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INSTAGRAM MARKETING FOR BUSINESS



HOW TO GET MORE TARGETED FOLLOWERS
AND BUILD A BRAND ON INSTAGRAM

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Introduction

Instagram has in recent years emerged as the most successful platform for photos. What initially began as a small platform for a few thousand people who shared interesting content about their lives, evolved over time into a platform with more than 300 million users. (April 2015)

Especially due to Facebook's acquisition of Instagram, more and more celebrities, bloggers, coaches and companies became aware of the platform. Instagram offers new opportunities for marketing. The viral platform is perfect for increasing ones presence on the world wide web, increasing reach and brandname awareness. Meanwhile an Instagram account belongs to any good online marketing strategy. Whether fashion bloggers, family business, YouTubers, local shops or websites: Instagram is used in many ways and offers the ideal opportunity to interact with the community and win them over.

Especially areas such as nutrition, health and fashion are popular on the platform, but any company can gain more coverage regardless of the field of activity. Instagram is fundamentally different from social networks like Facebook and Twitter. The app is mainly used for producing a proximity to users and thus is much more private than other social media channels. This is also reflected in the interactions. A recently published study shows that one can achieve over 50 times more interaction with followers on Instagram than on Facebook.

Gradually one builds his own loyal community. The popularity of Instagram continues to grow, so you should take advantage of the platform itself. You have decided to buy this eBook because you have recognized the great possibilities of Instagram and now want to get involved on the platform in order to acquire new customers, strengthen your brand image or to strengthen your community and expand. To succeed in Instagram, it's simply not enough to just post images from time to time and to "somehow" bring users to follow your Instagram page. Instead, a clever and thoughtful strategy should stand behind the marketing in order to achieve the desired

results. The aim is to share high-quality content with long term value and to communicate in the right way with the users.

For this reason, this eBook has been written. It will give you the knowledge needed to be successful on Instagram. In the following pages I'll give you, in a compressed form, the knowledge to ensure that you have success on Instagram. The goal is clear: more followers, more coverage, more awareness. This eBook is for you, whether you are working for a company, are blogging or want to build a viral fanpage.

Differences to other social media platforms

Instagram is based on visual content. Basic functions are limited to the posting of pictures and videos, to find just such content and interacting with other users in the form of likes, comments and links. There is no Facebook "Share" function. Instead, in interesting post other accounts are linked with an "@". Then the linked user goes to the corresponding content. At first this form of sharing doesn't seem effective. However, it can prove to be a more promising strategy than the Facebook "Share"-function because there is a direct connection between the users which means that the recommendations are worth more.

Instagram also differs from other platforms because the profile of the account hardly offers settings. Only a short description of the profile with one link is allowed. For this reason, you should not regard Instagram as a hard selling platform. The aim is to strengthen your presence and to establish personal relationships with your fans and followers. Hence, there is rarely direct sales via Instagram, but relationships with potential clients can over time lead to results such as the building a newsletter list or the attracting of customers.

Have a strategy

Before we begin to start up at Instagram it is important to think about the goal we are pursuing with our Instagram account. Are you after reach and awareness or about strengthening your presence? You can only post appropriate content when you know what you exactly want. What image do you want to present about your company or about yourself? What is your philosophy?

The strategy for effective Instagram marketing is easily summarized in 3 points:

1. **Orientation:** What kind of posts are you thinking about? What impression should your account give to the users? Should the posts motivate, give a positive impression, tell a story? Become sure about your orientation. And in advance: No matter what direction you are choosing, make sure your content does one thing: Entertain!
2. **Regularity:** Only those who are constantly present, can leave a lasting impression in the minds of their followers. It does not help to come online once a month and upload 10 images consecutively. Many accounts fall by the wayside because they do not pursue a long-term strategy.
3. **Interaction:** In order to build your own Instagram community, the focus should be on interaction with the followers. Here it is not just about responding to their comments, but to involve them directly in the content. How you perform these interactions, you will learn later in the book.

Marketing

There are several ways to draw the attention of users to yourself. Again, you should first focus on your target audience and think about what characterizes them. Only then will you be able to act specifically to corresponding users.

Preliminary said: You should not think to buy or invest in likes or Instagram bots. Purchased likes are worthless likes and only something for the eye. The users that will follow you are usually fake profiles or not related to your topic. They like and don't comment.

Instagram bots take care of the activities of liking, following of and commenting. However, I advise you not to take this option into consideration. Instagram does not like it when forced likes are generated and recognizes corresponding activity. In addition only authenticity can make the right users to followers.

Your Instagram profile

When it comes to your Instagram page, you can adjust little compared to your Facebook page. It is nevertheless important to have a profile that makes a good first impression and conveys your message clearly at first glance. Once a person clicks on your profile, they decide on the basis of the description and posts whether the content is relevant to them and whether they will follow you or not.

The name

At best, use your name or the name of your company, if it is available. If this is occupied, you should easily convert the name so that it is still immediately brought in connection with your business.

The profile picture

Profile pictures are displayed as a circle at Instagram. Make sure that in spite of the circle everything necessary is recognizable. Use your logo or an image of your face, which is clearly visible. Look directly into the camera. Take a 150x150 pixel image.

At best, the profile picture arouses curiosity as in the profile picture of Tai Lopez (@tailopez1) who has a sports car in the background of his profile picture. If you manage to arouse curiosity with your profile picture, then people who only see your profile icon will click on your channel to make it easier to see. They see your content and might follow you.

The description

Briefly describe your business. Point out the added value for the visitor. Your message must be recognizable, so that visitors will have an incentive to follow you. In this section of your profile you can and should incorporate a link to your website.

Alternatively, you can also refer to a free course that you offer to anyone who enters to the newsletter or inform the visitor about a current special offer. There should be a reward for clicking on the link. If necessary, use a link shortening service like bitly.

Maintain a pleasing composition of the description. Use the different lines of the biography to make your message clear. Depending on the image you want to communicate, you can also use appropriate Emojis (smileys).

Hashtags

Hashtags probably have even more important meaning at Instagram than at Twitter. They are used to search for relevant content and to be found with one's posts. Who does not use them or uses the wrong hashtags, probably won't be found. So when you write posts, pay attention to the choice of your hashtags.

Take topics relevant keywords that have to do with your business. A hashtag must also be searched for. Find the appropriate keywords and look at the number of used hashtags. Do not use hashtags that have nothing to do with the post or your profile. Don't be afraid to use general hashtags. If you have an online store for shoes, tag your posts by default with #shoes, #fashion, #sneaker (when appropriate). People who are looking for this hashtag, then come across your image. The competition is greater for you, but your image has a good chance to gain awareness. It must visually stand out of course.

To find popular and promising hashtags, use tools like www.Hashtagscout.com or www.Hashtagify.me. These websites will indicate relevant keywords for your posts or your search.

Be concerned about the choice of your hashtags. Use at least 5 hashtags per picture or video. The more you use hashtags, the more you will be found. Don't overload the text with it, so that the viewer would be overwhelmed. Mix the keywords with your text. At the end of the post you can use the hashtags that are intended to serve for the coverage. Continue to pay attention to relevance.

As with other tips in this book it is a good idea to analyze successful Instagram pages with similar content and if possible to take some of their hashtags.

Use popular hashtags like #picoftheday when your post allows it. Such key words are often searched for. Create relevant content when a novel hashtag arises. Who does not remember the #icebucketchallenge? Take advantage of the entertainment factor to increase your awareness. Also contemplate using

specific hashtags for your brand. This makes an analysis of your fame easier and also helps to interact with your community.

Active advertising

If one wants to get many Instagram followers and can not sufficiently rely on other social media channels, one needs to search for suitable fans for his own profile. It may therefore be worthwhile to actively search for matching users who by their posts, preferences and interests match with your account. Most likely, these are also interested in your page.

Using the hashtag function search for matching content that is associated with your product or your activities. Begin to like the images of users and leave well intentioned comments. When making such an interaction, the other person gets a notification and in most cases looks at your profile. Avoid looking "spammy". You can also follow other people for some time to see if they will do the same and after some time you unfollow them, in the hope that the user will continue to follow you. This tricky kind of advertising is not suitable for every business, but it can be quite helpful in the beginning.

Commenting and liking, however, should belong to your standard tasks. The goal should not necessarily be to get as many users as possible, which after some time unfollow. Rather the aim is to establish a stable "tribe", which is interested in your content. Actively canvassing followers is more time consuming, but it can help you to gain quality followers who have a genuine interest in your content and will eventually become real customers. Incidentally, too much liking other content is considered spam by the servers and you are usually blocked for a period of 12 hours. So search deliberately for matching profiles and focus on quality rather than quantity.

Passive advertising

It's simple: You are displayed by your hashtags and your content in a search. Users click on your image, depending on the post then read the text and click on your profile. Maybe they like your content and they become followers.

Collaboration with other profiles

This method is often overlooked. However networking can be extremely useful. In addition to the interaction with other followers and potential followers, you should also get in touch with profiles that are similarly oriented as you. The mutual sharing of the fan base should not trigger envy for you.

Suppose you own a Instagram page which creates motivational quotes and has a few thousand followers. Contact a similar page with a similar follower count and propose a mutual shoutout. This proposal says nothing more than "I have a group of people who are interested in your site and you have a group of people, who are interested in my site. Why don't we just let them know about it and let our follower base grow significantly?". You can also refer to a recent and exclusive offer of a different profile that can be helpful for your followers. In return, the owner of the other side does the same for you. However never impose content onto your followers.

Ask yourself who deals with your topic. Consider a collaboration with other profiles even if they have less followers than you do. First look at relevance for the subject and only then look at the number of followers. Make sure you get mentions and shoutouts.

To obtain the corresponding actions by larger channels, is more difficult, but not impossible. Moreover there can be a rapid increase in your follower count when a large site advertises your profile. Therefore consider how to present your topics to larger channels. In general: Give before taking. Before you come into contact with a site, you promote them. Create a post and link to them. This will not go unnoticed. After some time contact the owner of the larger profile.

What do you have that you could give the respective operator of the site? If you, for example, manufacture fashionable pants consider sending them to some of the most famous fashion bloggers on Instagram. Such guerrilla marketing is perfect for your presence, since the corresponding posts in this case are directly related to your product. There are also certain channels

who offer paid shoutouts. However, this is a personal choice and depends on your budget.

Cross-promotion

Instagram marketing should be one element of a good online marketing strategy. At best, you are present on Facebook and Twitter and use Instagram as a supplement. It offers itself generally to connect the Instagram account with the Facebook page. Your Instagram account gets additionally traffic from the other channels and from your website.

Make sure that you publish exclusive content on Instagram that differ from the content on the other social media channels. Definitely avoid identical content. If you are for example a blogger, then you can inform your Facebook fans and your Twitter followers that a new product is available. But such posts have no place on Instagram. Here you have the chance to appear much more personal.

Instagram posts are snapshots in most cases. If you are a business, then show your employees at work, funny snapshots and present your product as it is used in everyday life. Instagram is about a tangible connection to the brand, the company or the person behind the profile. Shots from the private lives are therefore useful if you are for example a coach. People do not like to buy from cold faceless brands, but from other people. Promote your Instagram posts on Facebook and Twitter and embed it into your web page if possible

Creating Content - The perfect post

Instagram is all about "Visual Storytelling" and "Branded Storytelling". As you may know, the best sellers tell stories about the product instead of conveying facts. They use emotional factors in order to attract customers. With Instagram you can tell a story about your company and stay in the minds of people in a creative way.

Your focus is on the followers. You must ensure that you create content that will appeal especially to your followers and is tailored to them. Be careful to post relevant, entertaining and authentic content. Convey a unique perspective on the world that appeals to your followers. Show who you are, what kind of people are behind the company, with what creative ideas you can entertain.

Ensure small, everyday news which one only learns on Instagram. Post different kinds of content. Pay attention to current trends like a new and popular hashtag and write a post about it. Pay attention to the image that you want to communicate and only post if there really is something to post. No matter what kind of post you make, it should be entertaining and above all be designed so interesting that the user gets stuck on your content when scrolling through their newsfeed. Connect good content with good image and good text. generally aim to have an interaction with users.

The right time

Look for the right timing for the publication of content. Instagram is always up to date. The most recent posts appear at the top in the newsfeed and get the most attention. Know your target audience and think about when you can achieve this. So when is your audience looking at Instagram? If your viral page is aimed at students who are online in the morning, then you should post in this period. However, if you have 9-to-5-jobbers as a target group, then you should write more posts after work.

The typical recommended times are generally 7-9 clock (breakfast time), 11 to 14 clock (lunch) and 17 to 20 clock (after work). The best interaction rate with Instagram is 17-18 clock. But it has to be said that there is no general rule here, which is why it is convenient to test out different times.

The picture

This eBook is not concerned with the question of how to publish the prettiest pictures. Basically: The images must look good. The aim is to create eye-catchers, which arouse the curiosity of your followers. Instagram is to be regarded as a sort of photo album. Your picture must ensure that users take the time to look at it more closely. The same goes for video. Look for a good image quality and good editing. In general: High image quality = more success. That's why it can be useful to edit photos on the PC before you post them. The photo must be convincing in content and visually, otherwise the content and hashtags are useless.

Mix up the nature of your posts. Use snapshots, videos, funny pictures, artistic posts, creative posts, and images that show how the product is used by ordinary people. Here also offer a collaboration with followers. If you produce a drink, then take the picture of a follower, showing how the drink is drunk by a few people at a festival. Do not underestimate the power of such images. Experiences are becoming increasingly classified as a product per se. So if you post pictures of authentic experiences like a party, then looking at the product is subconsciously connected with a corresponding feeling.

Stand out with your content, stand out from the crowd. Use your unique selling proposition, tell stories and entertain people. Example: A company from the United States that manufactures pens. Much of their Instagram marketing is to post great drawings that are made with their pens. The pens are in every image. Depending on their orientation they can also consider quote posts or to put their statements as text on their images. Example: @Foundrmagazine

The text

There isn't much to say on the text itself. Instagram is primarily concerned with visual messages and the choice of your text is heavily dependent on your orientation and intent. Switch between long and well-structured texts and having posts with only one or two sentences that underline the picture or ask for something. You can also use the location information to convey additional information. Choosing your location can also influence the number of your interactions, expand the reach of posts and thus make your account better known.

Interaction with followers

There are a variety of ways to communicate with users. Again and again, smart profile operators come up with new ideas to inspire the Instagram community. In general, the interaction with the followers is extremely important, since a strong personal connection is established. It is necessary to aim at interaction with the users. Each post is another chance for interaction.

Here are some examples:

- Hold a contest. The price should be well worth the participation. Provide an incentive. For example give away a new smartphone. To win it, those interested must like the picture, mention 3 other people in the comments and follow your channel. This kind of competition can bring you a lot of followers.
- Start competitions. Inspire your followers to be creative and set a task. Your users should address a particular topic in an image and then mention @yourinstagramname or use certain hashtags. Such competitions can spread like a leaf fire, since the posts of your followers are perceived by their immediate circle of acquaintances. You can connect such a competition with a voting and let the community determine the winner. User Generated Content is one of the best means to gain awareness and to strengthen your presence.
- Make your followers famous by posting their pictures on your site when the corresponding post has something to do with your product or service. Make sure to be mentally close to the customer.
- Mention your followers in your posts
- Ask your followers for their opinion about a product. Even better: Let your followers share something about themselves. If you sell ice cream, then you ask what kind of ice cream your audience likes best.

- Answer as many comments as possible and as quickly as possible. Have a real conversation with your target audience and promote mutual communication.
- Use posts that are aimed at getting a like.

Example: „Like, if you love green smoothies.“

- Use post aimed to obtain comments. These types of posts ensure high interaction among themselves. Use "Caption This" -Posts ("find a heading") or leave sentences to be completed by comments. There is a chance that additional linking follows.

Example: „If I were a millionaire, then _____“

- Create posts that aim to ensure that users link one or more users.
Example: "Tag a friend who will be successful."

Conclusion

That was all the necessary information that is needed to build a strong Instagram profile over time. Now it's your turn. The advice that you have read here will do you no good if you do not apply it. Therefore invest your time in the appropriate marketing strategies and recruit active users.

Finally, it should be mentioned that a thriving Instagram profile with thousands of followers does not come overnight. It takes time to build your "tribe". The key to success lies in regularity and in the motivation to create interesting content and to inspire with new content again and again. This is the only way to build a successful Instagram account and to keep it alive.

Gradually you will build up an account, which attracts more and more users over time, who are interested in your content and your products. Behind your posts there should be a marketing plan and content should be considered carefully. Do not post things that you randomly think of, but things that reflect your projects. Think about steady improvement of your content and be inspired by other channels. Every day new ideas for posts appear and you can benefit from them.

Pay attention to high-quality content and take the chance of viral marketing to increase your name recognition on the Internet. Stick to your strategy and after some time you will have an Instagram profile with your own little community.