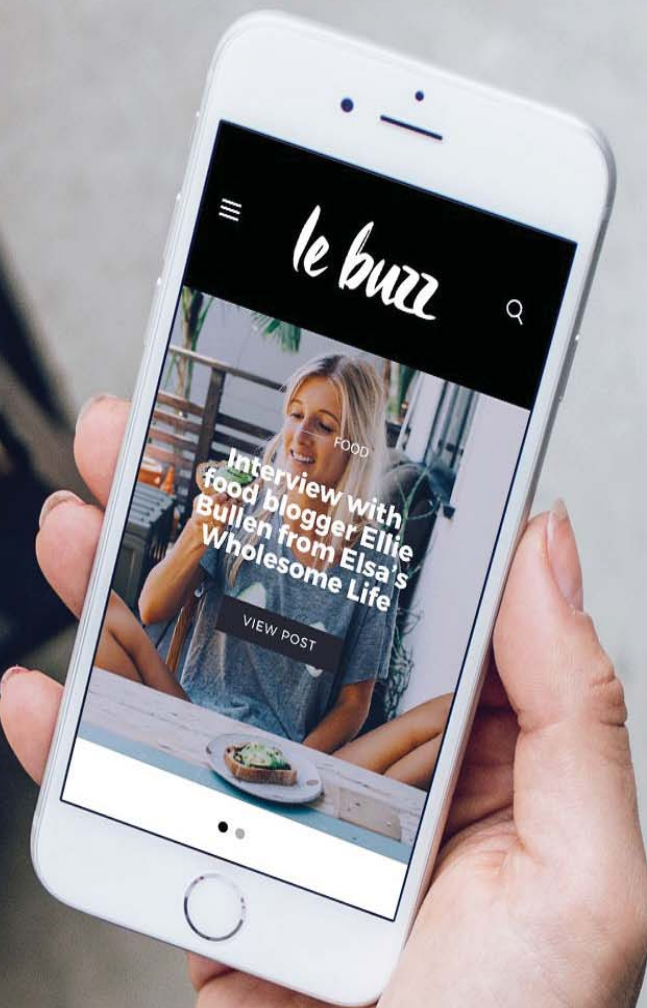
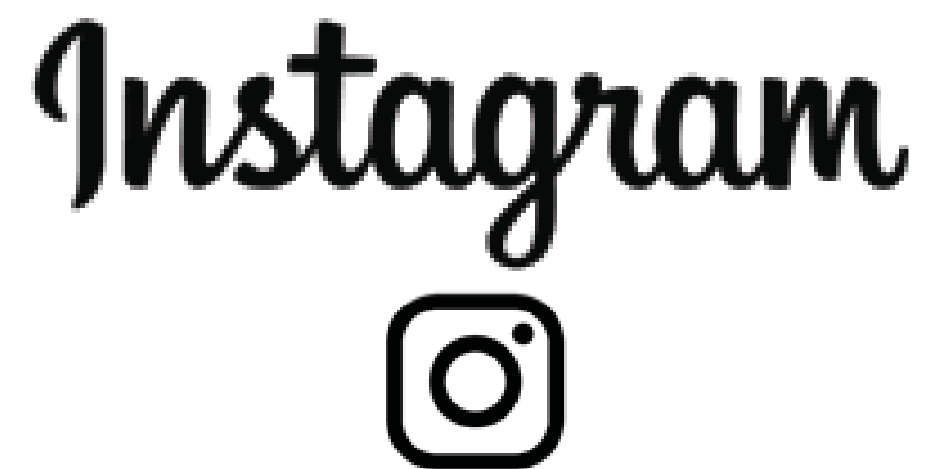




How to Promote Your Business On Instagram



@Instagram



Index

A

Account 3
Advertisers 9
Analytics 11

C

Credits 15

G

Gallery 7

H

Hashtags 12

S

Setup 5

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Glossary

Terms to understand

Advertising

The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

Hashtags

Hashtags essentially act as a search function for Instagram to find relevant followers and brands.

Gallery

A collection of pictures that essentially express the Instagram page

Stories

Instagram Stories is a feature that lets users post photos and videos that vanish after 24 hours.

Analytics

Information resulting from the analysis of data or statistics provided from Instagram that show likes, followers and much more.

How to Promote Your Business On Instagram

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Special thanks to Kevin York System, the creator of Instagram.

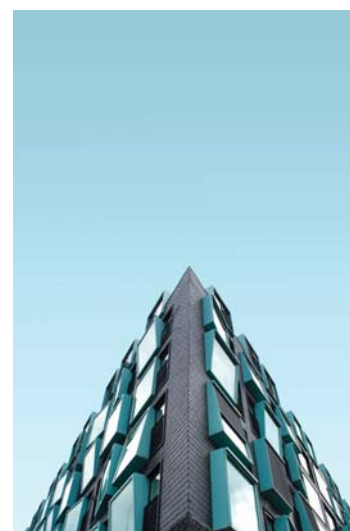
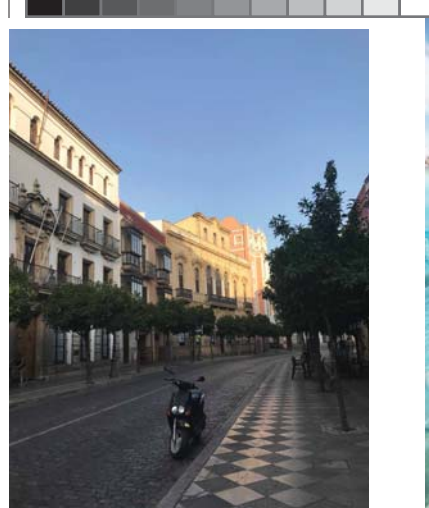
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The content and pictures in for educational purposes only.



Frequently asked questions

How many Instagram profiles can I connect?

You can connect as many Instagram profiles as your CoSchedule plan allows. To add more Social Profiles, go to the Settings > Billing page.

Is there a limit to the number of hashtags allowed?

Captions can contain a maximum of 30 hashtags, the same as when posting on Instagram natively. If you publish an Instagram post with more than 30 hashtags, the text will be stripped from the post.

Credits

Information: source: <https://www.freelogoservices.com>

Pictures: Unsplash



Table Of Contents

Introduction 7

CHAPTER 1: STEPS TO SETUP YOUR BUSINESS ACCOUNT 8

- Step 1 : Download the app 9
- Step 2 : Create an account 9
- Step 3: Connect to Facebook 10
- Step 4: Complete the profile setup 11
- Step 5: Edit your profile 12
- Step 6: Fill your gallery 13

CHAPTER 2: PROMOTING THE BUSINESS 14

- Advertisers 15
- Why You Should Invest in Instagram Ads 15
- USING STORIES TO PROMOTE! 16
- Instagram analytics 17
- Uncover Niche Hashtags 18
- Appendices 21
- Glossary 22
- Index 23



Uncover Niche Hashtags

Hashtags essentially act as a [search function](#) for Instagram to find relevant followers and brands. Tapping into your target audience means getting specific and hashtags are perfect for that!

[For example](#), the #beauty tag has literally hundreds of millions of posts behind it. Rather than tackle crowded hashtags, consider how smaller, niche hashtags such as #unicornhair, #bluehair-dontcare or #coloredhairgoals exist in which a beauty brand could stand out.

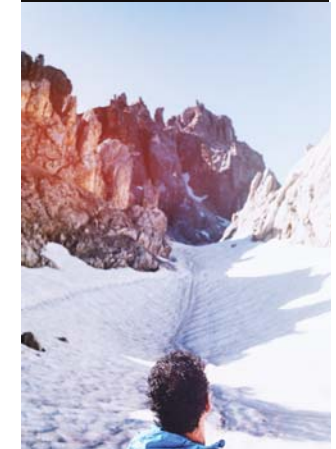
Basically they help accounts stand out!



Introduction

Instagram is an application where you can share your visual creativity with the world. Whether it's to show the world your personal life or promote your business it's the ideal application to do so.

This manual will help you learn How to Promote your Business on Instagram!

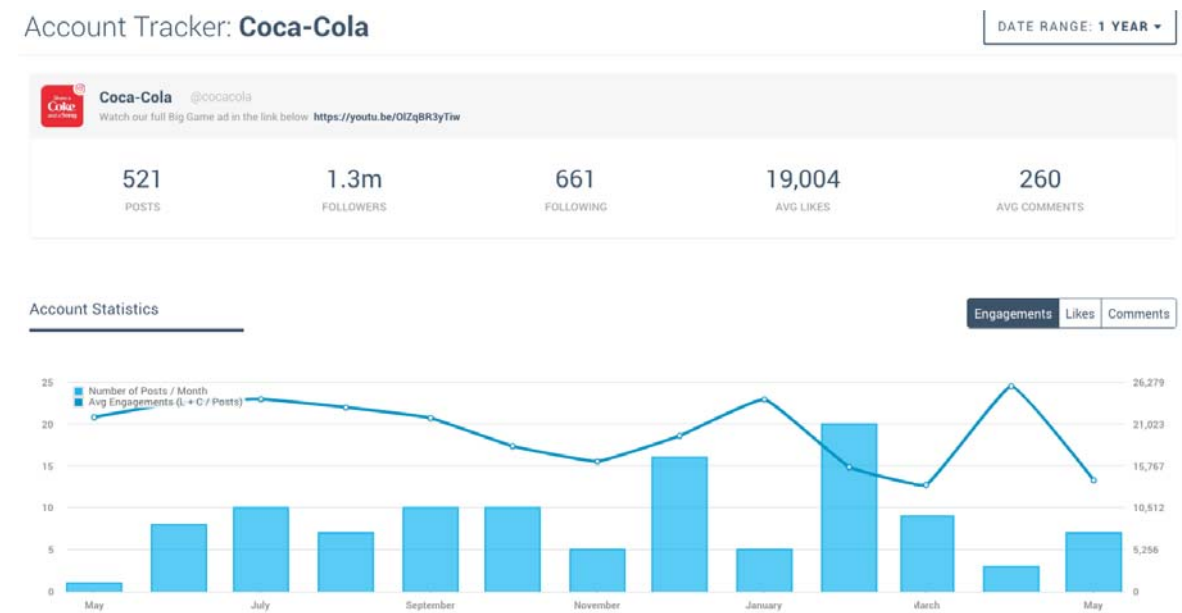


CHAPTER 1: STEPS TO SETUP YOUR BUISNESS ACCOUNT



Instagram analytics

It's also possible to get more granular information around a specific post by clicking on "View Insights" under the photograph or video. Some information here includes the number of likes, impressions, reach, engagement, comments, and saves.



USING STORIES TO PROMOTE!

Create Stories to drive engagement.

Instagram stories are short photo or video collections that disappear after 24 hours.

This simple feature is an effective way to share a funny, educational or heartwarming moment with your followers. Even better, you have unlimited ways to showcase your business.



Step 1 : Download the app

If you've never used Instagram, start by [downloading the app](#). Instagram is available for smartphones, tablets, and computers through the Apple iOS, Google Play, and Windows app stores.

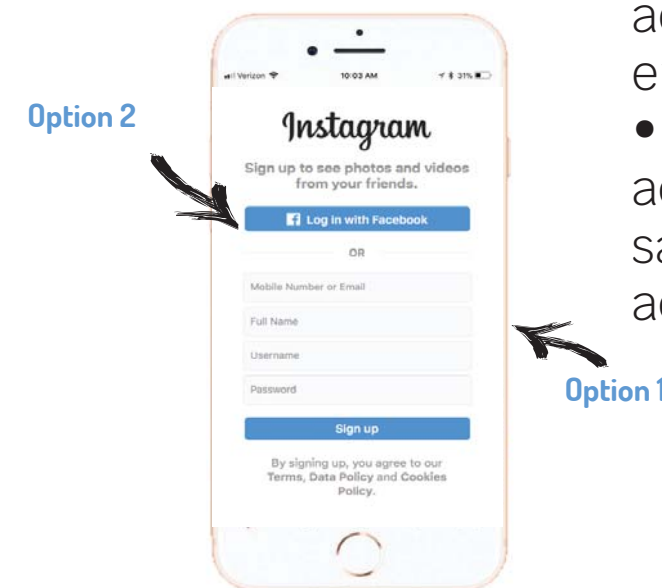
The app is geared toward mobile devices, and you'll probably use a smartphone or tablet for most of your posting activity.

So, for the purposes of this guide, let's focus on [using the mobile app](#).

Step 2 : Create an account

Launch the app, and create an account in one of two ways:

- **Option 1:** Sign up with your email address or phone number, and then enter a username.
- **Option 2:** If you have a Facebook account, you can log in with the same information and link the accounts.



At this point, you have successfully made an Instagram account!

Step 3: Connect to Facebook

By default, you begin with a [personal profile](#). To use Instagram for business, you have to connect your account to a Facebook business page. Click the profile icon at the bottom right of the screen.

1

At the top right corner of the page, [open the settings menu](#). It appears as a vertical ellipsis in Android or a gear in iOS.

2

On the next page, scroll down until you see “[Switch to business profile](#).” Click through the promo slideshow until you get a prompt to connect to Facebook. Select “Choose a page,” and set the page to “public.” Click “OK.”

3

Next, Instagram asks for permission to manage your Facebook pages. Look through the list of Facebook business pages you’ve already created. Select the right page, and click “Next.”

4

Only an admin on the account can complete this step. You won’t see the page if you’re just an authorized user.

You have connected your account to your **Facebook** business page !

Advertisers now have 4 ad options including:

[Photo ads](#) – your standard Instagram post format

[Video ads](#) – the same as above, but with a video in place of a photo

[Carousel ads](#) – a slideshow ad, which allows for multiple images

[Stories ads](#) – these are Instagram’s version of Snapchat ads seen at the top of the feed

Why You Should Invest in Instagram Ads

According to Instagram, **60%** of people say they [discover new products](#) on the platform, and **75%** of Instagrammers [take action after being inspired by a post](#). Similar to Facebook ads, throwing some money behind a post will lead to more exposure for your brand, as well as more control over who can see your post.

What about advertising on Instagram?

While Instagram was slow to release advertising privileges to all, nowadays as long as you have a business profile you can run an advertisement on Instagram.

CHAPTER 2: PROMOTING THE BUSINESS

Step 4: Complete the profile setup

To finish your profile, enter an [email](#), phone [number](#), and [address](#) for your business. You have to fill in at least one of these contact fields to proceed.

Some information will be auto-filled if it already appears on your Facebook page.

Click “[Done](#),” and go to your profile. A new graph icon should appear at the top of the Instagram app. This is your [Insights page](#), where you can [keep track of promotions and engagement stats](#).

[At any time](#), you can go back to the profile page and [switch](#) back to a [personal account](#).



At this point you have a somewhat completed profile !

Step 5: Edit your profile

Go back to your profile page, and click “Edit your profile.” Here, you can add a photo, bio, and website link. If you switched from a personal account, consider changing the photo, name and username to reflect your business. Using your familiar logo and business names [makes it easier for customers to find you on Instagram](#).


The bio is an opportunity to put some branded language, links or hashtags in your profile. Make a brief statement about what your business does or how you help customers.

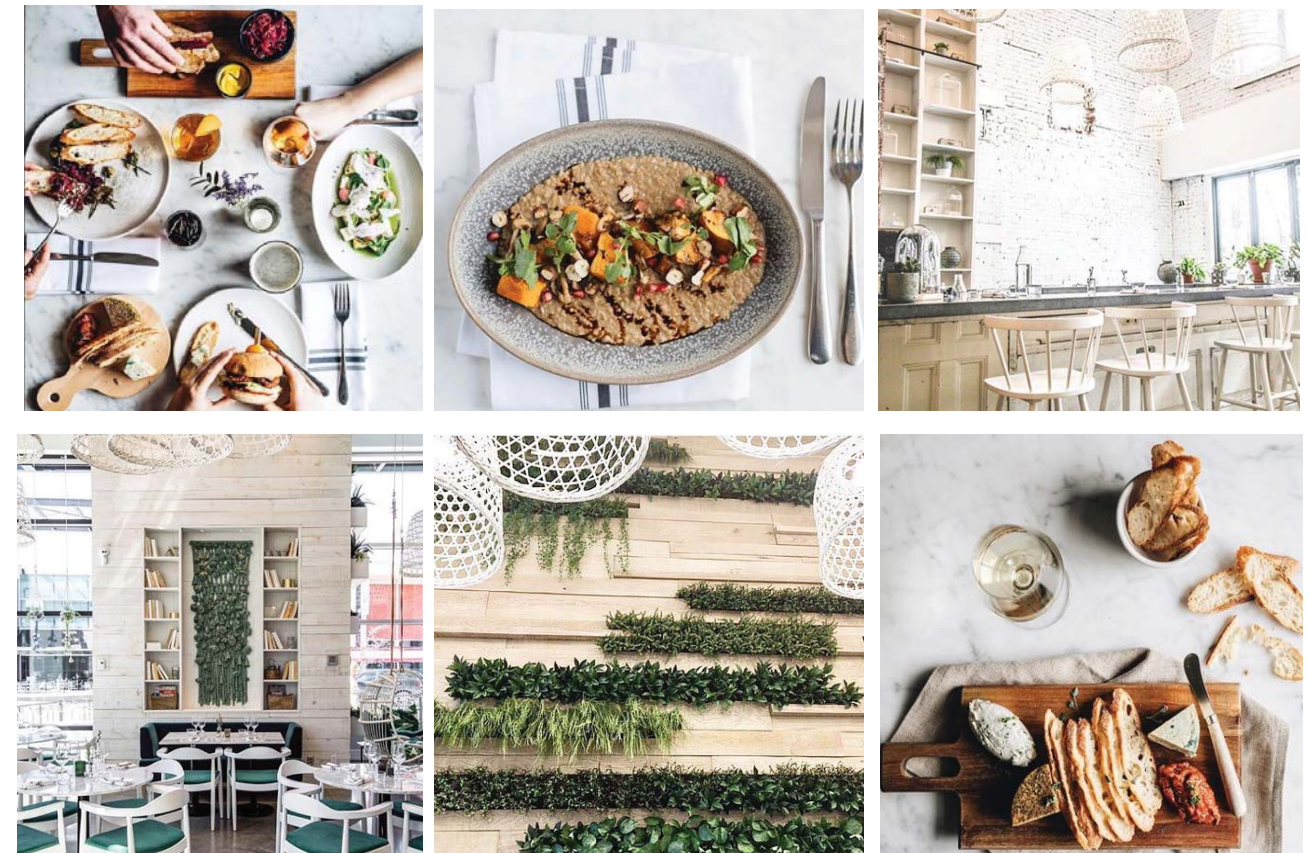


Editing your Bio and description will give users more interest in your page.

Step 6: Fill your gallery

Start adding photos to your gallery. The best thing about Instagram is your ability to reinvent old photos by adding filters.

Click the  “Add” button to open a gallery from your phone. You can select the drop-down arrow at the top of the screen to get photos from other sources, such as Google Drive.



Filling In your Gallery is a must!