



INSTAGRAM 2.0: MASTER IG FOR BUSINESS

HOW TO HELP YOUR BIZ THRIVE ON THIS POWERFUL
PLATFORM - NEW FEATURES, HOW TO & STRATEGY!

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Introduction

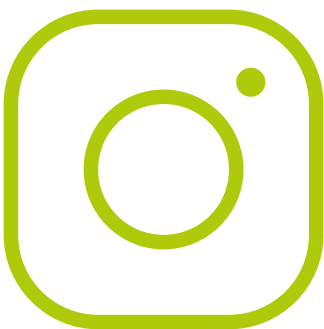
Welcome!

Are you ready to give your IG game a refresh? Want to make the most out of what the platform can offer your business? You're in the right place!

In this guide, we're helping you level up on IG - so make sure you're clued up on the basics first. We're going to help you master Instagram and make the most out of new features and strategies to help your small business thrive!

Contents

- **Improving engagement**
- **Growing your following authentically**
- **Strategic ways to play the IG game**
- **Content is king - creating your pillars**
- **Taking action from your insights**
- **How to use Instagram Reels!**



Improving engagement

Engagement is categorised by the number of likes, comments, and saves your posts get on Instagram. Most businesses aim to see high engagement as it means their followers (potential customers) are enjoying their content - which in turn can lead to more conversions.

Improving engagement can largely be down to producing higher quality content (we'll talk about that later), but there are things you can do to generate better engagement.

#1 Engagement breeds engagement

The single BIGGEST universally understood yet unspoken rule of Instagram is that reciprocity is KEY! Essentially you get back what you give out.

If you've seen a dip in your engagement, it's a good idea to start dedicating 5-10 minutes a day to engaging with other people's content. That could be the people you're currently following, or if you're looking to get discovered by people outside of your following - why not head to the Explore page to find relevant accounts and drop them a like or comment.

The idea with this is that when you engage with another account's content - you appear in their notifications, 'X liked your post'. This often results in that person visiting your profile and sometimes engaging back or even following you. It's easy enough to do on a daily basis and could really boost your engagement.

#2 Are your posts encouraging conversation?

Think about why someone would want to engage with your post. A great way to generate better engagement is to actively encourage it through the type of content you're posting.

The engagement rate on competition posts goes through the roof because people have a reason to engage! To do this on a more regular basis make sure you're actively encouraging conversation in the comments. Do this by asking questions or seeking opinions from your followers. Similarly, a great conversation-starting post could encourage a lot more people to share it to their stories or send it to friends - generating better reach and better engagement!



#3 Use your stories!

Instagram stories offer a unique opportunity to use features that are specifically designed for engagement. IG story features like Question Boxes, Quizzes and Polls are all great at improving engagement on the stories themselves and also on your posts.

ALWAYS share your posts to your stories. The way people use Instagram has definitely shifted in recent years as the majority of people spend more of their time looking through IG stories than scrolling on their homepage for posts - that's why it's so important to show up on stories!

Get the benefits of both by sharing your post to your own stories, encouraging engagement on the post e.g. "Comment your favorite X" AND use native story features to make it a really interactive story.

You can also use these IG story features to learn from your followers. The Question Box feature is great for getting qualitative insight - you can ask things like, "What content would you find useful?" or "Is there anything you'd like to learn more about from me?". You can then use this info to generate content that you know your followers want to see - meaning better engagement!

List some ideas for engaging content:

Growing your following authentically

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At SiGNAL we provide workspaces to help you get your business off the ground and grow. From meeting rooms, offices and desk hire, we have workspaces for entrepreneurs, sole traders and micro businesses right in the heart of Bordon.

We also offer fantastic business networking events - because who you mix with matters!

Why not check out the BiZHUB for yourself. Simply go to our events page and book onto our next event!

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