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Instagram For Business



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30 Day Challenge



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77 posts

181 followers

149 following

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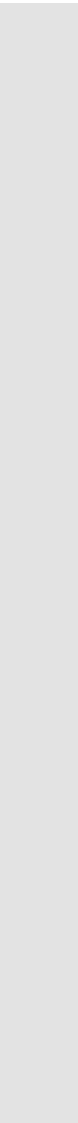


LET'S START





Research
Optimisation





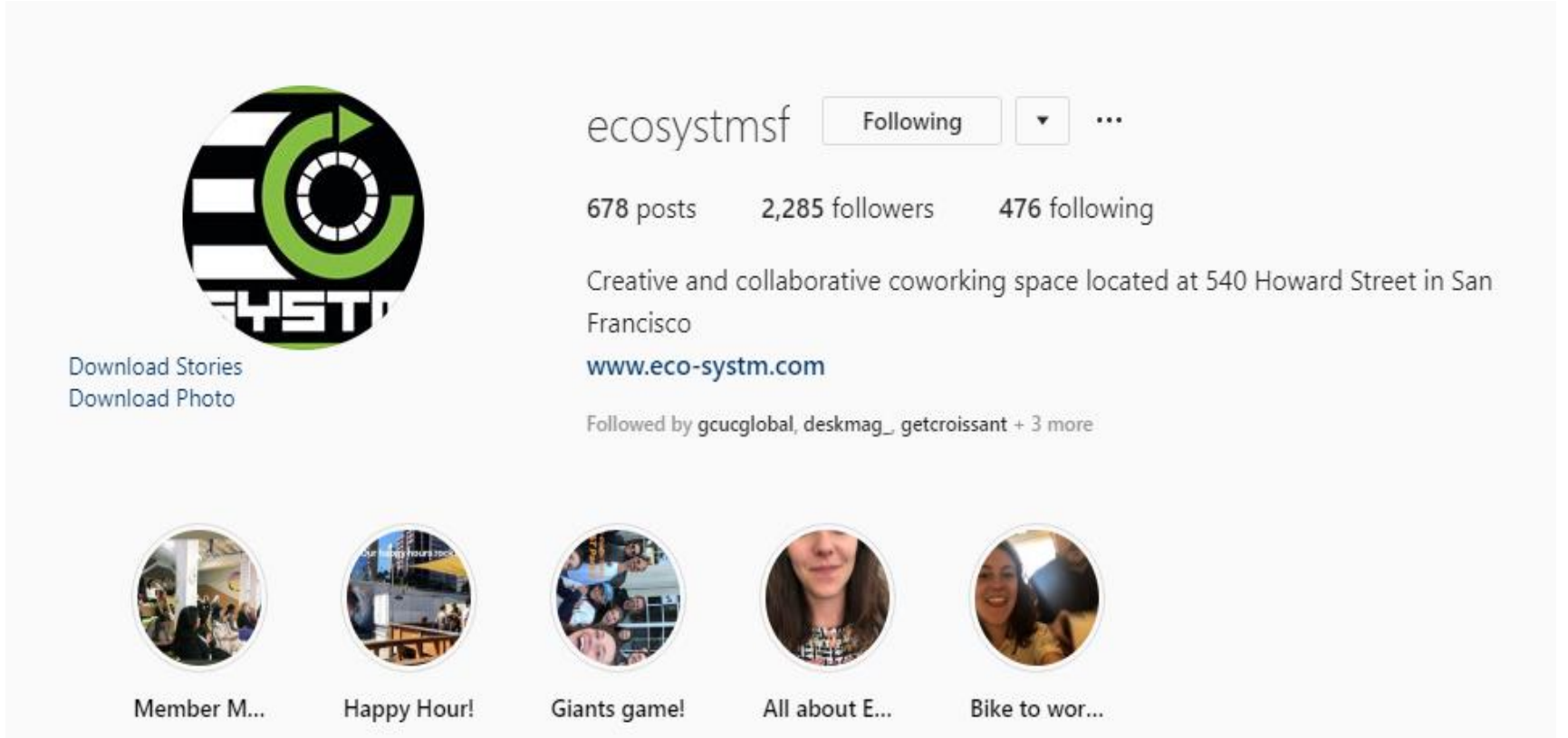
Name Of Account	Display Picture	Call To Action	Theme Of Content	Hashtags	Posting Schedule	Additional Notes - Bio ect.

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678 posts 2,285 followers 476 following

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 Member M...  Happy Hour!  Giants game!  All about E...  Bike to wor...



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- You can use Initial so SiGNALB
- You can use your niche – Signalcoworking
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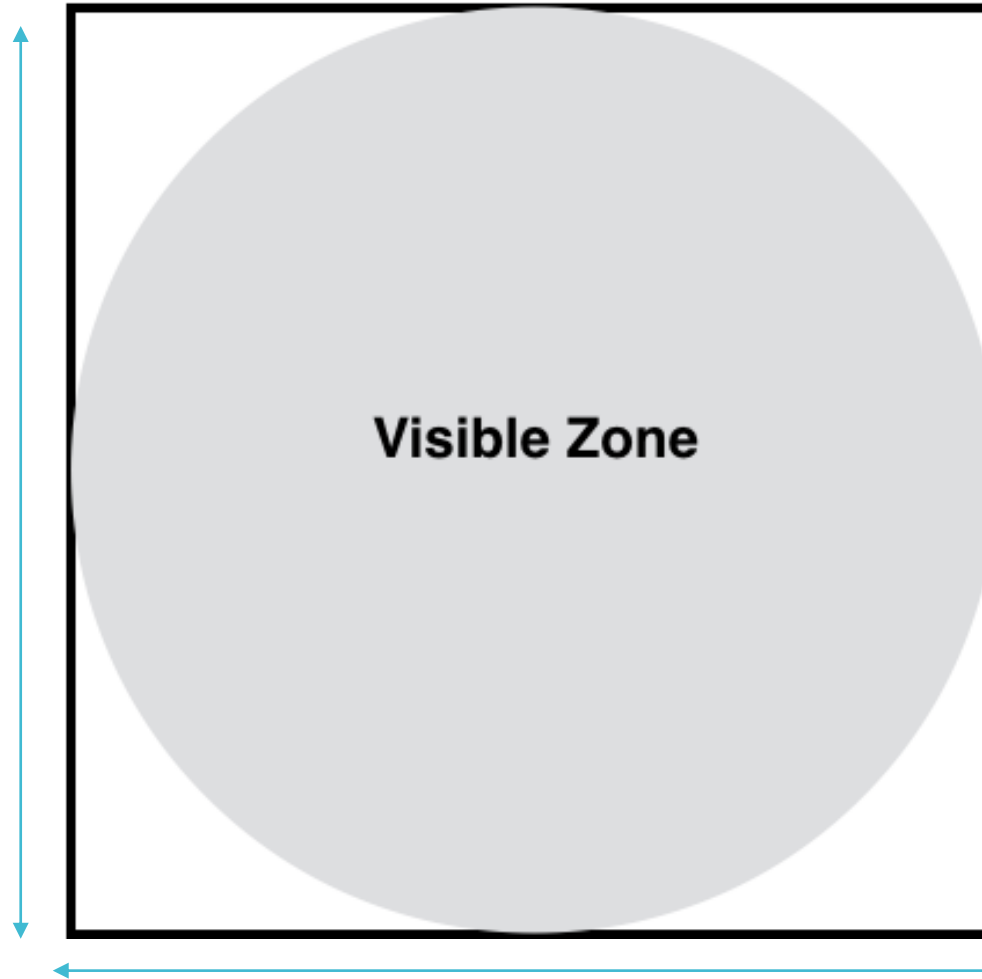
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500
Pixels



500 Pixels



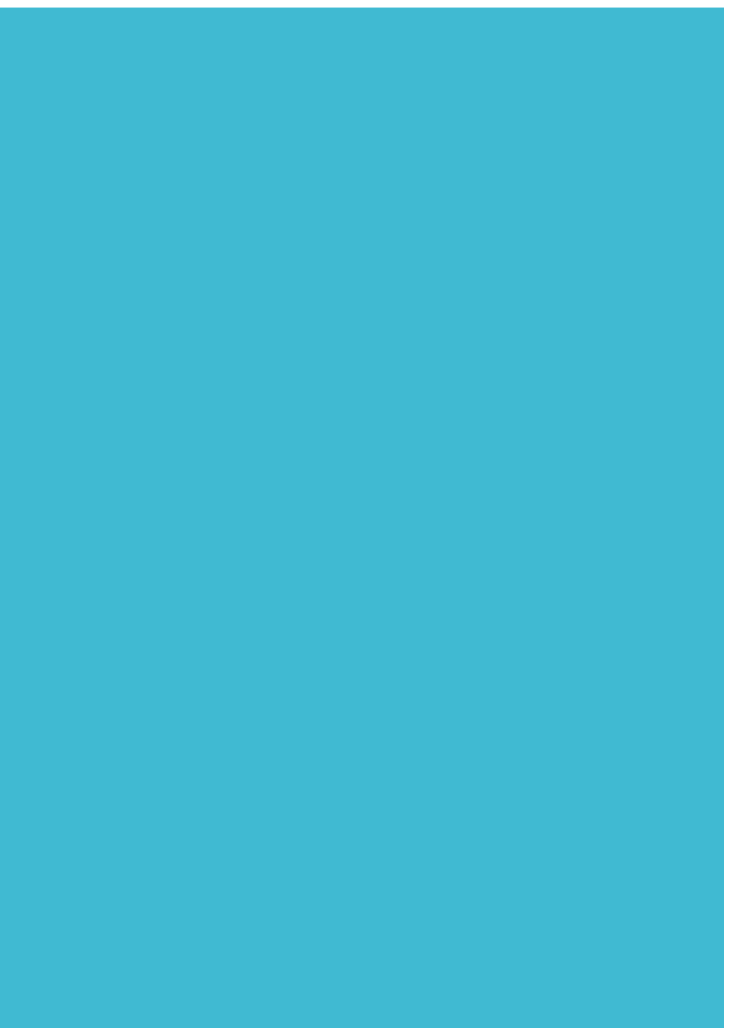
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50,305 likes
mcdonalds Is it a coincidence that a day at the 🏖️ usually ends with a trip through the drive thru? We're not so sure. 😊... more
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21 June

 mcdonalds



14,311 likes
mcdonalds Me whenever my #McDelivery order arrives earlier than expected. (👀: @bubalina)
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292,569 likes
nike "I fight for my people, I fight for everyone. Sport should be an equal language for all." - @castersemenya800m #justdoit
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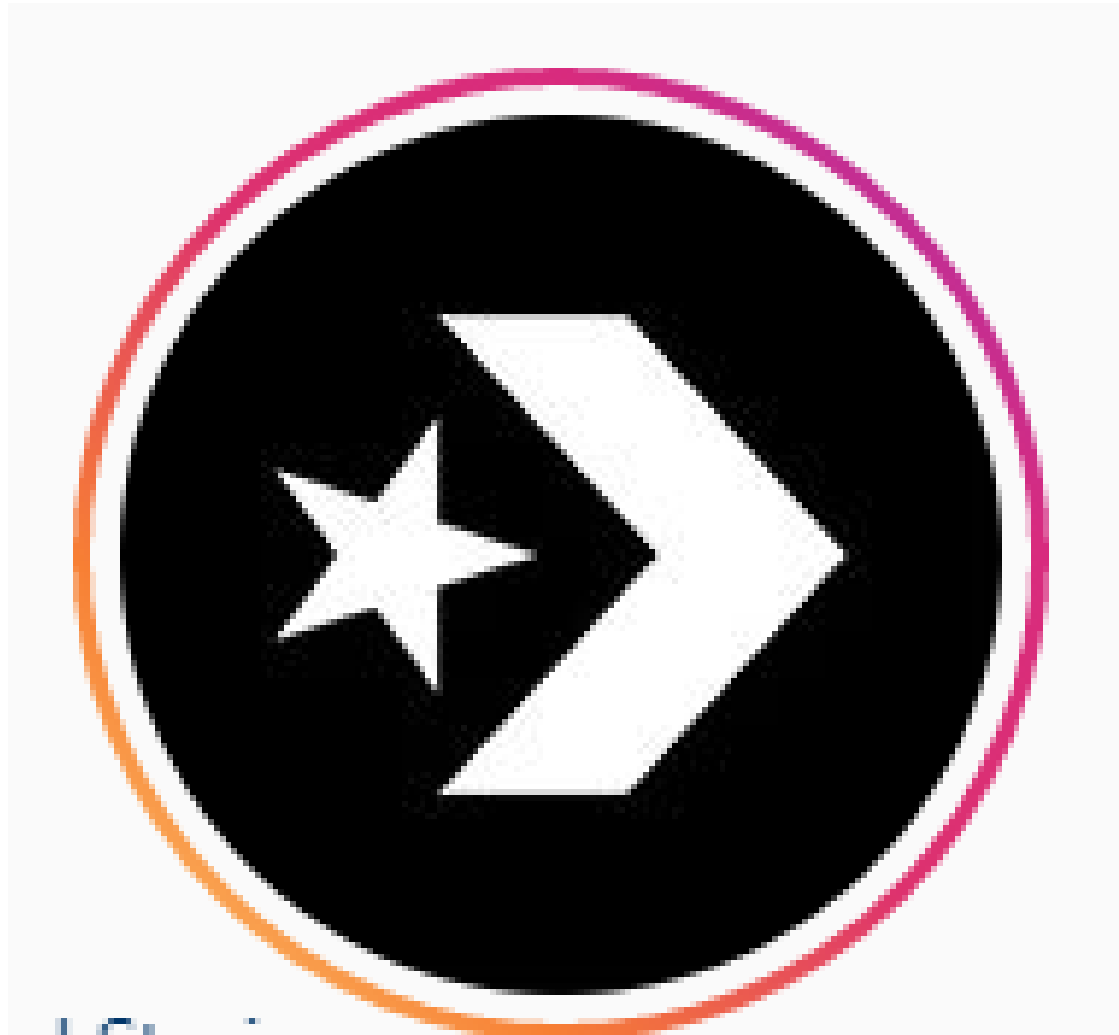


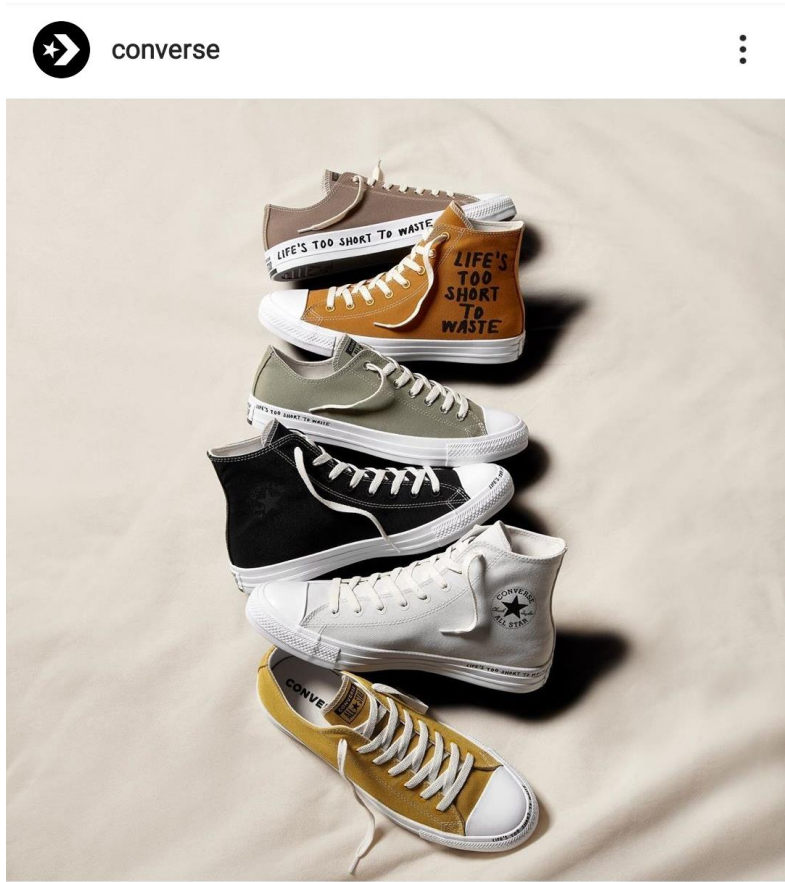
252,073 likes
nike "One of the biggest things is just trusting yourself."
@naomiosaka... more
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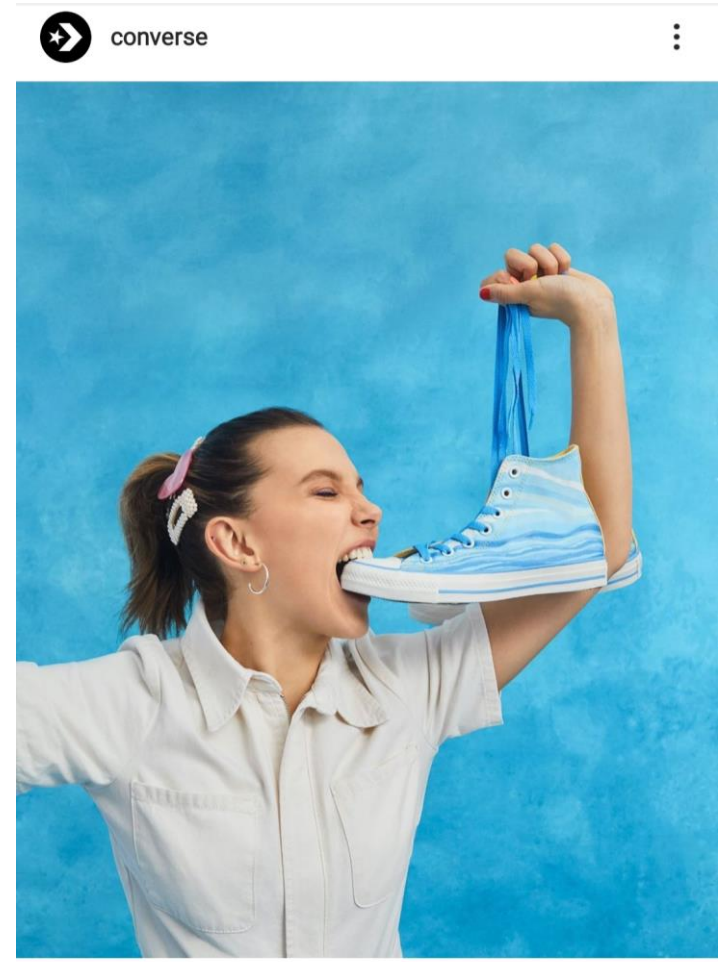
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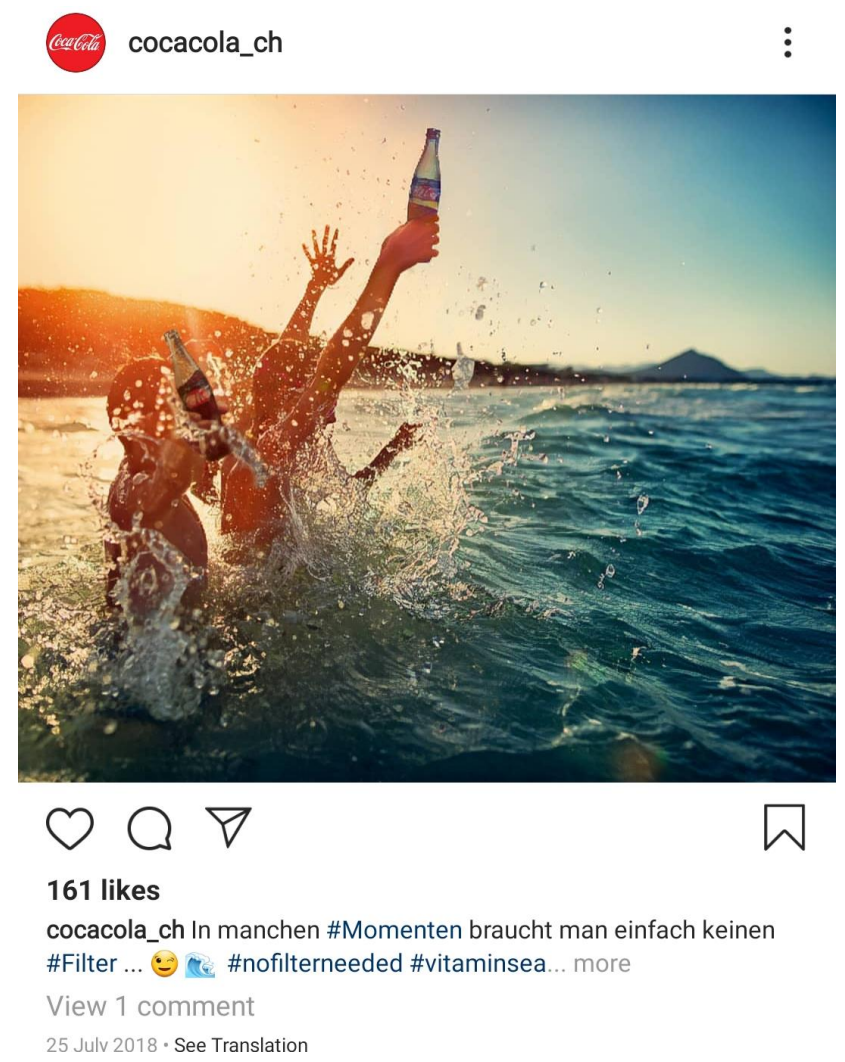


99,449 likes
converse #ConverseRenew, touch it feel it wear it - we bet you won't know the difference. Except that you'll look good - and feel... more
View All 402 Comments
2 days ago



142,482 likes
converse "When I started with this collection, I wanted something that represented me as a person. I wanted to express mys... more
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Before



After



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Pro Tip – with your Instagram Bio you only get 150 Characters, which can make it difficult To make it pleasing to the eye – so don't do it through insta itself – use a notes app or on word –



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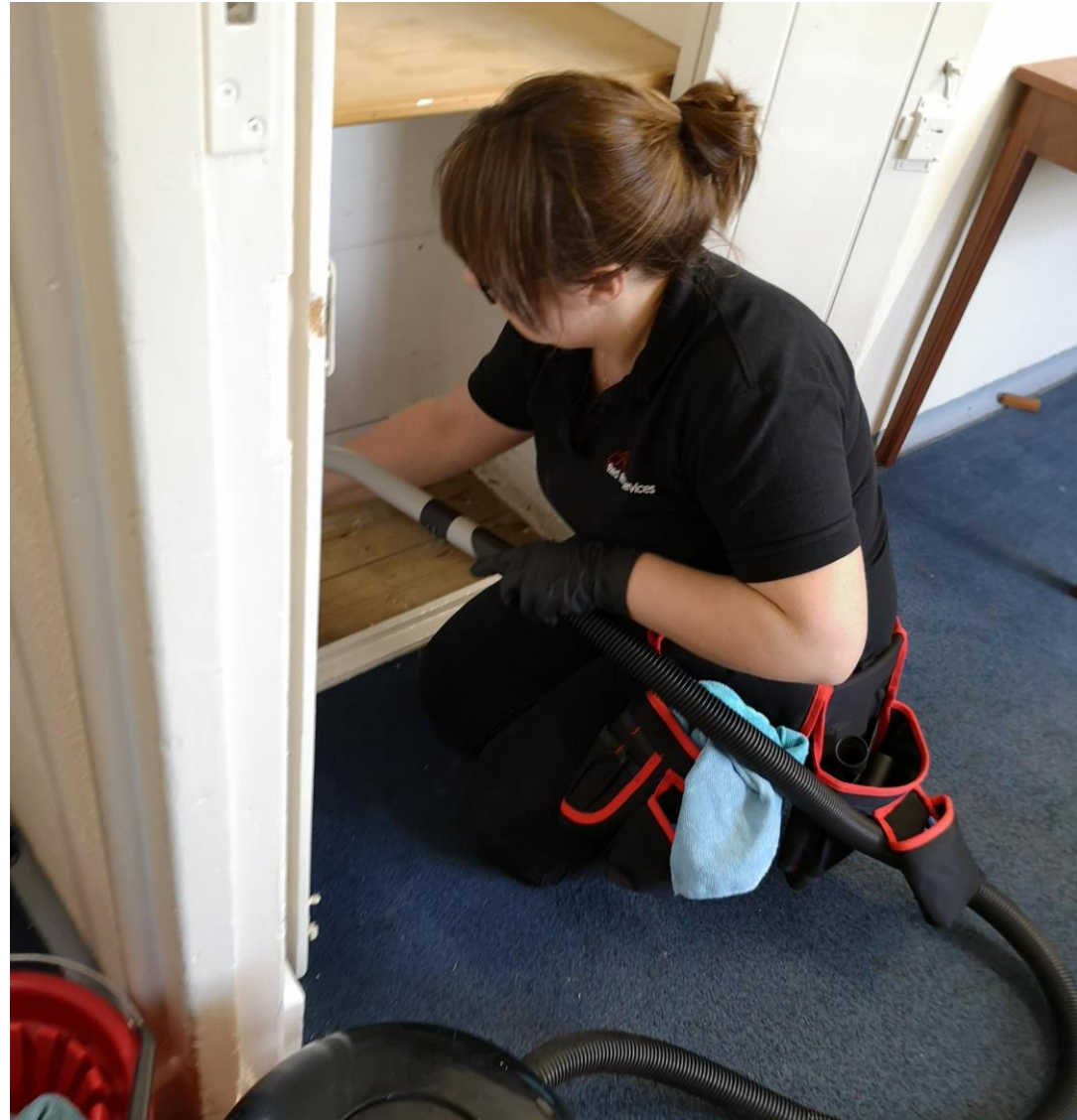


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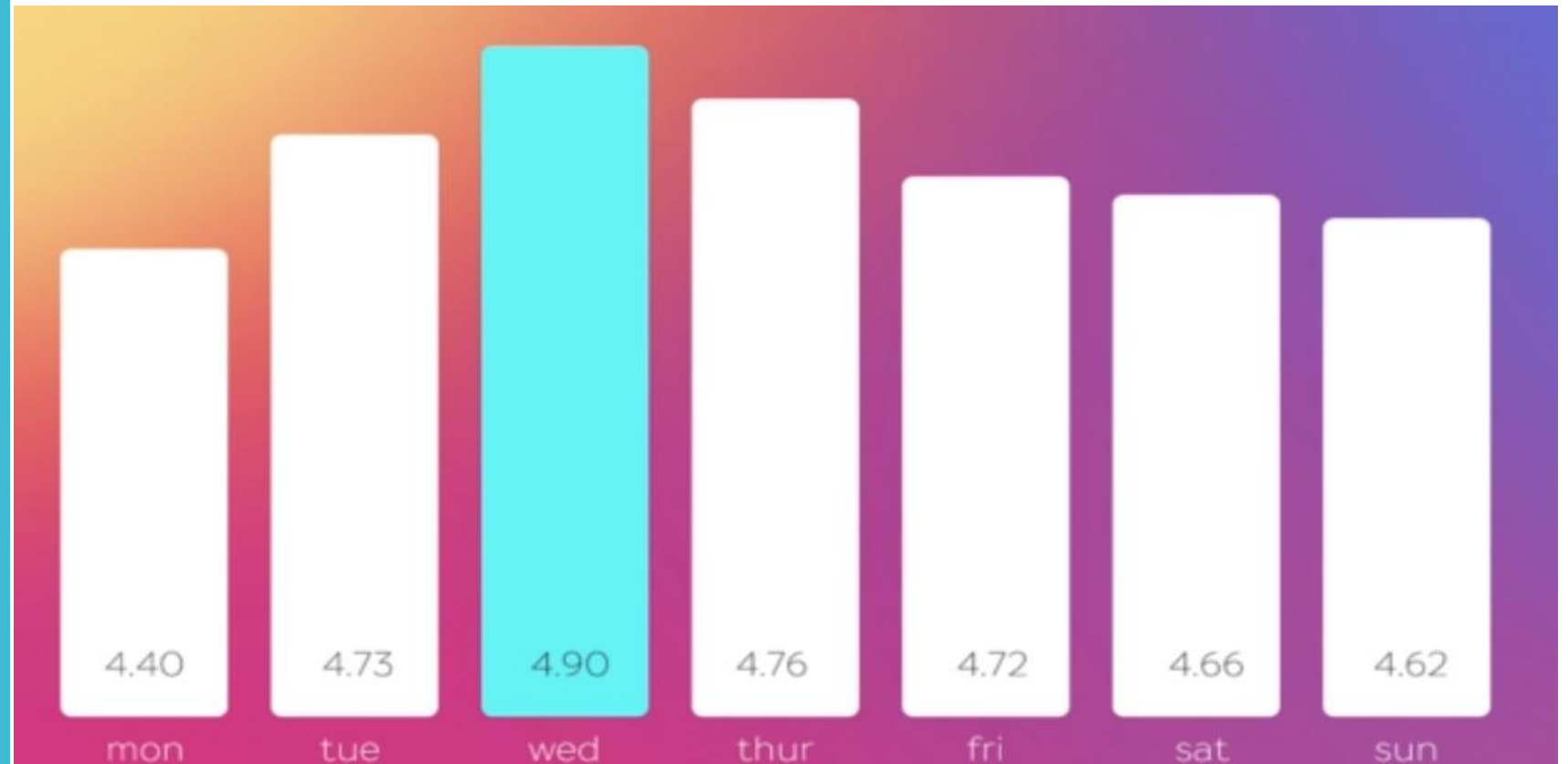
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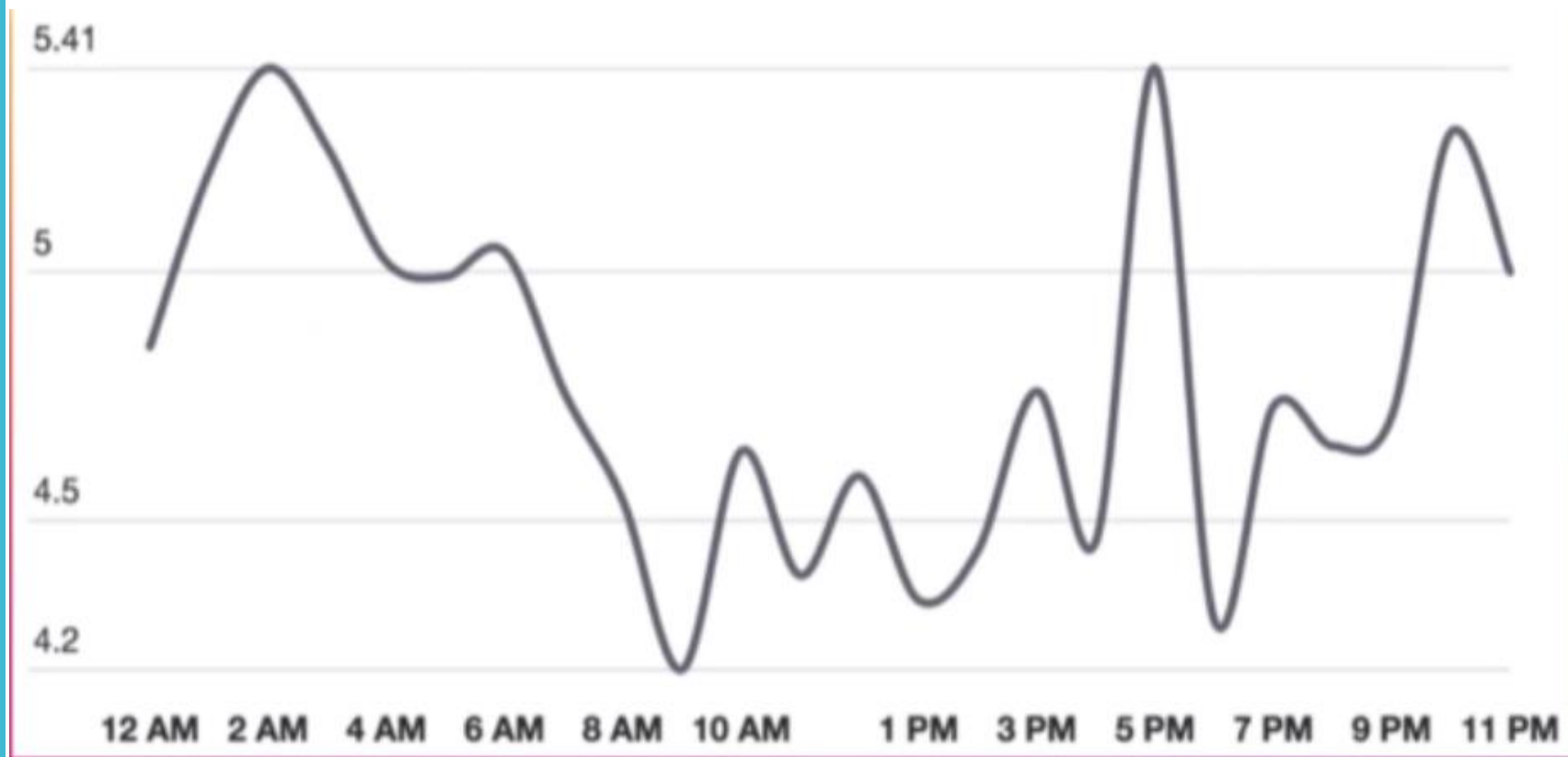
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When to post





When to post



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Increase Exposure



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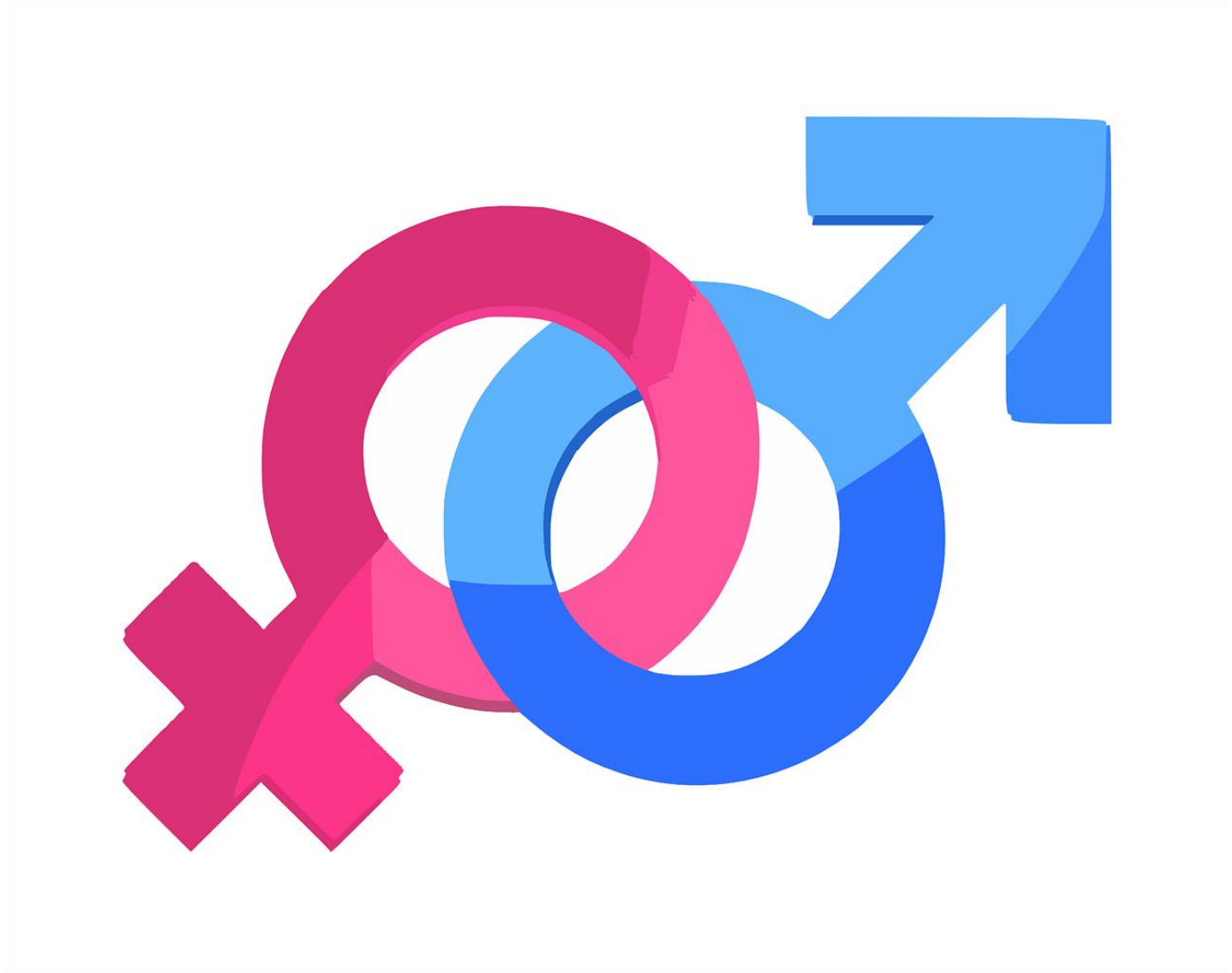


Define target audience



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Pro Tip – your target audience is your customer data base – so engage with them



Sprint vs Marathon





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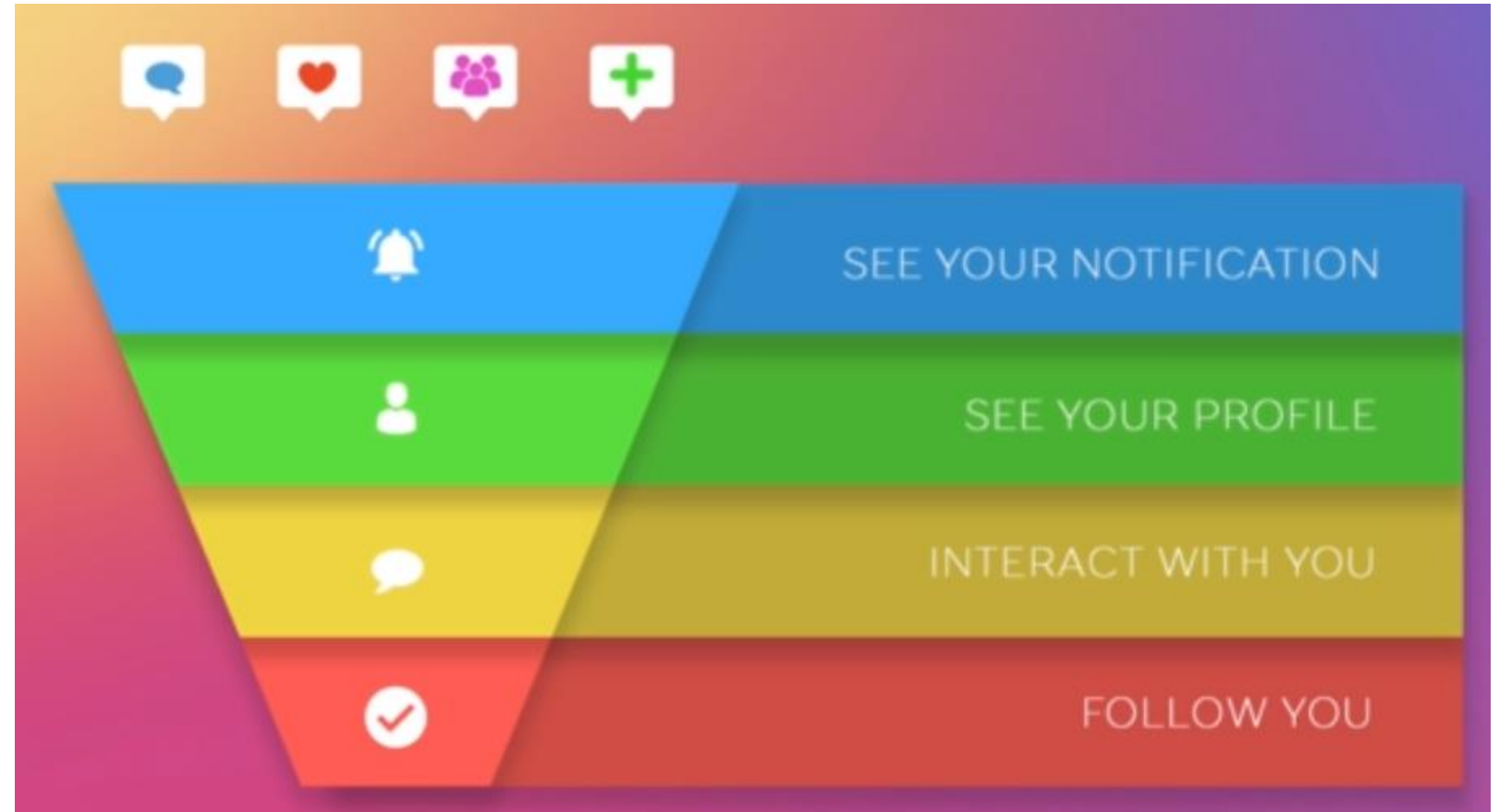
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The Funnel





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Tag a Friend who



likes to go to the beach

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performance
disrespected
people mindsets
leadership workplace
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mindset
respect success morale
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expectations
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Funnel 2.0



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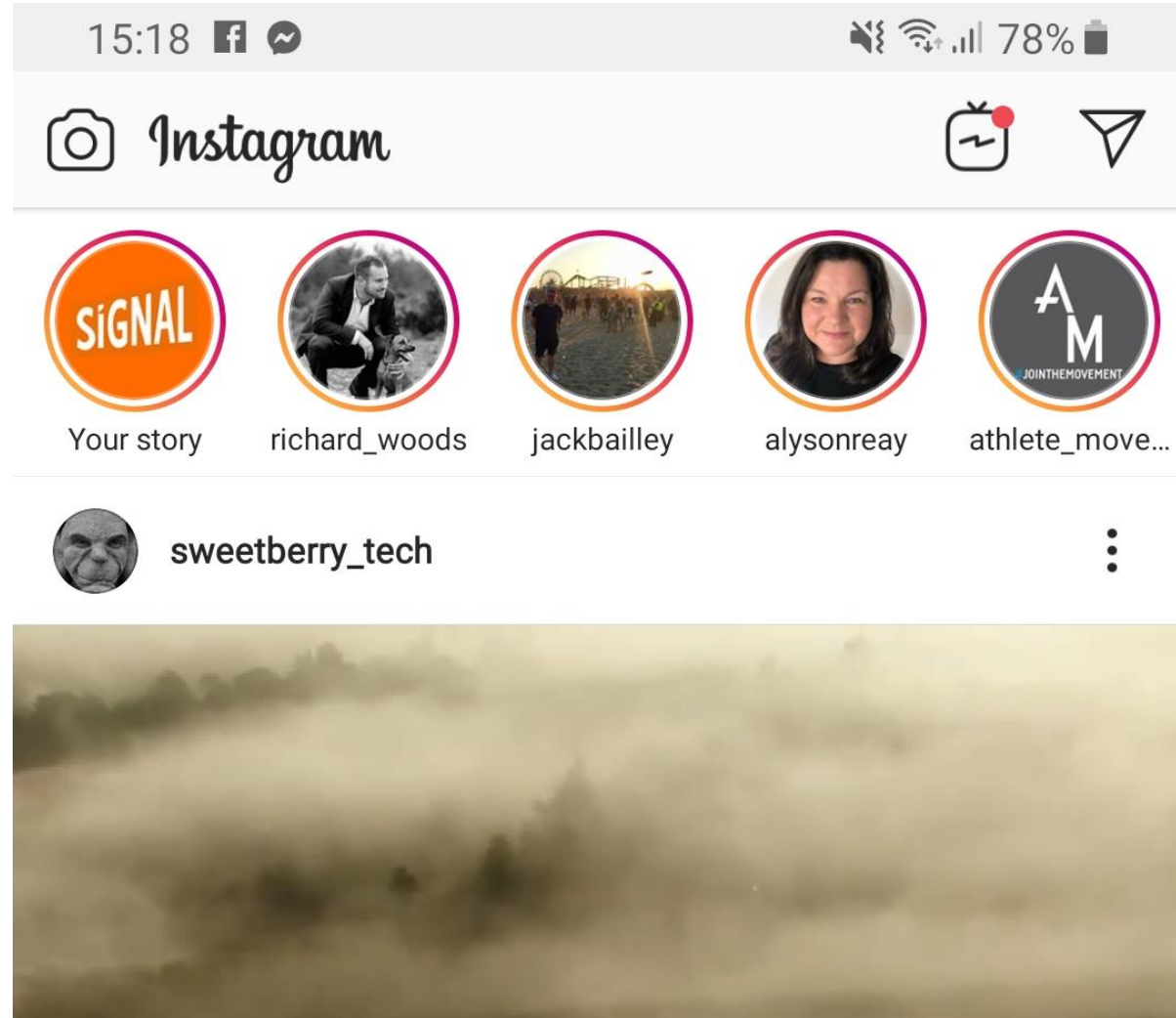


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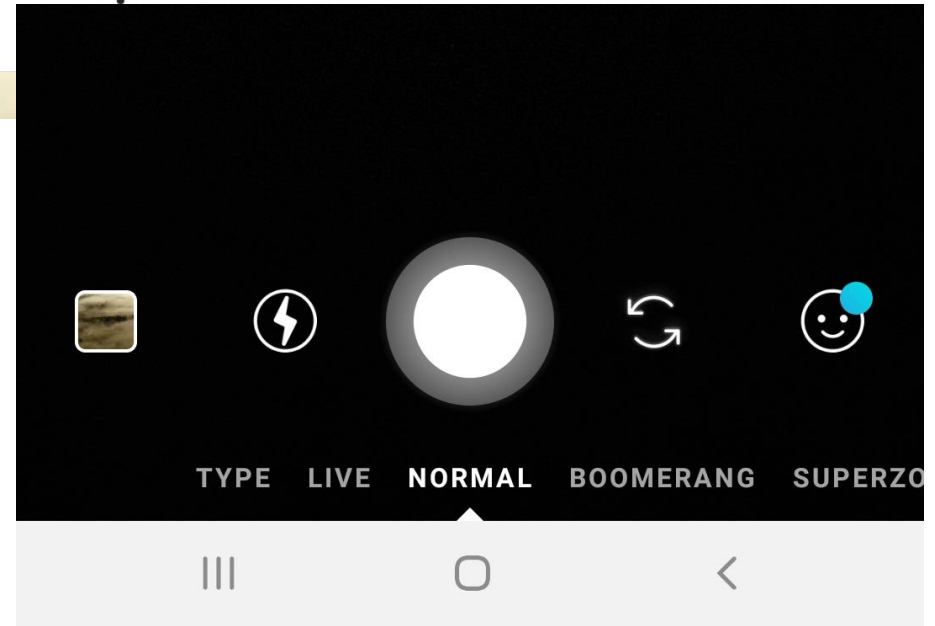
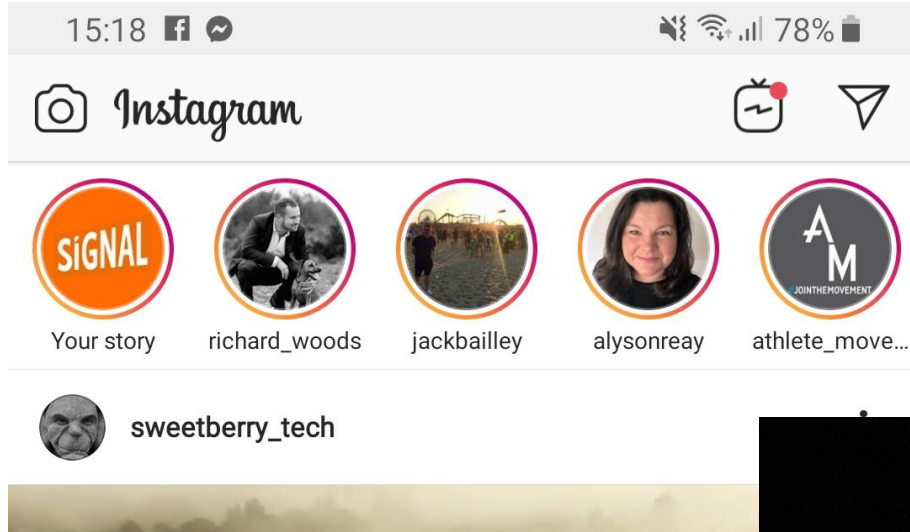
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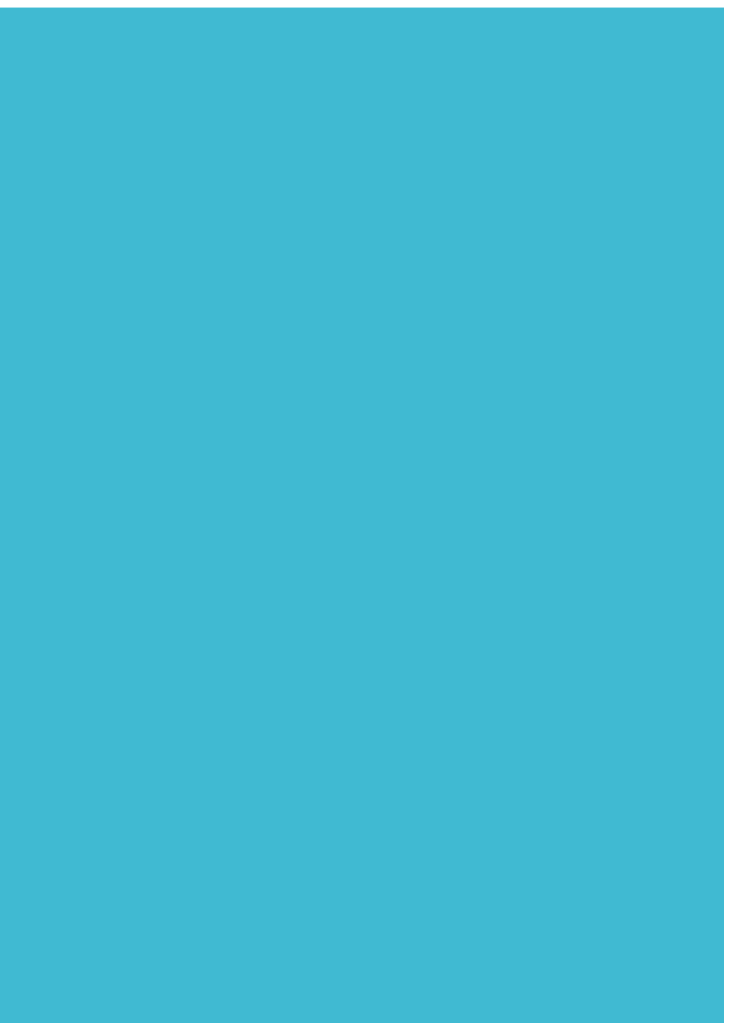
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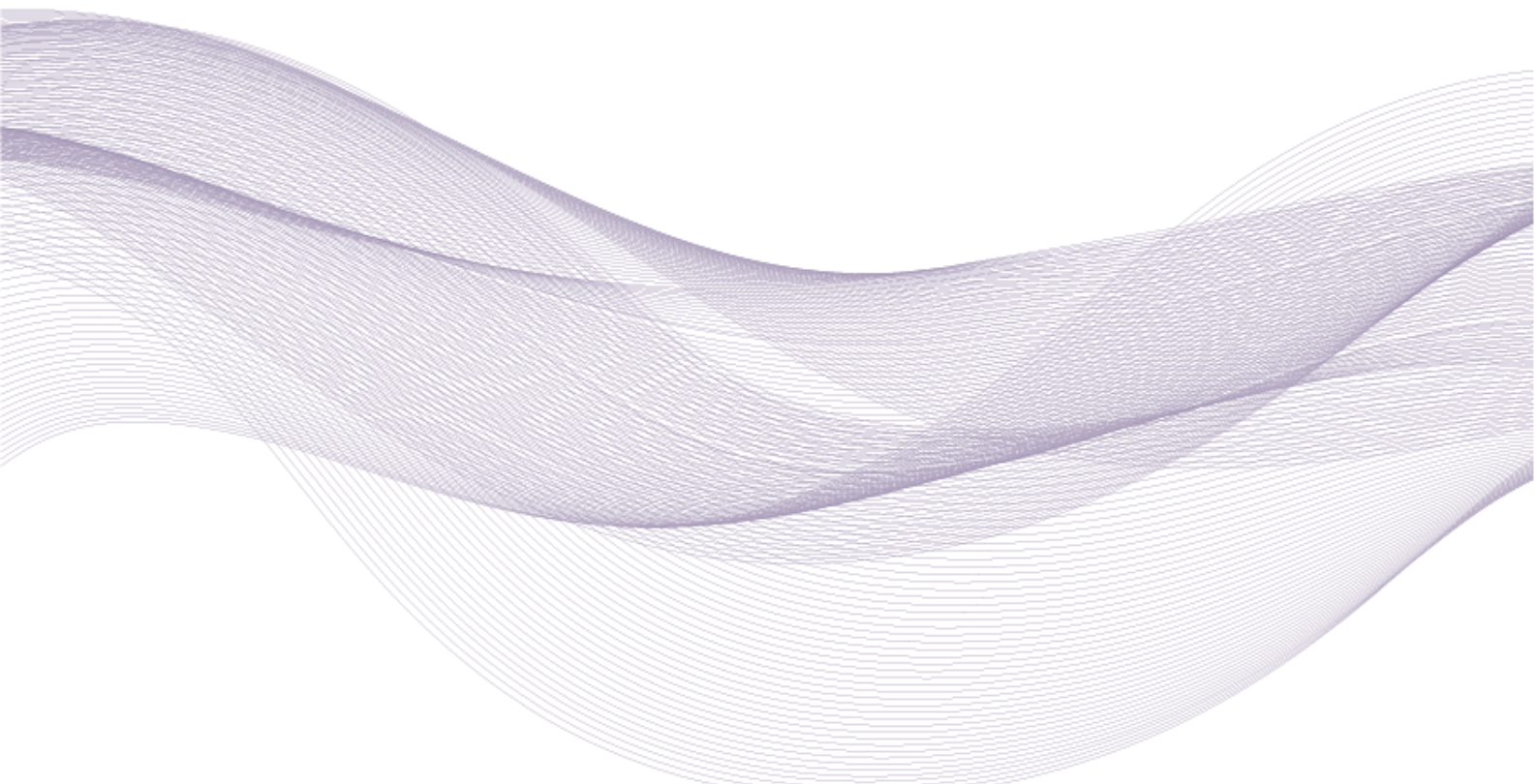
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Your Business Growth Workbook

Instagram For Your Business – 30 Day Challenge

by Gareth Turner





Instagram For Business

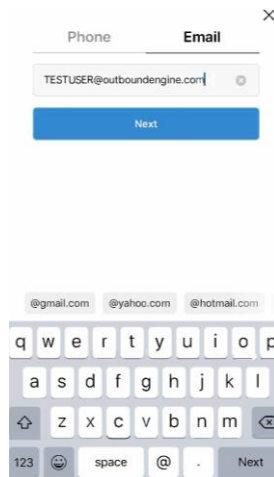
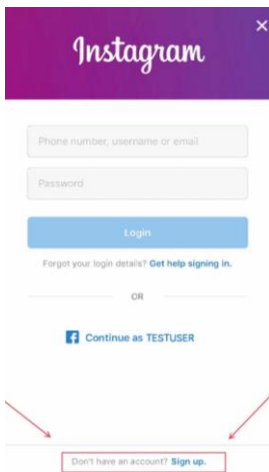
Overview

The document accompanies the "Instagram For Business – 30 Day Challenge" PowerPoint presentation and Hub learning session. Please read through the workbook and fill the blanks to help you create an optimised business Instagram account.

From The Beginning, Creating an Instagram Account



Step One: is to get out your smart phone and download the Instagram account from either Google Play store or the App store



Step Two: While it might seem easiest to use your personal Facebook account...don't do it! That will create an account based on your personal Facebook page. Since this is for your business, you should use your business email address.

Pro Tip: If you use your work email address, contacts may be able to find you more easily using the "Find Friends" feature.



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Instagram For Business

Name and Password

Add your name so friends can find you.

Welcome to Instagram,
TESTUSER

Find people to follow and start sharing photos. You can change your username anytime.

[Change Username](#)

Change Username

Pick a username for your account. You can always change it later.

Step Three: Next, you'll create a username and password.

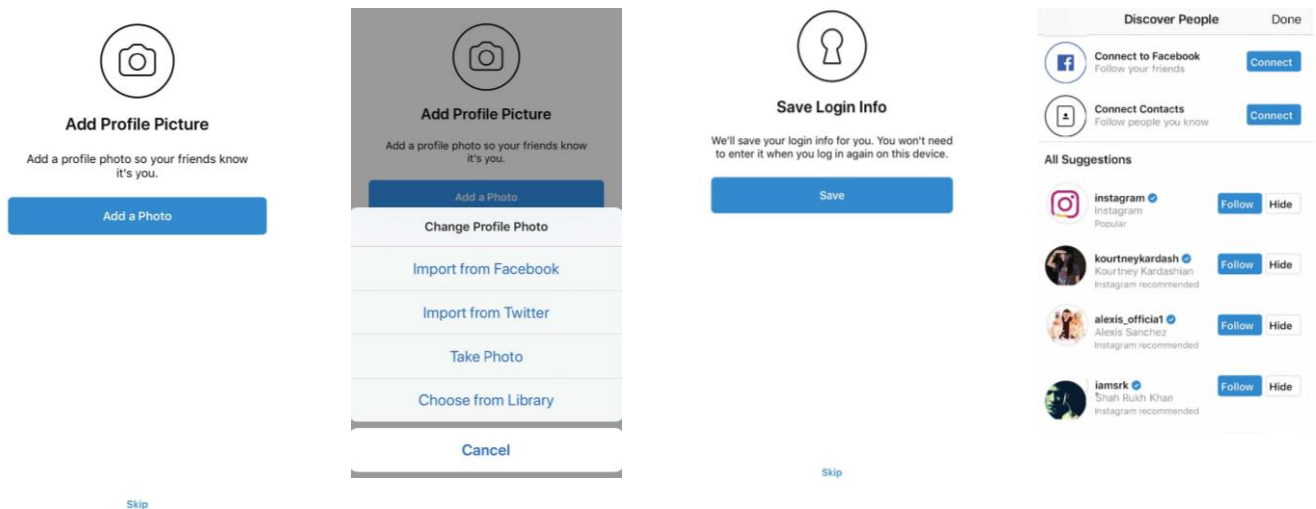
If you're setting up Instagram for a company, the username should be the company's name, or as close as you can get it.

If you're a real estate agent, insurance agent, or the like, choose a variation of your name, business, location.

You need something that distinguishes you from a personal account.

Note: Instagram will automatically generate a username for you based on the name you input. This can easily be changed as you go through these prompts.

Step Four: Picture time! I will go into your profile picture in more detail later.



Your profile picture should be your logo or something recognizable that's associated with your brand if you don't have a logo. Remember, this is your Instagram business account, not a personal page. Avoid the selfies or group pics. If you're the face of your business, use a professional headshot you like or take a new one.

After tapping "Add a photo," you'll be given a few photo imports options. Do not import from Facebook; that will pull in your personal account info. You can import from Twitter as long as it's a business account.

Once your profile picture is uploaded, you'll be asked if you want to save your info. This will make future logins faster. You can opt to save, or you can hit "Skip" again.



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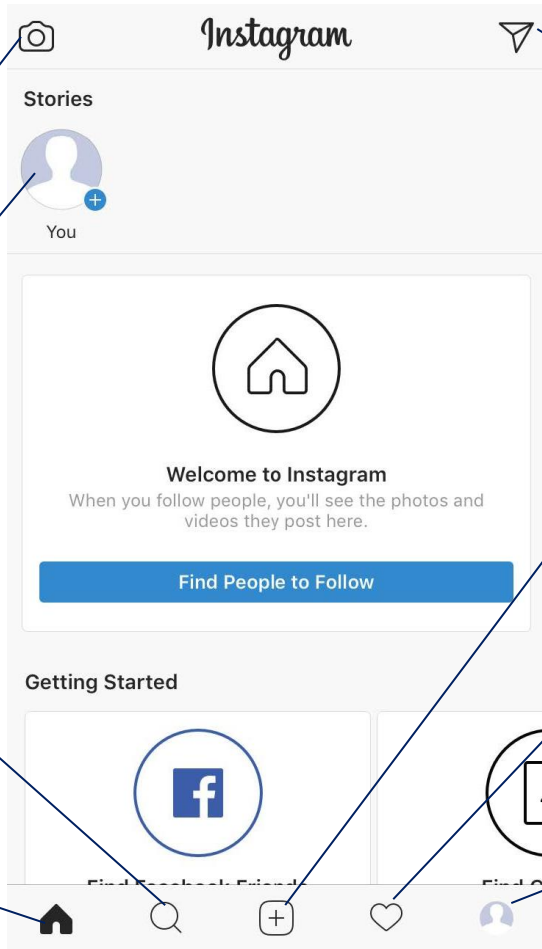
Step Five: Buttons

Camera (camera): Tap here to start sharing videos or photos.

Stories (camera): This is where you will be able to your Instagram story and the stories of people you follow.

Search (magnifying glass): Look up top accounts, people, places, and hashtags, and content or accounts suggested for you.

Home (house): See the latest photos from accounts you follow.

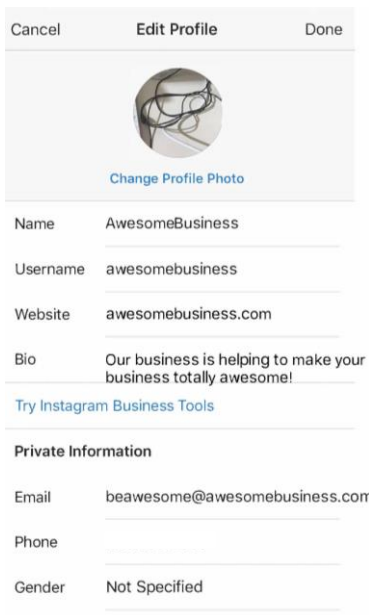


Direct messages (paper airplane): If someone sends you a direct (private) message, you'll be notified here. You can also send direct messages from there. Bottom buttons, from left to right:

Camera (square with a plus sign): Tap here to upload and share videos and photos.

Notifications (heart): See the most recent likes and comments to your photos and what people you follow are liking.

Profile (circular photo): Your full account, everything you've posted, and access to the settings menu.



Step Six: Tap on the profile button on the bottom right to see your account, then tap on the "Edit Your Profile" button. This is where you complete your profile info.

Fill out bio and contact information fields. This is the only place on Instagram that allows you to use a clickable URL. For example, if you were to post a URL in the comment of a photo you post, people won't be able to click it, so don't waste your time.

Your profile is the only place you should put your URL – preferably directing people to Your Website, or wherever you need them to go.

As for your bio, you're limited by character count. Briefly summarize what you do and where you're located.


You can edit this section whenever you'd like so don't worry if the perfect words aren't coming to you right away.



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Cancel Edit Profile Done


Change Profile Photo

Name AwesomeBusiness

Username awesomebusiness

Website awesomebusiness.com

Bio Our business is helping to make your business totally awesome!

Try Instagram Business Tools


Private Information

Email beawesome@awesomebusiness.co

Phone

Gender Not Specified


Step Seven: Click “Try Instagram for Business Tools” and follow the self-guided steps and instructions to complete your profile and take advantage of the tools offered.

<  Next

Connect Your Facebook Page

Business Profiles on Instagram are connected to a Facebook Page. You can use this profile when creating ads on Facebook. We'll copy over info about your business and let you edit it.

PAGES YOU ADMIN

 Test Local Service ✓

Don't see your Page here? You may not be an admin. Contact your Page's admin to get permissions.

Don't have a Facebook page for your business? [Create one.](#)

Step Eight: Link Platforms - Remember at the beginning of this journey when we said you needed a business Facebook page to be able to use the Instagram for business tools?

Here's why.

Instagram will ask you to link your business Facebook page or create one. For those unaware, Facebook acquired Instagram a few years ago so there is more integration than ever with the two platforms.



Instagram For Business

Research

The first thing you need to do when it comes to doing research is to follow the following brands. These brands spend millions on Instagram research each year, so you can guarantee that if they are doing it, then you should be doing it.

- | | |
|-----------------------|------------------|
| 1. Nike - | @nike |
| 2. Coca-Cola - | @cocacola |
| 3. American Express - | @americanexpress |
| 4. Virgin America - | @virginamerica |
| 5. Gucci - | @gucci |
| 6. Converse - | @converse |
| 7. Go Pro - | @gopro |
| 8. Topshop - | @topshop |
| 9. Starbucks - | @starbucks |
| 10. Apple Music - | @applemusic |

Once you have followed these people you also want to find out who the top people/companies in your industry are, and what they are doing.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

These are people who have large followings and good engagement from their followers. You can do this by searching for key words or hashtags. That way you can see what your target audience like and are engaging with. This will also help you to optimise your account. Things to look for are what images they post – are they quotes, are they people etc. What their posting schedule is, their bio, call to action, profile picture.

See Template on other page



The Bordon Hub - Your Business Growth

Instagram For Business

Name of Account	Display Picture	Call to Action	Theme of Content	Niche	Posting Schedule	Additional Notes – Bio etc.



The Bordon Hub - Your Business Growth

Instagram For Business

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The Bordon Hub - Your Business Growth

Instagram For Business

Name of Account	Display Picture	Call to Action	Theme of Content	Niche	Posting Schedule	Additional Notes – Bio etc.



Instagram For Business

What you found out.

Use this section below to list what you found out.

How often should you post? (work out the average)

What content should you be posting?

What hashtags should you use?

What should be in your bio?

What should your CTA be?

What should be in your display picture?



Instagram For Business

Optimisation

Your Web Handle: This is how people will find you, your web handle is the only unique part of your Instagram. No one else will be able to have the same web handle as you. You will be able to tell what a web handle is as it will start with an @ sign.

Ideally, you will want your web handle to be as close to your company name as possible. For example, for this 30 day challenge I took on the SiGNAL Instagram account. So obviously I would like our web handle to be **@signal**, however unfortunately that web handle is already taken. This doesn't matter too much as there are a few other options you can use. For example

You can add a '.' Or '_'

You can use an Intail so **SiGNALB**

You can use your niche – **Signalcoworking**

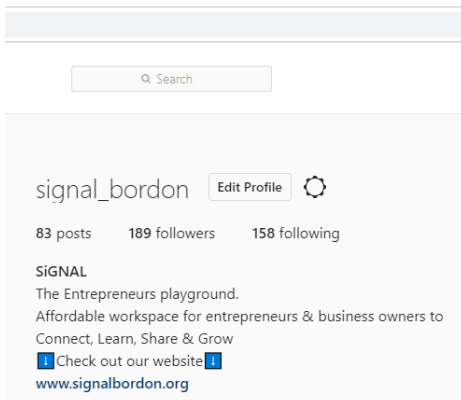
You can use your domain name – **signalbordon.org**

Add a prefix - **weareSignal**

Add country or location - **SignalBordon**

We went for @signal_bordon.

What web handle do you want?



Your Instagram Name: This is different to your web handle. This appears under your display picture. This should be your company name, that way if you can't have your web handle as your company name, you have this. This will increase the searchability of your account. This can be changed at any time by going into the edit account settings on your profile.

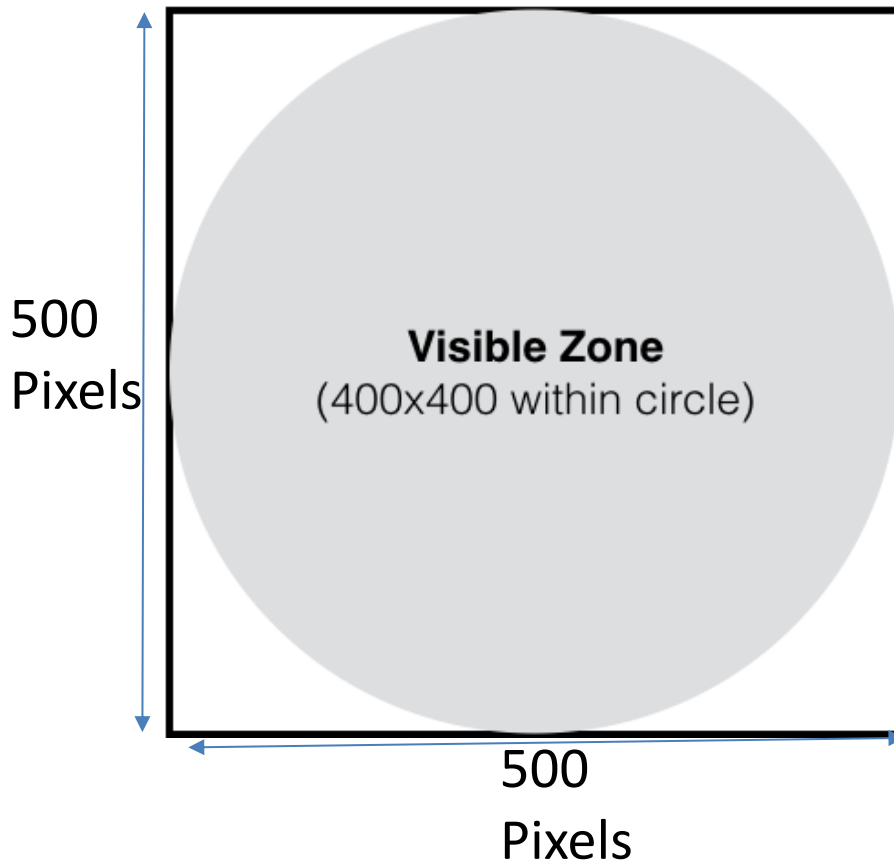
What will your Instagram name be?



Instagram For Business

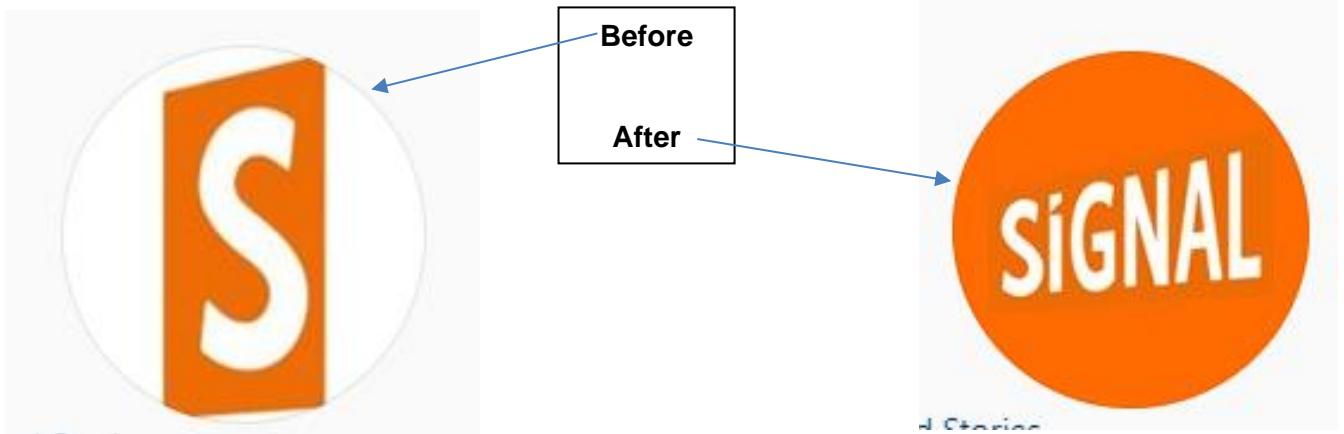
Your Display Picture: This is the picture that will be displayed at the top of your profile. When it comes to your display picture there are some rules that you should adopt.

Rule 1 – Size: The size and shape of your display picture is important. When it comes to Instagram the ideal size is 500px x 500px. See sizing chart below.



Rule 2 – Picture: You need to have symbolic logo or visual representation of the company

Personal Brand – you are the face of the business – choose a photo of your face or a slightly distant photo of your upper torso and face. See below for a bad and good example





Instagram For Business

Your Bio: This is the 150 character description that appears under your display picture on your profile. You need to make sure that you sell your Instagram account and not your product or service. You need to ask yourself what would make your target audience **click follow** after reading.

Emojis - You can use them in your bio if they are appropriate. Realistically if you are a light hearted personal brand then generally yes you can use them, if you are a serious company then you shouldn't.

Research your competitors – So you will remember that at the beginning of this workbook I got you to research your competitors' accounts. That was for a good reason: you can use their bio as inspiration for your own. If it's working for them, then it is likely to work for you.

Pro Tip: When it comes to your bio, you need to make it pleasing to the eye. You only have 150 characters to do so. So, write your bio in the notes app on your phone and then copy and paste it into your bio. That way you will be able to format it better.

Your CTA: This is an instruction to audience to invoke an immediate response. Typically 'call now' 'find out more' 'visit a store today'

Or you could use 'subscribe', join our newsletter emails, Buy Products, Lead magnets, Like Pictures, Follow Account, follow another Social Media account. Whatever it is it needs to be appealing rather than buy this product now - its check out this new product. Having a business account lets you add your email, physical address, website and phone number in an easy clickable place – this can be found in contact options in the edit profile.

Your Website: You can and should have your website on your profile. You can add this in the edit profile section on your account. This doesn't have to be a link to your website, it can go to a landing page for a free download.

As you can see our bio describes what SiGNAL is, but is *not* directly selling

Signal Bordon

The Entrepreneurs playground.

Affordable workspace for entrepreneurs & business owners to

Connect, Learn, Share & Grow

↓ Check out our website ↓

www.signalbordon.org

Here you can see we have used the down arrow emojis with our CTA to check out our website, with then a clickable link to the website.



Instagram For Business

Image Licensing

If you are using images that you haven't taken on your Instagram, you need to make sure you are authorised to share. If you are going to use someone else's image you need to make sure that you get permission to do so and then also accredit them to it. Best practice is to take your own but this often isn't possible so you can use public domain images. There are apps that you can use to share other people's posts, for example Regram.

What should you post?

So how do I come up with content?

Well you have already had a look at your competitors and seen what they are posting, so this should give you a great idea as to what you should be posting but there are some tips you should try and abide by.

Be a human and not a business - Be you and be real – you should have a theme or a voice to your posts to Instagram. Don't set limited rules for yourself, just express yourself and your business and be consistent so people know what to expect when they follow you.

Product in use - Have your customers send you photos of them using your product, this not only means that you don't have to come up with content, but also helps you sell your product better – people like to see it in use.

Behind the scenes – People like to see what's going on 'behind the scenes' or BTS, this can be photo of the team, doing work, going to social events etc. This lets people get to know you and your face and lets people create a connection with you. People like to see 'what you are doing now'.

Photos of you – This works the same as the 'behind the scenes', this helps people build a personal connection to you and your brand. It also makes people feel like they know you.

Quotes – Quotes make great posts, people love quotes and they are easy to do. You can either create your own or use quotes from key people of influence in your industry. Just make sure they are relevant quotes to your business for example a shoe company posted this quote on their Instagram '*you can't buy happiness, but you can buy shoes (and that's kinda the same thing)*' these are easily likeable and sharable.

Humour – Humour connects people, people love to laugh. If you are able to get humour into your business, people are more likely to engage with you.

Short Videos – Video content is the fastest growing way that your customers consume content, and Instagram will let you post videos of up to 60 seconds.

Throwbacks – TBT (Throwback Thursday) is where you post an old photo or something connected to your business or an old school image



Instagram For Business



How to Increase Exposure.

Three Tips when it comes to increasing your exposure on Instagram.

Hashtags – So, think of hashtags as searchable buckets/categories. When you add a hashtag to your post, people who don't follow you will be able to see it if they follow that hashtag. You can create your own one at any time. Generic word like travel, love, etc will have all of posts. You can hashtag on any word. One thing to remember with hashtags is the more popular the hashtag the more people that will see it, but the less likely your post will be seen. Where as if you use a less popular hashtag, less people are searching it but you are more likely to be seen by the people who are.

Pro Tip: when using hashtags you want to make sure you a mixture of popular and less popular ones, which will increase your chances of being seen. When you add a hashtag to your post, the best thing to do is add then onto the comments rather that in the post itself. You can have up to 30 hashtags

Social Proof – everyone's doing it. This does make a huge impact on your posts and the interaction you get. This is very much like a chicken or egg situation. People are more likely to interact with a post if other people have already interacted with your post. By interaction I mean either liking or commenting. So how do you get more interaction on your posts? One technique is to tell your friends and family when you post and get them to start interacting with it. You can use CTA's in your post, studies have shown that if you tell people to like your post you can get a 250% increase in likes. You can also use social proof apps.

Social Sharing – cross promote on your other social media accounts Twitter, Facebook, Pinterest etc.



Define Your Target Audience.

Ok so now you know how to increase the exposure, you need to identify your target audience. So to do that you need to ask yourself these questions:

1.How old are they?

2.What gender are they?

3.What countries/ towns do they live in?

4.What three words describe your audience?

5.What other products do your audience buy?

6.Who does your audience look up to?

7.If you could have 100 followers from any account who would it be?

8.What hashtags would be appropriate for your business?

So now you have done this go to the Instagram account that you answered for in question 6 or 7. Ideally they need to have more than 10 – 20,000 followers.

When you get on to their profiles, follow them and you will get a list of suggested people that you might like to follow. Either follow these or make a note of them for later.

Once you have done this go to their followers and verify that these people would like your business.



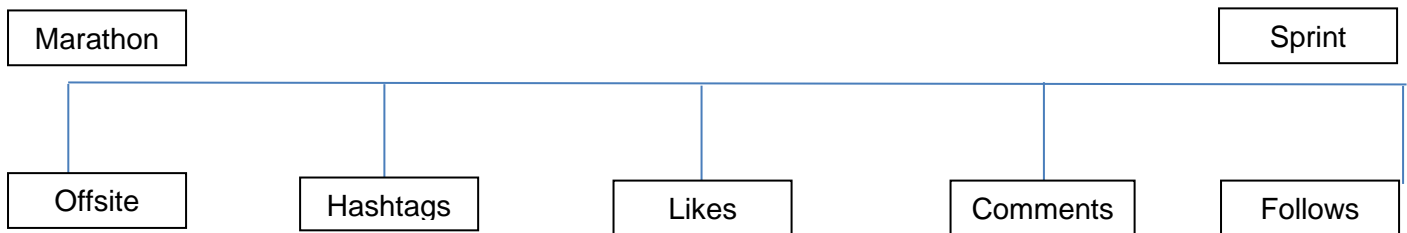
You then want to do the same thing for the hashtags that you have selected. When you search a # it will show you the 9 top posts, and then most recent.

The Bordon Hub Your Business Growth

Instagram For Business

Sprint vs Marathon.

So now you have defined your target audience and found the places where they hang out, you need to get them to engage with you. When it comes to this you can either use sprint tactics or marathon tactics.



Offsite promotions – This will provide the most long-term gains for your Instagram. Offsite means what it says on the tin, this is links to your Instagram account from outside of Instagram. For example, your website, if you write a guest blog or post, your blogs, YouTube videos, other social accounts, your physical store etc. (just remember to add value, give them a reason to follow your account a discount code, free download etc).

Hashtags – We have covered hashtags previously in this workbook. You can use a website like **Tagsforlikes.com** – This website shows you the most popular hashtags on Instagram are. It will show the top 25 across the whole app, which won't link to your business. However, what you can do then is search what the top 25 hashtags are for your niche/industry. This helps with organic searches.

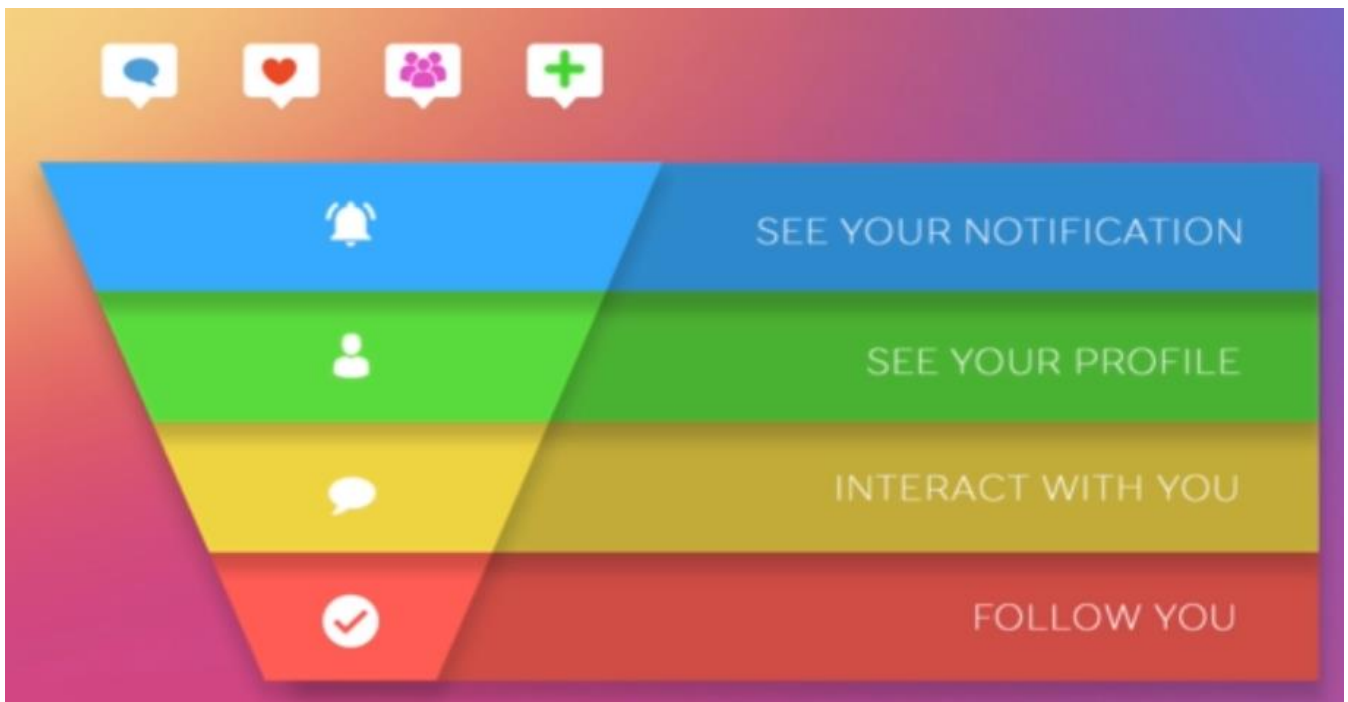
Likes, commenting and following – Best practises – make sure you do not spam people!! But put simply, you go to someone's account who you have identified to be in your target audience and you like, comment and follow their accounts. As a rule, you would like 2 photos and comment on one photo and follow them. This then means that you are more likely to get the same returned. Make sure it is genuine – do not force it or fake it. This will bring people to your account.

Pro Tip: This works better for pictures and photos with little or no likes/comments as your interaction will get noticed and you will get a better result.

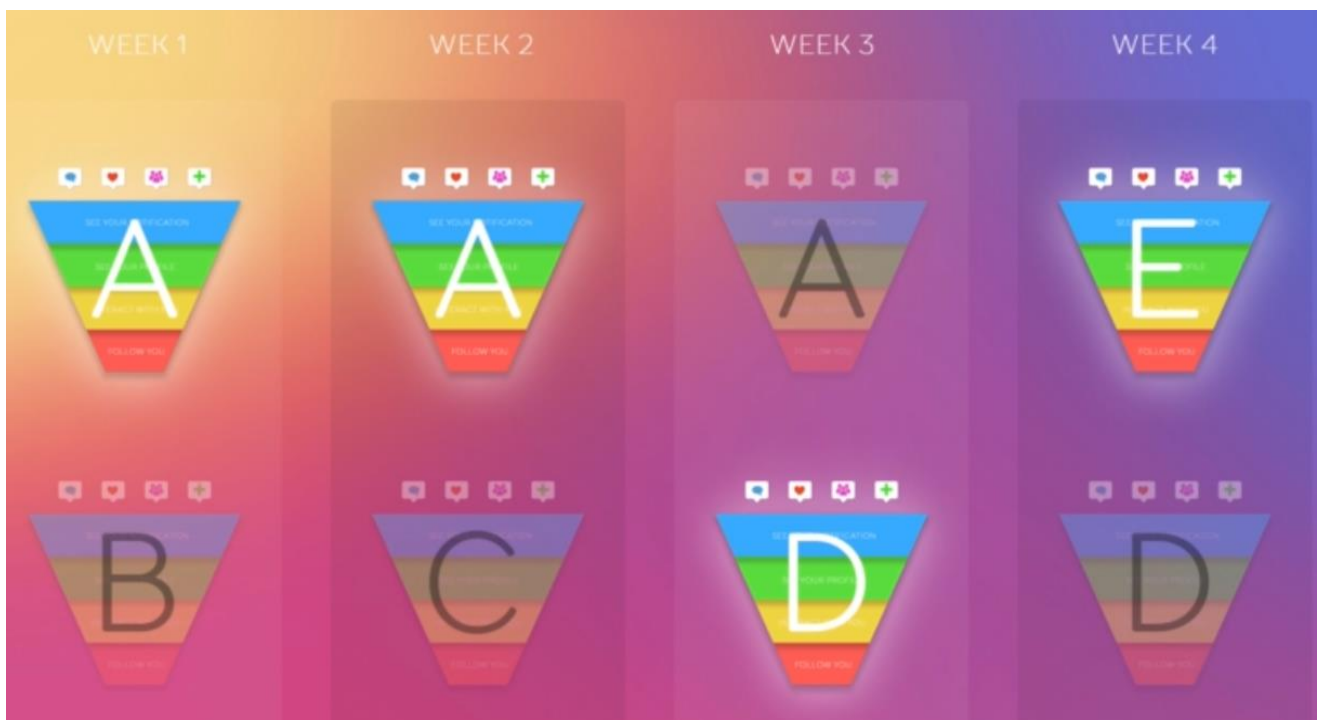
You can do this for people, hashtags, and places. Quality over quantity.



The Funnel.



Split Test: Make sure that you split test your audiences so that you can gain the best results.





How to Leverage Your Instagram Account.

These things should only be done when you have 1500 followers or more, if you do it before hand you are unlikely to get good results. Doing these should increase your engagement and followers.

Competition – This is a great way to get engagement on your Instagram account. This ideally is where you will get people to interact with a post by sharing or commenting on it. This helps with your social proof. Another option is to get people to upload a photo of themselves using your product and best picture wins. For example SiGNAL is all about collaboration, so their competition could be to take a picture with a stranger. This stays on message with SiGNAL and is fun thing to do. With a competition you need to make sure that you announce who the winner is.

Pro Tip: The prize that you give doesn't have to be huge, it can be a £20 gift voucher for amazon, or even better a voucher for your services.

Pro Tip 2: When you do a competition, you will need to have sure that you post the rules before hand and use a hashtag in order to collate the results. Do use a generic hashtag like #fun or #competition as these will get used a lot. The best thing to do is to create a hashtag yourself. For example #signaltruthordear. This is perfect because its not likely to be used by anyone other than people interacting with your competition.

Tag a friend who X – This is a simple way to get interaction in your posts and you're your followers to recommend you and your services to their friends and other potential customers. So for example a pizza place could use tag a friend who (loves pizza). This of course is a very generic one, but it could be tag a friend who runs their own business.

Pro Tip: There is an official hashtag for this which is #tagafriend. The most important thing to remember when doing this, is it needs to be engaging to your audience.

Mindsets – Selling on Instagram.

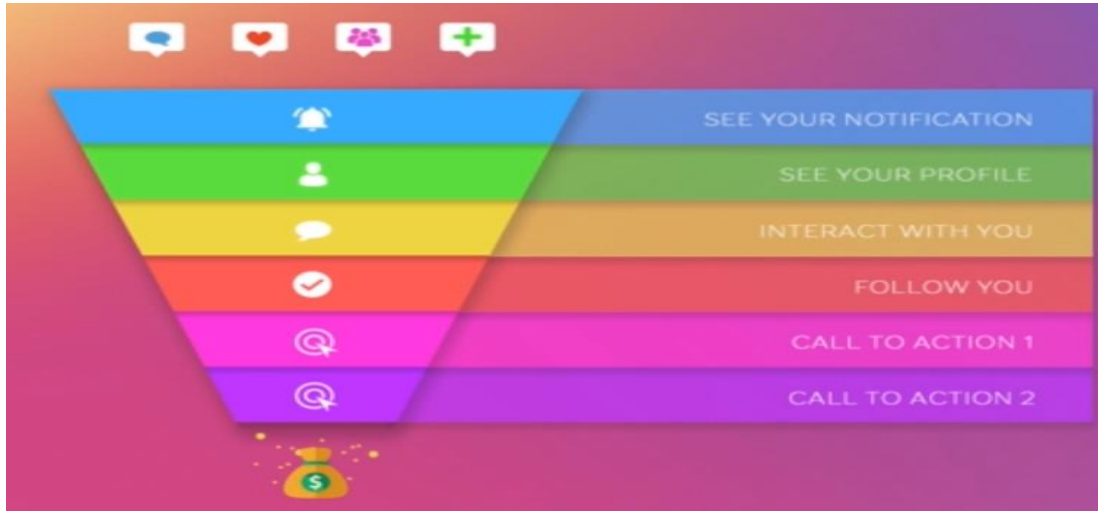
Offer Value – always offer value for an action. If you want someone to go to your website give them a free download, discount code etc. people are unlikely to do something is the effort it will take them to do it is more than what they will gain be doing it

Don't Hard Sell – don't try and get a follower to buy something from a post. This will have a negative effect on your reputation. If you have a new product then you could say check out our new product with a link to the website. But don't tell people to buy it. Ideally when it comes to selling getting their email address is better.

Use Email – Email marketing is a great way to convert your Instagram followers into paying customers. If you can get them to give you their email address you will be able to market to them better.



The Funnel 2.0. – The Real Deal...



This is the added extra onto the original funnel. And shows the steps to take after they follow you. One thing to remember is that people don't have to do everything in order and it could be minutes or years after someone follows you before they become a paying customer.

CTA1 – Trying to convert people from your profile to your website

CTA2 – get these people on your website to give you their emails

CTA3 – Buying a product

CTA1 – get someone go to a website or landing page. This needs to be valuable to your customer so you need to ask yourself - what is valuable enough to your customer that will outweigh their effort? For example, *click here to win a £1,000,000*. this will have a high click through rate because it gives people the chance to win a million pounds. Of course, not every company is able to offer this. However, what you can do to offer high value is a lead magnet. For example, download our free checklist, guide, discount code or watch or listen to our video content of free webinar.

Pro Tip: Pick one, don't try and offer everything in one work out what the start of your funnel is and use that to get their email address. From there you can market them and move them through your funnel.

CTA2 – So now you have got your customer to your website or landing page, you need to get their details. So, they have already decided to purchase your lead magnet, which means you need to make it as simple and seamless to them to fill in. You already have something your customer wants, make it aesthetically pleasing and make progress easy and frictionless. If you don't have a website, then you can use other tools to create free landing pages or forms.

Pro Tip – think about doing a redirect upsell product. When your customer hits submit and they get their free download, you will want to take them to a thank you page. The best time to get someone to purchase something from you is just after they have purchased something from you. So on your thank you page you should have a small upsell. This



should be something between £1 and £35. This will increase your sales

Instagram For Business

CTA 3 - Converting emails to sales – this is the last part of your funnel; this is converting the emails you have collected into sales for your business. Again, you need to offer value to your customer. Give them a crazy deal, a no brainer that they would be silly not to take. This is your email marketing.

Pro Tip – Multi channel marketing. If part of your email marketing is a discount code, then make sure you post this across your social media channels as well. This will increase the longevity of it.

Pro Tip 2 – Co create a product. This is a great way of engaging with your customers through emails. And a great way to increase sales. So what you do is you email your list and ask them what product they would like from you. Get them to tell you what they want. Once you have done this you then get them to pre purchase the product and they create it.

Instagram Stories.

What are Instagram Stories?

Given that the way people consume content has changed drastically over the last few years, things had to change. Instagram decided to follow in the footsteps of Snapchat. Providing easily digestible content with a time limit. An Instagram story can be a photo, video 60 seconds, meme or gif. The great thing about Instagram stories is that they only last 24 hours.

How does it work?

At the top of the home page you will see a load of pictures in circles with a read line around them. These are people they you are followings Instagram stories. People upload their media to their stories but clicking the camera button in the top left hand corner. Generally these are the most engaging and powerful form of media at the moment. You are also able to take people, places and hashtag in your stories which I will cover later.

What's the reason for this?

So these stories always appear at the top of the Instagram app, and due to Instagram's algorithm, your story will always appear at the top of your followers home page. Due to the being easy for your audience to consume, generally people will watch through all their stories, which means it's a great way to stay current with your followers. Due to this it makes t a great place to advertise parts of your business. if you have a new lead magnet, or a new talk – put it in your story and broadcast it to all your followers.

Less Formal –

The great thing about Instagram stories is they are temporary. This means that as a rule, they are less formal. They allow you to give a behind the scenes, what you are doing now view to your business to your customers. This is important for you to as it allows your customer to form a personal connection with you and your business.



5 Powerful Strategies for Instagram Stories.

Post Frequently –

The more you post to your story, the more you will appear on your follower's accounts. The great thing about posting in your story apposed to posting on your time time is that people don't get annoyed with stories, whereas they do if someone is posting and clogging up their timeline and can lead to them unfollowing you. So this is a great place to do real time marketing, with out clogging up your profile, new product launch, the start of a webinar etc. as a general rule, you should try to post 3 – 4 times a day if you can.

Build Trust –

You have probably heard the saying that people buy from people. Well this is true; your customers are more likely to buy from you if they know you. Which is why Instagram stories are a great way for you to connect with your customers on a more personal level. This helps you build trust in the most effective way as they start to form a relationship with you.

Locations/Giotags –

A Giotag is your location. These work the same as hashtags. The great thing is that locations can have stories of their own. For example, London will have its own story, which will be populated by people who tag London as the location in their stories. So that means that if you tag a location, then you have a great chance of being seen by people who don't follow you, which could then lead to more followers. The same rule applies to tagging your location as to hashtags. If you tag London, you are less likely to be seen. So, you need to make sure that you use big and small locations to increase your chances.

Hashtags –

We have covered Hashtags a lot on this workbook so I will keep this bit short. But they work the same as tagging your location and is another great way to increase your exposure

Tag people –

This is another great way to increase your exposure. If you have someone in your photo/video and you tag them, then their followers will be able to see your story. If you can get a key person of influence in your industry, who has a large following, in your story then you have a massive advantage and could gain more followers. One rule of thumb is that they need to actually be in the photo for you to take them, you can't just start tagging people was you choose as this will have a negative effect.

Pro Tip – When it comes to finding them you go to the search button at the bottom of the app and you will be presented with 4 options top, people, tags and places.



Instagram For Business

Instagram Live and your business.

These work the same as stories and falls under the same brackets. You can go live at any time on Instagram. This function allows you to broadcast from your device to all your followers where ever they are in the world. This drives engagement and increases brand recognition and gives you a chance to get live feedback from your followers. One key thing to remember with this is that you don't have to have a high production value, in fact if the production value of too high it can have a negative effect. Just recording from your phone if perfect – this is much live Facebook live.

When you go live all the people that follow you will get a notification to tell them that you have gone live and invite them to watch. Once you have gone live, the video will then be added to your story and will last for 24 hours.

Pro Tip – You can add other people to your live broadcast.

Ideas for going live –

Broadcast a course or Tutorial

Q&A

Behind the Scenes

Live Shows

Cover Live Events

Pro Tip - Let people know ahead of time that you are going live and stay on brand

IGTV

This started as a stand stand-alone app but is now integrated into the main app as well. This was created by Instagram because in was notice that 40% of people where watching less TV and where consuming 60% more content on mobile instead. So this is a mobile TV. Its simple to use and consume and is full of quality content. One of the main features of this is that it is optimised for viewing on a mobile. They use vertical video formats apposed to the normal horizontal format. Videos you post can be between 15 second and 10 mins. These work the same as a normal Instagram post and Instagram story.

Utilizing IGTV

This Works like stories but are permanent. So when you upload a video you should make sur that you keep the title of it simple and short, as this will improve the searchability of your video. You should always add a CTA and Link to your website or landing page. Lastly you can and should make your video visible on your Facebook page. This will increase your visibility.

Pro Tip – The format for these are vertical, not horizontal, so make sure that your videos conform to that. Make sure you stay on brand and keep your video between 2 – 3 minutes.



Instagram For Business

Instagram Adds

Since Instagram was brought out by Facebook, you now manage all Instagram adds from the Facebook ads manager.

There are four main types of add you can have **Photos, videos, carousel and story Adds**. Photo, video and carousel ads will appear in the newsfeed. Video adds can be up to 60secs.

Gaining more followers

Pro Tip – If you want to gain more engage followers, they a great place to start is your own customer database. Your already customers are more likely to follow you and engage with your posts which will help with your social proof.

Instagram Update

Instagram is going to start hiding the number of likes on posts. This is due to start taking affect in several countries, including Australia and Japan, in order to "remove pressure" on users.

The trail has already begun and means that users will see a user name "and others" below posts instead of the number of likes.

Instagrammers can still view the number of likes their own posts receive.

There is concern social media platforms can contribute to low self-esteem and feelings of inadequacy in young people.

Instagram said the test would not affect measurement tools for businesses and users can still see the list of people who liked another people's content by clicking into it.



The Bordon Hub - Your Business Growth

Instagram For Business

Follow Us On Instagram.

Simply open up you Instagram app and open up the camera app and take a picture of the logo below and you will be redirected to our Instagram page. Or you can simply search for SiGNAL and you will see us.



SIGNAL_BORDON