The Ultimate

-Instagram-

Marketing Guide

yinc marketing
Can I advertise on Instagram?

Instagram hasn’t yet allowed for ads or for small companies to be promoted…but that day is soon approaching.

Just the other day as I was scrolling through my personal Instagram I saw a “sponsored” post from McDonalds. Basically, Instagram is starting to allow ads on their platform.

Now, your local business can’t build an ad and show it to a selected audience…but. But Instagram is owned by Facebook, and we all know how much Facebook loves advertising, so you can bet that Instagram will follow suit soon enough.

Until that day comes though, let’s talk about how you can utilize Instagram to help up your marketing game.

Who does Instagram reach?

Instagram reaches a new market than Twitter or even Facebook. Instagram is pure visualization, and with amazing pictures and videos, you can reach a wider audience to follow and be interested in you than on Twitter and Facebook.

Instagram is available on the Android and iPhone platforms and users profiles are now available for viewing on a webpage. And with nearly 200 million monthly users, and 7.3 million using it daily, you can’t afford to not have an Instagram presence.
Instagram grew 25% between December 2013-May 2014.

The only social apps that grew more than Instagram were Vine (a short video application), Whatsapp (a text messaging service), Kik Messenger (an instant messaging service), and Snapchat (a photo sharing service where the photo expires). Other than Vine, none of the other apps are really set up to help your marketing.
Who are you online?

Develop an online presence. Follow your followers back, like their photos and videos when they post them, reply to their comments, or comment on their posts when you come across them. Make sure you engage with your followers.

Share their photos! If they post something that has to do with your company, repost it. But make sure you get their permission first. Or do follower spotlights and shout-outs. Make sure your followers know that you appreciate them.

Hold Contests!

Instagram is a great place to hold contests. Like Facebook, people are able to share your posts, or tag your profile.

This is a great way to have your followers get creative and interact with you. By having them share your post or creating their own for your contest, it bring attention to your page and will gain you new followers.

People love contests and winning free things. If all they have to do is share a photo, it’s an easy thing for them to do in order to win something in return.

You can also run promotions on Instagram. Give your followers promotion codes for your products. Discount codes or free shipping codes entice your followers to keep following you and to check your profile for new discounts. Make your contests and promotion codes Instagram exclusive.
Location, location, location!

Geotag your photos. It’s amazing to find out that an awesome company is right down the street from you.

No one would think that the number one whiteboard video company is located in a small town in Southern Utah, but that’s exactly where Ydraw is located. This allows people in your area to find your services, but is also fun to find out where company headquarters are.

So, let’s catch up…

Post updates on your product or services. Share photos or video of what your team is working on. If you’re coming up with something new and interesting, then share it with your followers.

Post images or video of your team members. Sharing posts about your employees is a great way to show your followers that you’re people too! While you may be a business, you’re also a team of people, let everyone know that.

Get creative with your posts. Make people want to follow you. Make them look forward to your photos or videos. Instagram is a place where you don’t have to be too business oriented. You don’t have to only tag or post things that relate to your business specifically.

Post something out of the ordinary and tag it. People searching for that tag will come across it and it will gain you new followers. Plus having unexpected posts will keep your followers happy and your online presence a good one.
Research shows that there really isn’t a best time to post photos to Instagram. So whenever something great happens and you catch it, throw it up.
However, it does show that there is a better time to post video, so be aware, when you have a great video of your team or product, wait until the most opportune moment to release it.

Weekday off hours are the best, followed by the weekend. But all in all, you get pretty good results no matter when you post anything on Instagram.

Can I get a shout-out?

Find a way to get someone with a lot of followers to repost something from you or give you a shout out.

This will bring along new followers that are interested in your company. It’s amazing how many companies or people are out there that we just aren’t informed about, and when you stumble across them it’s always a great feeling.

Imagine if someone finally found what he or she was looking for and it was over something as simple as Instagram.

#Hashtag

Hashtags. Hashtags will bring people who were searching that particular keyword to your picture. This is where being creative comes into play the most.

If you are posting fun and creative posts, this allows you to tag your photos with more keywords, and possibly ones that people would not normally relate to your product or service.

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Make your hashtags general. Don’t get too specific about them; it makes your profile harder to find. No one likes long hashtags anyways. Have you ever seen a hashtag and had to decrypt it? It’s not fun is it? So don’t get too crazy with your hashtags, keep them simple and try don’t turn them into sentences. #noonelikeslongunnecessaryhashtags.

Another tip to your hashtags is to post quite a few of them. The more you post the more searchers will find your post.

But yet again, no one likes long hashtags. So instead of posting them with the original description, post them in a comment that follows the description. That way your hashtags can be hidden once people start to comment, and you won’t have an unnecessarily long description that is always prominent.
Your followers don’t really care to read how you’ve tagged your photos or videos, so keep them hidden when you can.

**Filters**

There’s even been research on which filters you should use for your pictures. It looks like Mayfair gets the most interactions, even though it’s not used very often. No filter seems to be the best. It’s the most used and interacted. Use your photography skills and get a good photo the first time around. And don’t forget to #nofilter.

As Instagram progresses you can be sure that they will start allowing companies to purchase sponsored
ads, and when they do Yinc Marketing will be right there with a new Ultimate Instagram Marketing Guide.

Conclusion

Conclusion? Well, start using Instagram for free marketing!

Grow your followers, follow them back, interact with them.

Giveaways! Promotion codes! Exclusive content for your Instagram followers.

Show what a fun company you are, give shout-outs, repost your followers pictures.

Hashtags!

And don’t forget to watch for when Instagram allows you to create real advertisements.
Do You Need Help With With Your Online Marketing?

We can help! Yinc will help grow your company by generating leads, nurturing those leads with campaigns and finally converting those leads into happy customers. We’ll do it all for you.

get started today

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