



INSTAGRAM MARKETING





Agenda

Instagram Marketing

Types of Instagram Marketing

What's the next step?

Instagram Marketing

Do you have a business account?



Do you use Instagram often?



For what purpose do you use Instagram?



What do you want to know about Instagram?

Types of Instagram Marketing

Digital Marketing

Organic actions – Posts, stories, reels



- Advertising actions – Promotions, advertisements



What's the next step?

Analyze your competition

- Be aware of the content your audience is consuming
- What else can you do?
- Add value with something new.

https://www.instagram.com/mastakala_nepal/

Handicraft:



What's the next step?

Optimize your profile

- The account name is important for SEO and brand identity.
- Help customers look for your product when they look for specific industries, topics, or services.



Keto Diet Nepal
- Nepal's first Keto and Low-Carb lifestyle page.

A screenshot of a mobile search results page with a black background. At the top, there is a search bar containing the text "nepal's first" with a close button (X) to its right. Below the search bar, five search results are listed, each with a small circular profile picture on the left and the account name and description to the right. The results are:

- ketodiet.nepal**
Keto Diet Nepal (Nepal's First Keto and Low-...)
- poshon.np**
POSHON - NEPAL'S FIRST PERFUME BAR • Fo...
- vistaar_trade**
VistaarTrade.com | Nepal's first B2B Marketpl...
- allmall_official**
ALL MALL | Nepal's First Online Clearance Store
- tripadvisernepal**
Nepal's first Travel Guide

What's the next step?

Description/ Biography:

- How does your product, service, or content benefit others?



https://www.instagram.com/samriddhi_college/

Biography Dissection:

- “Samriddhi College (*Start with the brand name, it makes it easy for users to search through SEO*)”
- “High-quality education.... (*Communicates aspiration and quality*)”
- “Program highlights with hashtags... (*Helps increase discoverability when people search for the tags*)”

But wait... what are tags?

- For a college: #AdmissionOpen
#BachelorPrograms #StudyInNepal
- For a café: #KathmanduCafe
#NepaliCoffee

Hashtag search:

← instagrammarketing X

Top Accounts Audio Tags Places

- #instagrammarketingstrategy
155K posts
- #instagrammarketingtips
403K posts
- #instagrammarketing
1.8M posts
- #instagrammarketingguide
64.1K posts
- #instagrammarketingexpert
55K posts
- #instagrammarketingforbusiness
53.9K posts

But wait... what are tags?

samriddhi_college Get ready for a bright future at Samriddhi College!

🎓✨ Our college administration will be open for admissions in BSc. CSIT, BCA, BBA, BBS and BSW until October 9, just before the Dashain vacation. Don't miss out on securing your spot! 🎉

👉 #SamriddhiCollege #AdmissionsOpen #FutureStartsNow

Relevant hashtags:

- Don't use too many hashtags (5-10 is optimal)
- Don't use irrelevant hashtags.
- Don't copy and paste the same hashtags on every post.

What's the next step?

Recognizable logos

- Visually striking and memorable



Logo Dissection:

- *Red is associated with energy, excitement, and happiness.*
- *Red is known to trigger hunger and increase metabolism, making it a go-to for restaurants and food products.*

What's the next step?

What kind of logo works for you?

Organic Venture Nepal (OVN)

Instead of the bright, saturated reds used by brands like Coca-Cola or McDonald's, you should consider earthy, muted, or warm-toned reds that align with organic, ethical, and grounded branding.



Logo Dissection:

They complement greens, browns, and beiges associated with organic and agricultural brands.

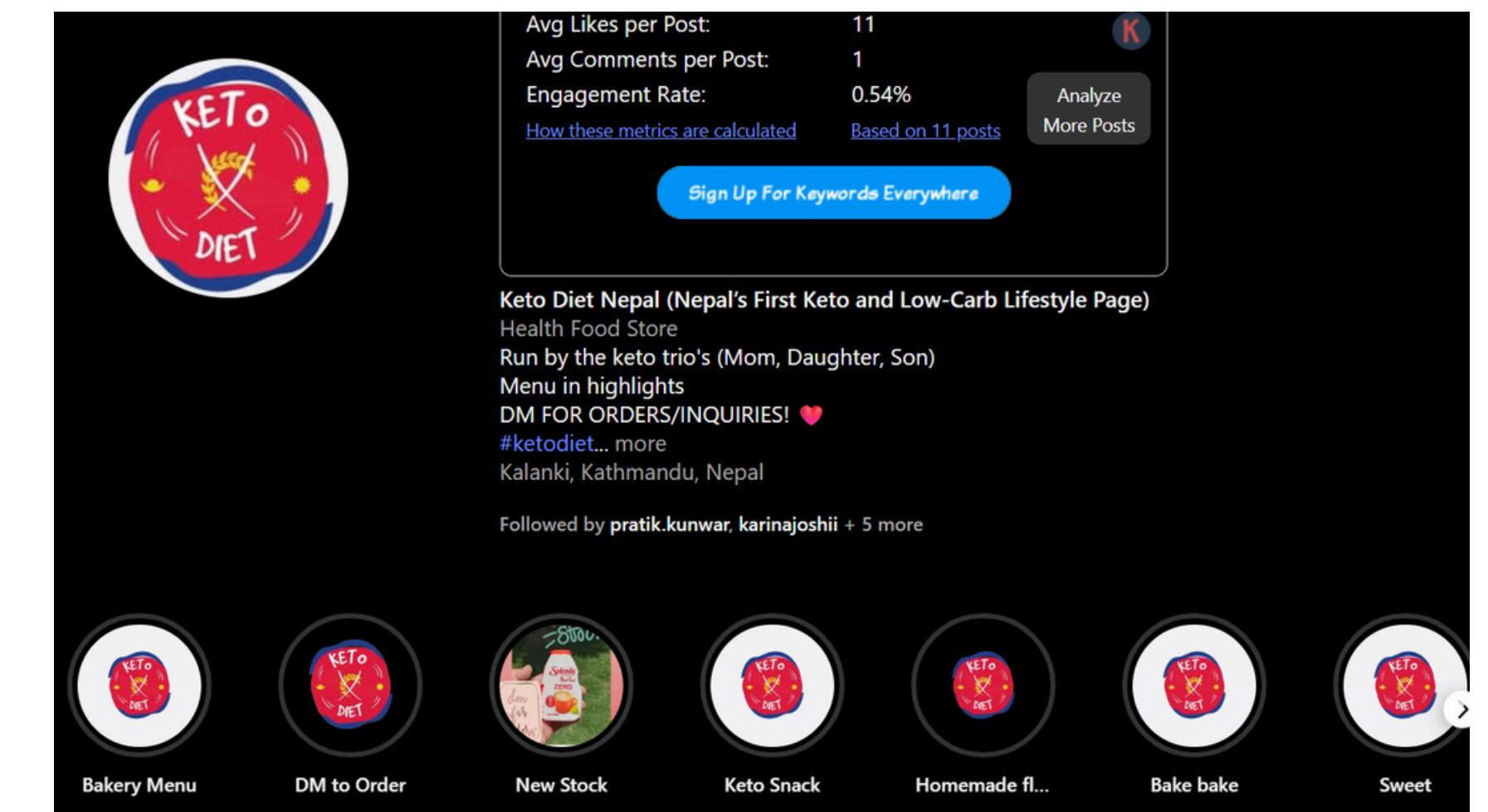
They maintain the emotional warmth of red without triggering fast-food vibes.

They support the idea of roots, soil, sustainability, and natural value chains.

What's the next step?

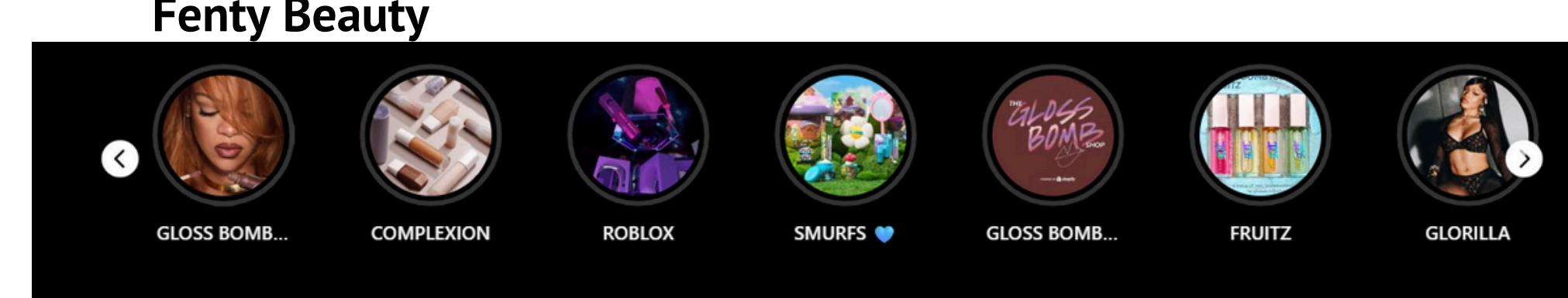
What is a story highlight?

- A story highlight is a group of Instagram stories that you choose to keep on your profile.
- They don't disappear after 24/7 hours like regular stories.
- You can use highlights to showcase important details: Product/ services,



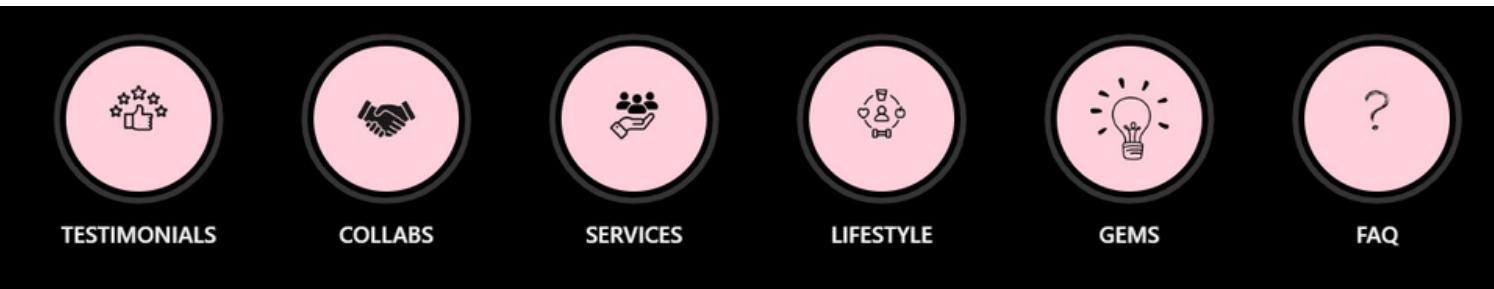
Must-have Instagram story highlights for your business:

- Highlight 1: Products/ Services
- Great place to showcase your products or services.
- Use this highlight to give an overview, show details, and help potential customers understand exactly what you offer.

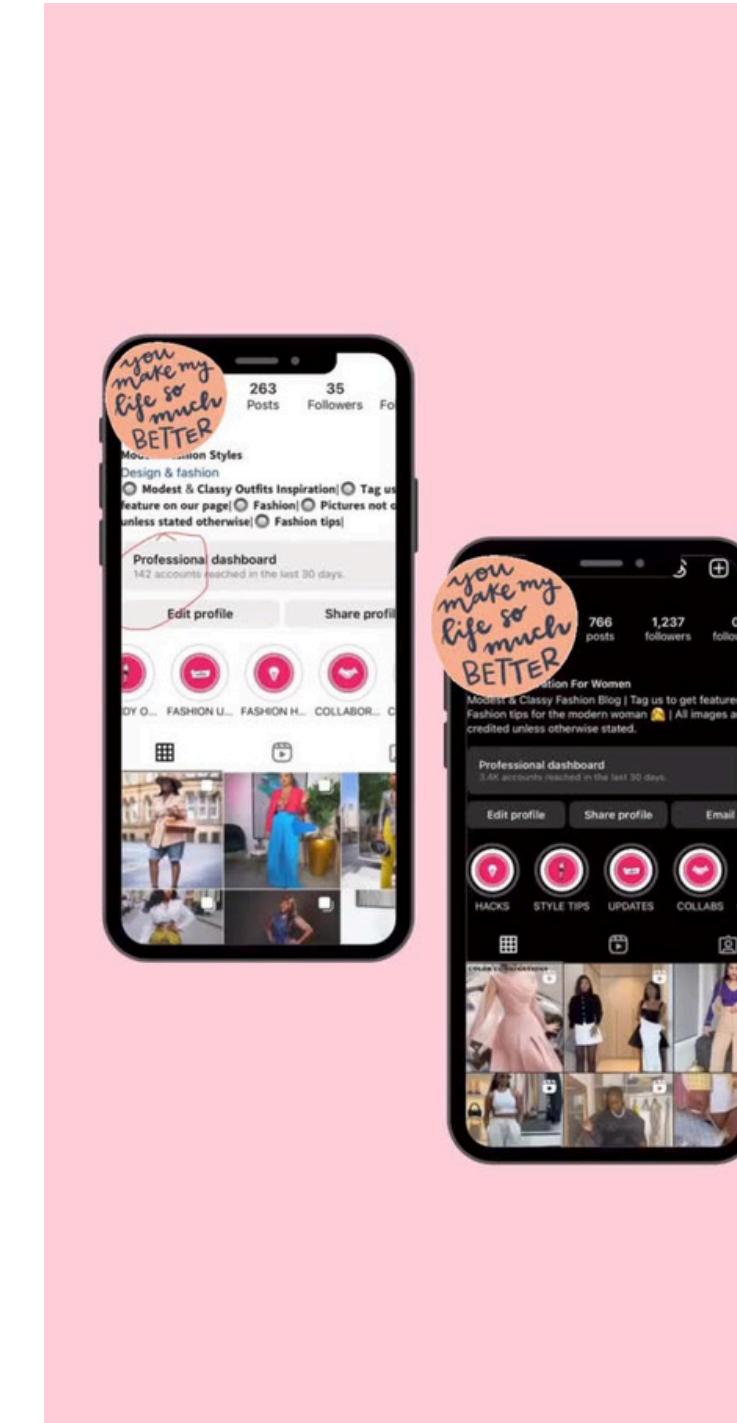
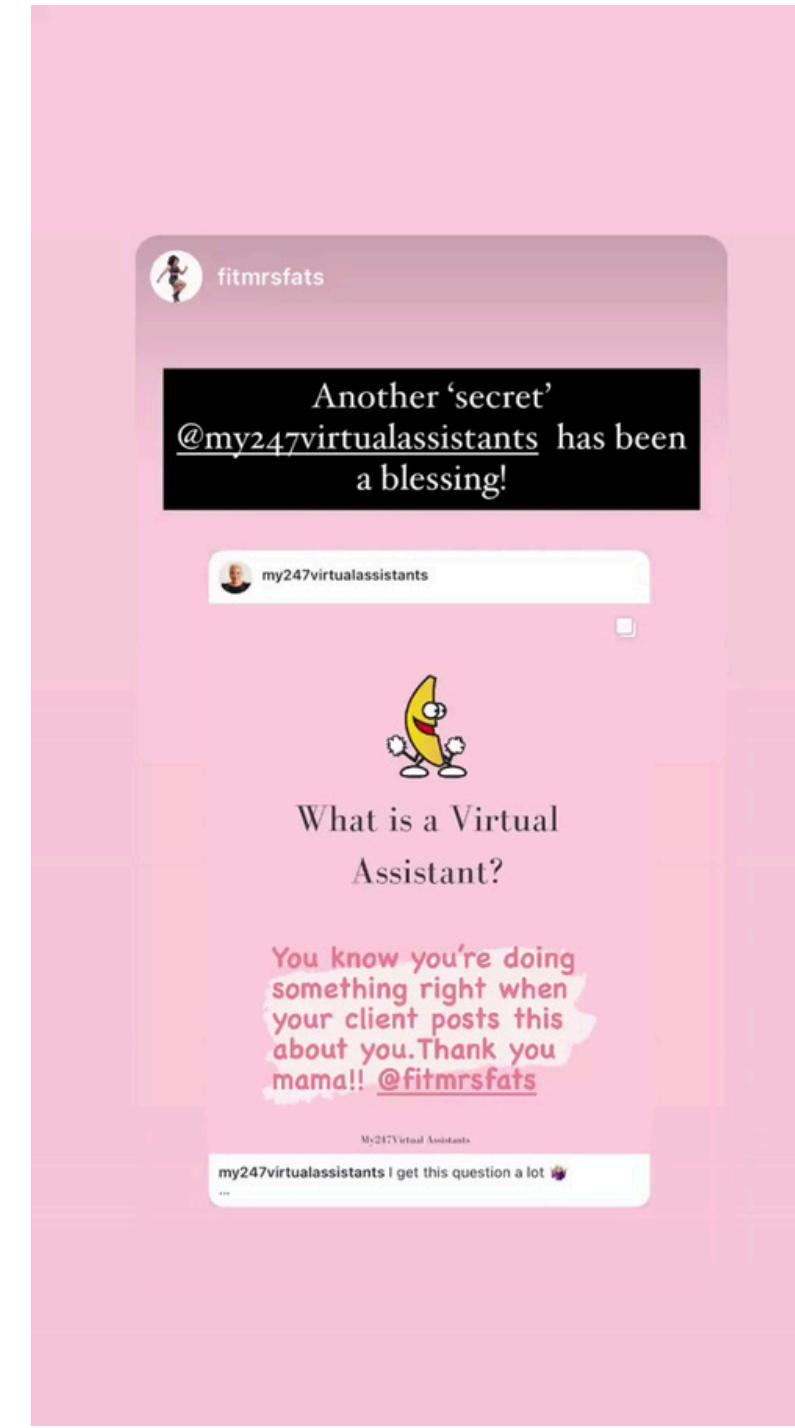


Must-have Instagram story highlights for your business:

- Testimonials:
- Build trust by featuring testimonials or customer reviews.
- Screenshots, video, reviews, and shout-outs from happy clients.

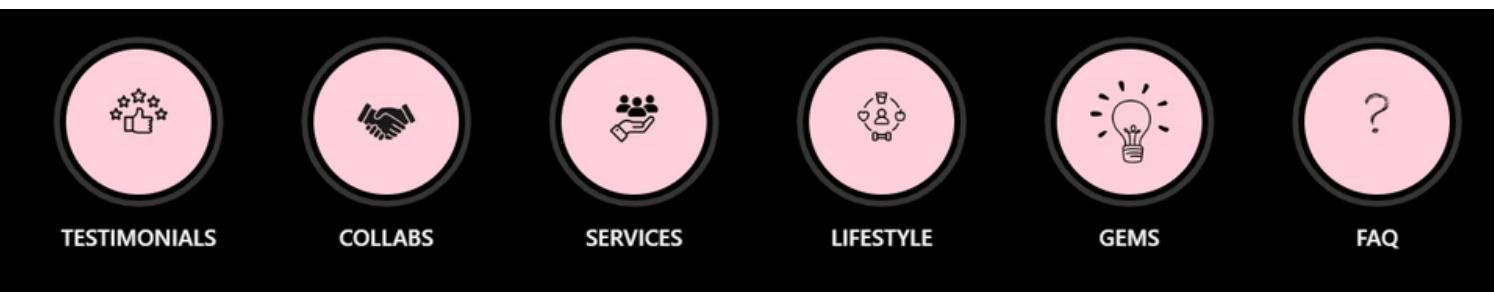


My 24/7 virtual assistants



Must-have Instagram story highlights for your business:

- FAQ's:
- Address common questions about your products, services, policies, or processes.
- FAQs highlight is useful for educating your audience and reducing customer inquiries.



My 24/7 virtual assistants

2. What is a Virtual Assistant?

A virtual assistant or VA, is a professional who helps business owners, entrepreneurs, and other busy professionals with administrative, marketing, project management, creative, and technical support. Virtual assistants work from home and have access to their own computers and software.

3. How can you help me as a Virtual Assistant?

I can help you with Data Entry, Social Media Management, Email Management, Graphic Designing , Copywriting, Content Creation, Proofreading/Editing.

Alsooo... Let's start using AI

Create an amazing profile
picture

<https://app.pfpmaker.com/results/>

Organize your highlights

[https://www.canva.com/templates?
query=instagram+highlight+sto
ry+covers](https://www.canva.com/templates?query=instagram+highlight+story+covers)

Hashtag Generator

<https://likefy.com/en/hashtag-generator/>