

An introduction to Insta

Without doubt there's a lot of hype surrounding Instagram (commonly referred to as Insta), and how it can impact your business and drive new and repeat custom. But should you actually believe it?

The answer is a resounding "yes"! With, at the time of writing, just over one billion registered active users and a staggering 500 million using the platform every single day, it's no longer a choice to get your brand onto Instagram – it's a business necessity!

But if you're not one of those existing users, the most common question is "How can I use this platform to promote my business?".

As with each of the chapters in this book, follow the steps; understand what you're doing and why to give yourself the very best chance of driving brand success on this important social network. You're about to learn:

- All the basics, from setting up a business account to setting ambitious yet achievable goals.
- How to take amazing photos and ensure your account is brimming with great visual content that's perfect for the platform.
- The most effective ways to analyze your content and measure your results to prove your work makes a difference.

Plus, you'll learn everything you need to know about different post formats, how to leverage Instagram stories, and more.



Just because you don't use an app personally doesn't mean that you should discount it from your digital marketing arsenal.



Getting started

The very first thing to do in order to start marketing on Instagram is to set up a business account. I can't stress enough that you should take some time to use Instagram yourself before using it too heavily for your business (if you're not someone who already uses it personally).

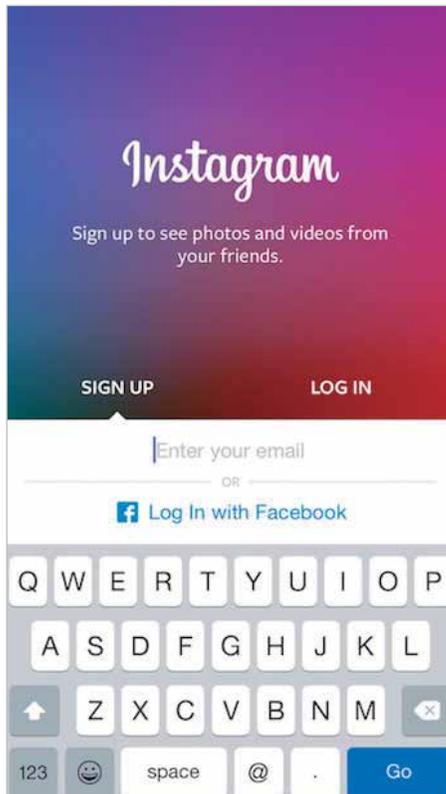
Optimizing your Instagram business profile

Next, make sure your profile is completely optimized. This means:

- **Writing a compelling bio.** You have 150 characters to summarize what your business is about.
- **Use a recognizable profile image.** Your logo is typically a sound choice.
- **Choose a good profile link.** On Instagram, links are only allowed on profiles (and not on posts). Two options are your brand's website homepage or a link to a new page or piece of content you're promoting.



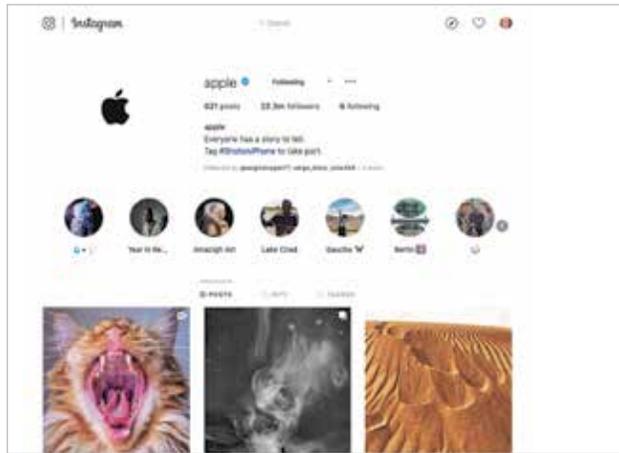
Check out the Instagram accounts of your competitors and brands you admire to begin to formulate your own idea of how you want to present your brand.



Who to follow?

When you're first starting out, you'll need to choose accounts to follow. Here are some types of accounts to think about starting with:

- **Your partner brands.** Companies you work with are a great place to start.
- **Influencers in your niche.** These are people and brands that your audience follows. Start by searching a few keywords for accounts related to your brand or product.
- **Brands you're inspired by.** This will help you get ideas for your own posts and campaigns.
- **Your competitors.** It's essential to keep tabs on what they're up to.



While doing so, note what type of content works for them, and find out what your competitors are doing. Ask yourself these questions:

- What draws you to their Instagram posts?
- How often are they posting?
- What do you dislike about their posts?
- What type of information do they include in their profile?
- Is there a consistent theme?

Keep what you learn in mind for later.