Instagram THE WEB MARKETING GUY

Introduction To Instagram

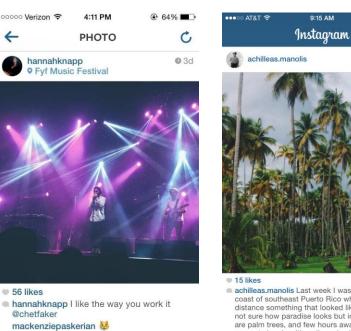
- Online mobile photo-sharing, video sharing and social networking service that enables its users to take pictures and videos
- Founded in 2010 by Stanford graduates Kevin Systorm and Mike Krieger.
- In 2012, Instagram was purchased by Facebook for \$1 billion
- 700 million users 04/2017
- 8.5 Million 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, hashtags
- 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

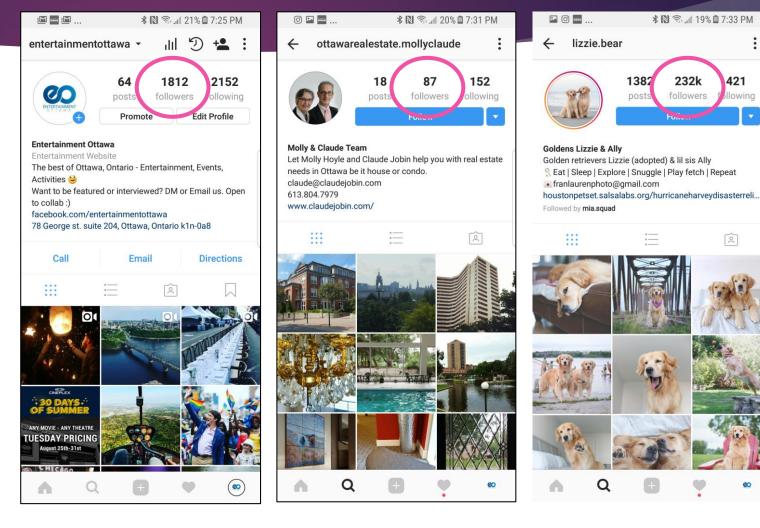












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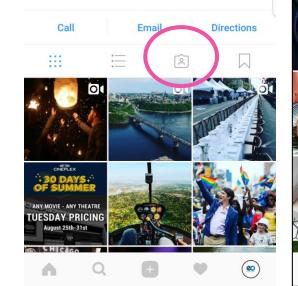
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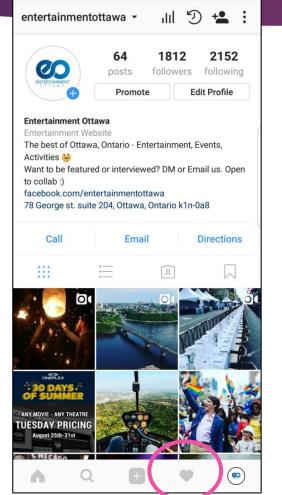
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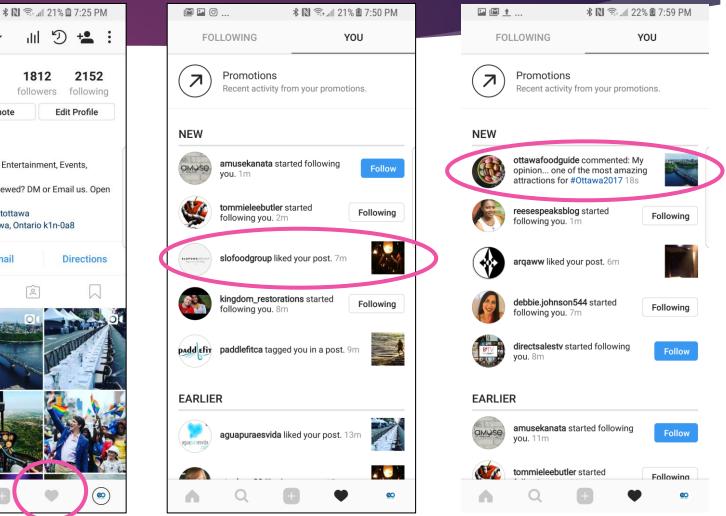
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RESEARCH

- Google Keyword Tool
- Hashtagify.me
- Instagram APP

USEFUL FOR NAMING + FOR USING KEYWORDS IN TAGS AND CONTENT

NAMING YOUR ACCOUNT

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

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



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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



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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

Selecting the best photos

- ► 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

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

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



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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