Instagram

SIMPLE STEPS TO SUCCESS

on Instagram

PART 1 : BASICS

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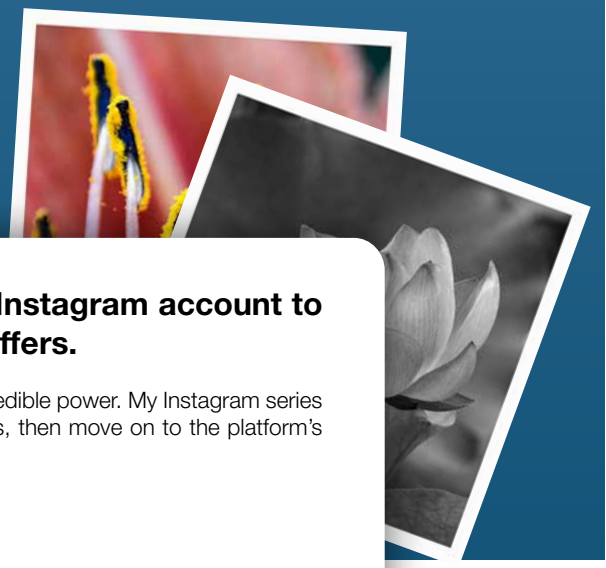
Simple Steps to Success
on Instagram Part 1: Basics



There has never been a better time to create an Instagram account to take advantage the amazing business results it offers.

This guide provides an easy, simple way to get started using Instagram's incredible power. My Instagram series will be presented in a number of different parts, so you can learn the basics, then move on to the platform's more technical aspects, and finally, learn how to make money using it.

Insta-Benefits

* Eye catching visuals
* Beautiful and Creative
* Easy to use
* Low or no advertising costs
* Designed for Mobile iOs and Android

> 1.047 billion people use Instagram every month and it positions Instagram behind Facebook (2.8 billion) but ahead of most other social network sites, including Twitter (which has a "reachable" audience of 353 million) and Pinterest (459 million). 71% of businesses claim to use Instagram every day.

Who Benefits from Instagram?
Instagram has become one of the best ways to reach prospective customers. It's also a great way for people to connect with others who share their interests!

Advertising on social media can be an effective means for generating new business, and Instagram ads are no exception. Whether your goal is to build brand awareness, get more website visits, or find new customers for your local business, Instagram ads can help you access a huge, engaged audience.

How to Get Started?

Account Set-Up and Username
First, you need a great username. It should be easy to search for and recognize. You could use your name if you have a personal brand to market, or if you have a company, use its name. I like to match my handles whenever possible on social media, to make it easier to find me.

Your Bio

A bio is very important to introduce you and your products/services if you have something to offer. It should be about four or five lines max, with correct spelling and proper grammar. If you want those spaced-line style bios, use Notepad to create your Bio, then copy/paste.
If you use Instagram for your social media marketing, the one link in your bio is extremely powerful, you can change it daily if you want. If you need to give followers multiple opportunities to join your email list, or otherwise enter your sales funnel, use a multiple link solution like Linktree.

Sharing Your Content

Ready to share content? Think about it first. What do you want to share, how should it look? Who would you like to target? Here are some down and dirty quick tips:

Page Layout

Before you start posting, think about how you want to position your products on your page. The right product placement is key to engagement.

Branding

Try to create a look and stick to it for the most part. It doesn't need to be 100 percent, but this really helps build your brand image. **You'll also want to research your audience and see what** type of content works best. Then, you'll need to create it specifically for Instagram. Don't just repost your Facebook images.

Photos and Videos

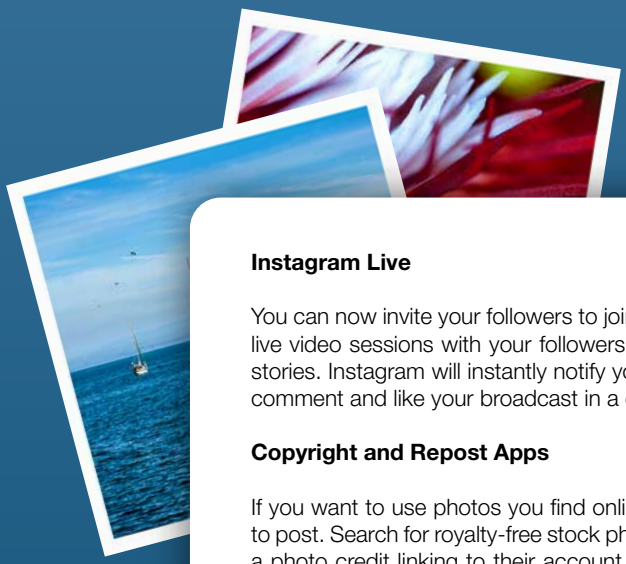
High quality photos and videos are key. The ideal size for photos is 1080x1080 pixels, to be in line with Instagram's latest size/resolution updates. This will offer the highest quality photo experience to higher resolution mobile screen resolutions. Videos need to be good resolution, make sure they are not too dark or noisy.

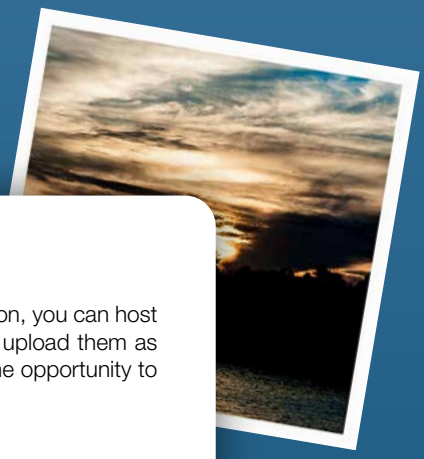
Stories
Similar to Snapchat, Instagram now has a function where you can post photos and videos to your story. These videos can be viewable to your followers and general public for only 24 hours. After that, these photos and videos disappear and can no longer be viewed, which is different than uploading a video to your profile. There is no limit to how many photos and videos you can post to your story per day.

The Instagram Story function also allows you to personalize your content with the option of adding a caption, location, and hashtag sticker. Adding content to your story is a great way to give your followers live updates or sneak peeks of what may be coming next!

If you upload a longer video, it can start as a story for a minute or so, and then people can click to watch the entire video on Instagram IGTV.

Reels*
Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage. *





Instagram Live

You can now invite your followers to join you in your live broadcasts! Housed in the Story section, you can host live video sessions with your followers. You can save these videos after the broadcasts and upload them as stories. Instagram will instantly notify your followers to join your live story, and they will have the opportunity to comment and like your broadcast in a chatroom-like setting.

Copyright and Repost Apps

If you want to use photos you find online, be aware that there may be copyrights on certain photos you want to post. Search for royalty-free stock photos and if you really love someone's personal photo or content, provide a photo credit linking to their account or ask directly for permission. There's also an app, called Repost that does a great job for you by making it clear where the photo originated.

Photo Captions

The descriptions, also called photo captions, can help boost the average engagement of likes and comments. The objective is to get new followers, likes, and comments. Make the captions count, make sure they aren't too long, and that they clearly describe the photo they are linked to. Add #hashtags in a first comment made by you, not in the caption. I like to do both just to cover bases.
Try putting a few emojis into your caption to draw attention and highlight your points.

#Hashtags

What are they?

Hashtags are categories, I like to think of them as "imaginary file folders." Whenever I post a photo about my dog, I add #dog to my description. Other people in the world can also add #dog to their photos, and all of our pictures are grouped together. At any time, someone can browse through a hashtag category like #dog to find photos that they "like" and some may "follow" a person's account. This is how connections are built in the Instagram community.

How to use #Hashtags

If you want to target an audience and drill down, use specific hashtags. I have a #portuguesewaterdog, so if I add this hashtag, people who like these dogs or own them will be targeted. I suggest using a combination of more popular hashtags, like #dog and very specific hashtags, like #portuguesewaterdog. You can also add a unique hashtag to start building a hashtag hub.

You'll need to look for hashtags that your potential customers are browsing, and that your competitors are using. Then you will show up in the search results. You can search hashtags by typing them into Instagram and you'll how popular they are.

For example, if you are a professional organizer, you can use hashtags like #homeorganization #declutter #organizedclosets. You may also want to specifically mention your location if you want to be found locally ie. #montreal.

Calls to Action

Calls to action are used to get people to learn more about you or to engage with you outside of Instagram. Some examples of "Calls to Actions" for Instagram are: "Double-tap if you like this," "Follow @username," and "Click the Link in Our Bio."

Click the link in Bio is a way to send people to a website or landing page. Instagram doesn't allow you to advertise websites and links everywhere. You can change the link in bio to match what you are selling or talking about your current photo and push people where you want them to go. Try and get all of these "Calls to Action" into the first three lines of your caption.

Comments on Your Posts

You need to encourage people to comment and SAVE your posts. With the new Instagram algorithm, likes do not have as much weight as they did. What is now important to being seen and promoted by the algorithm is how many comments you have under your posts. That is how engagement is calculated. The more comments you have (whether it is you answering back, or a follower commenting) the more engagement your post has.

Marketing and Social Media Consults

Want to learn about social media and marketing from a Marketing agency that's rocked business for 16 years and counting? We do web, social and content for clients every day, now we want to pass on our experience to you!

If you enjoyed this guide and would like to learn more about social media, marketing, and business development, I would be happy to offer you some time in a virtual format where you'll get all the tools you need to break through and achieve amazing sales.

We're working on creating workshops and courses to help you achieve the **sales you've dreamed about. Sign up here** to get on our mailing list for a special offer.

About Me

Hi, I'm Lisa,

My company, **Précision Marketing** has satisfied clients worldwide. I care deeply about my clients and have worked hard to deliver value and outstanding sales results. Our team offers demand generation, marketing project management services, web development, social media and digital strategy.

Are you looking for ways to grow your business? Do you want to learn how to generate consistent sales? *Contact us.*

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