

USING INSTAGRAM TO MARKET YOUR BUSINESS OR ORGANIZATION

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WHAT IS INSTAGRAM? WHO USES IT?

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

Instagram is most popular with women.

Instagram is most popular with 18- to 29-year-olds.




300M	70%+	30B+	2.5B	70M
Monthly Active	People Outside U.S.	Photos Shared	Likes Daily	Average Photos Per Day


WHY JOIN INSTAGRAM?

Awareness. Increase consumer awareness of your business, given the viral effect of photo sharing and commenting.


Community. Build a community for your business through interaction opportunities and sharing.

Sales. Drive traffic to your business or increase product purchases by using the right types of pictures.

BUT DON'T Use advertisements as your content. Use subtle, nuanced and creative ways to drive sales.



BUILDING YOUR BEST INSTAGRAM PROFILE



- ❖ Use your company logo as your profile picture.
- ❖ Select a user name closely related to your company name.
- ❖ Make sure your user name is similar to your Twitter handle for easy cross reference.
- ❖ Explain your business in the bio.
- ❖ Include the hashtags you want followers to use in your bio.
- ❖ Include your company website or Facebook URL on your page.

A FEW MORE TIPS

- ❖ Remove privacy barriers to make it easy for customers to find you.
- ❖ Allow your photos to be accessed by everyone to increase your like and comment notifications.
- ❖ Geo-tag photos and connect them to the mapping function so people can find your physical business location(s).
- ❖ Use relevant photo captions, including asking questions to grab attention and encourage interaction with followers.
- ❖ Only post one, maybe two images, from your activities and events so as not to bombard your followers.





NUMBER SIGN. . . POUND SIGN. . . ITS CALLED A HASHTAG HONEY

Use your hashtags on other social media and marketing materials so everyone knows and uses your hashtags.

Average Instagram post should have **one or two hashtags in the caption.**

Add additional hashtags in the first comment.

An average post will have **at least three hashtags**, but they say **11** is the magic number!

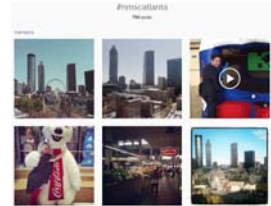
USE TRENDS TO MARKET YOUR BIZ/ORGANIZATION



- ❖ Use trending hashtags to join in a bigger part of the visual community storytelling
- ❖ Find a trending hashtag that's relevant to your marketing strategy and participate with images from your business.
- ❖ Add hashtags to past posts to refresh content with timely keywords and further increase your reach.

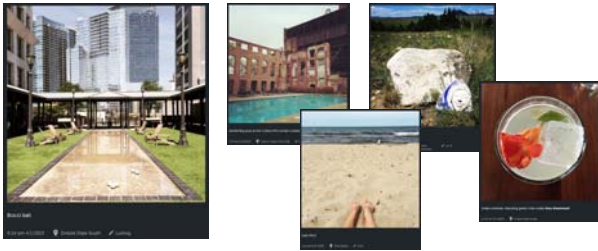
USE INDUSTRY-RELATED HASHTAGS

If you're at an event or location that's designated by a hashtag **add it to your photos** so that event coordinators and other attendees can find them.



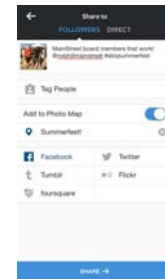
JUXTAPOSE USE OF FILTER TYPES AND NO-FILTER IMAGES

Change the look and feel of your photos with filters



PROMOTE YOUR BUSINESS ON BOTH FACEBOOK AND INSTAGRAM

Connect your Instagram account to your Facebook account to reach your existing followers

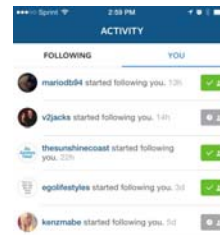


CULTIVATE A FOLLOWING

Cross-post selected images to your Facebook page with a hashtag that aligns with your business or image to help people who don't know you're on Instagram find you there



FOLLOW YOUR FOLLOWERS & COMPETITORS



To create strategic relationships on Instagram, **find the brands, businesses and people you enjoy and can learn from in your followers and follow them back.**

Find, follow and research your competitors on Instagram

Send a short note/comment to thank people for linking, commenting, or mentioning your page. This will also start a two way conversation.

Tag customers in your photos to begin a dialogue.

GENERATE A FLEXIBLE, BUT CONSISTENT POSTING PLAN

Decide what you have ready to post and create a schedule to help you remember what to post when and to track what is working once you get going.



4,821 posts



1.7m followers



774 following

NETWORK ON INSTAGRAM

Engage: like others' photos and leave comments

Follow your already established followers from other social media platforms

Include your hashtags: if your business uses specific hashtags on Twitter and Facebook, use them on Instagram as well



OFFER A CHANGE IN PERSPECTIVE

❖ **Businesses need to get past their inherent interest in selling. Focus on these actions instead:**

- ❖ Share a distinctive view of the world
- ❖ Cultivate a unique visual sense
- ❖ Capture things that are interesting to the brand and to the core target customer
- ❖ Train your eye to focus on what makes a great, provocative, engaging image
- ❖ Understands how to align images with the interests of your target customer.



INSPIRE POTENTIAL CUSTOMERS

Post photos that are relevant to your brand and potential customers.



CREATE A VISUAL EXPERIENCE FOR YOUR FOLLOWERS



Find a creative way to showcase the use of your company's merchandise, products and/or services

BE FUNNY, BE PLAYFUL, BE HUMAN

Integrate images that show your human side to create stronger connections with your followers.

Humanize your business.

Don't be afraid to show the "behind the scenes" of your organization, like prep for an upcoming event. People want to see the authentic you!



BALANCE FUN IMAGES WITH PICTURES FROM YOUR BUSINESS



- ❖ Tell a story with images
- ❖ Track the engagement of your followers with your images to see what they like best!

SHOWCASE PHOTOS OF EMPLOYEES

Acknowledge staff members' skill sets, successes and milestones on Instagram.



GIVE YOUR FOLLOWERS A SNEAK PEEK



Give your followers a first look or sneak preview of an event, product or news feature.

LEVERAGE PHOTO CONTESTS ON INSTAGRAM WITH FACEBOOK

- ❖ Followers use a special hashtag for photo contest entries
- ❖ Search on IG for the hashtag and it will reveal all public entries
- ❖ Choose your favorite photo from there!
- ❖ Use follower-generated photos to create a video!



REWARD FOLLOWERS



Deliver perks to your followers so they make viewing your feed content a priority.

UTILIZE THE NEW IG VIDEO FUNCTION

A few examples:

- [Australia](#)
- [#weloveatl](#)
- [Walt Disney World](#)
- [MCA Chicago](#)

Creation	Instagram	Vine
Video length	15 seconds	6 seconds
Filters	Yes	No
Delete Last Clip	Yes	No
Repeat videos	Yes	No
Front-facing camera	Yes	Yes
Image stabilization	Yes	No
Depth	No	Probably coming soon
Save to Camera Roll	Yes	Yes
Grid Name	Yes	No
Autoplay	Yes	Yes
Automatic sound	Yes	Yes
Share to	Facebook, Twitter, Tumblr, Flickr, Email, foursquare	Facebook, Twitter
Looping	Yes	Yes
Embeddable	No	Yes
Geotagging	Yes	Yes
Shots map	Yes	No

USE A PLUG-IN OR EMBED INSTAGRAM VIDEO/ PHOTO IN YOUR BLOG OR WEBSITE



Use a **WordPress Plug-In** on your blog or website. Your IG photos will automatically load there!

Embed IG video or photos in your blog or website to extend the reach of your content.

HARNESS THE POWER OF APPS



- ❖ Two to Try:
- ❖ Iconsquare
- ❖ Repost to Instagram

ACQUAINT YOURSELF WITH HOW TO USE INSTAGRAM FOR BUSINESS

- ❖ Instagram for Business blog
- ❖ Tips
- ❖ Brand spotlights
- ❖ News from Instagram HQ



THANKS! QUESTIONS?

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Check out Artesia MainStreet's Instagram page!

