

Mastering Instagram



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Using Instagram can be beneficial for all types of businesses. Whether you own a small hardware store or a high-end luxury boutique, Instagram is the perfect platform to help you market your products. This is because it provides your company with significant online exposure and appeals to your more visual audience, which leads to more sale conversions and profits.

Building on solid Instagram strategies helps to attract your targeted audience segments and increase your customer base. Small and medium sized businesses sometimes shy away from using Instagram; however, trends have shown that Instagram works. With more traditional marketing mediums becoming less compelling to younger audiences, it's important to maintain a steady stream of new and/or young people to grow your business.



Some businesses believe that if you don't have a visually appealing product to showcase Instagram is probably not worth the hassle but that is the farthest thing from the truth. Businesses that sell services and products can all benefit from Instagram. The key is to push your brand more often than your products in order to gain greater brand recognition and influence on Instagram.

In order to remain relevant in today's ultra-competitive consumer world, successful businesses should find a way to attract the attention of audiences who are now looking to social media entertainment and content networks by creating traction through both proprietary media channels and earned media worth of mouth recommendations.

Compelling content that drives audience engagement is key. Posting with Purpose and having high quality content can spark conversations and optimize engagement. Whether it's an expertly photographed image or a series of videos, content creation is the backbone of successful Instagram Business accounts.



However, engaging content is not enough to keep up with the business trends on Instagram. To properly leverage your account, you will want to engage with your customers and audience often. This can be through giveaways, contests, targeted campaigns and other ideas.

Many businesses use Instagram instead of traditional advertisement space to make their followers aware of deals and sales they are hosting. It is also a powerful platform to capture leads and generate new revenue. In this guide we will go over all of the best practices of establishing your small business on Instagram.

Instagram is a very visual platform which is why compelling content is key to getting your followers to stop and actually read or view your post. There are many ways to do this, but the number one way is to always be authentic and genuine in your branding and message. What are you company's core values? What is a catch phrase associated with your company?



What demographics does your company primarily serve? These are just a few of the questions you will want to ask yourself when taking your brand online to Instagram. Many of these factors have already been established but your messaging needs to be tailored and curated for Instagram.