

Module-3

Social Media Marketing

What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing Plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter.

What is Social Media Marketing?

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals.

Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

- The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.
- One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as search feeds and sharing buttons - or promoting activity through social media by updating statuses or tweets, or blog posts.
- SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around:

- Establishing a social media presence on major platforms
- Creating shareable content and advertorials
- Cultivating customer feedback throughout the campaign through surveys and contests

Social media marketing is perceived as a more targeted type of advertising and is therefore believed to be very effective in creating brand awareness.

Characteristics of a Successful Social Media Marketer:

Social media can be a fun and effective way to reach your customers on a more personal level. Social media networks are made of social interaction. It is a platform of sharing and discussing information among human beings. Social media can include text, audio, video, images, podcasts and other multimedia communication elements. Social media sites are nothing but a group of special and user friendly websites.

Social Media Marketing is a very broad term. It is a technique of building a business using various social media networks. For instance, videos and blogs that give exposure to your company.

When someone talks about social media marketing people often think that they may be talking about Facebook and Twitter. But social media networks also offer effective marketing tools that can bring more traffic to your website and improve your online popularity. Social media marketing has many characteristics. To attain a good marketing strategy, you need to have a look at the following SMM characteristics.

➤ Participation

Social media encourages contributions and feedback from everyone. Social media includes delivery of ideas at the time of online conversation. It tries to bridge the gap between companies and audience. With all the new channels of social media, people are enjoying this process of participation.

➤ Openness

Social media success requires honesty, transparency and authenticity. You should maintain a trust worthy relationship with your customers in your SMM (social media marketing) strategy. One fake or negative comment can destroy your online reputation.

➤ Build relationships

Social media is a two-way communication channel. It requires participation from both companies and customers. As a business owner, it is very important to make good connections with your target audience. Online conversation through various social media tools happens in real time with real people. You get a chance to interact with your target audience and you can answer to their queries. Answering to their queries is a good way to build relationship with customers.

➤ Reliability

To make your profile reliable, you need to consistently show your online presence. Effective social media marketers visit their targeted sites regularly. They also get involved with new users and promote their products. They talk to their target audience on a regular basis.

➤ **Build communities**

Social media sites allow you to build communities quickly, this helps you communicate more effectively. Communities share common interests, such as a love of photography, a political issue or a favourite TV show. These communities help you to know about your target audience. You can also support other communities which you think are good for your business.

➤ **Customer service**

It is very essential to take care of your customers. Social media networks are all about helping each others. It's about providing value to your customers, not just promotion.

➤ **Avoid spamming**

Don't give importance only to promoting your links. Also share insightful content about your company. Do not send the same message to your community again and again, it works as a spam and it may irritate your customers.

Social media marketing is the most powerful platform for small businesses. An effective social media marketing campaign grows your business and brings more traffic to your website. Social media marketing is the best marketing strategy allows you to promote your company at the same time build relationships.

Social Media Marketing Plan:

Start With a Plan - Before we begin creating social media marketing campaigns, consider your business's goals. Starting a social media marketing campaign without a social strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!

Social media strategy:

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends and coworkers. This strategy relies on word of mouth and provides several benefits.

- First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise.
- Second, shared content carries an implicit endorsement when sent by someone who the recipient knows and trusts.

While social media marketing can provide benefits, it also can create obstacles that companies may not have had to deal with otherwise. For example, a viral video claiming that a company's product causes consumers to become ill must be addressed by the company, regardless of whether the claim is true or false. Even if a company is able to set the message straight, consumers may be less likely to purchase from the company in the future.

Social Media Marketing Suggestions:

Here are a few social media marketing tips to kick off your social media campaigns.

- **Social Media Content Planning** — building a social media marketing plan is essential. Consider keyword research and competitive research to help brainstorm content ideas that will interest your target audience.
- **Great Social Content** — Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. The content that you share on your social networks can include social media images, videos, infographics, how-to guides and more.
- **A Consistent Brand Image** — Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business's core identity, whether it's friendly, fun, or trustworthy, should stay consistent.
- **Social Media for Content Promotion** — Social media marketing is a perfect channel for sharing your best site and blog content with readers. Once you build a loyal following on social media, you'll be able to post all your new content and make sure your readers can find

new stuff right away. Plus, great blog content will help you build more followers. It's a surprising way that content marketing and social media marketing benefit each other.

- **Sharing Curated Links** — While using social media for marketing is a great way to leverage your own unique, original content to gain followers, fans, and devotees, it's also an opportunity to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Curating and linking to outside sources improves trust and reliability, and you may even get some links in return.

➤ **Tracking Competitors** — It's always important to keep an eye on competitors—they can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them, considering doing the same thing, but do it better!

➤ **Measuring Success with Analytics** —You can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your most triumphant social media marketing techniques, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them. And be sure to use the analytics within each social platform for even more insight into which of your social content is performing best with your audience.

Social Media Marketing Plan:

Here are few steps to follow in Social Media Marketing Plan of Action.

Step 1: Create Social Media Marketing Goals That Solve Your Biggest Challenges

➤ The first step to any strategy is to understand what you want out of your efforts. Social media marketing isn't about flipping a switch and calling it a day. Instead, social media planning should be looked at like cooking your favourite dish.

➤ That's why creating goals is so critical to the first part of your social media strategy. At the same time, it's best to **set goals that you know are attainable**. Asking for 1 million new Instagram followers in 2018 is unrealistic. With achievable goals, you're more likely to stick to the original plan and continue to take on new hurdles as you complete old ones.

➤ This is the same reason why brands should never take on every social media channel possible in their current marketing strategy. Try to choose the channels that have the most importance based on your brand's goals. Avoid over complicating a strategy with too many targets and objectives. Simplicity can take you a long way.

➤ And also, don't forget to document your social media goals. Not only is it important to help you benchmark where you are, but it also improves your chances of achieving them.

Social Media Goals to Consider in 20th Century:

Goal setting is a staple of all marketing and business strategies. Social media is no exception. Of course, with a range of social capabilities, it can be difficult to determine exactly what your objectives should be. For guidance, here are some common social media goals to consider:

- **Increase brand awareness:** To create authentic and lasting brand awareness, avoid a slew of promotional messages. Instead, focus on meaningful content and a strong brand personality through your social channels.

- **Higher quality of sales:** Digging through your social channels is nearly impossible without **monitoring** or **listening** to specific keywords, phrases or hashtags. Through more efficient social media targeting, you reach your core audience much faster.
- **Drive in-person sales:** Some retailers rely on social media marketing efforts to drive in- store sales. Is your brand promoting enough on social to reward those who come to you? What about alerting customers to what's going on in your stores?
- **Improve ROI:** There's not a brand on social media that doesn't want to increase its return on investment. But on social, this goal is specific to performing a thorough **audit of your channels** and ensuring cost of labor, advertisements and design stay on track.
- **Create a loyal fanbase:** Does your brand promote **user-generated content**? Do your followers react positively without any initiation? Getting to this point takes time and effort with creating a positive brand persona on social.
- **Better pulse on the industry:** What are your competitors doing that seems to be working? What strategies are they using to drive engagement or sales? Having a pulse on the industry could simply help you improve your efforts and take some tips from those doing well.

Step 2: Research Your Social Media Audience

Approximately **79% of adults use Facebook**—but are your customers actively engaging with your brand there? Understanding your audience is necessary to learn things like who buys your products, what age group is the toughest to sell and what income level makes up the most of your returning customers? As for social media, it's just as critical to know your audience.

First, your brand should look into the demographics of your most valuable social channels. Like we mentioned before, you should have a goal in mind for your social media marketing strategy. This is why you need to research the channels that correlate the most with your goals.

To help you find your focus channels: let's take a quick look at the essential demographics data for each major network:

Facebook's most popular demographics include:

- o Women users (89%)
- o 18-29 year olds (88%)
- o Urban- and rural-located users (81% each)
- o Those earning less than \$30,000 (84%)
- o Users with some college experience (82%)

• Instagram's most popular demographics include:

- o Women users (38%)
- o 18-29 year olds (59%),
- o Urban-located users (39%)
- o Those earning less than \$30,000 (38%)
- o Users with some college experience (37%)

Identifying Customer Demographics

While the demographics data above gives you insight into each channel, what about your own customers? Further analysis has to be completed before you can truly know your customer demographics on social media.

That's why many brands use a **social media dashboard** that can provide an overview of who's following you and how they interact with you on each channel. Most brands today are using at least some sort of dashboard. However, does your dashboard address your specific goals? Whether you're an agency providing insights for your clients or an enterprise company discovering your own demographics, an all-in-one dashboard solution is critical.

Step 3: Establish Your Most Important Metrics

While your targeted social media metrics might be the most important step of a strategy, it's often the spot most veer off the path. We often get wrapped up in viewing followers and likes as the truth to a campaign, but it's smart to take a step back and evaluate the social metrics associated with your overall goals.

Large audiences and likable content is absolutely great, but here are **some other metrics** you might want to pursue in 2018:

- **Reach:** Post reach is the number of unique users who saw your post. How far is your content spreading across social? Is it actually reaching user's feeds?
- **Clicks:** This is the amount of clicks on your content, company name or logo. Link clicks are critical toward understanding how users move through your marketing funnel. Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to buy.
- **Engagement:** The total number of social interactions divided by number of impressions. For engagement, it's about seeing who interacted and if it was a good ratio out of your total reach. This sheds light on how well your audience perceives you and their willingness to interact.
- **Hashtag performance:** What were your most used hashtags on your own side? Which hashtags were most associated with your brand? Or what hashtags created the most engagement?
- **Sentiment:** This is the measurement of how users reacted to your content, brand or hashtag. Did customers find your recent campaign offensive? What type of sentiment are people associating with your campaign hashtag? It's always better to dig deeper and find what people are saying.
- **Organic and paid likes:** More than just standard Likes, these likes are defined from paid or organic content. For channels like Facebook, organic engagement is much harder to gain traction, which is why many brands turn to Facebook Ads. However, earning organic likes on Instagram isn't quite as difficult.

Step 4: Research Your Social Competitive Landscape

Before you start creating content (we promise we're almost there!), it's really smart to investigate your competitors. We put this before the content creation process because you often find new ways to look at content by analyzing what's making your competitors successful.

Again, we'll always believe you shouldn't steal your competitors' ideas, but instead learn and grow from their success and failures. So how do you find that information? The first step is to find out who's your competition in the first place.

The simplest way to find competitors is through a simple Google search. Look up your most valuable keywords, phrases and industry terms to see who shows up. Here you can see post break downs of text, images and video to see what your competitors are doing to drive the most engagement. Once you dig through the competitive analysis, you'll have a better idea of what your potential customers want.

Step 5: Build & Curate Engaging Social Media Content

Did someone say content? It's no lie—social media content is extremely important to your marketing strategy. However, it's best to follow the previous steps before planning out content (we caught you, blog skippers!) so you can start building more effective themes.

For starters, we recommend creating content that fits to your brand's identity. This means you should avoid things like reaching out to your unpopular demographics without a complete strategy in place.

It's necessary to find the perfect balance between target content and being overly promotional as well. In fact, 46% of users say they'll unfollow a brand if there's too many promotional messages. Additionally, 41% of users say they'd unfollow a brand that shared too much irrelevant content.

Video Content or Bust

How important is video to your social media marketing strategy? Extremely—approximately 90% of online shoppers believe product videos help them make a purchasing decision. Additionally, the average online video is completely watched end to end by 37% of viewers.

These type of stats should only enforce your reasoning to invest in social media video content. Brands can reach users through Instagram Stories, Facebook Live and other in-the-moment media.

Build Content Themes

One of the toughest challenges to visual content is creating it on a day-to-day basis. A Venngage infographic showed 36.7% of marketers said their No.1 struggle with creating visual content was doing so consistently.

This truly shows how important highly-visual content is to marketers and the people they want to reach. That's why building content themes is a great approach to sectioning out your content. Instagram is one your premier channels to work off visual themes.

Step 6: Engage With Your Audience & Don't Ignore

Social media channels are built as networks. This means their main purpose is to be a space to converse, discuss topics and share content. Your brand can't forget these core elements of "networking" and it takes effort to ensure conversations or engagement opportunities aren't left unattended.

Through social media, you gain respect as a brand by just being present and talking to your audience. That's why social customer care is so important to brands wanting to increase audience awareness. It's all about engagement.

Designating teams to specific tasks can help your staff run like a well-oiled social media team, whether you're a group of one or 100.

Post at the Best Times to Engage

When is your brand available to engage and interact with customers? You might see some recommending times to post late in the evening. But if your brand isn't there to communicate, what's the point of posting at the preferred time?

Instead, try to ensure your social media or community managers are available and ready to answer any product questions or concerns when you tweet or post. It's smart to learn the best times to post on social media, but it's just as critical to engage after posting.

According to our Index, a brand's average response time is around 10 hours. But did you know that most users believe brands should respond to social media messages within four hours?

With all the updated algorithms, organic content has a tough time reaching the majority of your audience. The last thing you want to do is ignore those who engage and lose out on sending more down your marketing funnel.

Step 7: Track Your Efforts & Always Improve

So, how well did you do on your social media marketing strategy? Without continuously analyzing your efforts, you'll never know how one campaign did over another. Having a bird's-eye-view of your social media activity helps put things into perspective.

You've got down your most important goals, network preferences and metrics—now it's time to make sure you made the right decisions. Knowing you've made the right choices is still a difficult task in social media.

In fact, 46% of B2B marketers are unsure if their social strategy actually created revenue for their brand. But marketers are always trying and looking for the perfect connection. That's why the most commonly used metric (80%) for marketers is engagement.

If you work at building lasting relationships, there's a lot less room for failure with your social media marketing strategy.

Creating a Facebook page

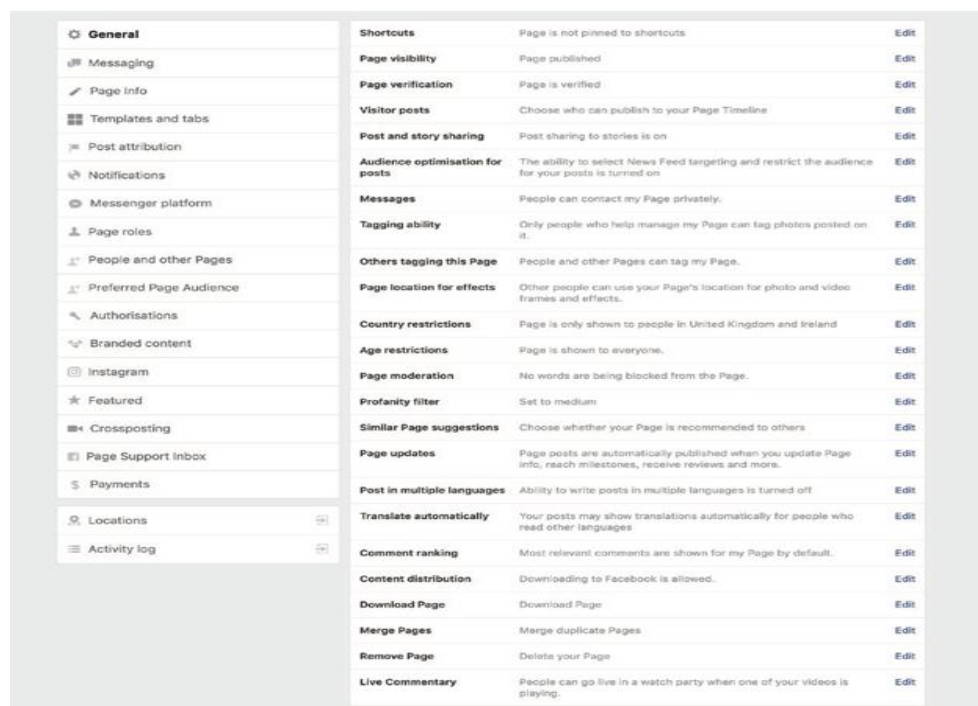
1. To create a Facebook Business Page, you'll firstly need to have a personal profile.
2. Log in with your personal profile and click on the arrow icon at the right hand side of the top menu.
3. Select '**Create Page**'.

4. You now have the choice to create a “business or brand” or “community or public figure”.

5. It is recommended for a business to choose “business or brand

Editing your page and settings

1. Navigate to your business page.
2. You can access Page Settings, from the menu above your page cover image. Within this section you can control who can comment on your page, tagging abilities, page moderation and profanity filters, how notifications are received, page roles and more.
3. As a one off exercise it is useful to go through each setting category in the left menu and then review all the options on the right.



Editing your page’s timeline

If you wish, you can choose to not show posts by others on your Page’s timeline at all. To prevent posts by everyone from appearing on your Page’s timeline:

1. Open your Page’s settings.
2. Within General and Visitor Posts, choose to ‘disable posts by other people on the Page’ and save changes.

Within the Page Moderation section, you can also manage the language used within comments on posts. To prevent certain words or phrases from appearing within comments on your Page posts, you can add these terms to this section which will block posts or comments containing those words from appearing.

Changing your profile picture

In order to change your profile picture:

- 1.However over the camera icon in the bottom right hand corner of the image holder where your profile image sits until 'Change Picture' appears.
- 2.Select 'Choose From Photos', 'Select Photos', 'Take Photo' or 'Remove'.
- 3.Your profile image should be a minimum of 360x360 pixels, which will display at 180x180 pixels and the file size should be no bigger than 4MB.

CREATING A WINNING INSTAGRAM MARKETING STRATEGY

1: FIRST THINGS FIRST; HAVE A CLEAR OBJECTIVE

Way before you even get to creating an account or even optimizing it, you need to ask yourself what you want to achieve with Instagram Marketing. What is the purpose of putting your brand or business on Instagram? To do this, you need to answer the following questions before you post the first video or photo;

- What advantage do you have with Instagram that you do not get with other social platforms like Facebook or Twitter?
- Who are you targeting as your audience and what percentage of your audience is active on Instagram?
- How well can you integrate Instagram with the other social networks in your marketing campaign strategy?

These are the objectives should act as guidelines for determining the most effective approach as you continue to create your Instagram Marketing Strategy.

- Demonstration of brand and/company culture
- Increase brand awareness
- Increase customer loyalty and engagement
- Connect with social media influencers
- Increase revenue through increased sales from more traffic
- Share industry, company and brand news
- Complement and enhance customer experiences

2 : BUILDING A BRAND AND OPTIMIZATION

It is important that your account is optimized even before you publish your first photo. The name of your Instagram account needs to match the name of your business or brand. In the event the name you want to use is taken, you can append a small detail in the beginning or the end of the name.

1. Profile

First, your profile picture needs to be attractive sharp, crisp, clear and easy on the eye. If yours is a personal page, then you need a clear photo that will ensure people can identify you and know who you are.

Next is the bio. The bio is an opportunity for you to let people know what you are all about. This helps your audience immediately determine whether you are relevant or not. This can mean just having a simple paragraph that says what you want the audience to understand; it should be precise in explaining just what is going on in your account and what the audience should expect.

If you have an incentive, you can post it on the bio. What you need to ensure is that the link to the incentive is not a mile long. Long links look like spam. You can use a link shortener from Bit.ly or Google to make the link shorter and much more attractive. Don't use hashtags on your bio since they won't be clickable there.



Use your bio for call-to action

Your bio is quite important in letting users know what you are all about but you don't want to stop there. You can take advantage of the bio and use it as a call-to action platform. Links are a wonderful opportunity to promote content. Change the link regularly to complement the campaign that you are having.

2. Hashtags

Simply put, hashtags are the search engine optimization for Instagram accounts. They help people to know what your account is about and make your account discoverable. Hashtags will put your brand right in the eyes of your followers.

You can basically use up to 30 hashtags per post. You are better off using as many of them as possible to maximize your content's exposure. You however need to ensure that what you use is very relevant to your business or brand. Other than putting the hashtag on the caption, you may want to put them in the first comment because they become more active once people start commenting. However, hashtags are still effective when you put them in the caption.

The rule of thumb with hashtags is to make sure you use the right ones every time. You need to research and use the right hashtags. Look at the trending tags that are relevant to your brand or industry. Looking at your competitor's tags and checking how well their engagements are will also turn out to be fruitful. If they are gaining a lot of visibility and followers with certain hashtags, then you should consider using them also. A free site to do research of hashtags is: all-hashtag.com.

Avoid using hashtags that are too big for you to rank. Hashtags that are too big are those that you cannot compete within the Top 9. The Top 9 are the first 9 posts or accounts that appear when you search for a hashtag on Instagram. The reason for their high rank is the volume of engagement they get which can be thousands of likes and hundreds of comments. Since you are starting out, you may not compete well against these accounts or posts, so you are better off avoiding the big hashtags.

3. Content Strategy

What you need to know is that content is the backbone of your presence on Instagram. This means that; whether you are developing your own content or sourcing it; make sure that you only use high-quality content. You want to have compelling content on your account so that you can clearly communicate what you want to. Ensure that your audience likes and comments on your posts then ultimately follow your page. The reason why anybody would want to follow you is because of the quality of your content. Make sure you don't disappoint.

To get you started on developing your content strategy, we have the following tips for you to follow;

Develop content themes

You need to review your objectives and find out which aspects of your brand you need to showcase in the marketing campaign. You can get subject matter from your services, team members, company culture, and products. Once you have a number of content themes, you then develop subjects for the photos or videos you want to use.

Determine Content Medium & Ratio

- Hyperlapse: Allows its users to shoot stop-motion time lapse with the movement of the camera over a short distance.
- Boomerang: It is much more like GIF. It plays a short cut video both forward and backward repeatedly to give a nonstop motion
- Layout: It helps you combine videos and photos in a single Instagram post. You get to use customized features and layouts like mirrored landscapes

Quality over quantity

When users come across your profile, they most probably will go through your most recent posts first. You therefore need to make sure that every-thing you post is of **superior quality**; you don't want to make a poor first impression. Instagram is especially much of a quality affair than any other social network.

3 : INSTAGRAM ACCOUNT MANAGEMENT

Once your account is set up, optimized and you have content running, the next important thing to do is to ensure that you manage your account well.

Managing your business or brand account is not and should not be rocket science. It is possible to manage your account in a stress-free, organized and result oriented manner that will ensure that all of your audience's needs are catered for. Here is how to manage your Instagram account or multiple accounts

1. Schedule posts ahead of time
2. Decide on the frequency of your posts
3. Your editing style
4. Create compelling captions
5. The place of automation
6. Consistency is key
7. Tracking and measuring results
8. Monitor your comments and the inbox
9. Managing your settings

4: GROWING YOUR FOLLOWERS

1. Post only the best content

Instagram has several content types. These are Videos, photos, text, and GIF. Each of these has its own inherent power of appeal that can achieve different results depending on how it is used independently and also in relationship with other content types.

- Videos.

Instagram allows the sharing of short videos. You can make these as interesting and as shareable as possible. There are tools that can help you play around with the videos by compressing, mixing, adding sound or even incorporating text and emoji.

- Photos

Create compelling images that readily give visual identity to your brand, while also communicating what you intend with ease. It is possible to add text to images and edit images to portray just what you want.

- Captions

It is said that a picture is worth a thousand words. True as this may be, descriptions on images will go a long way to communicate what it is that you want to get across.

- GIFs

GIF are very short videos that can be played perpetually. They are good for creating emphasis through repetition. They help communicate short important messages in a very dramatic and interesting ways.

2. Create a community

Creating an Instagram community is quite helpful not only in engaging followers but also in reaching out to potential followers and generating new leads. An effective community will tag others in your posts and the content they share that is related to your brand.

3. Use Instagram stories

Instagram stories is a huge hit since it started giving users the ability to create their own stories in August 2016. Instagram is a versatile and fun way to cultivate meaningful connections with

your audience. They also give you an opportunity to get recommendations on Instagram.

If you check out the explore page on Instagram, you will find stories at the top of the page. The reason these stories appear there is because they are selected for you by Instagram based on the accounts you follow and the posts that you respond to. Instagram may also show you stories of the accounts followed by accounts you follow or stories that were liked by large numbers of people.

That could be you being recommended by Instagram to the top of someone's Explore page. Just remember that the explore page is a very powerful tool that has the potential of giving your Instagram story a viral effect.

4. Run an Instagram contest

Running a contest is a pleasant and easy way to do brand promotion. It is also an easy way to get exposure which will translate into followers.

If you want a fabulous contest idea, you could partner with another influencer who will promote your contest to both audiences while also reaching to each other's followers and potential audience. Look for a cool business that is complementary to your niche, then organize a 4-5 day giveaway where users are rewarded with prizes for meeting certain criteria which should include following your account and tagging friends in their comments.

5. The hashtag strategy

Let us go back to hashtags just a bit. The thing with hashtags on Instagram is that they tie conversations of different users who would otherwise not be readily connected to your account. Relevant hashtags on your posts will put your brand in the limelight. Do a little research on relevant hashtag in your industry or niche and then use them smartly.

6. Cross promote

You can always engage and work with users with similar audience and targeted user demographics. To effectively do this, you need to build a relationship with folks that have followers and targeted audience that have similar demographics to your own. Once you build rapport, you may request a cross promotion on each other's account. While doing these promotions, ensure that the captions and the content looks as natural as possible. Avoid looking spammy.

7. Participate in popular meaningful conversation

Part of what you are doing with your marketing campaign strategy is to establish your brand as an authority in your industry and niche. You should therefore regularly and intentionally be part of conversations on Instagram. Do this by offering engaging information in response to questions or giving useful opinions on what is being discussed.

8 .Remove unwanted tagged photos from your profile

Ensure that you only feature in the best user- generated content that is useful to the appeal of your brand on your Instagram profile. You can edit tags and select the ones you want to remove then go ahead to hide them from your profile.

5: COMPLEMENTARY UNSEEN TOOLS FOR INSTAGRAM MARKETING

- **Buffer:** Allows you to automate your posts by scheduling them in advance. You can have set times that your content goes live and have an active presence online with multiple accounts.
- **Iconosquare:** It is an Instagram Analytics tool that gives you all the information on your posts including likes, comments, and followers engaged for each post. With this kind of information, you will be able to know which posts get more information and tailor your content into a proficient pattern.
- **Tagboard** helps you to keep an eye on the most relevant and trending hashtags on various social networking platforms. You can also see how different brands are using these hashtags and how you can also implement the same hashtags into your Instagram marketing campaign.
- **Sprout Social:** It is arguably the most effective social media management platform. Sprout Social has many effective features like post scheduling, publishing, analytics and meticulous reporting of all your Instagram posts.
- **Quick:** A free app that allows you to add text to your photos which then allows you to be more creative and turn your images into more engaging content.
- **PicFlow:** It is one of those tools you really want to have. If you want to create compelling slide-shows for your audience, then PicFlow is the tool to have. It allows you to merge photos with music and create slideshow.

6:INSTAGRAM LIVE

The Instagram live feature should be used exclusively to showcase compelling and exciting, **real time content and for Q&A sessions.**

Whenever you go live, make sure that the device you use to take your video will allow for **clarity**. You need to ensure that there is enough lighting to make the video clear and that the video is of high quality. Ensure that your voice is captured clearly and that you are in an environment with minimal destruction as possible.

When doing question and answer sessions, make sure that you patiently and categorically deal with every query. You can also take the opportunity to give more insight and new information on your business and brand where possible.

7: CONVERTING FOLLOWERS INTO CUSTOMERS

As earlier stated, the main goal of using Instagram Marketing Strategies is to monetize Instagram and turn your followers into loyal paying customers.

Promotions: You can use discounts, deals, other such promotional strategies to drive sales with your audience.

- Teasers are a great way to show your audience a peak into new products and services before they are made available. This will create an excitement and a demand for your new products
- Launch a product live: It makes sense that certain brands showcase their new products or services through Instagram Live. This gives an opportunity to those that are not able to attend the launch event to be part of the process and eventually identify with the product when it finally gets to the market near them.

Business Opportunities in Instagram

Photographer

Photographer of different fields helps you to grow and showcase your talent among people. You can go for portrait photography, product photography, food photography and many more. Through this, you can earn a considerable amount of commission from owners of such services. This is one of the most attractive Instagram Business ideas.

Food Channel

If you are a foodie, you can simply use your this talent to earn directly from Instagram. Just go out and share about your favorite dishes and restaurants with people and later on work with those food brands.

Fashion Blogger

You can share your variety of outfits and work with those brands as an influencer. This helps a lot to grow since people are influenced excellently through these accounts.

Makeup Artist

And now one of the most profitable business ideas on Instagram. Here you can showcase your work and helps you to contact your followers who can later on book your services.

Graphic Designer

To earn through Instagram, you can post your graphic design work, and clients can directly contact you to procure your services. You can also post interesting examples of your more specific and offer your infographic design work to your clients.

Online Course Creator

You can create some kind of online courses and related study material which users can buy for learning some specific subject. You can even conduct workshops and give away lectures and promote your offerings to students, which is very helpful in earning a good amount.

Musician

You can also post videos of yourself singing or playing music on Instagram and let people book your services for weddings or special events. (Again, the brevity of videos on Instagram will require a very creative approach to make this work.)

Fitness Coach

You can also focus on another area for your coaching business like fitness. Use the video feature to really show off your expertise.

Start an online bakery

Starting an online bakery is an exciting adventure. You can start an online bakery and build something you love which brings value to others. All you really need is a whole lot of creativity, and some skills like knowing how to bake delicious sweets, as well as marketing skills to promote your services and products.

Become a dance choreographer

Dance choreographers create dance compositions and plans and arrange dance movements and patterns for dances, especially ballets. Choreographers also develop different interpretations of existing dances for an individual or group of dancers.

To become a dance choreographer, you will need to take training lessons. You may pursue a degree in musical theater and take relevant dance coursework. The training enables you to master different dance types and learn how to create dances.