



# Digital Marketing

Engineer your Career as Digital Marketer  
*Signature Training by Qasim Nadeem*

# What is Instagram?

Instagram is a photo and video sharing social networking platform owned by American company Meta. **2 billion** active users, Instagram ranks 4th among the biggest social media networks globally as of 2022.







# Meet the Instructor – Qasim Nadeem



- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. HTML5, PHP, Java, Android, ASP.Net, C#, SQL Server, SharePoint, MongoDB ExpressJS Angular Node.js known as Mean Stack
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry
- Working in capacity of Principal Technologist & eCommerce Expert



DIGITAL MARKETING EDUCATION & CERTIFICATION  
Certificate of completion #f193b5b25adf708  
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# Course Content







# The Facebook Marketing Contents

Instagram & Its Benefits

How to Setup a Instagram Account

Types of Instagram posts

How to get Instagram Likes & Traffic

#Tag strategy and increase follower-ship

Staying top9

Tips of trending content

How to grow page

Instagram Advertisement

# Let's Start with Instagram Marketing







# Instagram & Its Benefits

2 **billion** active users, Instagram ranks 4th among the biggest social media networks globally as of 2022.

- Instagram is free. [When something is free you are the product]
- Instagram has a vast reach.
- Businesses can share their information i.e. products, events, pictures, videos etc.
- Raise brand awareness and promote positive word-of-mouth.
- Instagram can steer traffic to your website.
- Instagram is a low-**cost** marketing **strategy**.
- Targeted advertising.

*Identifying Audience & Page Creation:* Identify your audience & create and live your Instagram account

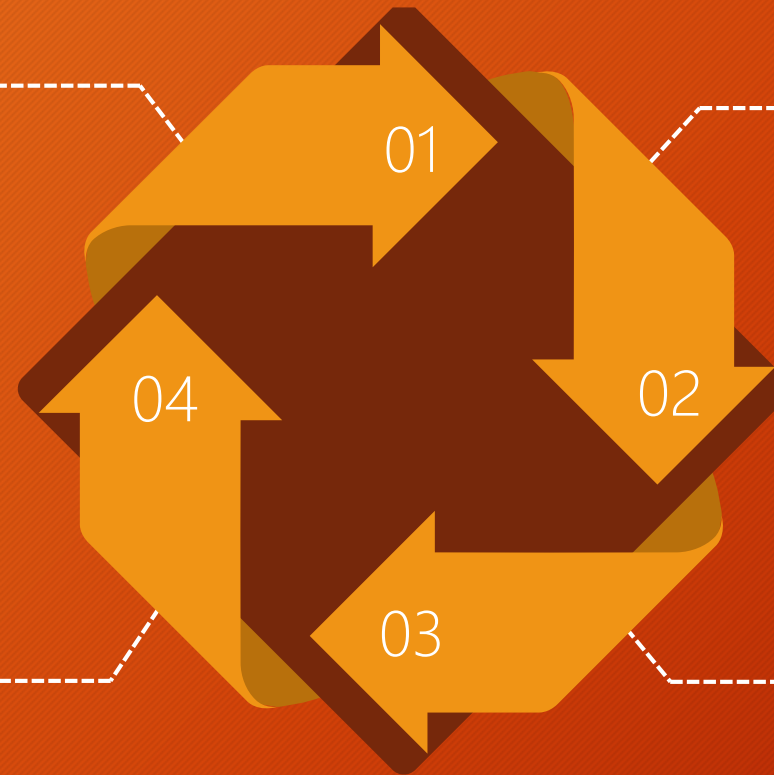


*Strategy:* Design and Implement Instagram strategy, publish engaging posts as per strategy

*Marketing Campaign:* Reach maximum potential customers by running paid campaigns



*Analysis:* Measure your success with Instagram detailed analytics



# Instagram Process







# Why it is Important to Identify your Audience?

It's important to reach the people most likely to become customers. Defining business's target audience will help us do just that.

## What is a target audience?

A **target audience** is the group of people you want to reach with your marketing message, because they may be likely to take action as a result of seeing it.

People in your target audience will have certain characteristics in common. These characteristics fall into three broad categories:

Demographics (Age, gender, Income, Occupation, Education, Location), Interests, Behaviors.

[Document](#) & [Template](#)



# Using Instagram to Identify Your Audience

Demographics are the most basic facts about your customers.

Where do they live? How old are they? What do they do for a living?

There's a ready-made solution that will give you all of this information. It only takes about five minutes.

Everything you need is already inside Instagram!

Log in and head over to your account Insights.





# Creating Instagram Account

- Create a Instagram account
- Add photos/videos
- Add a short description
- Create a username for your Page
- Customize account
- Verify your account



# Instagram Post Types

There are no of types of posts, which we can use to pass our message to our audience.

Few of the types are:

Reels,

Images Carousel,

Memes, etc.





# Finding Competition and Competitors

## Understanding your competitors

- Finding who is your direct competitor
- Understanding how they promote their products on Instagram
- See what type of consumers and posts they have





# How to get Instagram Page Likes & Traffic

Sharing on following venues:

- Hashtags listing
- Response on posts
- Regular & enagaging posting on page





# How to get Instagram Page Likes & Traffic

Do following things:

- Everliker standalone chrome extension
- You can grow IG page by liking other's pictures

## What is an Instagram Bot

- Used to automatically perform daily tasks such as
  - Likes
  - Comments
  - Follow
  - Unfollow
- The Bot quality depends of it's reputation
- Usually, a bot works as a human to not risk having the account limited





# How follower becomes consumer

- Complete Bio
- Give website link
- Must have contact info and button on profile
- Personalize your profile:
  - Have your own style donot copy anyone
  - Personalized picture taking style
  - Personalized picture description
  - Personalized posts
- Create posts and ads specifically for your audience that you have
- When writing description to your post adapt it to your specific audience







# What is #Hashtags?

## What is a hashtag

- Starts with a # symbol
- Can be composed of letters-emojis-numbers but has to start with #
- Has many utilities
- Example:
  - #NumberOne
  - #TBE
  - #Paris





# Goals of #Hashtags

## What is the goal of hashtags

- Helps people easily identify their content
- Can be used to reach a targeted audience
- Encourages social media users to explore the posted content







# Followers with #Hashtags

## Growing followers with hashtags

- Helps get more engagement
- Can be a powerful tool for promotion
- Live examples





# Key for Getting Followers

Just take an example:

If you are focusing petcare publish post after every hour with hashtag #petcare

Stay in top9 popular posts against relevant hashtag.

Use bot to get likes and comments on your post





# Stay in Top9 against Specific Hashtag

In the above image, I'm showing two examples. One for the hashtag #handlettering (which has quite a few results, 3+ million), and one using the hashtag #instagramtips (almost 50k results).

I'm going to get to the "how to get here" in a moment. Before that, I wanted to break down the top post results for both of these hashtags for context. Here is how things break down:

Top Post Examples Breakdown in a table:

#handlettering			#instagramtips		
Position	Number of Followers	Time Posted	Position	Number of Followers	Time Posted
1	72.1k	9 hours	1	18.4k	16 hours
2	207k	12 hours	2	15.5k	1 day
3	445k	5 hours	3	10k	1 day
4	11.7k	8 hours	4	15.9k	3 hours
5	27.9k	17 hours	5	102k	2 days
6	29k	12 hours	6	3,317	10 hours
7	169k	5 hours	7	2,426	12 hours
8	149k	21 hours	8	2,687	9 hours
9	32.4k	5 hours	9	5,732	4 hours



# Stay in Top9 against Specific Hashtag

Remember that #handlettering has over 3 million results showing for that hashtag, and #instagramtips has around 50k.

A few observations here:

The trending posts are not always from the biggest accounts. On #handlettering, the top result is from an account with 72,000 followers. An account with almost a half a million followers is in the four-spot.

A “smaller” account with just 27,900 followers is trending at the six-spot.

While you don’t have to have the biggest account to win the top spot, for hashtags with a higher number of results (like #handlettering), you are more likely to win a trending spot if your account is larger.

While I have seen some really small accounts trend for a giant hashtag, it doesn’t happen all that often. If you are sitting there with 600 followers, I wouldn’t become obsessed with trying to trend for #handlettering. I would look for something else in that hashtag family with fewer results to try and trend for.





# Stay in Top9 against Specific Hashtag

The larger the hashtag, the more quickly the trending posts are refreshed. For a large hashtag like our #handlettering example, it's unlikely that you would stay in a trending spot for more than 24-hours.

But for smaller hashtags, like #instagramtips, you may be able to remain trending for a day or two (or more)!

These observations are not just based on these two examples. They are based on my ALL observations from the time that Instagram Top Posts were rolled out, but I've chosen these two examples to illustrate my thoughts.



# Tips for Trending Content

So now that we understand a little bit about who is sitting in these top spots, I'll share my tips for getting there:

First, you don't see spammy, crappy content up here. The one thing that all of this trending content has in common is that it is high-quality and adds value to the person consuming it. Learn more about developing high quality social media content [here](#).

Tip: Bring your A-game every day and post beautiful images with valuable captions.

Because you see a mix of larger and smaller accounts (even on the #handlettering example, a 27k follower account is WAY different in size than the 445k follower account), I believe that engagement is a huge success-factor.

Likewise, whenever I post something that gets a lot of likes and comments, it trends 99% of the time. Tip: ASK for engagement, post things that inspire comments and likes, and post at your best time.





# Tips for Trending Content

Engagement is great, but quick engagement is even better. Trending posts generally take their position within the first 24 hours of posting, so you need it to happen fast.

Tip: (Again) Post at your best time, but also use the right mix of hashtags to get some quick engagement (even if it isn't the most genuine).

Help your #Instagram content to trend in the top posts area by posting at your optimal time.



# Growing Your Instagram account 1000 to 5000

## Step 1: Post Efficiency

- Prepare all your posts in advance and schedule them for a week.
- Have a posting schedule for every week
- Increase the number of posts from one to 2 per day
- Increase the number of stories by at least +1 per day. if it's 3-4 then make it 5. And if 5 you wanna make it 6 or 7 or 8.
- Do Planning for at least per week of posting.

## Step 2: Being Part of different engagement groups:

- Will increase the engagement on your page.
- Will allow you to worry less about engagement on your posts
- More engagement means more visibility and more followers

## Step 3: Creating Engagement:

- Unfollow at least half of the people followed.
- Follow back and like one post of other influencers and people who follow you.
- The conversion rate should increase since the number of followers will also have increased
- Start getting more active in the comments of different posts





# Growing Your Instagram account from 5000 to 10000 (5000+) – 1/5

## Step 1: Post Efficiency

- Increase the number of your posts (Try to post 3 days per day)
- Posting videos and reels
- Upgrade the quality of posts
- Be more active in stories
- Keep the schedule up to date with new changes.
- Do Planning for at least 2 weeks of posting.



# Growing Your Instagram account from 5000 to 10000 (5000+) – 2/5

Step 2: Different Types of Promotion:

- Paid Ads on Instagram
- Partnership with other accounts and influencers.

(\*Idea: You can partner up with other small influencers. So let's say you were at five, six thousand followers and you know someone whose followers are also at five, six thousand people.

So basically you guys do cross-promotion so you can promote his account, he can promote your account. And usually, those accounts are pretty much in the same field. For example, you're selling shoes, he's selling hats. Well, you can promote your product, and that person can promote your product. So basically, you promote his hats.

You say, oh, well, good hats, check out his account and he will promote your account.

This promotion works pretty well, especially for new businesses.)





# Growing Your Instagram account from 5000 to 10000 (5000+) – 3/5

- Contest Creation

(\*Idea: So basically what you can do, is really offering, for example, well, let's say you have a business, you want to offer cards.

So basically not discounts, but really gift cards, let's say you have a product on your business that doesn't cost you that much to produce and you don't really mind offering it as a price for your contest. So it's going to cost you a little bit.

Once again, the return on investment is amazing because what's going to happen is once people start sharing your product or your account, what will happen is that people will start to get in and everybody will start sharing your account.

The only thing you need is really that little push when people start reposting your product or posting their story, your post. And the moment that this starts, you'll see there is a lot of people who will join your lessening other platform promotions.



# Growing Your Instagram account from 5000 to 10000 (5000+) – 4/5

- Other Platform Promotion:

So usually if you guys are starting out the business account on Instagram, maybe it's because you guys are active on other platforms such as Facebook or you have your own website.

So in this case, what you can do is pretty simple. You can send basically it's going to come in, you can put your Instagram account in your website or your Facebook account, for example, or any other social media you can.

If you have an email list, you can email your best consumers to check out your Instagram account. Usually, this helps a lot and you can gain a really good amount of people on your Instagram in a pretty short amount of time.





# Growing Your Instagram account from 5000 to 10000 (5000+) – 5/5

Step 3: Creating Engagement:

- Unfollow 90%-95% of followed accounts.
- Double the number of likes daily.
- The conversion rate will decrease but will still remain important since the account has many followers.

Increase activity in comments.

It will take almost 3 to 4 months in order to go organically reach real people from zero to 5000. Thought if you work on this strategy on a daily basis. However, you can easily achieve 5000 within 5 to 6 months. But you have to work hard as it will require time.



# Customer Journey

The customer journey (buyer's journey) refers to the experiences that people have before deciding to purchase a product or service. It can be roughly divided into three stages:

- **Awareness:** When the customer first learns about a business or product.
- **Consideration:** When the customer becomes interested in a business or product.
- **Conversion:** When the customer decides to buy a product or service.

Your marketing efforts are meant to help move your target audience along this journey. Marketers often refer to this process as a funnel.

The term "funnel" is used because the number of prospective customers gets smaller as they move from awareness to conversion.

[Document](#) & [Template](#)





# Setup Marketing Goal

## Why is it important to set goals?

Goals can help you stay focused on what you hope to accomplish with your marketing efforts. For instance, Adriano wants to get the word out about Little Lemon's new service, but has limited resources. Specific goals will keep his team aligned and focused.

## What is a SMART goal?

As you think about your own marketing goals, it helps to make them SMART. Let's take a closer look at each element of the SMART acronym.

S= Specific, M=Measureable, A=Achievable, R=Relevant, T=Timebound

[Document](#) & [Template](#)



# Instagram Advertisement

**Advertisement strategy** is about running ads on Instagram, this will give the instant reach to your prospects.

- Outbound is costly but gives you access to your target market.

Types of Campaigns:

- Awareness
- Consideration
- Conversion



Jazak'Allah

