

Instagram

THE WEB MARKETING GUY

Introduction To Instagram

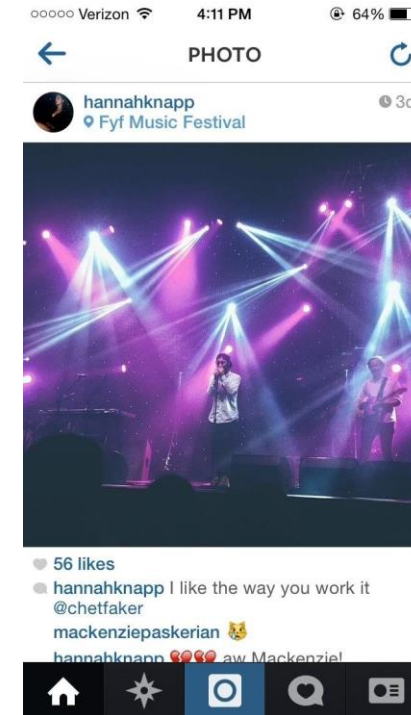
- ▶ Online mobile photo-sharing, video sharing and social networking service that enables its users to take pictures and videos
- ▶ Founded in 2010 by Stanford graduates Kevin Systrom and Mike Krieger.
- ▶ In 2012, Instagram was purchased by Facebook for \$1 billion
- ▶ 700 million users 04/2017
- ▶ 8.5 Million Users Canada (2016)
- ▶ 68% of Instagram users are Females.
- ▶ 90% of users are under the age of 35
- ▶ 24% of all users use the app several (3+) times a day.

Instagram Features

- ▶ Users can upload photographs and short videos.
- ▶ Videos can be live or pre-recorded
- ▶ Instagram Stories – photos or videos that disappear after 24 hours
- ▶ Instagram Live – up to 1 hour and then it disappears
- ▶ Personal or Business accounts
- ▶ Link to Facebook Page

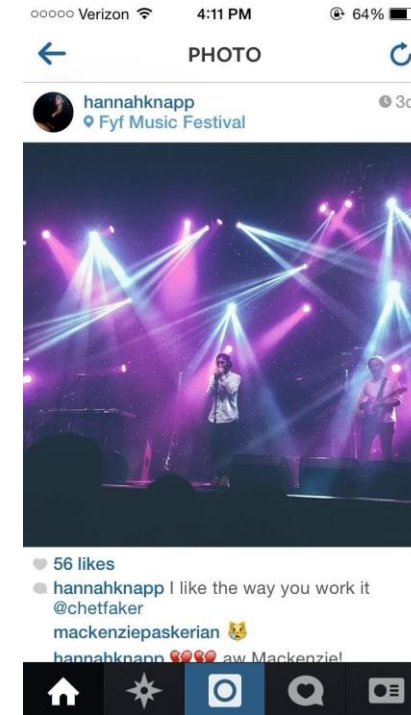
Instagram Best Practices

- ▶ Try to post Authentic experiences. Your own videos and photos should have more traction
- ▶ Repost photos and videos that your audience will like and add value by adding a new description
- ▶ Post well-composed only. You have to start developing a good eye
- ▶ Annotate your photos with tags, locations, hash-tags
- ▶ Interact with your users... comment + like + follow + reply
- ▶ Re-share on your FB page but add value – change up the description



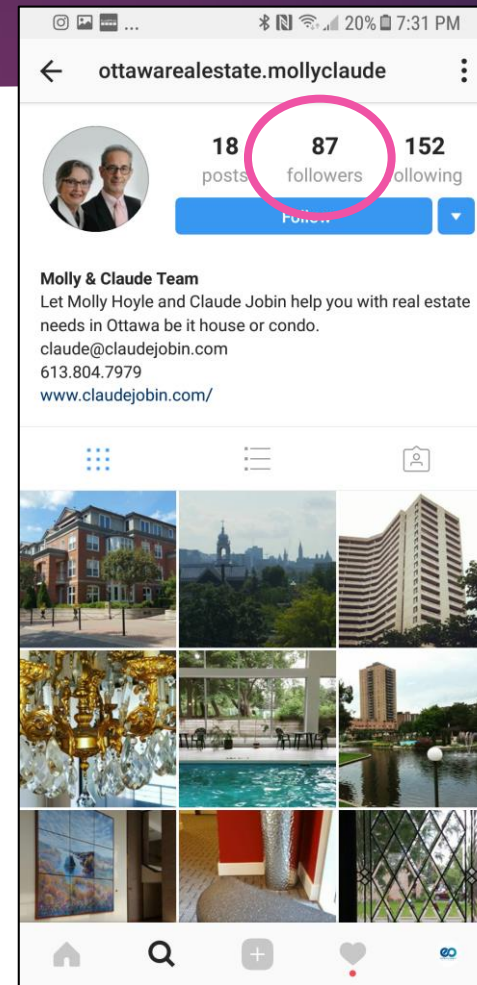
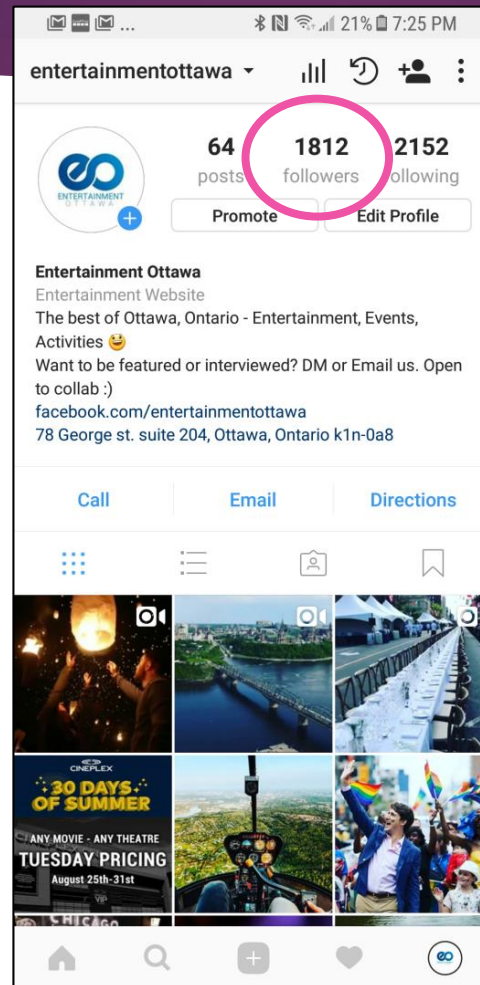
Instagram Best Practices

- ▶ Research Hashtags and followers
- ▶ Consider Instagram automation but don't ignore manual participation
- ▶ Add what you ACTUALLY want in your BIO... not just a description



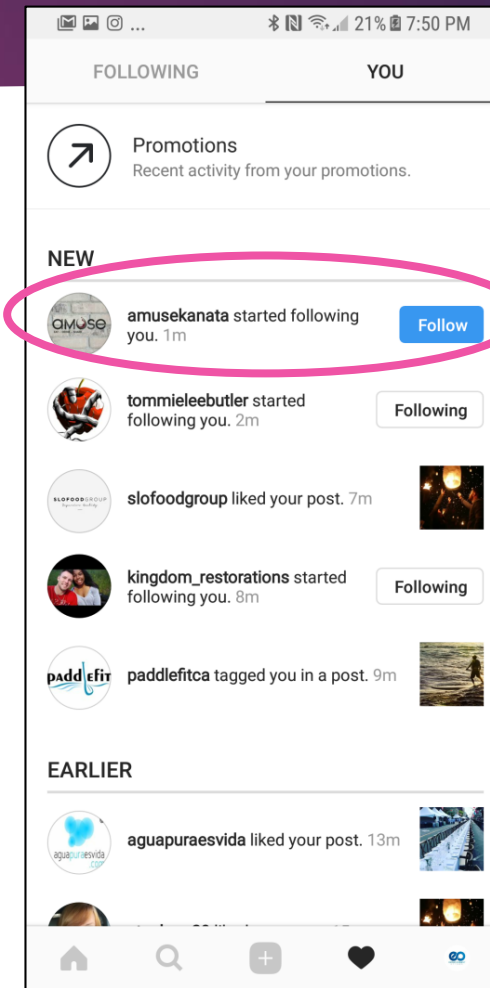
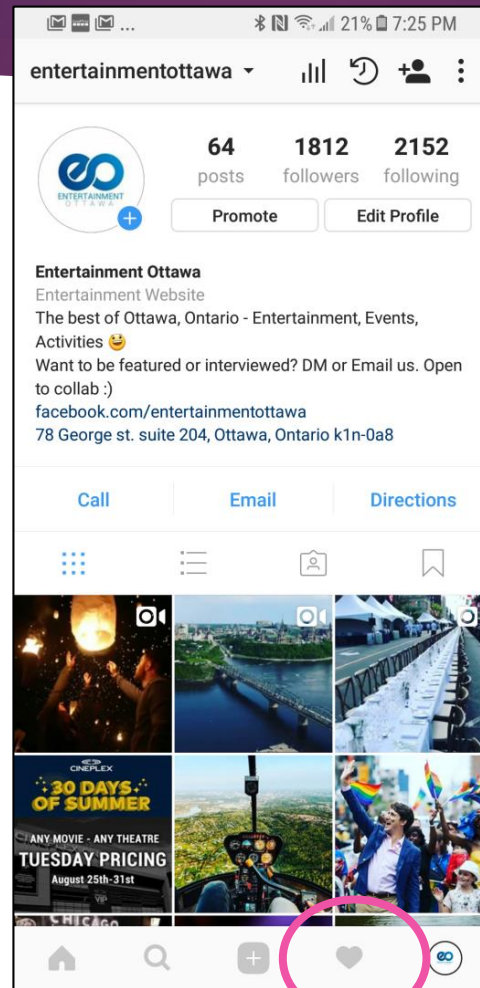
Instagram Success Metrics

► Followers



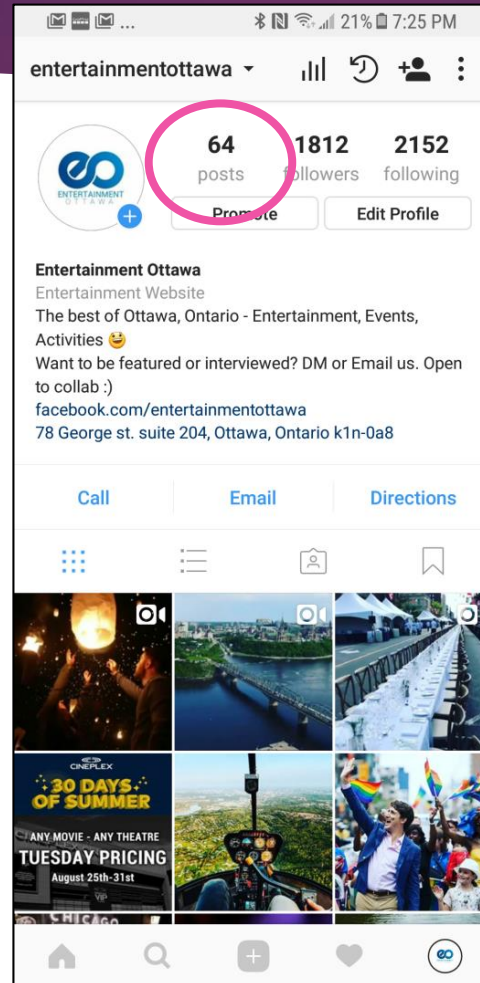
Instagram Success Metrics

► Followers cont'd



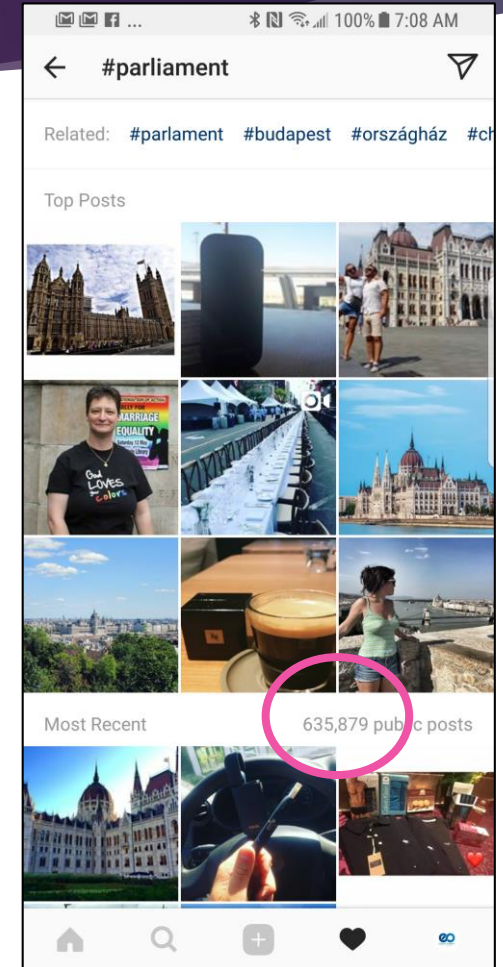
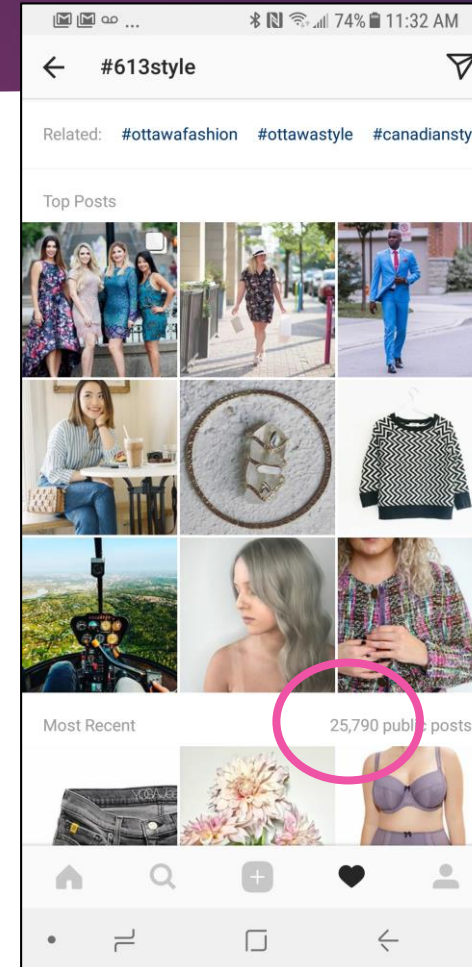
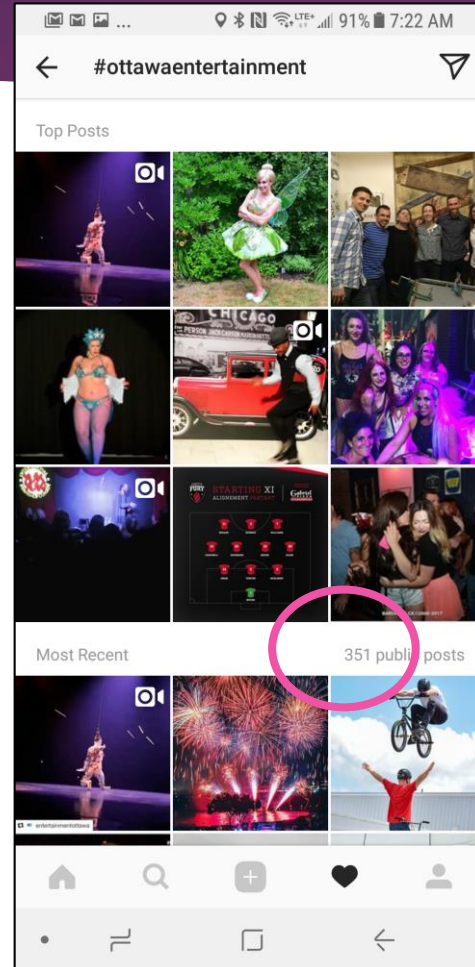
Instagram Success Metrics

► Posts



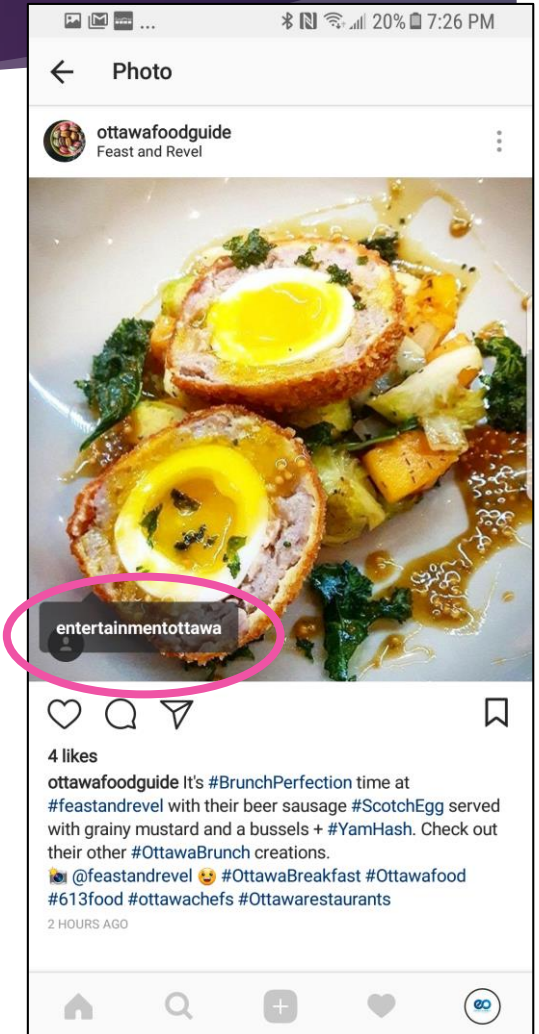
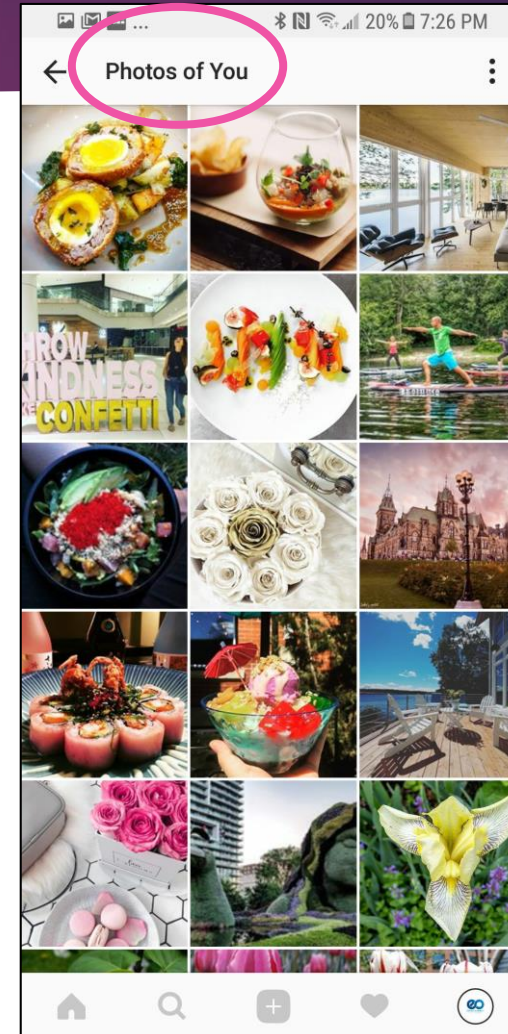
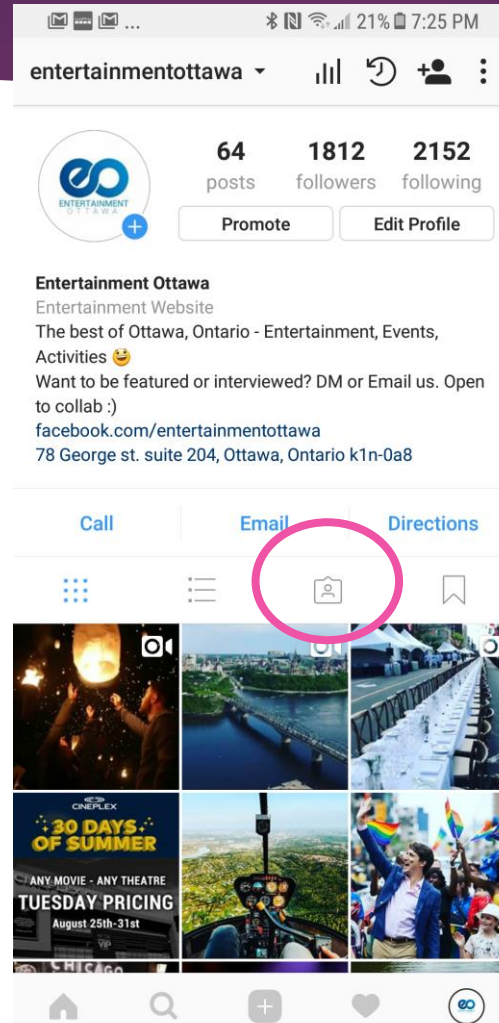
Instagram Success Metrics

► Top Posts in HASHTAGS



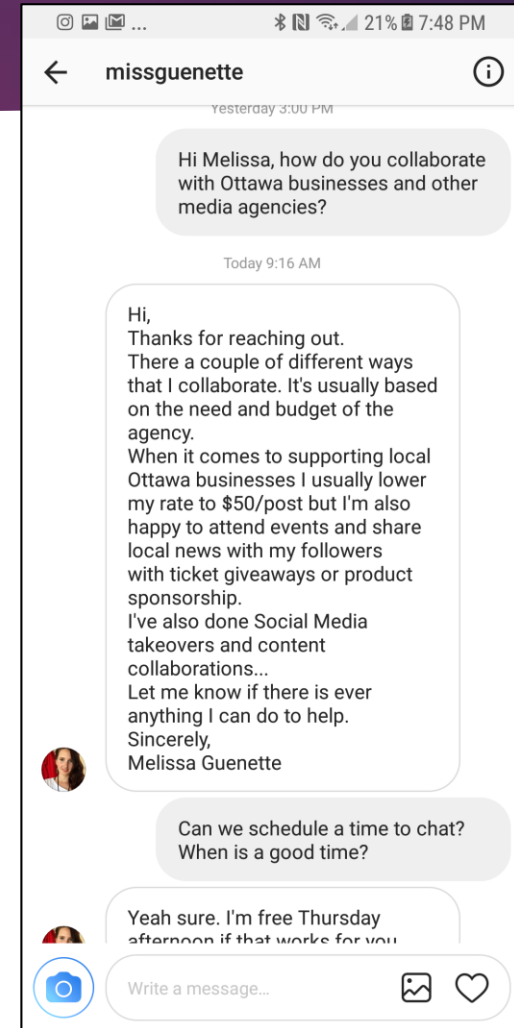
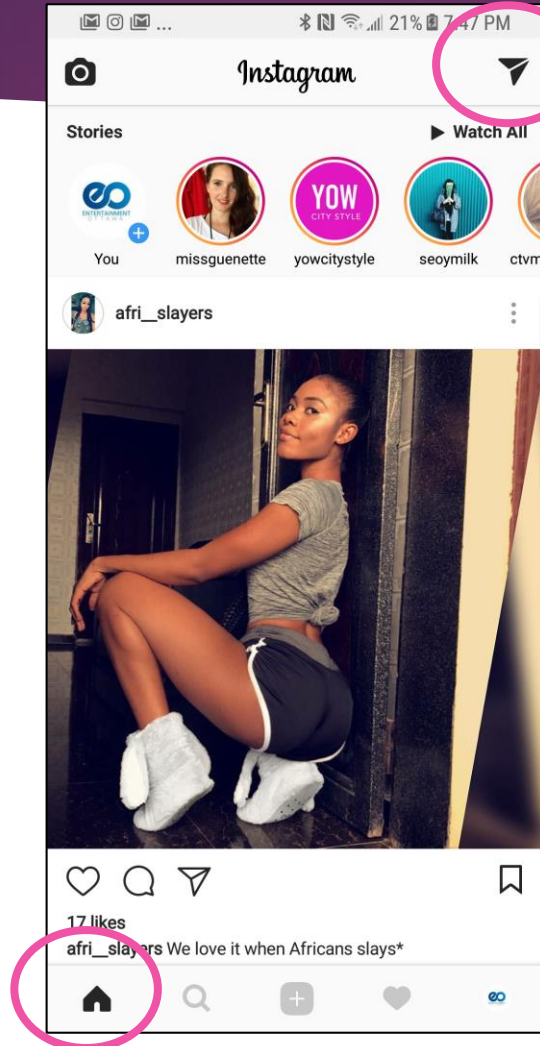
Instagram Success Metrics

► You Get TAGged



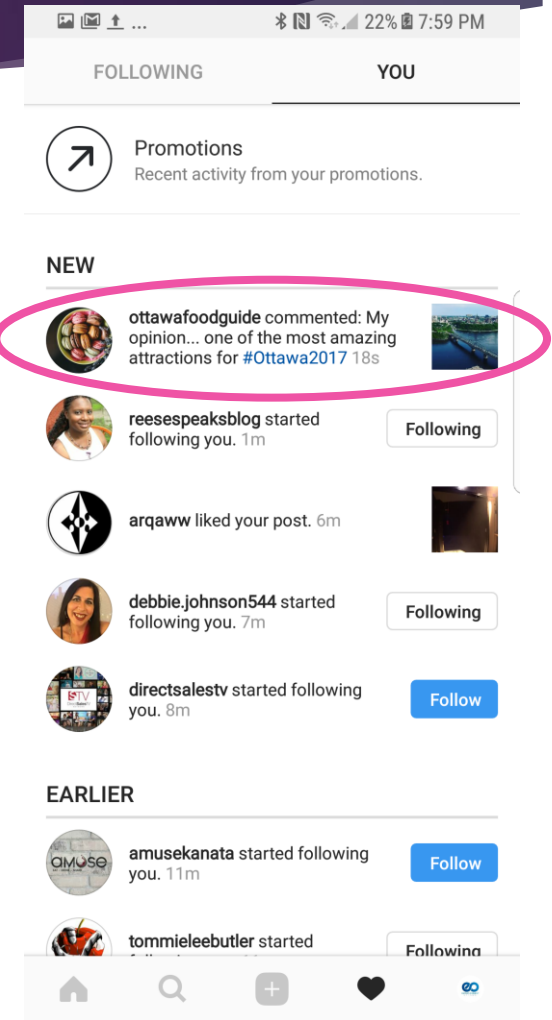
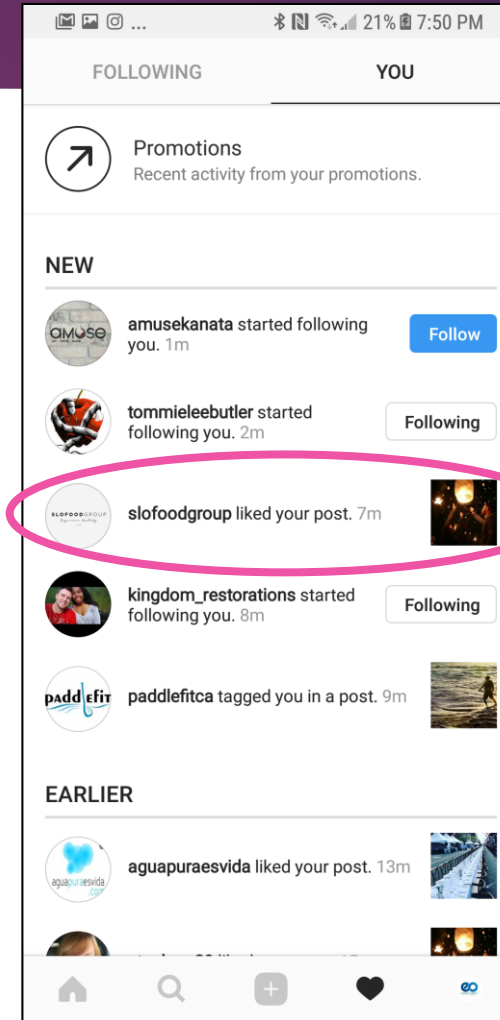
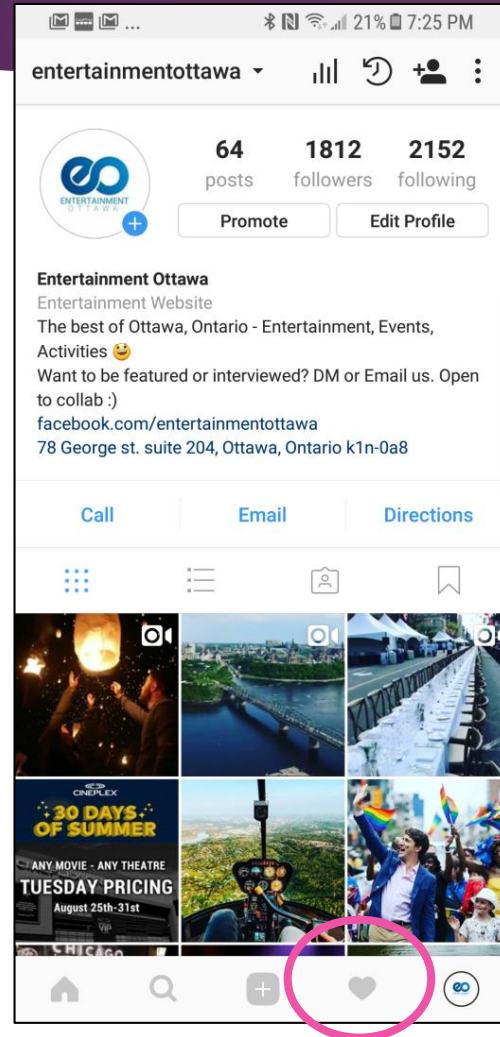
Instagram Success Metrics

- ▶ You Get Direct Messaged (DM)



Instagram Success Metrics

► You LIKES and COMMENTS



Creating Instagram Account

RESEARCH

- ▶ Google Keyword Tool
- ▶ Hashtagify.me
- ▶ Instagram APP

USEFUL FOR NAMING + FOR USING KEYWORDS IN TAGS AND CONTENT

Creating Instagram Account

NAMING YOUR ACCOUNT

- ▶ Keyword in your name???
- ▶ Catchy
- ▶ Easy to remember

Creating Instagram Account

Construct your posts well

- ▶ Pick your hash-tags properly + vary your hash-tags between posts so you don't compete against yourself
- ▶ Construct smart copy and include hash-tags in your copy and not just at the end
- ▶ Give credit where due
- ▶ Tag people if you like
- ▶ Add a location



Creating Instagram Account

Socializing yourself and your account

- ▶ Your credibility depends on how often you post, your content, your activity within your space (liking and commenting on other posts)
- ▶ It's like the real world... except you are socializing from your phone. You are not really going to get followers without interaction



Creating Instagram Account

Grabbing Content from Others

- ▶ Using the app Regrann
 - ▶ Grab pictures or videos from Instagram
 - ▶ It captures the description as well
 - ▶ Once used it's similar to how you post and manipulate the photo and images

Creating Instagram Account

Selecting the best photos

- ▶ [PICODASH.COM](https://picodash.com)
- ▶ You can view the last 2,000 photos of any hash-tags and can sort by likes
- ▶ You can pick the most liked photo to feature

Creating Instagram Account

TAKING YOUR OWN PHOTOS

- ▶ YOUR ARE AUDITIONING FOR FOLLOWERS
- ▶ Practice makes perfect
- ▶ Most people won't care about you... you are not a celebrity... at least not yet
- ▶ Only the best... and take pictures to construct your story... that is useful to your audience

Creating Instagram Account

Automating your interaction

- ▶ Does the heavy lifting of:
 - ▶ Liking posts from various hash-tags
 - ▶ Following different users from hash-tag posts (7,500 limit) ** looks odd when you are following more people than those that are following you
 - ▶ Unfollowing users after a set time frame
- ▶ Automation does not work without your participation
 - ▶ You need great posts + messages
 - ▶ You need to protect the people that you actually want to follow



Creating Instagram Account

DM – Direct Messaging

- ▶ You can reach out to others by just following them
- ▶ Do this to introduce yourself and to collaborate. It's sometimes better than emailing or trying to phone them
- ▶ DO NOT AUTO DM or Auto-message... This is very un-personal