



# *Instagram Marketing*

## *Attract Real Followers & Convert Them Into Customers*

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# Instagram Marketing

Welcome to this extensive training on Instagram. Throughout this e-book I am going to go into detail on how to set up your profile, how and when to post, and more specifically how to attract your ideal followers so that the right people are seeing your posts. Because the end goal is to turn those followers into paying customers.

As with all social media, you want to build a relationship with your followers virtually. You want them to get to know you more and have a great understanding of what you do. This is when they will be more likely to pay for what you are offering.

Another important point to keep in mind is quality is so much better than quantity. You can get sales with only a small following as long as they are your right audience. So don't be disheartened if your growth is slow with your follower numbers, instead monitor your success on the sales that occur from someone seeing you on Instagram.

## **Will Instagram be beneficial for your business marketing?**

First of all, here are some statistics courtesy of Hootsuite.

As at the time of writing this ebook (November 2016) there are more than 500 million active users on Instagram. So you can rest assured that people are using Instagram on a regular basis and there is a good chance your ideal clients are hanging out on Instagram as well.

Instagram users have shared over 40 billion photos to date and on average share 95 million photos and videos per day. Instagram users "like" 4.2 billion posts per day. Those numbers are massive!

And something even more important when we are looking at Instagram for business marketing, 75% of Instagram users take action, such as visiting a

website, after looking at an Instagram post. This is fabulous news, if people are seeing your posts and interested in what you are offering than they are very likely to click through and read more about you on your website.

Another very important statistic is posts with at least one hashtag average 12.6% more engagement . Hashtags help Instagram users discover content and accounts. The use of the right hashtags will expose your business to a large and targeted audience. By making yourself more discoverable on Instagram, you have a better chance of attracting new followers, getting more likes, and increasing engagement.

A breakdown of the age groups of Instagram users are as follows:

55% of users are aged 18 to 29 years

28% of users are aged 30 to 49 years

11% of users are aged 50 to 64 years

Gender wise users are 57% female and 43% male and 26% of users make more than \$75,000 per year.

Over 60% of users login in daily making Instagram the second most engaged social network after Facebook. However, users on Instagram are 58x more likely per user to engage with your content than the users on Facebook.

So now we know why you should be using Instagram, lets get into the details of exactly how to do it to get you the results.

## **How to gain and retain high quality followers**

Here are the strategies that work really well in order to build your followers who are also your ideal audience.

1. Use high quality and visually appealing images. They must be crisp and clean. Instagram is a visual social media platform based on images and videos. You want to ensure that they stand out in your followers newsfeed

as they are scrolling through and encourage people to interact on your post, whether that be by liking or commenting on your post.

2. Make sure your posts add value to your followers. A good rule is before you post, ask yourself does this educate my followers, entertain my followers OR is it insightful. If it doesn't pass one of these options then there is a good chance that it isn't adding value.

3. Post regularly. To get traction on your Instagram profile you need to be posting regularly. You want to post at least once a day but up to four times per day is perfectly fine. The more frequent your post, the better your results. However, ensure your posts are evenly spaced out during a 24 hour period.

4. Ensure your profile is public (not private). As you are using your profile for business marketing, than you want to encourage people to follow you. If your profile is set to private people have to request to follow you and then you need to accept them manually. This process will discourage many from following you in the first place.

5. Comment and interact on other Instagram profiles, whether they are your ideal audience or their followers are your ideal audience. Instagram is a social network so you need to be social. But remember to be yourself, interact on Instagram like you would in person in a social or networking setting. Like and comment on a variety of posts on a daily basis. Be active, interact and engage with others and where appropriate tag others and reply to any comments they have made. It helps your interactions be more personal.

6. Share others content and promote others. For example, if you have a similar audience with another business without being direct competitors, then share one of their posts that promotes a sale or product they are offering. Tag them in the post. Not only are you providing value to your audience as they may like what you post but you are also potentially exposing your business to the other businesses followers as they may return the favour in the future.

7. In a similar fashion, join forces and collaborate with other business owners, whether it be a giveaway, product swaps or even a special limited time offer that includes both your products or services.

8. Use hashtags. I have left the most important point to last and I will go into a lot greater detail on hashtags in a little while because they really are the key to your Instagram success. Hashtags are free to use and are the basis of how people search for what they are looking for on Instagram. You want to be using hashtags that are relevant, specific and descriptive of your business. The hashtags you use also need to be what your ideal audience are using to search for what you offer. Instagram allows us to use 30 hashtags on each post.

## **How to create content that inspires your audience**

The different types of content that you can post on Instagram include:

- \* Photos that you have taken yourself
- \* Stock Photography that you have purchased
- \* Video - up to 60 seconds in length
- \* Graphics - Designed in Canva, Picmonkey or Photoshop for example
- \* Photos with graphics - Text added onto a photo
- \* User generated content - Content that someone else has posted that you share. But remember to acknowledge the person's content that you are sharing and tag them in the post caption to give them the appropriate credit.

You can use a combination of these post types but you need to have a theme and stay true to your brand. Have a consistent element across everything you post which can include colours, image style, borders, etc.

For example, if you are posting graphics ensure you use fonts and colours that are reflective of your brand and be consistent. Your visual elements and your language should be similar throughout all your posts and keep your target audience in mind at all times when you are posting. In other words, have a signature style.

A great way to brainstorm this is to think of 5 phrases or words that sum up how you want people to feel when they first view your Instagram profile.

What are the key visual elements of your brand that you will include in your posts - colours, fonts, type of images and any other specific characteristics.

You also want to have a main focus for your Instagram account. For example if you are a fitness business than you want the majority of your posts to be fitness related or if you are a hairdresser than your posts need to be related to hairstyle and closely related subjects.

Choose up to 3 subjects that are all closely related to your business and what you offer and stick to that focus when posting.

In your posts, also allow your personality to shine through so that you stand out from the crowd and your followers can get to know the real you.

## **Encouraging engagement on your posts**

Instagram works on an algorithm.

This means that not all of your followers are going to see your posts.

Instagram decides how often and who will see your post in their feeds. If someone has engaged with your content previously than Instagram is more likely to show them your future posts as they have demonstrated to Instagram that they like your content.

Instagram is also only going to continue to show your posts to people if that post proves to be popular.

So you need to ensure you are getting engagement on your posts which comes in the form of likes and comments. Comments hold more weight than likes do. The quicker you get this engagement after posting the better.

So it is imperative that you encourage comments.

Like the comments others make on your posts and reply to them. This will increase your engagement and in turn be shown to more followers.

Encourage the engagement by asking a question in your post to make it easy for people to comment.

Another important point is to ensure you are posting at optimal times when your followers are more likely to be on Instagram. You can find these times in your insights if you have a business account. Go to your insights and see the times when your followers are active on Instagram and ensure you are posting at these times.

### **High engagement = Instagram success**

Your goal should always be to have users engage with your posts.

Another way to increase engagement is to encourage existing clients or customers to post images of them using your product or what they enjoyed about your service. When they post, ask them to tag you in the post so that you receive a notification of that post. This is then giving you exposure to their followers and a wider audience. It is also increasing your social proof.

You can then repost these image, which is giving you a greater variety of content to post. Just ensure that you tag the owner of the original post in your caption to give the appropriate credit.

### **Setting your profile up for success**

Your bio is the first thing people see when they visit your profile so it is important to make a strong impression.

There are some key points that you can do in your profile that will make you more visible, encourage others to follow you and also encourage them to click through to your website to find out more about you.

As I have mentioned previously, make sure your account isn't set to private.

Ensure the description in your profile describes exactly what you do, who you work with and what you offer. It must be clear, concise and descriptive and keep in mind you only have 150 characters to use here.

Short sharp sentences work the best so that people can read it quickly and make a quick decision on whether they want to follow you or learn more about you.

I also like to include a call to action in the bio. Give people a reason why they should click on that link with a strong call to action.

The website link you use in your profile is important. This is a clickable link that will take people to your external website and is the only link that is clickable within Instagram. Links that you place on your posts are not clickable.

So you want to ensure you are sending people to a page where they can learn more about you or preferably where they can optin to receive something of value.

This is a very successful way of growing your email database.

Remember when I said earlier on, that 75% of Instagram users take action such as visiting your website? Well that is why this link is highly important.

If you are a product based business you could offer a discount or special offer for Instagram users to click through and receive. Or ensure the link goes directly to your shop page so that they can see in an instant what you are offering and they aren't forced to spend too much time searching for it.

Remember Instagram users are using a mobile device so it needs to be easy to find things and even more important, the URL you are sending them too must be mobile friendly.

I also recommend using tracking or a link shortener tool for this link in your bio. You want to be able to measure how this link is working for you and the only way to do that is to monitor how many people are clicking through from that link on Instagram and taking the desired action. Bit.ly is a good, free and easy link shortener tool to use and you have analytics as part of your account which will tell you how many clicks you receive on that bit.ly link.

Monitor the success of this link and if you don't see results than swap it up and try something different.

## **How To Sell On Instagram**

The first thing you need to remember is Instagram is a social platform and people aren't there to be sold to.

So you need to offer value, educate, entertain or inspire people with your posts. How you do this is going to depend on your business, your audience and the type of service or product you are selling.

You also won't have overnight success with your Instagram marketing. It does take time and effort to see the results.

Generally, we want to drive people to a free resource or something of value that isn't costing them anything. This way we can add them to our email database and communicate with them on a regular basis so that they get to know us better before deciding whether they will purchase from us.

This is a way of building the know, like and trust factor with our potential clients so that they feel comfortable when it comes to a buying decision. So this should be the goal of your marketing on Instagram in the majority of cases. Use Instagram to build a relationship and move people over to your email database. From that email database, your emails should do the selling for you.

To do this, you want to have the website link in your profile taking people to a page on your website where they can subscribe for something of value. When you post something on Instagram that relates to this offer than you need to direct people to the link in your profile. Actually say in your post caption "Click on link in bio for more information" or something similar. Give the direct call to action.

The website link in your profile is the only clickable link you can have on Instagram (unless you are running ads or have access to this feature in your Instagram stories).

However there are some circumstances where selling directly from Instagram can work.

This can be if you have a product based business and you are posting high quality lifestyle images of your product. If you are doing this and using your hashtags correctly than people will find your products and want to purchase. In this case the link in your profile needs to take people directly to the page where they can find what they want to purchase.

The only other time I have had real success with selling directly from Instagram is if you have a lower priced item. So if you sell items that are generally under \$50 you can potentially sell direct from Instagram. When I say selling direct, I mean sending them direct to a website page to make an immediate purchase.

If you don't fit into these two categories than you are best to funnel people from Instagram to your email database and then sell to them from there.

## Hashtags

Lets get into the fun part and the core of Instagram Marketing, and that is hashtags.

Hashtags are searchable and it is how people find you on Instagram so you need to ensure that you are using hashtags that are relevant to your business and that they are hashtags that your ideal customers or clients are using in search on Instagram.

Every hashtag has its own "gallery". People often browse these "galleries" to find photos they are interested in or to find something in particular they need. Think of it as the "google search" for Instagram.

Each hashtag gallery has a "Top" section and a "Recent" section. The posts in "Top" are determined by a combination of how recent the posts is and how quickly that post received engagement, such as likes and comments, after posting. Keep in mind that people do see different top posts on their feed depending on their individual interests. Getting your posts displayed in this "Top Posts" section is the aim of your posts as they will then receive a lot more exposure when people search that particular hashtag.

Instagram allows us to use up to 30 hashtags on each post. I strongly recommend that you use the full 30 on each post to get the maximum exposure, gain more followers and increase your engagement. When you use the 30 hashtags you will show in the "gallery" of every one of those 30 hashtags that you used on that particular post.

You can place these hashtags within the description of your post or you can put them in the comments section separate to your main post. I find that there isn't any real difference in the effectiveness of where you put them, however for a better visual look I generally put them in a comment after posting.

However there is a common belief that putting all 30 hashtags in the main description of your post can look spammy. For that reason, I place the majority of my hashtags in the comments immediately after posting but sometimes I may place one or two in the main description section and the remaining hashtags as a comment. So if you place 2 in the description of your post for example, you can then place another 28 in the comments so that they add up to no more than 30 hashtags used in total on that one post.

When searching for the ideal hashtags to use you want to ask yourself these questions and make sure all three apply:

1. Does the hashtag describe my business, the purpose of my account, or my ideal audience?
2. Is this hashtag something my ideal audience would search for?
3. Does this hashtag have less than 1,000,000 posts but more than 100,000 associated with it?

If the hashtag fits all three criteria than go ahead and use it.

### **Doing the Hashtag Research**

Choose a mixture of hashtags that describe your business, describe your ideal audience and some that are trending in your niche but place more emphasis on the first 2 options.

To do the actual research to find the hashtags that would be great for you to use, we go to the search area in your Instagram app.

Make sure you select tags and then type in a word that describes your business. A more general hashtag. Once you type it in, Instagram will give you the results of that hashtag plus any others that include that word.

You will see numbers underneath each hashtag result. This is the number of posts associated with that hashtag. Remember we want to choose hashtags that have between 100,000 and 1,000,000 posts associated with it to use in our own posts. I like anything between 100,000 and 250,000 - this is a good sweet spot with enough interaction without being too competitive.

Scroll through the results and find one that may be of interest for you to use that fits the 3 guidelines above. Does the hashtag describe your business OR describe your ideal audience and is it a hashtag that your ideal audience would search for?

If it does, then click on it to view the posts that are currently using that hashtag. You want to make sure that the existing posts under that hashtag are in alignment with your account and what you stand for. So check to ensure there is no spam under that hashtag or inappropriate posts.

You can double check the post count here to ensure it is between 100,000 and 1,000,000.

If the hashtag passes everything we have discussed than add it into a document or your notepad to record it for future reference. At the moment, we are just going through and recording a list of hashtags that may be suitable for us to use in our posts.

Once you have recorded that hashtag, scroll back up to the top and you will see that Instagram also gives you a list of related hashtags. So hashtags that directly relate to that one you have just searched.

If you see any others that may be good to use, click through and check that one, just as we did for the first one.

Remember to be always thinking about your audience and what they would search for. Don't use hashtags that perhaps is jargon, industry related or wording that they wouldn't generally think of.

You can continue to go through the related posts to find new hashtags or you can go back to the beginning and search again from a general word and then repeat this process to find other useful hashtags.

You want a mix of hashtags that describe your business and that also describe your ideal audience. Sometimes people come onto Instagram looking for a specific solution and other times they are looking for posts that they may like and find interesting. So that is why we want a mix of these 2 types of hashtags.

It is very important here, as with all successful marketing, that you are super clear on who your ideal audience is so that you can really nail your hashtag research.

Another way to do research is to look for accounts that are your ideal audience and see what hashtags they are using on their posts. You can do this from the hashtag search section for example. Using a hashtag that describes your ideal client, look through the posts and choose an image that looks like your perfect customer. When you go through to that post, look for the hashtags that that person has used on the post. Remember you find the hashtags either in the post description or in the comments.

This will give you other ideas on what hashtags you could potentially use. If you find one that looks suitable, do the research on that one to see if it passes our rules.

Again those rules were:

1. Does the hashtag describe my business, the purpose of my account, or my ideal audience?
2. Is this hashtag something my ideal audience would search for?
3. Does this hashtag have less than 1,000,000 posts but more than 100,000 associated with it?

Keep going through this process until you have a list of at least 30 hashtags that you can use.

I like to have two to three lists of 30 hashtags each that I can alternate between when posting. I might have the same hashtags across all three posts but I do have some variations.

I also mentioned earlier that you want to also choose a few hashtags that are trending in your niche. These are hashtags that are popular at the moment and a lot of your ideal audience are using but don't necessarily describe your business or your ideal audience.

This is the only time where the hashtags you use don't need to meet those criteria. But I would only choose a maximum of 5 of these types of hashtags for each post.

### **Using Your Chosen Hashtags in Your Posts**

Now that you have your chosen hashtags ready to use on your posts there is a couple of ways to easily get them into your posts without retyping them every time.

One option is to have the hashtags sitting in your Notes app on your phone and then simply copying and pasting those hashtags into the comments section of your post immediately after making the post. You want your post to show immediately in the hashtags "gallery" and as they are displayed in date order you want to make sure you have your fair share of time at the top of the gallery for your chosen hashtags.

To also make your hashtags more visually appealing you can also place five full stops on five separate lines before the hashtags. This will push the hashtags down in the comment section and just show a few dots. The comment can be expanded if people want to view the hashtags but it just means people don't see a bunch of hashtags in the comment at first glance. This isn't a strategy that necessarily works better but it does keep your feed and comments cleaner.

To have the full stops show on separate lines you would have them initially in your notes app and be copying and pasting them as well. It doesn't work if you just try to type them in directly into the comment.

There is another option that is easier and quicker than copying and pasting from Notes and that is by using Text Replacements. These instructions are for an iPhone but I know you can do something similar with Android.

Go to Settings > General

Go to Keyboard

Go to Text Replacements

Click the + button

In the Phrase field, add all the hashtags you would like linked to a shortcut phrase. Separate each hashtag with a space and then in the Shortcut field type in your shortcut. The shortcut will be the text you will start to type when you are on Instagram that will automatically bring up your entire list of hashtags.

So use a shortcut that is going to be easy for you to remember. You may want to put a # at the front of the text in your shortcut to make it a little easier. Especially if you don't have a great memory, like me!!

Once this is set up, when you are in Instagram and wanting to add your hashtags to a post comment, type your shortcut phrase and then use the space bar and it will auto fill all those hashtags for you. All your hashtags which you just linked to the shortcut key will now load in automatically.

Quick and easy every time.

The only negative thing with the Text Replacement option is that you can't use the full stops at the beginning of your hashtag list.

## **Increasing your followers using this hashtag knowledge**

Once you start to use these targeted hashtags on your posts you will find that you will start to attract your ideal audience and they will naturally follow you.

Another way to push along your follower numbers is to dedicate about 20 minutes each day to go through your chosen hashtags, search for other posts within that hashtag gallery and like some of those posts that you genuinely like. Comment on some of those posts as well and you will find people will find your profile and check you out and a good majority of them will start to follow you.

This does take time but will see results if you put in the effort. But remember to be authentic and genuine in your commenting.

## Instagram Stories

Instagram Stories are located in a separate feed that runs horizontal at the top of your home screen.

They can be video or images that are visible to your followers or someone that visits your profile for 24 hours only. So they are only temporary and disappear after 24 hours. Before uploading your video or image to your story, you have options to add text, a drawing or choose from a variety of filters.

If appropriate you can also tag another Instagram account on your story. Just use the text option and start with the @ symbol before typing their name. This is a great way to obtain cross promotion in your Instagram stories.

When using video in your story it has to be between 3 seconds and 15 seconds in length. It will cut off after 15 seconds. However you can have multiple posts in your story so that it appears like a slideshow so you just need to continue creating your story posts and string several together if you have more content to share via video than fits into the allowed 15 seconds.

See the video training with this ebook for further details on how to use Instagram stories.

Instagram stories can be used for marketing purposes in so many ways and how you use it will depend on the goals of your Instagram account, your business and your targeted audience.

Some ideas are:

- ▶ Show a day in the life of your business. For example, if you are product based business you could showcase new stock or your store, if you are a hairdresser you could show before and after images or video of a clients new hairstyle.
- ▶ If you are launching something new you could announce it via a series of stories.
- ▶ You could show your product in action or being used by existing customers.

Your options are only limited by your imagination but just remember to stay focused and post content that is going to be relevant to your business and your target market.

All the best with your Instagram marketing.

Please find me on Instagram and say Hi ~ @webonize.

*Jayne*



My name is Jayne Day and I am an Online Marketing Strategist and Business Success Mentor. I am the founder and owner of Webonize, an online marketing consultancy & agency based in NSW, Australia.

Webonize is a global brand with clients in the United States, Canada, New Zealand, UK as well as here in Australia.