THE BEGINNER'S GUIDE TO

Instagram For Businesses

ELITE JETSETTER

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Introduction to Instagram for Businesses

Hi there, thanks so much for checking out our site! As promised, here's a little ebook with a few Instagram tips and secrets that we've picked up over the years.

Over the next few pages, you'll learn 5 actionable tips that you can work on right now to immediately improve the quality of your Instagram feed and start growing your followers *today*.

Before we get stuck in though, perhaps we should spend a few moments exploring the 'why' behind this ebook. Why is growing your Instagram so important for your business?

Well, did you know that an estimated 74% of consumers rely on social networks to guide their purchasing decisions?

That's 3/4 of us using platforms like Facebook and Instagram to help us make each and every purchasing decision. If you're in the retail sector and you're not using social media to its full potential, there's a strong chance that you're missing out on a vast part of the market. Worse still, you might be giving up your market share to a competitor that *has* got figured it out.

You might already be on Instagram, but the real question is, are you using it to its full potential? Do you have a social media strategy or are you just hoping for the best? If the answer to either of those questions is no, then it's likely that your Instagram isn't working for you and it's not driving new business for you. Isn't it time we did something about that?

Who are we to talk about Instagram growth?

Over the past few years, my partner and I have devoted hundreds of hours into learning the ins and outs of Instagram. Through trial and error, and through a community of Instagrammers, the industry best practices have emerged and have paved the way for our success on our two pages, @wzylouisey and @robintuck1. Between the two of us, we've now acculumated over 140k followers, have worked with dozens of brands and have taught students from around the world in the ways of Instagram and social media marketing. We've lived and breathed the industry for years now and are keen to pass on our passion and knowledge to those eager to learn. We hope you find use in our ebook and feel free to get in touch with any questions!

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01 Choosing the Right Name and Bio for Your Instagram

Your name:
Your name ***'is what it is',*** right? Well, yes and no. If your company's name doesn't say anything about what you do then including a descriptor is a good idea e.g. @*insertcompanyname****shoes***.

This comes into play especially when you're engaging with other pages and accounts (yes, you should be engaging with other pages). On other pages, your name is the only thing that appears when you're tagged, or when you like/comment. It's a great opportunity to subtly entice people back to your page.

Your Bio:
You might not realise it, but your Instagram bio can play a big role in your page's success. You only have a tiny amount of space to write something that's going to catch someone's attention, so you'd better make it count! (It's also your first opportunity to put someone off, so be careful!)

Here are the two most important things to display in your instagram bio:

1. Who you are and what you sell
2. How your business can be found (i.e. website, physical address etc).

If there's a way you can incorporate a call to action, a personalised hashtag or a bit of personality into your bio, so much the better.

If your feed displays products, you might also consider adding a phrase like, "shop our feed" above the your link as a call to action.

For businesses with a somewhat generic or unmemorable product, personality is going to be an important reason for people to come back to your page. With social media, even the biggest companies have learnt that dropping the formalities and incorporating some humour can reap big rewards.

Business description and calls to action:
If you have a business page (see tip 2 on how to create one), you'll also have the added benefit of being able to put a business type description (connected to your facebook page). You'll also have access to the 'call to action' buttons that include email, telephone numbers and even directions.

Whatever you choose, make a note of its effectiveness and don't be afraid to tweak anything that isn't working.

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02

Creating a Business Account

Converting your profile to a business account is the absolute ***most*** important step to take for your business instagram.

Here's why:
1. You get access to Instagram's analytics data, including demographics data about your followers
2. You can include contact buttons and calls to action (see tip 1)
3. You can promote your posts
4. Your customers can contact you directly

Why would I want to bother with Analytics?
Analytics are an incredibly powerful tool that can help you analyse your marketing and understand who your followers are.

Example:
You're a hairdresser with a physical salon, attracting local cleintele is the priority. Analytics will tell you how effective your marketing has been; who your followers are, where they live, what their ages are etc. This is valuable feedback that will help your future marketing.

There are many more benefits to insights, but first you need to set it up!

1. Create a Facebook page for your business
2. Specify the type of business you have; Instagram will pull this from your Facebook page
3. Click the gear icon in the top right of your Instagram screen
4. Scroll down to the 'Accounts' section and click "Switch to Business Profile"
5. Connect your Facebook page and fill out the remainder of the instructions.

That's it! You now have access to all the Instagram insights.

Note: After you switch it takes a little time for Instagram to gather enough data for its insights. Keep posting and you'll have your insights in no time!

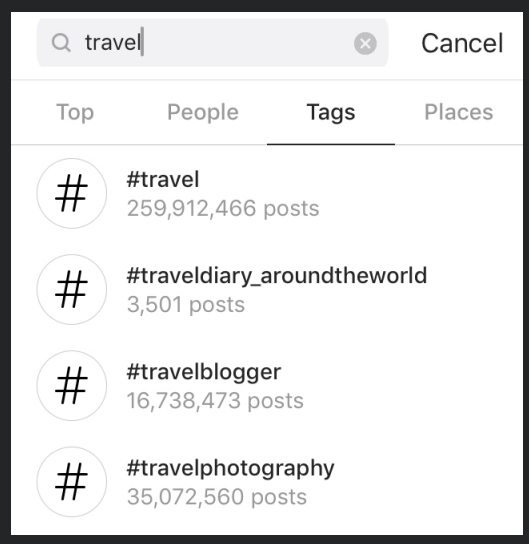
Bonus tip: Two Factor Authentication
It's not unheard of for Instagram accounts to be hacked. This method will prevent hacking.

1. Enter settings again.
2. Scroll down until you see "Two Factor Authentication and switch it on"
3. Enter your phone number and write down the backup codes.
A code will now be sent to you via sms each time you try to log in.

03

Choosing the right hashtags

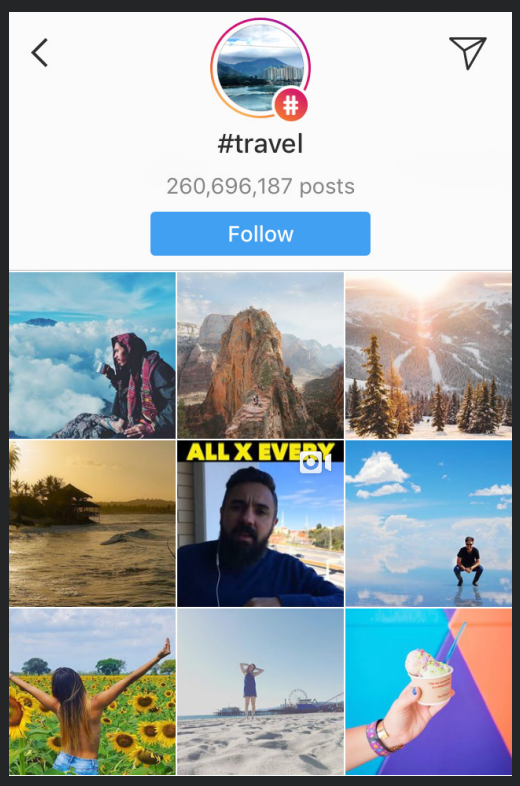
Choosing the best hashtags for your page is an artform in itself. You're able to use up to 30 tags with each post so make them count! The key here is to use specific but not too specific tags that relate to your niche.



Specific but not too specific? What does that mean exactly?

Hashtags are meant to drive traffic to your page. If a hashtag has too many posts on it, your post is likely to get lost amongst the millions of others. For example, the tag, #travel has more than 200m tagged photos. In order for your photo to be seen, it needs to reach the top 9 photos for that tag. With all the competition your photo needs to be pretty special to make it to the top.

If a tag is too specific, then the opposite problem exists. If the tag used is too niche, then nobody is going to see it. This is often an issue we see with businesses using their own hashtag. If nobody else uses it or sees it then it doesn't really serve a purpose. In this case, using the tag #traveldiary_aroundtheworld is unlikely to significantly increase the exposure of your photo.



With that in mind, we suggest that the ideal size range for tags is between 100k and 1M posts associated with that tag.

Top 9?
Each hashtag and location has 9 photos that it promotes as 'trending'. You goal with each post and choice of hashtag should be to try and get your photo into one of the coveted top hashtag spots. Having your photo pinned to the top is the best way to get exposure to new followers, especially with larger hashtags where your photo might otherwise be lost.

Bonus:
If you're a local business, try to search out local tags that will gain you local followers. Using broad tags like #travel is likelyy to to gain you followers from other regions that couldn't possibly purchase your product

04

What is your Brand?

On the surface this might seem like one of the simplest questions, but understanding your brand is key to mastering the IG game. Understanding what your brand values are and who your target audience is is critical to developing your IG strategy. Picture your ideal customer, and then imagine what they would be interested in seeing regularly.

Similarly, your 'brand' will dictate the stylistic boundaries of what you're able to post. If your brand is vibrant and bright then will posting a dark and moody photo make sense for your brand and your fan base?

Do you only discuss superficial subjects or does your brand allow deeper conversations with your followers? Is your brand corporate or does your feed have a personality? Is your brand about providing value through information or through creating beautiful imagery etc.?

Once you fully understand the boundaries of your page, you can start to develop a consistent feed and a consistent strategy moving forward. *Why is that important?*

Well, it means your followers know what they can expect from you. Consistency is what brings people back to your feed time and time again and is critical for keeping up engagement and the number of people that see your content.

Visual Aesthetic

The major component for your brand (especially when it comes to Instagram) is your visual aesthetic. How does your page look and how does it all tie together?

Creating a visually consistent theme is a major part of accumulating followers and creating viral content, and there are two main methods of tying everything together; either with the content of the photos, or the editing style. If your products and environment change frequently, then a consistent editing style can really help bring everything together. Using filters and presets is a popular way of achieving this. Visit Pinterest and search "VSCO presets" for some editing style ideas.

Having a Consistent Feed

Not only should your photographic style and voice be consistent, but your overall feed should appear consistent. Many decisions to follow are made within seconds of first arriving on a profile, and therefore having a visually appealing and coherent profile should also be of paramount importance. Planning your feed in advance will help enormously and using scheduling apps is a great idea.

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05

Creating Content That People Actually Want to See

It sounds obvious, but creating content that people actually want to see is a strange yet blindingly obvious nuance to Instagram.

Insights
The Instagram algorithm used to show everyone's photos chronologically. Now you see photos based on what Instagram thinks you'd like to see. No longer are your posts guaranteed to be seen by your followers; good content is now king, and the cream inevitably rises to the top.

This is where having a business page is crucial for growth. The insights shown by Instagram let us compare our photos with one another and see exactly which ones perform and which ones don't. Allowing our photos to be sorted by their reach and their number of likes and engagement shows us exactly which posts have struck a chord with our following and which ones haven't.

Ultimately this allows us to analyze our posts and adjust our strategy to create content that provokes the most engagement.

Watching Trends
As with most things, things go in and out of fashion on Instagram, and keeping abreast of all the different trends is important for your business. Not heeding the latest fashion and style trends, or even the fashionable hashtags, will mean that none of your photos will see the light of day, therefore scrutinizing the top posts and trending photos will help you create the type of content that people actually want to see.

Adding value
Retail products are inherently boring as a subject matter (no offence). Looking at hundreds of photos of *insert any product* is likely to turn even the most enthusiastic follower off eventually, so adding value where possible is of utmost importance. Make your page more than just about the products themselves. Give detailed and valuable descriptions in your captions, repost interested (yet relevant) photos from other photographers or even throw in motivational graphics!

Ultimately, the more value you add, the more engagement you'll get in return. The Instagram algorithm picks up on engagement and will push your content higher. The old addage is true, " the more you put in, the more you get out".

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The Next Steps

Phew, you made it to the end. I hope you found those quick tips useful, and hey if you already knew it all, congratulations! You're already well on your way to building a bulletproof social media strategy.

Now that you've got a few of the basics covered, have you thought about taking your knowledge to the next level? .

If your business is in dire need of some social media CPR and you're looking for a rock solid social media strategy, why not get in touch to see if there's a way we can help you out!

Check out the next page for some of the important steps we could help your business with.

Get in touch!

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Our Expertise

Instagram Basics:
1.Captions
2. How often should you post?
3. Videos vs. Photos
4. Consistency
5. Using Instagram Stories effectively (adding hashtags, calls to action)
6. Determining your theme/style
7. Planning your content
8. Finding others in your niche
9. Creating a community to enhance growth
10. Using Instagram highlights

Understanding your followers/Who are you marketing to?
1. Understanding your demographics and how it relates to your business
2. Knowing/finding your audience
3. Tailoring your marketing
4. Understanding insights
5. Advertising products vs. adding value for your follower
6. Understanding your competition

Growing your market
1. Creating quality content
2. Using Graphics
3. Using insights to understand your followers and your best performing content
4. Reposts/being reposted
5. Engaging with your followers
6. Understanding the IG algorithm
7. Following methods (for growth)
8. Reposting/sharing techniques (pods), loop giveaways, collaborations,
9. Comment pods/Mobs

10. Automation, Scheduling programmes
11. Tagging secrets
12. Contests
13. Working with Influencers
14. Giveaways
15. Sponsored posts
16. Instagram adverts
17. Tracking your progress

Pinterest
1. Why you should use Pinterest
2. Making Beautiful Pins
3. Programs to create beautiful pins
4. Tailwind & Tribes - supercharge your Pinterest

Facebook
1. Creating viral posts
2. Converting viewers to followers
3. Paid vs. Organic Ads,.
4. Facebook Reviews

Social Media for Businesses
1. Why Ignoring Social Media is hurting Your Business
2. Who is your target audience? Is having followers everything?
3. Keeping your brand consistent/ choosing your style
4. Using products in photos
5. Overt advertising vs. subtle
6. Running Contests and Giveaways
7. Instagram takeovers

Working with Influencers
1. How working with influencers can help your business
2. What you should expect
3. What you shouldn't expect

SEO - Search Engine Optimization
1. What is SEO?
2. Choosing Keywords - Long-tailed Keywords
3. Finding topics to write about (on websites or blogs)
4. Other ways to optimize your site
5. Google Reviews

Blogging
1. Why having a blog can help your business
2. Choosing a domain
3. Hosting your domain
4. Choosing a platform (Wordpress vs. Wix vs. Squarespace
5. Wordpress.com vs Wordpress.org
6. Choosing your theme
7. Personalizing your website
8. Optimizing photos
9. Indexing with Google

We can even teach you how to use a camera!