

Instagram for Business

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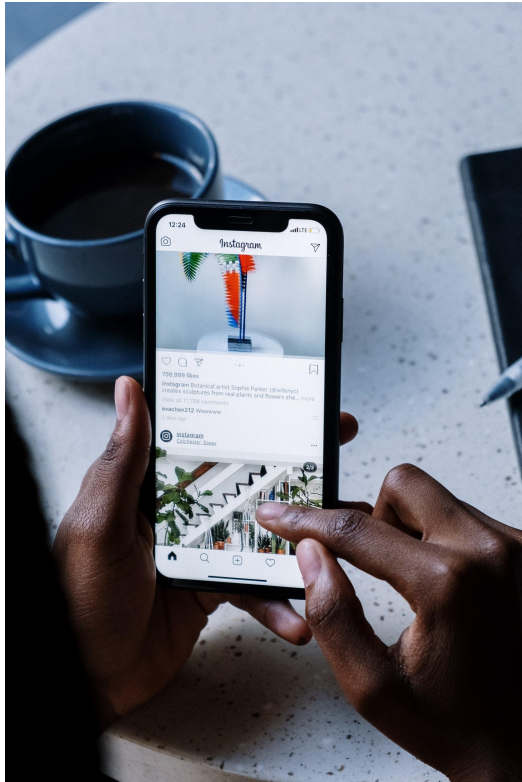
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



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Is Instagram Right for Your Business?



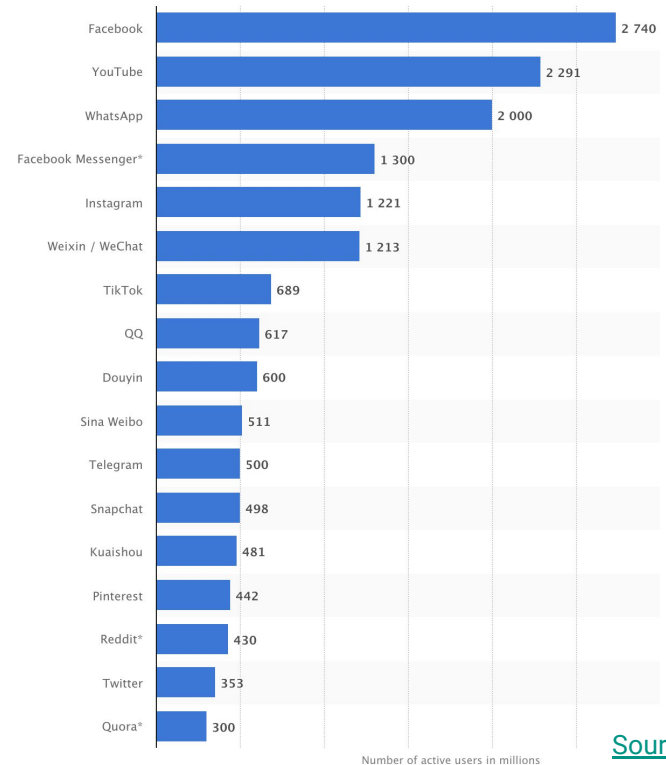
Marketing is about communicating the message about HOW your product or service could benefit the end user. You can build a relationship with your potential client or build loyalty with an existing client.

About 40% of customers respond much better to visual content than to written content. When it comes to marketing a brand, Instagram comes out on top with its all-visual design, which makes it a great marketing opportunities.

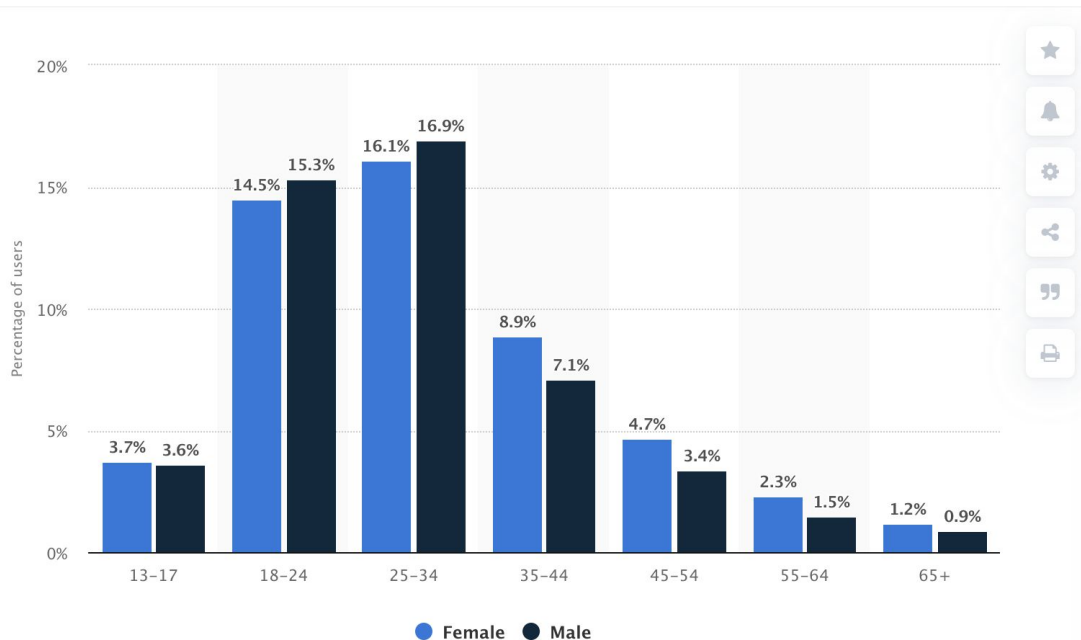
This is not just about getting 'Likes' or followers. Creating a strategy for Instagram can be **CONVERSION** focused.

Why Instagram?

1. Instagram has more than 1.2 BILLION users as of October 2020.
2. Instagram was among the Top 5 most downloaded apps in 2020.
3. Instagram has an audience reach of 1.16 Billion.
4. 90 Million people click on product tags each month.
5. 9 out of 10 people follow a business account.



Distribution of Users (as on Jan 2021)



A poll by Ipsos breaks down the percentage of people who log in more than once a day by age:

- 18-24 years old: 67%
- 25-34 years old: 60%
- 35-44 years old: 49%
- 45-54 years old: 43%
- 55+ years old: 31%

Instagram User Breakdown

Stats based on Pew Research Center's most recent findings

- 37% of adults in the U.S. use Instagram
- Only 8% of adults in the U.S. over the age of 65 use Instagram, compared with 46% for Facebook and 11% for LinkedIn
- 43% of women in the U.S use Instagram, compared with 31% men
- The majority of Instagram users in the U.S. live in urban areas (46%), followed by suburban (35%), and rural (21%)
- 43% of U.S. adults are college graduates, while 37% have some college and 33% may or may not have finished high school
- 6 in 10 Instagram users use the social network every day

Getting Started with Instagram

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Create (or Switch to) a Business Account

Creating your business account on Instagram allows you to add contact information, get insights about your posts, stories and followers, and advertise your posts to reach more people.

With a business account you can:

1. Get real time metrics on how your posts, stories and ads perform throughout the day.
2. See detailed information about your followers and how they interact with your posts and stories.
3. Encourage people to get in touch by adding your email, location and phone number.
4. Communicate directly with followers through Instagram messages, post comments and interactive stickers.
5. Be discovered by more people by paying to promote your post directly from the app.

How to Set up a Free Business Account

Within the app:

1. Find settings
2. Then scroll down to Switch to Professional Account and choose Business.
3. Once you have a business account, you can add in pertinent business information like your email, business address or a phone number.



Get Your **FREE** Marketing Plan

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Get a Custom Plan for Your Business.



Learn actionable skills



Grow your followers



Find new customers



Get discovered

[Get My Plan](#)

Your Profile

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Complete Your Profile

Make sure your profile has the following:

Username

The name of your business account.

Profile picture

Your logo or a photo that helps people identify you.

Business description


A quick intro about your business.

Business category




What type of business you are.

Contact details

Phone number, address, website, etc.



[Change profile photo](#)

Name	Fashion Styling
Username	wind&wool
Website	windandwool.com
Bio	 New York-based  Specialising in fashion  DM us for more info.

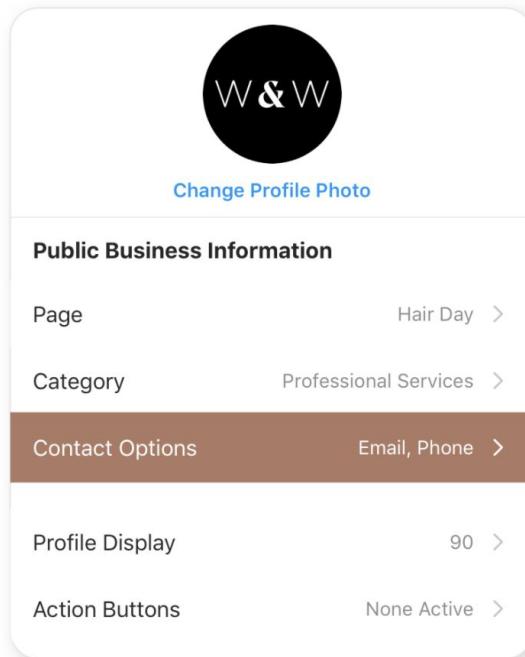
Public business information

Page	Wind & Wool >
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Add Your Contact Info

To edit your contact info:

1. Go to your profile and tap **Edit Profile**.
2. Tap **Contact Options** under the **Public Business Information** menu.
3. Enter contact information for your business. You can enter an email address, phone number or physical address, based on how you want people to get in touch.



Build a Community

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Three Ways to Find Followers

Here are a few ways to grow your following:

Sync your contacts

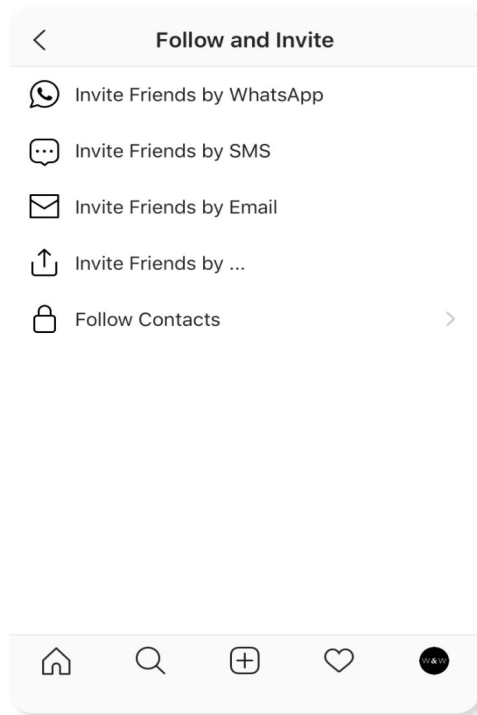
Connect your Instagram account to contacts in your phone, like friends and family.

Search for people





Use the search tab to look up people you know or your favorite businesses.

Use tags or places

Find people in your area or who have similar interests by searching specific tags or locations.



How to Sync Your Contacts

1. Tap  or your profile picture in the bottom right to go to your profile.
2. Tap  in the top right, then tap  **Settings**.
3. Tap **Account**, then tap **Contacts Syncing**.
4. Tap  next to **Connect Contacts** to turn on contact syncing.

Does this Auto-Follow Your Contacts?

NO!

This simply allows you to see which of your contact are on Instagram. From there, you can select which contact YOU follow.

I recommend reaching out to your contacts in a message and let them know your business is on Instagram and ask for a follow.

Offer an incentive:

“Follow me for the most up to date hours.”

“Follow me for the latest discount codes.”

Tips to Get Followers

01

Ask people you know to follow you.

Reach out to current customers, family and friends to let them know your business is on Instagram.

02

Encourage customers to tag you.

Ask customers to leave reviews or post about a positive experience. Make sure they tag your username.

03

Share your username publicly.

Put a sign in your window and add your username to your website. This lets people know how and where they can connect with you.

Who Should You Follow

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Start Following Similar Accounts

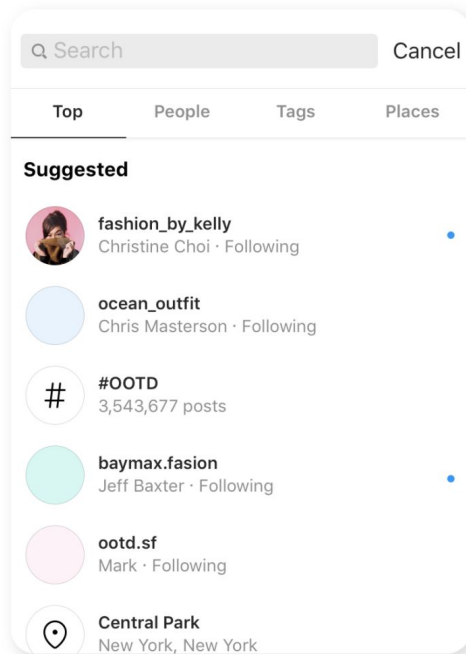
We suggest following:

Similar businesses to yours

Businesses in your local community

Creators and inspiring accounts

Accounts with photos and videos you like



Where to Find Similar Accounts

Find and follow accounts in Explore.

01

Follow businesses, brands and topics that inspire you. Take a look at how they're creating content and speaking to their followers. It's a free and easy way to get ideas.

Search for accounts, hashtags and places.

02

Spark your creativity by seeing what people are talking about locally or in your line of work. Then use these as topics for future posts.

Check out popular searches and hashtags.

03

What kind of content is popular? Which hashtags are people using to talk about relevant topics to your business? Try creating posts that tap into what people are already sharing and searching for.

Creating Content

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Tell Your Story

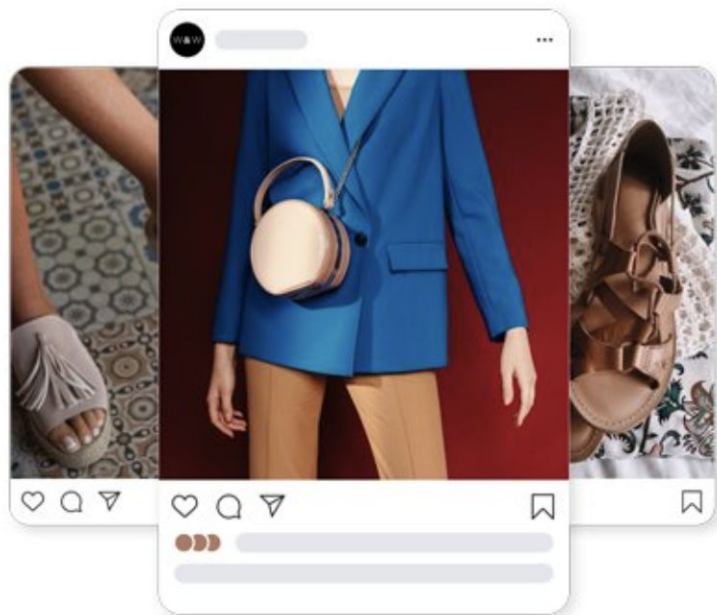
Grow your business with every post. Posts allow you to:

Build meaningful connections.

Posts let you stand out and create relationships with your customers. This can lead to increased sales, brand advocates and new customers. Tell your followers the why behind your business and keep them informed.

Turn connections into customers.

Even if you don't sell online, posts let you build awareness, promote new products or encourage people to shop.



3 Ways to Connect to Your Audience

Connect emotionally.

01

Entertain, inspire or educate people about who you are and what you stand for. What inspired you to start your business? What makes you stand out? Who are you trying to help?

Show don't tell.

02

Use your services or products as the inspiration for what you post. Highlight them in action, share interesting ways to use them and talk about how they can make your customers' lives better or easier.

Create urgency.

03

Few things inspire action as much as limited time or inventory. Try announcing a limited-time offer or promote a one-time-only event in your store. A great way to reach more people is by asking your followers to tag a friend in the comments.

Different Types of Content

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Feed vs Stories

Instagram Feed



EVERGREEN

Posts stay in your profile forever.



IDEAL FOR REACH

Posts get discovered by new audiences.



SOUND OFF

Most viewers are scrolling with the sound off.



CURATED

Feed content is usually planned out.



YOUR OFFICIAL BRAND

Your feed is the face of your company.



MORE ESTABLISHED

Many brands have built a strategy.

vs.

Instagram Stories



FLEETING

Stories disappear after 24 hours.



IDEAL FOR ENGAGEMENT

Existing audiences engage with Stories.



SOUND ON

70% of IG Stories are watched with sound.



OFF THE CUFF

Stories are shared in the moment.



YOUR UNOFFICIAL BRAND

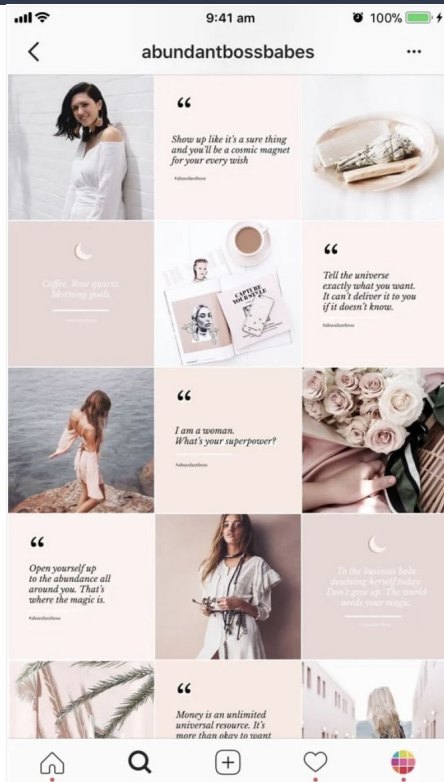
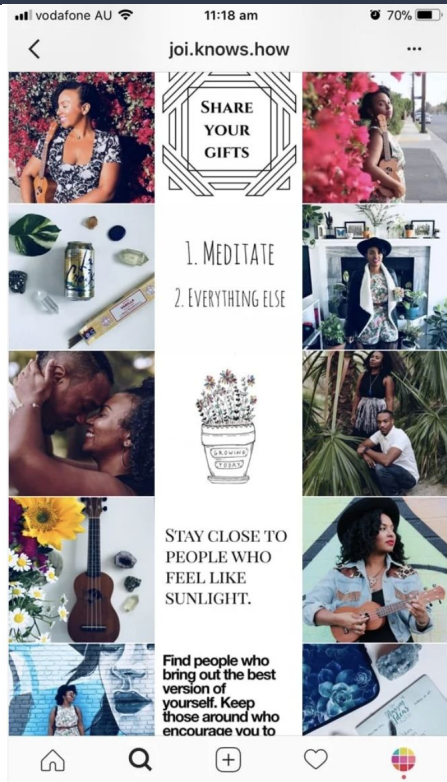
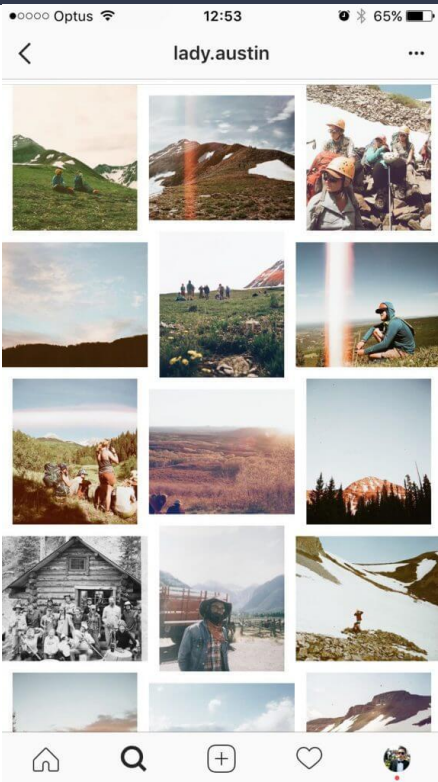
Stories are a place to casually check in.



EARLY DAYS

There's lots of room for experimentation.

Instagram Feed



Hashtags

Posts with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag. So it really is worth creating a hashtag strategy for your brand if you want to grow your account.

Using relevant, targeted hashtags on your posts and stories is one of the best ways to get discovered by new audiences on Instagram. This can translate into more engagement, more followers, and more customers for your business

Numbers are allowed in hashtags. However, spaces and special characters, like \$ or %, won't work.

- You can only add hashtags to your own posts. You can't tag other people's photos/videos.
- You can use up to 30 hashtags on a post and 10 on Instagram Stories.

Instagram Stories

Bring your business to life, and show off its authentic side, with stories. To share a story:

Tap the camera in the top left corner of your screen or swipe right from anywhere in your Feed.

Tap capture at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's library or gallery, swipe up anywhere on the screen.

Tap the icons in the top right corner to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on the trash icon at the bottom of the screen.

When you're ready to share, tap **Your Story** in the bottom left corner. Your story will disappear after 24 hours.



Tips for Using Stories

Use interactive features.

- 01** Try adding stickers, taking a poll or telling a story through text. Making your stories interactive is a great way to get your followers involved.
-

Share multiple times a day.

- 02** Give customers a reason to keep watching by sharing multiple stories in a day. Remember, your stories disappear after 24 hours, so they don't need to be perfect.
-

Add your favorites as highlights.

- 03** Use **highlights** to keep stories around on your profile, even after they've been up for 24 hours. Highlights are a great way to feature stories that tell customers what your business is all about.

Instagram Reels

Reels allows you to 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.



How to Reel

Step 1: Find Reels in the Instagram camera

Reels is located at the bottom of the Instagram camera.

Step 2: Choose the length and creative tools

Select the length of your reel - 15 or 30 seconds, and pick from a variety of tools like Effects, Timer, Speed, and Align to make your reel more creative.

Step 3: Record your reel

Record by tapping on the multi-clip shutter. Tap the multi-clip shutter again to stop recording. Reels can be recorded in a series of clips, all at once, or you can upload videos from your gallery. After recording, you can go back and trim or delete any previous clips in your video.

Step 4: Publish your reel

Choose your cover image, add a caption, hashtags, or tag other accounts. If you have a public account, your reel has the chance to be seen and discovered by the wider Instagram community.

Instagram Live






In addition to the actual broadcast, your Instagram Live will stay on your Instagram Stories for 24 hours for your audience to catch up on.

This opens your stream up to a much larger audience, and can result in a much higher view count — especially if you continue to promote your Instagram Live.

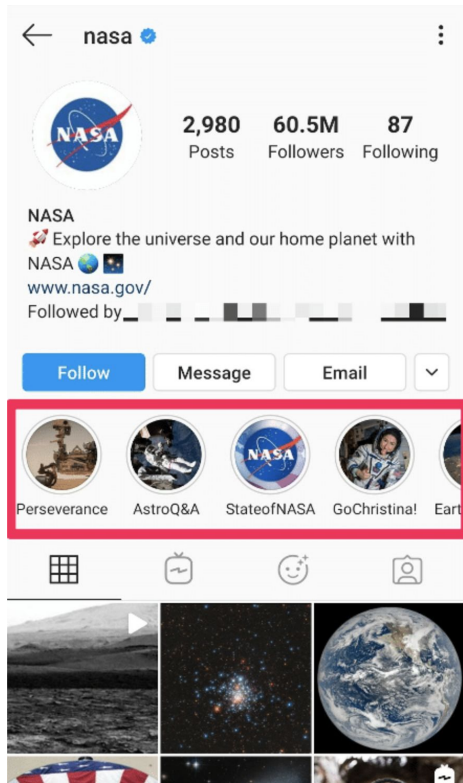
How to Go Live

To start a live broadcast from the Instagram app

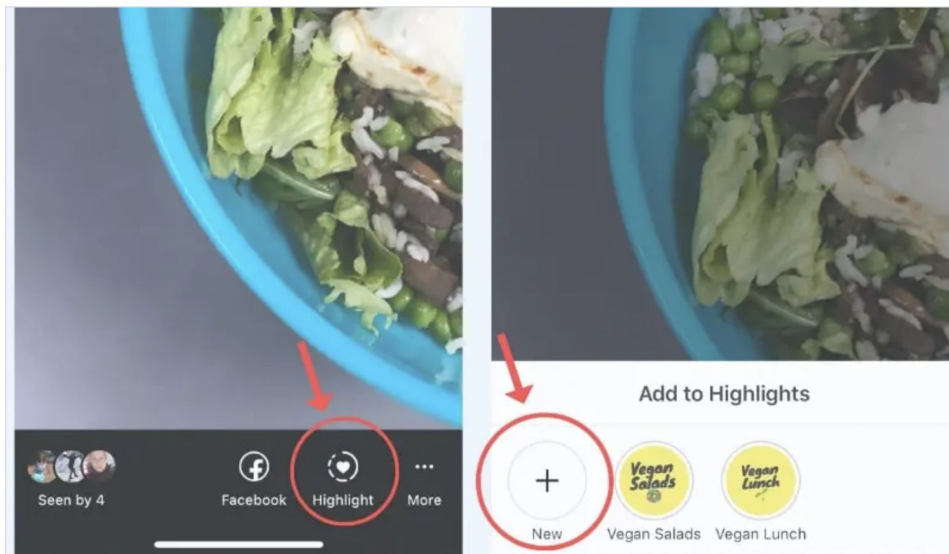
1. Tap  at the top or swipe right anywhere in Feed, then scroll to Live at the bottom.
2. To add a title, tap **Title** on the left and enter a title, then tap **Add Title**.
3. Tap  at the bottom. The number of viewers appears at the top of the screen and comments appear at the bottom.
4. You can add a comment by tapping **Comment** at the bottom of the screen.
5. Tap a comment and tap **Pin Comment** to pin it so that viewers can see it more easily.
6. When you're done, tap **End** in the top right then tap to confirm. From there, you can tap  in the top left to save it to your camera roll, or [share it to IGTV](#).

Keep in mind that when you save your live broadcast to your IGTV or download the broadcast from Live Archive, only the broadcast is saved, and not things like comments, likes and viewers. It may take a minute for your live broadcast to save to your phone, especially for longer videos.

Instagram Highlights



1. Tap on the active story to view it
2. Tap the bottom option **Highlight**
3. Tap the **plus icon** to create new Highlight
4. Enter the name of the new Highlight
5. Tap the blue buttons **Add**



Engaging with Followers

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Respond to Comments

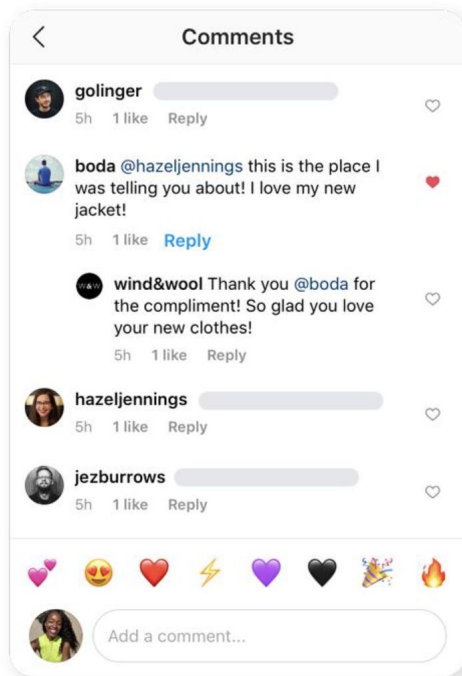
To respond to comments on your post:

Go to a post where one of your followers has commented.

Click **Reply** next to the comment. The user you're replying to will be tagged automatically.

Add your reply and tap **Post**.

You can also **Like** a comment by tapping the heart icon.



Tips on How to Respond

Ask open-ended questions.

- 01** Start conversations by asking people for feedback and opinions. Questions can be about your business or products, or they can be about your industry or topics your audience cares about, like holidays, food or weekend activities.
-

Mention or tag other accounts.

- 02** When someone comments on your post, tag them in your reply. Not only will they get a notification, but it's a great way to personalize your response and let them know you're listening.
-

Make time to respond.

- 03** Comments shouldn't be left unanswered for too long. We suggest setting a few minutes aside each day or week to respond to comments on your posts, as well as when your account is tagged by others.

Increase Engagement

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Grab Their Attention

Easy ways to get people to take action:

Grab attention with your captions

- Ask questions, use emojis and make your captions clear and concise.
- Tell people what you want them to do. Include a clear call-to-action like, "Shop today!" or "visit the link in my profile."

Choose an image that stands out

- Play with colors, angles and text overlays to make your images pop.
- Focus on telling a story with your products or offerings as opposed to just selling them. Try featuring them being used by different people or in different, even unexpected, scenarios.



Tips to Get Engagement

Create time-sensitive offers.

01

Try having a flash sale or limited-time offer to encourage people to act quickly. You can create a special offer for anyone who messages you within a certain amount of time or highlight a sale in your stories that only lasts 24 hours.

Encourage interaction.

02

Pose questions, take a poll or ask for feedback in your captions to invite followers to interact with your business. Reply to post comments and encourage people to message you for more information.

Share customers and positive reviews.

03

People believe other people, so highlighting those who love your business is a great way to build loyalty and confidence.

Learn From Your Insights

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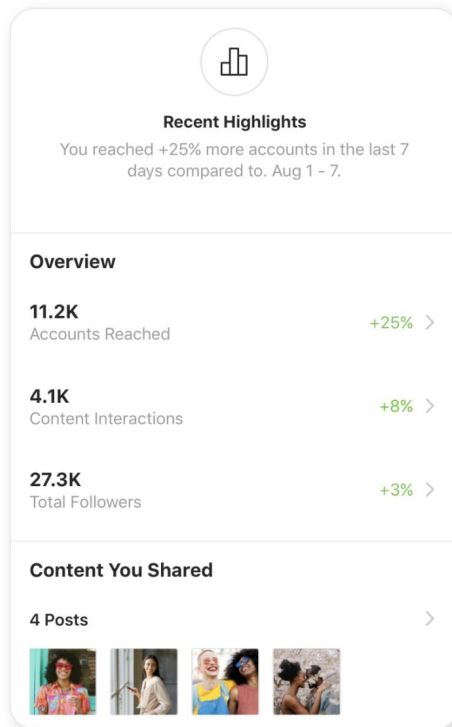
Listen to Your Followers

Learn how to understand what your followers want.

Insights can help you see who your audience is, which posts are grabbing their attention and what actions they're taking.

By tapping on **Insights**, you'll see a summary of what's going on with your account.

If you want more information, tap on the different metrics listed under **Overview** and **Content You Shared**.



Insights Break Down

Content viewers.

- 01** Tapping on **Content Interactions** will show you how your posts, stories and promotions are performing. You'll see what's getting the most likes, comments, saves, shares and replies.
-

Account followers.

- 02** When you tap on **Follower Breakdown**, you'll see who's looking at your content. This can tell you a lot of important things about your audience, like where they're from, their age range and when they're most active on Instagram.
-

Future posts.

- 03** See which types of posts and stories your followers love, and use what you learn to create upcoming posts.

Using Insights to Guide Strategy

How to inform your future posts and promotions:

Check content interactions

Use the number of likes, comments and saves to tell you if your post or promotion was relevant to your audience. You'll often hear people say that their audience did or didn't find something engaging based on this metric.

Look at promotion performance

If you've promoted a post, see how many people tapped your promotion's destination or interacted with your profile. You'll be able to tell whether or not it inspired the action you want them to take.

Monitor follower growth

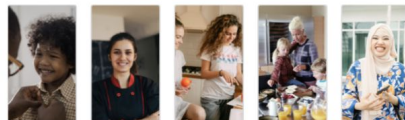
When someone follows you, it typically means they want to stay connected with your business. Monitor follower growth to see if your content or promotion is attracting new followers.

Content You Shared

4 Posts



8 Stories



3 IGTV Videos



1 Promotion



Test and Learn

Test different visuals.

01

Play with content to see what your audience responds to. Try posting a photo and a video to see which performs best, or two different photos that show distinct aspects of your business.

Try a different destination.

02

Depending on your goals, try using the same image with different destinations to understand which is most effective for your promotion. You can learn things like whether people are more likely to go to your profile or your website.

Target different audiences.

03

If you have more than one type of target customer, you can create multiple promotions to see which audience is most receptive.

Reach More Customers

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Promote a Post

Here's how you can easily promote a post to reach new people:

Select a post

Pick a photo or video that represents your offerings and is eye-catching or makes your business stand out.

Choose a destination

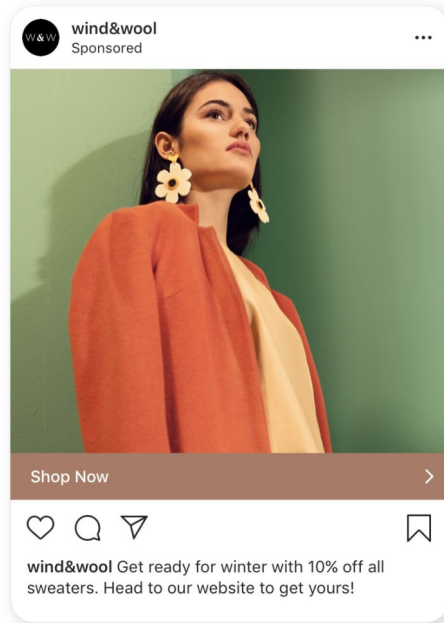
Decide what you want people to do: see your profile, visit your website or send you a message.

Pick an audience

Target specific people who are most likely to be interested. You can choose your audience based on location, interests and hobbies, and age and gender.

Set a budget and duration

Choose your total budget and how long you want your promotion to run, then see how it performs.



Tips on Promoting a Post

Promote a high-performing post.

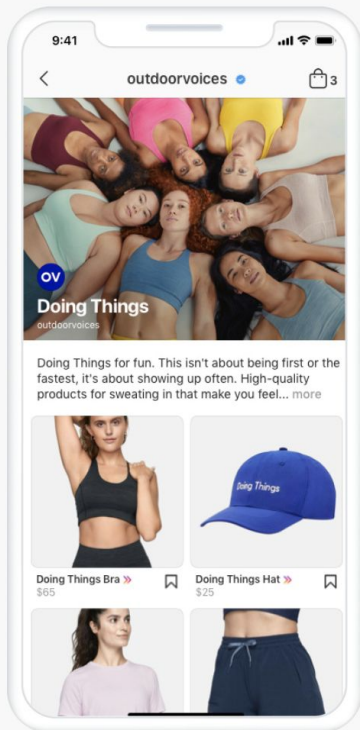
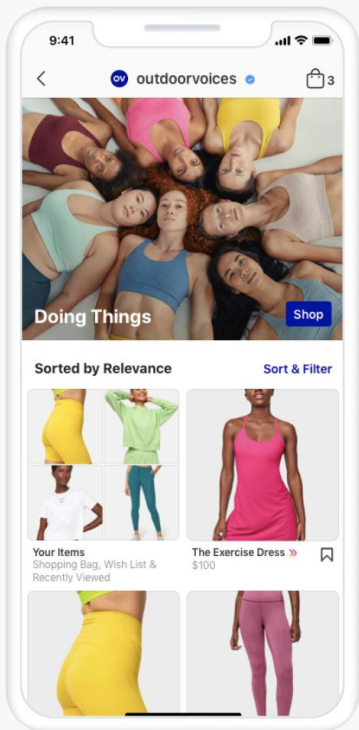
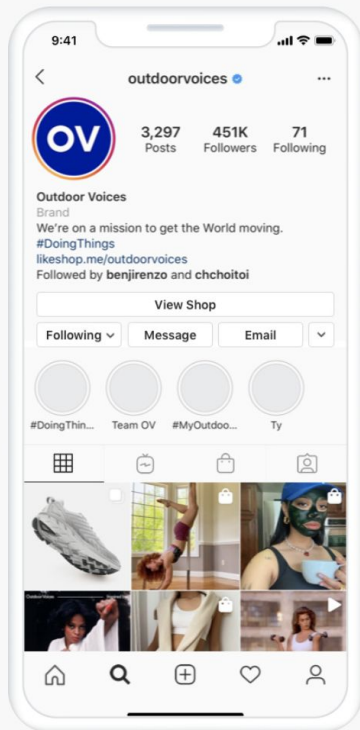
If you're unsure what to promote, try promoting a post that has already received a lot of likes and comments.

One way to find high-performing posts is by visiting Insights where you can view all of your posts and sort them by likes, comments or reach.

Instagram Shops

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Make Instagram Shoppable



Set-Up in 7 Steps

Follow these steps for creating a shop on Instagram to get access to features like product tags.

Step 1: Confirm eligibility

Step 2: Convert to a business account

Step 3: Connect your Facebook Page

Step 4: Upload a product catalog

Step 5: Complete account review

Step 6: Turn on Shopping

Step 7: Make content actionable

Instagram Shops Bonus

SHOPPING STICKER IN STORIES

Right after you have chosen an image for your story follow the below instructions before posting:

1. Tap the sticker icon in the top right corner
2. Select the product sticker from the sticker tray
3. Select the product from your catalog that you want to feature
4. Move the product sticker to where you would like it to appear on your story
5. Change the text color of the product sticker by tapping the sticker
6. Share your story

Conclusion

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Instagram a wide variety of ways to share your content. This allows you to showcase your product in service in many different lights.

As people scroll , they are able to form an impression of your brand. People make buying decisions based on on more than quality and price. People like to align with business who align with their values and like to feel a part of their mission.

Content is king and Instagram has mastered this in a visual platform, allowing you to directly connect with your users.

Instagram's Insights and Ads allows to target and measure your posts' performance.

Be thoughtful about your Instagram content. Think creatively, and create something engaging that will drive attention and action.

Resources:

[Instagram Demographics](#)

[Get Your Custom Instagram Plan](#)

[How to Use Hashtags](#)

[Feed Layouts](#)

[Instagram Reels](#)

[How to Create Instagram Stories](#)

[Step-by-Step Guide to Go Live](#)

[How to Set up Instagram Shops](#)

Questions?

Type your question to the chat box

Contact Us:

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<https://bit.ly/regRISBDC>

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