15/04/2022

Instagram marketing

Completed 2 modules

1st module:creating an Instagram account

Four types of Instagram accounts

I)personal account

II)Brand

III)Themed

IV)Hybrid

Use:

Selling products

Affliating

Advertising the products

\*Followers,reach and affinity are three main factors\*

Account that has less followers can also have greater affinity.

An Instagram account must have

Easy user name

Can include name,brand,theme

Define and decide your Instagram Name based on your purpose.

Profile:

Profile picture relevant to your need.

1.symbolic representation

2.no noice

3.high quality pictures.

Instagram bio :

You can either create a paragraph or points

Emoji can be used even for business

Use hashtags for better reach

Use seo rich word

CTA –instruction to audience for signup,call or visit store

Popular cta’s

Get 20%off on 1st buy

Get your free guide

Find us on facebook

Module 2

Purpose of IG account

Engaging/reach

Trust/affinity

Sales

Instagram content:

Photo-reach/trust

Video-reach/trust

Story-trust/sales.

Finding content

Find/create content

Find-post other people content

Create-create your own content.

Hashtags are incredible power to find the trending content.

Create content:

Improve – from existing content

Personalize-take successful content and relate to audience.

Post your content on best time when your followers are in online .

Key contents:

Consistent,videos,start a conversation,bonus tip.

Add locations for your posts.

Photo licencing and ownership:

Seek permission before posting other contents on your account

If you did not seek permission give credit to the creator by mentioning them.

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