



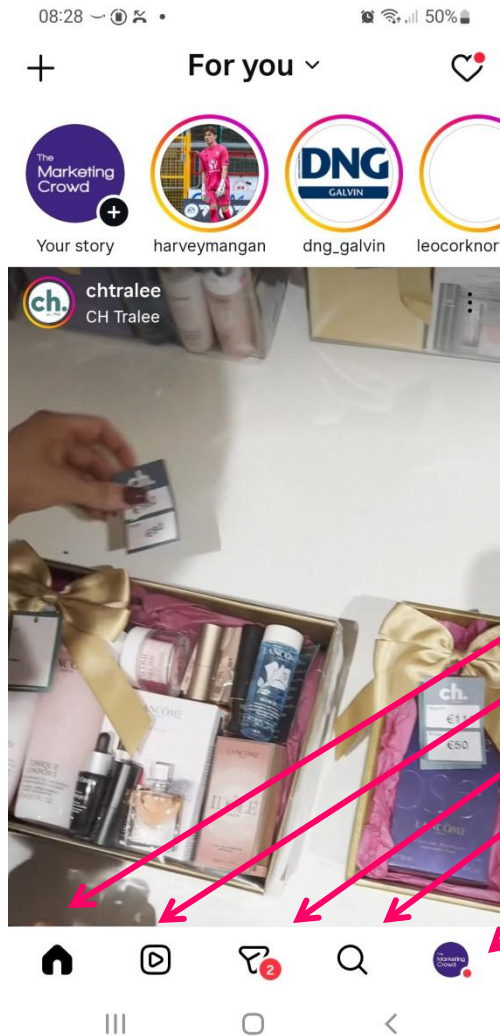
HOW TO USE INSTAGRAM FOR MARKETING

What We Will Cover in Level 1

How to use Instagram for marketing

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 Newsfeed works
6. How to post images, videos, carousels
7. Overview of Instagram Stories

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

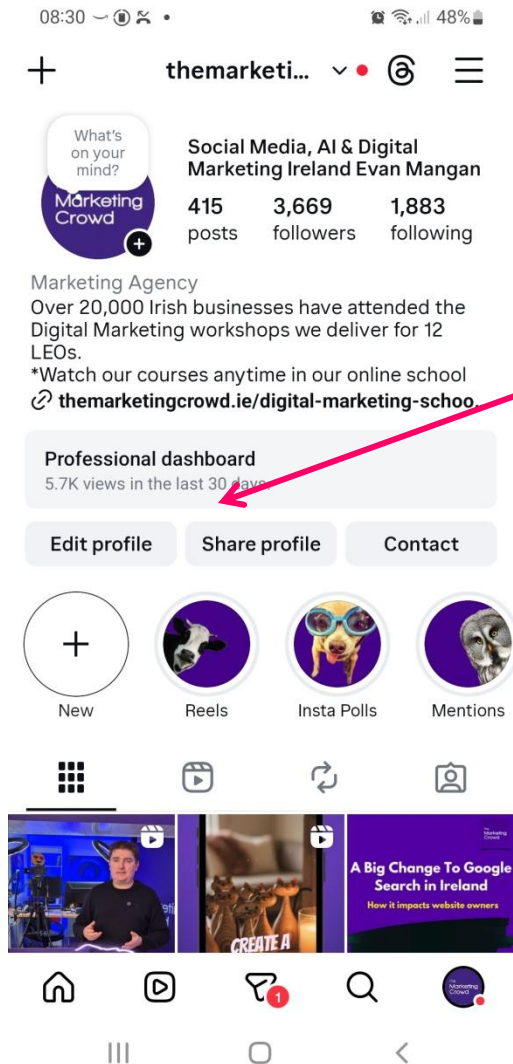
Overview of the Navigation



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



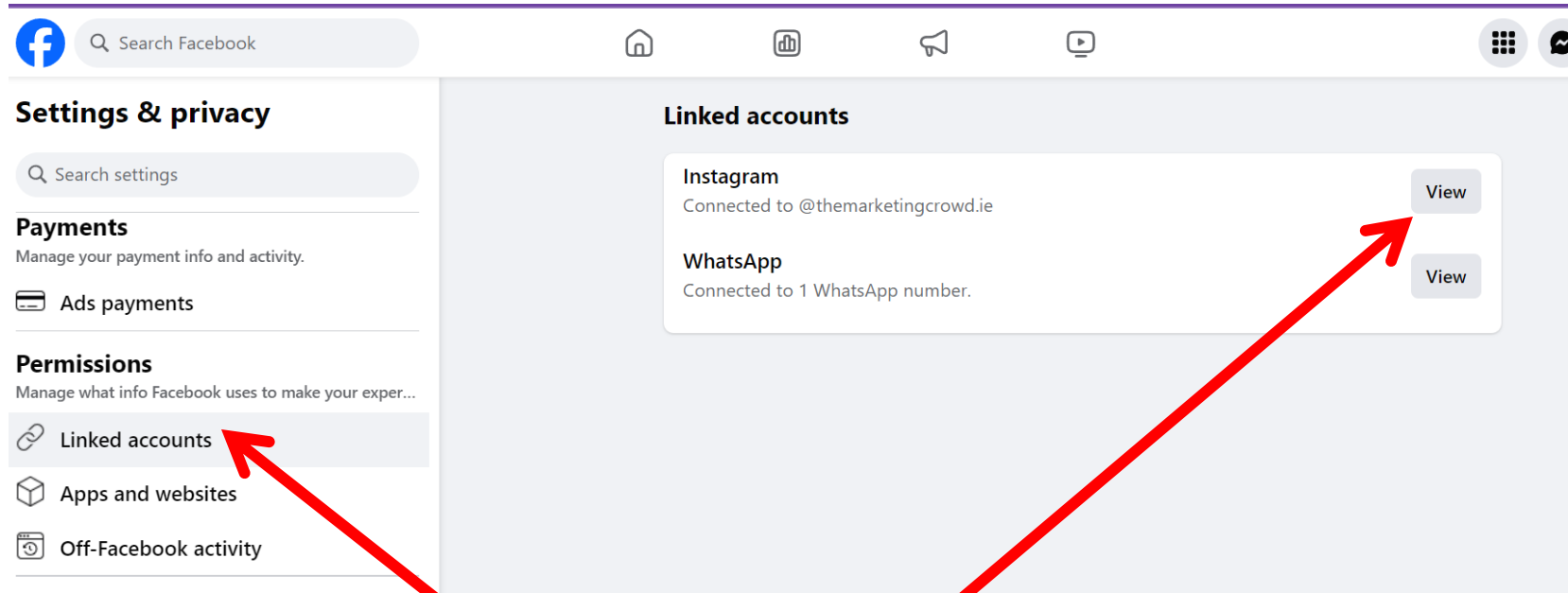
Go to Facebook on desktop

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

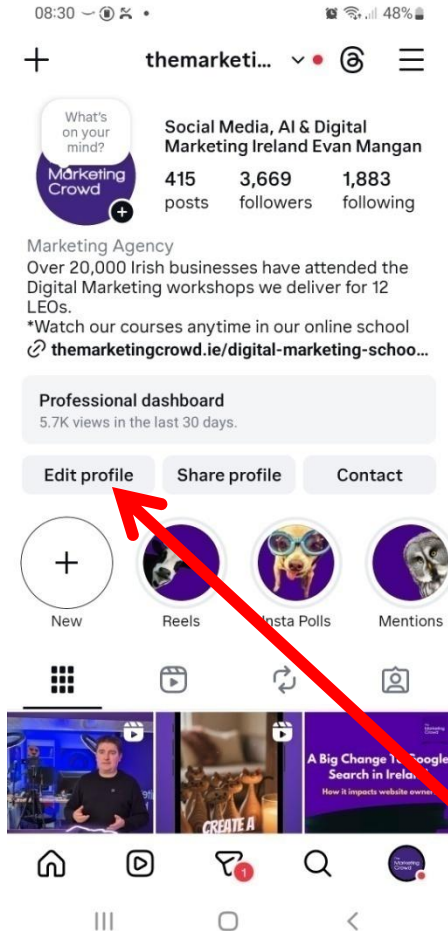
1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

What We Will Cover

Part 1: How to use Instagram from a marketing perspective

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To get the good music library you need to Switch your Instagram account to a Creator Account

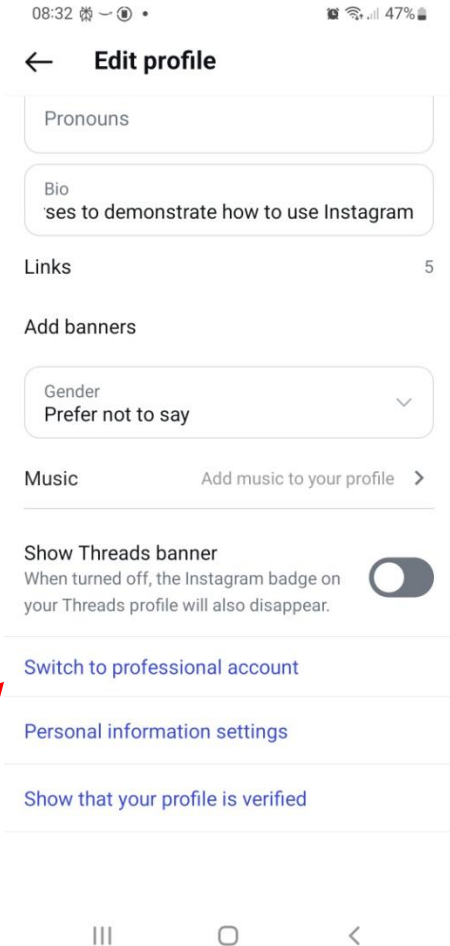


If you use Instagram for business you can migrate your profile to a business or Creator account

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 personal account

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



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

←

19:13 ⓘ ⓘ ⓘ ⓘ

79%

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](#)

III

○

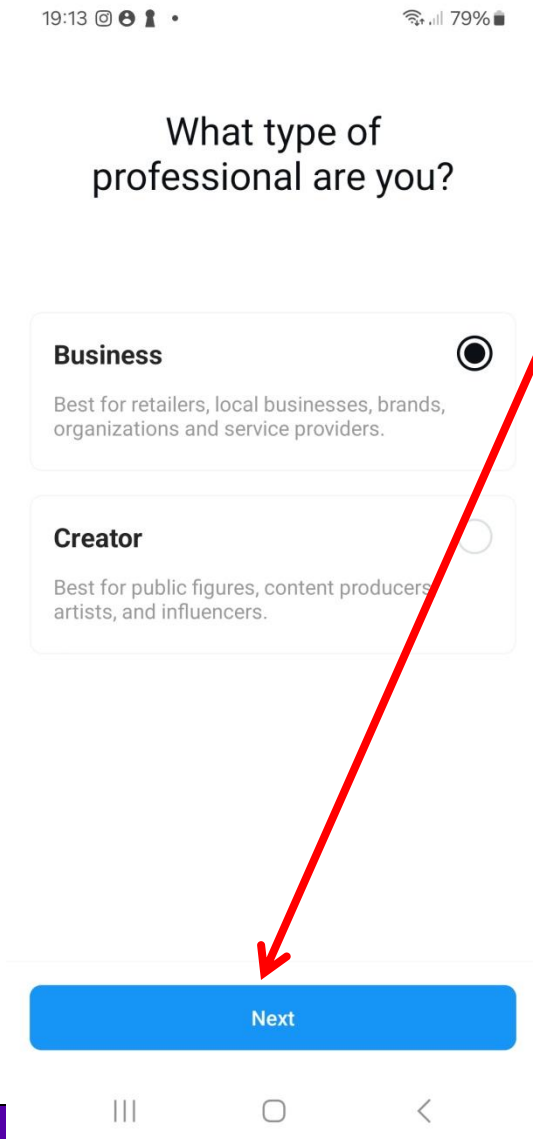
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III

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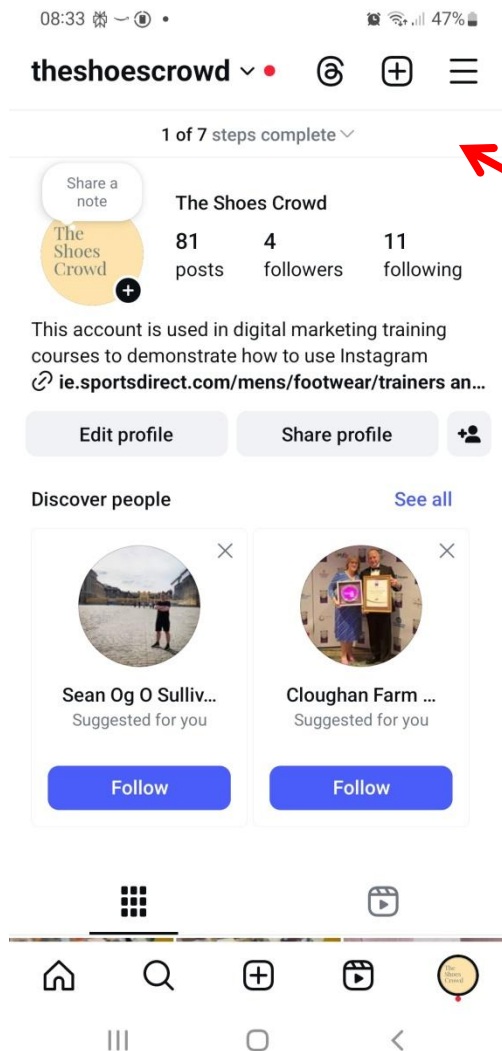
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How to migrate – From a personal account

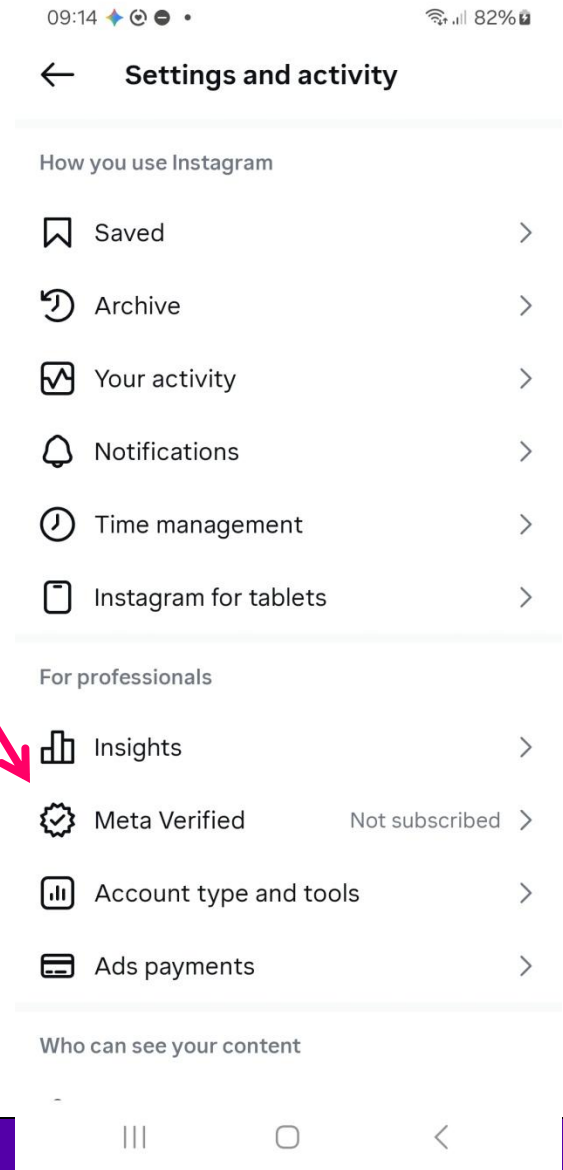


You can now choose to
Switch to a business or
creator account

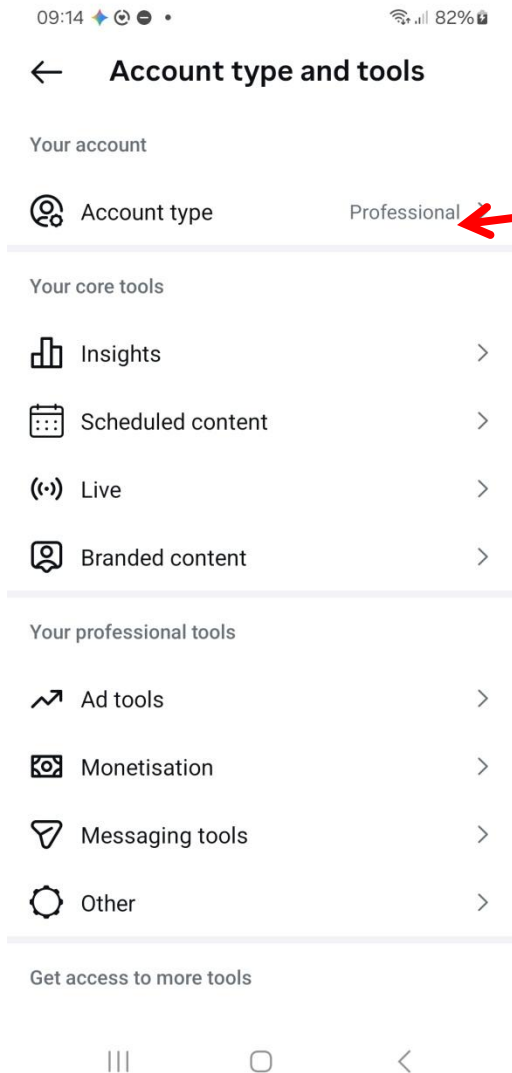
How to migrate from a business to a Creator account



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



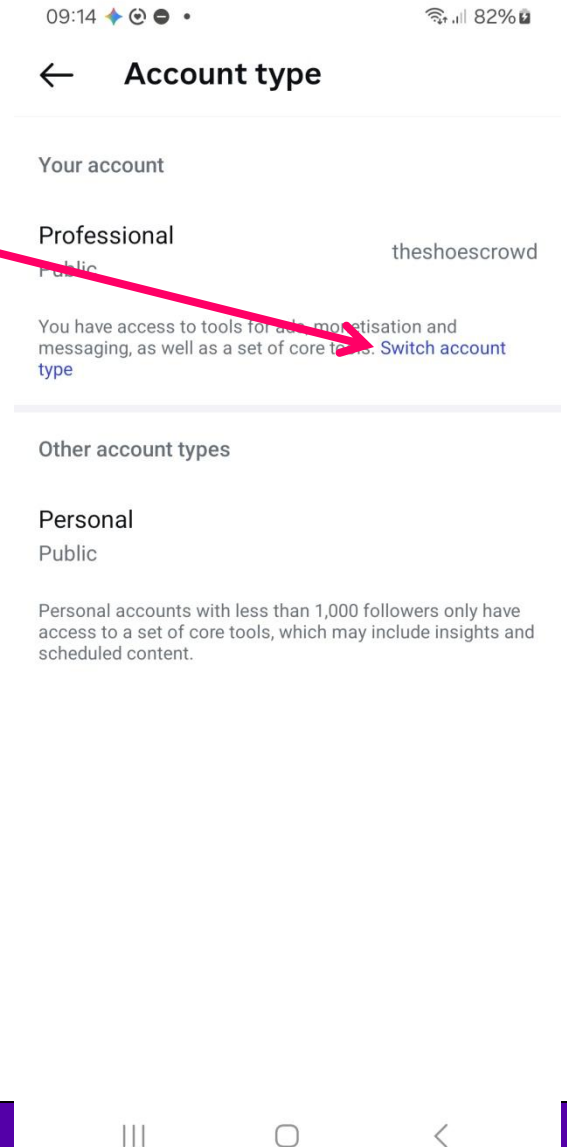
How to migrate



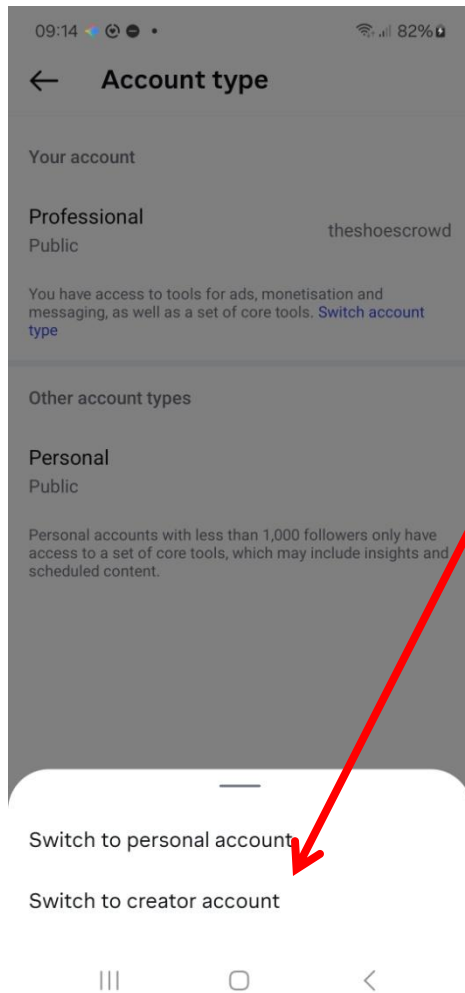
1. Tap on "Account type"

2. Then tap Switch account

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



How to migrate



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

@irishbeautyfair

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...

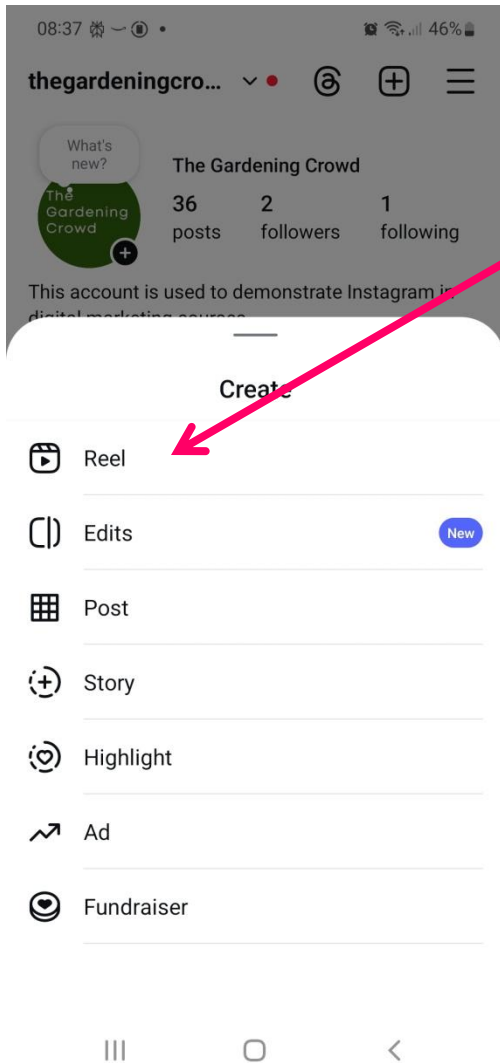
@sandymakessense

@dublin.explore

@greenmounthousedingle

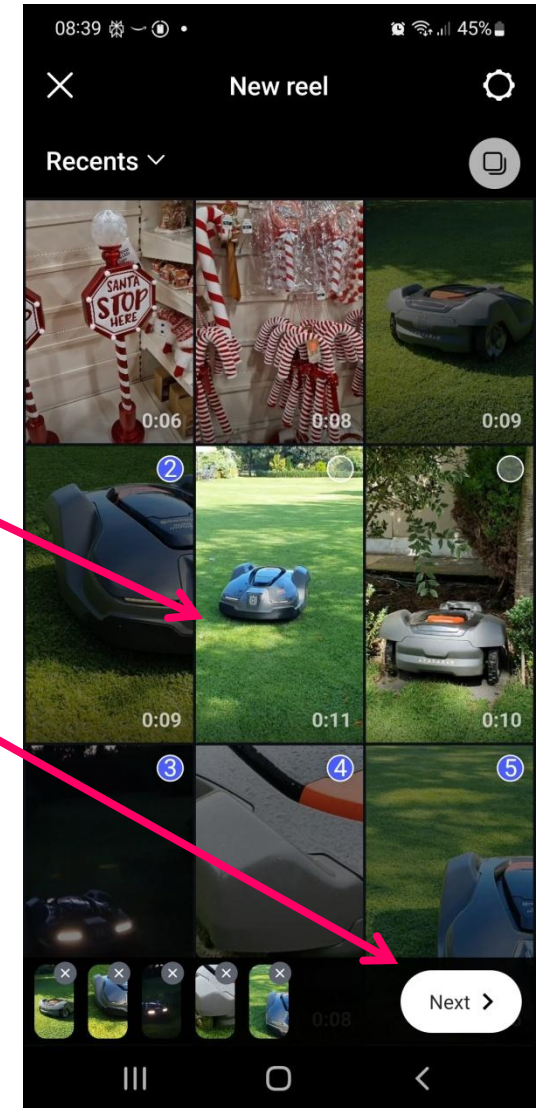
@butlersprivatetours

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

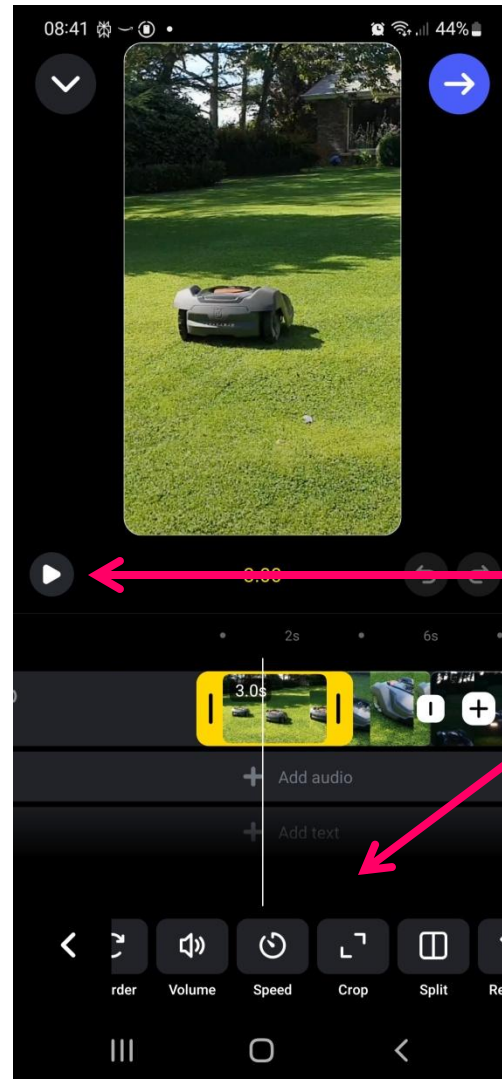
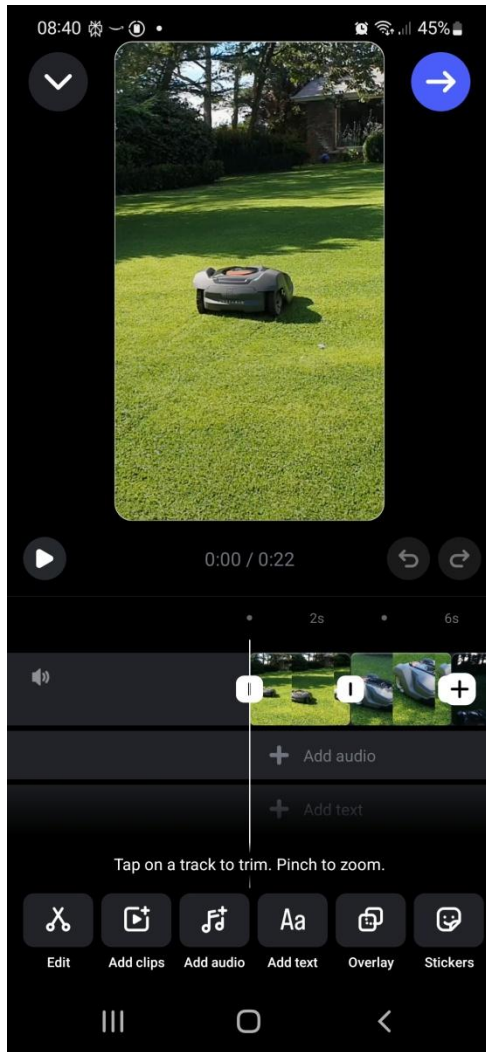


How to create a Reel

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



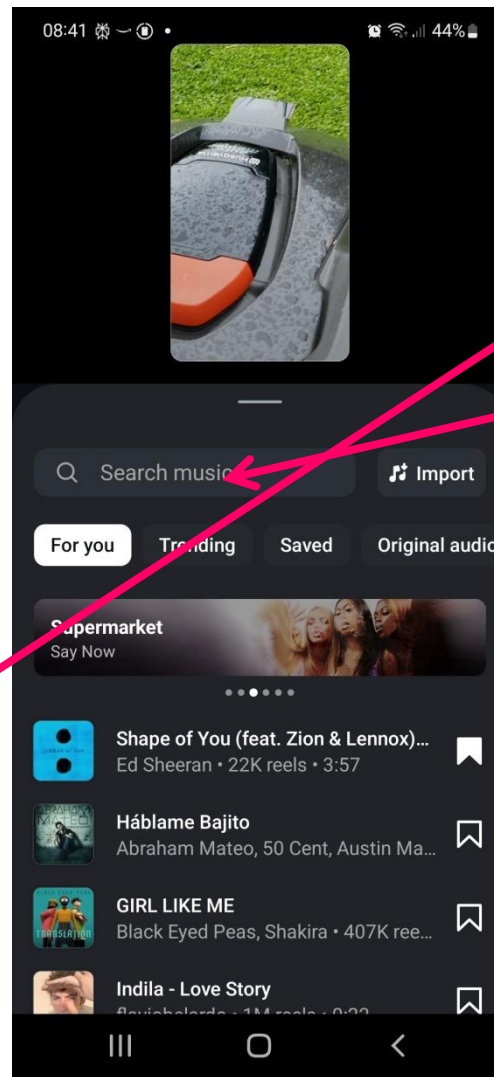
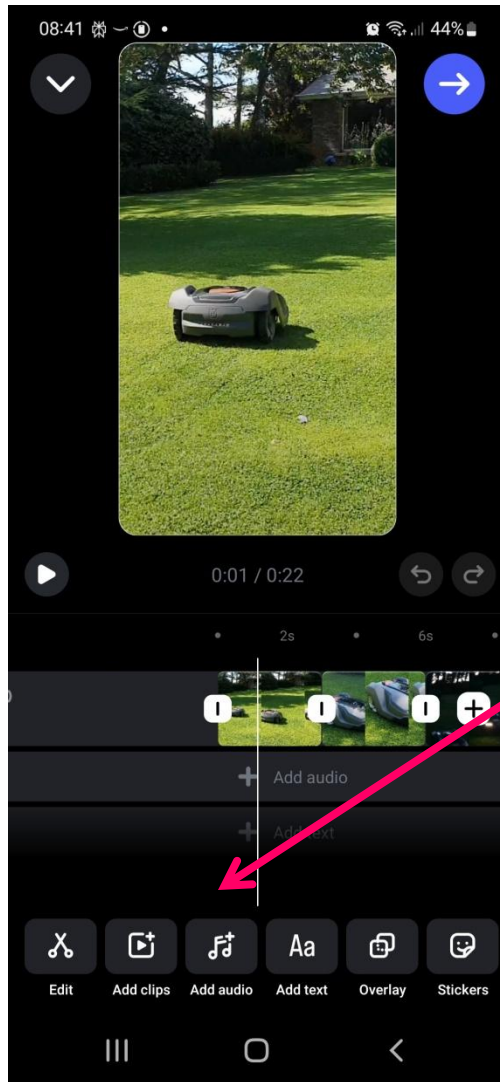
How to create a Reel

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

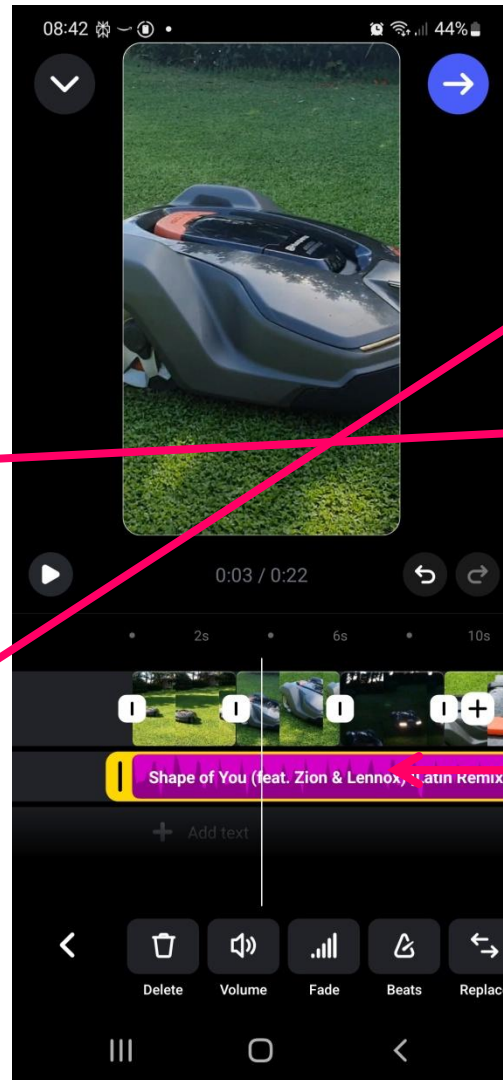
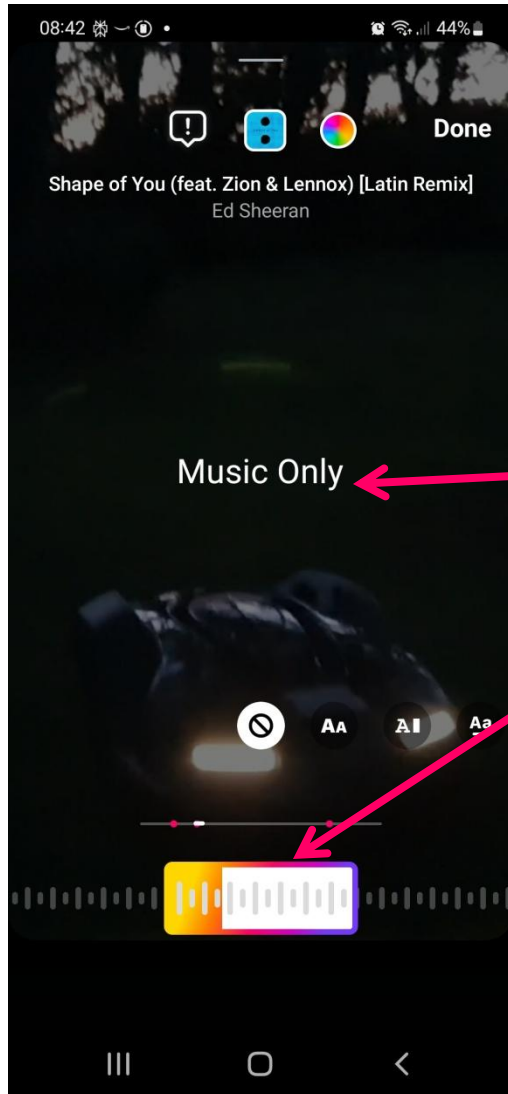


How to create a Reel

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



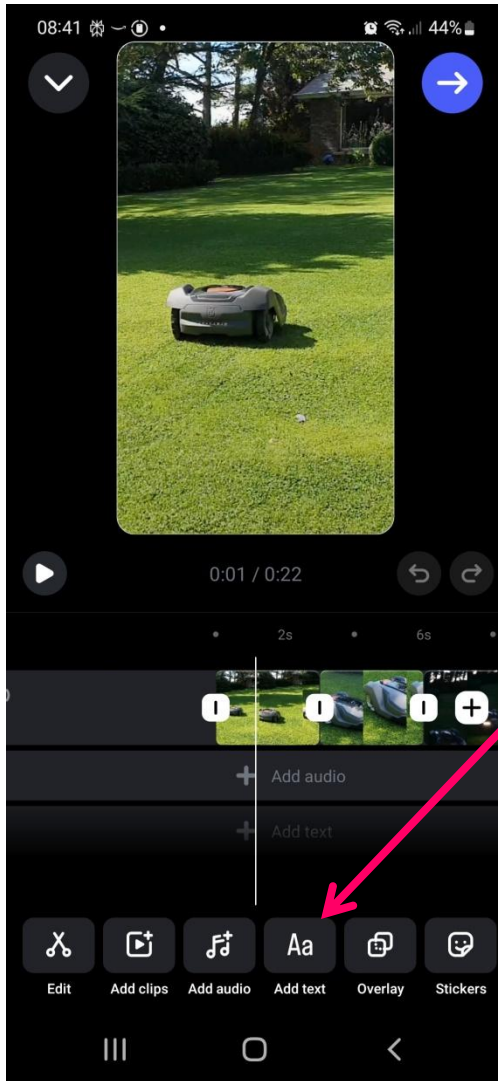
You can then choose which part of the music you want by moving the rectangle left and right by swiping your finger

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

When you are happy tap done top right

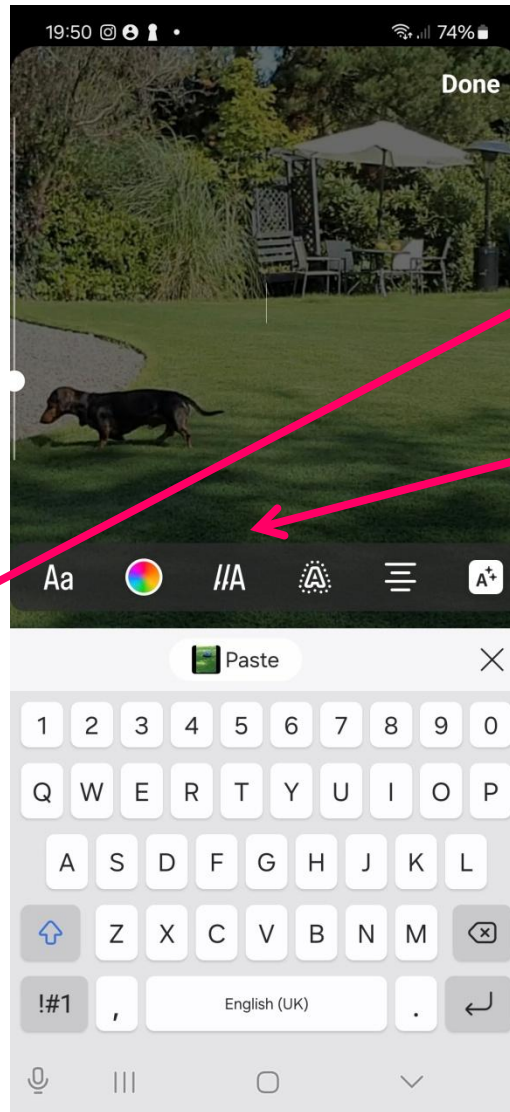
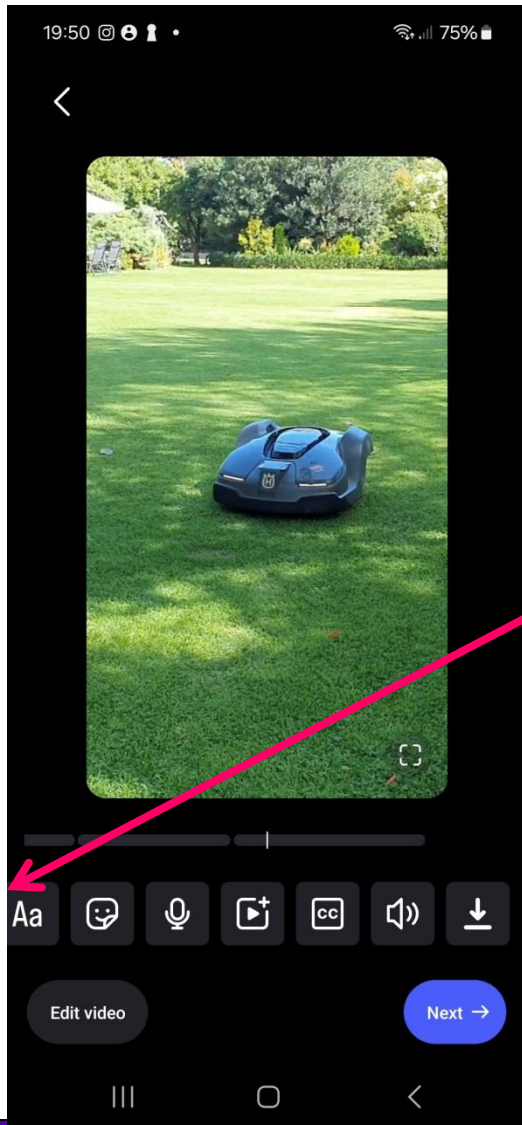
Your music is now on the video timeline

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



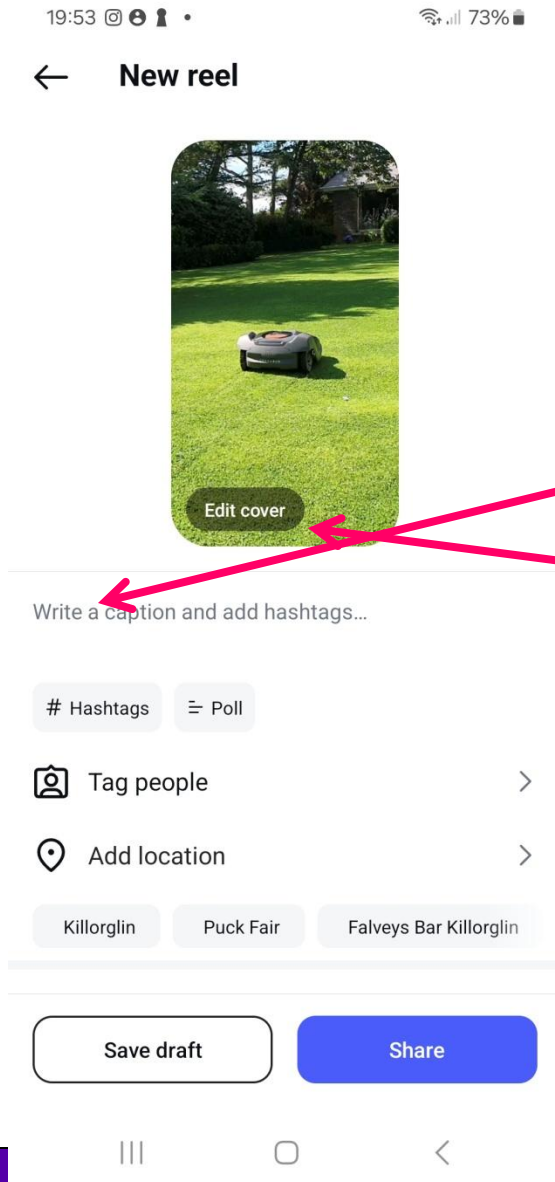
How to create a Reel

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



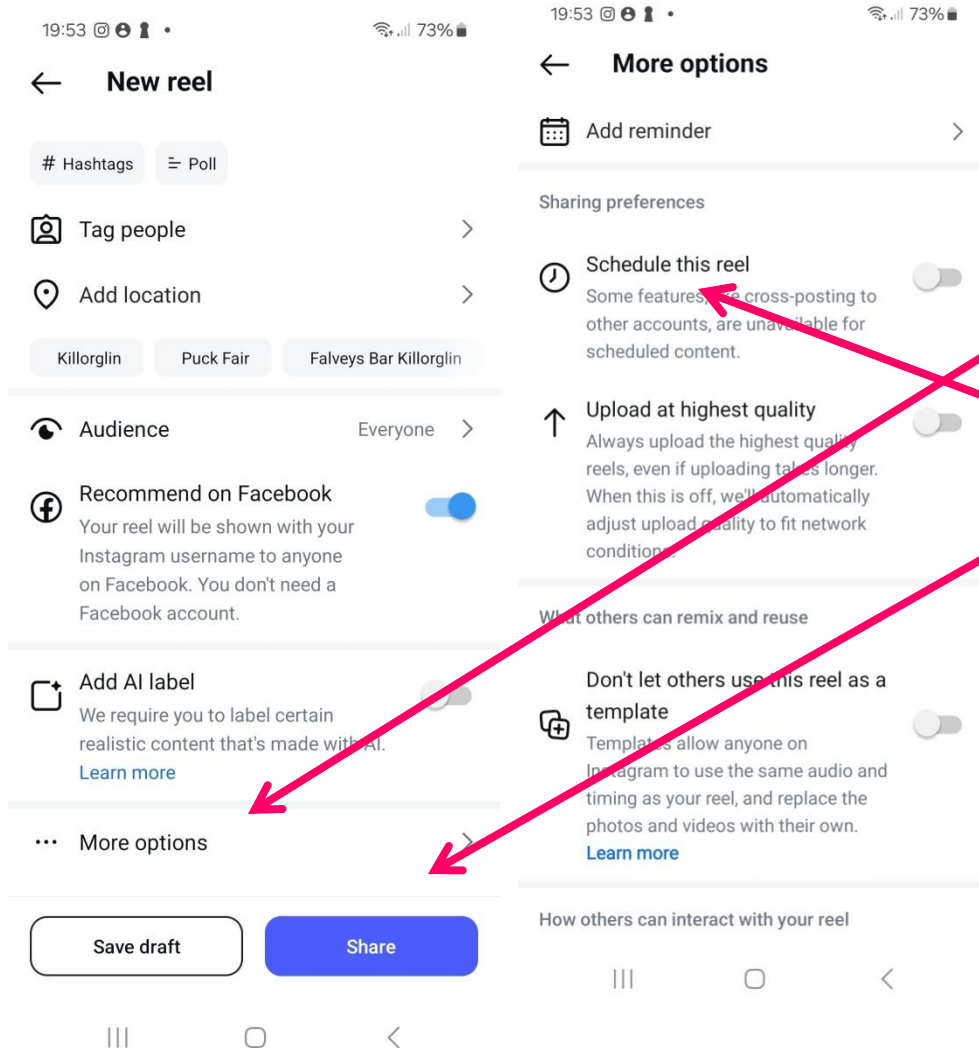
How to create a Reel

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

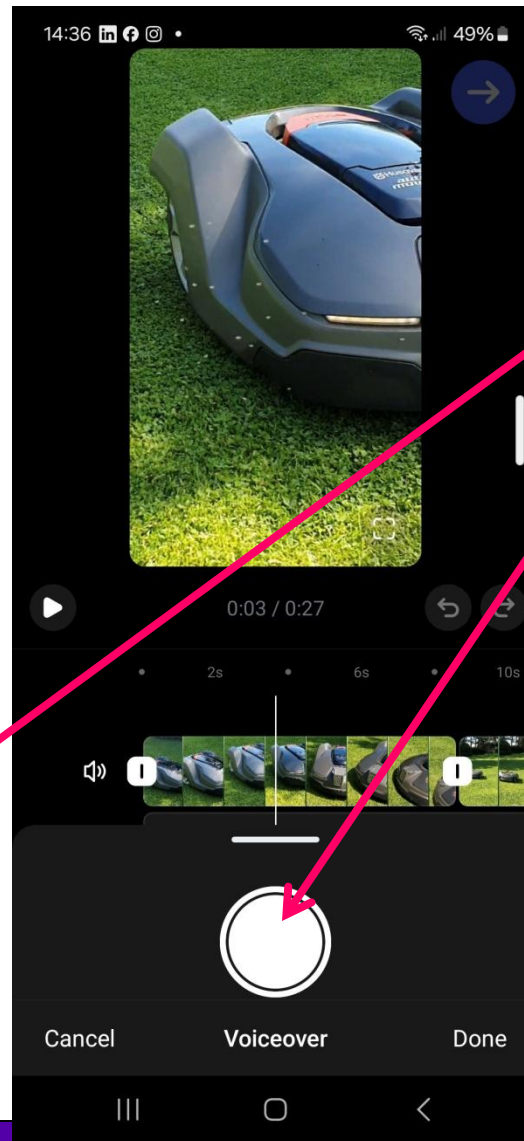
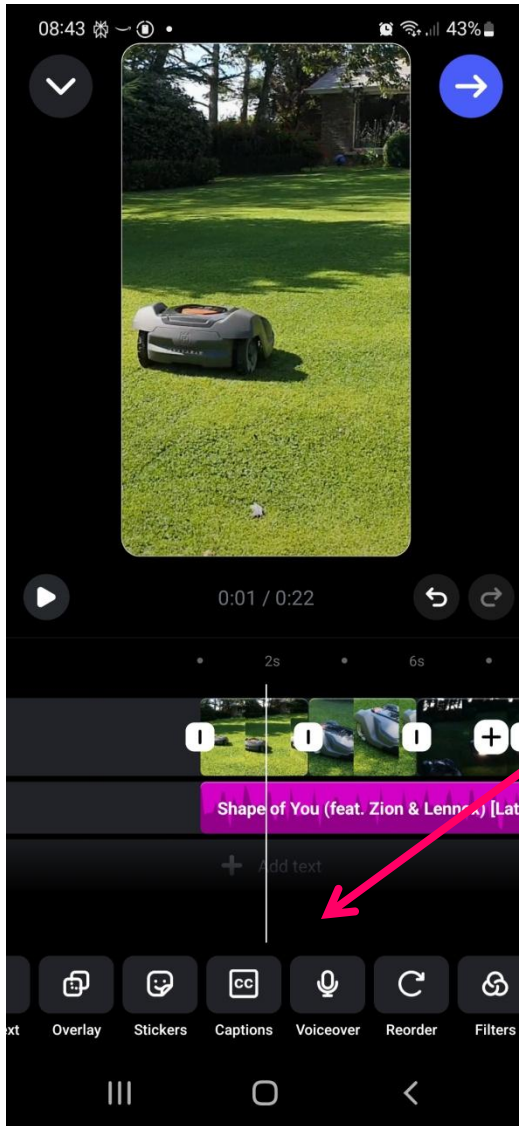
Tap share to send out your Reel

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

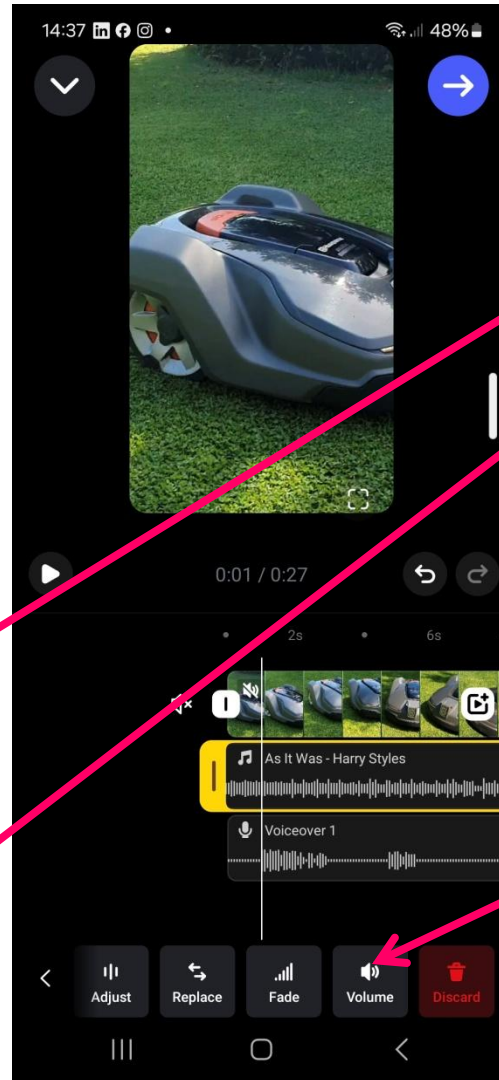
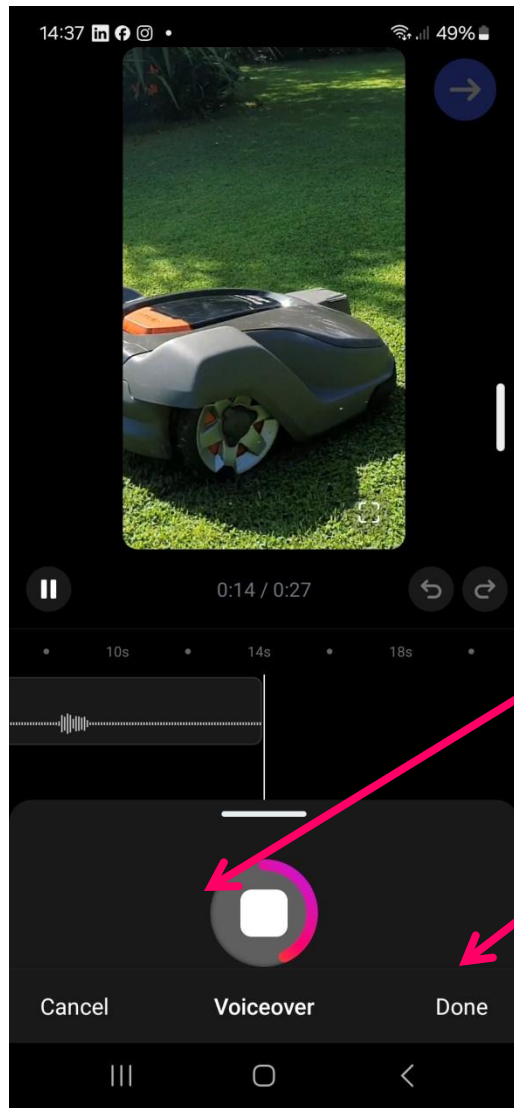


How to create a Reel

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

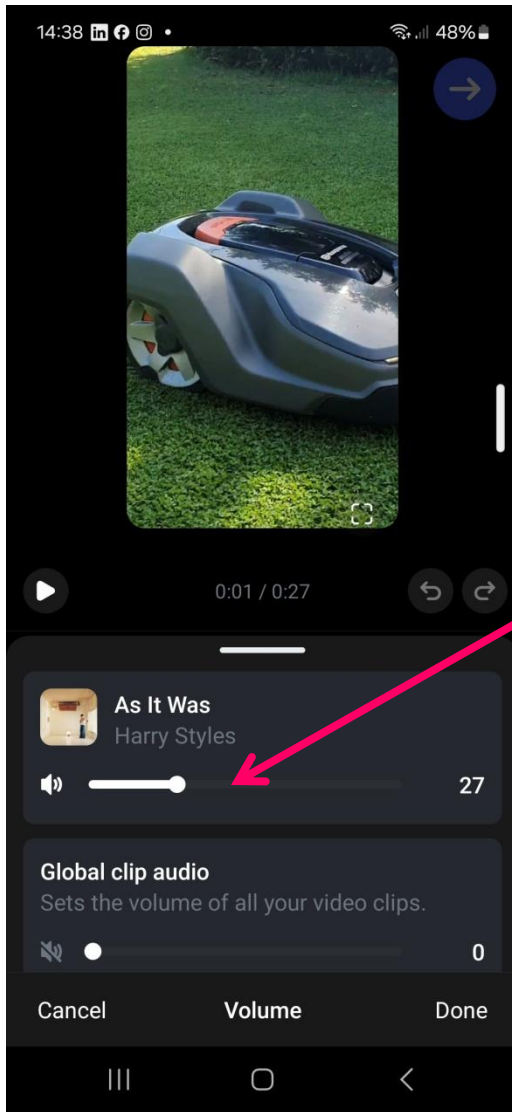
You are now taken to the editor and you can see the music and the voiceover

If you press play the music will be too loud

Tap the music line

Then tap volume

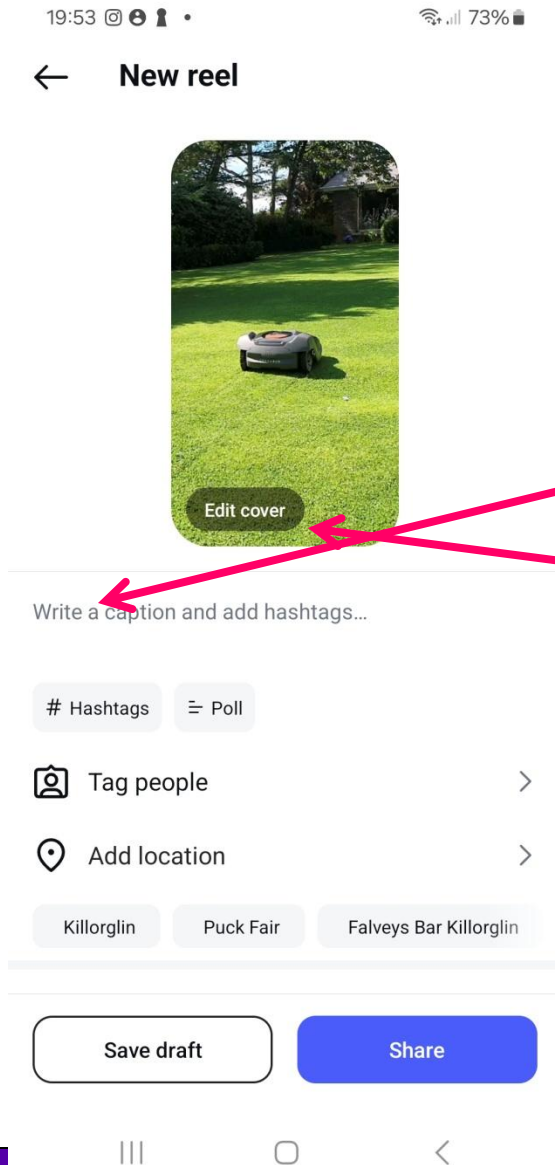
How to create a Reel by adding a voiceover



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

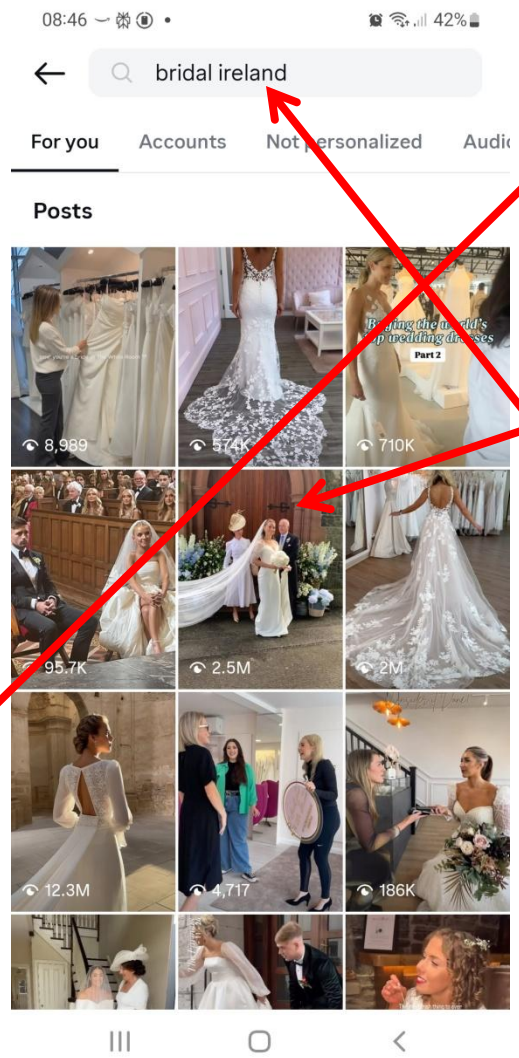
Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

What We Will Cover

Part 1: How to use Instagram from a marketing perspective

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How to find content and people to follow

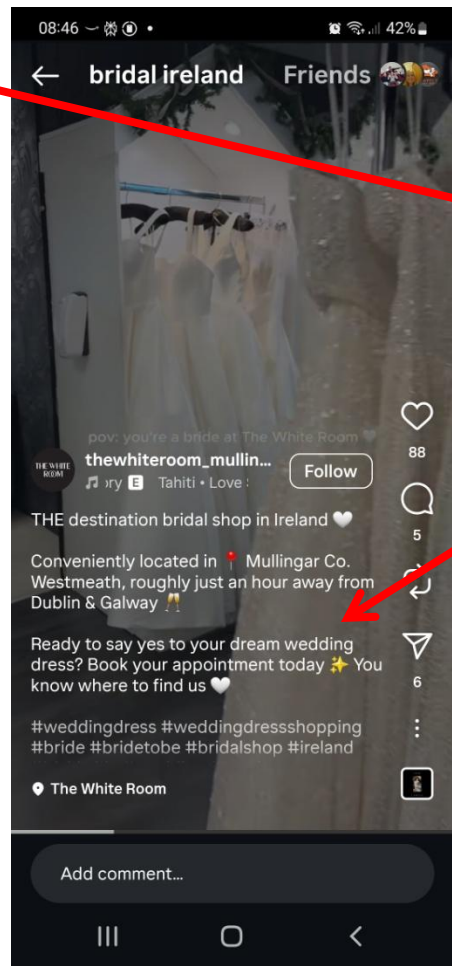
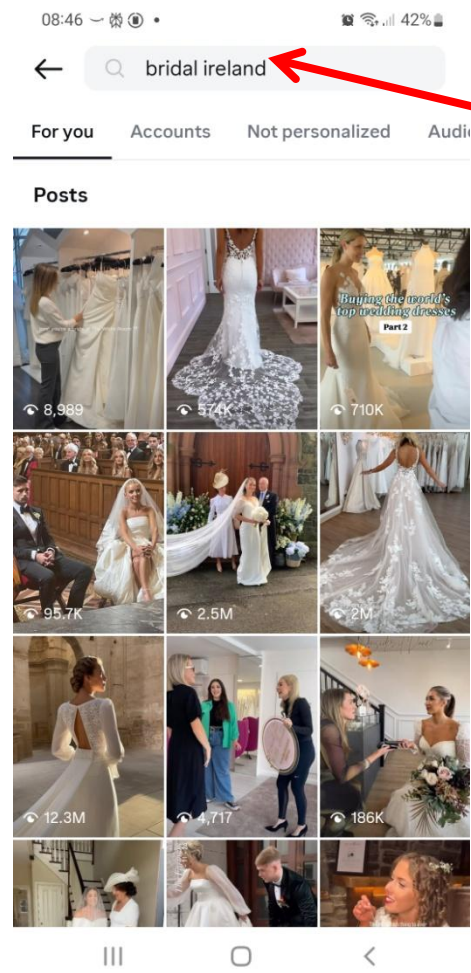


Tap the search icon to perform searches based on People, hashtags and places.

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



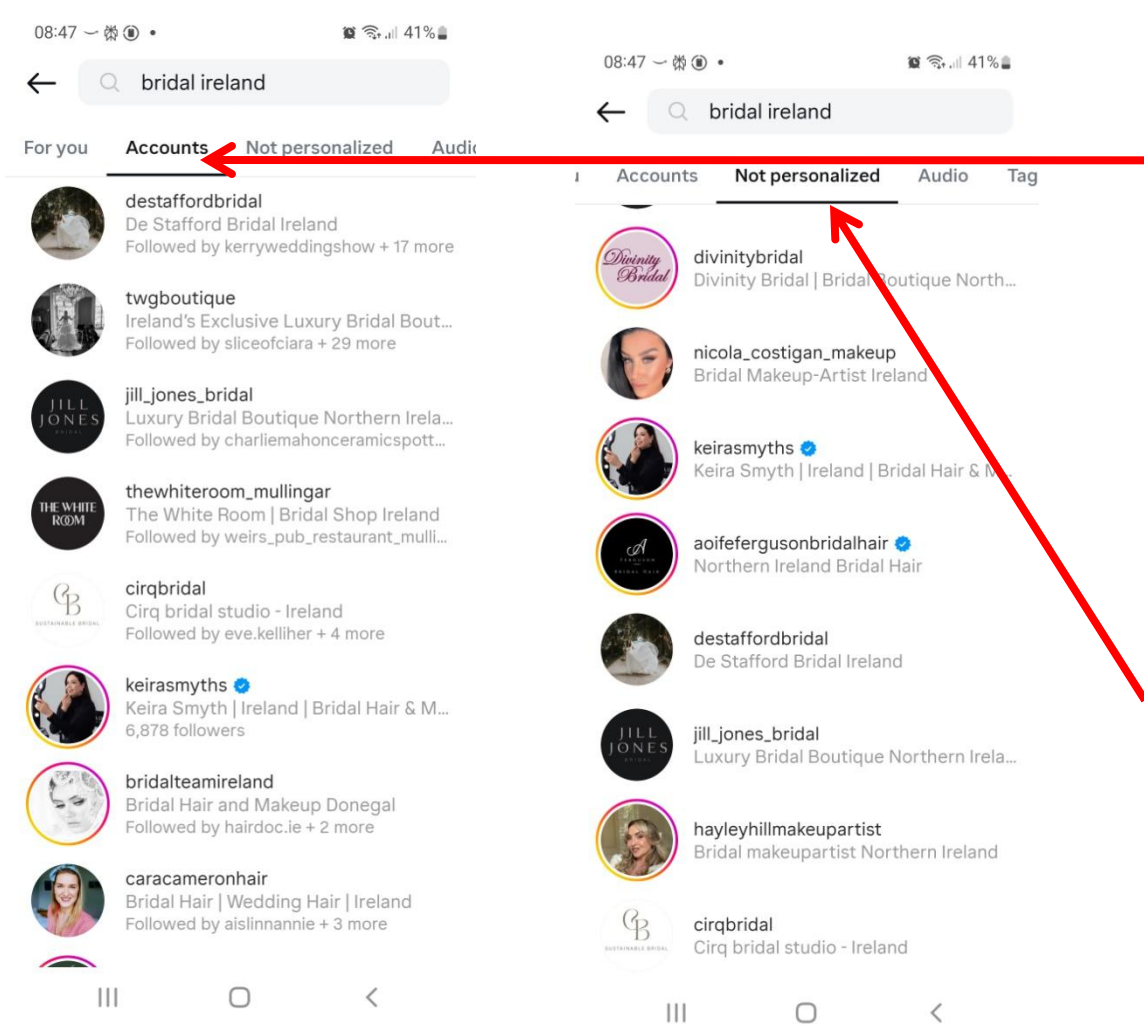
When you type in search words you will be taken to the search results.

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



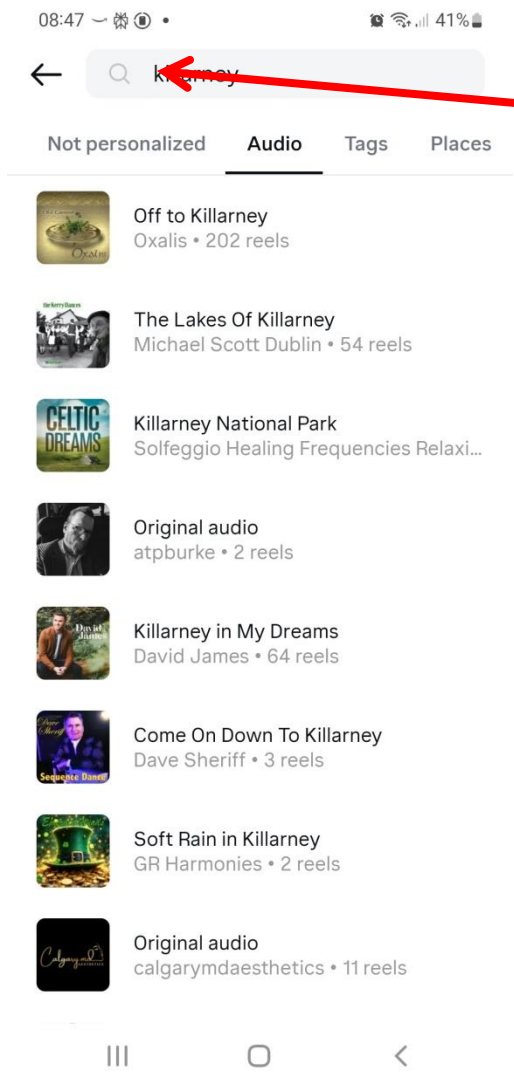
Next category is Accounts

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

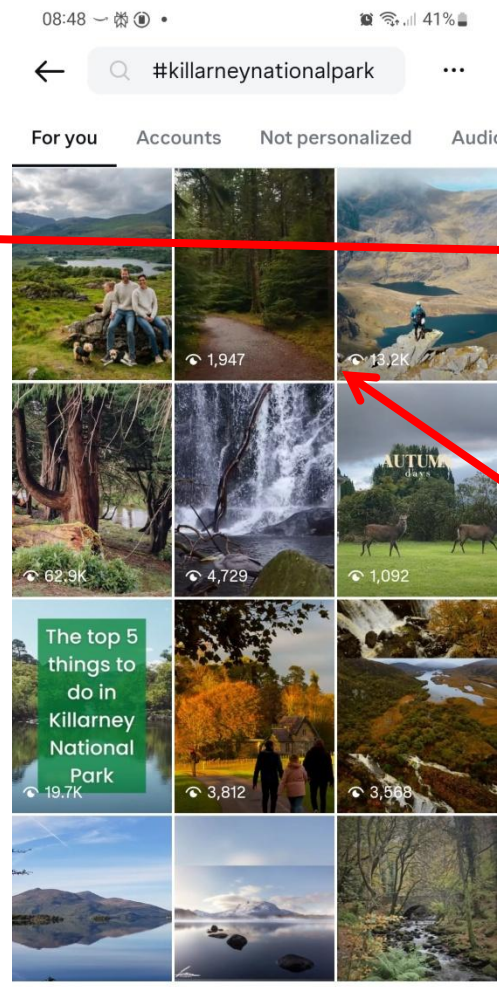
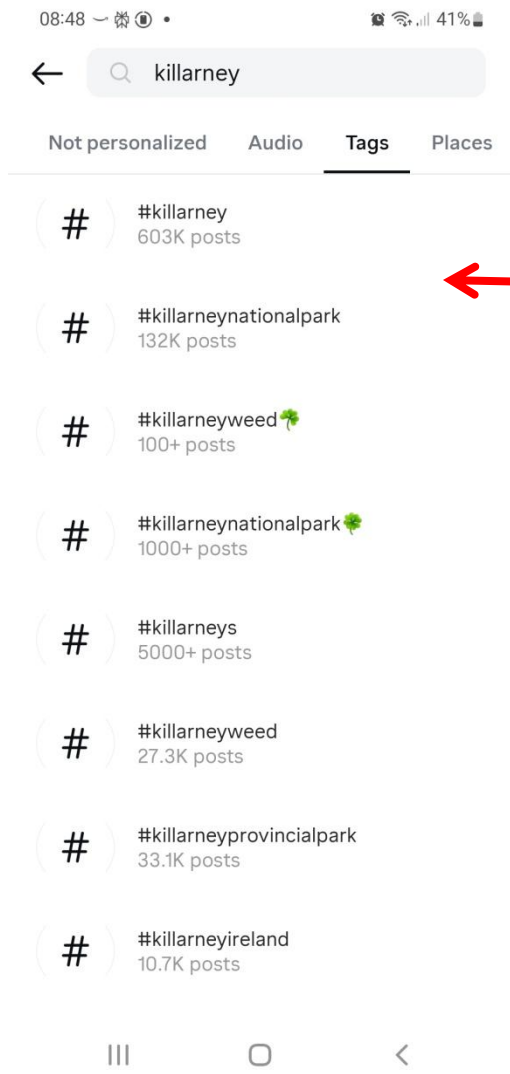
How to find content and people to follow



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

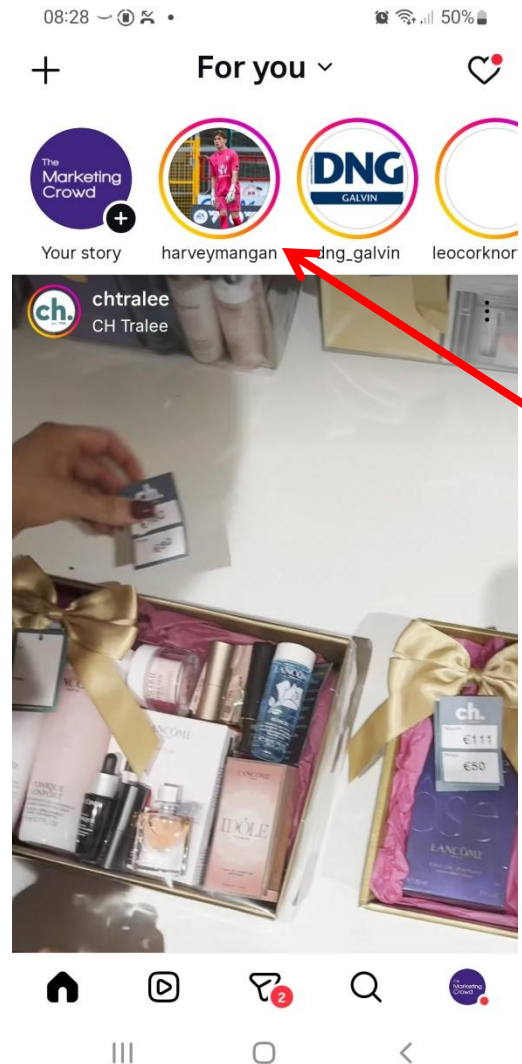
Adding hashtags help you get discovered in these search results

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Overview of Your feed



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

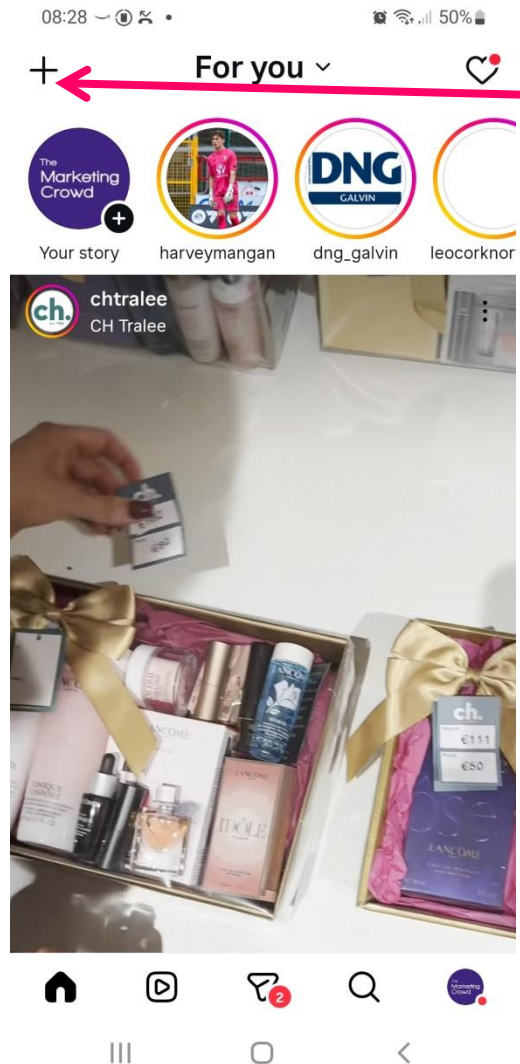
1. Like
2. Comment
3. Repost (share into feeds of followers)
4. Forward privately to one or more people on Instagram
5. Save the post into a collection so you can view it again (these saved posts are private)

What We Will Cover

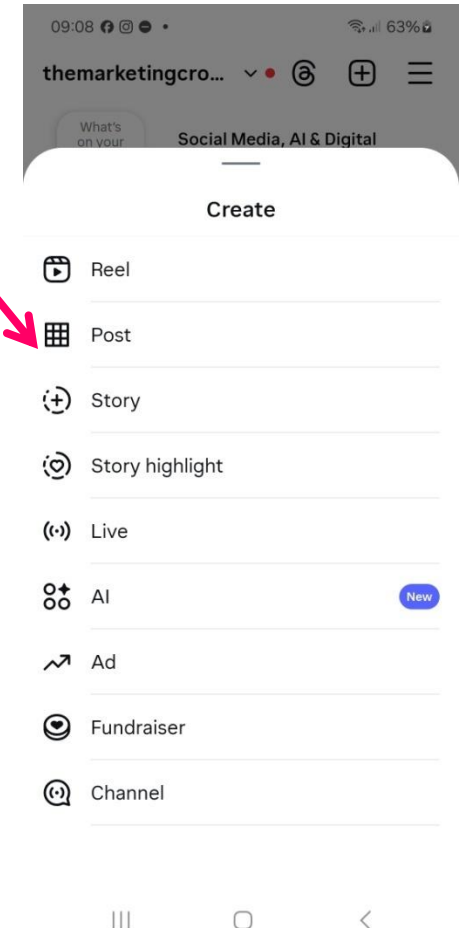
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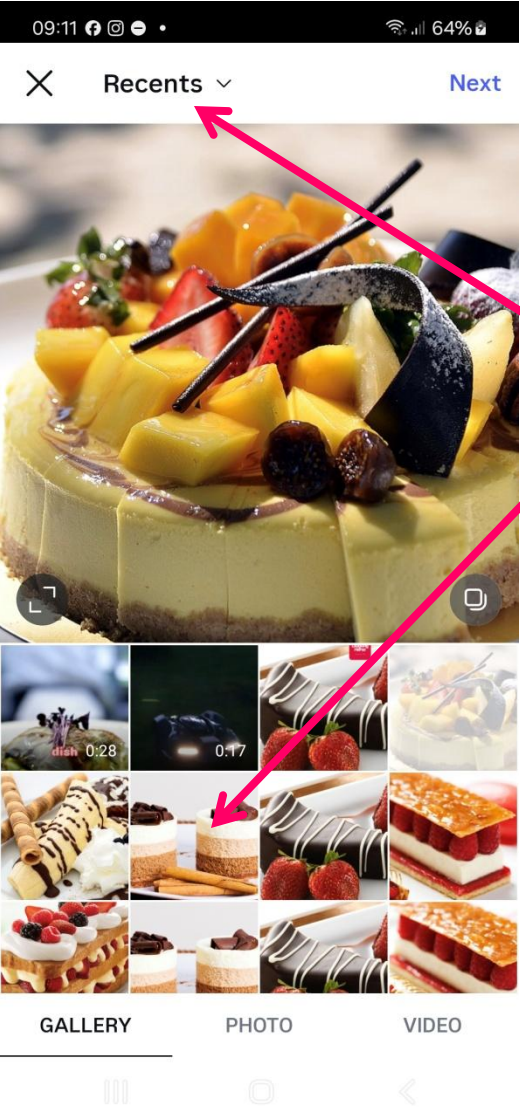
How to post an image into the feed of your followers



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



How to post an image into of your followers

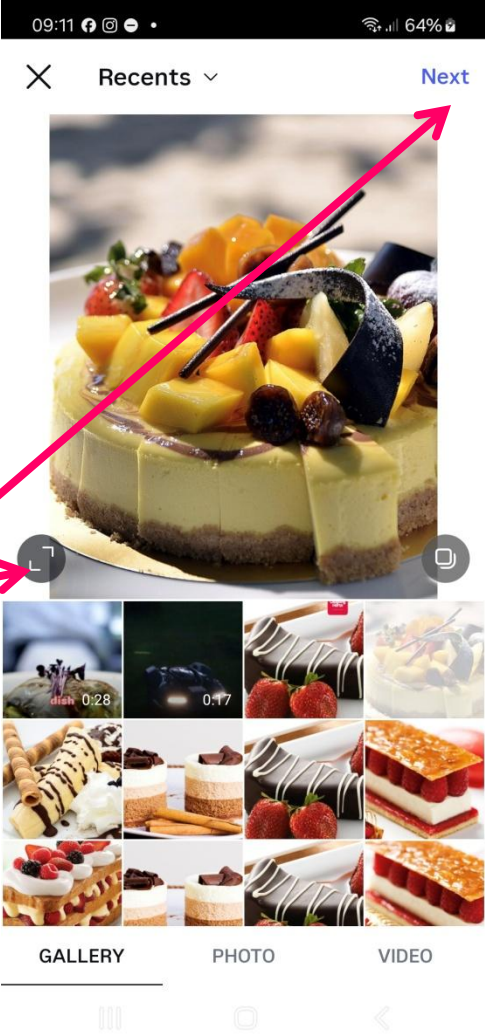


Tap on the folder name at the top to choose a folder on your phone

Select an image

If your image was original 4:5 form Canva but now it looks square, tap on the resize button to bring it back to the original size

Then tap next



How to post an image into the feed of your followers



You can now add

Music

Text

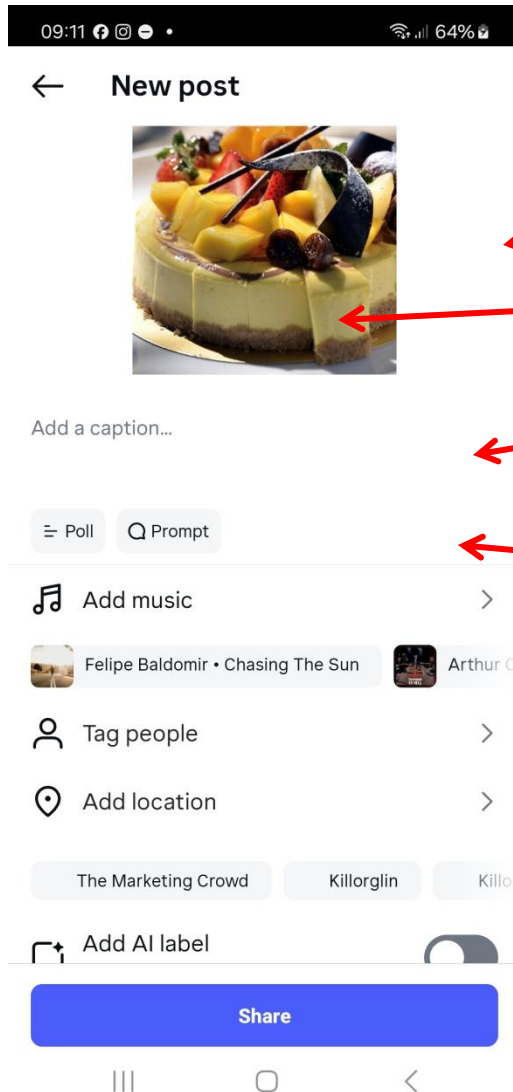
Overlay another image e.g. Logo

Filter

Or edit / crop

Then tap next

How to post an image into the feed of your followers



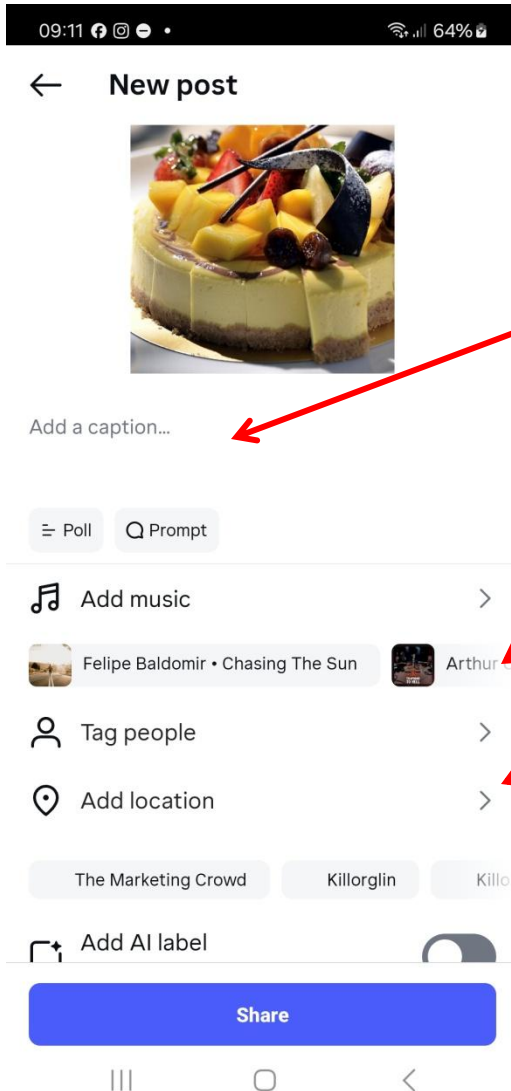
Add a caption

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)

How to post an image into the feed of your followers



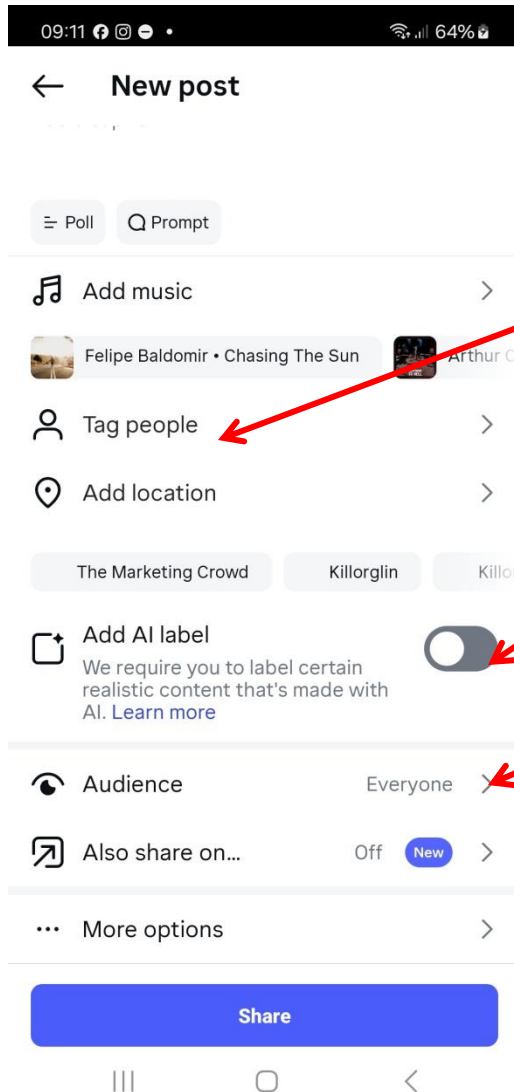
Add a caption

Add music

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)

How to post an image into the feed of your followers



Declare whether the image was created using AI

Also share to your Facebook page followers

Under more option you can schedule to go out at a later time

Tap share to send out the post

Carousel posts on Instagram



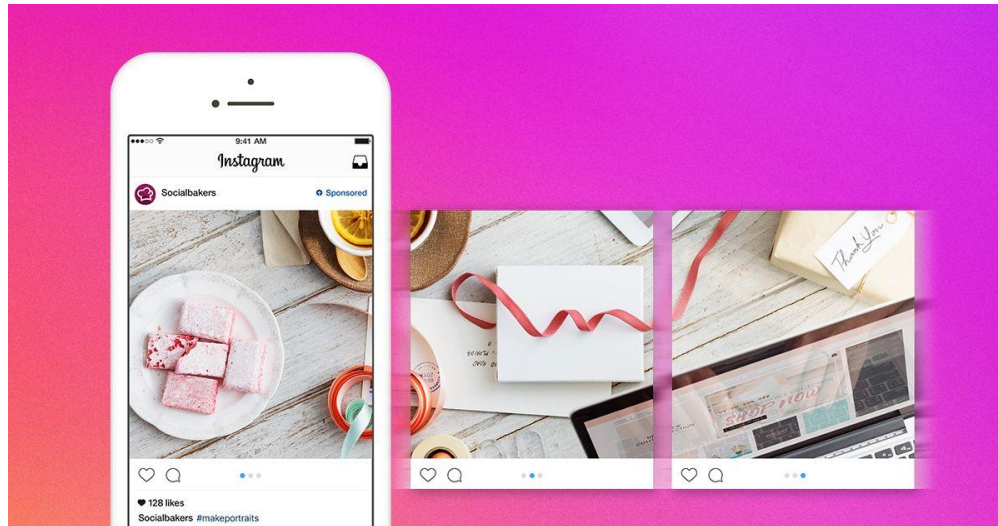
Why Create carousel posts?

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.

Ideas for Carousel posts



1. Share a list of favourite tools, websites, Instagram accounts with a slide for each.
2. Share education 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.

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7. **Overview of Instagram Stories**

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. You can add links to your Stories so you can link out to products on your website

How to post an Instagram Story

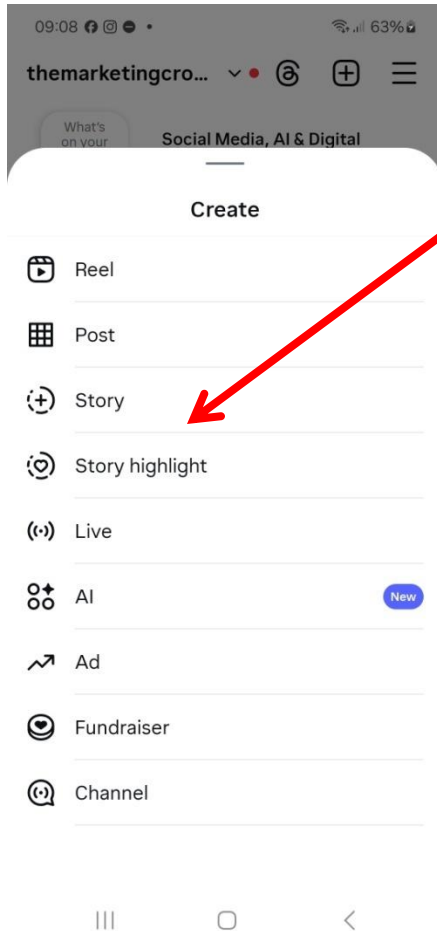


What is a story?

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

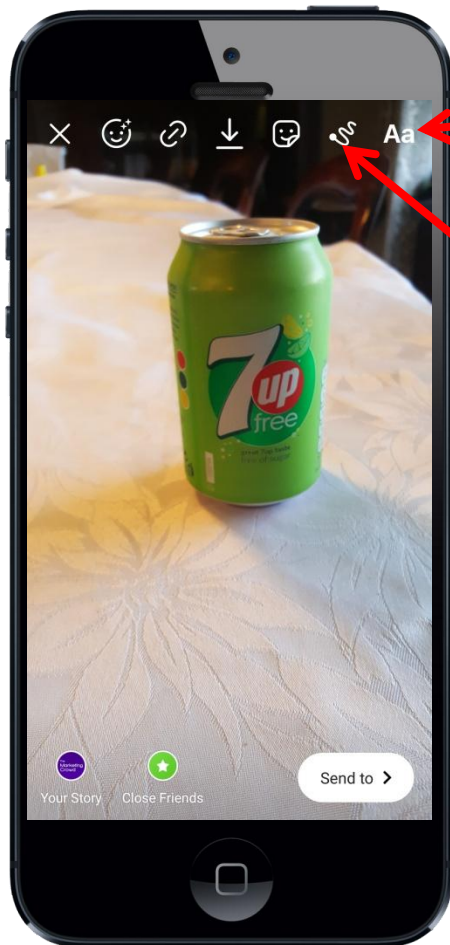


Tap on the + icon top right

Then tap on Story

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

How to post an Instagram Story

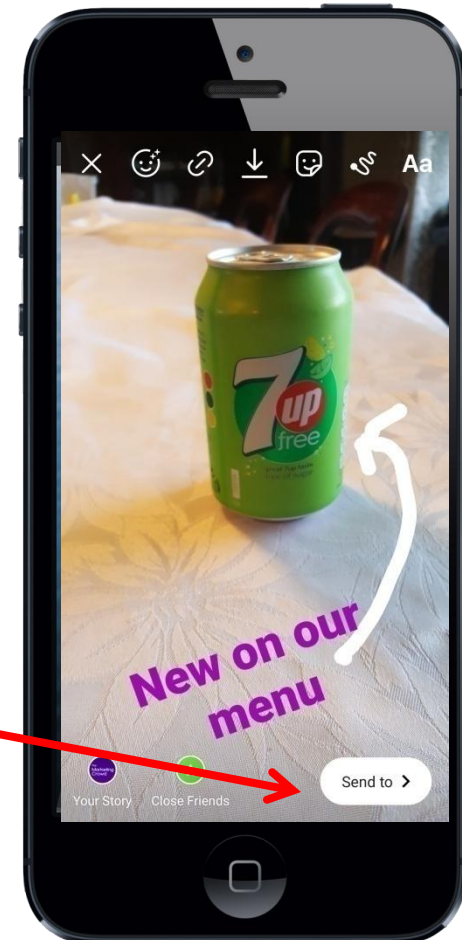


To add text to the image tap on the Aa icon.

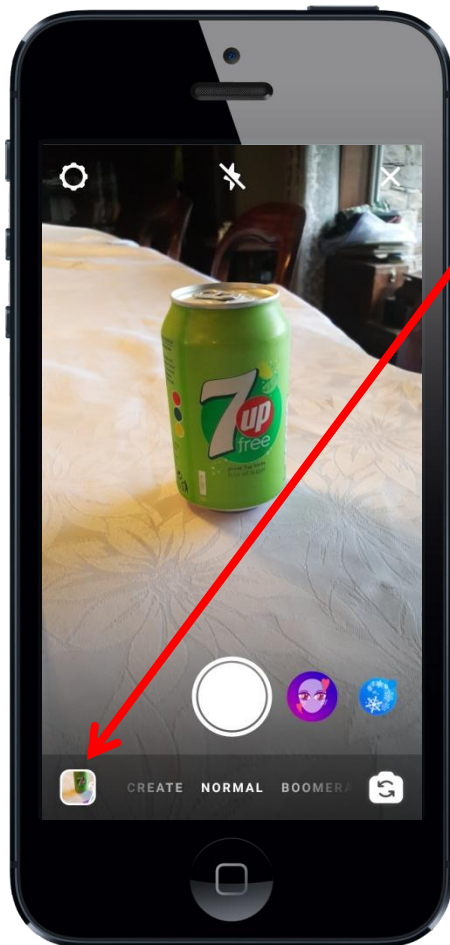
You can change the font style, colour and you can move the text to position it on your image

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



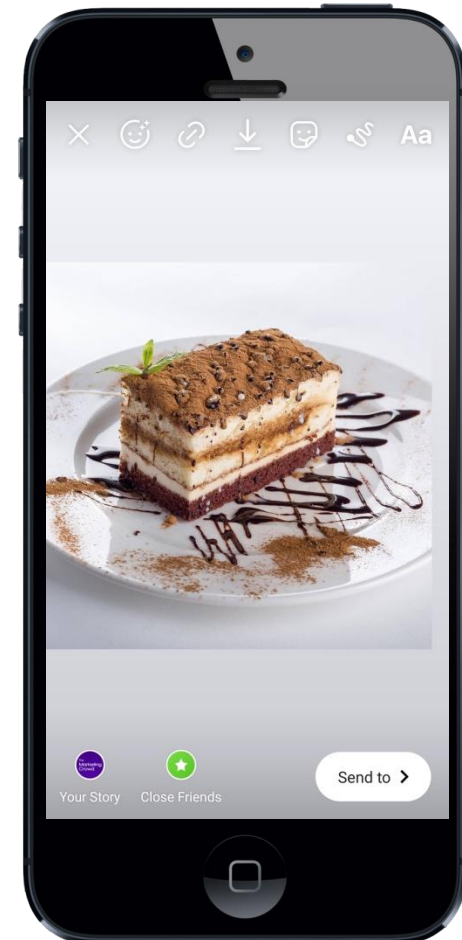
How to post an Instagram Story



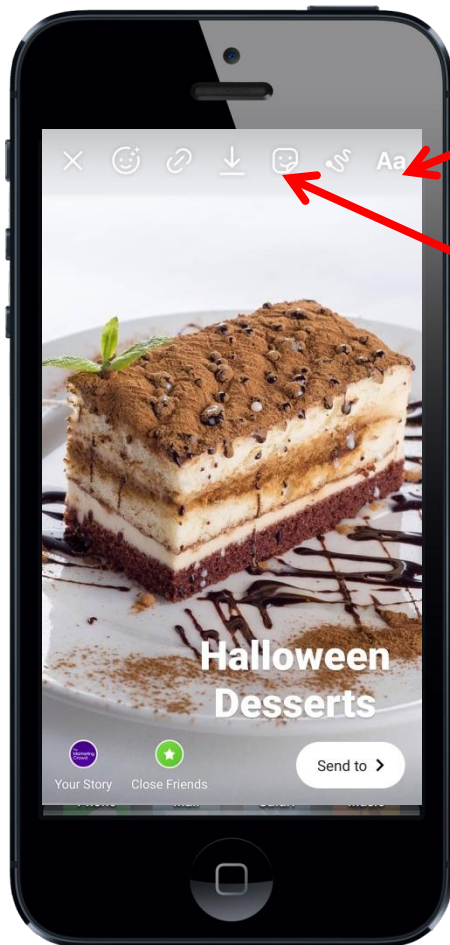
To select an image (or video) from your phone's gallery tap on the image icon bottom left

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

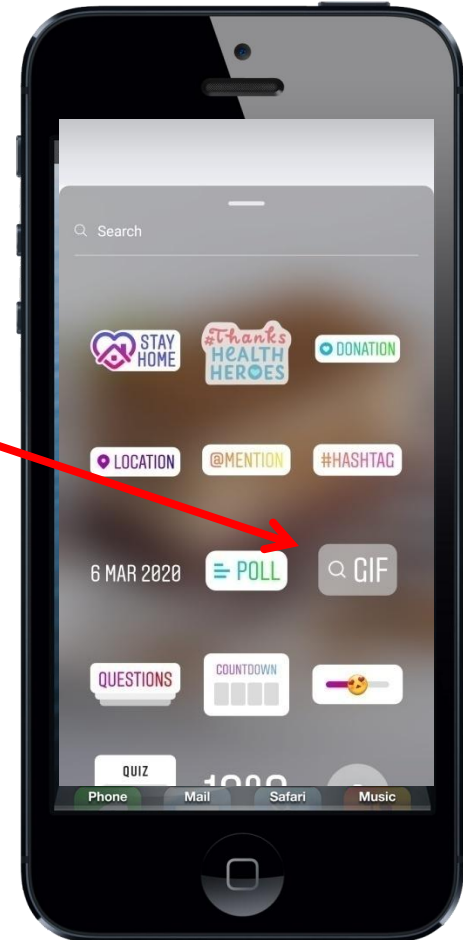


How to post an Instagram Story



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



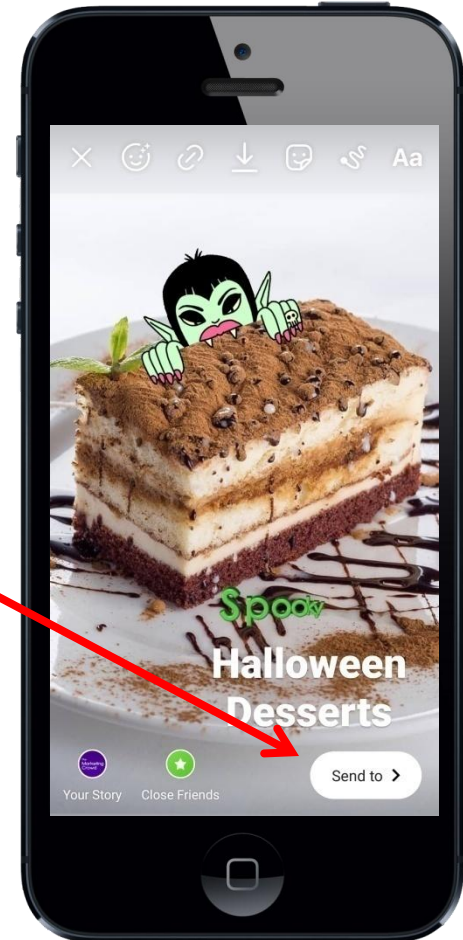
How to post an Instagram Story



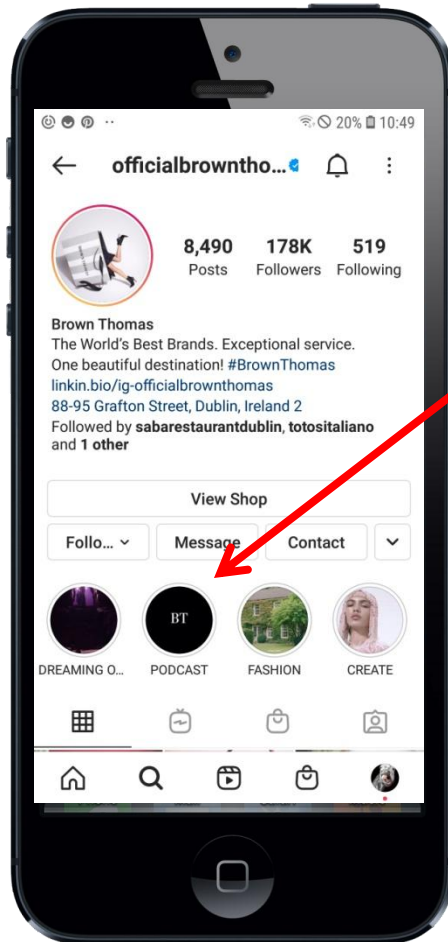
Type in the word that you would like e.g. Spooky

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”

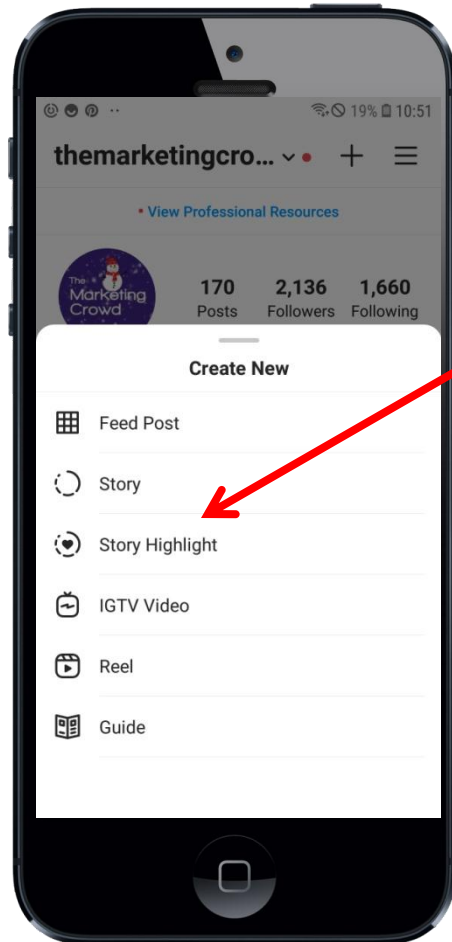


Highlights are previous stories that you would like to have on your profile.

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

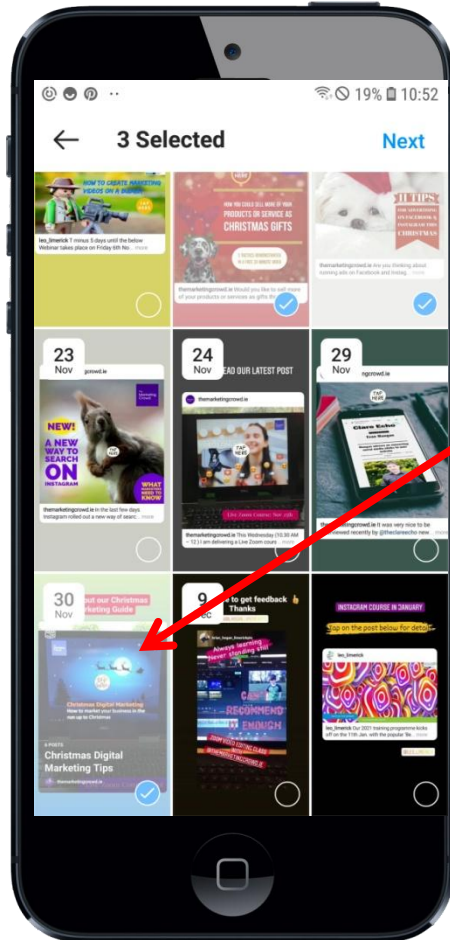


To add a highlight to your Story

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

Select Story highlight

How to add a Highlight to your profile

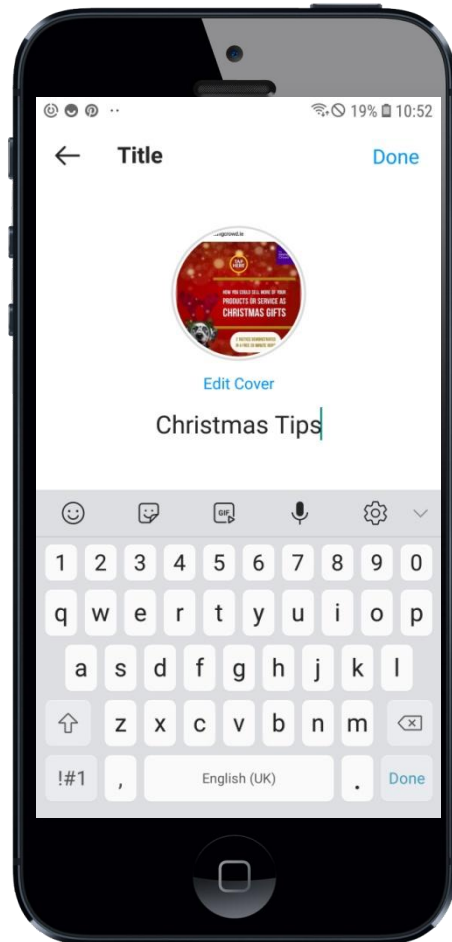


To add a highlight to your Story

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

Any Questions?