginning of our visual product launch for Janes we asked the question, "What colors would you like to see?" One of the answers was "Primary colors."

So we decided to make a red fabric version of the Janes.



When we shared this image, we added the following comment:
"Red JANES coming soon to Liberty Jane Clothing!"

Notice it was liked 188 times, and we got this comment from one of our prospective buyers:

"Yay!!! Thank you sooo much for making my comment come true... About the primary colors navy blue, RED, black, and white!!!"

Having your customers validate that you are listening to them is incredibly important social proof.

Chapter Eight — Launch the Product

Once the product is ready to list, it's time to use Instagram to share the good news. In our example, we used this image:



Notice the message: "JANES Now available to purchase :)
<http://www.libertyjaneclothing.com/shop-for-clothes/>"

That was all it took. Boom. All the shoes were sold out almost immediately. We have continued to list and sell out over and over. If you want to see if we have any available right now, visit our store: <http://www.shoplibertyjane.com/>.

What about the hard sell?

Yeah, you really don't need one if you have cultivated a list of prospective buyers and built up the anticipation. When you have that, you simply tell them it's ready to be purchased and they do the rest. The products don't sell themselves, but your pre-release efforts pay off and your prospective customers who have already decided to buy are very ready to finish the transaction.

Don't Just Use Instagram

Obviously because we aren't just doing theoretical tests, we also used Facebook and email messages to share about the product being available. We'd encourage you to use all your social media channels to share your visual product launch.

Doing it with Instagram is good. Doing it with Instagram, Facebook, Pinterest, and Twitter is even better! And the nice part is that if you use Instagram to publish your pre-launch images, then you can simply just share them onto the other platforms. So Instagram is the first link in the chain, and the other links in the chain help expand your message to an even broader set of prospects.

So the sequence you fall into might look like this:

1. Share Image & Message #1 on Instagram. Focus on making a big impact.
2. Then share Image & Message #1 on Facebook, Pinterest, and Twitter.
3. Share Image & Message #2 on Instagram. Share more information.
4. Then share Image & Message #2 on Facebook, Pinterest, and Twitter.
5. Share Image & Message #3 on Instagram. Reveal a surprise or twist.
6. Then share Image & Message #3 on Facebook, Pinterest, and Twitter.
7. Share your "Now Available" announcement image on Instagram.
8. Then share your "Now Available" announcement on Facebook, Pinterest, and Twitter.

Conclusion: Perfecting Your Visual Product Launch Model

Like with anything new, practice makes perfect. We'd encourage you to begin your experiments, learn your lessons, and find ways to monetize effectively using this method.

Will an Instagram visual product launch work for you? You'll never know unless you try it.

One thing is certain. The world is shifting to a mobile Internet browsing experience. So getting a thorough and complete understanding of how to do mobile marketing should be job number one. Instagram can help you learn the ropes.

All the best in your Instagram endeavors,

Jason G. Miles

Repeat Of The Limited Time Offer

Let me give you an offer you can't refuse...

I'm looking for 500 people who will pre-order *Instagram Power*. In exchange for your help and early action, I'm willing to give away a massive set of bonuses worth hundreds of dollars.

Why cap it at only 500 people? You're probably wondering if this is some fake scarcity gimmick, right?

Nope.

I am having my customer support team at Liberty Jane Clothing manually review the receipts and set up access to a private site. It takes real work to administer these bonuses.

And if you want to know exactly how it works, my entire "customer support team" at Liberty Jane Clothing consists of one person. Her name is Cammie. And she will literally kill me if I make her do this more than 500 times. Even doing it 500 times is going to probably make her go insane and quit in a rage. So I have to cap it. For her sake, I have to limit it to a manageable number. Five hundred is the absolute maximum that we can manage.

To take advantage of this offer... simply [buy *Instagram Power* on Amazon](#) or at Barnes & Noble and forward your receipt to support@libertyjanepatterns.com. Cammie will verify your purchase and give you the access to all of the following bonuses:

Marketing on Pinterest: This e-book provides a marketing blueprint for effectively using Pinterest to drive sales. In this 37-page guide, I explain a four-step marketing plan that is a powerful system for growing revenue through Pinterest.

Start Up on Pinterest Boot Camp: This multi-part video training series provides an orientation for Pinterest from a marketing perspective and explains the basic setup options available so marketing can occur effectively on Pinterest.

Marketing on Pinterest Boot Camp: This multi-part video training series walks you through the marketing strategies that have helped Liberty Jane

Clothing achieve massive success with Pinterest. The course walks you through the creation of a simple marketing plan that is highly effective.

Selling on Pinterest Boot Camp: This multi-part video training series walks you through the selling-related strategies available to Pinterest marketers. With step-by-step details and real examples, this course is designed to help you make sales via Pinterest.

Marketing On YouTube: This e-book provides a marketing blueprint for effectively using YouTube to drive sales. Many crafters are finding a massive and loyal following on YouTube, and you can, too. It explains how we've grown to 9,600 subscribers and over 1.7 million video views.

Etsy Income Explosion: This webinar series was created to help Etsy sellers learn to fully leverage the Etsy platform to grow a substantial business. It is not a how-to-use-Etsy course; it is focused on how to leverage Etsy to increase overall sales and build a business that thrives beyond Etsy.

Email Marketing Like a Pro — So Your Business Can Grow: This webinar provides an overview of how to conduct professional email marketing — with an emphasis on marketing. The program describes best practices, tips, tricks, and little known but highly valuable information.

Price It Like Picasso: Jason's first book is an in-depth explanation of Liberty Jane's nine-step process for eBay auction success. You can [buy it in Kindle format on Amazon for just \\$2.99](#).

Craft Business Power: This #1 Amazon bestselling e-book walks you through a 15-day plan for launching your successful business. It focuses on stay-at-home craft businesses, but the information applies to any business start-up. You can [buy it in Kindle format on Amazon for just \\$2.99](#), but you get it for free when you participate in our pre-order bonus.

I genuinely believe *Instagram Power* will deliver an extremely good set of tactics and strategies. As I've mentioned, it covers all 10 monetization strategies, plus in-depth interviews with successful companies using Instagram, and a lot more.

And I know the bonuses are incredibly helpful, because I get very encouraging feedback about these programs all the time.

P.S. Read Some Reviews

If you're still reading this, then you must be intensely focused on growing your business and achieving success online. That's awesome. It also means you're really looking hard for a person you can trust to help give you good information. I think I can be that person. So thank you for taking the time to read my e-book and consider my crazy offer. I truly wish you all the best in your online ventures.

If want to see what others have said about my prior work, then [visit my Amazon author page here](#) and read the reviews from my prior books.