

Special Free Report



Instagram Marketing 2018 Made Easy

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Boost Sales & profits With Our Proven &
Tested InstagramTM Marketing Techniques

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Table of Contents

<u>Introduction</u>	04
<u>Chapter 1: What Is Instagram Marketing All About?</u>	05
<u>Chapter 2: Instagram Marketing Best Practices For Businesses</u>	09
<u>Chapter 3: How To Monetize Instagram In 2018</u>	11
<u>Chapter 4: Do's and Don'ts</u>	13
<u>Chapter 5: Premium tools and Services to consider</u>	15
<u>Chapter 6: Shocking Case Studies</u>	17
<u>Chapter 7: Frequently Asked Questions</u>	19
<u>Conclusion</u>	21
<u>Top Resources</u>	22
<u>Special Offer</u>	23

Introduction:



Welcome to the latest and very easy to apply “Instagram Marketing 2018” Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of Instagram in 2018, on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This Special Free Report will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Instagram Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This Special Free Report is comprised of 7 chapters, ready to show you the latest Instagram Marketing strategies for 2018.

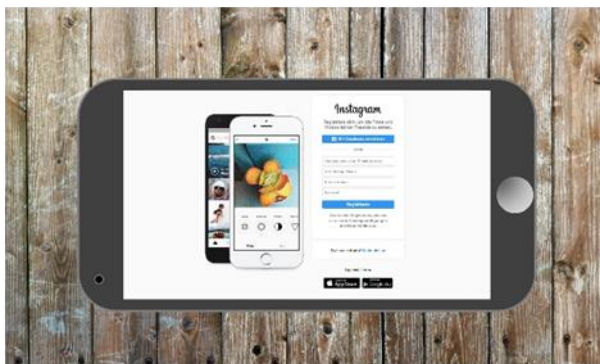
Well, it’s time for you to start getting the most out of Instagram in 2018, on behalf of your Business.

I know you’ll love this training.

Chapter 1: What Is Instagram Marketing All About?

Hey there everyone! Welcome to our “Instagram Marketing 2018” online training course, the only course you’ll need to totally dominate your Instagram game this year and beyond!

If you’ve been thinking about making it big on social media but are finding it difficult to get started, then this is for you! This course has been designed to teach you the easiest ways to actually start your own Instagram marketing business and to live the internet lifestyle that all successful people are talking about!



So What Is Instagram Marketing All About?

It’s been 8 years now since Instagram launched in 2010. Back then it was a simple yet very engaging app that allowed people to share stylized pictures in squared format, then it quickly grew and changed the marketing landscape.

That’s because companies soon realized that a platform such as Instagram would easily allow them to humanize their brands, their message, and more,

as they also realized that Instagram would allow them to inspire their audience in a way that was unheard of.

Because Instagram is all about visual discovery, businesses of all sizes have been able to use it to introduce and showcase their latest products in a very authentic way.

That is why businesses, brands, celebrities, and marketing agencies prefer Instagram as their top marketing channel today, because it allows them to build brand awareness without having to use the same old tricks. It makes them look fresh and original!

For your business, it means that you can easily advertise your products in a way that looks friendly and non-invasive.

It means that you can just simply upload entertaining pictures or videos of you telling the story of your brand and products to grow your business.

As you can see, Instagram is not for personal use only anymore, and online marketing has never been so compelling and straightforward!

And Why Is It Important In 2018?

There are currently over 700 million active monthly users on Instagram, 28% of which are US adults with purchasing power.

Over 75% of them are overseas users that can help you expand your



business to other regions. Surely you can see the potential for doing business there!

Now, we know that's a lot of users, but how engaged are they? Well, very engaged indeed! 51% of them visit the platform daily, and 35% of them check it multiple times during the day. But that's not all.

Another important benefit of Instagram marketing in 2018 is that Instagram audiences are much more engaged than audiences on other social media platforms. They produce more engagement rates for brands and businesses than users on Twitter or Facebook do!

70% of Instagram users in those audiences are spending time on the platform looking for brands and products. That means that building a visual presence on Instagram is vital for your online business.

And here's the kicker: 72% of those Instagram users are qualified online shoppers! According to recent surveys, these users are making purchasing decisions on the spot, right after seeing a product being purely showcased, not advertised, on Instagram!

So, are you ready to learn all you'll need to learn to become the next Instagram success story and to start building the online marketing life you've been dreaming of? Yes? Then let's get started!

Chapter 2: Instagram Marketing Best Practices For Businesses

**Generate Testimonials
Through User Generated
Content**



Page 8

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Customer testimonials are essential to your sales strategy because they'll help you convince otherwise undecided customers to finally purchase from you. This is because, on average, online customers need proof that what they're going to get is a good investment, and they need the assurance with some social proof.

And it so happens that Instagram is a great platform to generate testimonials by encouraging your followers and satisfied customers to post pictures or videos of themselves using or discussing your products and to tell them that you are going to like and share their posts.

Most, if not all of your followers will love the idea because that will help them to get new followers, especially those that are working towards becoming micro-influencers!



Promote Your Product-Centric Posts

We've talked about the importance of boosting your posts as a way to increase brand awareness and recall among Instagram users, but there's an additional benefit of promoting your posts.

When you create and boost a post to promote a specific product or service, you will be able to add a "shop now" call-to-action button to your post. This

button will be visible to those users that you reach through your campaign, and it can help you to increase your sales!

Encourage Your Customers To Promote For You With Mentions

You can easily encourage your customers to recommend your products and services to those whom they know might find them useful by giving them a shout out with a message such as: "do you know somebody who might need this product? Then tag them in this post!"



Chapter 3: How To Monetize Instagram In 2018

Become A Micro-Influencer

We talked about the importance of micro-influencers and how they can help you to make your brand more profitable, and the good news is that you can become one yourself.



As a micro-influencer, you will be able to work with brands across your niche to promote their product to your dedicated audience.

But how can you become an influencer to promote others if you are already counting on micro-influencers to promote your own brand? The answer is easy: because you'll be at the forefront of your brand, you'll soon be recognized as an authority in your niche.

That means that you can use a personal account to discuss stuff that matters to your audience outside of your brand. What will happen is that newer brands as well as big brands will reach out to you to hire you as an influencer. Who knows? You might even end up becoming a big name in the influencer industry!



Become An Instagram Marketing Consultant

You can use the expertise that you'll get promoting your own brand to start an Instagram Marketing business. That means that you can

offer your Instagram Marketing services to help small businesses to get off the ground with a well-executed Instagram marketing plan. You can use your own brands as proof of your work!

Sell eBooks And Videos



Click here to access the "Instag

You can easily use Instagram posts to sell digital goods. All you'll have to do is to publish short pieces of content as Instagram posts to tease long-form content such as eBooks and videos.

All you'll have to do is to add a link to your digital goods store to your bio, to use the first 150 characters in your posts to write the piece of content that you are going to promote, and to use the lower space to add a call to action to tell users to visit your digital goods store by clicking on the link in your bio!

Chapter 4: Do's and Don'ts

Do's



Be Consistent

A big part of Instagram marketing is commitment. Keep your audience engaged to increase brand loyalty with 3 posts a week in the beginning, and then grow from there according to your audience's response.



Ask Questions

One of the best ways to squeeze more engagement out of your audience is by asking questions about what they expect from your brand and about the stuff that matters to them.



Follow Other Brands And Creators

Like and comment what other brands, businesses and creators in your niche are posting. This will help you to discover new trends, conversations, and hashtags.



Create A Unique Style

There are thousands of brands and businesses in your niche on Instagram already, so it only makes sense to create an original look and voice that will make your account stand out on the Instagram feed.

Don'ts



Don't Over Do Your Content

If there's one thing that Instagram users love is authenticity. Avoid over edited, super clean images and videos, and go for a more improvised, more natural look that is relatable to everyday situations.



Don't Use Stock Photos

Stock photos are easily recognizable, and using them on Instagram is a big sign of unoriginality, so avoid using them if you don't really need to.



Don't Over Post

Be engaging, not annoying. So unless your audience reacts better to a high number of posts a day, keep your frequency from 1 to 3.



Don't Mix Your Personal And Business Profiles

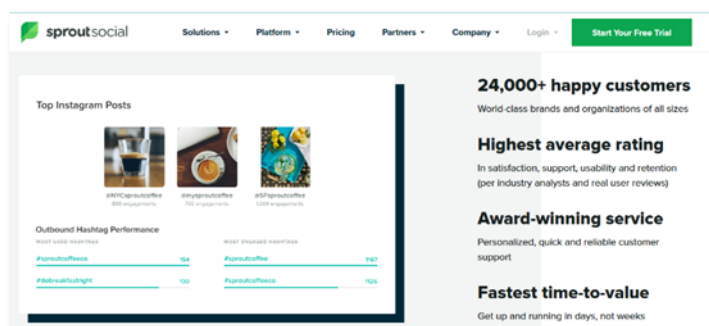
Your branded Instagram account should be a reflection of your business, and while it is good to keep your branded account's activity lighthearted and personal, it doesn't mean that you have to mix it with your personal life, which will only confuse your followers to no end!

good standing than deleting or outright reacting negatively to them.

Chapter 5: Premium tools and Services to consider

Sproutsocial

"Sproutsocial" is a social media management tool that will help you to better schedule your Instagram posts.



It has integrated queuing tools that will allow you to schedule new posts in advance, smart tagging capabilities that will let you assign specific tags to specific campaigns, and the "ViralPost" feature, which allow you to determine the right times to send your message to your audience.

CrowdFire

"CrowdFire" is a simplified social media management platform that will help you discover and schedule

content, as well as to manage multiple Instagram accounts at once, the easy way.

But what makes "CrowdFire" truly special for Instagram marketers is that it allows them to automate audience growth by analyzing the followers of competitors in your niche, determining which are real accounts, and following them to make them to follow you back.



Hashtags for Likes

"Hashtag for Likes" is a web-based service that will help you to easily discover the best hashtags in your industry.

You'll simply have to access the "Hashtags for Likes" website and to browse for target hashtags by topic, or by checking what hashtags are popular by trending topic of the day.



Foursixty



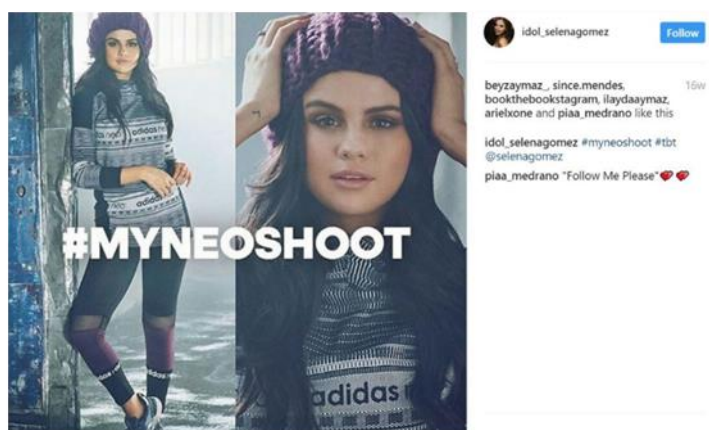
Click here to access the

"Foursixty" is an app that will allow you to transform your Instagram content into shoppable galleries to showcase products in your online store, in your email campaigns, and in your advertising campaigns!

Chapter 6: Shocking Case Studies

Adidas

"Adidas" is the worldwide famous sportswear brand, mostly popular for the three stripes used in all its branding and clothing.



Objective: Adidas's objective was to promote its "Neo" brand but with a different, more engaging take.

Strategy: Adidas simply asked its Instagram followers to create posts inspired on Adidas products using the "#MyNeoShoot" hashtag. The company Enlisted Selena Gomez as its influencer to help spread the campaign.

Results: The campaign generated 71,000 mentions of the "#MyNeoShoot" hashtag and 41,000 new followers for the Adidas account.

Bloom And Wild

“Bloom and Wild” is an online-based flower bouquet delivery service from the UK.



Objective: The company wanted to attract and engage a wider audience to its innovative flower delivery service.

Strategy: The company created an ad campaign to target a lookalike audience made from its existing email list. They soon found that video ads converted the best, so they served more video ads to the company's target audience.

Results: The campaign increased flower bouquet orders by 62%, and generated a huge increase in the number of customers commenting on the company's Instagram profile.

Chapter 7: Frequently Asked Questions

How Is Instagram Different Than Other Visual Discovery Platforms?

The majority of visual discovery platforms out there, of which the most popular is “Pinterest”, can be best described as visual search engines that allow users to search a term or keyword and to get collections of images related to those terms and keywords.



Instagram, on the other hand, is aimed at creating a brand centric experience through images and videos. The biggest difference between them is that Instagram allows users to interact with brands by letting them engage with their content in a meaningful way, whereas Pinterest and other similar platforms simply allow users to discover images without much interaction involved.

Is There An Advantage For Small Businesses On Instagram?

Instagram is all about storytelling, and small businesses have it easier when it comes to sharing their day to day activities. Small businesses are able to create a connection between the way they operate and the stuff that matters the most to their audiences.

Is It Better To Use Instagram On Mobile Or On Desktop?

For businesses using Instagram for marketing and for marketers managing business Instagram accounts, our recommendation is to use Instagram on Mobile. Instagram on desktop is pretty limited when compared to its mobile version, and the mobile version is more convenient for brand updates.

Should You Delegate Your Brand's Instagram Account To Someone Else?

Delegating is one of the most beneficial tools at your disposal, but you have to make sure that whoever you delegate to manage your brand's Instagram account gets this training.

If you delegate your Instagram account to someone else, make sure that he or she gets truly involved with your schedule, has a solid understanding of Instagram as a marketing platform, and has the necessary skills to optimize photos for Instagram posts.

Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your Instagram Marketing 2018 Efforts even farther, we invite you to get the most out of it by getting access to our Full Training with Private Label Rights [clicking here](#) (Insert your Affiliate URL)

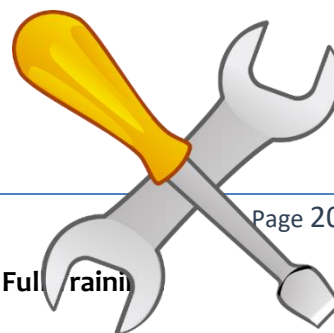
Thanks so much for the time you have dedicated to learning how to get the most advantages from Instagram Marketing 2018.

Instagram Marketing have come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

- ✓ <https://www.youtube.com/watch?v=EdkNf5J9imQ>
- ✓ <https://www.youtube.com/watch?v=c-ms3NlgCKc>

Tools & Services

- ✓ <https://shanebarker.com/blog/instagram-marketing-tools/>
- ✓ <https://60secondmarketer.com/blog/2018/08/30/the-7-best-instagram-marketing-services-every-influencer-needs/>

Training Courses

- ✓ <https://www.lynda.com/Instagram-training-tutorials/1451-o.html>
- ✓ <https://fredharrington.com/best-instagram-courses/>

Blogs

- ✓ <https://www.lyfemarketing.com/blog/instagram-marketing-tips/>
- ✓ <https://www.planthat.com/instagram-marketing-2018/>

Forums

- ✓ <https://www.jadirectives.com/best-instagram-marketing-courses-training/>
- ✓ <https://courses.aaronward.com/p/instagram-mini-course>

Affiliate Programs

Webinars

- ✓ <https://www.youtube.com/watch?v=qOS6oNLUck&t=3s>
- ✓ <https://www.youtube.com/watch?v=VsYihU6aVx8>

Infographics

- ✓ <https://immortaldreamz.com/unique-instagram-marketing-2018.php>
- ✓ <https://www.slideshare.net/SocialToaster/instagram-infographic>

Case Studies

- ✓ <https://www.business.com/articles/silbio-porcellana-instagram-case-studies/>
- ✓ <https://oursocialtimes.com/9-case-studies-where-clever-instagram-marketing-got-huge-results/>

Facts

- ✓ <https://adespresso.com/blog/instagram-statistics/>
- ✓ <https://www.infusionsoft.com/business-success-blog/marketing/social-media/best-social-media-marketing-stats-and-facts>

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