



HOW TO USE INSTAGRAM FOR MARKETING - PART 2

What We Will Cover

Part 2: How to use Instagram for marketing

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

Instagram has changed the grid form square to 5:4 (almost portrait)



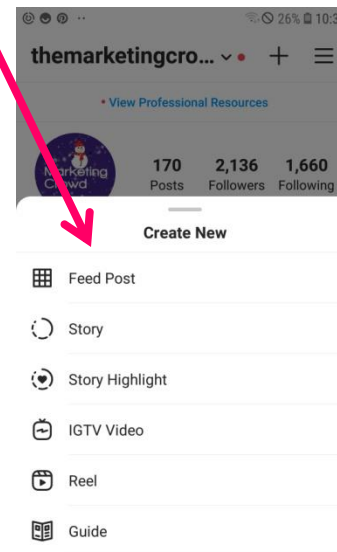
Previously the main grid was square. So square image posts looked good in the grid
Now the grid is a more semi portrait shape, So square images look cropped.

You should now send out images that are sized 1080 x 1350 and you can easily do this in Canva

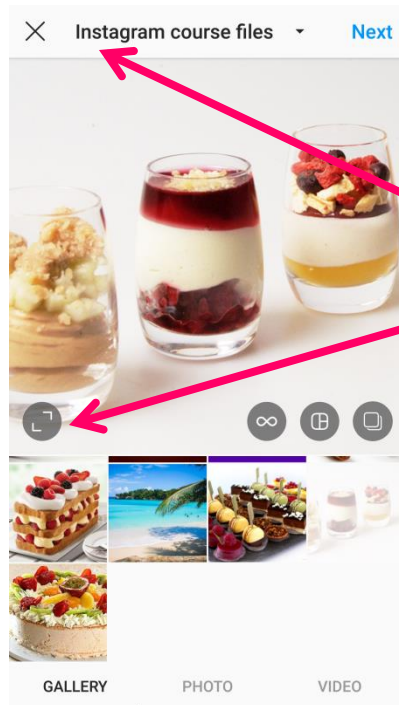
How to post an image into the feed of your followers



Tap on the + symbol at the top right
Then tap on Feed Post



How to post an image into the feed of your followers



Tap on gallery to choose an image or video from your Phone

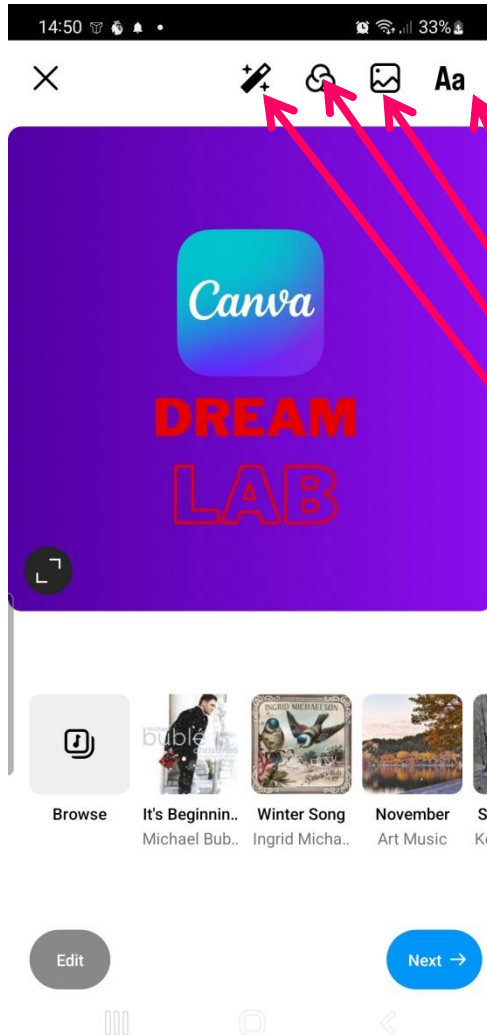
Tap on the folder name at the top to choose a folder on your phone

Select an image

Then tap next (top right)

If it crops your image to square tap on this resize icon to bring it back to 5:4

Updates to Post creation process



After you choose an image there are new options

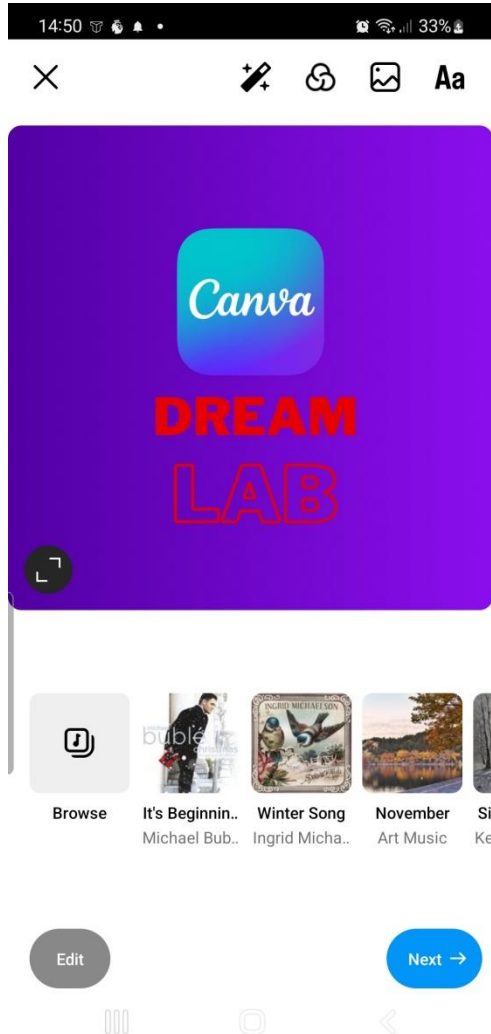
New! Add text

New! Overlay an image e.g. Your logo

Add a filter

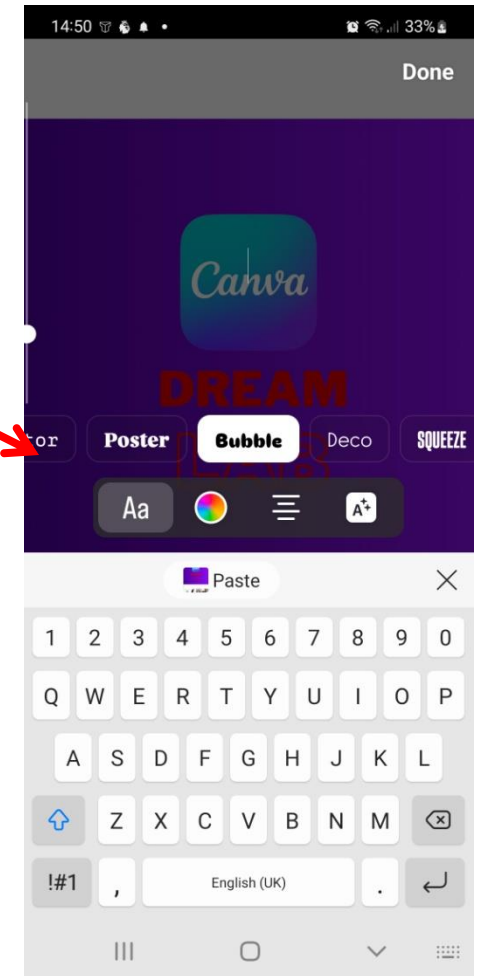
Add Lux

Updates to Post creation process

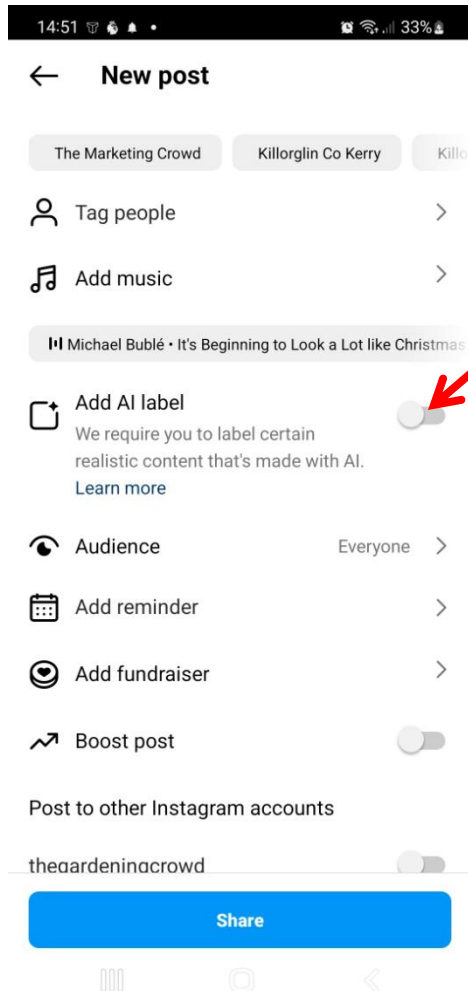


When you tap on text there are new options

This is now the same as the new text options in reels



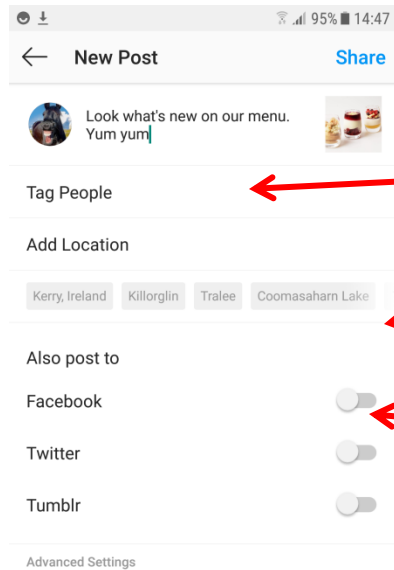
Updates to Post creation process



In the final page there is now an option to declare if your image is created by AI

If your image was created using Ai you should now declare that here

How to post an image into the newsfeed of your followers



Add a caption

Choose whether to tag another Instagram account

Choose whether to Geotag your post (its a good idea to do this as it can get Your post found)

Choose whether to have the post also go out on Facebook (you will need to link your account in Settings)

Carousel posts on Instagram



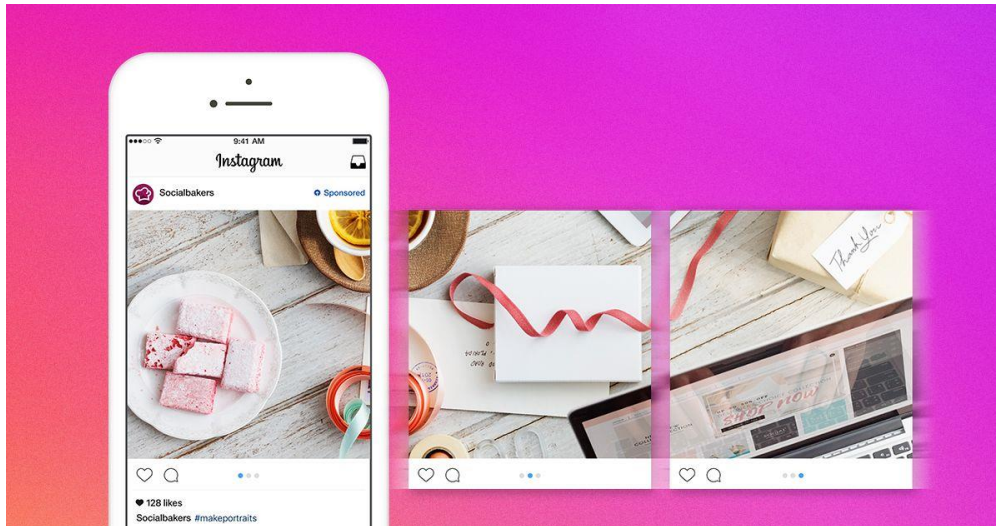
Why Create carousel posts?

You can share up to 20 images or videos in a Carousel post

Carousels are a great way to boost your presence on Instagram because, as Aia Adriano, Director of Social Media at Complex [explains on Twitter](#), "[it] increases engagement and time spent on the post simply because there's more to consume."

It's also common for carousel posts to appear in the feed more than once with a different slide displaying each time. Therefore, your carousel posts tend to reach more people.

Ideas for Carousel posts



1. Share a list of favourite tools, websites, Instagram accounts with a slide for each.
2. Share educational tips with a slide for each.
3. Share photos / videos of your products.
4. Share testimonials with a slide for each.
5. Show behind-the-scenes images / videos of your office or an event.

Scenario 1: If You have beautiful products – you can easily share photos or videos in your carousel



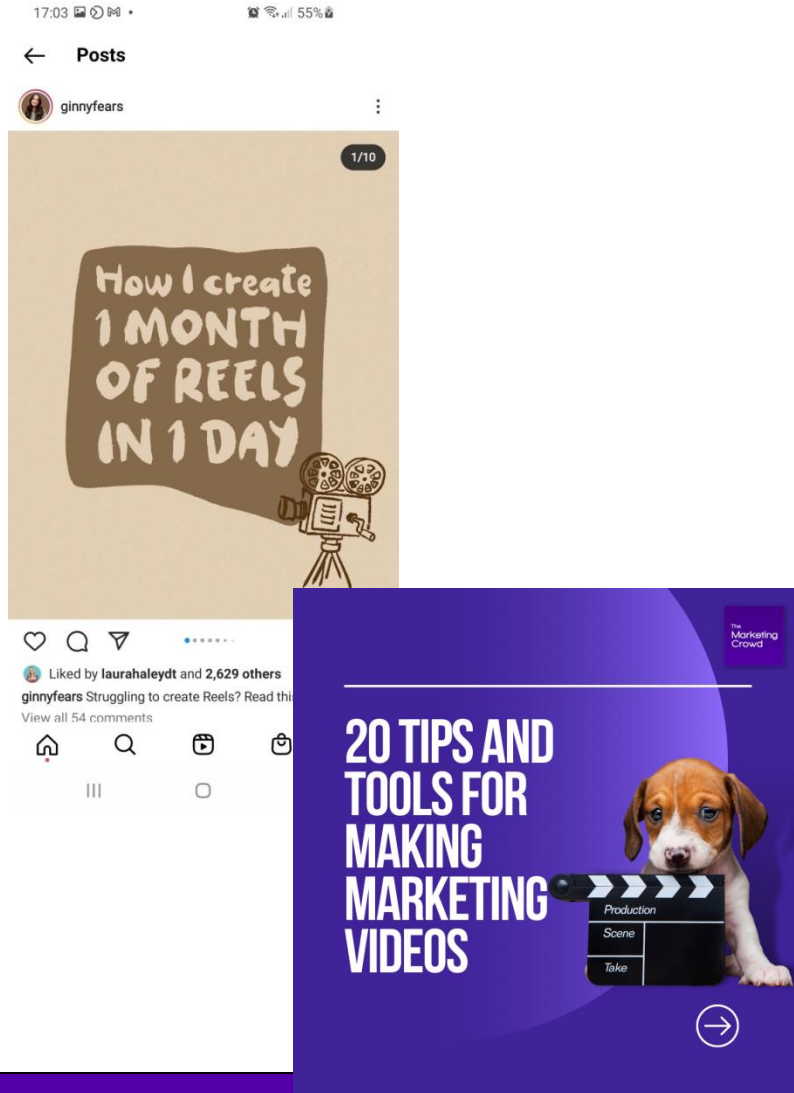
These are very easy to create.

Just ensure that the first image is the most striking / interesting

Note = your images do not have to be square. Instagram displays a ration of 4:5 so you could crop your images 1080 x 1350.

However, if you are sharing tips / advice then there are more things to consider.

Scenario 2: If you are sharing tips / advice in a carousel there are more things to consider



1. Use The First Image As A “Scroll stopper”

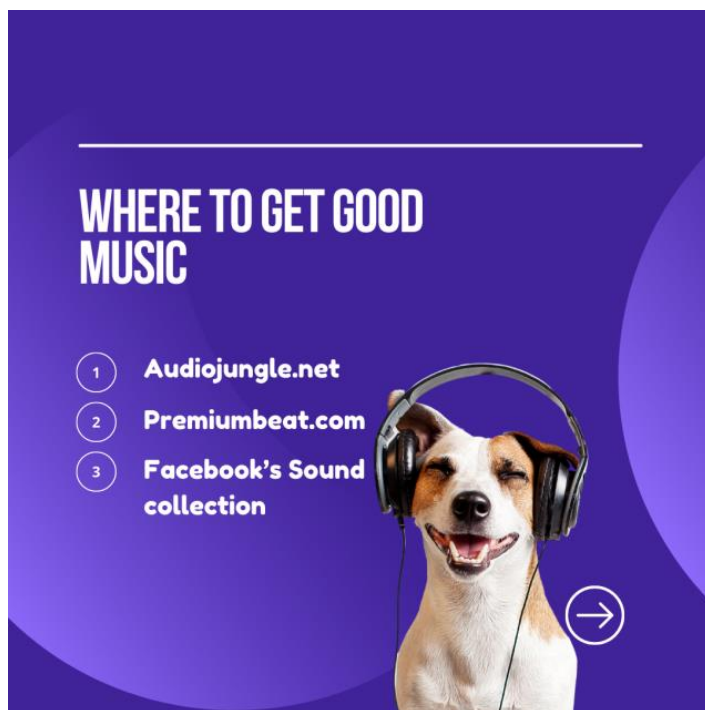
You'll want to **treat that first image** as you would a header image or headline. Its' one goal is to get people to stop and pay attention. Nothing else. You have 10 images so use the first for this purpose.

2. Encourage People To Swipe Through

As with any marketing activity, the best way to get someone to do what you're hoping is to **prompt or ask** them. Just a simple line in your caption with a call-to-action to swipe should do it. For example brands often put something like “Swipe through to see more!”

Another thing brands frequently do is add a **visual signal** in the images, like an arrow pointing to the right in all but the final image.

Tips for creating Carousel posts



3. Make Sure Every Slide Can Stand Alone

You never know exactly which image will be the first one someone comes across since people can share specific ones in their stories.

Plus, once a user has seen the first image, the post may reappear in their feed displaying one of the others. All images are a potential entry point.

That means someone should be able to **guess the overall topic** or theme of the carousel from every image within it.

4. Avoid Information Overwhelm.

Don't try to cram multiple sentences on one slide. Make sure the text has enough padding around it that it's easy to read without holding the phone right up to your face.

You want to avoid overwhelming passive scrollers with so much information that they don't take action.

Tips for creating Carousel posts



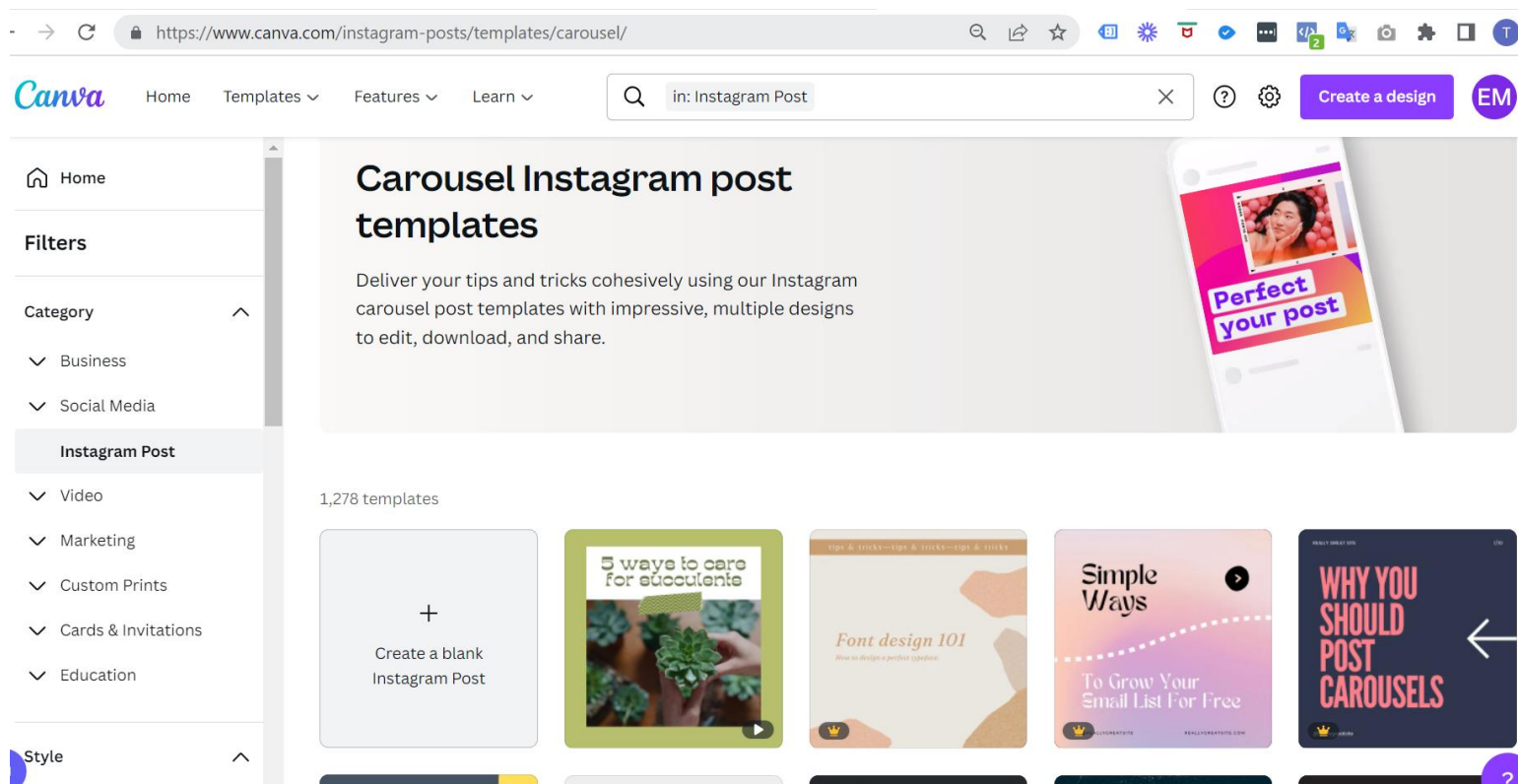
5. Look at what type of carousels are being created by similar accounts to you.

When you look at the grid on a profile you can easily spot carousel posts with the Square on a square icon. Which ones do you like? Which do you find most interesting and why?

6. Use Canva to design carousel slides to ensure consistency of background colour, font, layout.

If your Carousels are sharing tips and information ensure they look great by using Canva to design them.

Canva has some excellent Carousel templates



To save you time creating these you can adapt a template in Canva

<https://www.canva.com/instagram-posts/templates/carousel/>

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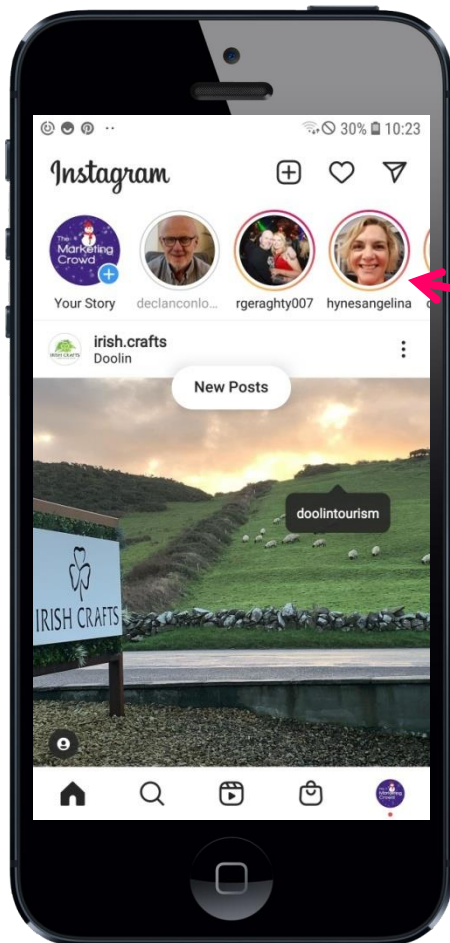
How Stories can help our marketing goals



We want to use Stories to ...

1. Get in front of more of followers. Some followers might not see our posts but could see our story
2. Keep our business in front of our followers and keep us top of mind.
3. Ideally followers might share our posts to their story or will share our story on their story – this increases our reach and awareness .and could help increase our followers
4. If you have shoppable posts setup you can link out to products on your website

How to post an Instagram Story

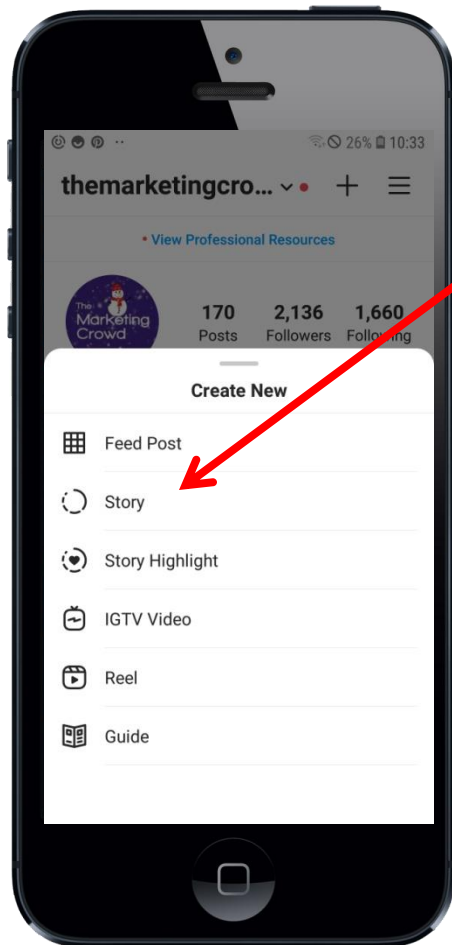


What is a story?

People and business pages can post multiple images and (up to 60 second) videos into a slideshow that will be visible for 24 hours and will then disappear.

Stories are very prominent in the newsfeed and is a way to get more visibility and reach

How to post an Instagram Story

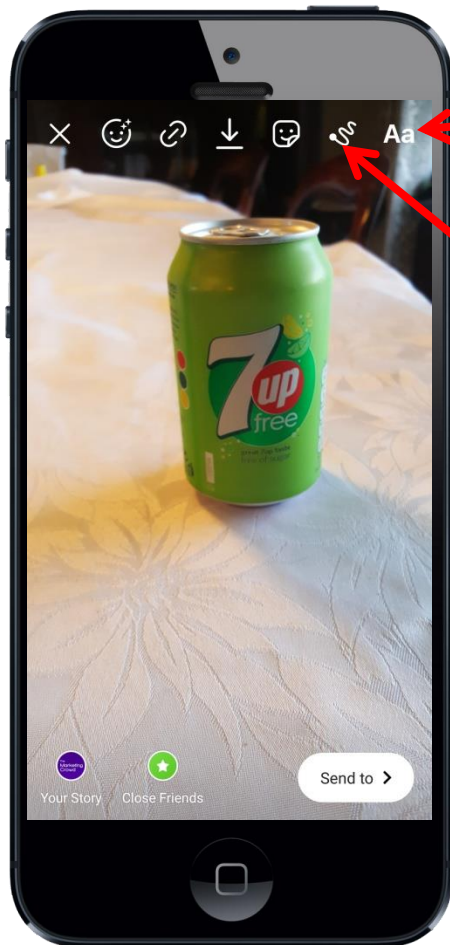


Tap on the + icon top right

Then tap on Story

Tap the **circle button** at the bottom of the screen to take a photo

How to post an Instagram Story

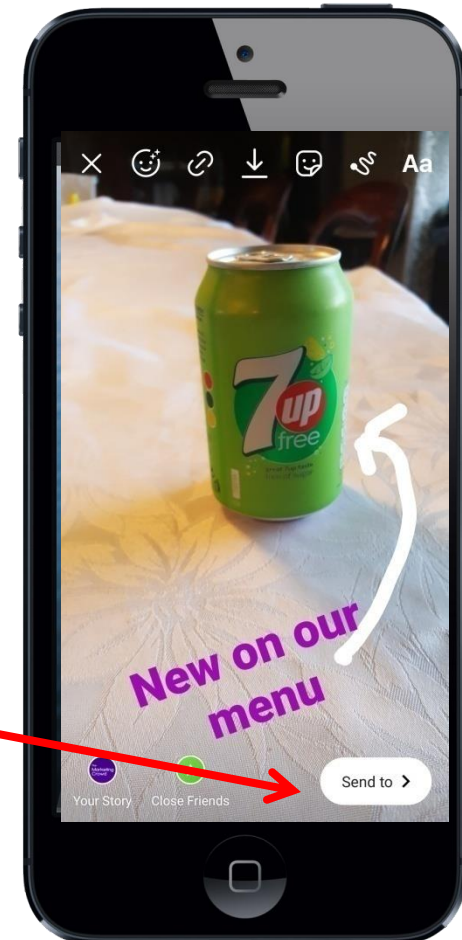


To add text to the image tap on the Aa icon.

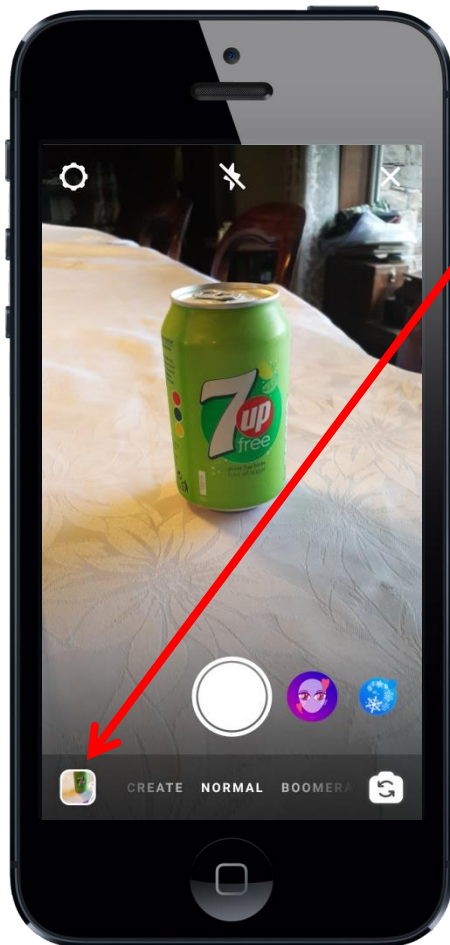
You can change the font style, colour and you can move the text to position it on your image

To add an arrow or design by drawing it with your finger select this icon and you will get some brushes that you can use

To post this to your story select "send to" and then your story



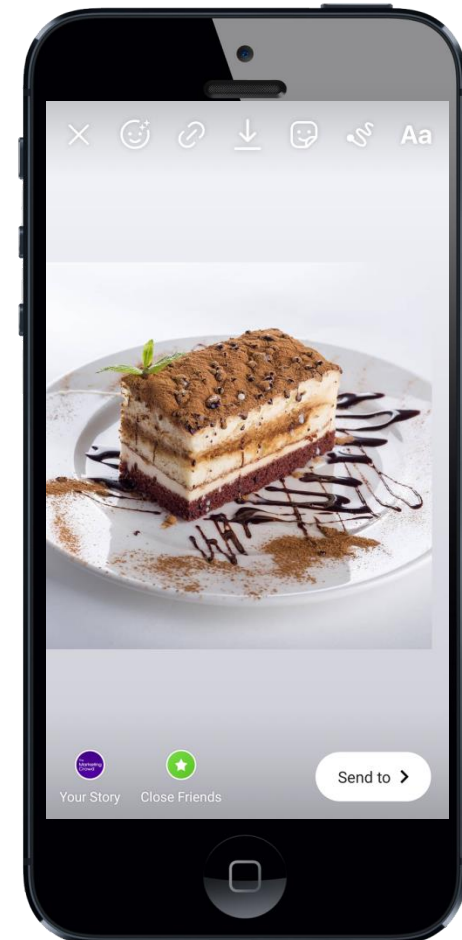
How to post an Instagram Story



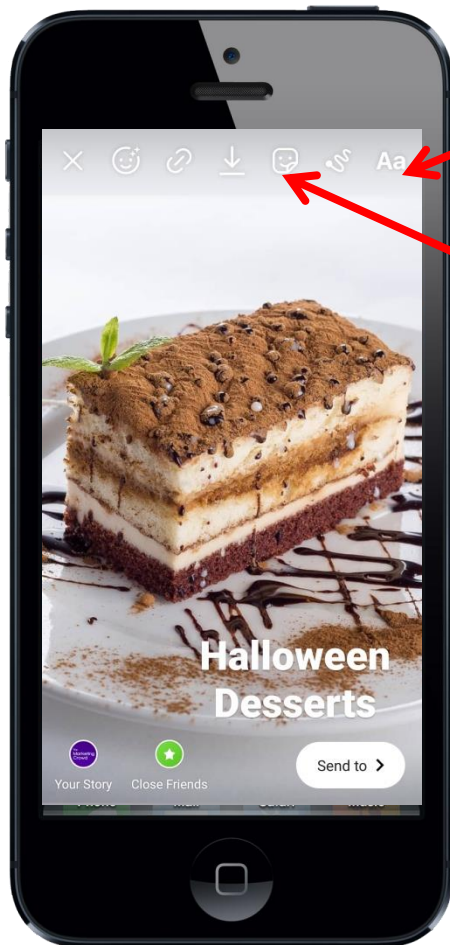
To select an image (or video) from your phone's gallery tap on the image icon bottom left

The image will now appear in the centre of the screen and the background colour will match the main colour in the image.

To make this image larger and to fill the screen pinch into the image

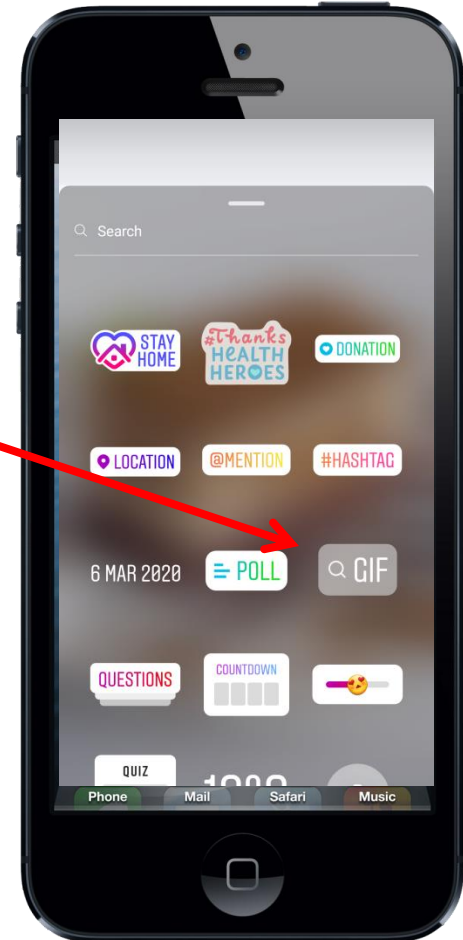


How to post an Instagram Story

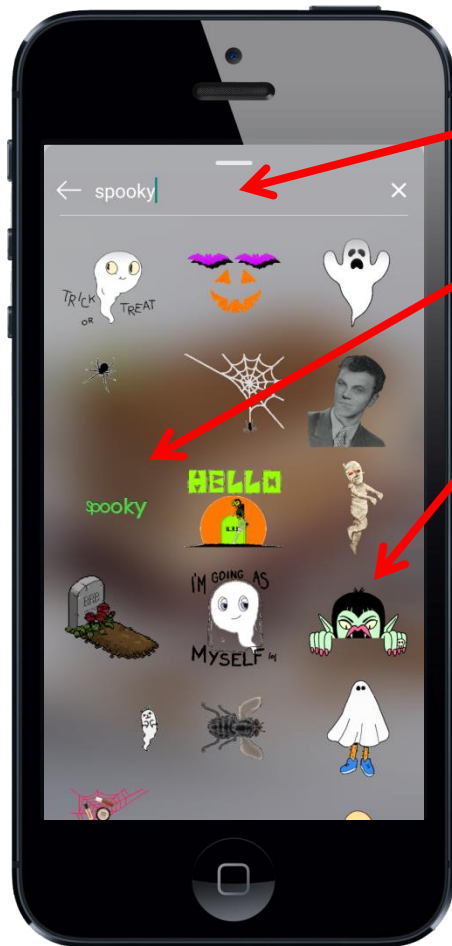


To add text tap on the Aa icon and type you text. Then position it.

To add some visually interesting text that "Moves"
Tap on the sticker icon and then select gif



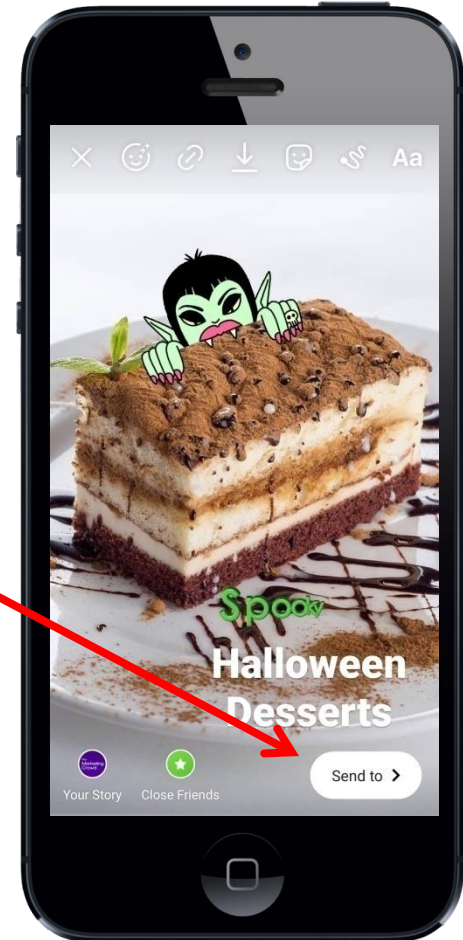
How to post an Instagram Story



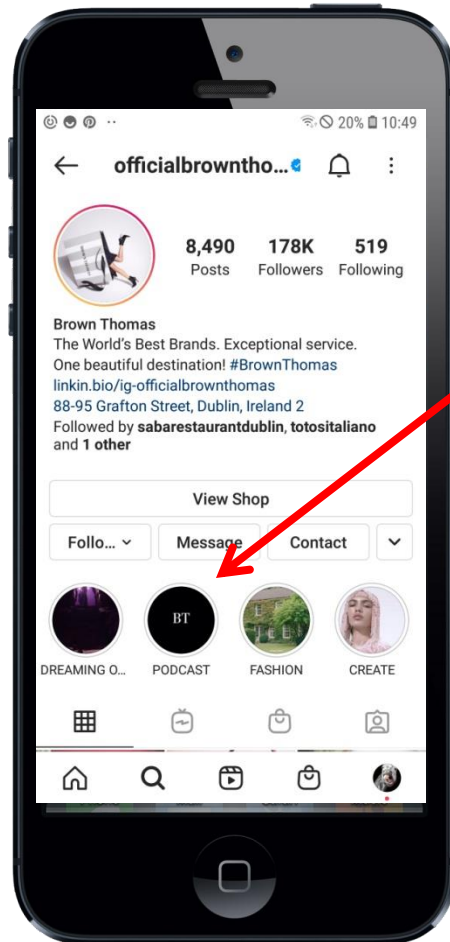
Type in the word that you would like e.g. Spooky

Select the text and also an animation

To post it to your story tap on Send to



You can also add Stories to your profile as “Highlights”

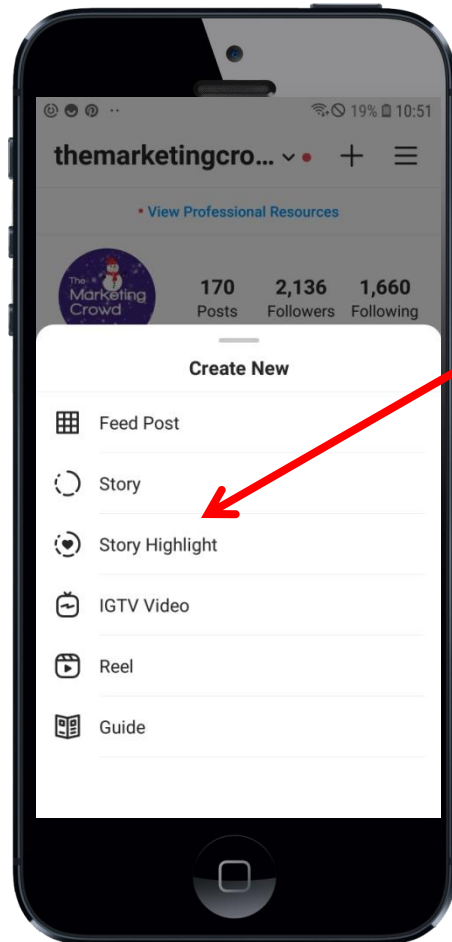


Highlights are previous stories that you would like to have on your profile.

You could use these to highlight specific

- Products or services that you offer
- Useful tips
- Events
- Testimonials
- Offers

How to add a Highlight to your profile

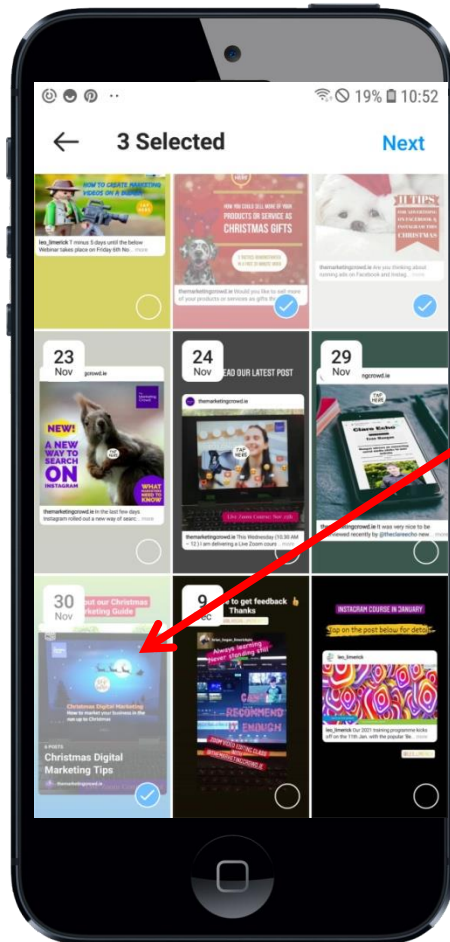


To add a highlight to your Story

Go to your profile and tap on the + icon top right

Select Story highlight

How to add a Highlight to your profile

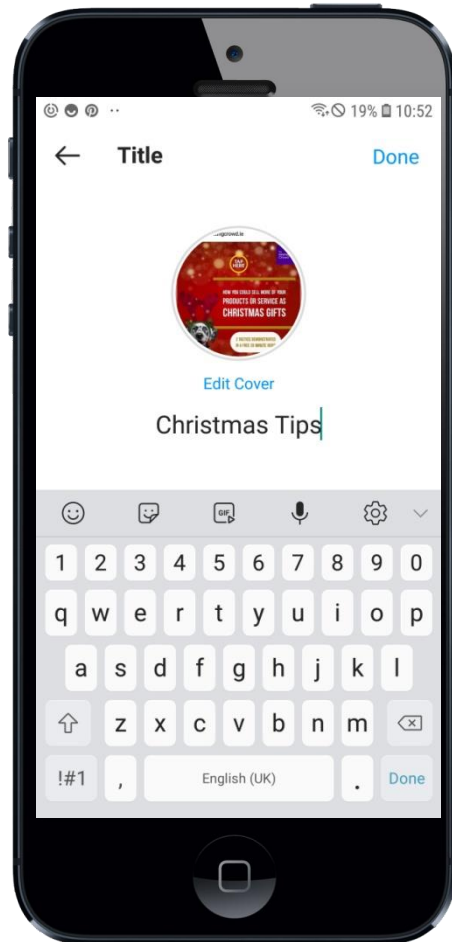


To add a highlight to your Story

Select previous story elements that you want to add to your highlight

Then tap next

How to add a Highlight to your profile



To add a highlight to your Story

Give your highlight a name

Choose an image to be the highlight circle image

Tap done

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In order to attract followers we need to post interesting content



List bullet points for this sentence

“Follow us and you will receive”

Are the reasons varied and compelling?
Or are you just selling your products?

What works on Instagram

What Doesn't Work



Positioning your brand as a boring spammer through ...

- Repetitive and boring updates
- Selling selling selling through your page updates

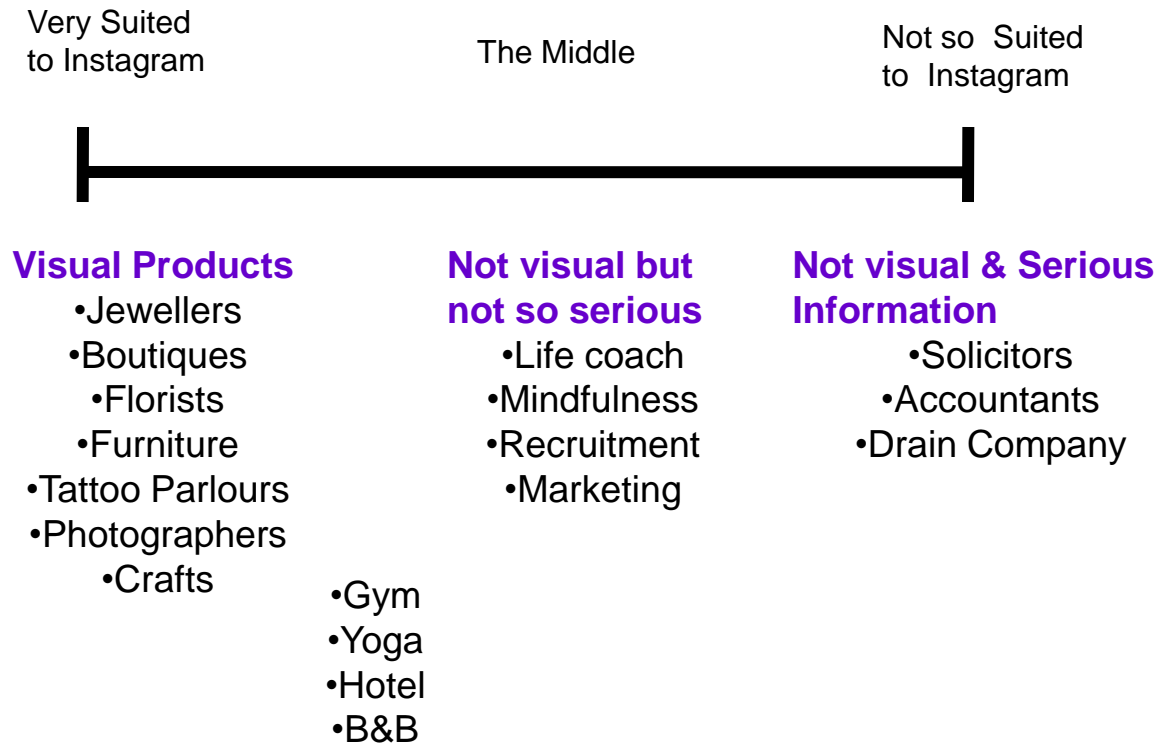
What Does Work



Increasing awareness, engagement and trust in your brand through

- Sharing your knowledge and expertise in order to help customers – e.g. through videos, blog posts or ebooks
- Sharing links to 3rd party information that they would find useful
- Sharing photos or videos about your company that are interesting and engaging.
- Giving away free products as prizes through a promotion or contest
- Encouraging followers to engage with them and other followers to share experiences of the brand

Figure out where you are on this **spectrum**



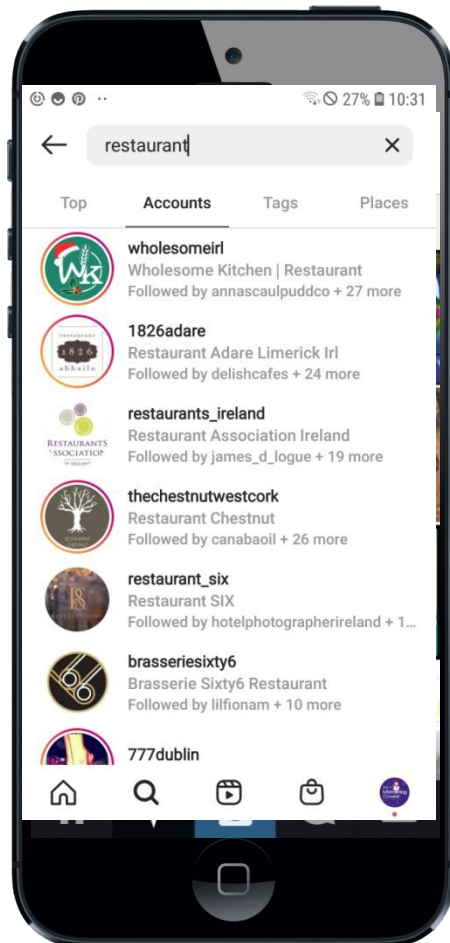
If you are visual on the left:

You can send out lots of posts about your products & services and it won't get boring. People won't feel like they are constantly being sold at

If you are in the middle you need to

- think about interesting , helpful tips and advice interspersed with sales posts
- Think about a visual strategy. What eye catching images and videos can you post?

How to develop a Posting Plan



Spend time doing this research

Do a search for companies in your sector and find 10 – 15. Follow those who are not direct competitors

Search for hashtags that you think your competitors or others in your sector would be using. Visit the profiles of those who generated the content. Follow those who are sharing interest content

Ask yourself

- What content is interesting?
- What type of images and videos are they creating?
- What levels of engagement are they receiving in terms of likes, comments and followers?
- Could we create those within our business?

This will feed into your posting strategy

Example Posting Plan



For A Hotel

Facebook updates will include ...

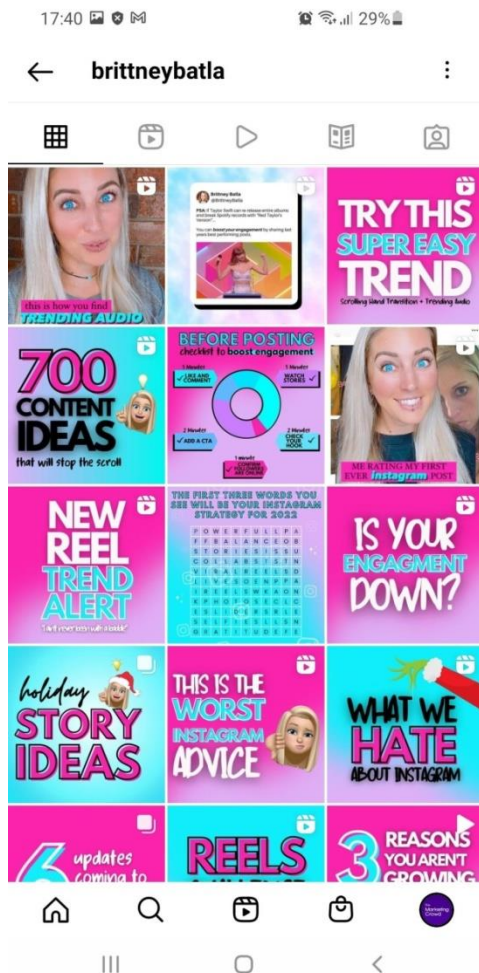
- Things to do when you are on holiday in this area
- Upcoming events in the area
- Recipes from the Head Chef
- Wellness tips from the Spa
- Win a free meal
- Win a free stay
- Special offers

Ensure the grid on your profile has at least 12 posts



Why? If there are few posts, people are less inclined to follow because they will think your account isn't active.

Ensure the grid creates an initial good impression – it needs to look visually appealing



Why?

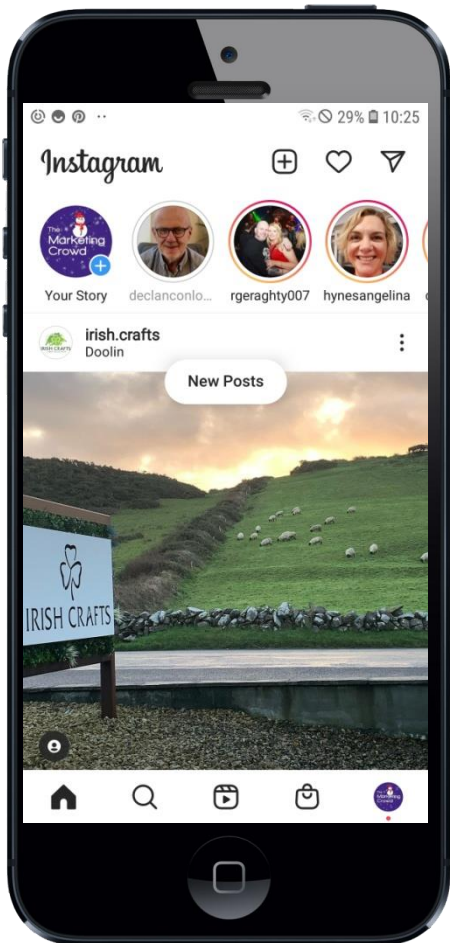
People will form an immediate impression of whether your account looks interesting.

If you have visually beautiful products, this is easy

If you are in the middle of the spectrum – no physical or beautiful products you need to find a way to make it visually interesting

- Use eye catching stock images
- Make yourself prominent in the image / videos
- Use your brand colours as the main theme in your posts

Ensure you post visually interesting content



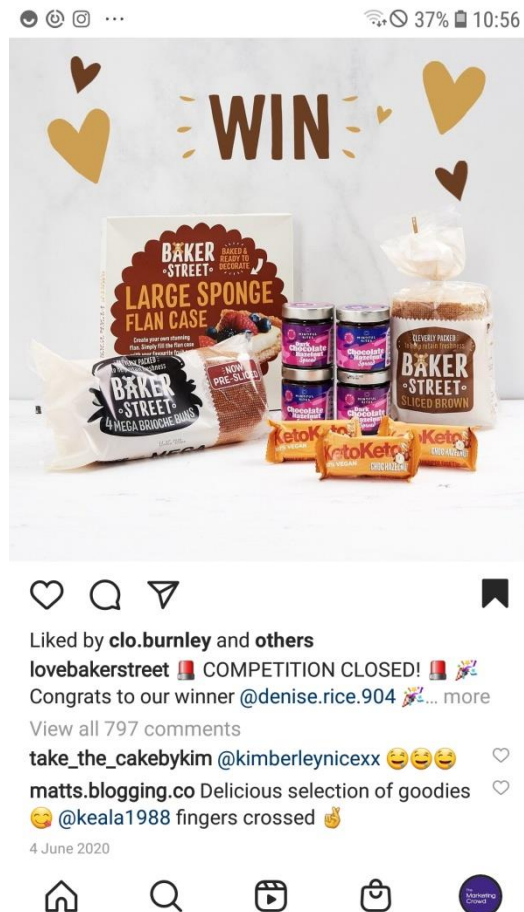
Post interesting content!

Start by posting inviting, interesting, and innovative photos

Having a consistent presence will attract followers

Use your Instagram Posts

Run an Instagram competition to grow followers



Run a contest giving one of your products away.

You can ask people to enter by ...

1. Following your account
2. Liking the post
3. Tagging a friend (s) who would also be interested in the product

Ensure you use hashtags like #instacontest #instagiveaway #contest to increase the reach

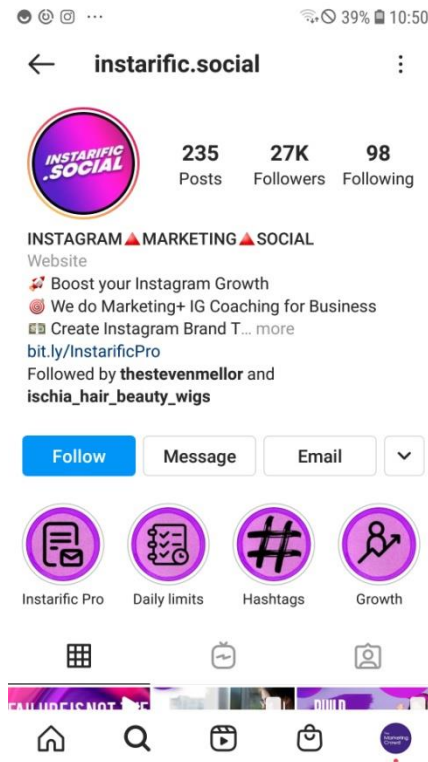
To choose a winner at random you could ...

1. Assign each entrant a number and then use Google to generate a random number g- simply google random number generator

Or use the tool in the next slide...

Instagram SEO:

Get your account found in Instagram search



People are on Instagram following their interests. Therefore they are searching for accounts to do with their interests.

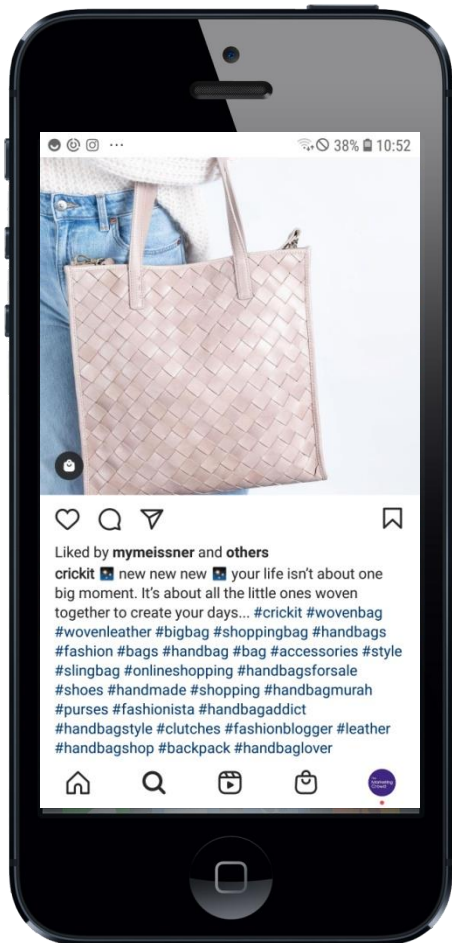
When they search for account, Instagram will only list in the search results accounts that have those words in the “name” field or the “username” field of the profile.

Therefore, consider adding key words / search terms to your profile name. (max 30 characters)

Your username however should be your business name (max 30 characters)

Instagram SEO:

Get your posts & Reels found and get followers by using Hashtags



About Hashtags

1. The main way people can find posts on Instagram to do with a topic is to search for posts that have a hashtag.

You can add up to 30

It will help you attract more followers. People will find and discover your content and when they click through to your profile they will hopefully follow you.

2. Also, people can FOLLOW a hashtag so your post can get into the newsfeed of people who are not following you – but only if Instagram thinks your post is interesting (high engagement)

3. Your post can also get into Explore based on hashtags and this will get you huge visibility

Use your Instagram Posts

Engage within your niche or locality – Like and comment on posts in your niche or locality



•When you comment on a post as your business profile it has two benefits

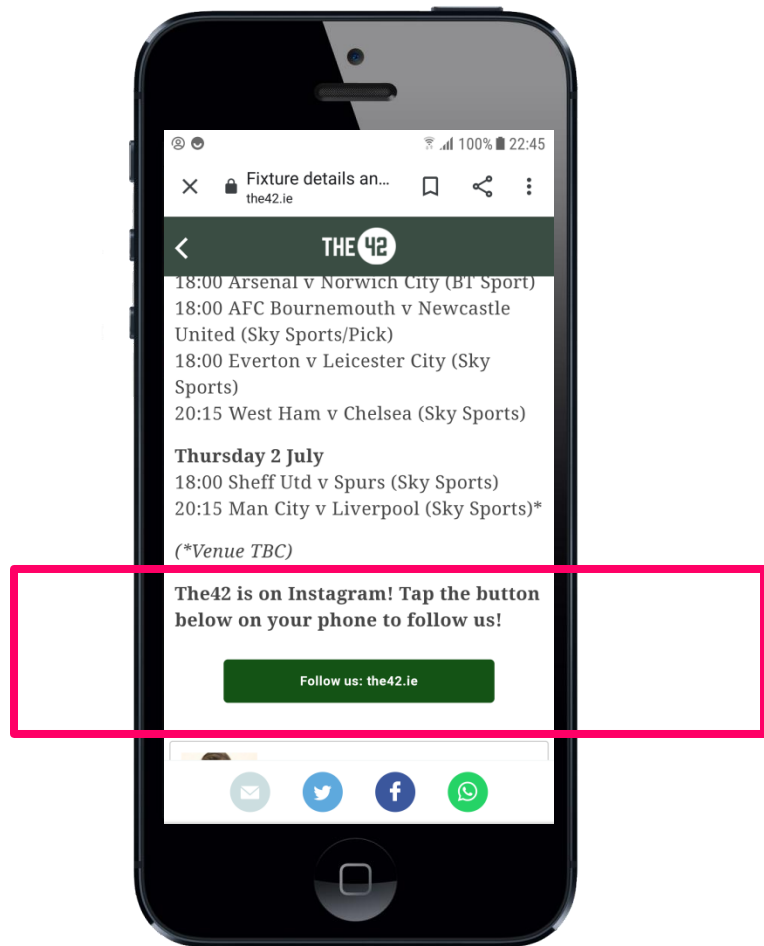
1. Other viewers of the post might click through to your profile to check you out
2. The person whose post you commented on will certainly check out your profile

Therefore, its a good idea to comment on posts

- That would be seen by a lot of people that you would like to have as followers – this could be within in your sector or locality)
- That were sent out by people what you think could become your customers. You could find these people through hashtags or because they follow a competitor

Use your website

Prompt your website visitors to follow you



Consider having text at the bottom of your web pages that says “We are on Instagram. Tap the link below to follow us” and then a button that links to your profile

See an example on this page

<https://www.the42.ie/premier-league-project-restart-fixture-details-5115671-Jun2020/>

Leverage Facebook: Send out a FB post asking followers to follow you on Instagram



Send out a FB post prompting your followers asking them to follow you on Instagram

Ensure you tell them why they should follow you on Instagram as well as FB e.g. the way the FB newsfeed works you don't see all of our posts

Because your post will only reach around 10 – 20% of your followers Ensure you also turn the post into an ad and boost it to all of your followers

Leverage Facebook: Turn this post into an ad targeting your FB followers

Locations ⓘ People living in or recently in this location ▼

Worldwide

Worldwide

Include ▼ | Type to add more locations Browse

ⓘ We are unable to highlight the border of Worldwide on the map, but it has been successfully added. X

Drop Pin

Connections ⓘ

Facebook Pages X

People who like your Page ▼

The Marketing Crowd X

Add another Page

● Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

Devices

All devices

Platforms

☐ Facebook ☒ Instagram

☐ Audience Network ☐ Messenger

If you want to advertise to your Facebook followers who ALSO use Instagram (in order to prompt them to follow you on Instagram)

1. Go to the Ads tool (within Ads manager) on Facebook
2. Select engagement as an objective
3. Instead of targeting Ireland select "worldwide"
4. The under connections select your page followers
5. Then under placement select Manual placement untick all the placements except Instagram
6. When choosing what to send out as an ad select a previous post (the post that you sent out on Facebook)
7. Add a call to action button and link it to your Instagram profile

You are now targeting your FB followers with an Ad on Instagram who ALSO use Instagram

.

Leverage Facebook:

Add a prompt to the footer of your Facebook posts

When it arrives it looks like it will be very useful for small businesses in Ireland who want to start selling more online as we will get a centralised shop that we can then promote across Facebook & Instagram through posts, stories and Ads.

If you would like to read more about this you can check out the article on Techcrunch

<https://techcrunch.com/2020/05/19/facebook-shops/> ✓

Evan

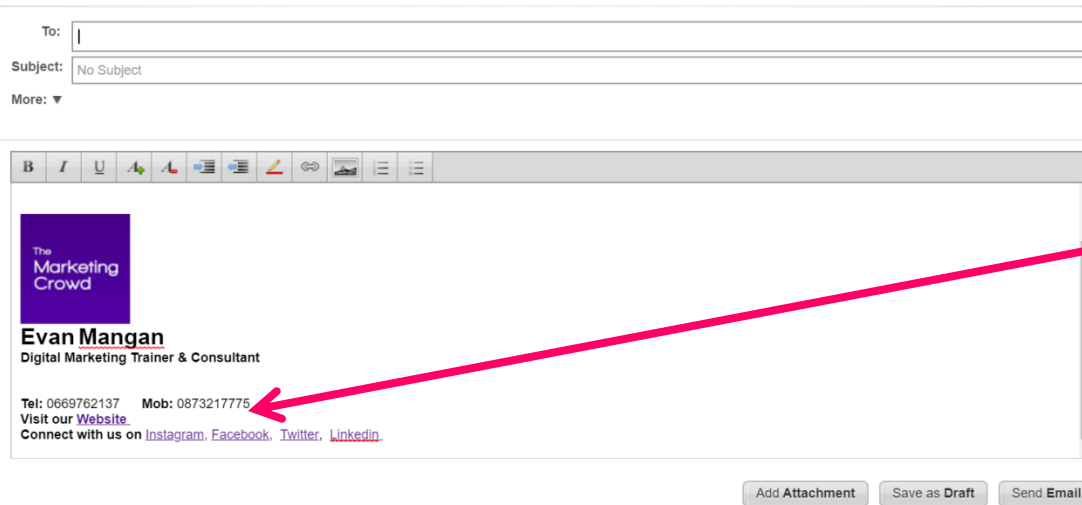
PS - Are you following us on Instagram? If you'd like to get more tips on the best apps and tools for digital marketing click on the link below and then tap on follow <https://www.instagram.com/themarketingcrowd.ie/> ✓

Occasionally adding a prompt at the end of your Facebook posts is a good way to nudge your Facebook followers to also follow you on Instagram



Leverage Email:

Add a link to your email signature



Prompt people who receive your business emails to check out your Instagram account.

Add a link to your email signature.

This can be done in the settings of MS Outlook / Gmail / Yahoo or any email provided by Blacknight etc.

Simply go to the settings section of your email account.

Leverage Email:

Convert your email list into Instagram followers



Send an email to your email list explaining why they should follow you on Instagram

Do you have an email list or a list of customer email addresses?

Email them to let them know

- You are on Instagram
- How they will benefit from following you
 - Inspiring images / content
 - Contests
 - Vouchers / Discounts

Try posting Reels – they get more exposure amongst non followers



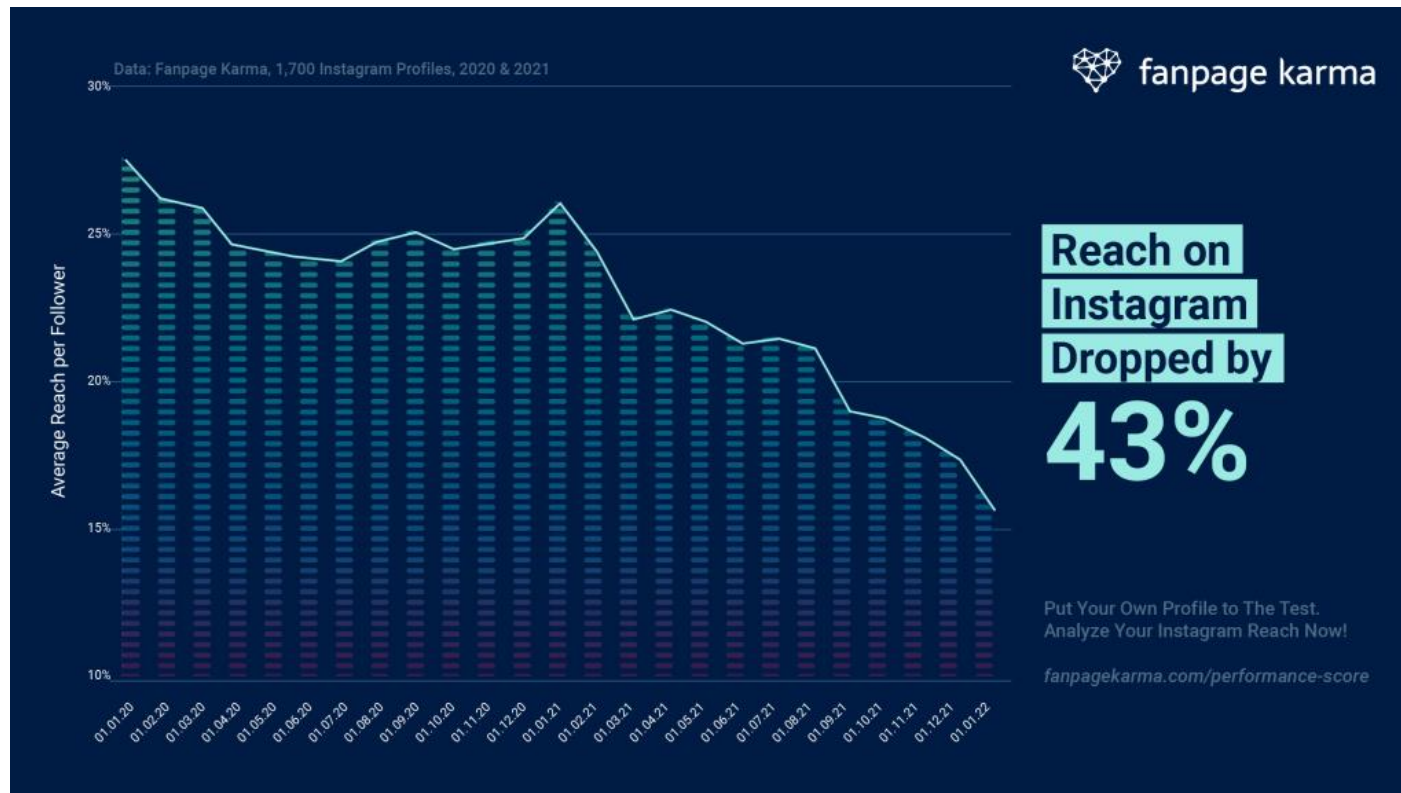
We cover Reels later in the course but be aware that when you post a Reel it goes into the newsfeed of your followers but also goes into a dedicated Reels feed so it gets seen by non followers – who might then choose to follow you

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What % organic reach are businesses now getting on Instagram



Source: Fanpage Karma

The Fanpage Karma team analyzed the development of reach of 2 million posts from 1700 profiles over the last two years. With the social media tool Fanpage Karma.

Jan 21 = 27%

Jan 24 = 17 %

Organic reach for posts is declining for most Business and Creator accounts on Instagram over the past year

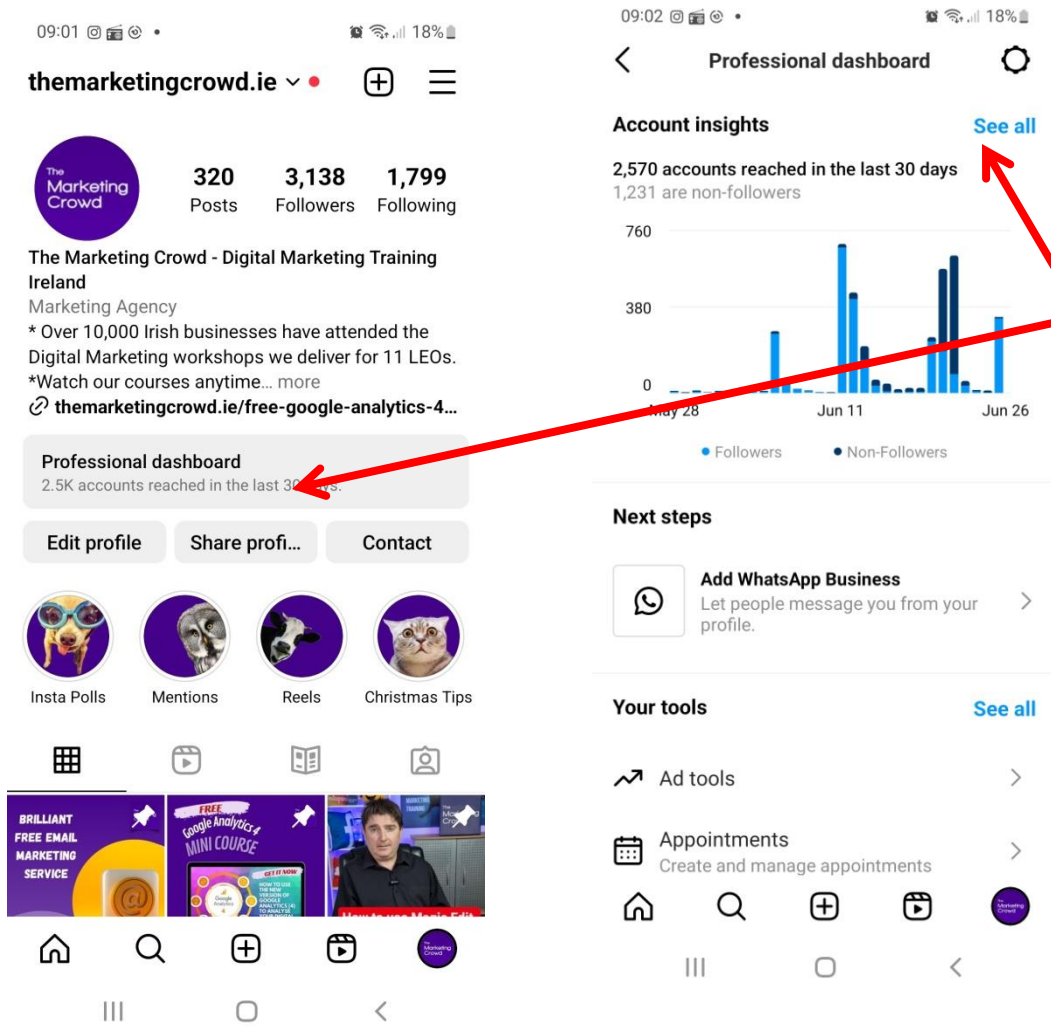
Why?

Facebook reach has been low for many years but it is disappointing to see reach decline on Instagram

Possible reasons?

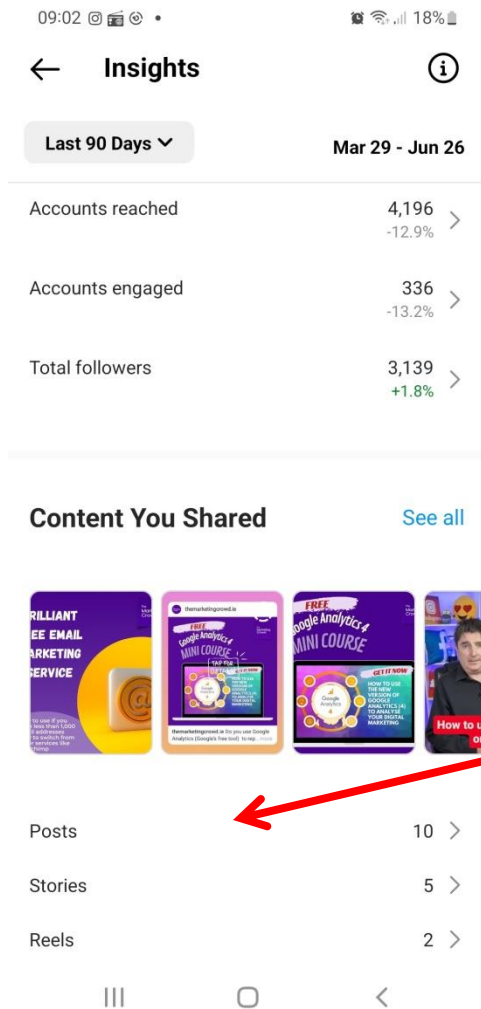
- There are more posts in our feed
- Instagram might have tweaked the algorithm to reduce reach from business and creator accounts
- More emphasis is placed on Reels so less room for posts in the feed

How to check the reach of your Posts on Instagram



- To view the reach of your recent posts**
1. Ensure you have switched to a business or creator account
 2. Go to your profile and tap on professional dashboard
 3. Then tap see all

How to identify your best performing posts using Instagram analytics



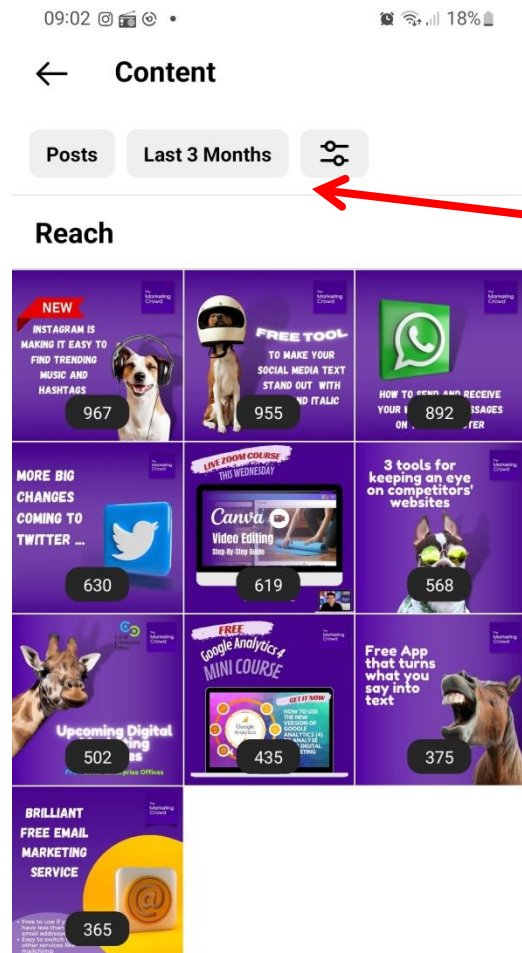
If you can identify your best and worst performing posts in terms of engagement you can then ask yourself

What was it about the ones that did well. Was it a video? A tip? What kind of image or caption?

Then do more of those and less of the ones that didn't do well.

1. Once you go to your professional dashboard and tap see all. You will see recent posts, stories and Reels
2. Tap on Posts

How to identify your best performing posts using Instagram analytics



4. Then sort your previous posts for the past year by Reach, then Likes, then shares

You will then get a feel for which type of posts are doing the best for you. Try and send more of those.

When are your followers most active on Instagram – Check how many are “active now” at various times during the day

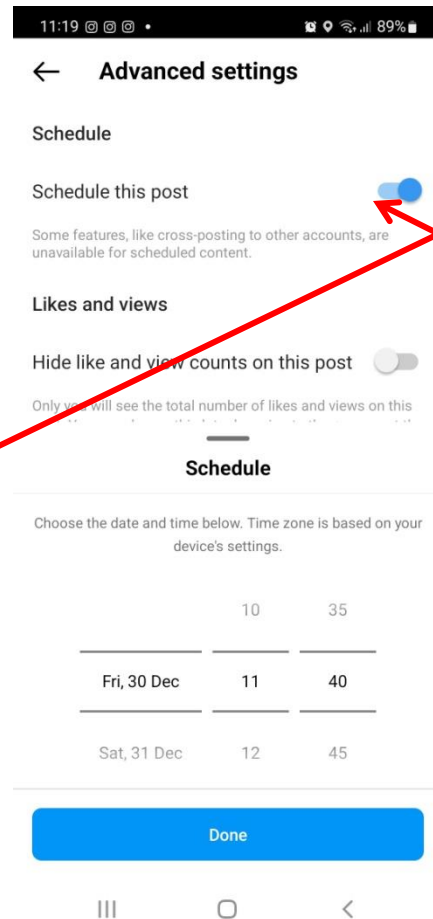
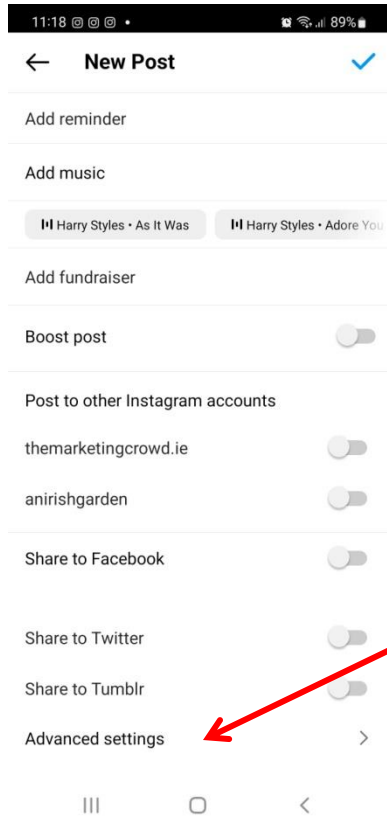


Go to home
Tap on the + on the top right
Swipe left until you select Live

At the top of the screen you will see how many of your followers are active right now

Do this every few hours during the morning, afternoon and evening and you will spot the times that your followers tend to be active.

Schedule your posts for the best times within the Instagram App

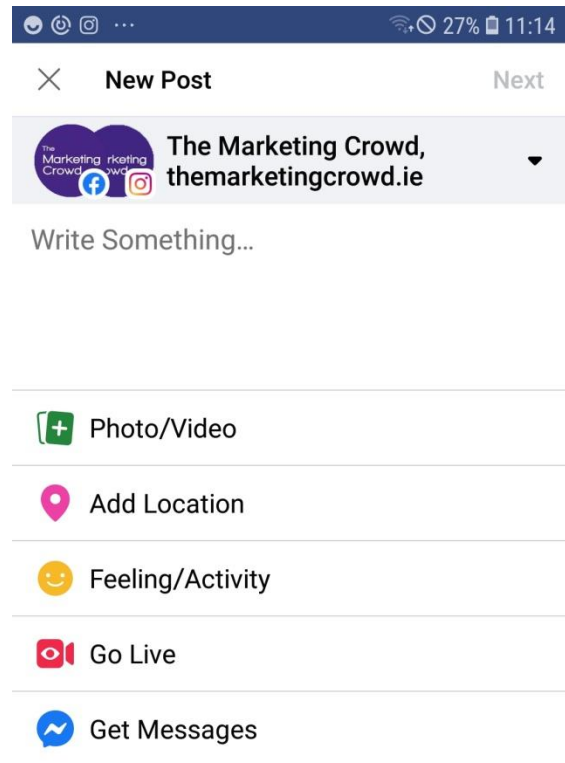


You can now schedule your posts within the Instagram App.

Before you send out the post tap on advanced settings

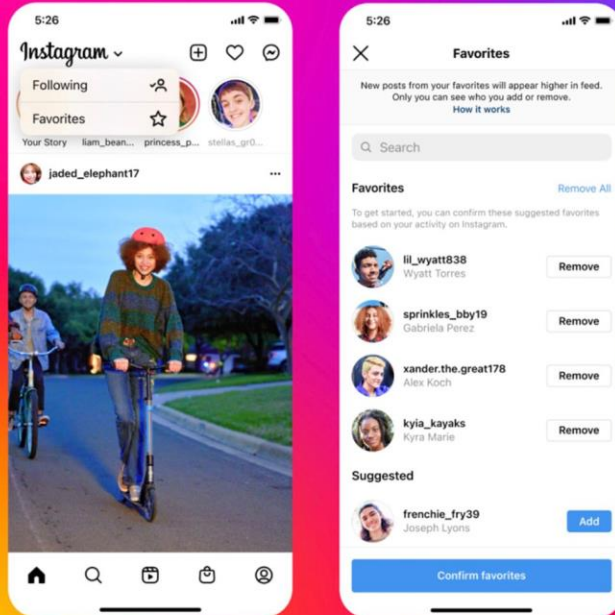
Then schedule

If this isn't yet available in your app you can use Business Suite app on your phone



The ability to schedule using the Instagram app is rolling out to users. If you don't yet have it as an option Use business suite app to schedule your posts from your phone

Ask followers to Favourite your account



If Followers favourite your account ...

1. **Your posts and reels will always appear at the top of their feeds**
2. **Your content will be in their favourites feed.**

Consider sending out a post asking “Have you favourited us?” and prompt them to do so. They just need to ...

1. Go to our profile
2. Tap on the following button
3. Tap on favourites

Use the Notify sticker occasionally in stories



Instagram has a Notify sticker which your followers can use to get notifications when you post . This is a very useful addition which would help increase your reach and engagement on Instagram.

As you know, not all your followers will see your content because of the algorithms (Main feed and Stories feed). There is now an Instagram Stories sticker called Notify. If you add this sticker to your Story, when someone taps on it they can then choose to get notifications in the future when you send out a Post, Reel or Story.

In this Reel I show you how it works.

https://www.instagram.com/reel/C668oKwss0W/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA

Collaborator Posts / Reels on Instagram



You can tag up to 3 collaborators on your posts or Reels and when you do ...

1. They can accept the collaboration
2. Your post or Reel will reach the collaborators followers as well as yours
3. Both of your profile names will appear at the top of the Post / Reel
4. The engagement stats from both sets of followers are aggregated in the post / Reel
5. It could help grow your followers as people can click through to both accounts

Collaborator Posts / Reels on Instagram



Step 1. Open Instagram and click on the +

To get started, open your Instagram app. Tap on the + symbol at the top right corner of your screen.

Step 2. Select your image or video

Next, tap on either Post, Story, Reel, or Live. Select the image or Instagram video you would like to share, then tap Next when you're ready.

Editing options will appear.

If you wish to edit your image or video go ahead, if not tap Next.

Collaborator Posts / Reels on Instagram



Step 3. Tag people

Tap on the Tag People option, then tap Invite Collaborator.

Step 4. How to invite a collaborator on Instagram

Search for people to co-author using the tagging screen. When you invite a collaborator, once they have accepted, they can share your post on their profile grid and with their followers in Feed. If they do, they'll be shown as another author on the post.

Your collaborators will appear below the Add Tag and Edit Collaborator tabs. The Collab tag will automatically appear in the middle of your Instagram post. Tap Done to save changes.

Step 5. The collaborator will then get a notification and if they accept the collaboration it will get distributed to their followers

Ways to use Collaborator posts / Reels



Are there Instagram accounts;

1. that are business partners? Do you deliver a product or service in conjunction with another account?

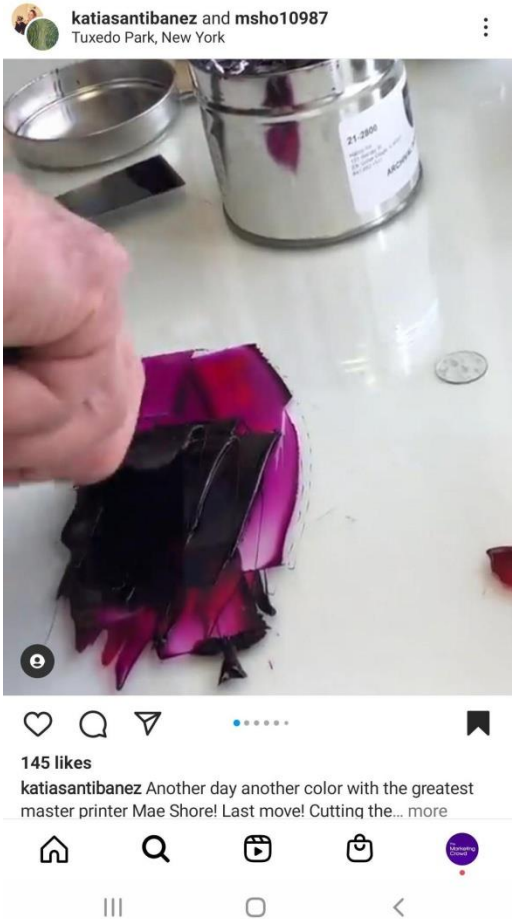
Could you send out a post/ Reel about that product or service or some helpful content that is relevant?

2. that are not competitors but you are both targeting similar audiences? You could both benefit.

Make a list of accounts in your industry or town/ county that you could approach. However, ensure you explain:-

- a) How the post would be relevant for both accounts – not just yours.
- b) How both accounts will benefit.

Examples of collaborator posts



Carousel posts on Instagram



Why Create carousel posts?

You can share up to 10 images or videos in a Carousel post

Carousels are a great way to boost your presence on Instagram because, as Aia Adriano, Director of Social Media at Complex [explains on Twitter](#), "[it] increases engagement and time spent on the post simply because there's more to consume."

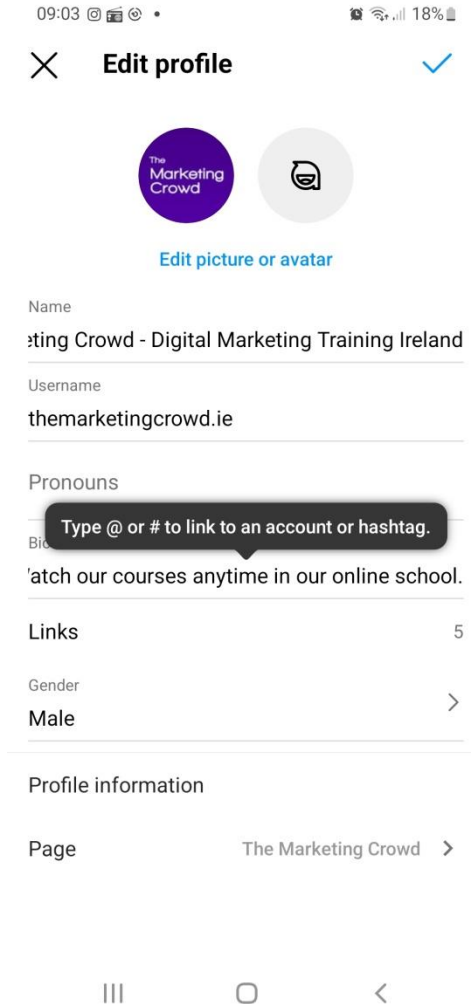
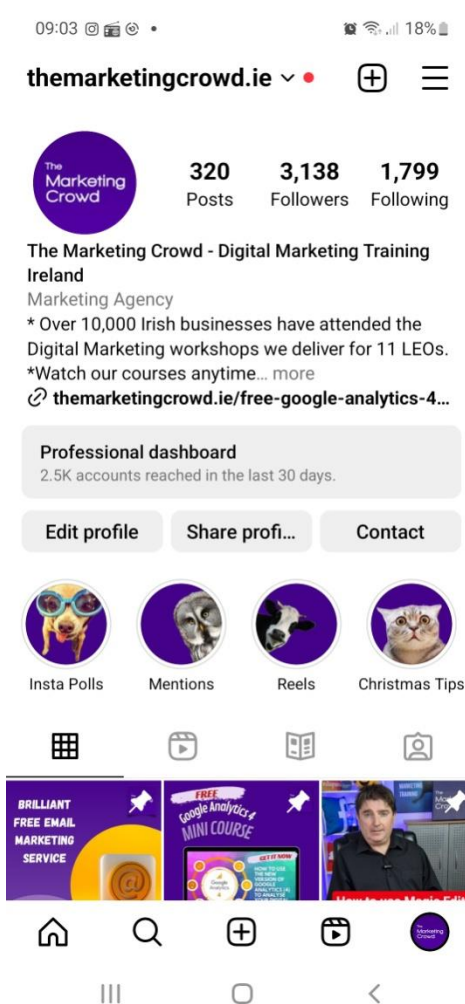
It's also common for carousel posts to appear in the feed more than once with a different slide displaying each time. Therefore, your carousel posts tend to reach more people.

What We Will Cover

Part 2: How to use Instagram for marketing

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

Ways to drive traffic to your website from Instagram including pitfalls to avoid.

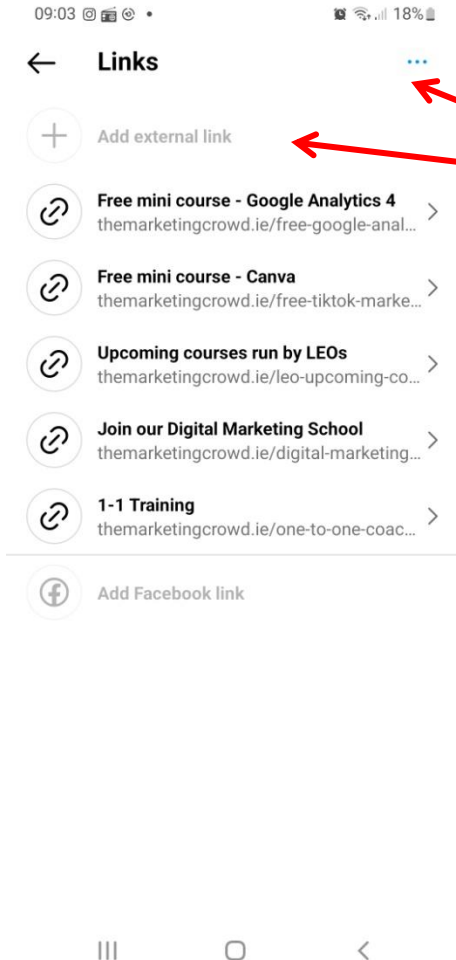


Links do not work in Posts or Reels so you need to Say “For more details see the link in our profile”

You can now add 5 links to your profile

1. Tap edit profile
2. Tap links

Ways to drive traffic to your website from Instagram including pitfalls to avoid.



3. You can then add a link

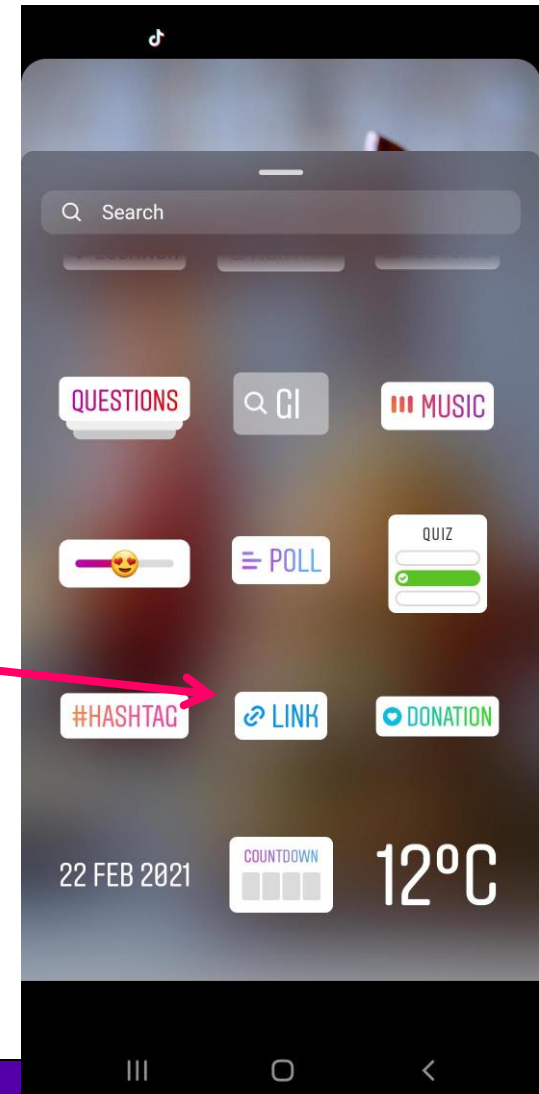
Tap the 3 dots to reorder your links to put the most important / recent at the top

You can easily drive traffic from your Stories using the link sticker

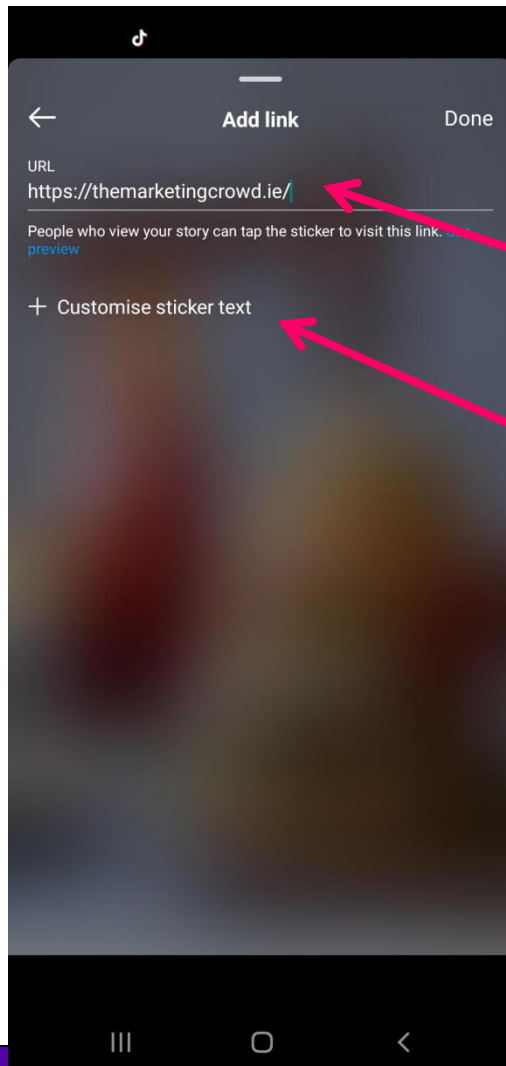


All Instagram accounts can add a link to a web page in their Story (previously you needed 10K followers)

1. Create a Story – use either an image or video
2. Tap on the sticker icon
3. Tap on the link sticker



You can easily drive traffic from your stories using the link sticker



4. Insert the url (web address) for the exact page you want to drive people to.
5. Tap customise sticker text and type the text that you want people to tap on E.g. Tap to see our menu. Tap to read the blog post. Tap to get the special offer.
6. You can then position the link anywhere on the image or video

