



HOW TO USE INSTAGRAM FOR MARKETING

2 PART COURSE

What We Will Cover in Part 1

How to use Instagram for marketing Part 1

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

Overview of the Navigation



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

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

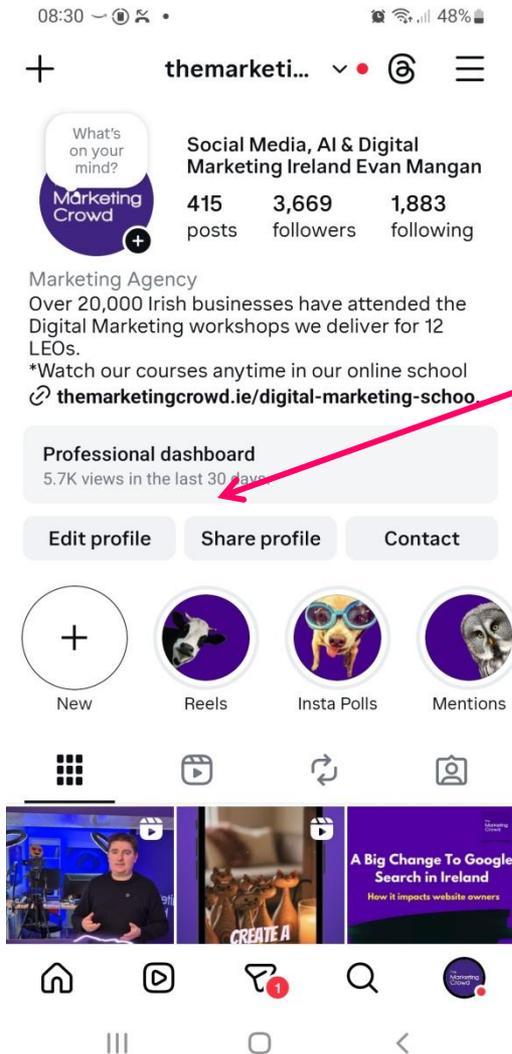
Overview of the Navigation



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

1. Heart = Notifications
2. + = Create content

Completing Your Profile



1. To edit your profile tap edit profile

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

08:29

48%

← Edit profile



Change profile picture

Name
& Digital Marketing Ireland Evan Mangan

Username
themarketingcrowd.ie

Pronouns

Bio
our courses anytime in our online school

Links 4

Banners 1

Gender
Male

Show Threads banner

When turned off, the Instagram badge on your Threads profile will also disappear.



1. Name – Consider adding search words that you want to get your profile found for
2. Username – everyone sees this. Get it as close to your business name as possible. It is unique and no spaces allowed
3. Bio – add a description about your business. Give visitors context
4. Add up to 5 links to your website, products, YouTube account etc.

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



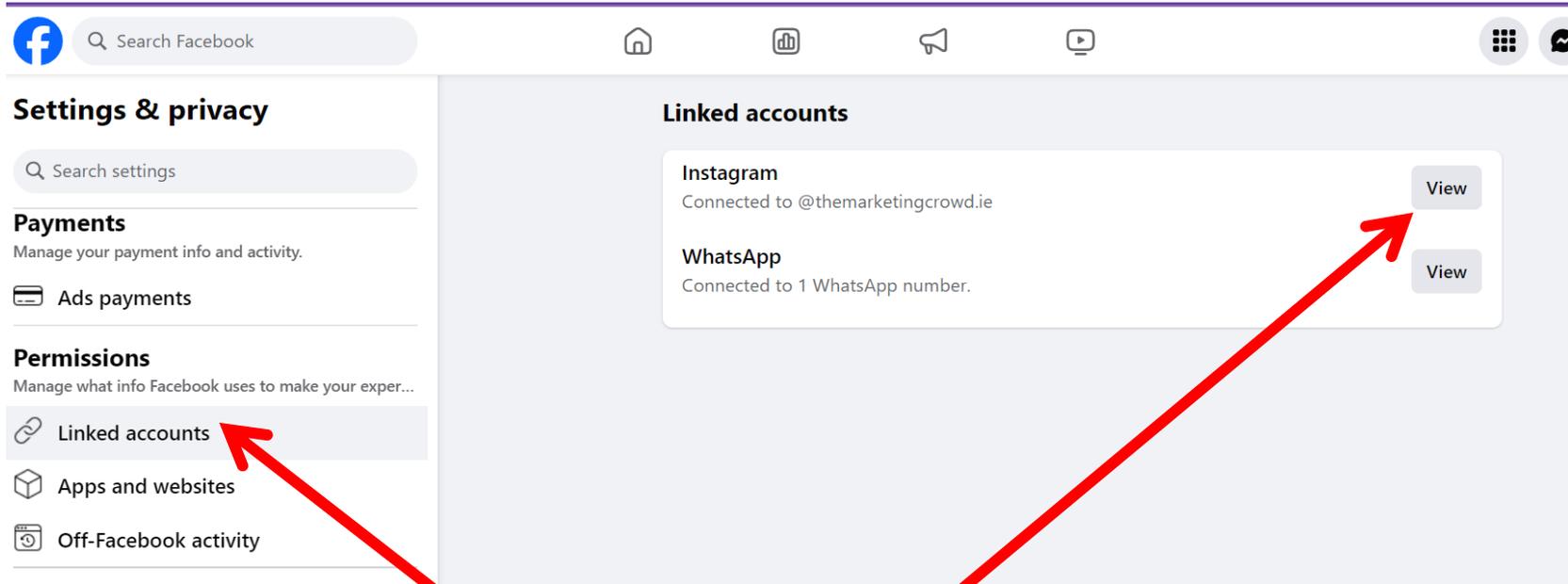
Go to Facebook on desktop

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

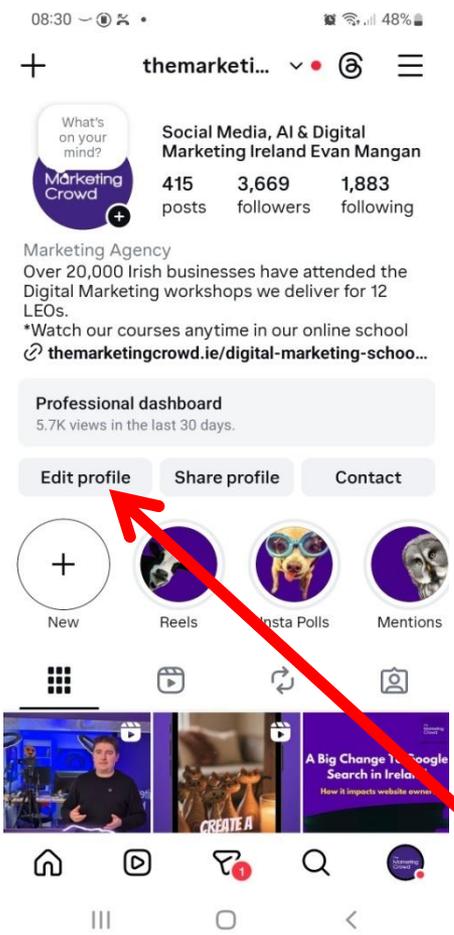
1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

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Step 1 – Switch to a business or Creator Account

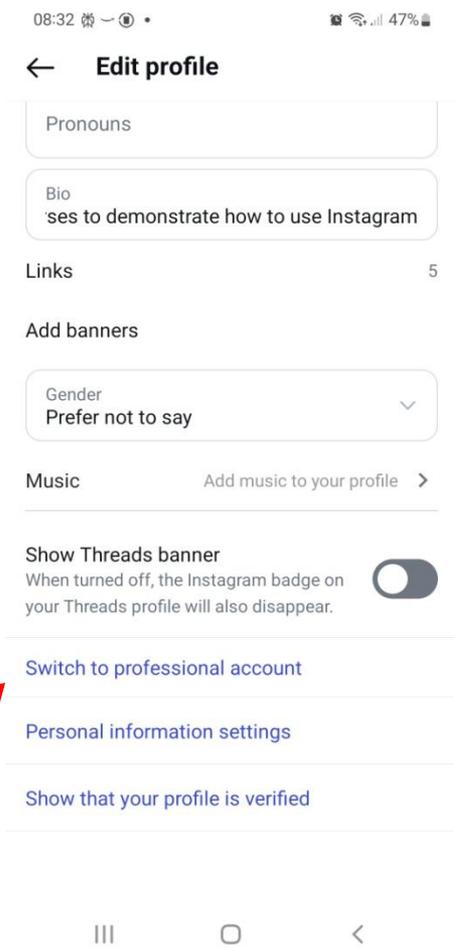


If you use Instagram for business you can migrate your profile to a business or Creator account

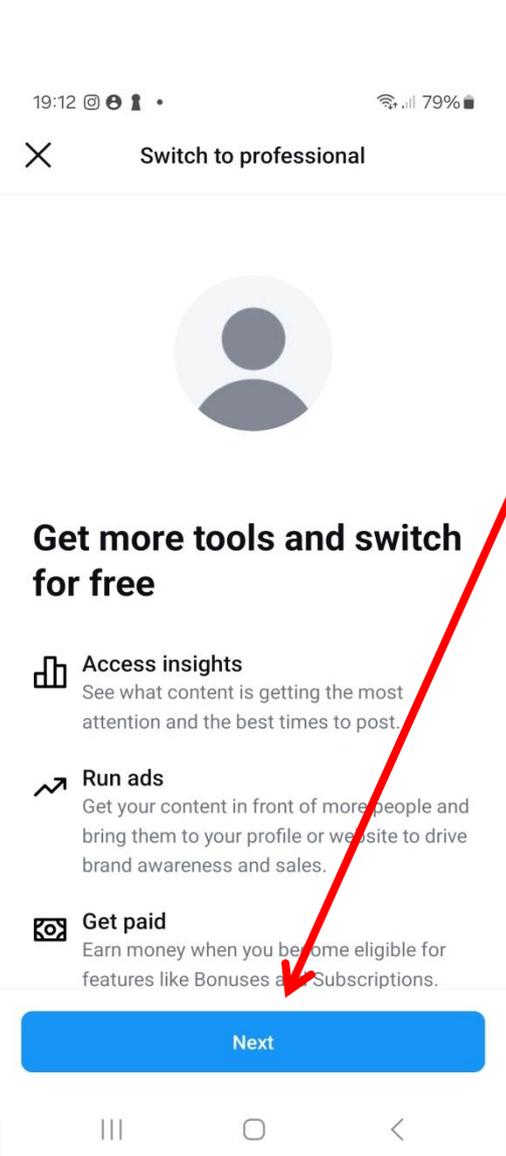
Both are very similar but the main difference is you get the good music library with a Creator account but you get a stock music library with the business account. This impacts your ability to make Reels

If you have a person account

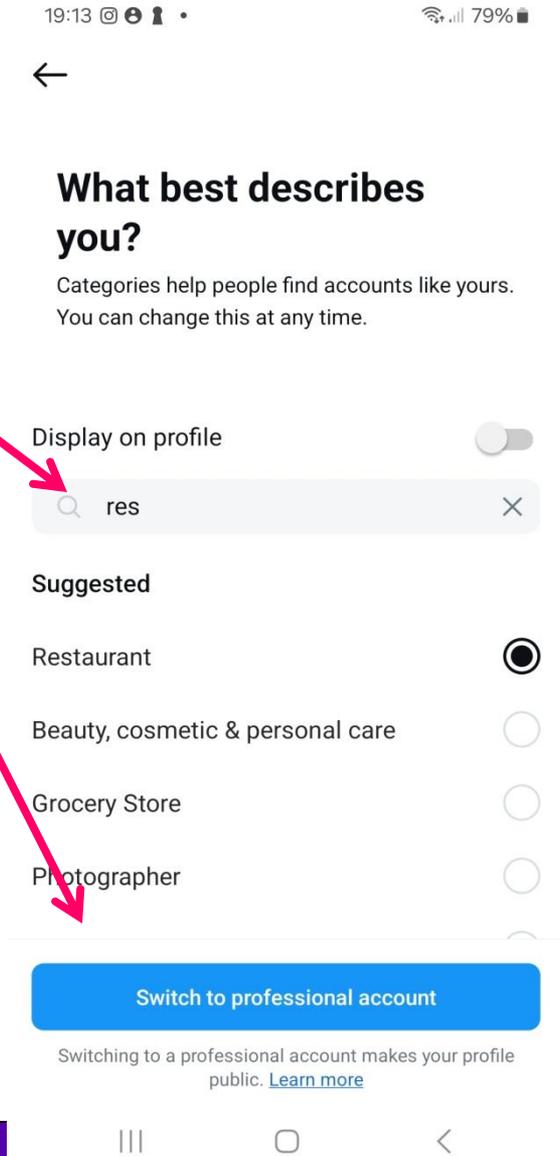
1. Go to your profile
2. Tap edit profile
3. Tap switch to professional account



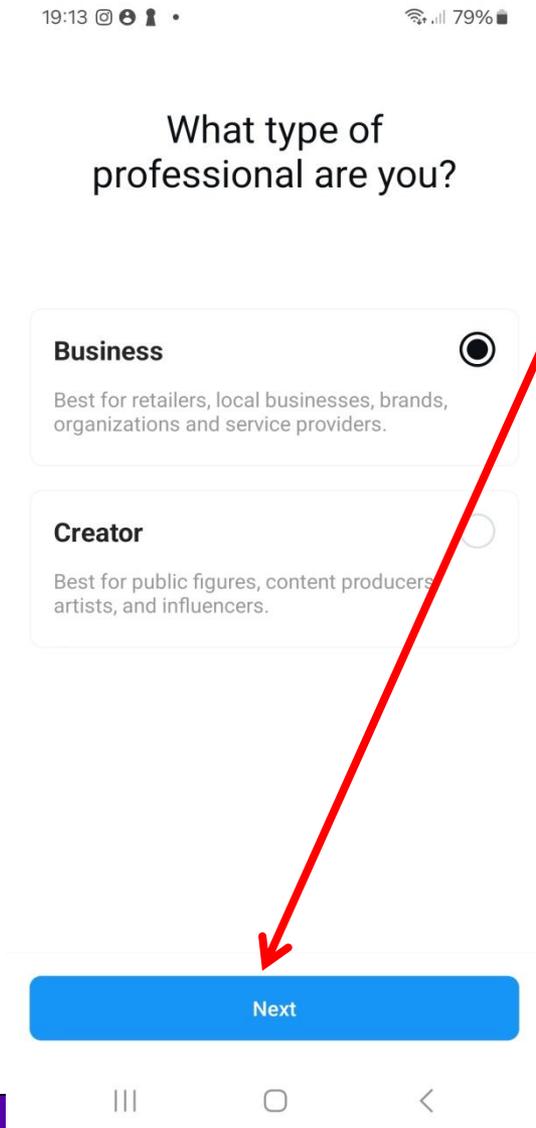
How to migrate – From a personal account



1. Tap next
2. Type in and choose a category that describes your business
3. Tap the blue button

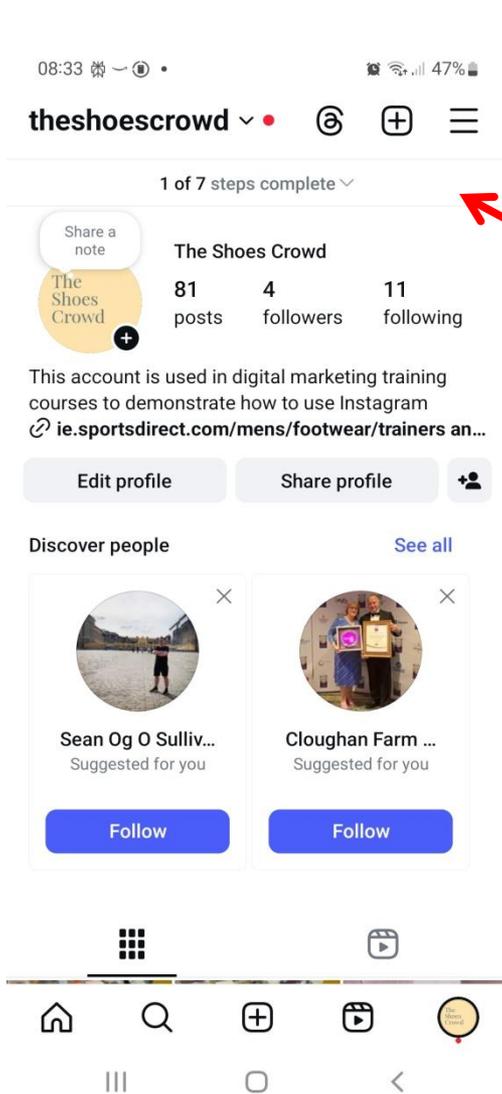


How to migrate – From a personal account

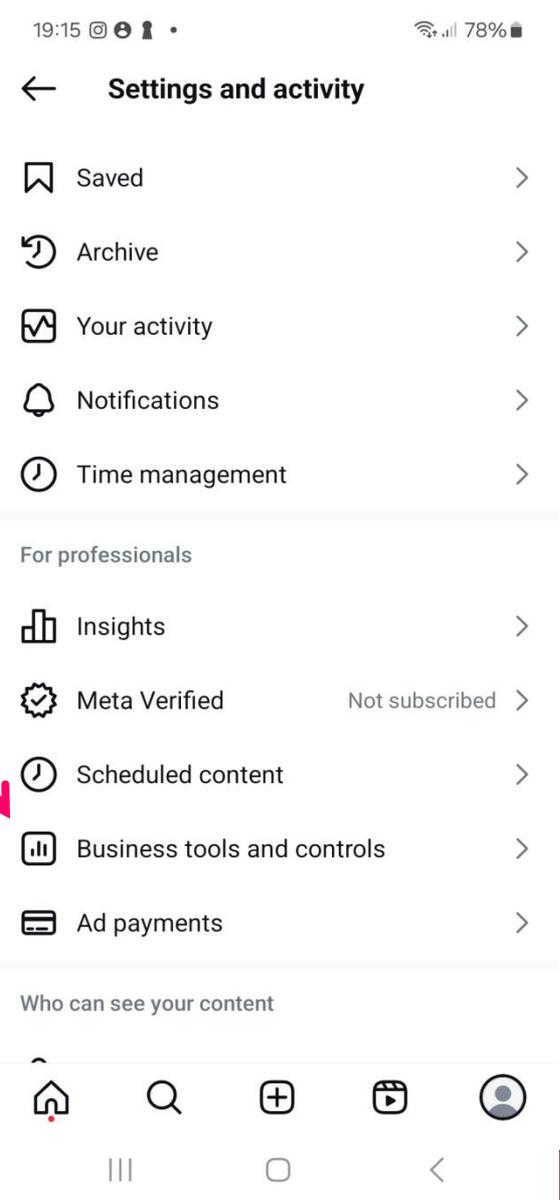


You can now choose to switch to a business or creator account

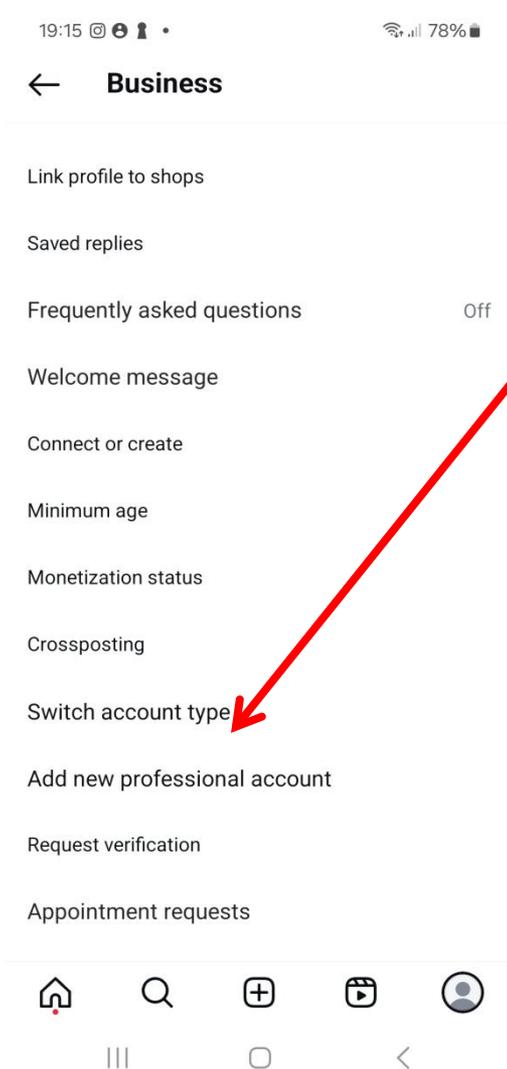
How to migrate from a business to a Creator account



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

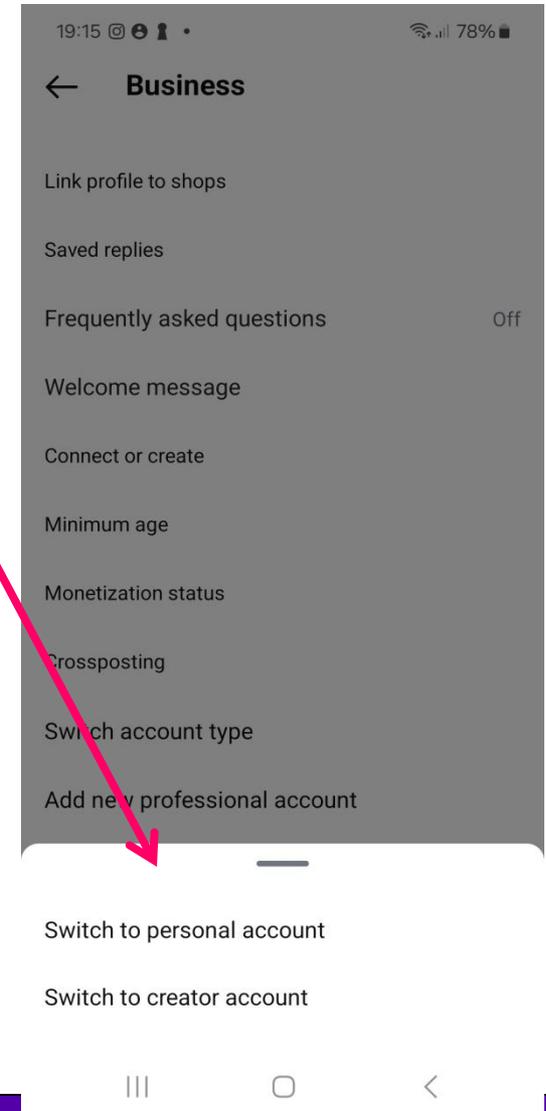


How to migrate



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

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...

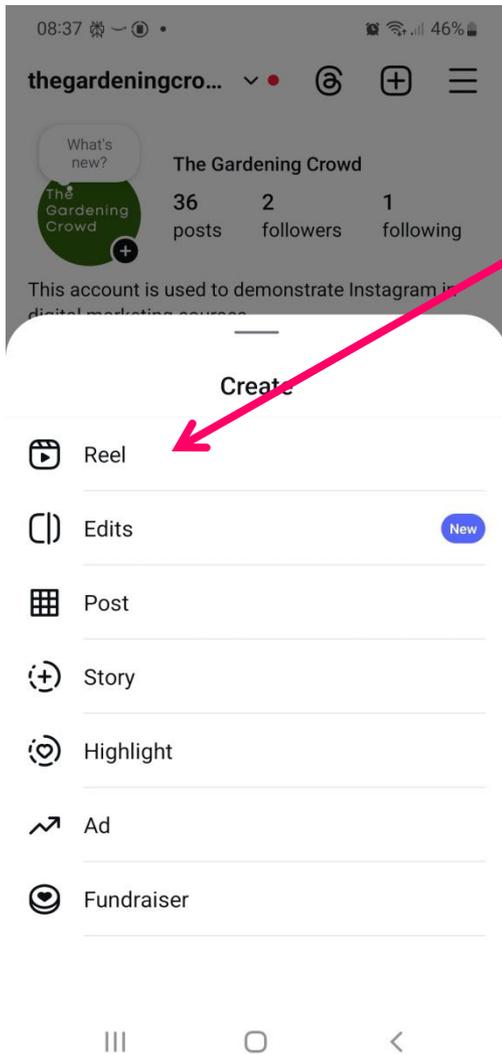
@sandymakessense

@dublin.explore

@greenmounthousedingle

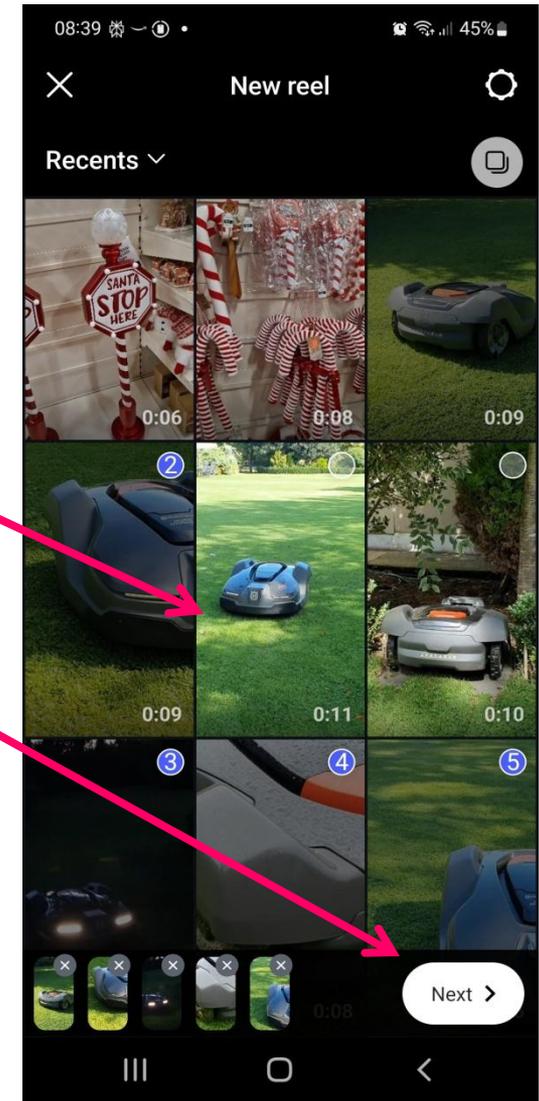
@butlersprivatetours

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

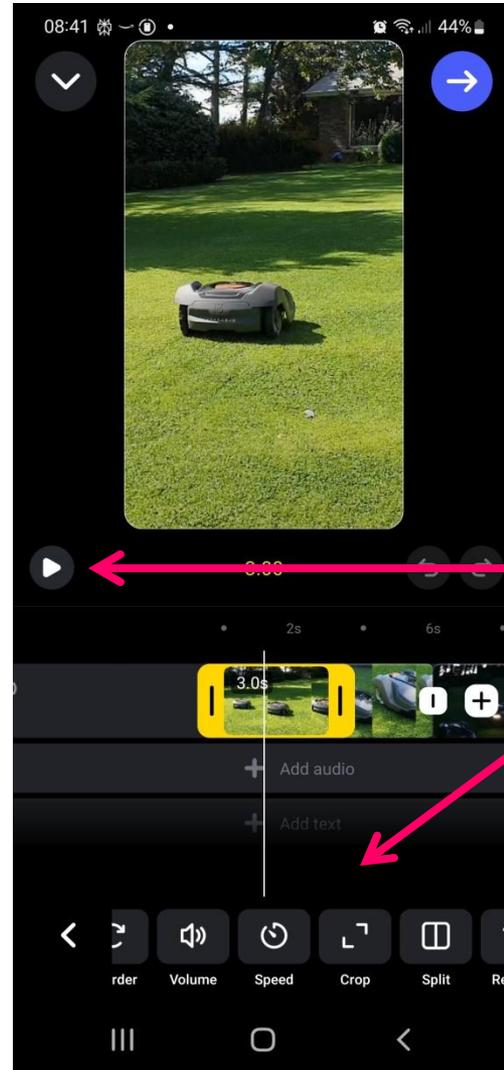
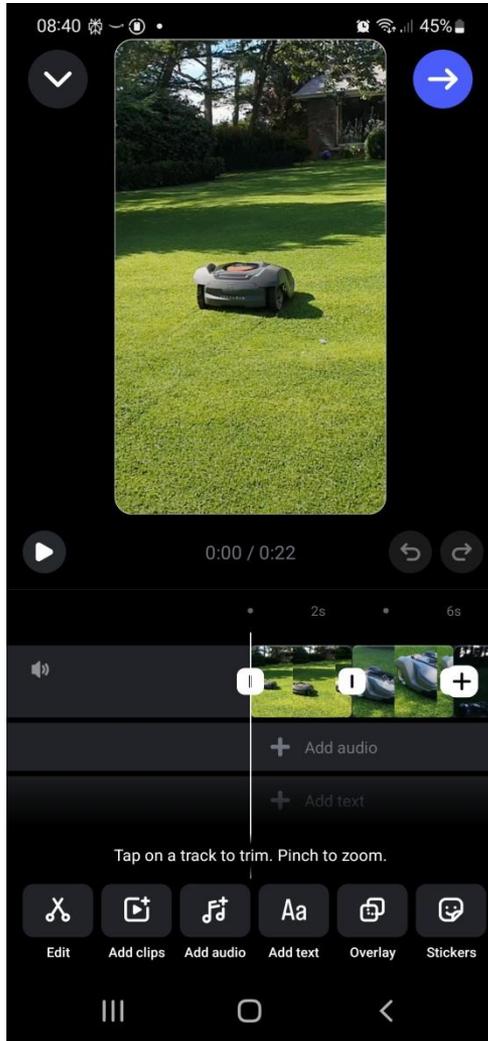


How to create a Reel

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
5. Then tap next



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



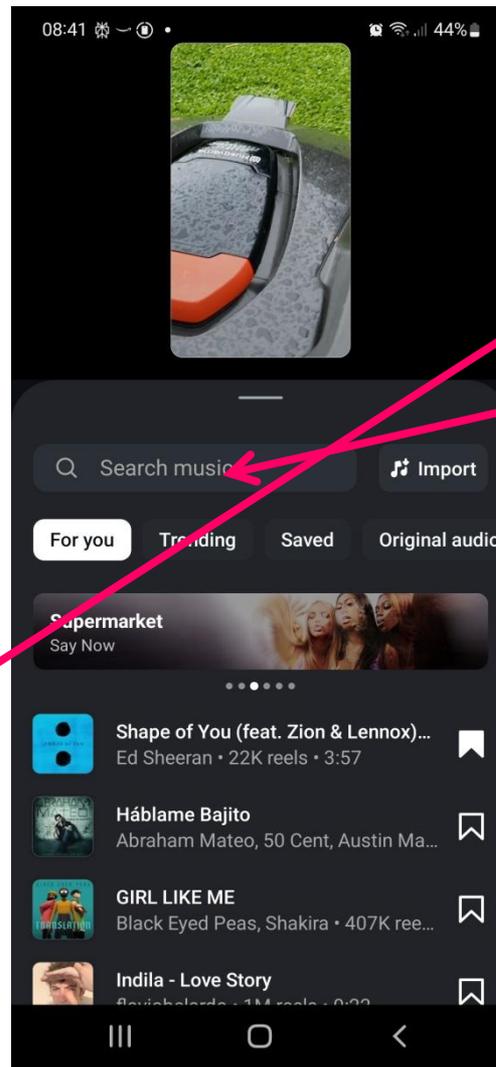
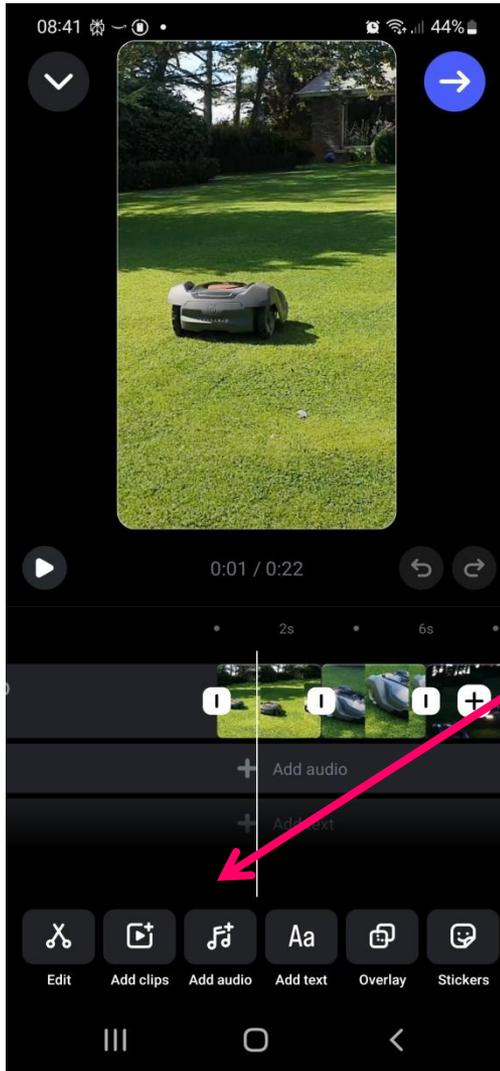
How to create a Reel

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 delete to delete

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

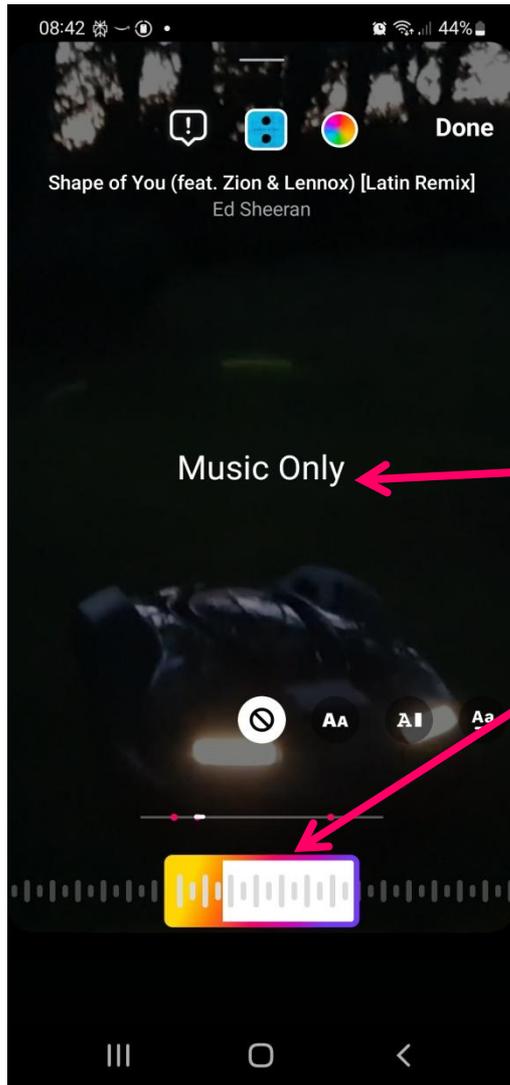


How to create a Reel

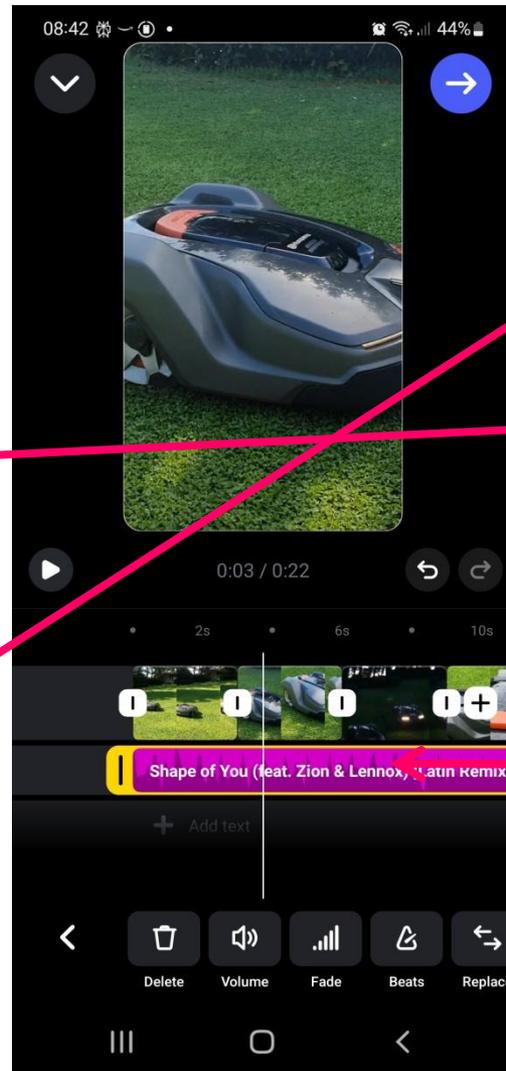
To add music tap on the add audio button

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

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



Music Only



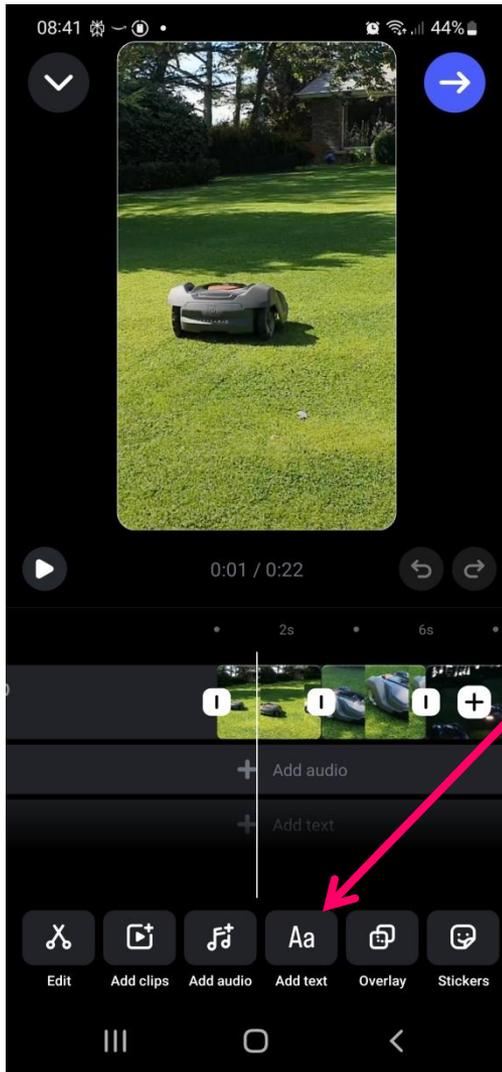
You can then choose which part of the music you want by moving the rectangle left and right by swiping your finger

You can also choose if you just want music or also want lyrics on the video

When you are happy tap done top right

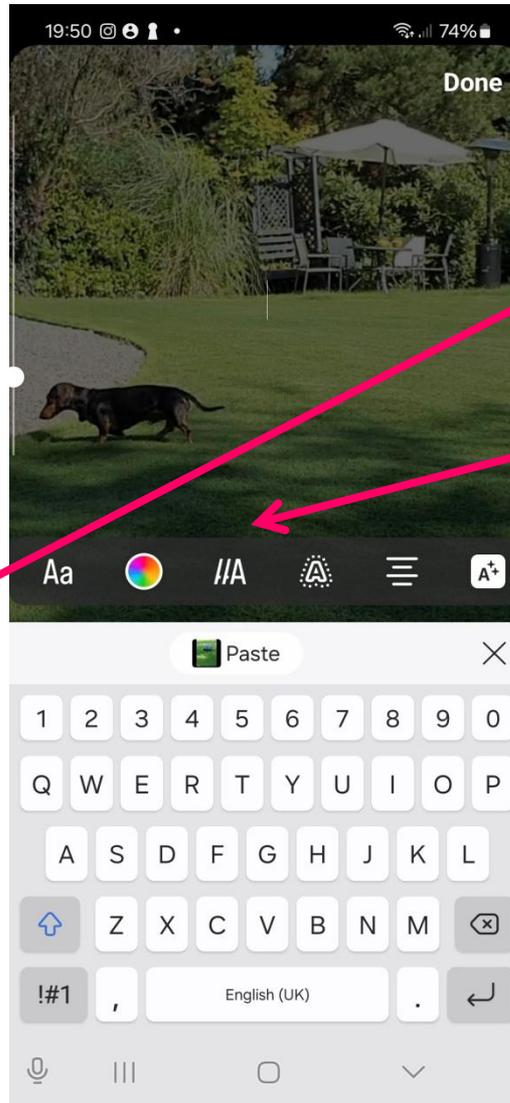
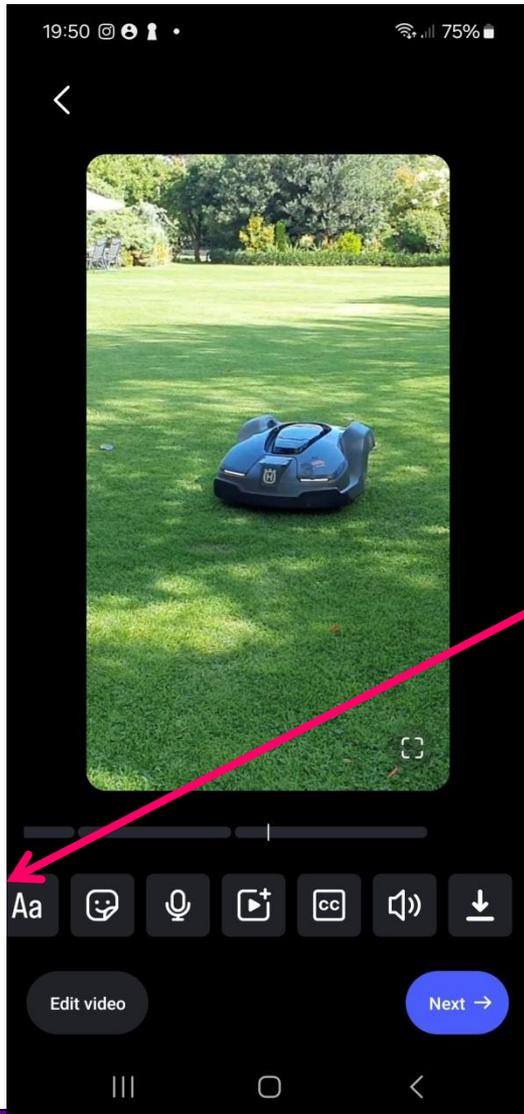
Your music is now on the video timeline

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



If you want to add text tap on Add text

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



How to create a Reel

Type your text

You can

Change the font

Change the colour

Add an animation

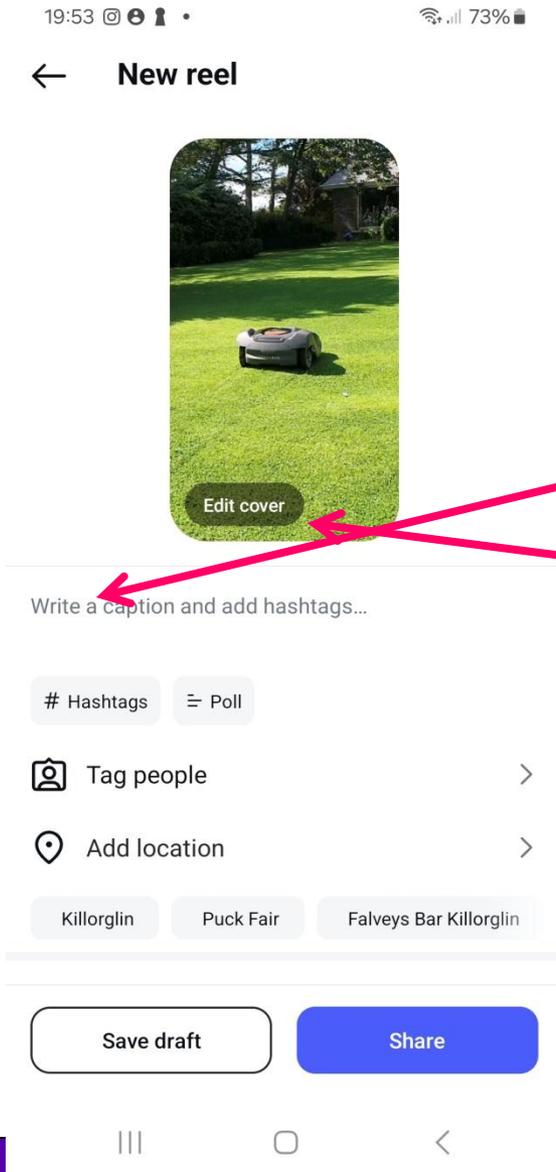
Add an effect

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



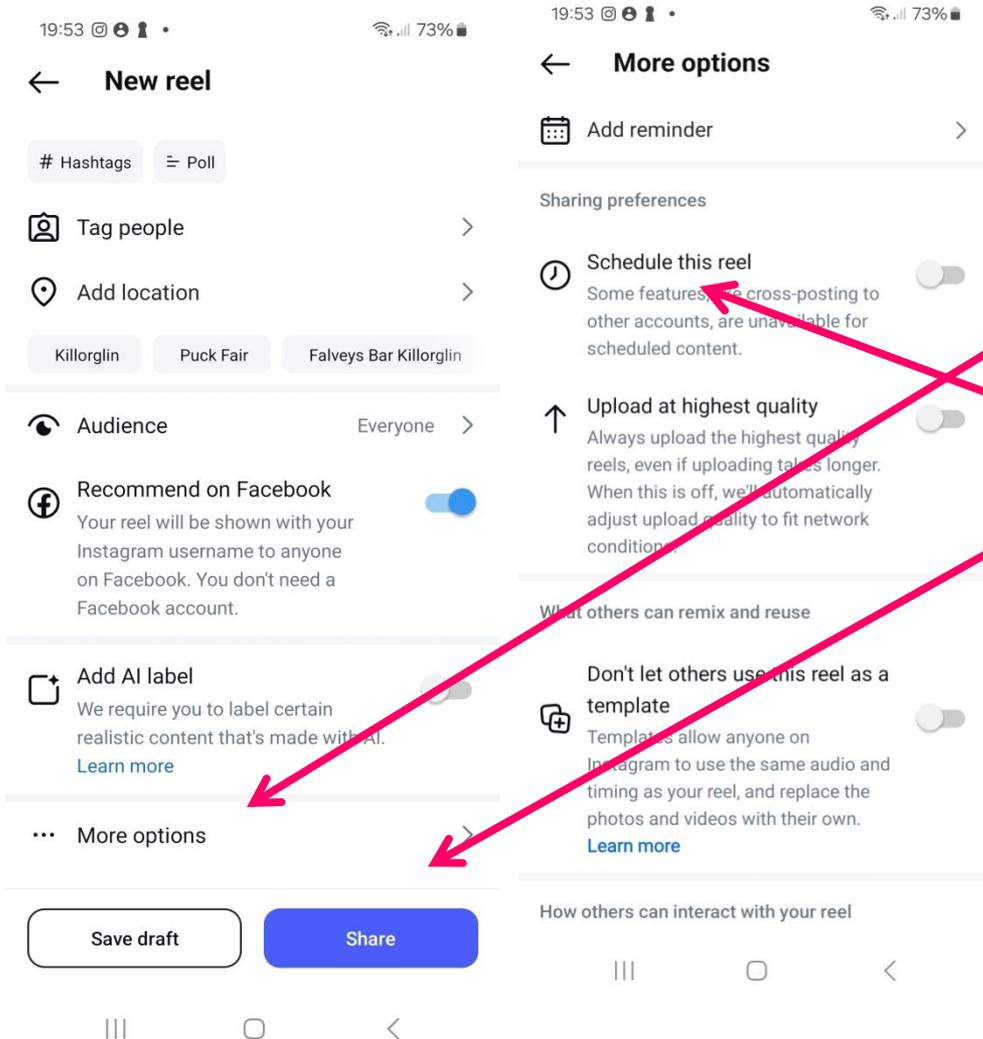
How to create a Reel

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

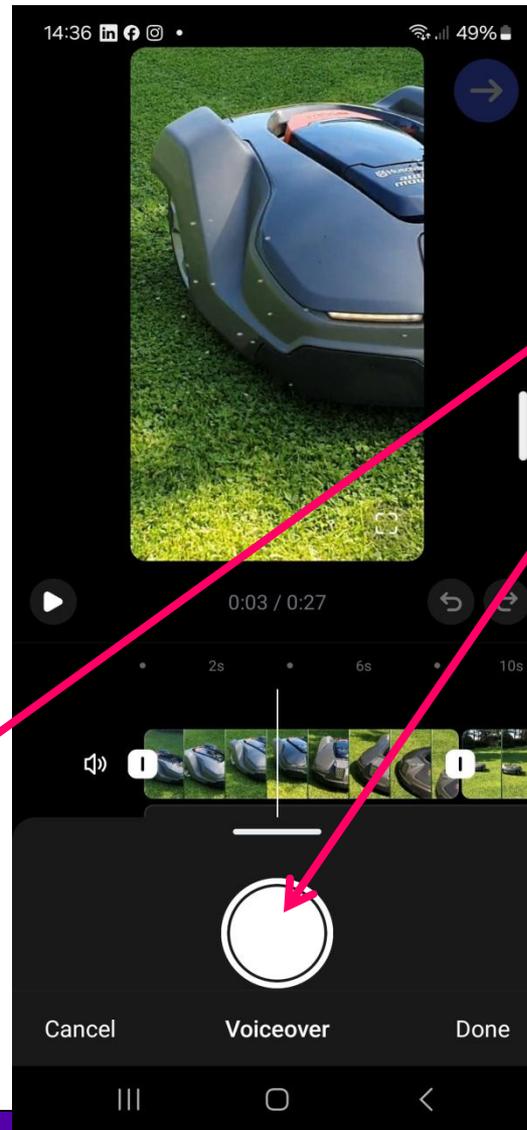
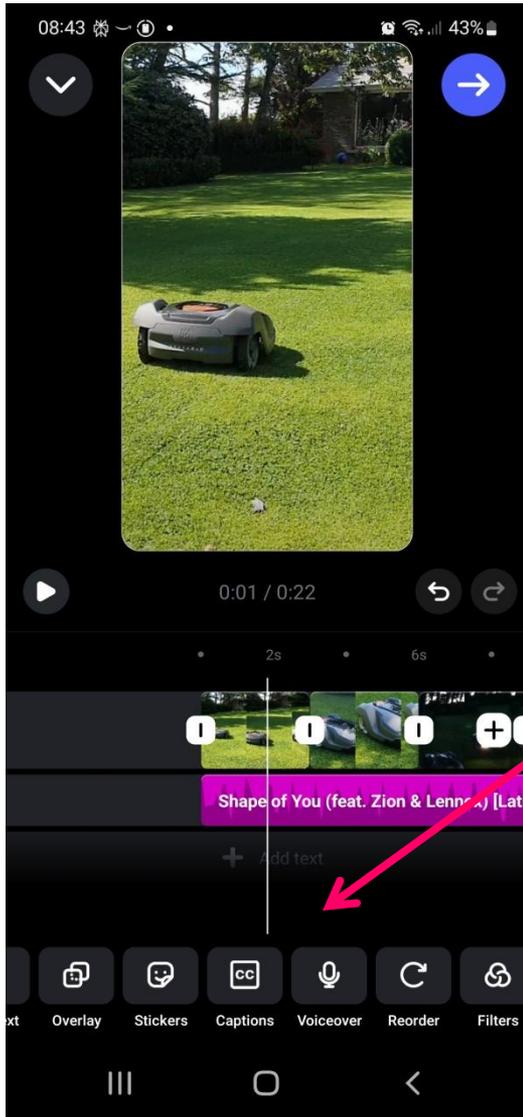
Tap share to send out your Reel

How to create a Reel with your voiceover

Note – this process is almost exactly the same as the 1st 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

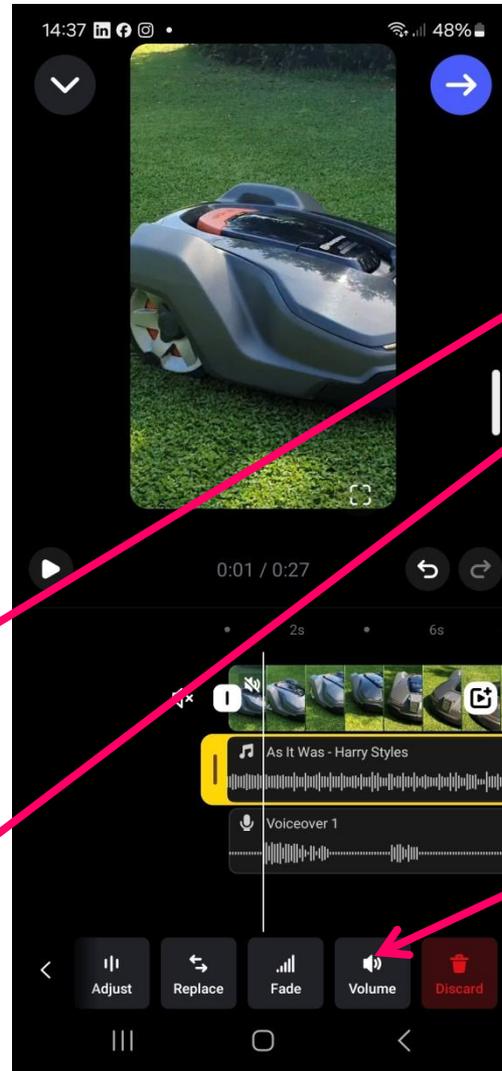
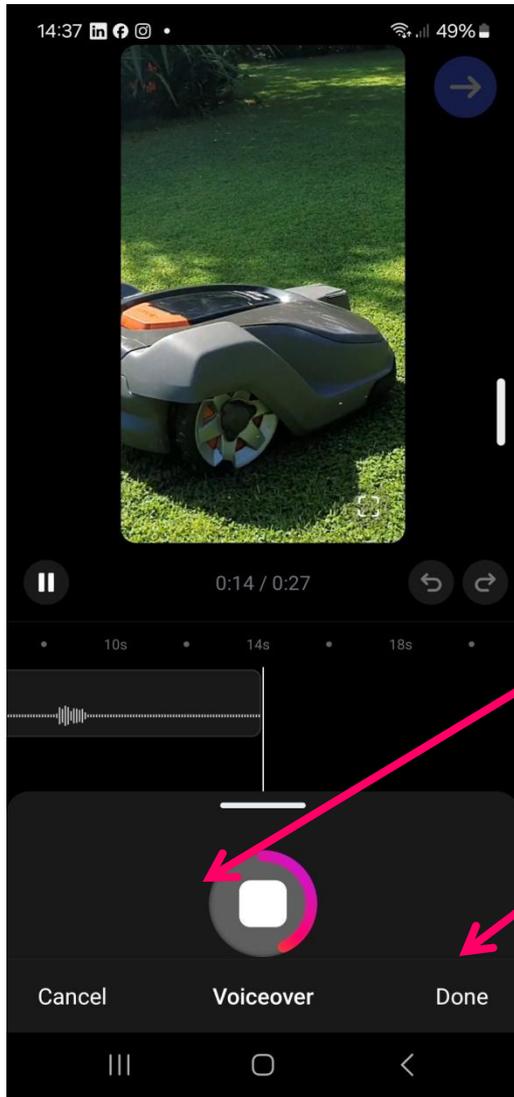


How to create a Reel

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

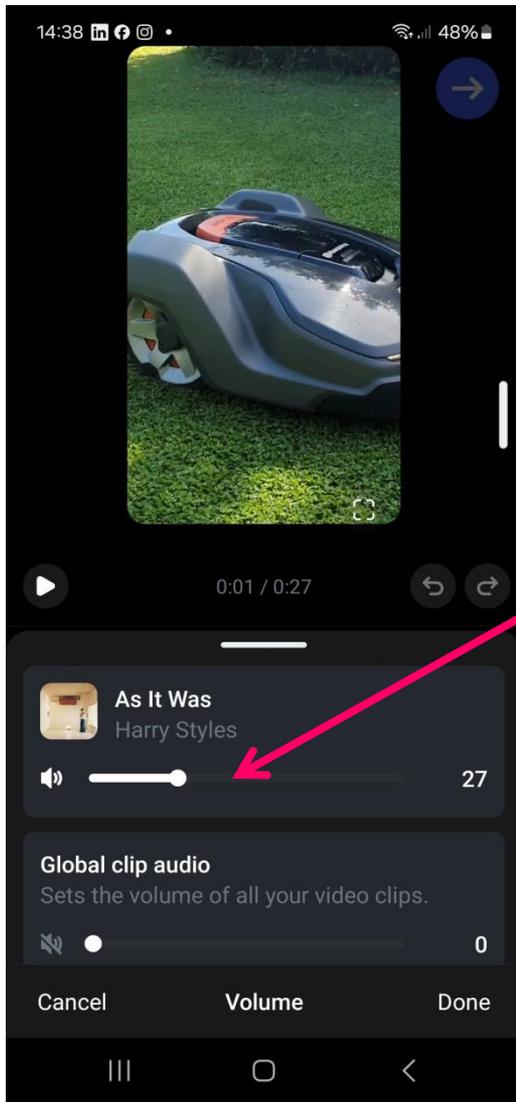
You are now taken to the editor and you can see the music and the voiceover

If you press play the music will be too loud

Tap the music line

Then tap volume

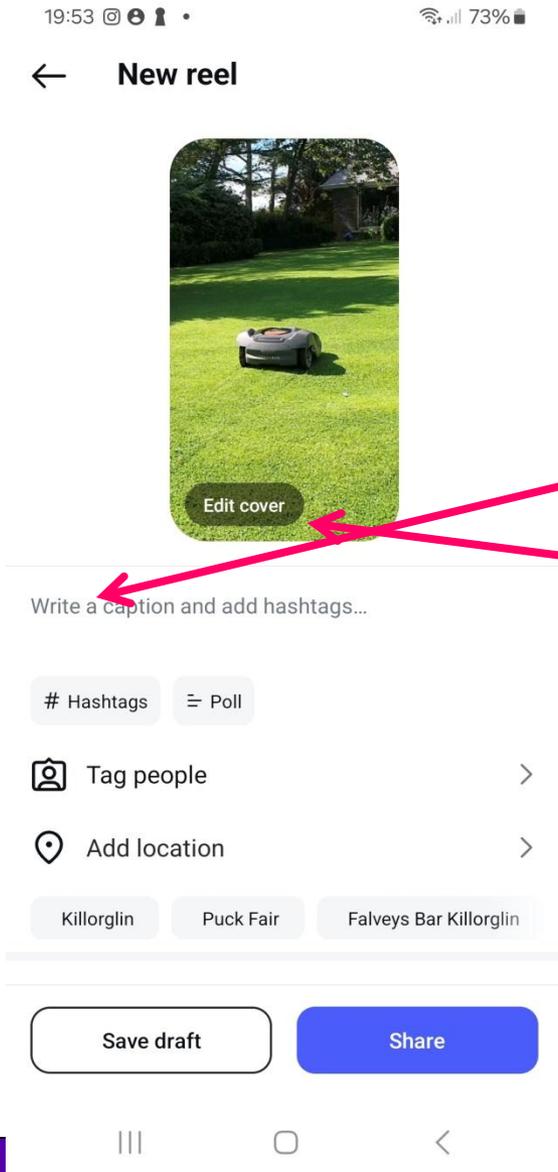
How to create a Reel by adding a voiceover



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

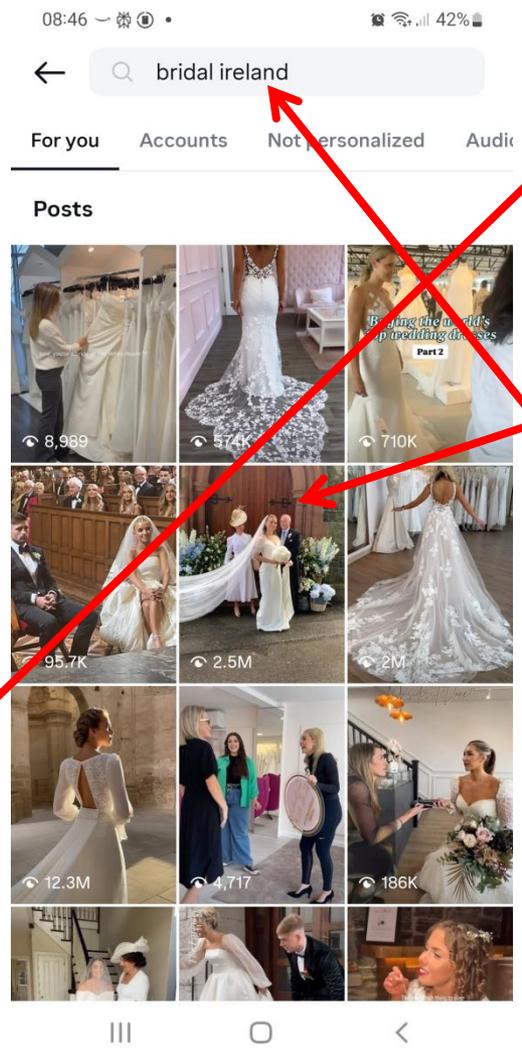
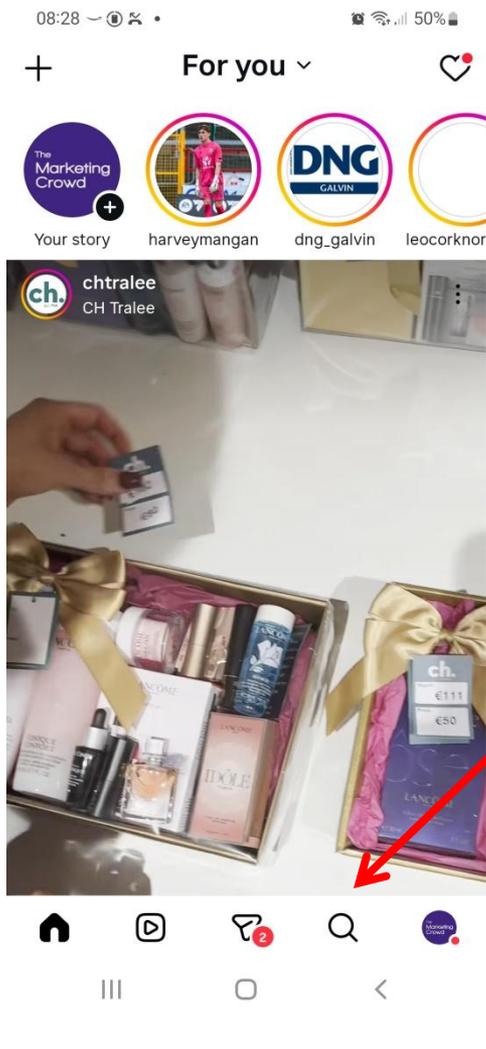
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How to find content and people to follow

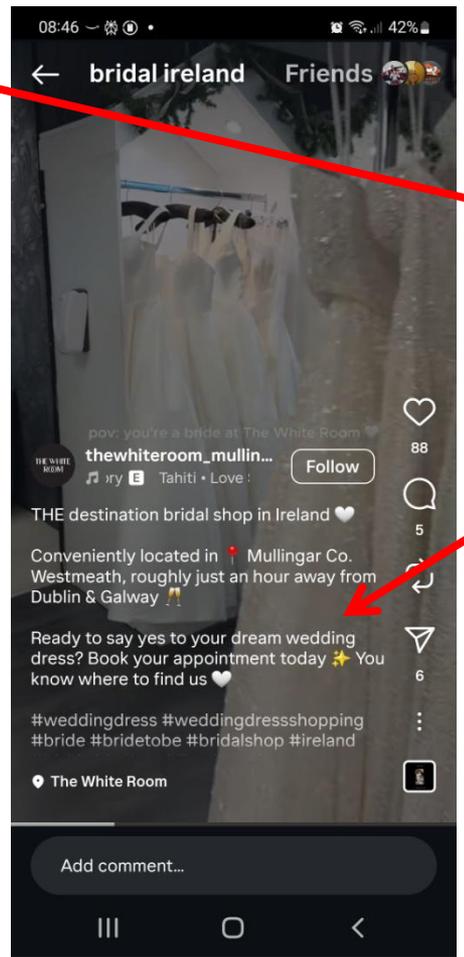
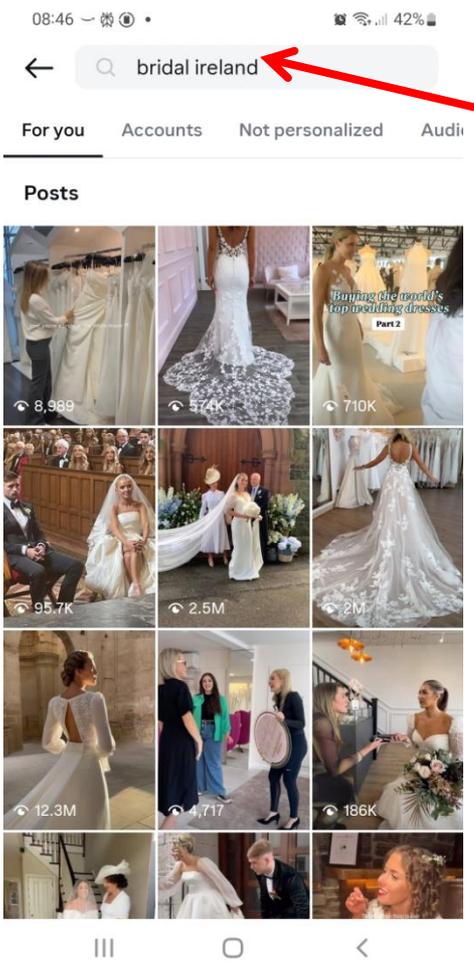


Tap the search icon to perform searches based on People, hashtags and places.

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

Search for what you are interested in e.g. Bridal Ireland

How to find content and people to follow



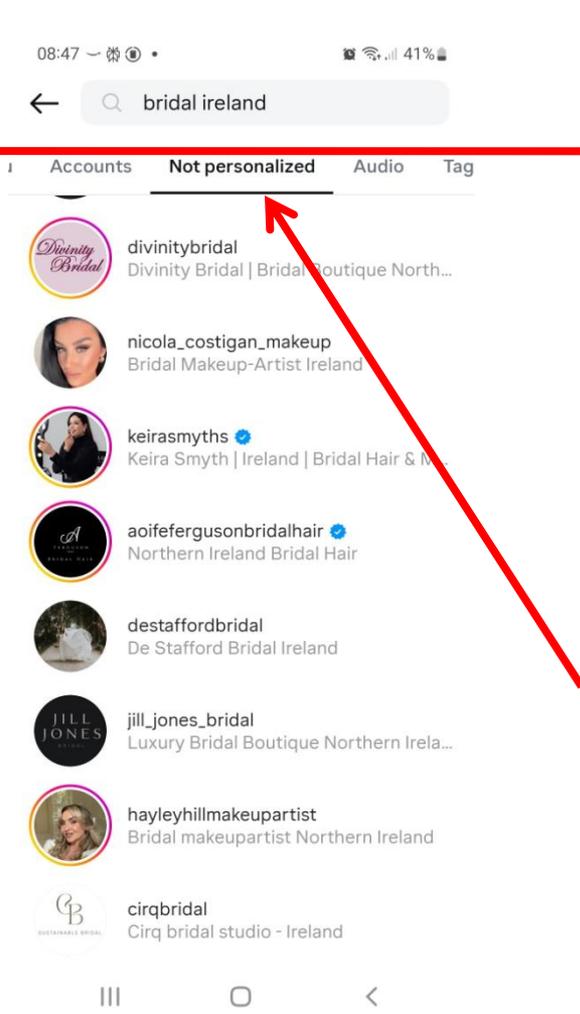
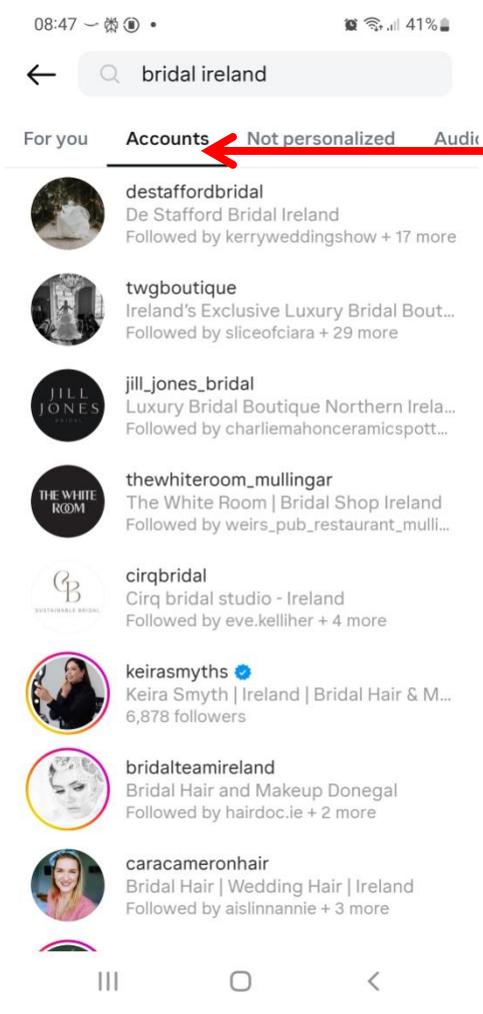
When you type in search words you will be taken to the search results.

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. OR in the words that are being spoke in the Video.

Hashtags increase your ability to appear in these results

How to find content and people to follow



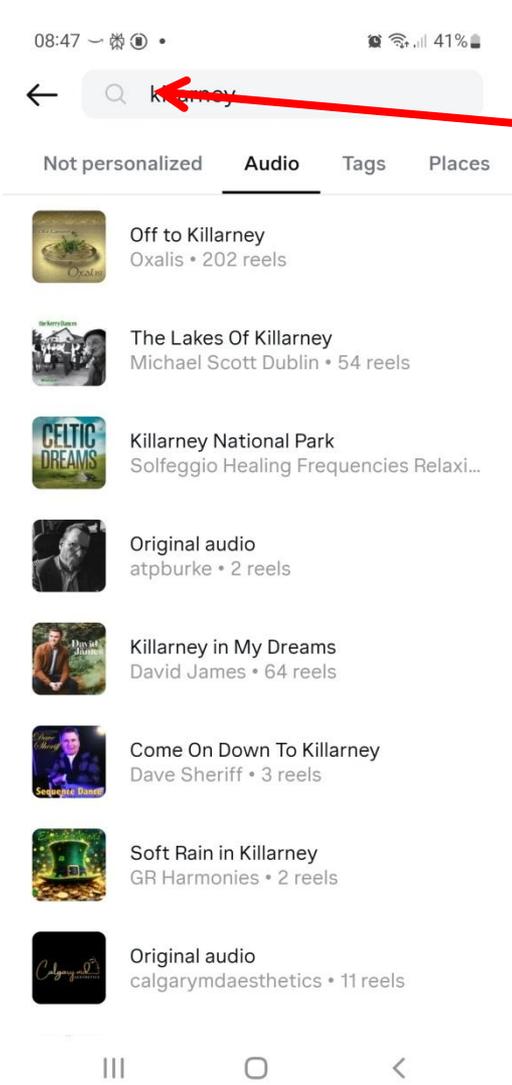
Next category is Accounts

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

However, these results are personalised to me. I have done something e.g. Watch Their Reel, saved a post etc.

Not personalised shows me accounts that are totally new to me

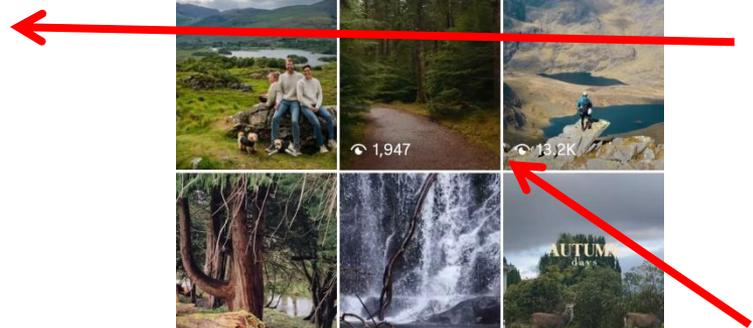
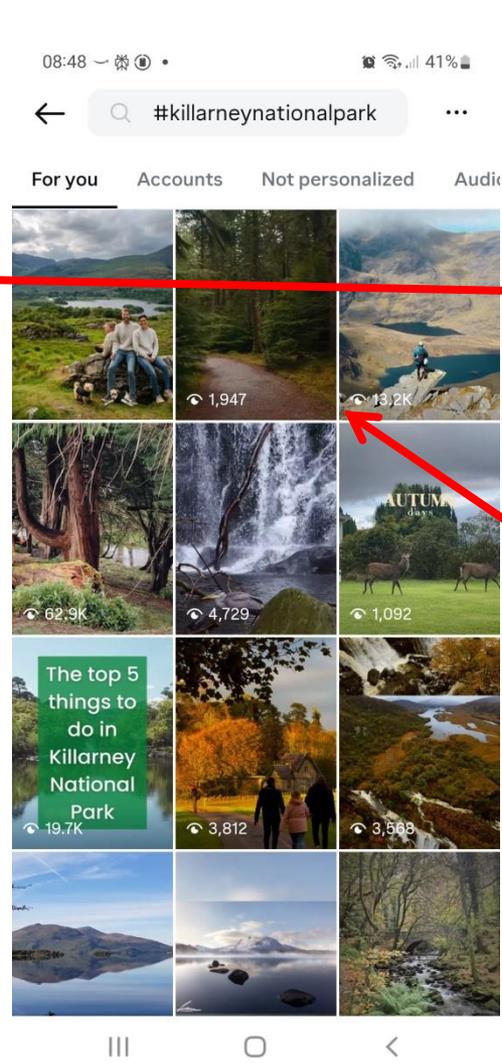
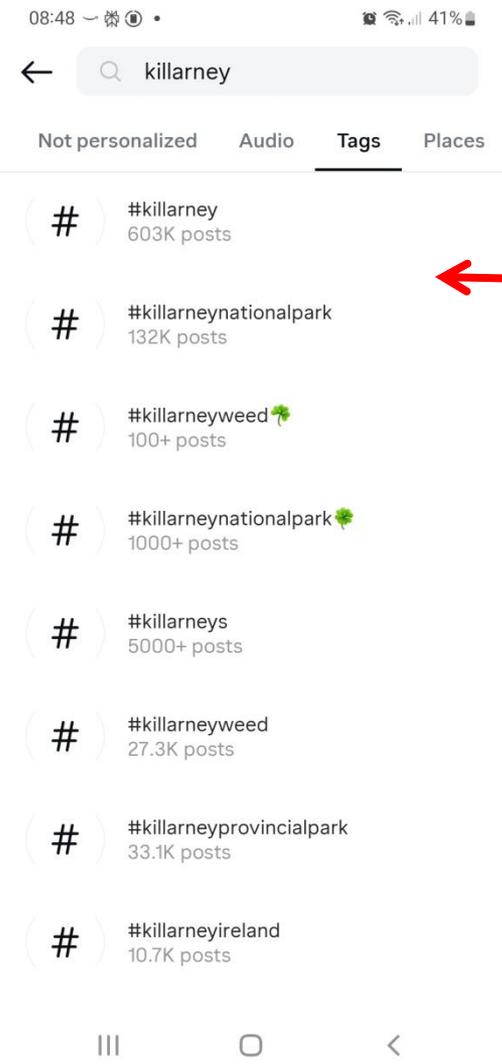
How to find content and people to follow



Next category is Audio.

I have searched for Killarney
And they then show me all the
Tracks that have Killarney in
the name 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 Killarney And they then show me all the Hashtags that contain the word Killarney

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

Adding hashtags help you get discovered in these search results