



CREATING A WINNING INSTAGRAM MARKETING STRATEGY - AN EXCLUSIVE GUIDE

GOAL VIRAL



INTRODUCTION



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Since its inception back in 2010, Instagram has grown in leaps and bounds. With a whopping 700 million monthly active users, the platform boasts 8 million accounts that have business profiles. This obviously offers wonderful marketing opportunities for businesses to connect to targeted demographics and drive social value through engaging users.

60% of the most active users on Instagram are people between the ages of 18-30 or what we call millennials. This means that Instagram is a very competitive platform when it comes to reaching the intended demographic. Your brand therefore has a **unique opportunity to engage** with its fans and a versatile audience.

It is important to realize that to strike gold on Instagram takes work; it goes way beyond posting a couple of attractive images or videos on the App. You need a well thought out strategy, a robust and clear brand identity that is founded on goal oriented community management and excellent visual creativity. We have put together a comprehensive guide to help you develop and execute an effective marketing strategy based on clear-set goals and quantifiable results.

CHAPTER 1: FIRST THINGS FIRST; HAVE A CLEAR OBJECTIVE

Way before you even get to creating an account or even optimizing it, you need to ask yourself what you want to achieve with Instagram Marketing. What is the purpose of putting your brand or business on Instagram? To do this, you need to answer the following questions before you post the first video or photo;

- What advantage do you have with Instagram that you do not get with other social platforms like Facebook or Twitter?
- Who are you targeting as your audience and what percentage of your audience is active on Instagram?
- How well can you integrate Instagram with the other social networks in your marketing campaign strategy?

To effectively answer these questions, you need to realize that Instagram is dedicated to the sharing of visual content. This offers your business the unique opportunity to showcase its culture together with that of your products and services. Another important thing is that the mobile nature of the social network makes it great for publishing captured in the moment content. This gives a personal and realistic twist to your brand while helping the engagement with your audience become more instantaneous and casual.

Well, depending on your niche or industry, key and brand performance indicators should target the following objectives;

- Demonstration of brand and/company culture

- Increase brand awareness
- Incentivize engagements with your customers
- Increase customer loyalty and engagement
- Connect with social media influencers
- Increase revenue through increased sales from more traffic
- Share industry, company and brand news
- Build and be part of an engaged community
- Complement and enhance customer experiences

These objectives should act as guidelines for determining the most effective approach as you continue to create your Instagram Marketing Strategy.



CHAPTER 2 : BUILDING A BRAND AND OPTIMIZATION

Once you have your objectives in place, the next step towards growing an Instagram marketing strategy and having a huge following is branding and optimization. It is important that your account is optimized even before you publish your first photo. The name of your Instagram account needs to match the name of your business or brand. In the event the name you want to use is taken, you can append a small detail in the beginning or the end of the name. You can add “the”, “a”, “official” at the start of the handle. The key is to be sure that people type the name of your brand into the search portal so that your account name always gets suggested by the auto-complete feature.

Profile Picture



tiffanyandco

Follow

Bio

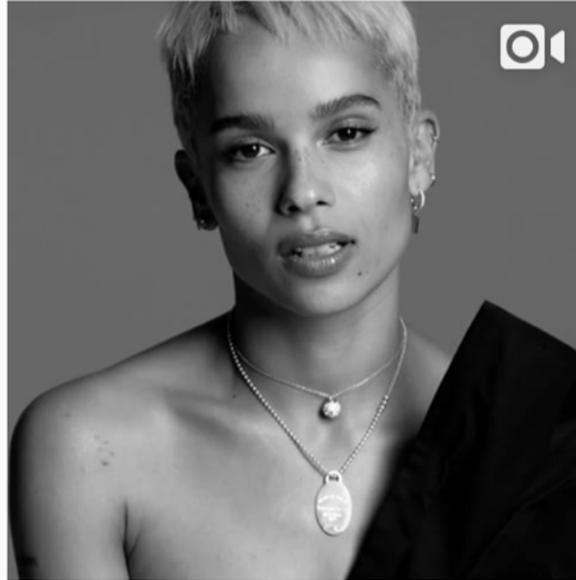
2,397 posts

7.3m followers

172 following

Tiffany & Co. Founded in 1837, Tiffany & Co. is the world's premier jeweler and America's house of design. 727 Fifth Avenue NYC 📷 Snapchat: tiffanyofficial
like2b.uy/tiffanyandco

Call to Action Link



1. Profile

First, your profile picture needs to be **attractive sharp, crisp, clear and easy on the eye**. If yours is a personal page, then you need a clear photo that will ensure people can identify you and know who you are.

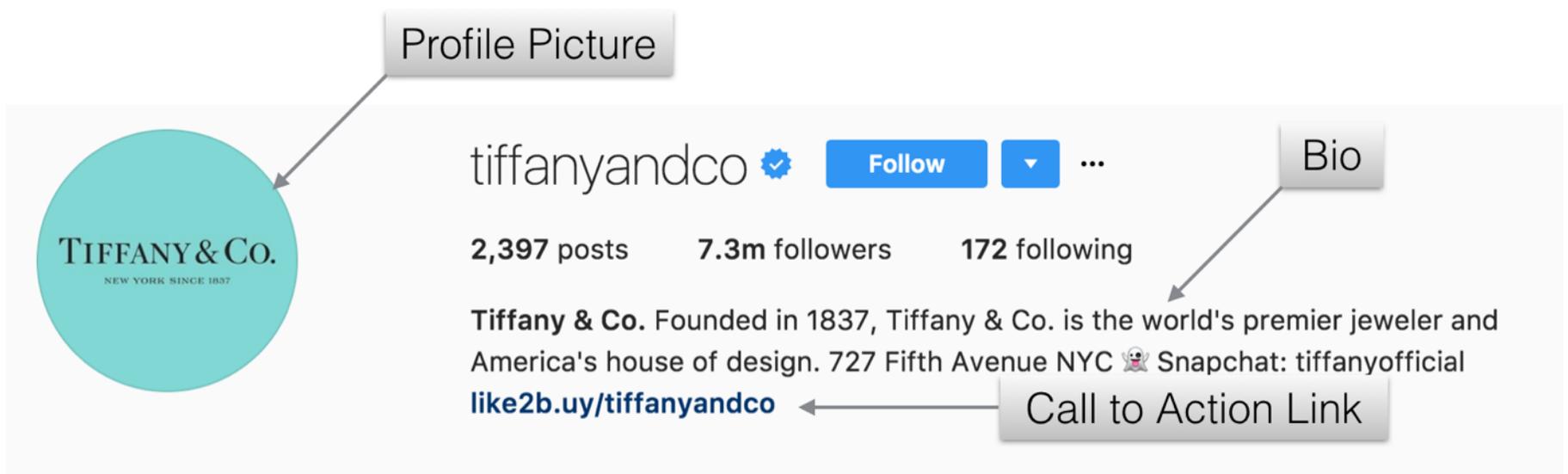
Next is the bio. The bio is an opportunity for you to let people know what you are all about. This helps your audience immediately determine whether you are relevant or not. This can mean just having a simple paragraph that says what you want the audience to understand; it should be precise in explaining just what is going on in your account and what the audience should expect.

If you have an incentive, you can post it on the bio. What you need to ensure is that the link to the incentive is not a mile long. Long links look like spam. You can use a link shortener from Bit.ly or Google to make the link shorter and much more attractive. Don't use hashtags on your bio since they won't be clickable there.

Here are some tips that you can use to maximize on the optimization process for your Instagram page:

Leverage location

Well, depending on your niche or industry you may find that location tagging your post may be very beneficial. Travel brands, for instance, benefit a lot from showcasing different locations and location



tagging their content. If your profile is for a shop, geotagging will help alert your followers on where they can find what is featured on your page.

If your brand doesn't really fit into the geotagging narrative; you may still want to just use the feature to increase your visibility. A good example is tagging your product to a trade show or a convention that you have attended - just to reach local users or other people in attendance who get to browse the location tag.

Optimization Demands Listening and Engagement

While doing everything right on Instagram will get you the followers, you need to ensure that you engage your audience. Instagram currently uses an algorithmic feed that is derived from your relevance. Other than just having good content, you need to ensure that your audience is encouraged to engage with the account and the content so that you remain relevant. This means using strategies like highlighting or tagging users, using hashtags, calls-to action, having give-aways and hosting events.

Use your bio for call-to action

Your bio is quite important in letting users know what you are all about but you don't want to stop there. You can take advantage of the bio and use it as a call-to action platform. Links are a wonderful opportunity to promote content. Change the link regularly to complement the campaign that you are having.



2. Hashtags

Simply put, hashtags are the search engine optimization for Instagram accounts. They help people to know what your account is about and make your account discoverable. Hashtags will put your brand right in the eyes of your followers.

You can basically use **up to 30 hashtags per post**. You are better off using as many of them as possible to maximize your content's exposure. You however need to ensure that what you use is very relevant to your business or brand. Other than putting the hashtag on the caption, you may want to put them in the first comment because they become more active once people start commenting. However, hashtags are still effective when you put them in the caption.

The rule of thumb with hashtags is to make sure you use the right ones every time. You need to research and use the right hashtags. Look at the trending tags that are relevant to your brand or industry. Looking at your competitor's tags and checking how well their engagements are will also turn out to be fruitful. If they are gaining a lot of visibility and followers with certain hashtags, then you should consider using them also. A **free site to do research of hashtags** is: all-hashtag.com.

Avoid using hashtags that are too big for you to rank. Hashtags that are too big are those that you cannot compete within the Top 9. The Top 9 are the first 9 posts or accounts that appear when you search for a hashtag on Instagram. The reason for their high rank is the volume of engagement they get which can be thousands of likes and hundreds of comments. Since you are starting out, you may not compete well against these accounts or posts, so you are better off avoiding the big hashtags.



3. Content Strategy

What you need to know is that **content is the backbone of your presence on Instagram**. This means that; whether you are developing your own content or sourcing it; make sure that you only use **high-quality** content. You want to have compelling content on your account so that you can clearly communicate what you want to. Ensure that your audience likes and comments on your posts then ultimately follow your page. The reason why anybody would want to follow you is because of the quality of your content. Make sure you don't disappoint.

To get you started on developing your content strategy, we have the following tips for you to follow;

Develop content themes

You need to review your objectives and find out which aspects of your brand you need to showcase in the marketing campaign. You can get subject matter from your services, team members, company culture, and products. Once you have a number of content themes, you then develop subjects for the photos or videos you want to use.

It is important to ensure that your themes are **consistent with your brand voice** and the authority you want the brand to command. You should ensure that the theme is also visually appealing. Vibrant and colorful content will always help to highlight your brand and tell a better story thus increasing interactions on your content and page.

Here is something interesting; did you know that images with faces attract 39% more likes than images without? This tells you that you should have content themes around what you are sure works and that brings a personal human twist to the images and videos you post. Use analytics tools like [Sprout Social](#) to collect data and establish what actually drives engagement. Once you have the data and facts, you can develop your content themes around that style that is driving engagement. You can do an Instagram audit to get more information.

Determine Content Medium & Ratio

As you go about developing content, you need to ensure that you have a **clear content plan**. A social media content plan will help you balance the type of content that will work well with the resources available to you.

If a video will help you tell a story better and in a compelling manner, then ensure you use videos more often in your content. On the other hand, if you don't have the resources to effectively execute high-quality video content, you may want to use video for specified promotions and campaigns.

In addition to the main App, Instagram offers other supplementary application software that will help you become more creative with your content. Instagram's suite of apps includes;

- **Layout**: It helps you combine videos and photos in a single Instagram post. You get to use customized features and layouts like mirrored landscapes

- **Hyperlapse**: Allows its users to shoot stop-motion time lapse with the movement of the camera over a short distance.

- **Boomerang**: It is much more like GIF. It plays a short cut video both forward and backward repeatedly to give a nonstop motion

These additional apps give you the opportunity to create more unique, Instagram dedicated content even when you do not have the capabilities to do so in-house.

Curate user generated content

You always have access to a repository of amazing content whenever your customers share posts that feature your brand. Whenever you curate content from your fans, you have an awesome opportunity to enhance engagement with your audience. There are many brands that hugely rely on user generated content on Instagram for their feeds.

Quality over quantity

When users come across your profile, they most probably will go through your most recent posts first. You therefore need to make sure that everything you post is of **superior quality**; you don't want to make a poor first impression. Instagram is especially much of a quality affair than any other social network.



CHAPTER 3 : INSTAGRAM ACCOUNT MANAGEMENT

Once your account is set up, optimized and you have content running, the next important thing to do is to ensure that you manage your account well.

The following are reasons why you should actively and effectively manage your Instagram account;

- Save time with your Instagram to do other things

While Instagram is an important and effective marketing tool, your business may not necessarily revolve around the platform alone. There are other components of your business that you equally need to attend to. It makes sense to put in-place structures to ensure that your account is well managed. This way, you get to save money and increase productivity.

- Prevent burnout

With increased activity on the account comes exhaustion and ultimately burnout. Having a well-tailored management strategy will ensure that you don't burn out keeping users engaged on Instagram

- Foster engagement

You need to attend to users and monitor how they are engaging with your account and content. Good businesses have strong communication structures that thrive on feedback. You need to make sure that you know what your audience is saying and that you can respond to them promptly and in a manner that will ensure you achieve your desired goal.

Managing your business or brand account is not and should not be rocket science. It is possible to manage your account in a stress-free, organized and result oriented manner that will ensure that all of your audience's needs are catered for. Here is how to manage your Instagram account or multiple accounts

1. Schedule posts ahead of time

It is now possible to plan your Instagram posts ahead of time. You can queue your videos, photos, captions, and hashtags using various tools like [Buffer](#). Such apps ensure that you plan what you will post before time and then go ahead to alert you before the content gets published. There is no limit to how many posts you can schedule.

You can achieve an objective sequential flow of material for months and give yourself better opportunity to be intentional with your marketing campaign. Your schedule should contain:

- The product or service to be featured
- The model with which the product will be featured
- Where the product will be featured. Does the product need a particular background or geotag?

When scheduling, remember to include dates and to stick to the dates closely as possible to not only avoid backlogs but also ensure that the posts reflect the current position of the business or brand. Remember the content you post is an extension of your business.

2. Decide on the frequency of your posts

As tempting as it may be to bombard your audience with as many photos as possible, it is not ethical to flood your followers feed with your content. Not only is it inappropriate, but it also waters down on the value of what you want to put across. Exclusiveness is very important and posting many images closely together takes away from exclusivity.

You will notice that established brands do not post more than three posts a day or even five posts per week. You must maintain a balance between not too many and not too little. Here is how you can determine how many posts to schedule and the timings for the postings;

- A 5 am post can cater for the early birds that consume social media before getting out of bed.
- The midday post can be ready for the lunch break audience that likes to have some Instagram for as a starter or desert. This can be anytime between 12 pm to 2 pm
- The 6 pm post will take care of that last scroll before bedtime.

3. Your editing style

Remember the plan where you outlined the number and variety of the photos you want to post? That goes a long way to determine the number of images you need to capture, source or edit to make available for the scheduled posts.

The number of photos should be what you can support through your editing style. Everyone has their unique style, but success is in ensuring uniformity and consistency in the editing style. Depending on the number of images you are looking to post, you want to create a practical target

for the number of images to edit at every editing session.

There are various editing tools like *Over* that can allow you to work on multiple photos at a go. Any editing tool worth its salt should enable you to;

- Choose from 25 different filters
- Change the orientation of the photos by rotating at different angles
- Flip the image horizontally or vertically
- Change the image's contrast, brightness or saturation
- Crop the picture
- Add borders to the picture
- Add stickers
- Draw on the picture
- Add blurs both vertically and radially to create a focal point.

4. Create compelling captions

You need to create compelling captions to go with the images you post while adding to the strength of the voice of your brand. It is important that you create the captions thoughtfully and in ample time for posting. The caption can be as simple as a two line description of the photo. Images without a caption usually leave the audience in a quagmire and leave a loophole for them to interpret in their own way; which may not be necessarily what you wanted to communicate.

You can use descriptive nouns to make the caption more interesting to your audience and increase the chances of them following or taking

action that will allow you to step into their social narrative.

5. The place of automation

Many tools that have been created to automate activities on Instagram, may eventually give an inferior customer experience. These are the kind that will perfume functions like following, unfollowing, liking and commenting on other people's content automatically.

Instagram is very intentional in ensuring that everybody has a pleasant experience. The platform wants an organic engagement that will foster natural growth of both interest and followers. The algorithms on Instagram are not quite friendly to automation, and they will limit your reach every time you use these bots. This means that every time you use a bot to spam, follow, unfollow, like or comment to create a fake engagement you create a poor experience for your users which causes Instagram to flag your account or even shut you down.

6. Consistency is key

As is with anything in life, consistency is central to success. You need to have a strong and consistent niche and theme, you need to be reliable and ensure that you post at a time that is convenient for your audience.

Consistency not only keeps your audience furnished with the latest industry news while keeping them engaged, but it also creates trust. Any businessman will tell you that trust is very central to the profitability of a business. This is true for Instagram. If you have to monetize your account and grow a troop of loyal followers, then you need to establish trust.

To build consistency, never miss posting on schedule or in the times that your audience is accustomed to. The other thing is to ensure that your content only increases in value and remains consistent with the objective of the account and the voice of the brand.

7. Tracking and measuring results

It is important to track and quantify the results on your Instagram page. You need to know whether you are getting to the objective or realizing growth not to mention the return on investment.

On the business profile, Instagram provides a **valuable analytics tool** which you can take advantage of and learn from the data generated. When you track the performance of your content and the follower growth on your page, you will be in a position to adapt your Instagram marketing strategy over a period of time. This way, you get to deliver content that will be more appealing to your users while helping you to structure and optimize future campaigns.

When you track and analyze, it will be easier to develop and implement content that works well for your brand.

8. Monitor your comments and the inbox

One of the important ways of managing your accounts is to be active in your inbox and comments. Ensure you are always live. Your audience has taken their time to write a comment, and the worst thing one could do is to leave it ignored. You need to reply and keep things interesting.

As your audience grows, you may find that your posts get more comments thus making it difficult to manage all the feedback within the app. monitoring comments and the inbox may prove even more difficult if you have multiple profiles. You can take care of this challenge by either manag-

ing the account through a team or using a tool like Sprout which has a smart inbox feature that allows you to see every comment, reply to them and check your messages outside the app.

Monitoring comments and messages will give you more knowledge on your most active users and how they relate to your brand. This comes in handy when making improvements on the brand, structuring and offering customer care in addition to generating leads. Some of the ways to engage with the feedback you get on your posts include;

-Replying to comments on photos and videos to show that you have acknowledged them

- Like and comment your follower's videos and photos. This can be given as an incentive to loyalty and dedication

-Follow back any follower that brings value to your account.

9. Managing your settings

Before you go live using your accounts you need to ensure that you update the settings on your account. This will ensure that your account behaves just the way you want it to. On the settings, you can be able to change passwords, check which posts you have likes and even enable notifications. Here are some things that you have to check out;

- Story Settings. These settings allow you to manage who can see and reply to your stories on Instagram. It is recommended that you allow all of your followers to see and reply to your Instagram stories. This will increase engagements.

- Switch to the business profile. The business profile allows users to identify their accounts as business accounts. This makes identification easy. Business profiles also offer deeper insights and

make it way easier for your business to promote content. In order to switch the business profile, your business must have a Facebook business page. Your business profile will sync with and manage your Facebook business account.

- Private account. The default setting for any Instagram account is public, so there is no need for you to change this. You want other users to be able to see your content automatically without requesting.

- Comments are an awesome way of receiving feedback. However, there are some comments that can go against the interests of your business and brands and even offend your audience. Instagram allows you to hide comments that have certain predetermined key phrases and keywords. You may for instance ensure that comments that contain expletives are removed. To achieve this, you need to enter these specific words and phrases into the settings provided for these and turn on the feature.

- Additional Instagram accounts are allowed on Instagram. You can add up to 5 accounts and switch between them with ease. You can also have several people log into the same account at a go which is a very good thing for team management of accounts.

You need to have a clear management structure and editorial calendar so that everyone is up to date with what needs to be done and when it needs to be done in the event you want multiple people accessing the same accounts.



CHAPTER 4: GROWING YOUR FOLLOWERS

There are many ways of expanding your audience base. Whether you are already up and running or you have just started, it is possible to increase traffic on your account and ensure you have a loyal legion of followers; here is how.



1. Post only the best content

Anywhere on the internet, **content is king**. Don't post out of compulsion; don't post any picture or video that you find out there. The reason is that Instagram has the highest engagement rates of any social media platform. This means that you have a better opportunity converting targets into followers and followers into loyalists for your brand if your content is of better quality.

Instagram has several content types. These are Videos, photos, text, and GIF. Each of these has its own inherent power of appeal that can achieve different results depending on how it is used independently and also in relationship with other content types.

- Videos.

Instagram allows the sharing of short videos. You can make these as interesting and as shareable as possible. There are tools that can help you play around with the videos by compressing, mixing, adding sound or even incorporating text and emoji.

- Photos

Create compelling images that readily give visual identity to your brand, while also communicating what you intend with ease. It is possible to add text to images and edit images to portray just what you want.

- Captions

It is said that a picture is worth a thousand words. True as this may be, descriptions on images will go a long way to communicate what it is that you want to get across.

- GIFs

GIF are very short videos that can be played perpetually. They are good for creating emphasis through repetition. They help communicate short important messages in a very dramatic and interesting ways.

2. Create a community

Creating an Instagram community is quite helpful not only in engaging followers but also in reaching out to potential followers and generating new leads. An effective community will tag others in your posts and the content they share that is related to your brand.

3. Use Instagram stories

Instagram stories is a huge hit since it started giving users the ability to create their own stories in August 2016. Instagram is a versatile and fun way to cultivate meaningful connections with your audience. They also give you an opportunity to get recommendations on Instagram.

If you check out the explore page on Instagram, you will find stories at the top of the page. The reason these stories appear there is because they are selected for you by Instagram based on the accounts you follow and the posts that you respond to. Instagram may also show you stories of the accounts followed by accounts you follow or stories that were liked by large numbers of people.

That could be you being recommended by Instagram to the top of someone's Explore page. Just remember that the explore page is a very powerful tool that has the potential of giving your Instagram story a viral effect.

4. Run an Instagram contest

Running a contest is a pleasant and easy way to do brand promotion. It is also an easy way to get exposure which will translate into followers.

If you want a fabulous contest idea, you could partner with another influencer who will promote your contest to both audiences while also reaching to each other's followers and potential audience. Look for a cool business that is complementary to your niche, then organize a 4-5 day giveaway where users are rewarded with prizes for meeting certain criteria which should include following your account and tagging friends in their comments.

5. The hashtag strategy

Let us go back to hashtags just a bit. The thing with hashtags on Instagram is that they tie conversations of different users who would otherwise not be readily connected to your account. Relevant hashtags on your posts will put your brand in the limelight. Do a little research on relevant hashtag in your industry or niche and then use them smartly.

6. Cross promote

You can always engage and work with users with similar audience and targeted user demographics.

To effectively do this, you need to build a relationship with folks that have followers and targeted audience that have similar demographics to your own. Once you build rapport, you may request a cross promotion on each other's account. While doing these promotions, ensure that the captions and the content looks as natural as possible. Avoid looking spammy.

7. Consider Instagram advertising

Using Instagram ads will offer you powerful ways to appeal to new potential Instagram followers effectively and speedily, by getting your content right to the attention of your potential audience who have no chance of otherwise seeing it. With this method, your ads can be tailored to reach a highly targeted audience based on demographics like gender and age, your location and existing connections in addition to interests and audience behaviors. You can advertise on both Instagram stories and in the feeds.

It is important to consider how much you spend on Instagram advertisement. This should mostly be tied to the goal of your campaign. If your goal is to get more leads, then you need to figure out the cost per lead and how that plays out in relation to other channels. You also need to consider the lifetime value of your customer. This is usually different for every business depending on their industry. You may also want to consider other goals that you may be having with your marketing campaign including sales, website clicks and creating a following. Regardless of what your goal is, it is important to actively monitor and optimize your Instagram advertisement to ensure that you ultimately make the most of your budget.

8. Learn from Instagram insights

Instagram insights offer useful information about the impression each post created along with its scope of reach, the engagement and top posts. You can also obtain useful demographic information about followers.

Regularly reviewing Instagram Insights can help you identify aspects of your marketing strategy that can be adjusted to attract more followers.

For instance, knowing where your primary following is based could help you adjust the timing of your posts in order to increase your chances of reaching them. A UK based company may discover that their audience is predominantly from the far-east. It would be wise to adjust the tone of the post and the time of posting to favor the audience. Some of the questions you should seek to answer from insights include;

- How fast did the audience engage with your content?

You should seek to know how much time it took for the audience to engage with your content. You want people to speedily engage with your content and their engagement to be of good quality. By checking how fast your post gets engaged and which posts get quick response, you will know what to adjust to make your content more compelling.

- How much engagement did you receive?

You need to know everything about the amount of engagement you get and what it will take to get your content to the top 9 slot. Comments are usually more than likes, but both are important for ranking. Make sure you use content and

hashtags that give you a capacity to compete aggressively for the top 9 place.

- Who engaged your content?

This is one of the most important questions you need to answer. You want influencers and accounts with big accounts to follow you, like and comment on your content. If they are in the same industry as you are and they have a massive following, then be sure to get followers from their audience.

This follows that you should be intentional about who you want to get to engage your content and account.

9. Participate in popular meaningful conversation

Part of what you are doing with your marketing campaign strategy is to establish your brand as an authority in your industry and niche. You should therefore regularly and intentionally be part of conversations on Instagram. Do this by offering engaging information in response to questions or giving useful opinions on what is being discussed.

Whenever users read what you have to say, they will respond by following your page to learn more or even follow through to your website to get more information and better still respond to a call to action which means conversion to sales and loyalty.

10. Remove unwanted tagged photos from your profile

Ensure that you only feature in the best user-generated content that is useful to the appeal of your brand on your Instagram profile. You can

edit tags and select the ones you want to remove then go ahead to hide them from your profile.

11. Approve photo or video tags before the content shows up on your profile

You need to make use of the control you have over just which content you are tagged in appears on your profile. You can do this by changing your settings so that tagged photos and videos do not show on your profile without your approval first.

This will ensure that you aren't trolled or maliciously tagged in content that could harm your reputation and offend your audience.

12. Go local

You want to be in-touch with what is happening on the local front by making use of the Places tab on your search page. Type in the name of the location then take note of all the posts that are geotagged for that location. You can then align your post to ensure that people that would be interested in those events can find your page or see your content.

13. Calls to action

You should know by now that you are running a marketing campaign and not just broadcasting information. You need to have a clear action that your audience will take that will ensure that they are converted. If you can do this in a clever and fun way, then you will have many conversions that you will eventually monetize.



CHAPTER 5: COMPLEMENTARY UNSEEN TOOLS FOR INSTAGRAM MARKETING

You can use exclusive Instagram tools to ensure that you fully adopt the channel and use its influence to grow your brand. These tools are tailored to work with Instagram and help businesses and brands to achieve effective marketing strategies, hence promoting growth in follower numbers and revenue through conversions. Here are some tools to help you build, engage and analyze your audience;



- **Buffer:** Allows you to automate your posts by scheduling them in advance. You can have set times that your content goes live and have an active presence online with multiple accounts.
- **Iconosquare:** It is an Instagram Analytics tool that gives you all the information on your posts including likes, comments, and followers engaged for each post. With this kind of information, you will be able to know which posts get more information and tailor your content into a proficient pattern.
- **Tagboard** helps you to keep an eye on the most relevant and trending hashtags on various social networking platforms. You can also see how different brands are using these hashtags and how you can also implement the same hashtags into your Instagram marketing campaign.
- **Sprout Social:** It is arguably the most effective social media management platform. Sprout Social has many effective features like post scheduling, publishing, analytics and meticulous reporting of all your Instagram posts.
- **Quick:** A free app that allows you to add text to your photos which then allows you to be more creative and turn your images into more engaging content.
- **PicFlow:** It is one of those tools you really want to have. If you want to create compelling slide-shows for your audience, then PicFlow is the tool to have. It allows you to merge photos with music and create slideshow.

• **Facebook Power Editor:** Don't be fooled by the name, this tool allows you to run sponsored posts on Instagram. Instagram was acquired by Facebook and uses the Facebook power editor to offer an easy way to manage your paid marketing campaign strategy and reach your target audience. The key features include:

-Advanced targeting which include age, gender, location, habits, income, interests, etc.

- A call to action button that each of your sponsored posts. This dedicated button can lead a user to any outside URL

-Flexible pricing that allows you to spend as low as \$1 per day to run your ads. The more money you spend on a single ad, the wider its reach.

• **Simply Measured:** Is another tool that helps you keep tabs on all the activities affecting your Instagram account. It will measure all activities and provide a detailed analytical report of every activity in your account.

• **SocialRank:** Helps you to identify, organize and manage your followers on Instagram. You can easily find your most valuable followers, influencers, and brand advocates. This tool helps in the following ways;

- Identifying and Pulling in all of your followers and their profiles to SocialRank

-Organizing the followers and their profiles by filtering and sorting using various criteria

-Managing your followers through creating a custom list which you can save on SocialRank or export to a CSV file or Twitter

• **Crowdfire** is both a web based and Android/IOS App that can help you to grow followers and tidy up your account while quickly following other

users that may be interested in what you are all about. The platform allows you to;

-Unfollow users that don't follow you back

-Get a list of users that unfollowed you since you synced your account to Crowdfire

-Get a list of your new followers

-See a list of users that follow you, and you don't follow back

• **Social Insight:** Is an Instagram analytics tool that will help you to monitor your growth by providing in-depth analytics for your account or multiple Instagram account. This web based application helps you to;

-Find the best times to post based on post history and engagement

-Get more than 28 analytical data points on followers gained or lost, general and average post engagements, the most engaging filters, etc.

-Link several accounts and easily switch between their analytics

• **Repost App:** Allows you to repost your favorite videos and photos on Instagram. The app also makes it easy to credit the account that originally posted the video or photo that you are reposting. This is an ideal way to incentivize your followers and share user generated content. The key features of the app include;

-One tap repost that automatically credits the content creator or the original sharer

-Search feature that allows you to find amazing photos and videos by hashtags or users

-Bookmark feature that lets you save photos and videos to repost them later



CHAPTER 6. INSTAGRAM LIVE

Instagram has a live video interface equivalent to Facebook Live and Periscope. This feature gives you the option to share video content with your audience in real time. Once you start a live feed by opening the camera from within the app, any of your contacts that is using the app will get notified. Users can as well comment on the video using a dedicated chat feature.



The Instagram live feature should be used exclusively to showcase compelling and exciting, **real time content and for Q&A sessions**.

Whenever you go live, make sure that the device you use to take your video will allow for **clarity**. You need to ensure that there is enough lighting to make the video clear and that the video is of high quality. Ensure that your voice is captured clearly and that you are in an environment with minimal destruction as possible.

When doing question and answer sessions, make sure that you patiently and categorically deal with every query. You can also take the opportunity to give more insight and new information on your business and brand where possible.



CHAPTER 7. CONVERTING FOLLOWERS INTO CUSTOMERS

As earlier stated, the **main goal** of using Instagram Marketing Strategies is to **monetize Instagram** and turn your followers into loyal paying customers.



- Promotions: You can use discounts, deals, BOGOFs and other such promotional strategies to drive sales with your audience.
- Teasers are a great way to show your audience a peak into new products and services before they are made available. This will create an excitement and a demand for your new products
- Launch a product live: It makes sense that certain brands showcase their new products or services through Instagram Live. This gives an opportunity to those that are not able to attend the launch event to be part of the process and eventually identify with the product when it finally gets to the market near them.

Conclusion

It is no doubt that if well used, Instagram is an awesome platform to use in executing a robust marketing campaign. There are already more than 700 million active users and more than 8 billion accounts that can offer useful audience. There are immense benefits to be harnessed as the power of marketing and advertisement is put right in the palm of your hands and within your control. What was once a simple social platform and photo sharing app has consistently transformed into an immersive engaging experience that can allow a business, company or brand showcase its visual identity.

It is very important to always keep in mind that Instagram users have an affinity to high-quality content which means high-quality content has a direct relationship with your success on Instagram. You therefore need to create videos, photos, and captions that are compelling, engaging and informative to your audience.

The idea of creating and managing a platform that captures and exemplifies your brand identity may seem farfetched on the onset. However, Instagram makes it an affair that is fun and easy to execute. Following this guide will ensure that you get not only inspired but also informed to harness all the benefits of Instagram marketing.

You need to realize that the social media technology is very versatile and dynamic. The key is to identify and articulate your goals clearly, then choose a style that will complement your brand and also allow you to achieve your goals with practicality. You also need to ensure that you keep abreast with the trends that are usually changing at a fast pace and ensure that you remain fresh and relevant.

Want to Learn More?

In as much as we have given you a good foundation to get you up and running, learning never stops. If well leveraged, this information may be just what you need to be an influencer in your circles. As earlier said, it doesn't work overnight; it will take time and effort to achieve significant results.

However, if you need more guidance, resources and mentorship and a hands on approach to how you can keep learning to successfully execute, manage, collaborate and most importantly, grow with your marketing campaign on Insta-

gram, then there is a vibrant community waiting for you on [our Instagram](#).

Become an insider and get the benefits of accessing secret growth models and strategies that the big pages on Instagram use to achieve growth and become popular. This way, you get to bypass months of hard work figuring everything on your own. Save valuable time by joining us today on our LinkedIn private group.

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