Instagram Marketing Resource Guide

About Instagram- Now owned by Facebook, Instagram is mobile only social networking site for sharing photos and videos. Users add captions, edit filters, tweak settings, engage, post stories and so much more.

Who is on Instagram?

* Instagram has over 1 billion monthly active users
* [More than half](https://www.wordstream.com/blog/ws/2017/04/20/instagram-statistics) of the platform’s active users visit the site daily, and 35% say they check it multiple times a day.
* Most Instagram users are between 18 to 29 years of age
* [60% of adults](http://www.pewinternet.org/2016/11/11/social-media-update-2016/) online use Instagram, including [35% of adults in the U.S.](https://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/)
* There are [25 million business profiles](https://business.instagram.com/blog/25-million-businesses/) on Instagram
* On average, 95 million photos are uploaded daily on Instagram
* [80% of Instagram users](https://business.instagram.com/) follow at least one business, and [72% of users](https://www.businessinsider.com/instagram-rolls-out-shoppable-posts-for-more-merchants-2017-10) say they've purchased a product they've see on the platform.
* 72% of Users say they have purchased something they have seen on the platform

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Marketing Usage

* Brand Awareness
* Introduce new products
* Promotions

When to Post

* 2-3:00pm, and off work hours Daily, with the best time/day being Thursday, not just from 2-3:00 PM, but at 5 AM, 11 AM, and 4 PM as well. Many users tend to engage with more content during off-work hours on weekdays.

How Often to Post

* Successful Instagram accounts post 1-3 times/day. But you can be successful with a much lower posting frequency with a consistent posting schedule.

Marketing Tips

* Be clear about your target audience
* Be sure to change from a personal account to a business account – Click on three lines at top of profile and select switch to business account.
* Create an enticing Bio, with links and branded hashtags.
* Always ad captions to pictures
* Pictures should be - Square images should be 1080 x 1080px. Landscape images should be 1080 x 566px, and profile images should be 1350 x 1080px. Regardless of what size you upload, every image will be shown as a square in your profile feed.
* Use Hashtags on posts. On Instagram, hashtags aggregate posts from a wide variety of users into a single feed
* **Make sure your username is recognizable, searchable, and consistent with other platforms**.
* To get followers, follow other **accounts that interest you and relate to your business**. Think of Instagram like a community and look for other businesses in your area or influencers who might enjoy your product or service. As you follow accounts, Instagram will suggest related ones that you can follow, too. After you follow an account, **interact with their content**.

Where to Start

* When you open the Instagram app, you’ll have two choices for creating your account — Log in with Facebook or Sign Up with Phone or Email. Be sure to [sign up with a business email](https://www.outboundengine.com/blog/how-to-set-up-an-instagram-business-account/) so your Instagram profile isn’t linked to your personal Facebook account.
* Under Full Name, enter your actual business name so your profile is recognizable to visitors. This name is what’s displayed on your profile; it isn’t your account username
* The Username is a name unique to your profile and allows other accounts to engage with your brand. A username looks like this @thesocialprof
* Instagram bios have a [150-character maximum](https://blog.hubspot.com/marketing/character-count-guide#sm.000rvdmgjzttdj910p21yrhy4q16f), so your goal here is a direct, concise summary of who you are and why people should follow you. Tell your audience about your business using a hint of personality.
* In your bio, you can encourage users to take a specific action, such as using a certain hashtag or visiting your website. Your bio is the only place where you can feature a clickable URL and drive traffic to an external site.
* **Switch to a Professional Account**, which allows you to identify your profile as a business profile. Instagram’s Business Tools feature makes it easy for users to contact you, provides you with in-depth insights, and allows you to promote your content. Your business must have a Facebook business page to switch to an Instagram business profile. From your settings, click Account > Switch to Professional Account to access these features.
* Video posts can be up to 1-minute longs and default to playing without sound. Because of this, make sure at least the first few seconds of your videos don’t need sound to be understood. You can use your caption or prompt viewers to turn on the sound.
* Instagram posts do not allow direct links like Facebook posts

Posting on Instagram – Free

* The most common post on Instagram is an image post. When posting images, share a variety of photos. Variety will show your brand is diverse and engage your followers in different ways. Always include a text caption with images.
* It’s also important to remember that Instagram users are looking for genuine posts from brands — not blatant advertisements. Try to capture your company culture with lifestyle shots and behind-the-scenes looks. Avoid posting too many photos of your product.
* Find User Generated Content - Great content can be right in front of you. Reposting photos from others is an easy way to curate authentic content and humanize your business.
* Educational posts offer snackable tips on how to do or make something. The photos or videos usually present the instructions in a way that are quick and easy to follow.
* A motivational post combines a simple visual with an overlaid quote or uplifting text. These posts encourage your audience and amplify your brand values. While effective, try to post these sparingly to avoid looking cheesy.
* Trending Holidays - It seems like there’s a “holiday” for everything these days. Events like National Sibling Day and National Ice Cream Day generate a ton of engagement on social media. Join in the fun by participating in a local, national, or world trend. A newsjacking post is a great way to post humorous content that relates to light-hearted events.
* Instagram offers three options for posting to your Story. You can tap the camera in the upper left corner, tap Your Story above your feed, or just swipe right to access the camera.

Instagram Stories

* **Instagram Stories lets Instagram accounts post photos and videos that vanish after 24 hours.**
* Instagram Stories appear in a bar at the top of your feed — and all Instagram accounts will be able to share stories, from your best friends to your favorite popular accounts. When there’s something new to see, their profile photo will have a colorful ring around it.
* To create a story on Instagram, you have to tap the camera icon at the top left-hand corner of the screen, or you can reveal the story camera by simply swiping left.

Insatgram Ads – Paid

* [Instagram advertising](https://blog.hubspot.com/marketing/instagram-ads-checklist#sm.000rvdmgjzttdj910p21yrhy4q16f) offers a unique opportunity for brands to engage with their audience. Since [Instagram ads](https://blog.hubspot.com/marketing/instagram-ads-we-love#sm.000rvdmgjzttdj910p21yrhy4q16f) appear in feeds like any other post, they aren’t as obvious or disruptive as typical ads. They provide a natural way to encourage users to learn more about your business or product.
* Instagram ads is done through Facebook’s ad platform.
* To create your ad, select a current Instagram post you’d like to boost or create a new one in Facebook Ad Manager. If you haven’t [**run ads through Facebook**](https://www.hubspot.com/facebook-marketing) before, you’ll first need to set up an account. You’ll also need to claim your Instagram Business account to link it to your Facebook page.
* To claim your Instagram account, go to your Business Manager and, on the left side of the page, hover over the menu to click Instagram Accounts. Then click on Claim Instagram Account. Add your account information and click Next.

Audience Insights

* Instagram doesn't have a built-in, in-depth analytics platform like Facebook.
* When you switch to a Business Account, you do gain access to some limited analytics, such as follower growth, impressions, reach, and engagement. Access these by clicking on the *View Insights* option below your uploaded images and videos. You can also track Instagram impressions, spend, and engagement on ad campaigns through Facebook’s Ad Manager. While helpful, these metrics are limited to individual posts and campaigns.

Instagram Live

As we talked about above, Instagram has a live video option that allows you to share content real time. To start a live video stream, open the Instagram camera, swipe to the *Live* setting, and click the button to *Start Live Video*.

#### IGTV

Instagram TV, or [IGTV](https://learn.g2crowd.com/what-is-igtv), is Instagram’s newest video offering. Available to watch through the Instagram app or the standalone [IGTV app](https://itunes.apple.com/us/app/igtv/id1394351700?mt=8), users can view long-form, vertical video from Instagram creators. Think: Cooking videos, interviews with celebrities, product reviews and tutorials ... this is the content you’ll typically find on IGTV.

*(Sources*[*https://instagram-press.com/our-story/*](https://instagram-press.com/our-story/)*,* <https://buffer.com/>)