



# HOW TO USE INSTAGRAM FOR MARKETING

## 2 PART COURSE

# What We Will Cover

## **Part 1: How to use Instagram (from a marketing perspective)**

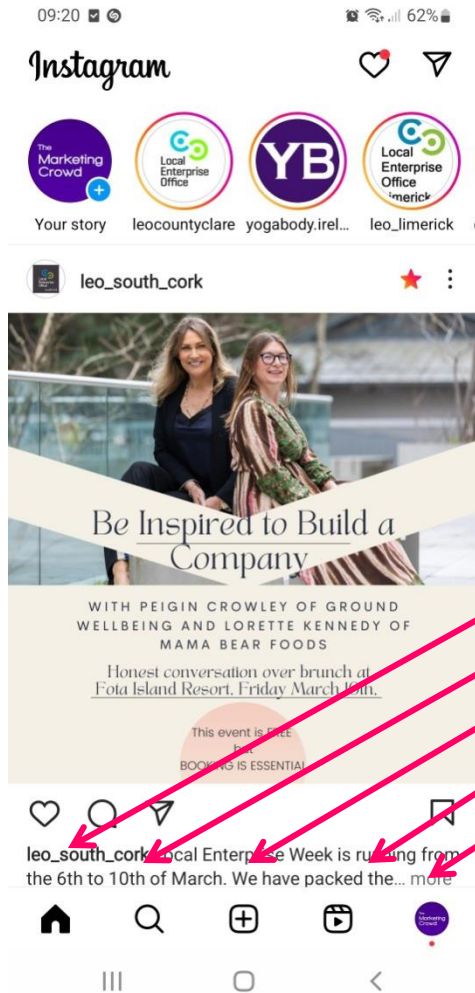
1. How to setup your profile correctly & some key settings for business
2. How to migrate to a business or creator account
3. Overview of Reels
4. How to search and get found
5. How the Feed works

# What We Will Cover

## **Part 2: How to use Instagram for marketing**

1. How to post images and carousels
2. Overview of Instagram Stories
3. How to attract more followers
4. How to get more reach and engagement
5. How to drive people to your website

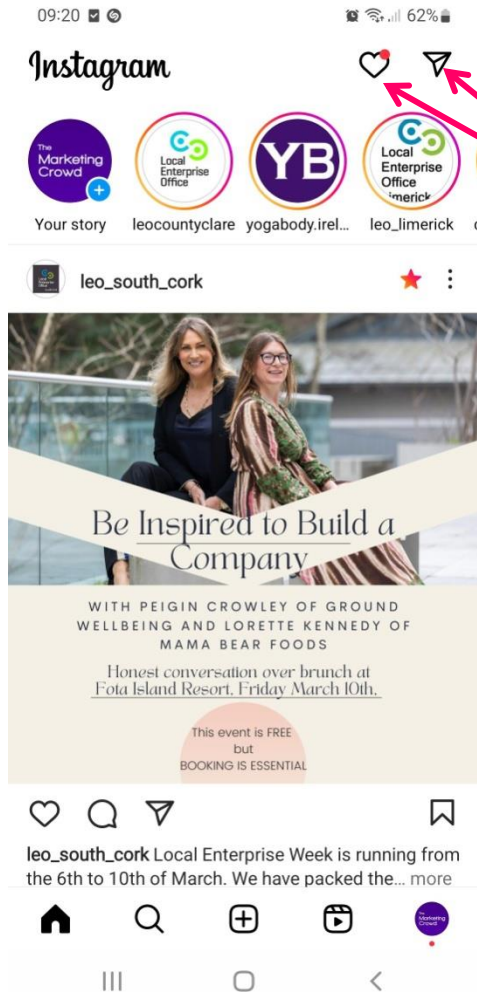
# Overview of the Navigation



The main menu is comprised of 5 icons at the bottom of the screen

1. Home - Newsfeed
2. Explore (search)
3. Create
4. Reels feed
5. Your Profile

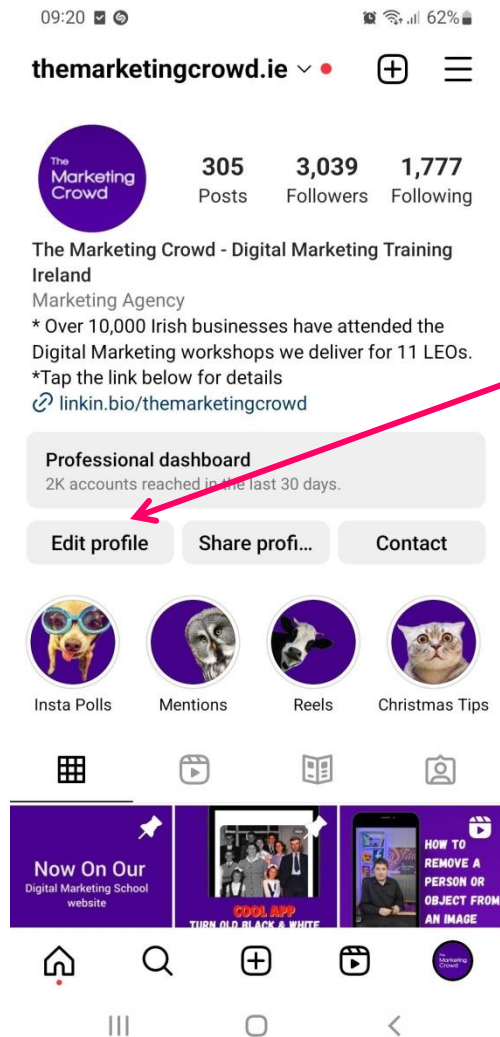
# Overview of the Navigation



There are also 2 menu options at the top of the Homepage screen

1. Heart = Notifications
2. Paper plane = Private messages

# Completing Your Profile





1. To edit your profile click edit profile
2. You can now add your logo / picture as your profile picture

The first thing you need to do is to complete the Rest of your profile information so click on The profile icon on the bottom right of the menu

# Completing Your Profile

09:20 62%

✕ Edit profile ✓

Edit picture or avatar

Name  
Marketing Crowd - Digital Marketing Training Ireland

Username  
themarketingcrowd.ie

Pronouns

Bio  
ver for 11 LEOs. \*Tap the link below for details

Links 1

Profile information

Page The Marketing Crowd >

Category Marketing Agency >

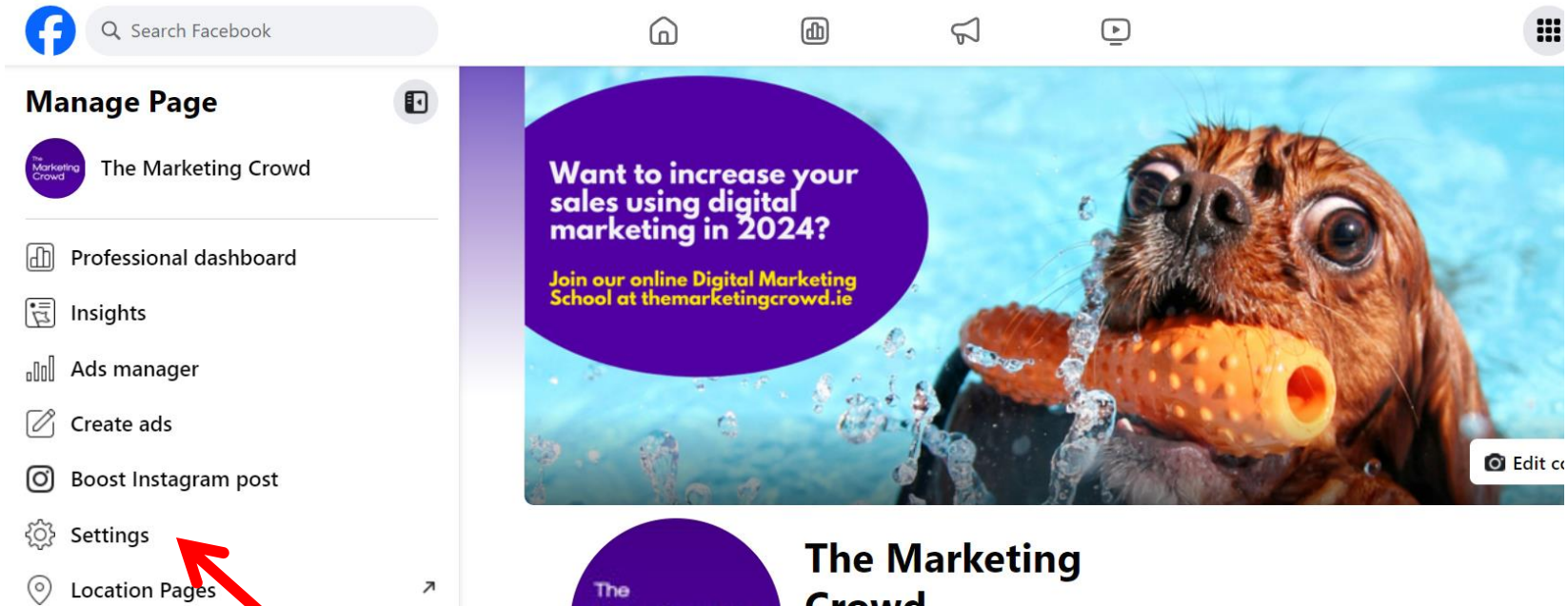
Contact options Email, Phone >

Action buttons None active >

III ○ <

1. To edit the other details in your profile tap on “edit profile”
2. Add your web address
3. Add a description of your business (150 characters). Explain what the business does but also why people should follow your profile

# The easiest way to connect your Instagram account to your Facebook page



## Go to Facebook on desktop

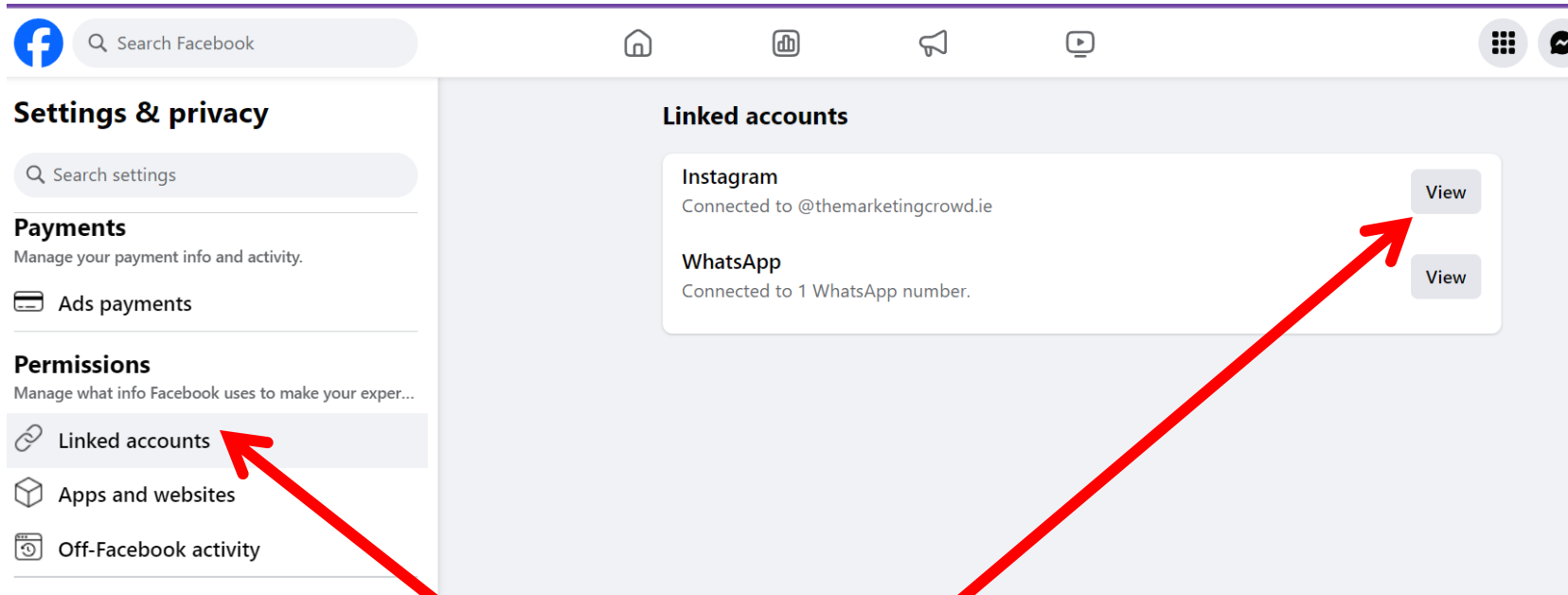
To get to your settings, ensure you have switched to using Facebook as your page.

Go to your page

On the left hand side click on settings



# How to “connect to your Instagram account”



To link to your Instagram account

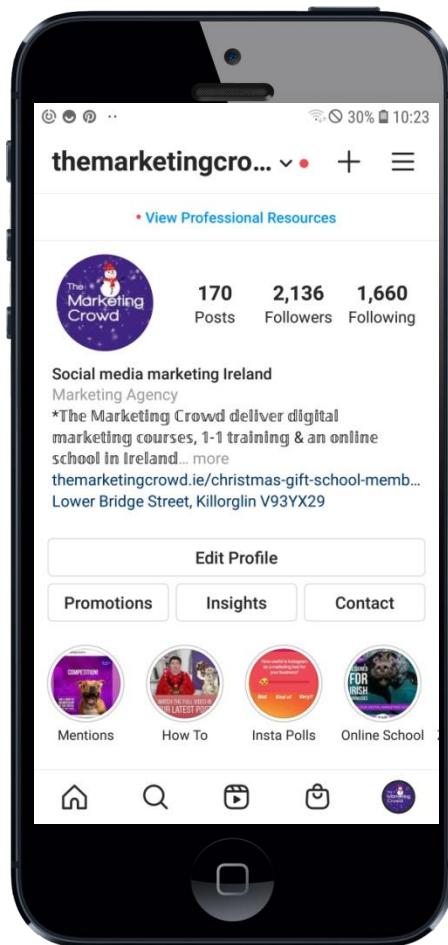
1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

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2. **How to migrate to a business or creator account**
3. Overview of Reels
4. How to search and get found
5. How the Newsfeed works

# Step 1 – Switch to a business or Creator Account



If you use Instagram for business you can migrate your profile to a business or Creator account

Both are very similar but the main difference is you get the good music library with a Creator account but you get a stock music library with the business account. This impacts your ability to make Reels

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# How to migrate – From a personal account

19:12 ⓘ ⓘ ⓘ ⓘ

79%

✕

Switch to professional

### Get more tools and switch for free

**Access insights**  
See what content is getting the most attention and the best times to post.

**Run ads**  
Get your content in front of more people and bring them to your profile or website to drive brand awareness and sales.

**Get paid**  
Earn money when you become eligible for features like Bonuses and Subscriptions.

Next

1. Tap next

2. Type in and choose a category that describes your business

3. Tap the blue button

What best describes you?

Categories help people find accounts like yours. You can change this at any time.

Display on profile ☐

🔍 res

✕

Suggested

Restaurant ☒

Beauty, cosmetic & personal care ☐

Grocery Store ☐

Photographer ☐

Switch to professional account

Switching to a professional account makes your profile public. [Learn more](#)

# How to migrate – From a personal account

19:13 @ ⓘ 🔒 •

📶 79% 🔋

What type of professional are you?

**Business** ☒

Best for retailers, local businesses, brands, organizations and service providers.

**Creator** ☐

Best for public figures, content producers, artists, and influencers.

Next

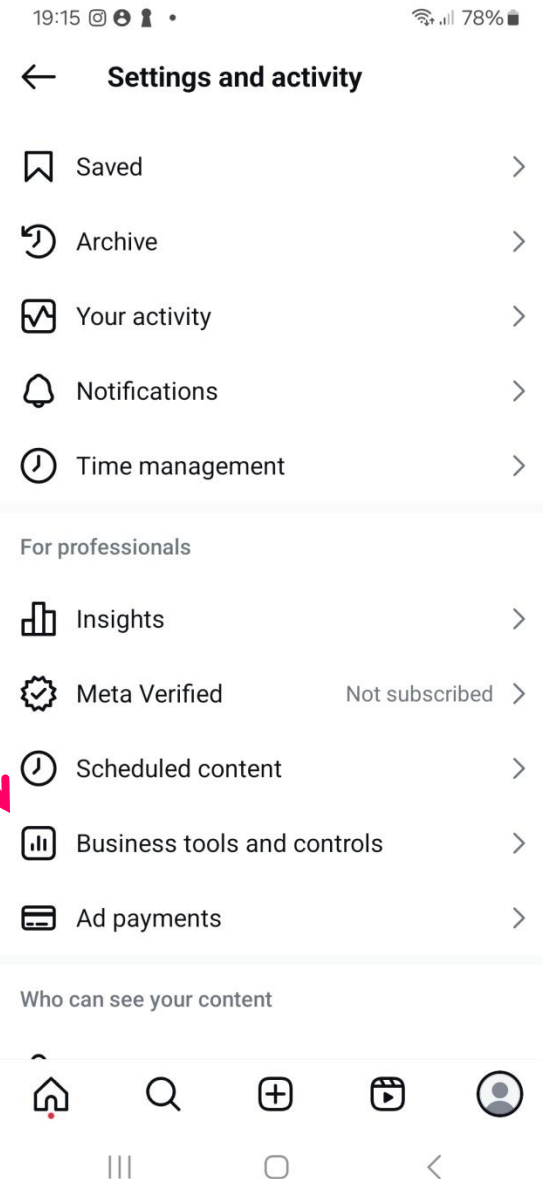
☰ ○ <

You can now choose to switch to a business or creator account

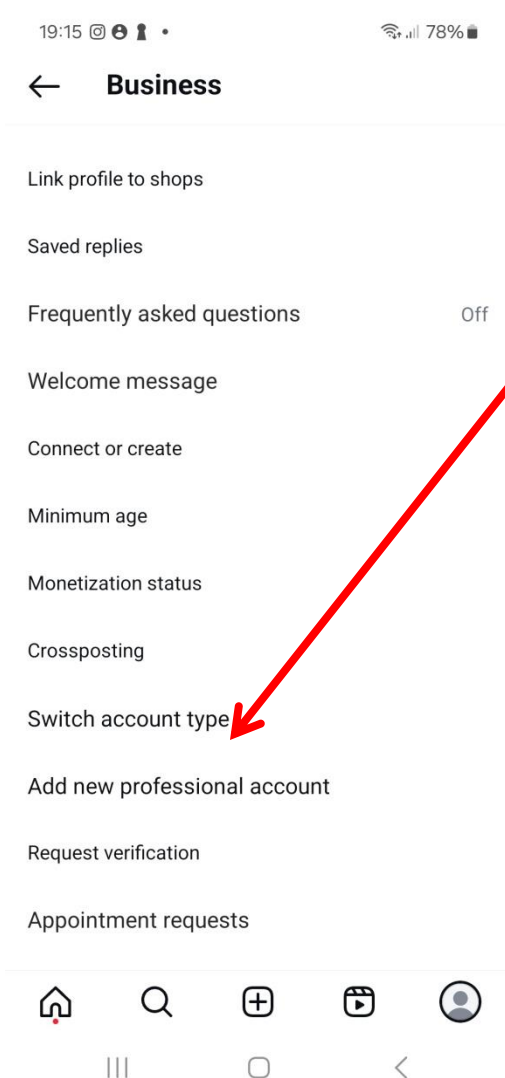
# How to migrate from a business to a Creator account



1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then scroll down and find Business tools and controls. Tap this

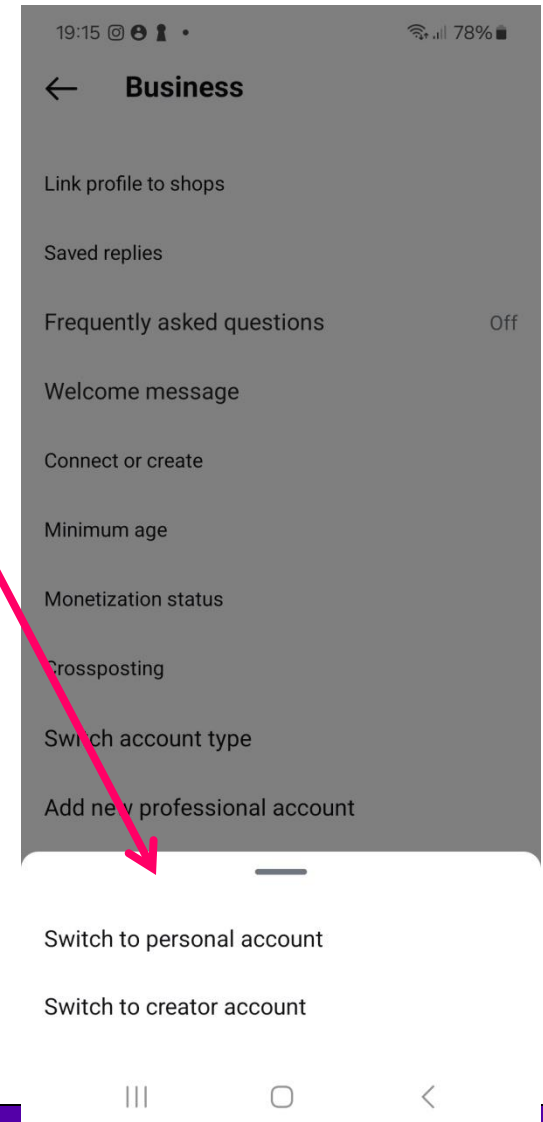


# How to migrate



1. Tap switch account type
2. Then choose which account type you want

It will then ask which account you want. Select Creator account.





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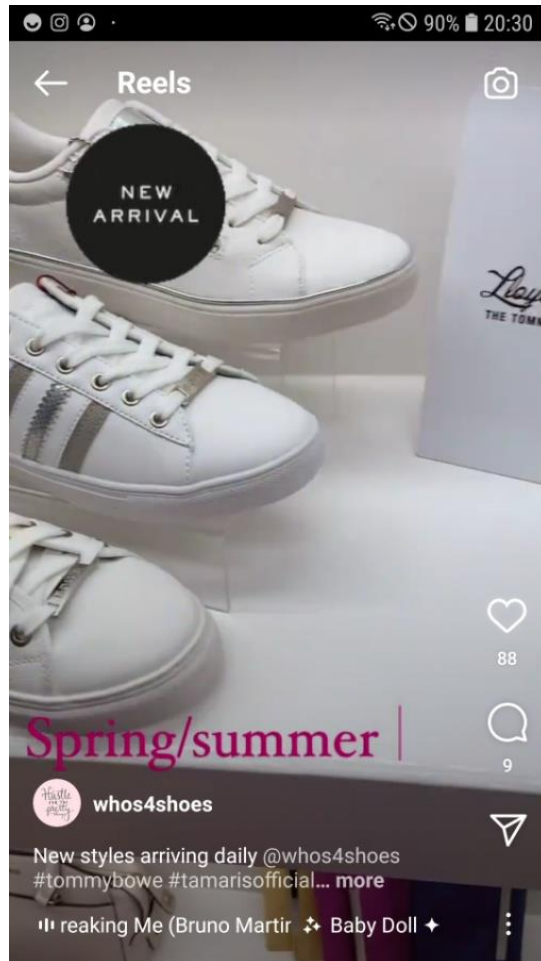
# Ways businesses use Reels for marketing



You could use Reels to ...

1. Showcase your products – product demonstrations, how to use your product
2. Showcase your service
3. Share Educational content – Advice and “How To”
4. Inspire people – beautiful scenery if you are a tour guide, fitness if you own a gym
5. Show behind the scenes activity at work
6. Show your personality – Reels is a great way to show your sense of humour and your fun side

# Examples of “Showing your product” Reels from Retail shops



## Shoe shops, Boutiques, Beauty products etc.

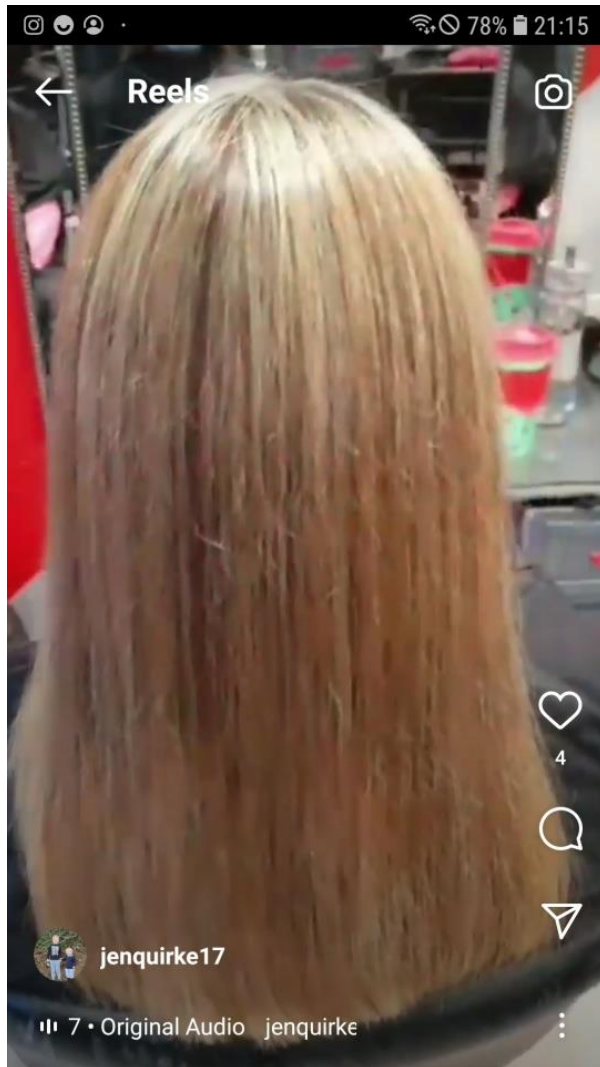
These Reels are typically made as

- 1) Video, music and text  
Shoot your video and then add music and text
- 2) Someone speaks to the camera throughout the Reel
- 3) Someone adds a voiceover on video clips

Check these accounts for examples...

@whos4shoes  
@lovecherishboutique  
@Jadorebeauty.ie  
@vivienne\_mccarthy

# Examples of “Showing your service” Reels from service providers



**Gardeners, Hair Salons, Nail bars, Restaurants etc.**

These Reels are typically made as

- 1) Video, music and text  
Shoot your video and then add music and text
- 2) Someone speaks to the camera throughout the Reel
- 3) Someone adds a voiceover on video clips

Check these accounts for examples...

@jenquirke17  
@james\_todman  
@allyearround  
@wholesomeirl

# Examples of “Giving Advice” Reels from coaches



**Life coach, mindfulness coach, parenting coach, marketing consultants etc.**

These Reels are typically made as

1. Someone speaks to the camera throughout the Reel
2. Someone adds a voiceover on video clips

Check these accounts for examples...

@drjuliesmith

@cilliankeane\_

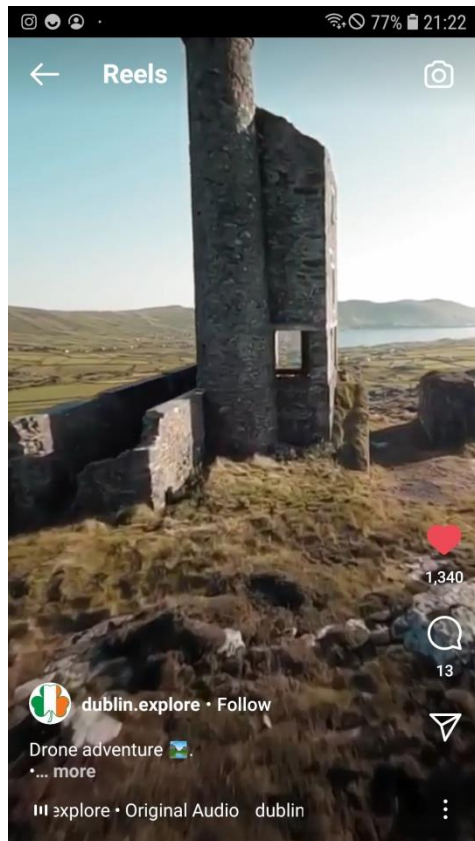
@jenay.rose

@themarketingcrowd.ie

@elisedarma

@irishbeautyfairy

# Examples of “Tourism” Reels from Guesthouses or tour guides



## Hotels, Guesthouses, Tour Guides, Coach companies, Travel vloggers

These Reels are typically made as

1) Video, music and text

Shoot your video and then add music and text

2. Someone adds a voiceover on video clips

Check these accounts for examples...

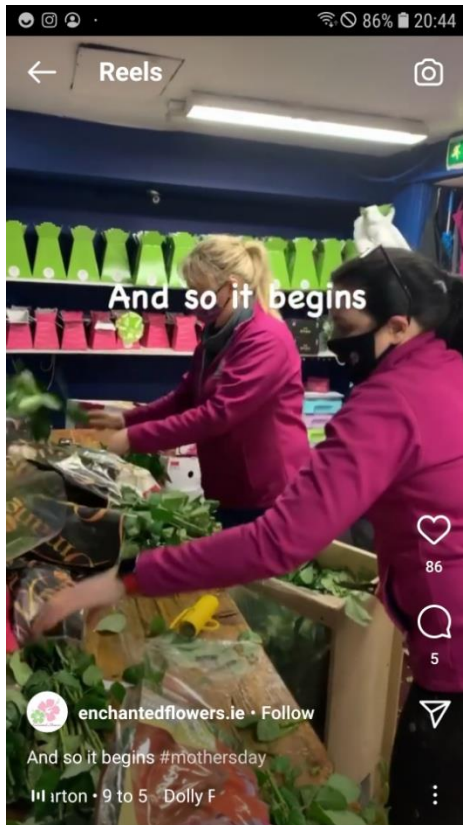
@sandymakessense

@dublin.explore

@greenmounthousedingle

@butlersprivatetours

# Examples of “Behind the scenes ” Reels



## ‘Behind the Scenes’ Reels

These Reels are typically made as

- 1) Video, music and text

Shoot your video and then add music and text

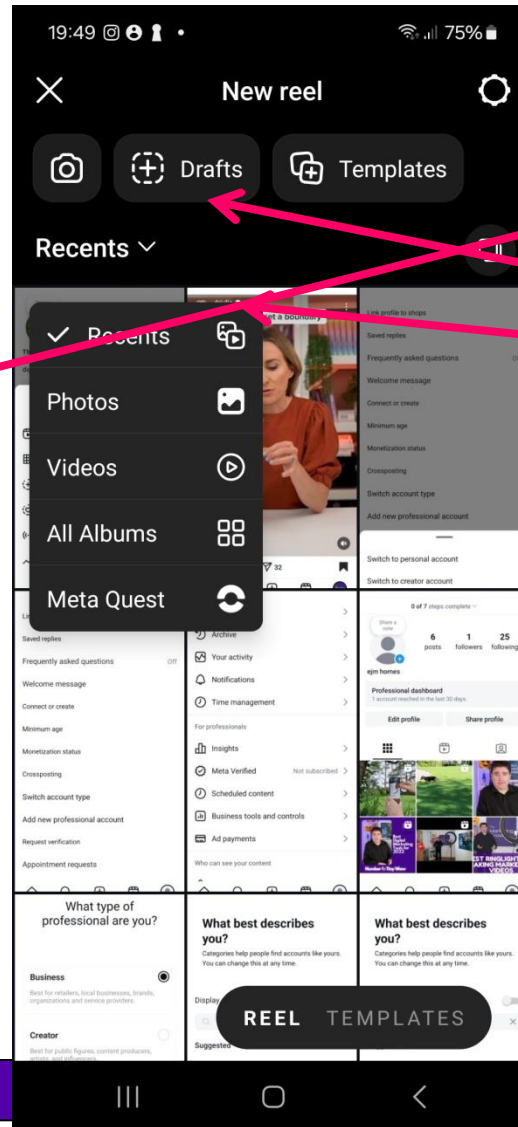
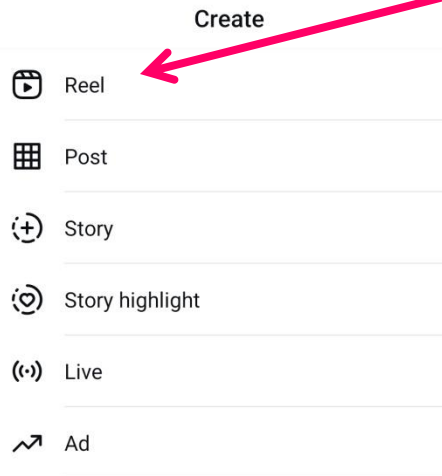
Check these accounts for examples...

@enchantedflowers.ie

@dsw



# How to create a Reel using video footage, music and text

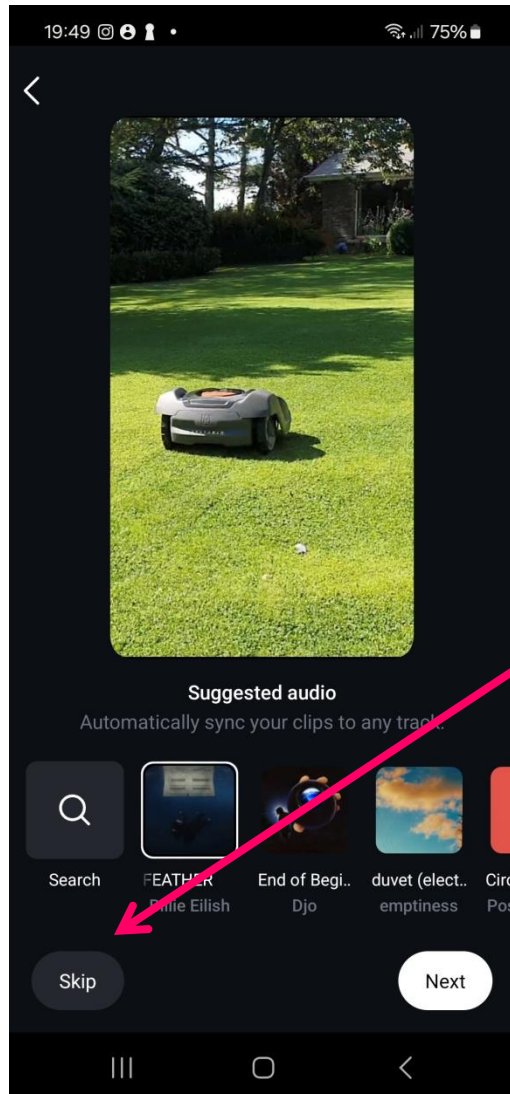


## How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Select your video clips from the list below
4. Or Tap the arrow next to Recents to find video from a folder on your phone



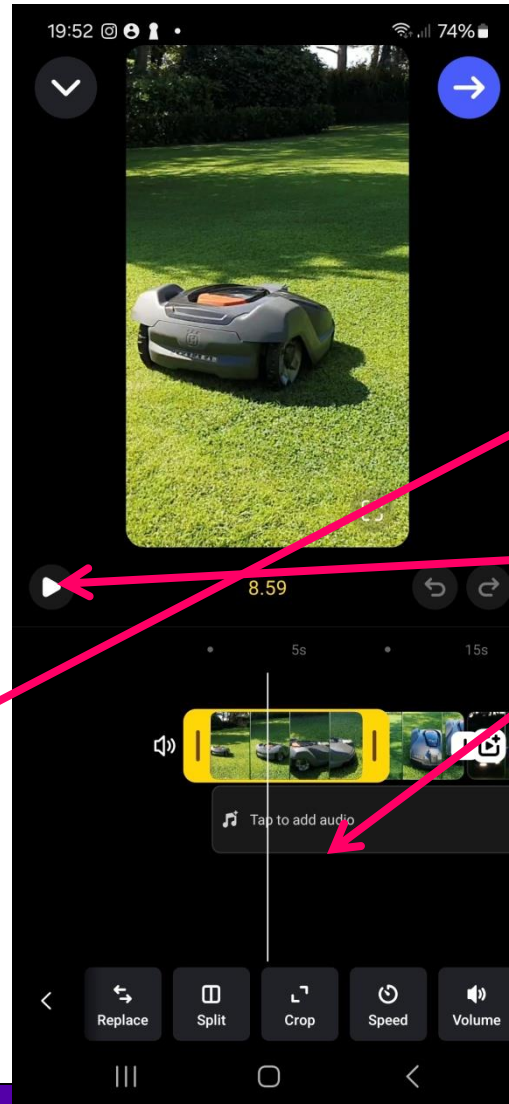
# How to create a Reel using video footage, music and text



The AI is now offering you edited version of your video with music

You should tap on skip

# How to create a Reel using video footage, music and text



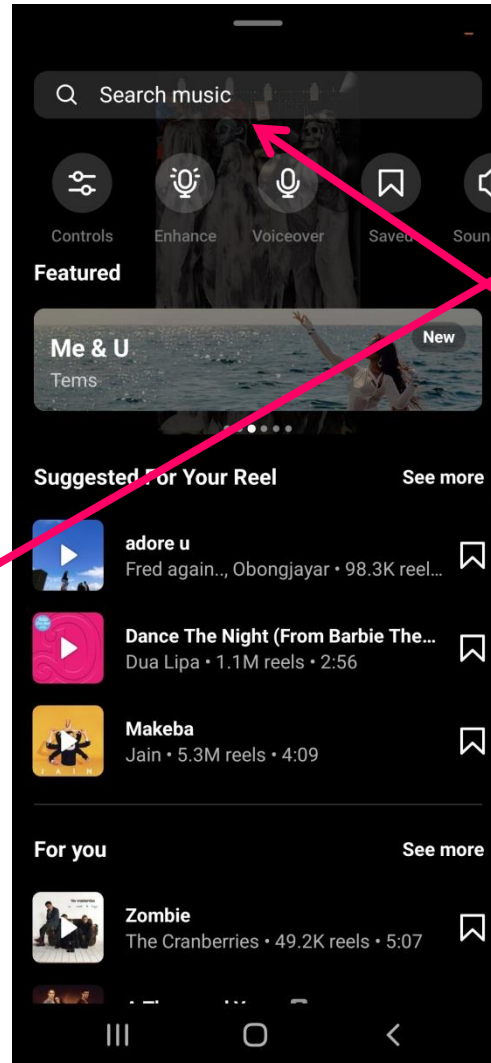
## How to create a Reel

You are now in the area where you can edit the clips, add text, effects stickers add music etc.

Tap on the edit button to edit your video clips

Press play / pause and then split your clips where you want to cut them. Tap discard to delete

# How to create a Reel using video footage, music and text

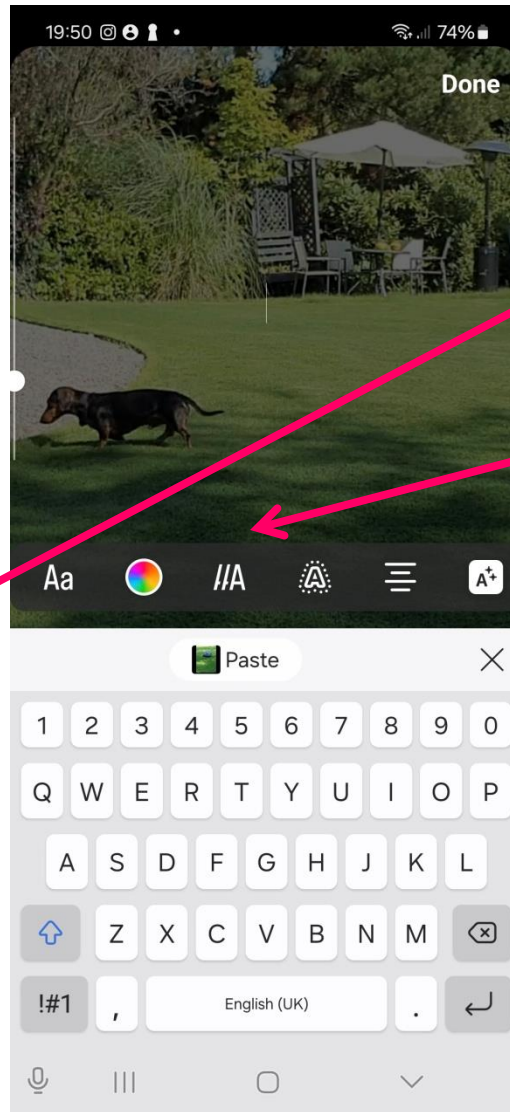
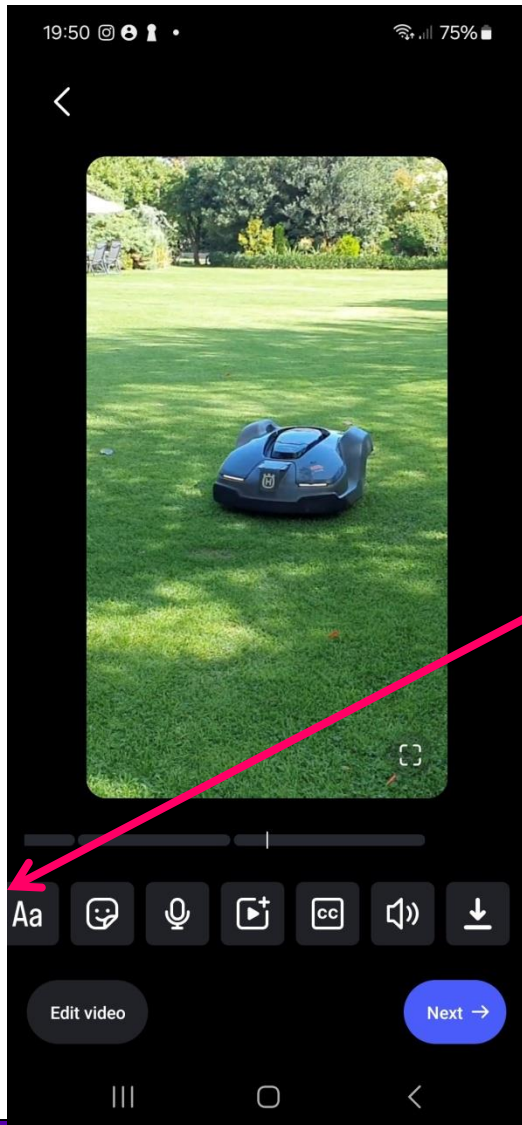


## How to create a Reel

8. To add music tap on the music symbol

You can then search for music or go to your saved music

# How to create a Reel using video footage, music and text



## How to create a Reel

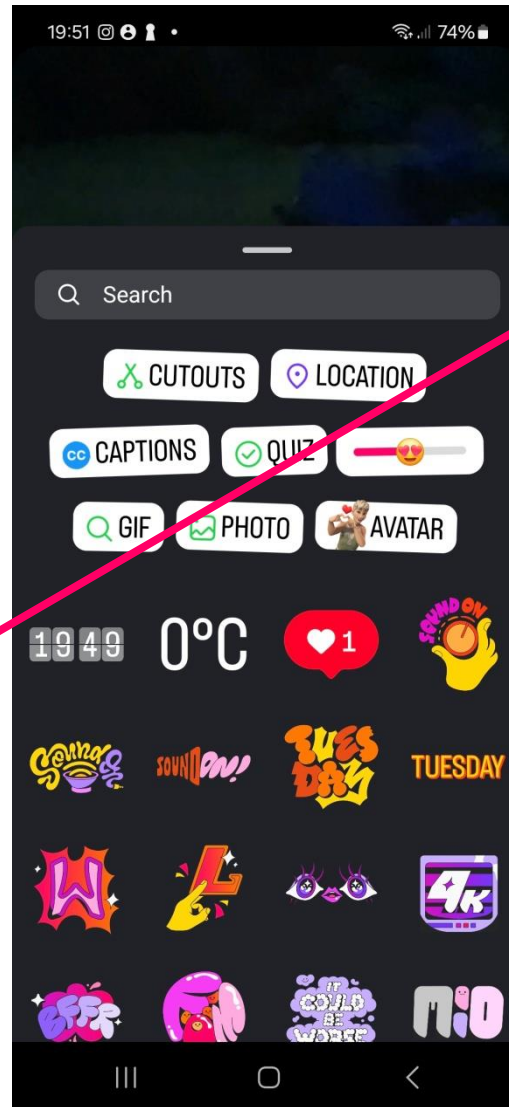
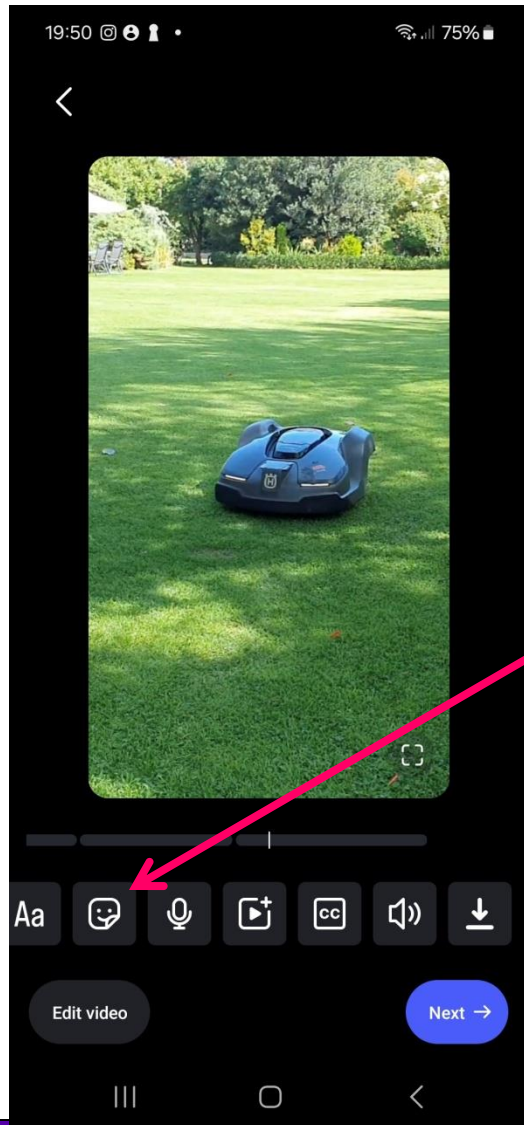
9 – Tap Aa and type your text

You can  
Change the font  
Change the colour  
Add an animation  
Add an effect  
Align  
Add a background effect

When you add text you can then  
edit the amount of time it is on the  
video in the editor



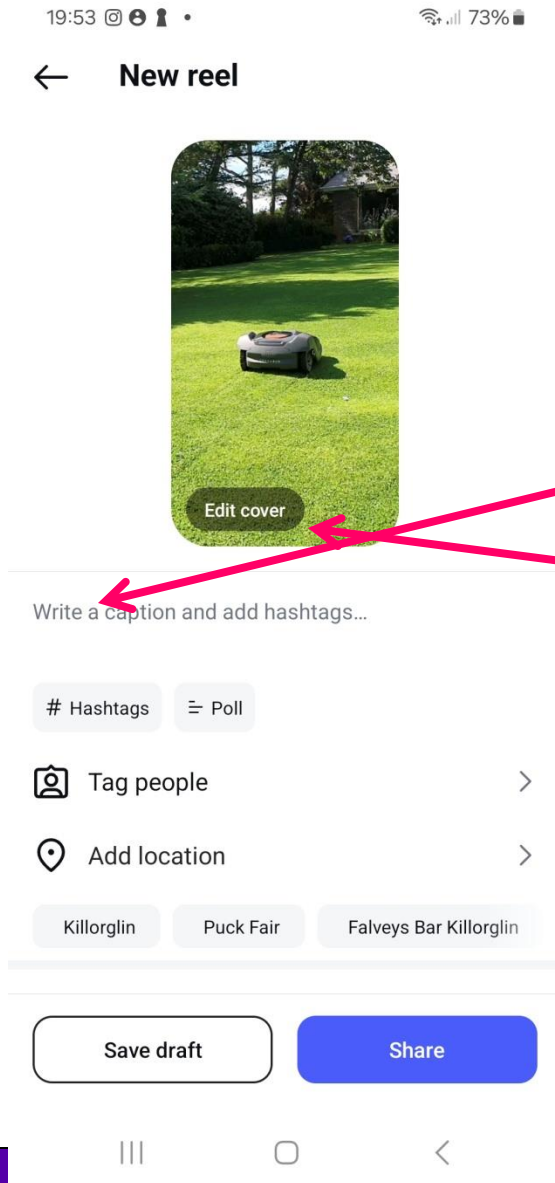
# How to create a Reel using video footage, music and text



## How to create a Reel

10. Tap the sticker icon to add stickers. Eg. search for words like Sale or Wow or Spooky

# How to create a Reel using video footage, music and text



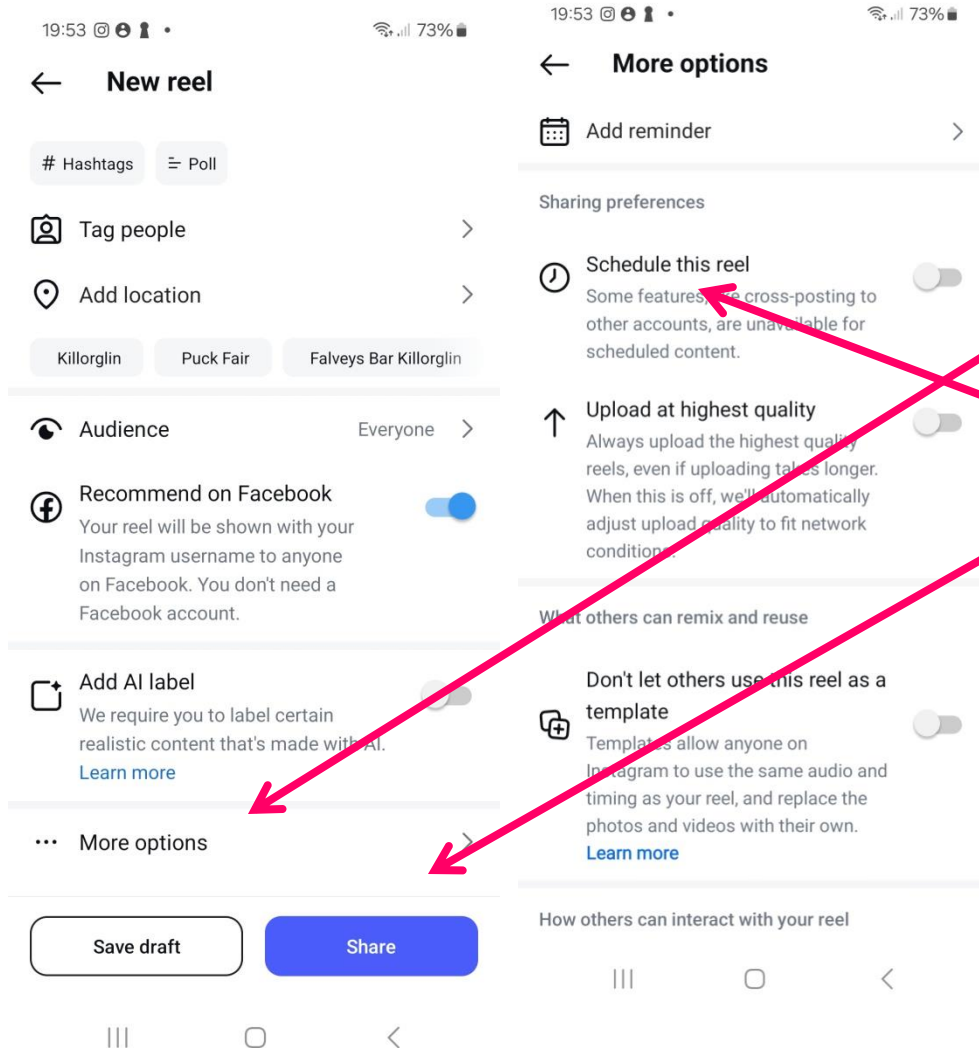
## How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

# How to create a Reel using video footage, music and text



## How to create a Reel

Tap more options and you should have the option to schedule your Reel

Tap share to send out your Reel

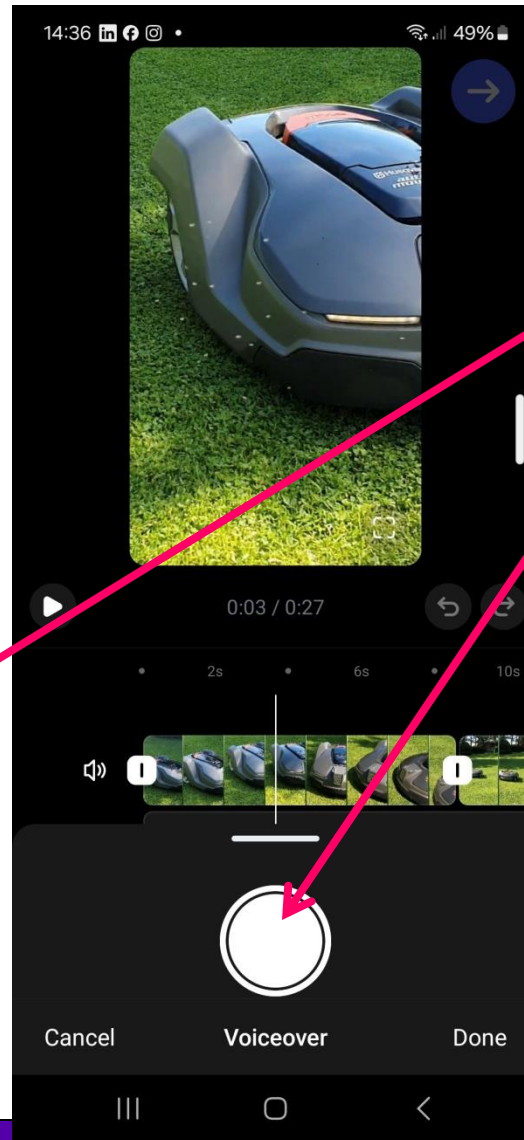
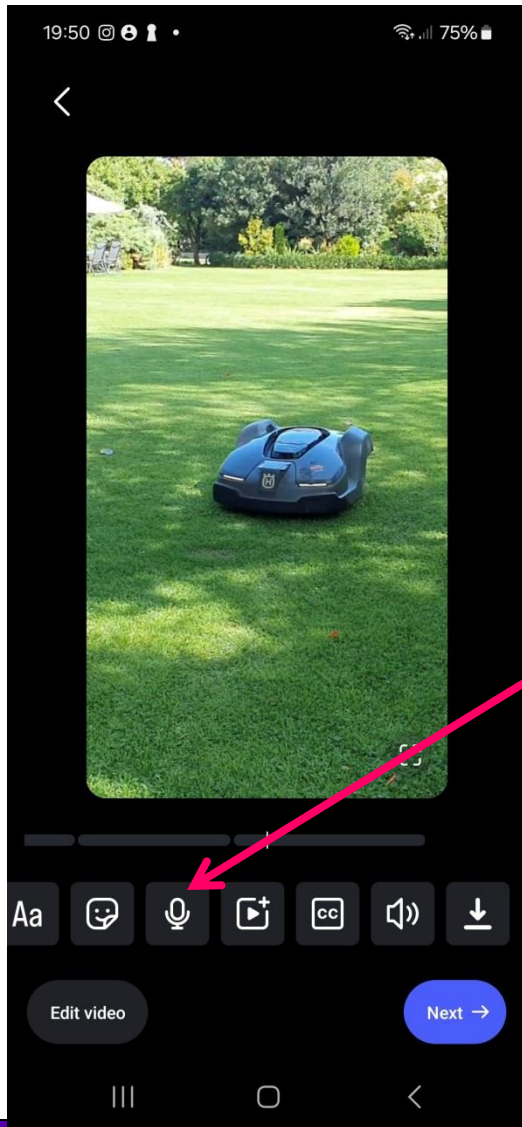
# How to create a Reel with your voiceover

Note – this process is almost exactly the same as the 1<sup>st</sup> demo

However, once you have edited your clips, added your text and music you can then tap the microphone icon to record the voice over



# How to create a Reel by adding a voiceover

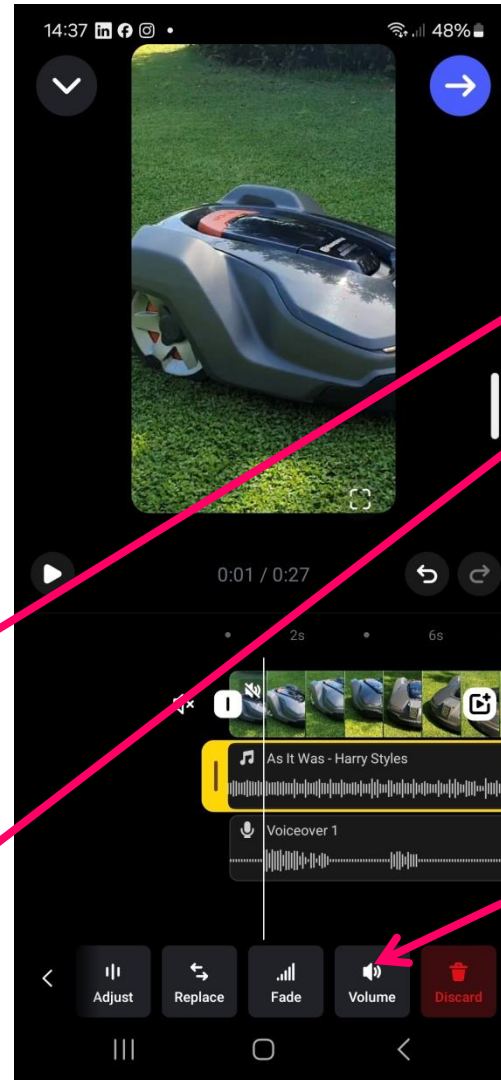
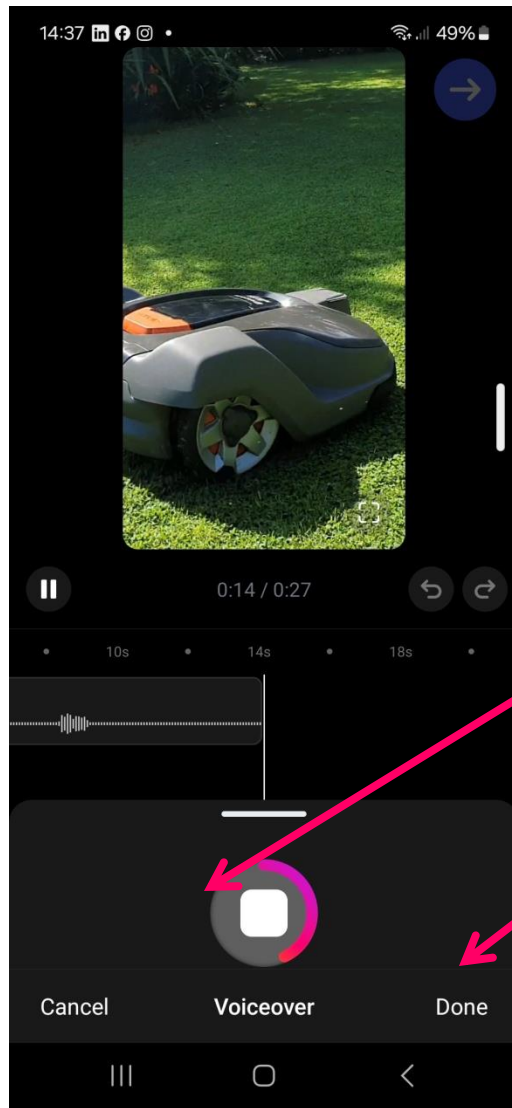


## How to create a Reel

To add the voiceover tap on the microphone icon

Then tap the circle to record

# How to create a Reel by adding a voiceover



## How to create a Reel

Say what you want to say into the phone

Tap done when you are finished

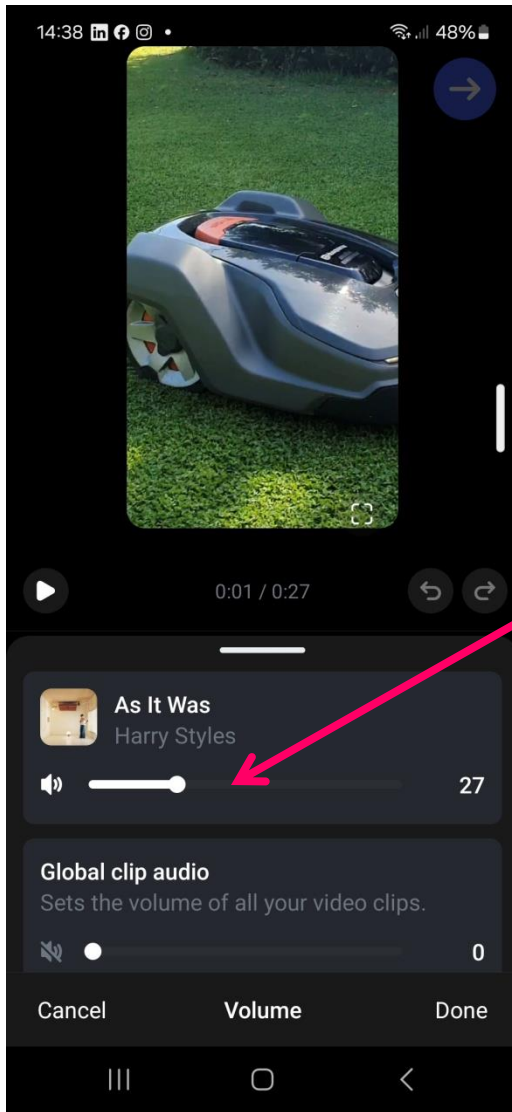
You are now taken to the editor and you can see the music and the voiceover

If you press play the music will be too loud

Tap the music line

Then tap volume

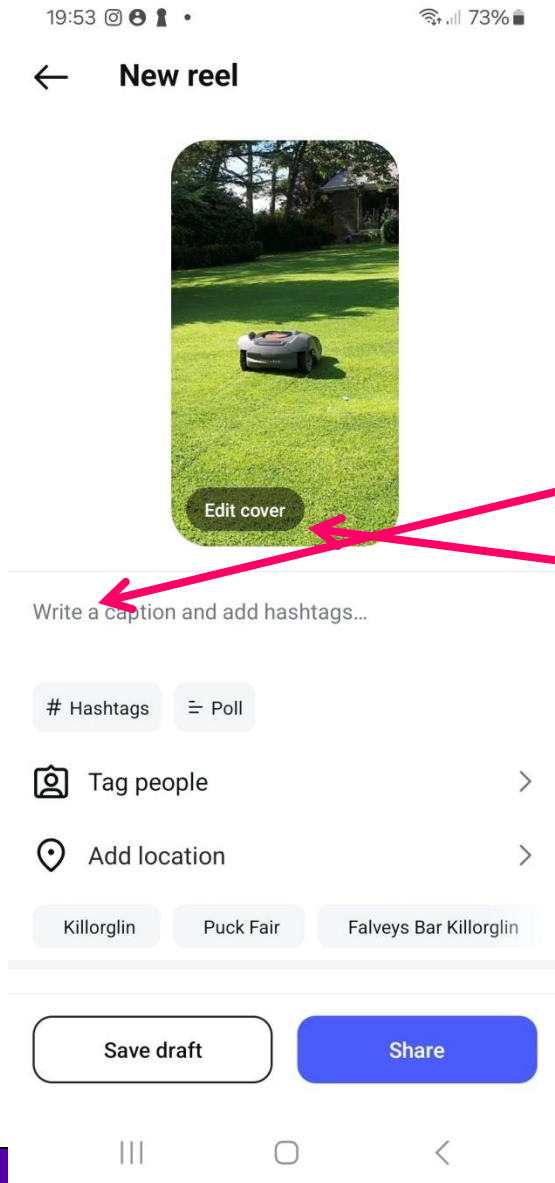
# How to create a Reel by adding a voiceover



## How to create a Reel

Then lower the volume of the music to a level that you are happy with

# How to create a Reel by adding a voiceover



## How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

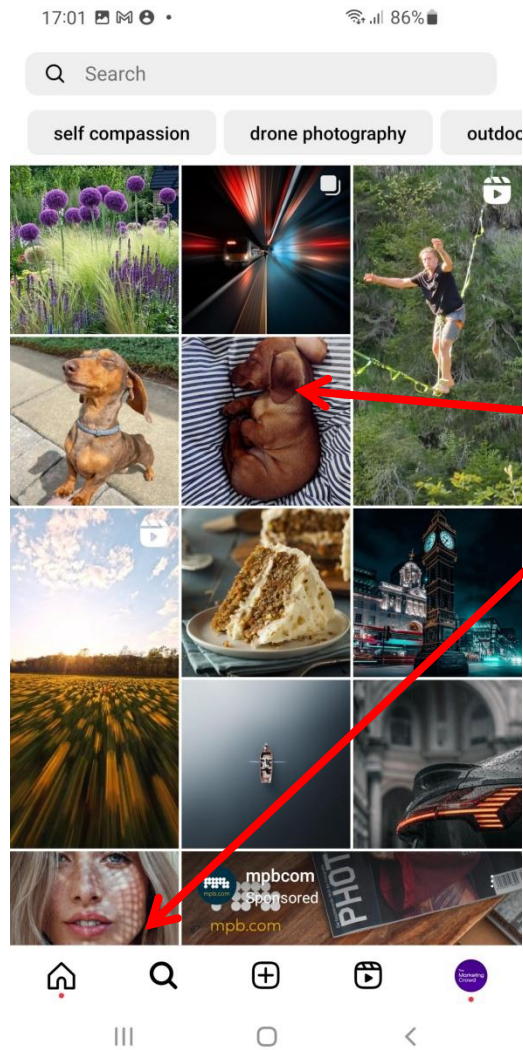
Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

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# How to find content and people to follow

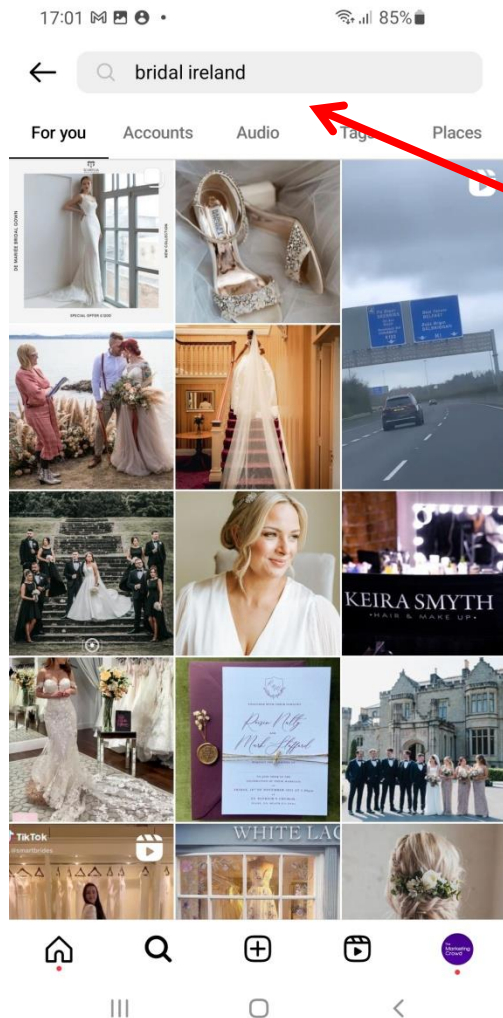


Tap the search icon just to the right of the Home icon to perform searches based on People, hashtags and places.

Under this search bar, Instagram also presents popular posts and Reels it thinks you would be interested in based



# How to find content and people to follow



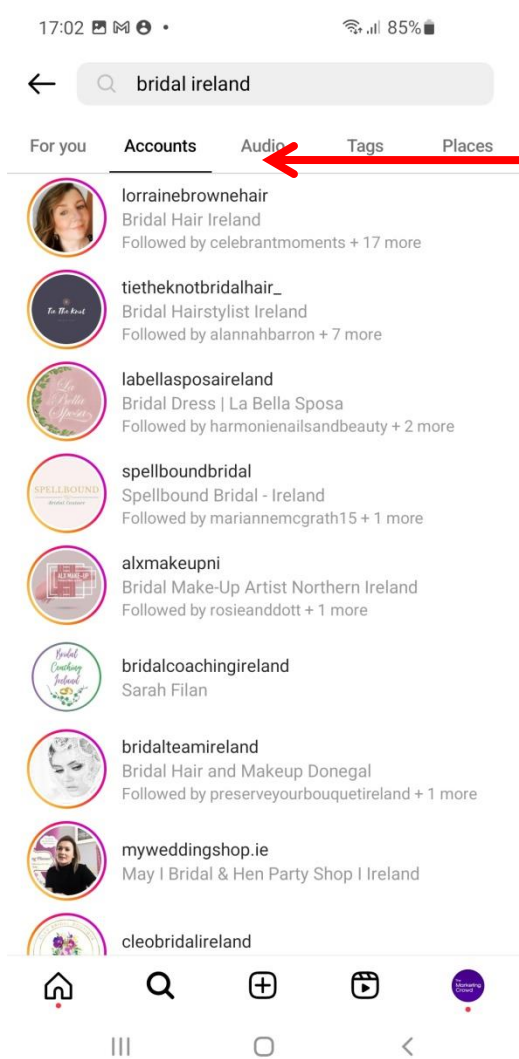
When you type in search words you will be taken to the search results.

The first category is “For you”

I searched for Bridal Ireland so these are posts and reels that have those 2 words somewhere in the caption – either in the sentences or in Hashtags.

Hashtags increase your ability to appear in these results

# How to find content and people to follow

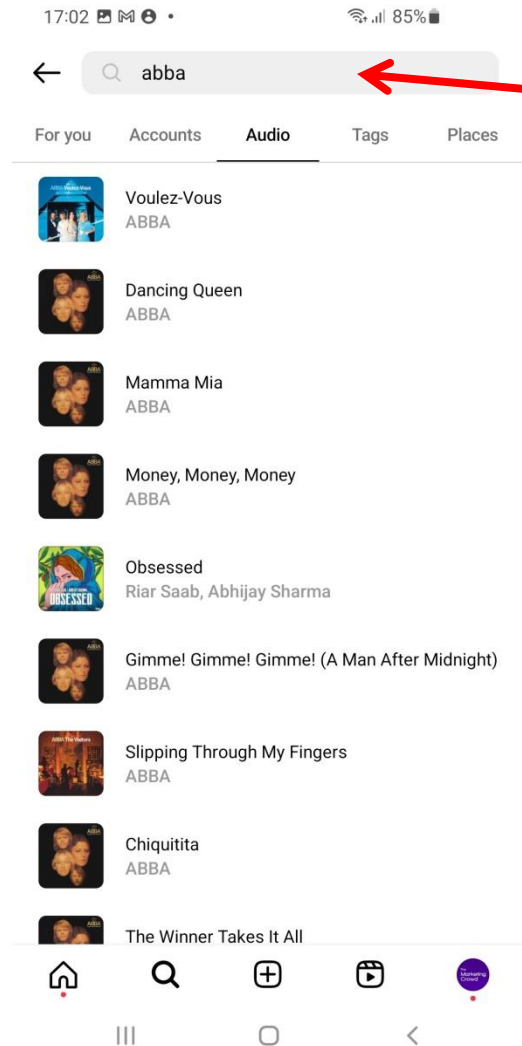


Next category is Accounts

They are now showing me accounts that have the words Bridal and Ireland in the name or username of the account



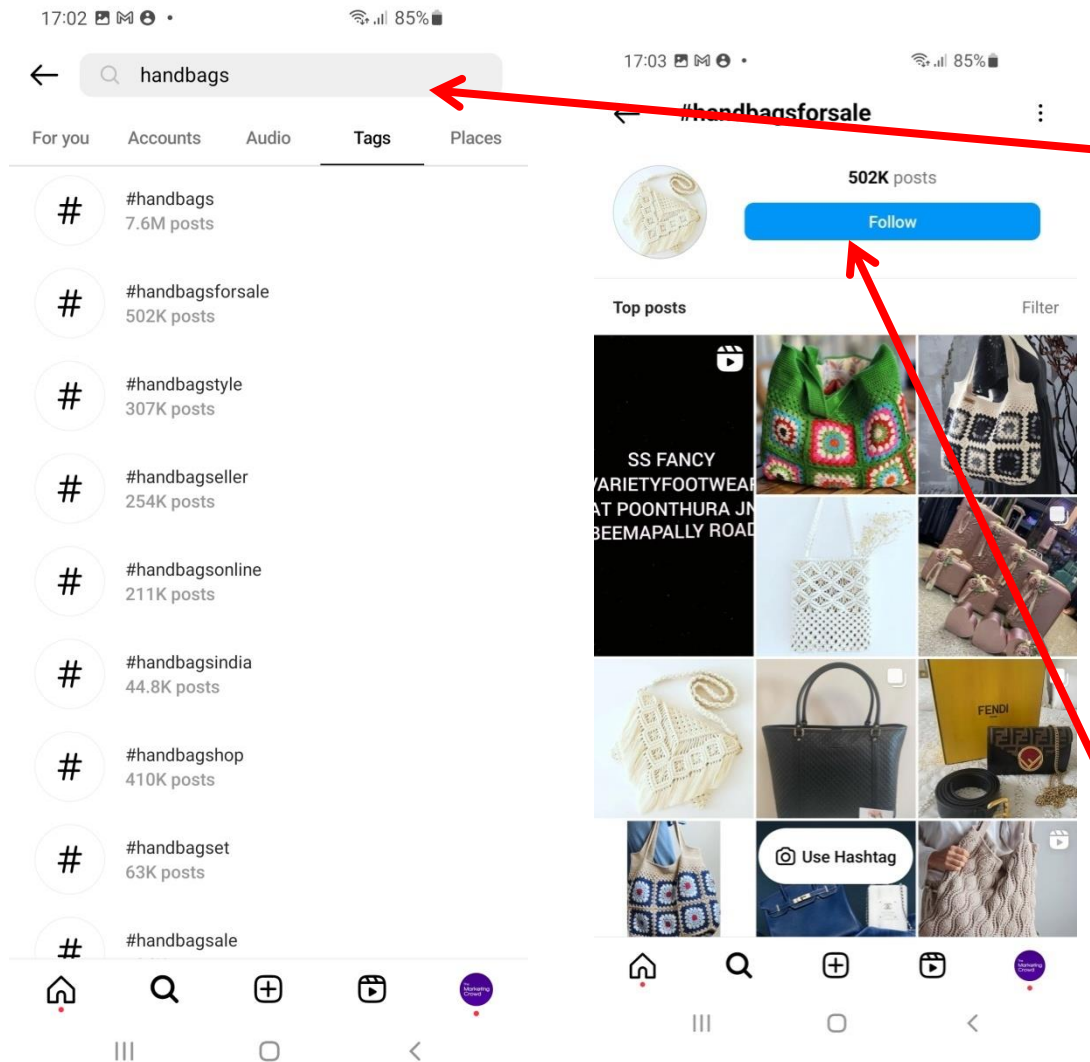
# How to find content and people to follow



Next category is Audio.

I have searched for Abba and they then show me all the Abba tracks that have been used in Reels

# How to find content and people to follow



Next category is tags which means hashtags

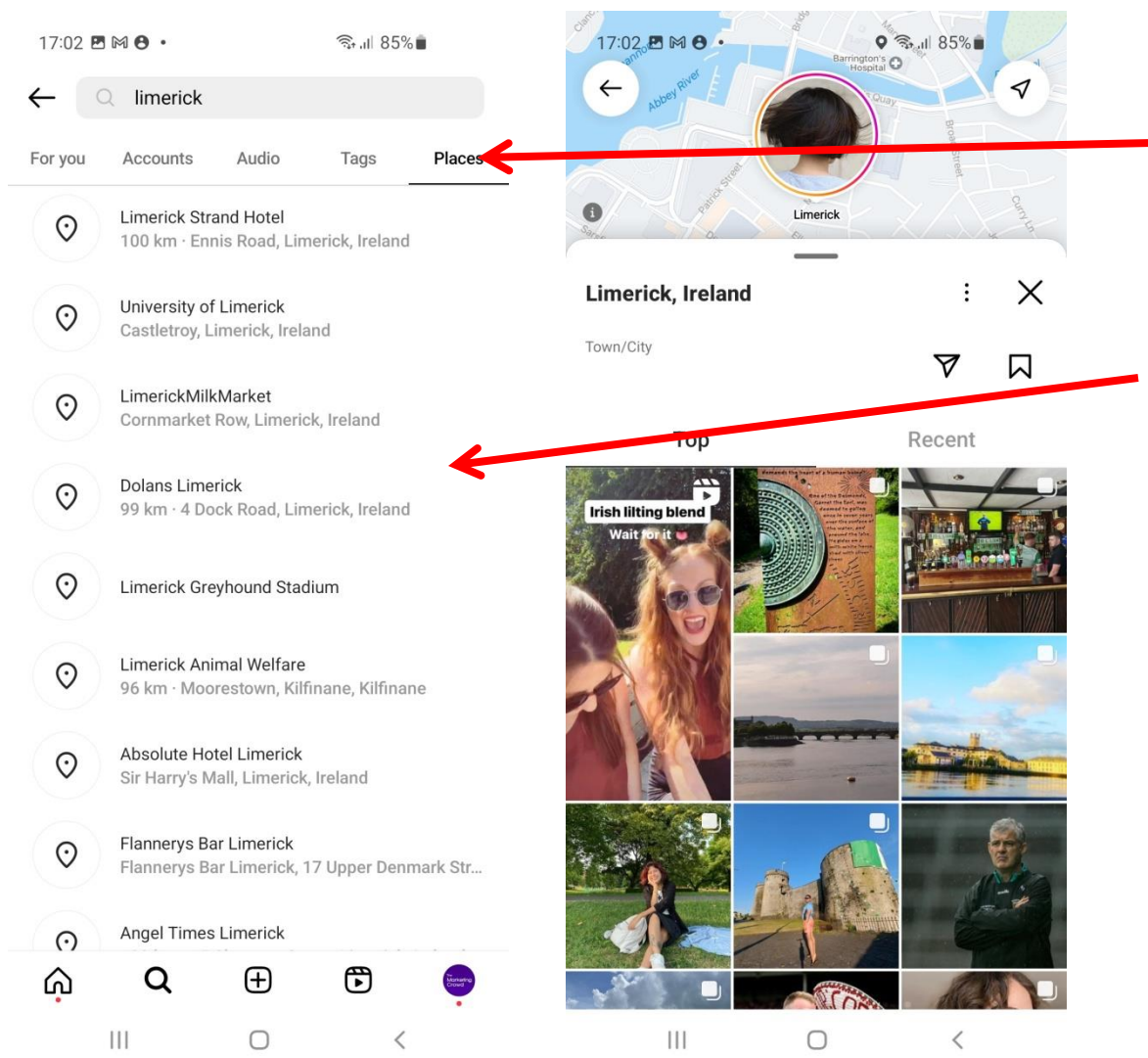
I have searched for handbags  
And they then show me all the  
Hashtags that contain the  
words handbags

If I tap on any hashtag they will  
show me the popular posts and  
Reels that have that hashtag in  
the caption or the comments of  
the post / Reel

People can also follow a  
hashtag

Adding hashtags help you get  
discovered in these search  
results

# How to find content and people to follow



Next category is places which means posts or Reels that had a location added

I have searched for Limerick And they then show me all the Limerick related Locations people have used when adding locations to posts or reels

If I tap on any location they will show me the popular posts and Reels that have that location added

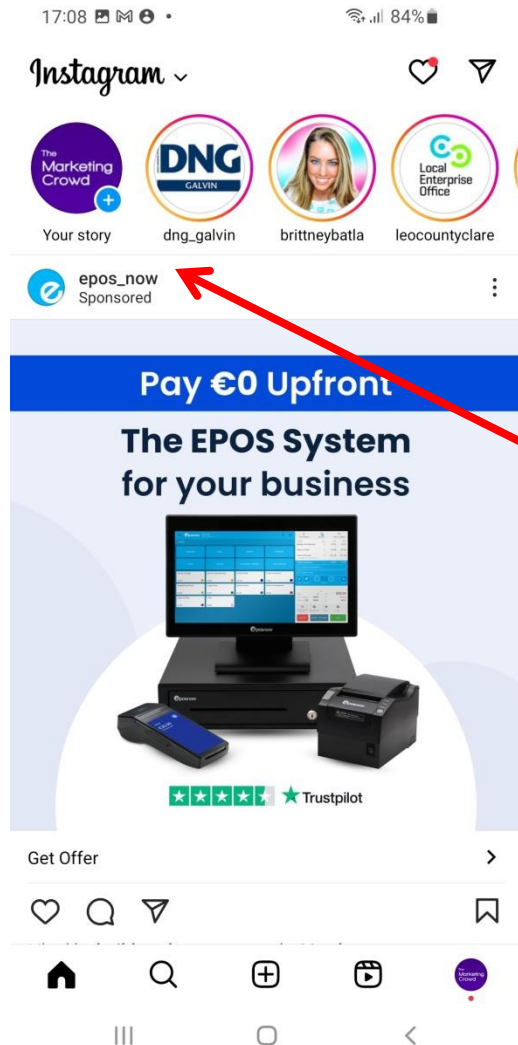
Adding a location help you get discovered in these search results

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# Overview of Your feed Tab



## Home

When you tap the Home button you will see posts and Reels from everyone that you are following on Instagram

You can scroll through these – just like your Facebook newsfeed. You can like and comment on each post

At the top of the page you will see circles. These are “stories” from accounts you are following. Simply tap on a circle to view their story which will be available for 24 hours.

# Overview of Your Feed



For each post in your newsfeed you can

1. Like
2. Comment
3. Forward privately to one or more people on Instagram
4. Save the post into a collection so you can view it again (these saved posts are private)

You cannot “share” a post with all of your Followers

You can share privately or to your story

# How the Instagram feed algorithm works



There are four key factors that influence the Instagram algorithm for feed posts — [confirmed by Instagram](#) themselves:

**Information about the post:** Is it a photo or a video? When was it posted? How many likes does it have?

**Information about the poster:** How interesting are they to you? Are they your friend? How often do people engage with their content?

**Your activity:** Do you tend to watch a lot of videos? What type of content do you typically engage with?

**Your interaction history:** Do you typically like or comment on the poster's posts?

Based on this information, Instagram's algorithm calculates how likely someone is to interact with a post, known as a score of interest, which ultimately determines the order in which posts are displayed in their feed.



# How the Instagram feed Algorithm works



But that's not all. They also take into consideration the likelihood of five important interactions. These key interactions help the algorithm determine feed ranking:

**Time spent:** Are you going to spend time on the post?

**Likes:** How likely are you to like the post?

**Comments:** How likely are you to comment on the post?

**Saves:** How likely are you to save the post?

**Taps on Profile:** How likely are you to tap on the profile after seeing the post?

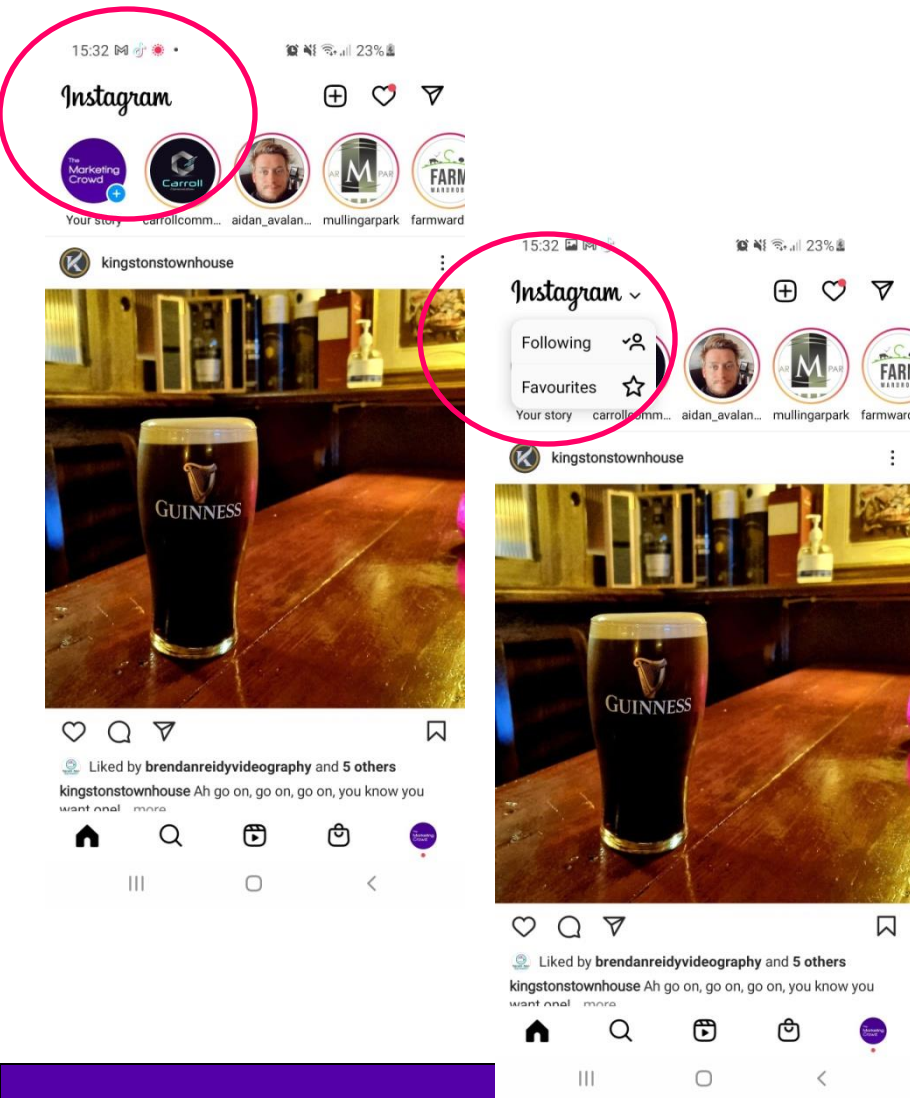
"The more likely you are to take an action, and the more heavily we weigh that action, the higher up you'll see the post," says [Adam Mosseri](#), Head of Instagram.

"We add and remove signals and predictions over time, working to get better at surfacing what you're interested in."

The takeaway? If you create content that your community is likely to engage with, your posts will continue to be prioritized in their feeds.



# How the new chronological feed and Favourites feed on Instagram works



There are 3 ways that you can choose to view your feed.

1. **The default feed.** This is what you see every time you login to Instagram and it is based on the algorithm.
2. **Following:** If you switch to *Following*, your feed is now ordered chronologically. You see all the posts from the accounts you are following and the most recent is at the top.
3. **Favourites:** You can choose and add up to 50 accounts to your favourites and when you select favourites your feed shows the recent posts from those accounts. When you tap on Favourites it will prompt you to add accounts to your Favourites list.

## How to switch between feeds:

It's not obvious but there is now a little arrow next to the Instagram logo in the top left of the app. Tap this and select Following or Favourites. When you are in following mode you will then see a back arrow which brings you back to the default feed (based on the algorithm).

# How you could use “Favourites” feed strategically for your marketing



1. You could use the Favourites feed to follow other accounts in your industry / sector

Note – you can only add accounts that you follow to your favourites

If you add similar businesses to yours (but outside your competitors set) you will have a favourites feed that:-

- a) Keeps you up to speed with what similar businesses to yours are promoting on social media
- b) Might give you ideas on clever/interesting ways to post

# How you could use “Favourites” feed strategically for your marketing



2. You could use the Favourites feed to follow accounts that you want to engage with regularly because your target audience is following them and you want to get noticed by commenting

Ask yourself what Instagram would your target audience be following. Make a list and exclude Competitors.

These are the accounts that you should comment on their posts – this will get you noticed by the audience and they might click through to your account

By having these posts in your Favourites feed it makes it easy to do this

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**Any Questions?**