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DIGITAL

10n Key Reasons
People Fail With
Instagram Marketing

THE TOP 10 MISTAKES

10 key reasons why most marketers fail on Instagram;

Now, it's easy to get excited about Instagram's reach, user consumption patterns and the overall traffic volume it's massive. It really is very easy to get excited about those facts, but the fact is, that most people that tried to market on Instagram fail badly, in this eBook we're going to tell you **the 10 most common reasons**. This may not be the most comprehensive list of mistakes that could be made on Instagram. But it is the most common ones that you should definitely be aware of. There are other ways to mess up on Instagram but the chances are if you've ever tried and not got the results you want then it's because of one of these.

Reason no. 01:

One-time big-time paid marketing campaign.

A lot of people who have access to marketing budgets are very impatient when they come to promoting their online store or their brand on Instagram. They just jump in with both feet and they spend and spend and spend without really knowing what it is they're doing. After all the money has been burned through, they've got nothing to show for it and the reason for this is they think they can just throw money at it to fix the problem. Unfortunately, that's just not true, the bottom line here is your return on investment. There's nothing to stop you from spending a massive amount of money on Instagram ads, but the fact is if you can't prove the ROI then you're wasting your time and money. You can't just rely on the fact that you have a lot of money to spend to make this work. Believe it or not you can walk away with better results with a small or modest campaign budget than you can with a massive budget when you know what to do with it. The difference?, well it all boils down to how systematic and methodical you are in running your Instagram campaigns.

Reason no. 02:

Promoting direct conversion links.

Lots of people think that Instagram is just a traffic source but it's much more than that and you can tell the ones which think this by the fact that on their profiles they have a link to something like a sales page or maybe an email sign up rather than to the home page of their site, this means that when they get visitors to their profile and they click through they're sent straight to their conversion page. When this happens what do you think the next step is?, you're right, nothing, people just don't like this. It doesn't really matter how engaging your