

Training Guide



Instagram Marketing 2018 Made Easy

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Boost Sales & profits With Our Proven &
Tested Instagram™ Marketing Techniques

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Instagram Marketing 2018 Made Easy

(Video Training)



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Introduction:



Welcome to the latest and very easy to apply “Instagram Marketing 2018” Training, 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 exclusive training 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 training is comprised of 20 chapters, ready to show you the latest Instagram Marketing strategies for 2018.

This is exactly what you are going to learn:

- ✓ Chapter 1: What Is Instagram Marketing All About?
- ✓ Chapter 2: Setting Up A Branded Instagram Account
- ✓ Chapter 3: Researching Profit-Generating Hashtags on Instagram
- ✓ Chapter 4: How To Create Posts That Get Lots of Views, Likes, Comments, and Shares

- ✓ Chapter 5: Boosting Your Best Performing Posts With A Business Account
- ✓ Chapter 6: Sending People To Your Sales Pages With Instagram Stories
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- ✓ Chapter 17: Do's And Don'ts
- ✓ Chapter 18: Premium Tools And Services To Consider
- ✓ Chapter 19: Shocking Case Studies
- ✓ Chapter 20: Frequently Asked Questions

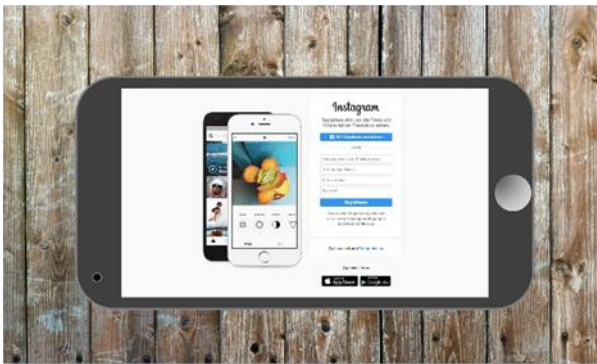
Well, it's time for you to start getting the most out of Instagram in 2018, on behalf of your Business.

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!

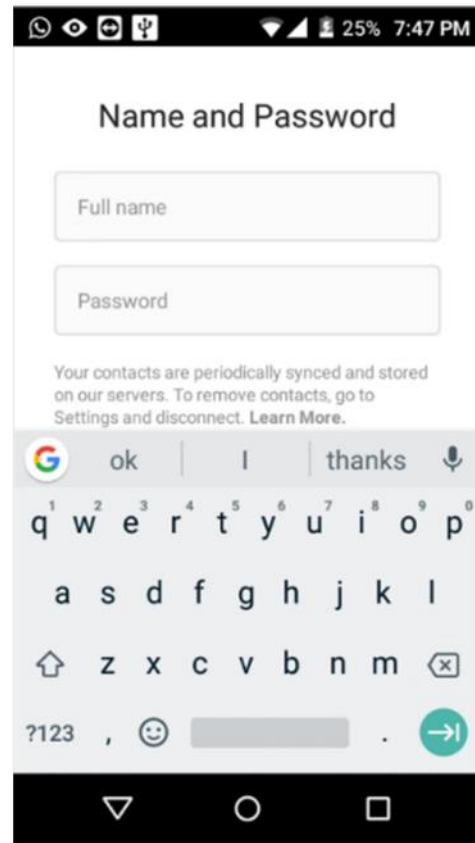
So, are you ready to learn all you'll need to learn to become the next Instagram success story and to start building the online marketing life you've been dreaming of? Yes? Then let's get started!

Chapter 2: Setting Up A Branded Instagram Account

Hey there everyone! It is about time that we get started with our training, and we're going to start by showing you how to create and customize an Instagram account for your brand the right way. So grab your favorite mobile device and follow the next steps!

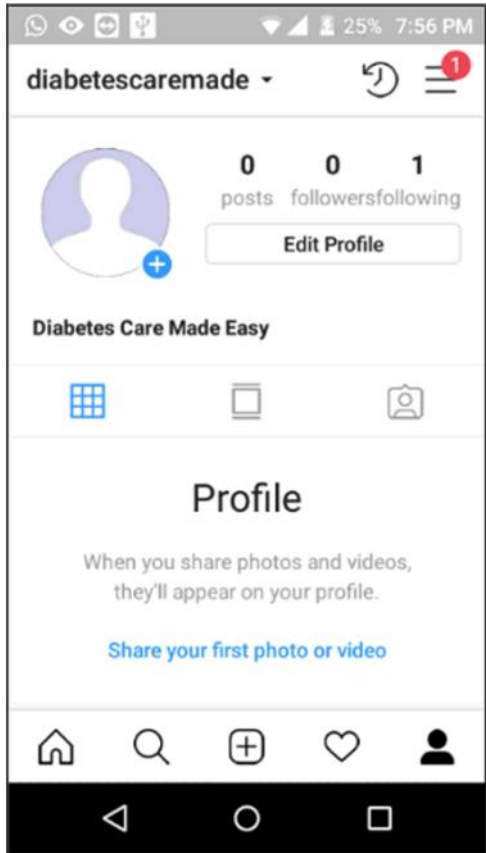
Signing Up

Start by downloading, installing, and opening the Instagram app on the tablet or phone that you'll use to manage your branded Instagram account and then tap on "sign up". Next up you'll have to select whether to sign up with your phone number or your email address. In our case, we are going to sign up using an email address, so we'll simply tap on the "email" option. Then we're going to enter our email address in the "email" field, and then we'll tap on "next".



Next up you have to enter your full name and your new password. Here you have to enter the name of your brand or business in the "full name" field and then your password in the "password" field. You can then tap on "next" to continue signing up.

Your "full name" will be taken as your username, and you can tap on the "change username" option on the following screen to change your username before you start using Instagram. In our case, we'll simply tap on "next" to continue.



Customizing and Branding Your Instagram Account

Awesome! Now that your account has been registered, it is time to start customizing it with your brand's image. Start by adding your brand's logo by tapping on the "add a profile photo" button. You can either set a profile photo by taking or uploading a new profile photo, by importing it from Facebook, or by importing it from Twitter.

In our case, we're going to tap on the "new profile photo" option to look for our logo in our media library. We tap on our image logo and then we tap on "next" to continue.

Once you select your image logo you can use filters to customize it, and you can also adjust the brightness, contrast, structure, warmth, saturation, color, and other settings. We recommend you to memorize your image filter and settings, as it is recommended to use the same ones for all your future images, for branding purposes. Once you are ready to add your logo to your account you'll simply have to tap on "next".

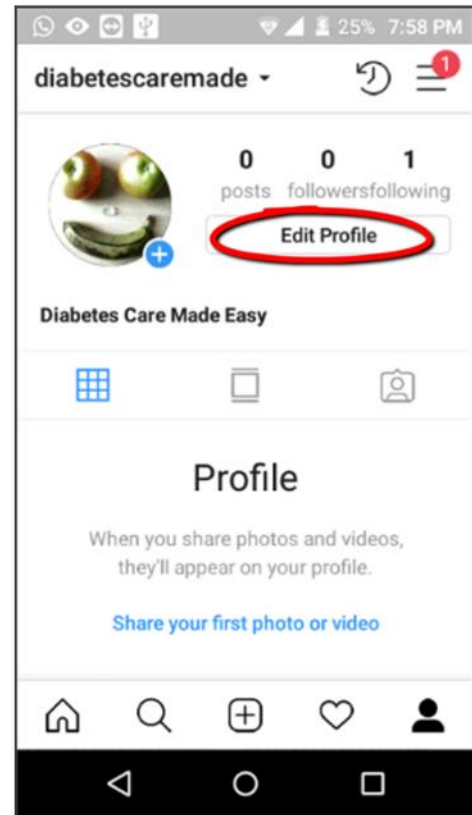
Great! Now it is time to personalize the rest of your account with your brand. Tap on the profile icon located on the lower right-corner of your device's screen to access and edit your profile.

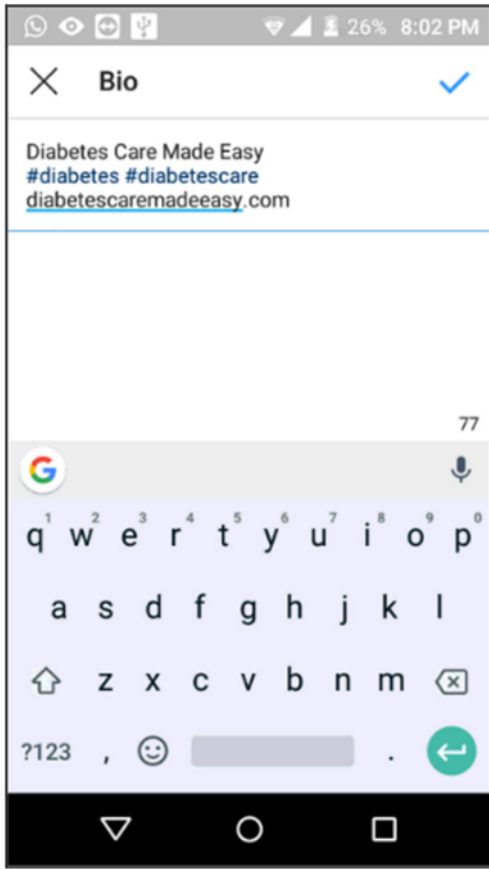
Start by tapping on the “edit profile” button. There are three brand customization options that you can edit in this section: “Username”, “Website”, and “Bio”.

Let’s start by tapping on the “username” option. Here you can edit your Instagram username to more closely resemble your brand’s name in case that you used your own name when you signed up.

Next up we’ll tap on “website”. Here you can include a link to your website, which everyone that visits your profile will be able to click through.

Keep in mind that this is basically the only place on Instagram outside some shopping and advertising features where you’ll be able to insert a direct link to an external site, so we recommend you to use this space to insert a link to a landing page where customers can take action, as you’ll be able to include your homepage’s URL as a text-only URL in the “bio” or “description” field.





Lastly, let's edit the "bio". The "bio" space should include information about your brand that is easy to recognize at first glance. Now, unlike "description" fields on many other platforms, the "bio" field should be used to include your target niche keywords and hashtags, as well as a text-only URL.

So in our example case, we're going to type a long tail niche keyword, which is also the name of our business, then we're going to tap the "space" key to enter a targeted hashtag. As you can see, you'll

get hashtag recommendations based on the initial keywords that you enter for your hashtags.

To increase your reach, we recommend you to add the hashtags with the highest engagement rates to your bio by tapping on them.

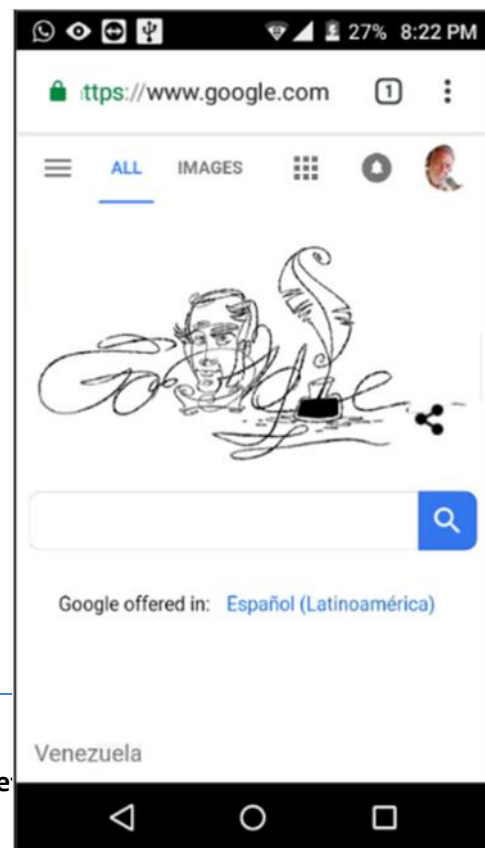
Lastly, you'll be able to enter your website's URL as a text-only URL at the end of your bio. While it won't allow profile visitors to click through it, it will help you to increase brand awareness and recall.

Once you have customized your bio you can tap on the "done" icon.

Awesome! As you can see, branding your account will allow you to increase your exposure and to engage visitors right from your profile!

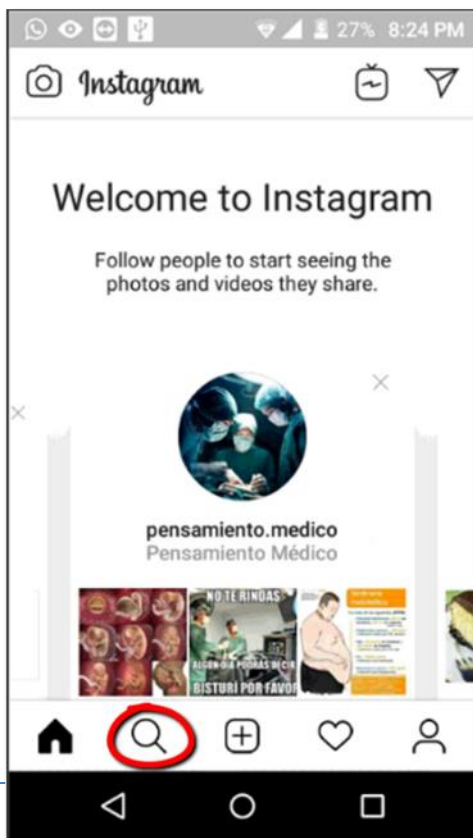
Chapter 3: Researching Profit- Generating Hashtags on Instagram

Hey there everyone! If you're working to become an Instagram marketing expert, you already know what hashtags are, and



you also know that they're essential to any Instagram marketing strategy designed to increase organic reach and awareness.

What you might not know is that the way hashtags are used changed; The Instagram algorithm prioritizes hashtags that are relevant to the content in a post, and not whether the post is stuffed with niche hashtags. So in this lesson we are going to show you how you can research and find great hashtags, the right way.



Using The "Search" Feature

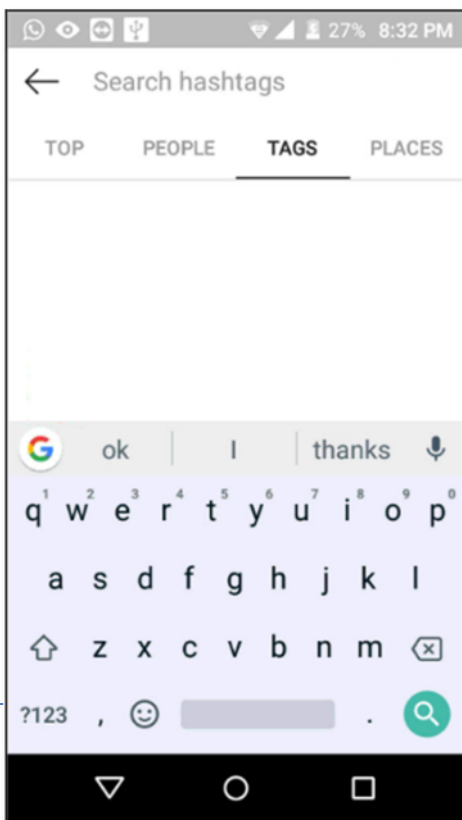
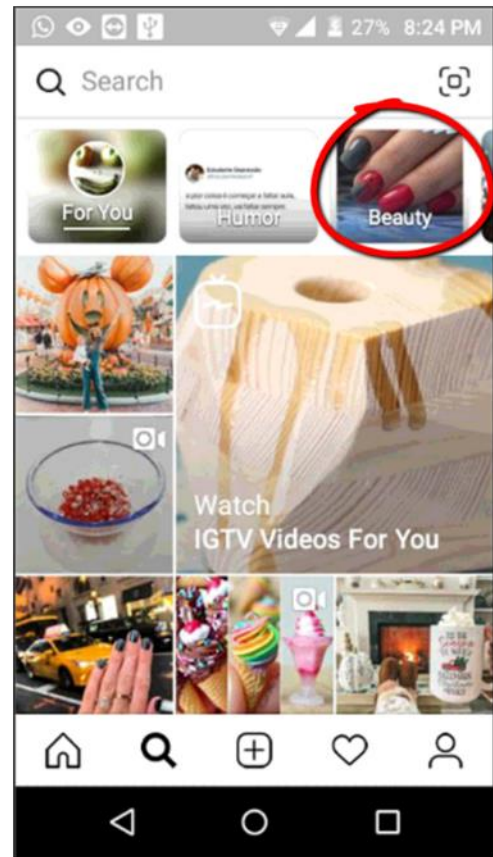
The easiest and most effective way to do your hashtag research is by using the "search" feature. Start by tapping on the "search" icon located on the lower left-corner of the screen menu. Here you will be able to find trending hashtags by content category, including "beauty", "style", and "music", and to find targeted

hashtags by using the autocomplete function.

Finding Trending Hashtags

For example, when we tap on the “beauty” category, we can see what hashtags are trending on that specific category under “related hashtags”.

You can add some of the hashtags that are featured in this section to your posts to increase your reach. Type down and save the ones that are most relevant to your content so you can later use them alongside your targeted hashtags.



Finding Targeted Hashtags

Once you’ve found relevant trending hashtags by category, you’ll have to find targeted hashtags that you can use to reach a much more targeted audience on Instagram. Start by tapping on the “search” field on top, and then on the “tags” tab.

This option will allow you to find targeted hashtags with help from the autocomplete

function. It works when you type a niche keyword into the “search hashtags” field because it will show you a complete list of hashtags based on the keyword or term that you entered.

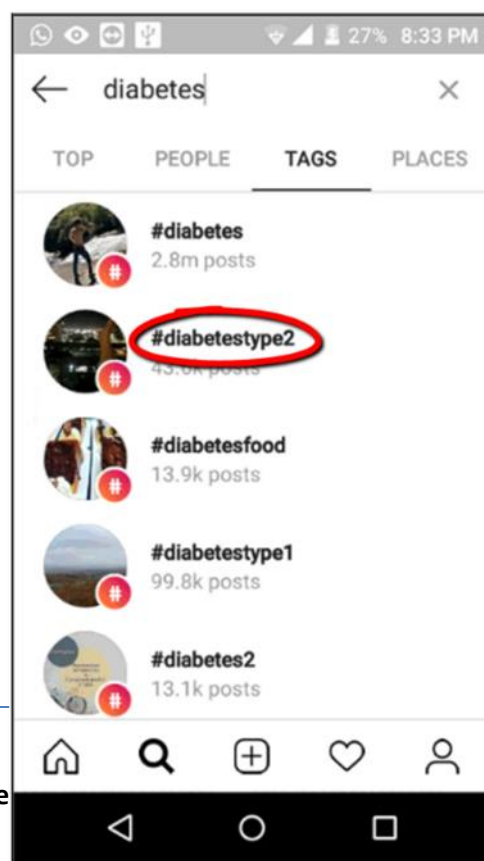
You can do targeted hashtag research in two steps: first, by using a general topic keyword in your niche to find what’s trending about that specific topic, and second, by using a much more targeted long-tail keyword to find the type of content that is generating the best engagement in your niche.

Let’s start by typing a general topic keyword in our niche into the “search hashtags” field. As you can see, Instagram will generate an extensive list of hashtags containing that topic keyword, and each hashtag will have the number of posts that have included it.

There are two things that you can do with these hashtags. First, you can type them down and save them on a hashtag list that is specific to certain types of content.

For example, in our case, we can type down and save the “#diabetestype2” hashtag on a list of hashtags that we are going to use ONLY on posts with content about “diabetes type 2”, or posts promoting products to treat “diabetes type 2”.

Second, you can follow a hashtag to stay up to date about the best content



generated through that hashtag. You'll simply have to tap on a hashtag and then to tap on the "follow" button on the next screen.

You can also check the hashtag suggestions to find other topic hashtags that you can add to all your posts to increase reach. In our example case, we can use the "#diabetesawareness" hashtag.

Let's now look for hashtags using a long-tail niche keyword. Start by typing your long-tail keyword or search term in the "search hashtags" field. You'll see fewer hashtag suggestions because you'll be using a term that is used by a very specific audience, so you have to select the hashtag suggestions with the highest engagement.

Type them down and save them on the list of hashtags that you'll use on all your posts, because niche hashtags will help you to reach users searching content with those keywords. They will also increase brand recognition by helping users associate those specific keywords with your brand and your content.

Make sure to follow your new niche hashtags by tapping on them and then by tapping on the "follow button".

Additional Hashtag Research Tips

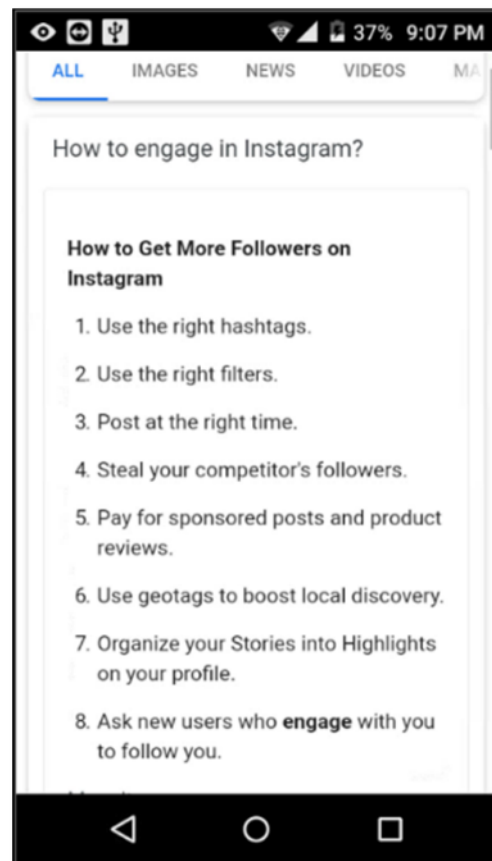
- ✓ Use hashtags that have been added to over 50,000 posts but no more than to 1 million posts to ensure maximum qualified reach.
- ✓ You can find additional hashtags by going to your profile and tapping on the "following" option. Then tap on the "hashtags" tab and check

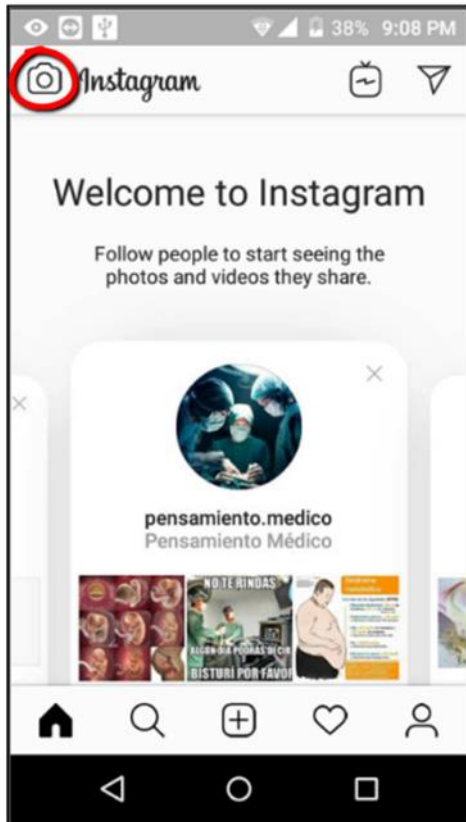
the “suggestions” section below, where you’ll find hashtags that are relevant to your interests!

Chapter 4: How To Create Posts That Get Lots of Views, Likes, Comments, and Shares

Instagram is by far the best content platform for marketers right now. If you want to grow your business, Instagram is the place to be. But to use Instagram to reach your marketing goals effectively, you need to learn how to properly publish content that stands out.

In this lesson we are going to show you how to easily create an Instagram post that you can use as a template to get tons of views, likes, comments, and shares on all your content right from the get go!





Getting Started

Instagram is a visual discovery platform, so all posts that you create will require you to take a photo, to upload an image, or to record a short video. Then you'll have to edit the image or video, and then you'll be able to add captions and hashtags.

There are two ways to create an Instagram post. You can tap on the camera icon located on the top-left corner of the screen to take a picture or record a video, which will be saved to the gallery, from where

you'll be able to select it to publish a post.

And if you already have an image ready for a post, you can simply tap on the "add" icon located on the lower screen to access the gallery.

Once in the gallery you'll have several options to create and edit a visual element for your post. The first option is to simply select a single image or video from your gallery by locating the image or video that you are going to use and then tapping on it.

Then you'll have the option to create a mini video by tapping on the "boomerang" icon. You can tap on the "combine" icon to fit multiple photos into one post. Or you can tap on the "select multiple" option to add several images that users can scroll through into your post.

For this example, we're going to select a single photo from our gallery, which we are going to select because it is relevant to the content that we're going to promote in our post. Once you select an image from the gallery you'll simply have to tap on "next" to continue.

Editing An Image For A Post

Next up you have to edit your image's attributes by adding a filter, editing lighting, and adjusting its settings. Let's start by adding a filter. You can add a filter by selecting one from the filter selection below your image.

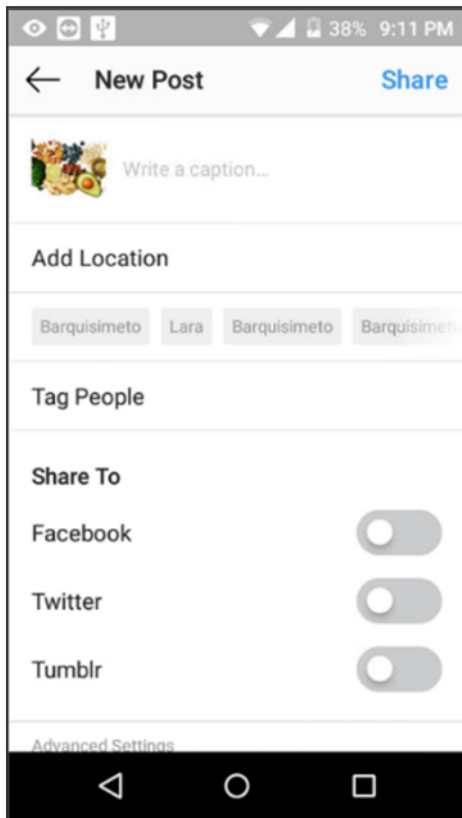
There is a large selection of filters, yet we recommend you to stick to a single filter once you use it for the first time, and that's because, believe it or not, users will be able to recall the images used by your brand simply by recognizing the filter that you most commonly use.



Alright, once you add a filter, you can tap on the "lux" icon to enhance certain dynamic parameters in your image. You can tap on "done" once you adjust this setting.

Next up you can tap on the "settings" icon to adjust attributes such as "brightness", "contrast", "structure", "warmth", "saturation", "color", "fade", "highlights", and "shadows", among others.

We recommend you to experiment with these settings according to the visual effect that you'd like to achieve with all your posts. Once you've adjusted these settings, you can tap on "next" to continue.



Editing, Optimizing, And Sharing A Post

Awesome! Now it is time to add content to your image post. There are certain elements that will help you to get lots of engagement on your posts: keywords, search terms, strategically placed hashtags, a call to action, and targeted hashtags.

Let's start by creating a compelling caption filled with our target niche keywords and search term. We recommend you to include actionable phrases or questions to tease

users into looking for more of your content or to convince them to learn more about your brand.

As you can see, we're opening our caption with a question, followed by a keyword and a search term. Now we are going to insert a strategic hashtag that is relevant to our content and our niche below.

Now we are going to insert a call to action to encourage users to visit the link to our website in our bio to learn more about the content that we teased in the caption.

Finally, we are going to add our targeted hashtags at the end of the caption. We are going to add some of the targeted hashtags that we found during our previous hashtag research. We recommend you to add a minimum of 3 hashtags and a maximum of 9 hashtags per post.

You can additionally add a location to your post, tag people on your post, and share your post to Facebook, Twitter, or Tumblr directly.

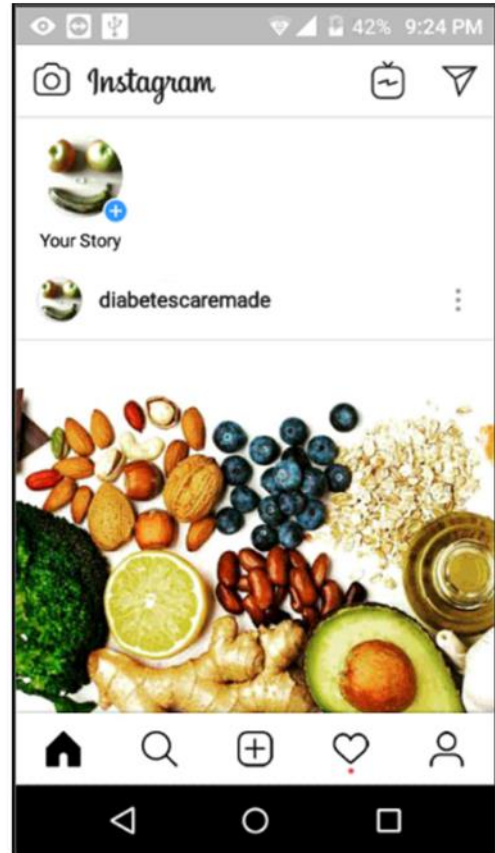
You can then tap on “share” once you’ve created and optimized your post. And that’ll be it! Now you’ll be ready to reach new potential business leads with your actionable post!

Chapter 5: Boosting Your Best Performing Posts With A Business Account

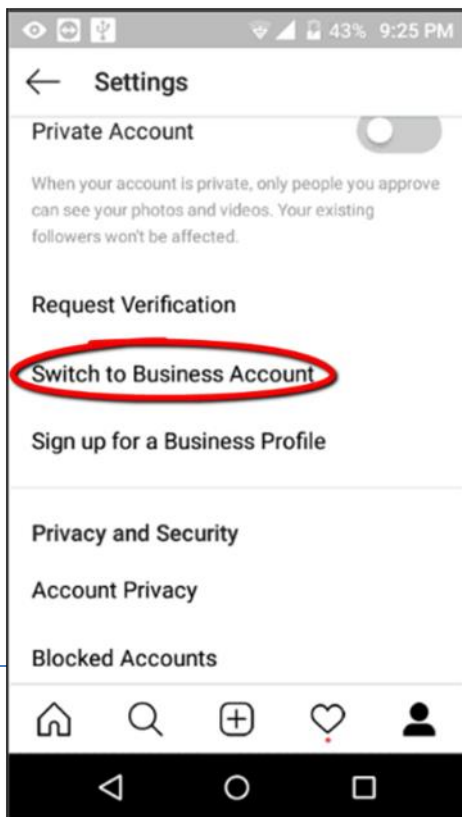
Hey there everyone! You'll be amazed at how fast and how easy it is to engage people with your Instagram posts, and there's a way to use them to reach and engage even more people than you thought possible.

In this lesson we are going to show you how to promote your best performing posts by switching your account into a business profile to activate the "promote" option on your posts.

Getting Started



You have to make sure that your account is set to "public" before switching to a business account. To check whether your account is set to public you'll



have to tap on the "profile" icon located on the lower right-corner, and then on the menu icon on the top-right corner.

Now tap on the "settings" option below. Scroll down to the "private account" option and make sure that the lever button is off.

Switching To A Business Account

Once you've made sure that your Instagram account is set to public you'll be ready to switch to a business account with a few taps on the screen.

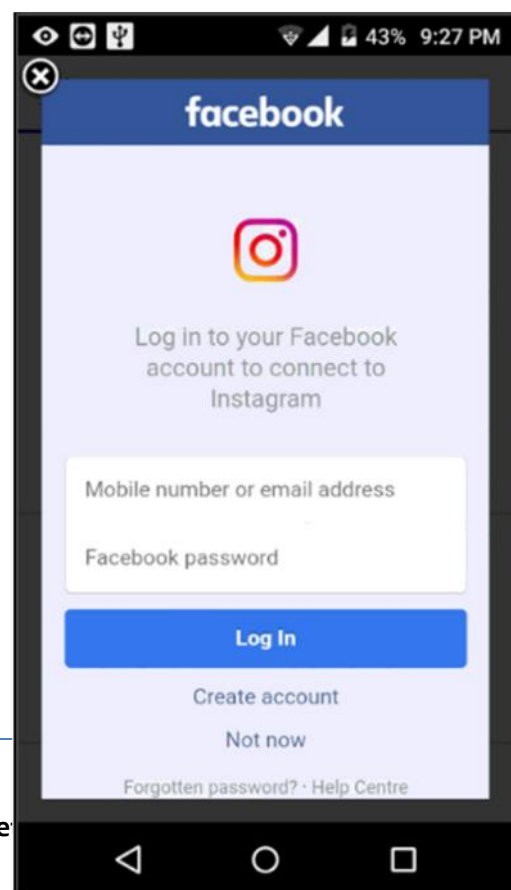
On the same "settings" menu you will find the option to switch from a personal to a business profile. You just have to scroll down and locate the "switch to business account" option, and then to tap on it.

As you can see, a business account will allow you to get insights about your followers and your performance, to create promotions to reach more people, and to add contact buttons that will allow potential customers to email or call you, right from your profile.

Tap on "continue" and select a category for your business profile on the following screen by tapping on "choose a category", then tap on one of the options below the "choose a subcategory" menu to select a subcategory, then tap on "next".

Next up you have to set your contact options. The email address that you entered when you signed up will be set by default, but you can tap on "change contact options" to change it. You can tap on "next" to continue after you set your contact options.

Next you have to connect your Instagram business profile to a Facebook Page. If you already have a Facebook Page for

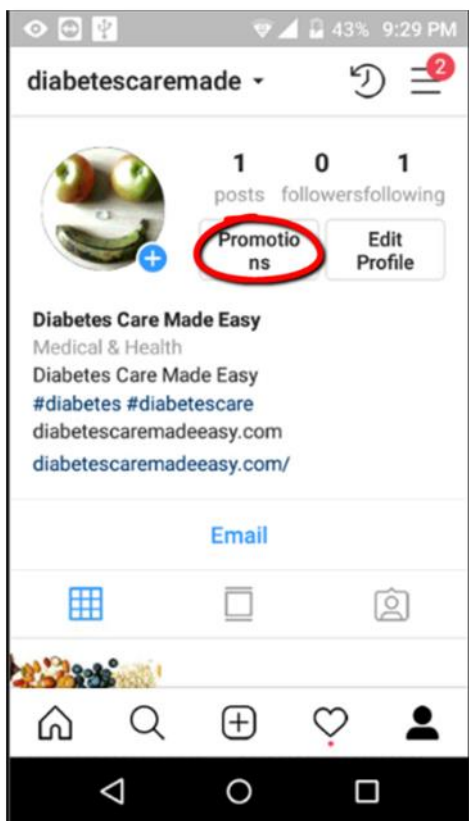


your business, you'll just have to tap on "choose page" to connect your Facebook Page to Instagram by logging in to your Facebook account.

Start by entering your login mobile number or email address, and then your password. Then tap on "log in". Now tap on "Continue" to allow Instagram to publish pages that you manage.

Now select the Facebook Page that you are going to connect to your Instagram Business account and then tap on "done".

Awesome! Your Facebook Page would be now linked to your Business account, and you'll be ready to start using Instagram tools for businesses, so tap on "go to profile" to continue.



Finding and Promoting Your Best Performing Posts

Now that you have switched to an Instagram Business profile you will be able to take advantage of business-oriented tools such as "insights", which will allow you to know which are your best performing posts by showing you updated engagement analytics, and "promotions", which will allow you to boost your best performing posts.

You have to start by checking which posts

are getting the best engagement rates. Tap on the menu icon located on the top-right corner and then tap on the "insights" option. Now tap on the "content" tab, where you'll be able to see which posts have the most likes, comments, follows, impressions, profile visits, and shares.

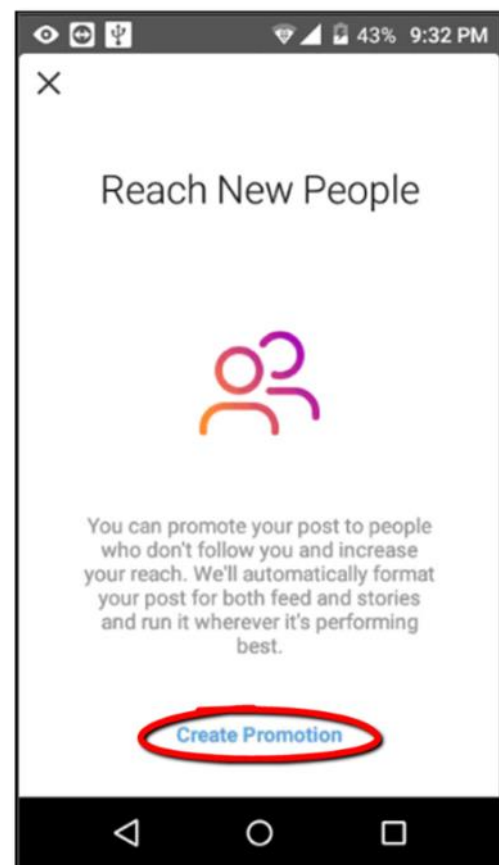
You will also be able to see what other actions users took after engaging with a post, such as checking the email address in your bio, saving your post, getting your business address, calling your business, and website clicks.

Once you find a post with high engagement rates you can boost it by going back to your profile and locating that post on your feed. Tap on the post that you are going to promote and then tap on the "promote" button.

Creating A Promotion

Now tap on "create promotion". Next up you have to select a "destination", which is where you are going to send users that engage with your promoted post. You have three options available.

You can select the option to send people to "your profile" if you want users to visit your profile when they engage with your promoted post. You can select the option to send people to "your website" if you want users to visit your website when they tap on the call-to-action button included in your promoted post.



And finally, you can select the option to send people to “your storefront” if you want users to visit your catalog on your Instagram profile, or if you want to invite people to your store location, or if you want people to call your business.

For this example case we are going to select the option to send people to our website. Selecting this option will allow you to send people to the URL in your bio, you can tap on “edit” to send people to a different site or page. Once you select an option you’ll simply have to tap on the “done” icon to continue.

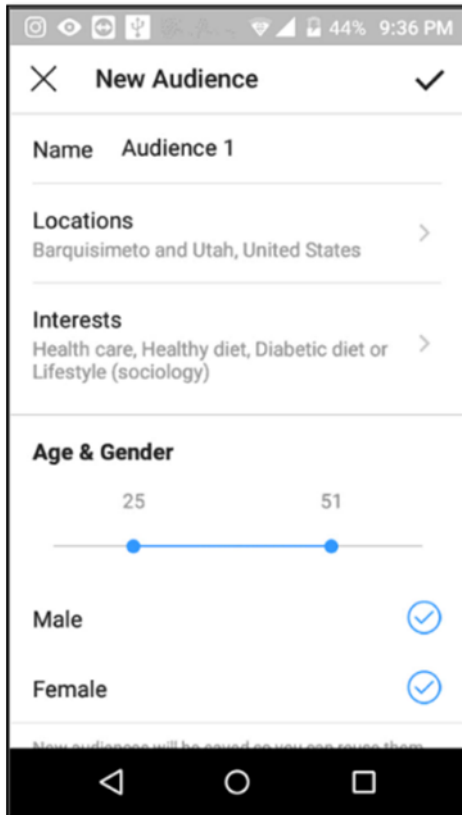
Next up you have to select your target audience. There are three audience setup options available. Selecting “Automatic” will allow you to target people that are similar to your followers, which means that Instagram will show your post to people with similar profiles to your followers.

Selecting “local” will allow you to target people that are in or close to a specific location. You’ll be able to select a location, a radius, the average age of the people you’ll target in the area, and their gender.

Lastly, selecting “manual” will allow you to select what type of people, places, and interests to target. For this example case, we are going to show you how to reach a hyper targeted audience with the “manual” audience selection.

Start by tapping the “manual” option. Now enter a name for your new audience. Now tap on “locations” and enter the locations where you want to reach people. You can type the name of the locations that you want to

target, and then you'll just have to tap on "done" to save your target locations.



Now tap on "Interests" to select the interests of the audience that you want to target. Here you'll just have to type in keywords that describe the interests of your niche audience, and also keywords related to their purchasing interests. Enter from 4 to 10 interests and then tap on "done" to continue.

Now you have to set the "age and gender" of your target audience. Select the minimum age of your audience by moving the age bar up or down from the left, and

the maximum age by moving the age bar up or down from the right.

Then set the gender of your target audience by selecting or deselecting the "male" and "female" options. Once you have set up your target audience you'll just have to tap on the "done" icon to continue.

Next up you'll have to set your "budget and duration". Start by selecting your "daily budget" by moving the "budget" bar to the left to lower your budget and to the right to increase your budget. We recommend you to start on a budget of \$5 to \$25.

Then select your promotion's duration by moving the "duration" bar to the left to lower the number of days that your campaign will last or to the right to

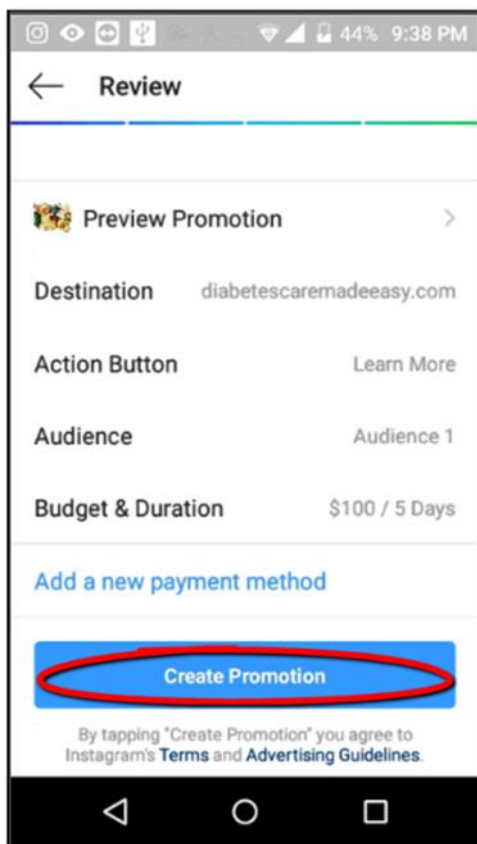
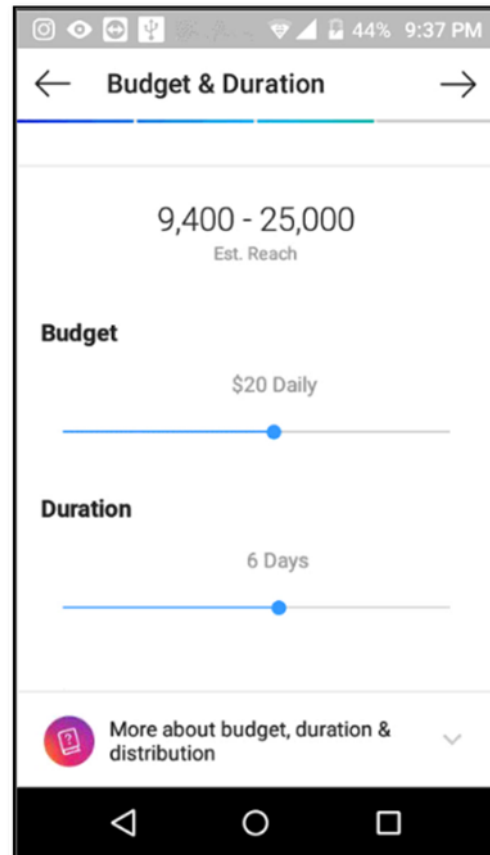
increase

the

number of days that your campaign will last. We recommend you to test your campaign for 5 days, and then optimize your posts for larger durations.

Once you set your "budget and duration" you'll just have to tap on the arrow icon on the top-right corner to continue.

Next up you'll just have to review your promotion by checking that all your campaign settings are correct. Then you'll



have to “add a new payment method” to pay for your promotions, and then to tap on “create promotion” to boost your post. And that’ll be it! Now you will be able to reach a lot more people!

Chapter 6: Sending People To Your Sales Pages With Instagram Stories

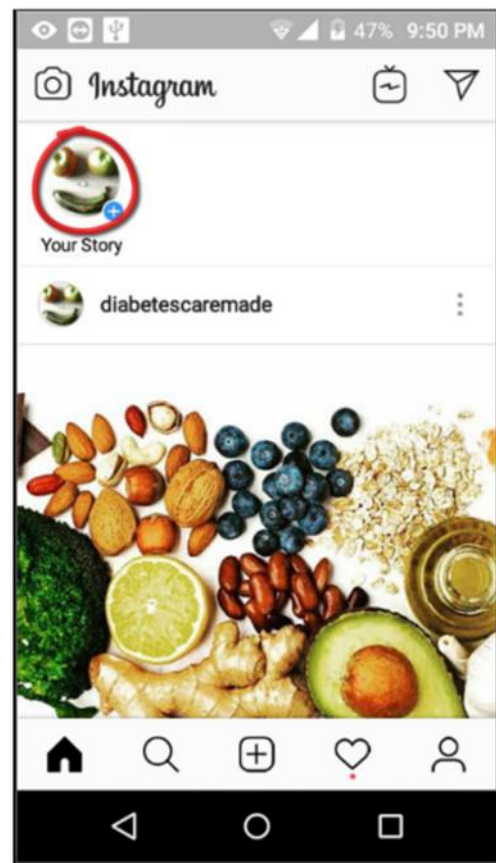
Hey there friends! Instagram Stories have become a way to increase engagement on the platform by expanding the time that most users stay on the platform by up to ten minutes. That is because stories are a more interactive tool than posts.

In this lesson, we are going to show you how to use Instagram Stories to send people to your sales pages and online storefronts!

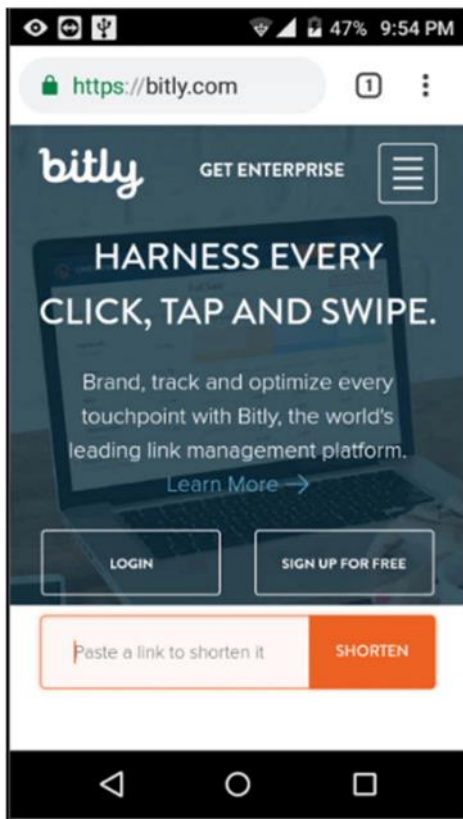
By Directly Adding A Link To Your Story

You can directly add a link to your sales pages to an Instagram Story if your account is verified or if you have a business account with over 10,000 followers.

You'll just have to tap on the "add story" icon located in the top-left corner to start creating your Story. Once you select or take a photo or video for your story, you'll just have to tap on the "link" icon located on top.



Then you'll just have to tap on the "add url" option and then to type in your URL in the "URL" field. Then you'll just have to tap on "done". Now tap on the "add your story" button. Your story will be published, and users will be able to follow your link by swiping up the screen during your story!



By Encouraging Users To Visit The URL In Your Profile

Start by adding a shortened URL that links to your sales page or online storefront to your Instagram profile. To shorten your page URL you'll simply have to go to "bit.ly" on your browser and then enter your URL in the "paste a link to shorten" field. Then you'll just have to tap on "shorten". You can then tap on "copy" to copy your shortened URL.

Now go to Instagram and tap on the "profile" icon located on the lower-right corner. Now tap on the "edit profile" option. Now double tap the URL in the website field to paste your new shortened URL there, then tap on the "done" icon.

Now tap on the "home" icon and then on the "add your story" option in the stories section. Select or take a photo or video to create your story. Now, to promote a sales page or storefront URL in a story, you have to use a photo or video related to what you sell.

You also have to strategically add three elements as a caption: a topic hashtag, or a targeted niche hashtag, a brief phrase or message related to your brand, your niche, or your products, and a call-to-action to encourage users to visit the URL in your profile.

For this example, we are going to use an image of a product in our storefront. Then we are going to add a general hashtag in the space above and an uplifting phrase related to our niche as a caption for our story.

Then we are going to add a call-to-action telling people that see our story to click the link in our profile.

Once you create your story you'll just have to tap on the "add your story" icon. And that is it! Now people will be able to visit your sales pages and online stores if they like the products highlighted in your story by following your call-to-action!

Follow this simple trick and you'll be able to easily increase traffic to your sales pages and online stores without spending a dime on ads!

Chapter 7: Increasing Brand Awareness With Video Posts

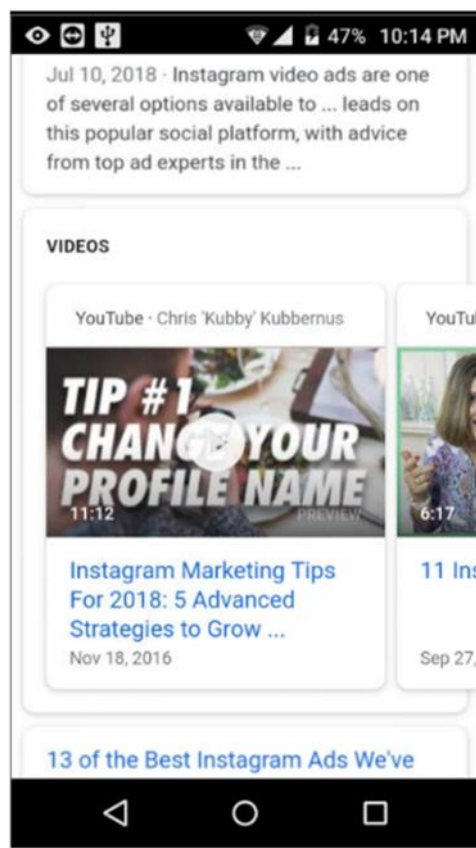
Video content is a big marketing trend, and Instagram gives you a great platform to easily exploit the power of video marketing thanks to its large and engaged user base.

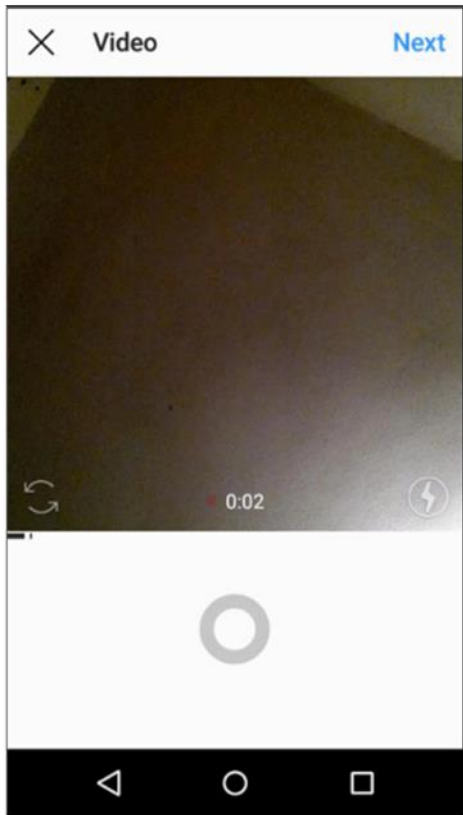
In this lesson we are going to show you how you can increase brand recognition and awareness with compelling video posts that are sure to hook users on first view!

What Type Of Marketing Videos Work Best On Instagram?

There are many types of videos that you can use to easily increase brand awareness. Depending on the type of business that you run and your target audience, you can create quick videos showcasing the products that you sell, testimonial videos, and promotional videos, to name a few.

Yet we've found that the best marketing videos are videos of you interacting with your products or your business location in an entertaining way, or videos that tease a piece of content or product description. Those types of videos cause an emotional effect on the viewer that can help them to better remember your brand in the future.





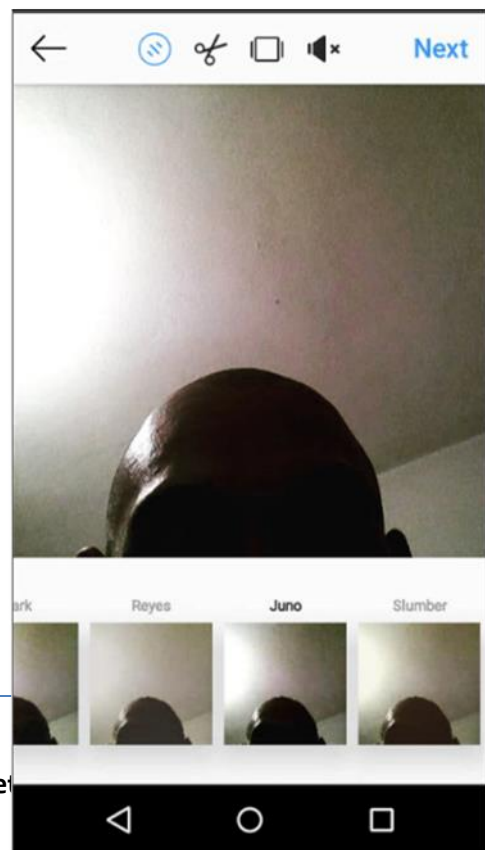
Getting Started

You have to start by recording a quick video with your mobile device. Make sure that your video feels natural and that it is not overly edited. You can record a video on Instagram by tapping on the "plus" icon to add a new post. Then you'll just have to tap on the "video" tab and then to tap and hold the button below the screen to record your video.

If you recorded your video before editing your post, you can simply tap on the "gallery" tab to select your video from your media gallery. You can tap on "next" once you record a video or select one from your gallery.

Editing Your Video

Next up you have to edit your video. Start by selecting a filter for your video.

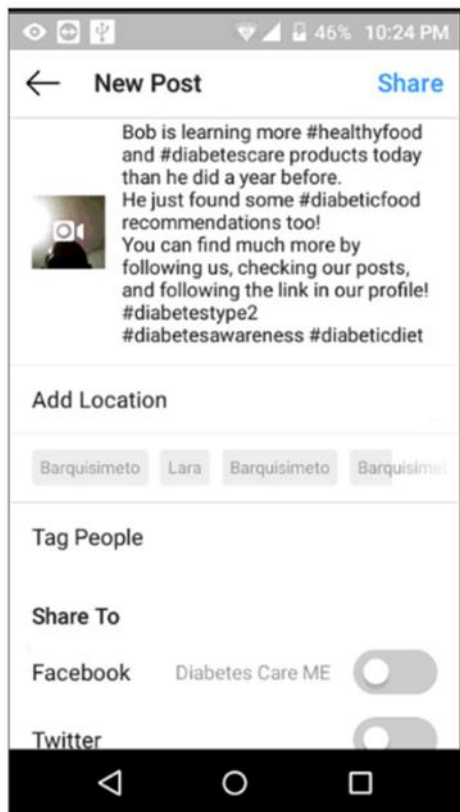


Remember to select the filter that you've been using in all your previous image posts to keep your brand consistent.

You can make additional edits to your video after selecting a filter. You can make cuts on your video by tapping on the "scissors" icon. You can use the lever to cut parts from the beginning or from the end of your video.

You can tap on the "screen" icon to select a preview frame for your video. You'll just have to tap over one of the screen frames underneath, and it will be set as your video post thumbnail.

Lastly, you can mute your video by tapping on the "mute" icon. You can tap on "next" once you have edited your video to continue.



Editing And Optimizing Your Video Post

Now it is time to edit and optimize your video post with an actionable phrase related to your video, a strategically placed hashtag or keyword to follow your phrase, a call to action, and your targeted hashtags.

We'll show you how with our own post as an example, so let's start by adding an actionable phrase related to the video in our post. Because we are using our video to promote our website, we are going to add

an actionable phrase to describe how using our website can help people looking for content and product recommendations in our target niche.

Next up we are going to strategically add a hashtag to target a keyword and a search term within our content. This will help us to show our video post to people browsing content results related to that hashtag and to people typing that keyword on the search bar to find content on the platform.

Now we are going to add a call-to-action to instruct people to check our profile, our posts, and the link in our bio to learn more about our brand, our website, our content, our products, and our affiliate offers.

Now we are going to add a series of targeted hashtags to reach our target audience more easily. Remember to include from 3 to 9 hashtags to increase your reach.

You can additionally add a location, tag people, and share your post directly to Facebook, Twitter, and Tumblr after you optimize your caption.

You can then tap on "share" to publish your video post. And that is it! Now you'll be ready to create an awesome memory about your brand on whoever sees and interacts with your video post!

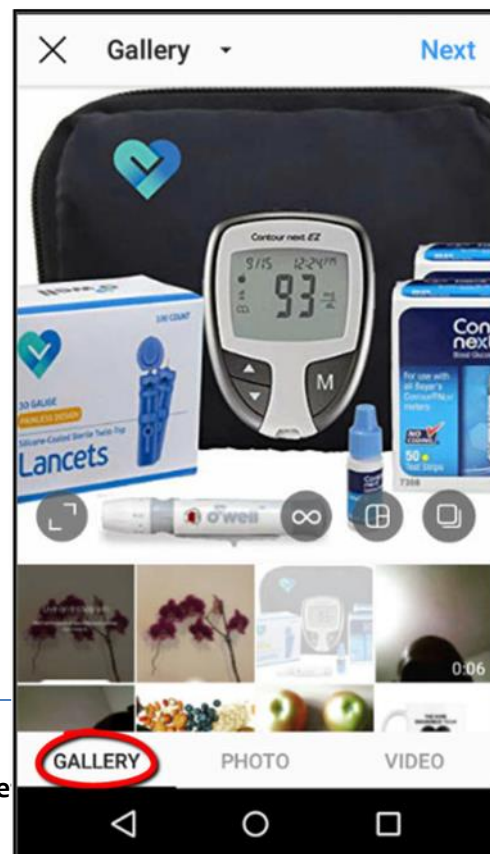
Chapter 8: Promoting Affiliate Offers With Instagram Live

Hey there everyone! Growing your customer base and making a profit is easier when you know how to engage your audience, and using Instagram Live is a great way to interact with potential business leads right from your profile.

In this lesson we are going to show you an easy way to make money by sharing your affiliate links during Instagram Live broadcasts.

Getting Started

Instagram Live is not only a great way to connect with your target audience and your customers, but also a great



Click here to access my exclusive Instagram Marke

promotional tool to announce new product launches, big discounts, offers, and news about your brand or business.

If you are going to use Instagram Live to promote an affiliate offer, we recommend you to tease your live broadcast for at least three days before going live with your affiliate product.

You can do this by creating an image post that you can repost as a reminder to your followers and other users that you are going live to discuss an awesome niche product in the following days.

Let's create a quick example. Start by tapping on the "plus" icon to create your teaser post. Now tap on the "gallery" tab to select the image of your affiliate product from the media gallery.

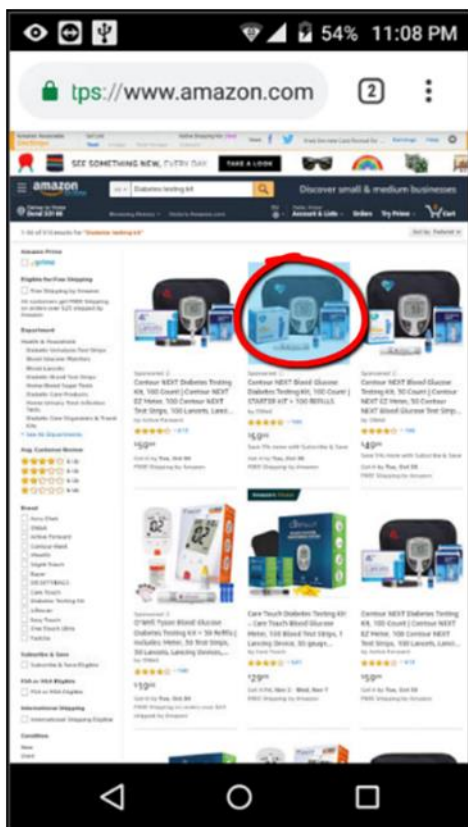
Now tap on "next" to quickly edit your product image and then tap on "next" to move on to the next step.

Now it is time to add your caption. Here you'll just have to be upfront and add a call-to-action to remind people that you are going to discuss the product in the picture on Instagram Live in the following days. Remember to add the exact day and time when you'll be live.

Then add some targeted niche hashtags to show your teaser post to people browsing for content with the hashtags in your post. Now tap on "share" to publish your teaser post.

You can tell more people about your upcoming live broadcast by promoting your teaser post. You'll simply have to go to your profile and locate your

teaser post. Then you'll just have to tap on the "promote" button and create a promotion for your teaser post.



Before Going Live

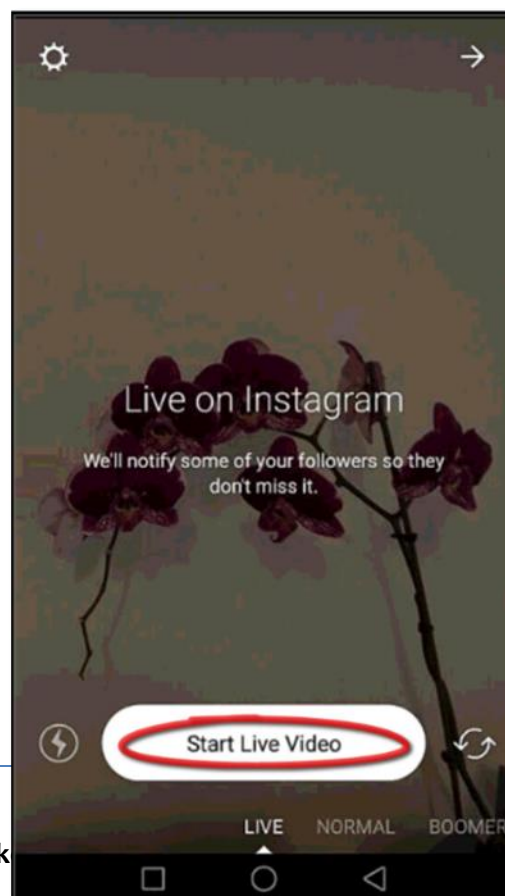
Remember to research your affiliate product and to have your affiliate links ready before going live. For this example case, we are going to promote a product from "amazon.com", so we'll have to generate an affiliate link before going live.

Because we already joined the "amazon associates" program, we'll simply have to go to "amazon.com"

in our browser to access the page of the product that we are going to promote.

Then we are going to tap on the "text" option under the "get link" bar, and then we'll just copy it.

Going Live On Instagram To Promote Your Affiliate Link



Click here to access my exclusive Instagram Mark

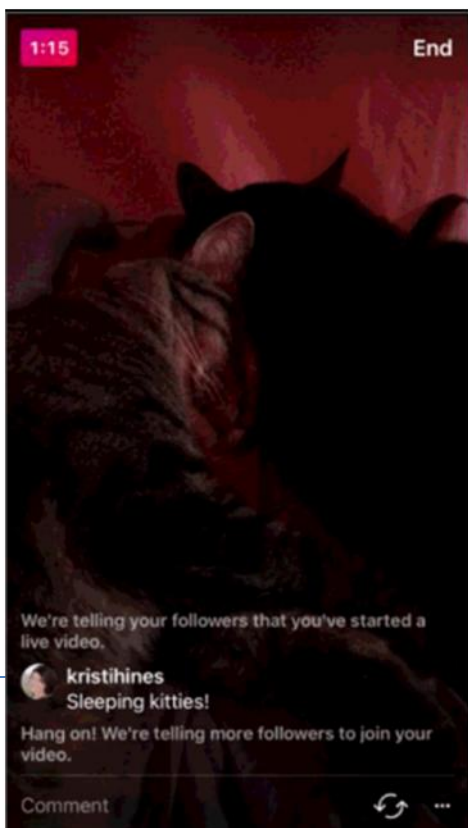
To go live on Instagram you'll just have to tap on the camera icon located on the top-left corner on the Instagram app's homepage. Now tap on the "live" option located at the bottom of the screen.

To go live you'll just have to tap on "start live video", but you might want to customize your broadcast before actually going live by tapping on the "settings" gear icon located on the top-left corner.

In this "settings" screen you'll be able to select who can watch your live video, who can comment and reply to your live video, and whether to save your live video after the broadcast is over so others can watch an archived version.

You can tap on the "back" icon once you have made your changes in the "settings" screen. Once you are ready to go live you'll just have to tap on the "start live video" button.

Awesome! Once you go live, Instagram will notify your followers. You will be



able to see who has joined and who is watching your live video at the bottom of the screen.

Once you are live you can start discussing the features and pros and cons of the product that you are promoting. Make sure to interact with your viewers by asking them questions, by responding to their

questions and comments, and by letting them take part in the conversation.

You can share your affiliate link with your viewers by pasting it in the “comment” field. We recommend you to use the “comment” field only to share your affiliate link, and to use a call-to-action right before the link., such as “You can buy this product at” followed by your affiliate link.

Remember that comments will eventually bury down your affiliate link, so make sure to share it every two to three minutes, depending on how long your live video is going to be.

Once you are ready to finish your live video you’ll just have to tap on “end”. And that’ll be it! As you can see, you can use Instagram Live as a killer promotional tool!

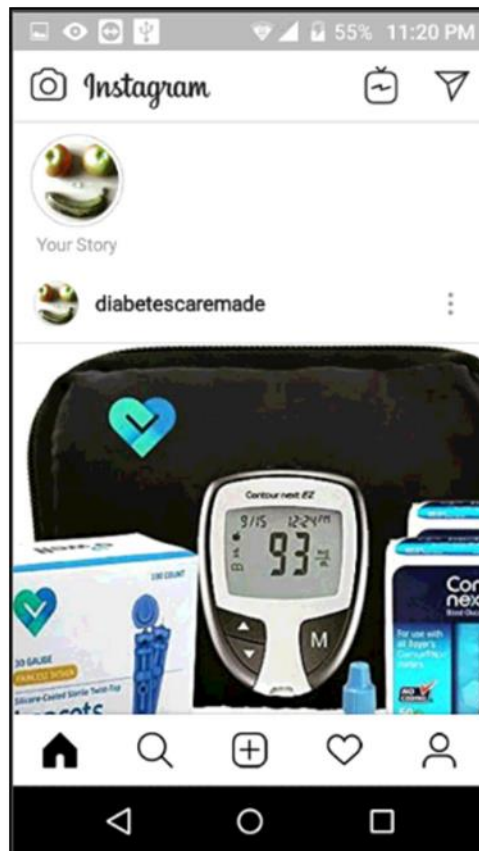
Chapter 9: Promoting A New Product Line With Carousel Posts

Hey there everyone! Did you know that you can use a certain type of Instagram post to showcase more than one image? They’re called Carousel Posts, and in this lesson we are going to show you how to use them to promote a new product line!

Creating A Carousel Post

Start by tapping on the “plus” icon to add a new post. Carousel posts allow you to add several images to a single post, and we recommend you to take your product pictures before creating a carousel post so you can select them from your gallery.

In our case, we already uploaded our product pictures to our device, so we’re ready to continue. To create a carousel post you’ll just have to tap on the “select multiple” option. Then you’ll have to select the images that you are going to add to your carousel post by tapping on them in the gallery, and you’ll be able to add up to 10 pictures.



You can then tap on “next” to continue.

Now you’ll have to edit your carousel post images by selecting your filter, adjusting the “lux” settings, and then adjusting the rest of the image settings. You’ll have to do this one by one, once you edit your carousel post images you can tap on “next” to continue.

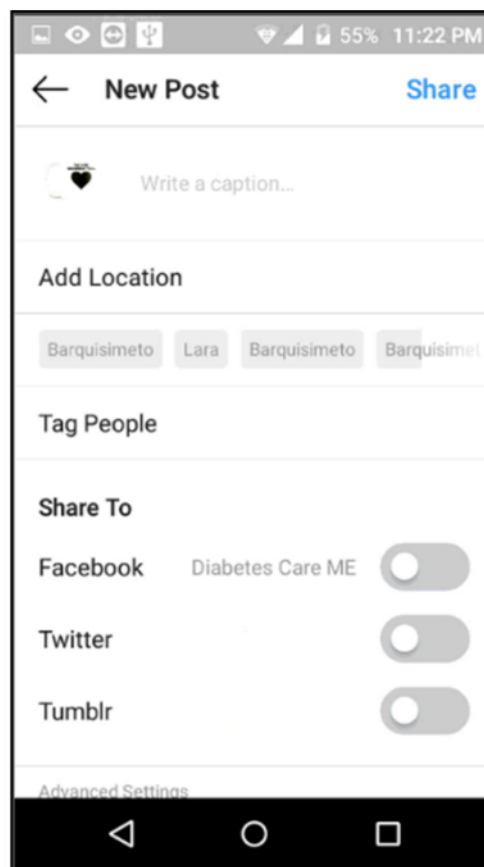
Optimizing Your Carousel Post

Awesome! Now it's time to optimize your carousel post with a compelling caption, an actionable phrase with a strategically placed hashtag, a call-to-action instructing users to visit the storefront when they can purchase your products, and your targeted hashtags.

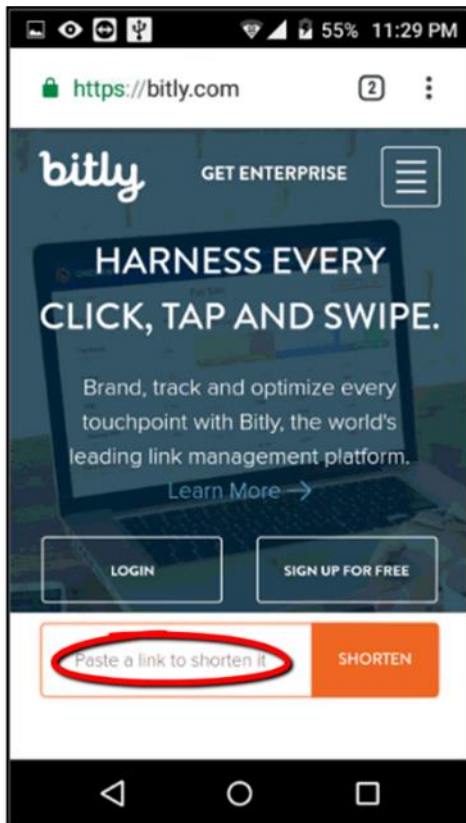
Start by adding a caption promoting your new product line. Now, you can add a spin to how you arrange the elements in your caption.

In our example case, we are going to open our caption with a strategically placed hashtag to call awareness about our brand and our new product line, followed by a call to action telling users to click through the storefront URL in our profile if they want to purchase our new items. Lastly, we are going to add our targeted hashtags at the end of the caption.

Remember that you can additionally add a location to your post, tag people, and share your carousel post to Facebook, Twitter, and Tumblr. You can then tap on "share" once you are ready to publish your carousel post.



Awesome! As you can see, carousel posts will allow you to show Instagram users more than one image in a single post, which they can easily check by swiping left on each image. This is useful when you want to showcase product variations or a new product line.



Adding Your Storefront URL To Your Profile

Now it is time to add your product page URL in your bio. Start by adding a shortened product page URL to your Instagram profile. Go to “bit.ly” on your browser and enter your product page URL in the “paste a link to shorten” field, then tap on “shorten”. You can then tap on “copy” to copy your shortened product page URL.

Now go to Instagram and tap on the “profile” icon located on the lower-right corner. Now tap on the “edit profile” option. Now double tap on the URL in the website field, erase that URL, and then paste your new shortened URL there. Now tap on the “done” icon.

Now your profile visitors will be able to check your new product line and your product variations by following the call-to-action in your carousel post caption.

Adding A Direct Product Page Link By Boosting Your Carousel Post

You can directly add a product page link to your carousel posts by creating a promotion. Start by tapping on the “promote” button in your carousel post.

Next step, select “your website” as your destination. Select the URL in your profile as the destination, and then tap on “done” to set up your audience, your budget, and your duration.

Lastly, review your campaign settings, add a payment method, and then tap on “create promotion”. And that’ll be it!

Chapter 10: Hosting An Instagram Contest To Boost Engagement

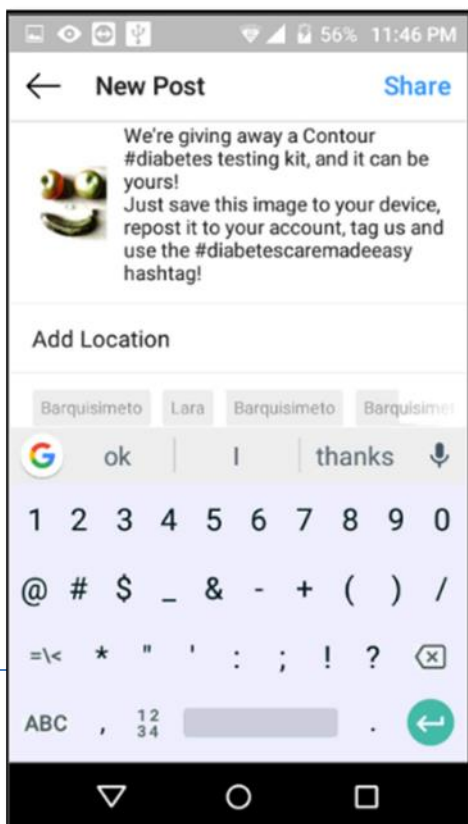
Boosting engagement for a brand or business on Instagram is easier than on any other platform. In this lesson we are going to show you how to create and host an Instagram contest that will help you to get your brand’s name out there!

Getting started

Creating an Instagram contest is as easy as creating a post, so you'll only need to tap on the "plus" icon on the lower corner to add a new post.

Now you have to select an image for your contest. Depending on the type of contest that you end up running, an image for your contest can simply be an image of the prize that you'll be giving away, or an image related to your brand or niche, or an image customized for the contest. In

our case, we're going to select an image related to our brand. You can tap on "next" once you select an image.



Now you'll simply have to edit your contest image by adding a filter and adjusting the rest of the image settings. You can then tap on "next" to continue.

Setting Up Your Instagram Contest

Setting up an Instagram contest is very easy, and it will all depend on the type of

action that you want users to take to participate and win.

The most common and engaging types of contests include “like to win”, which is when you tell users to follow you and to like your post to earn an entry. “Tag a friend”, which is when you tell users to tag a friend on your post to earn an entry.

“User generated picture plus a custom content hashtag”, which is when you tell users to upload a photo such as a selfie with a custom content hashtag.

And lastly, “repost plus tag and hashtag”, which is when you tell users to repost the image in your post, to tag your account in their repost, and to include your hashtag in their repost. For this example case we are going to set up a “repost plus tag and hashtag” contest.

Start by entering a compelling description of your contest, and a description of the prize. Then enter instructions to participate. In this case, we’re going to instruct users to save the image in our post and to repost it to their accounts. Additionally, we have to instruct users to also tag our account in their post and to use the hashtag in our post.

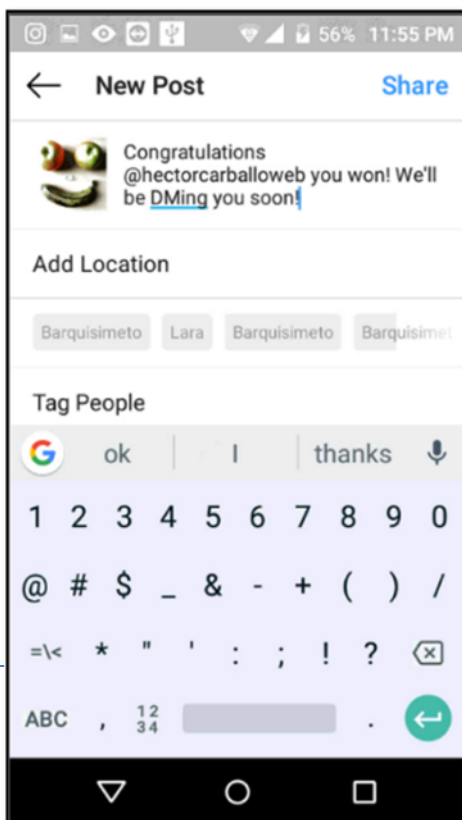
There are two types of hashtags that we recommend you to add to your contests. First, a custom hashtag that can help you increase brand awareness. This hashtag can be a combination of a keyword and the name of your brand or business. Second, a topic or niche hashtag to increase the organic reach of your contest. You can then tap on “share” after you finish setting up your contest!

Selecting A Winner

You'll have to select a winner after your contest is over. The easiest way to select a social media contest winner is by adding the name of your contest participants in the "random name picker".

Start by adding the name of your participants to a list. Separate the names of each participant by a line. Now go to the online "random name picker" at "miniwebtool.com/random-name-picker/".

Now enter your participants name list in the "random name picker" field and tap on the "pick a random name" button.



Awesome! The name of your select winner will appear below, and now you can contact the winner on Instagram about the prize.

Contacting The Winner

You can notify winners about their victory by sending them out a personalized direct message and by announcing them with a post.

Start by announcing the winner with a post. Tap on the “plus” button to add a new post. Upload the same image that you used for your contest.

Tag the winner in the post and congratulate him or her. Also, let winners know that you’ll be contacting them with a direct message about their prize.

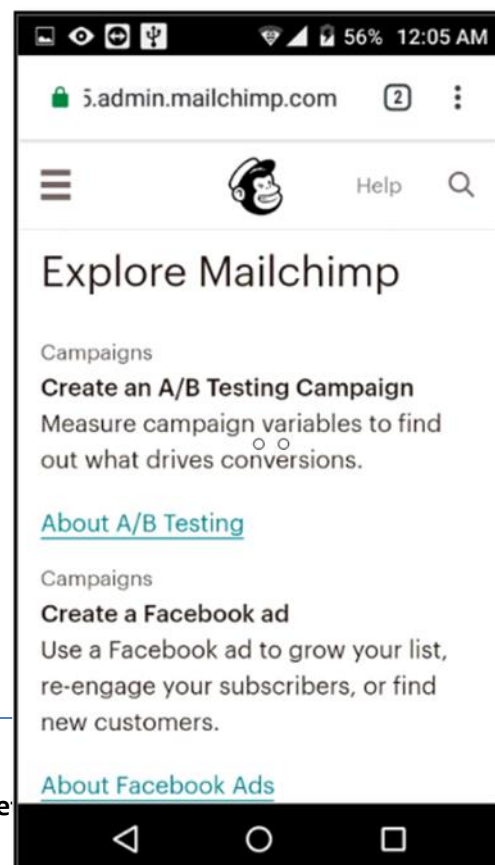
Now go to the winner’s profile and tap on the “message” button to give them instructions about how to redeem his or her prize. And that’ll be it!

Chapter 11: Converting Instagram Followers Into Email Subscribers

Your Instagram followers are not only a source of relevant engagement and referral traffic to your profile, they are also potential email subscribers!

In this lesson we are going to teach how to easily grow your mailing list by converting your Instagram followers into email subscribers, the right way.

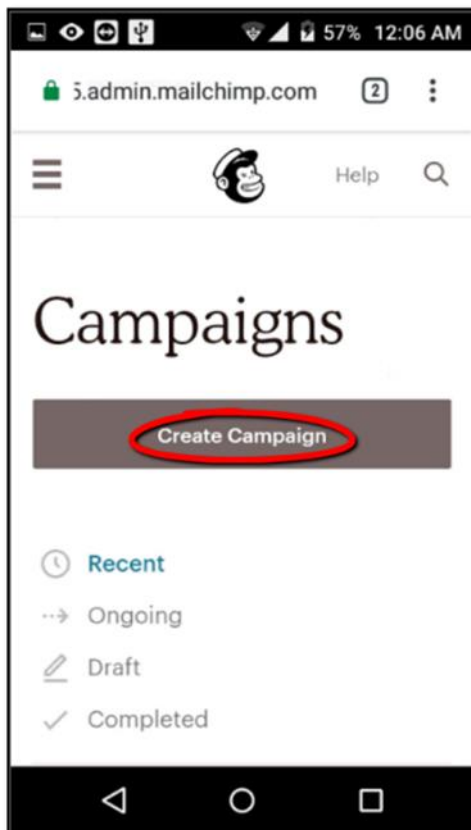
Creating A Landing Page



You will need a landing page to collect email subscribers on Instagram.

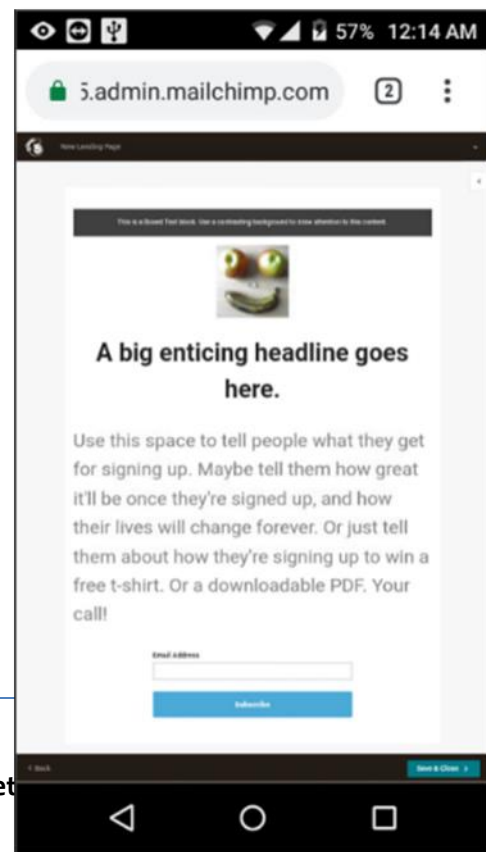
There are lots of landing page creation tools around, and in this chapter we are going to use Mailchimp to create the one that we'll use in our list building campaign.

If you're using Mailchimp, you can start by tapping on the menu icon located on the top-left corner, and then on the "campaigns" option. Now tap on the "create campaign" button and then tap on the "landing page" option.



Now enter the name of your new landing page in the "landing page name" field and tap on the "select a list" menu below to select a list where to add your new Instagram email subscribers. Now tap on "begin" to start creating your landing page.

Start by selecting a landing page



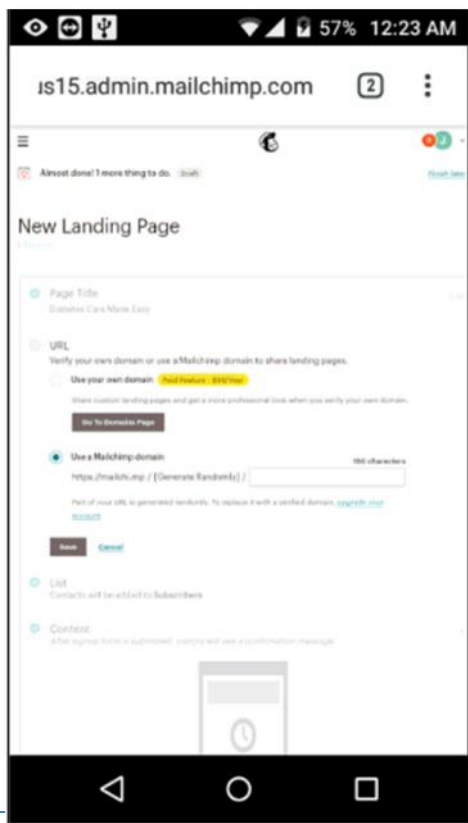
template. Select a template that goes well with the incentive that you are going to offer to your Instagram leads. Now tap on

the “next step” button to edit your landing page.

Tap on the “logo” button to add your brand’s logo to your landing page. Tap on “replace” to look for your logo in your image database. Now tap on your logo and tap on “insert”. Now tap on “save and close” to continue.

Now type a compelling headline in the headline text field below your logo. We recommend you to enter a simple headline to highlight your email incentive. In our case, we are going to use a store-wide discount as an incentive, so that’s what we are going to write about in our headline. You can also add an additional caption for your landing page in the text block below.

You can then tap on the “save and close” button when you are done customizing your landing page. Next up you have to add a landing page title and the landing page URL.



Tap on the “add page title” button to add a title that will appear in the browser’s title bar when people visit your landing page, then tap on “save” to continue.

Now tap on the “add URL” button to add a custom URL to your landing page. You can use your own domain in your landing page URL by selecting the “use your own domain” option, but this option is only available to paid users.

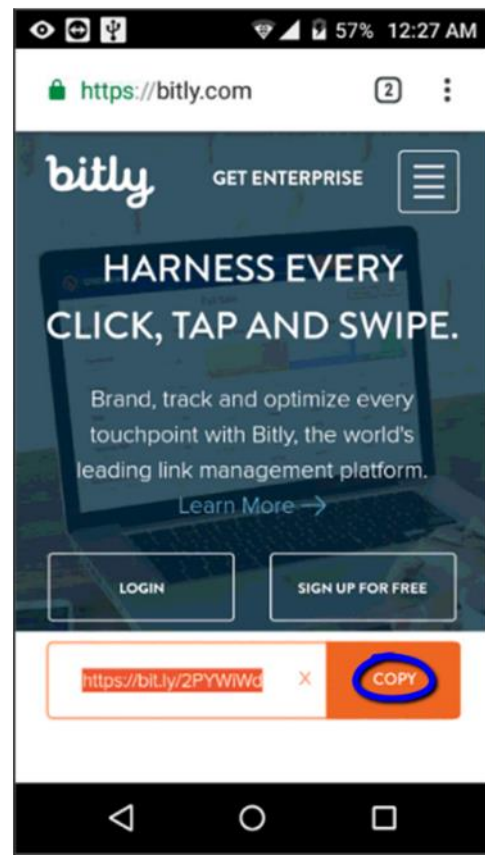
You can allow Mailchimp to assign a generic Mailchimp domain URL to your landing page URL by selecting the “use a MailChimp domain” option. You’ll just have to add a custom text to identify your MailChimp domain URL in the text box to the right. You can tap on “save” once you edit your landing page URL.

Now tap on the “publish” button to launch your landing page. Awesome! Now that your landing page has been published, you’ll just have to copy the landing page URL to insert it into your profile.

Inserting Your Landing Page URL In Your Profile

Start by shortening your landing page URL. Go to bit.ly on your browser and enter your landing page URL in the “paste a link to shorten” field, then tap on “shorten”. You can then tap on “copy” to copy your shortened product page URL.

Now go to Instagram and tap on the profile icon located on the lower-right corner. Now tap on “edit profile”. Now double tap on the URL in the “website” field, delete it, paste your landing page URL, and then tap on “done”.



Creating An Email Lead Capture Post

Now you have to create a post to encourage your followers to click-through your landing page. Tap on the “plus” icon in the lower menu bar, select an image for your lead capture post, and then tap on “next”. Now edit your image and tap on “next” to continue.

Now you have to optimize your lead capture post with a compelling caption. Now, a caption for a lead capture post should be brief, it should highlight the incentive that you are offering your followers in exchange for their email addresses, and should never ask them to subscribe to your email list.

In our case, we’re going to open our caption by describing our incentive, which is a store-wide 50% discount. Now we are going to add a call-to-action to instruct our followers to click on the link in our profile to get the discount.

Now we are going to add some targeted niche hashtags to increase our organic reach, which can help us to get new followers and to also grow our mailing list outside our follower base.

And that’ll be it! You can run email promotions on a regular basis to grow your mailing list the easy way with Instagram!

Chapter 12: How To Increase Online Sales With Instagram Shopping

According to studies about the behavior of Instagram users, 75% of them take action after checking a post about a business, service, or product. That means that the majority of users that you reach



with your posts are very likely to make you money if you engage them the right way, and the “Instagram Shopping” feature can help you out big time!



What Is The Instagram Shopping Feature All About?

The Instagram Shopping feature is an easy way to improve product discoverability on the Instagram app that allows users to identify product

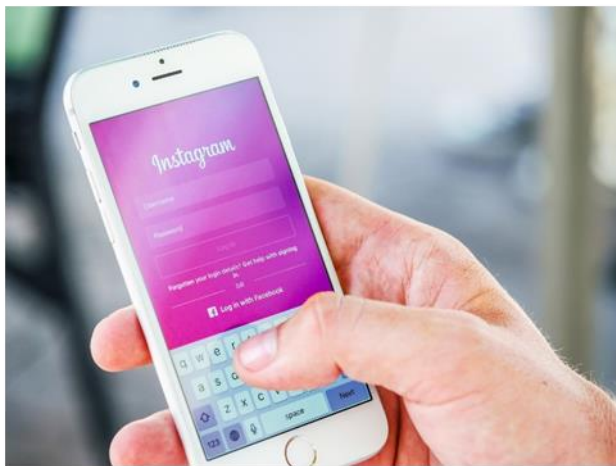
posts with a simple shopping bag icon, which shows product pricing and descriptions when tapped to avoid forcing potential customers to leave the app and take extra steps.

Once a user checks the product information provided by the seller on the product post, he or she can click through a “shop now” button to go to the product page.

Using Instagram Shopping

The Instagram Shopping feature is relatively new, and you’ll need to be approved in order to use it.

This is to ensure that the program runs as smoothly as possible before it rolls out, and you’ll need to fulfill the following requirements to get started:



- ✓ You need to have an Instagram Business account.
- ✓ Your business account must be registered to one of the approved countries. A full list can be found at <https://help.instagram.com/>
- ✓ You must sell physical products that comply with Instagram’s “Merchant Agreement” and “Commerce Policies”.
- ✓ Your Instagram business profile must be linked to a “Facebook Catalog”, which can be created through Facebook’s “Business Manager”, through ecommerce platforms such as “Shopify”, or directly from your Facebook Business Page.

Once you link your Instagram business profile to a Facebook catalog, your account will be automatically reviewed.

Once your account is approved for Instagram shopping, you'll have to go to your business profile and tap the "settings" icon on the top right-hand corner.

Next you'll have to tap on the "shopping" option located under "Business Settings" and then on "continue".

Next you'll have to select the catalog that you want to promote with Instagram Shopping and then to tap on "done". And that is it!



Creating Product Posts With Instagram Shopping

To create a post optimized for Instagram shopping, you just have to start by creating a post about a product. Now, to convert a product post into a shopping post you'll just have to tag your product in the post before sharing it.

To tag the product that you'll be promoting using the shopping feature you'll just have to tap on the "tag products" option in the post customization screen. Then you'll just have to tap on "share"!

Additional Tip To Increase Conversions With Instagram Shopping

You can drive web traffic to your Instagram Shopping posts by embedding your shoppable Instagram feed to your business website.

You can either code it yourself or use an app such as "[Snappt](#)" to paste the embed code on your website the easy way!



Chapter 13: How To Increase Profits With A Micro-Influencer Campaign

Influencer marketing is trending big on social media today, especially on the indisputable king of visual discovery platforms, Instagram. Influencer marketing campaigns are all about finding popular Instagram accounts that can promote your brand with sponsored posts, and they can drive high returns on investments.



You'll have to invest a lot of time and money on influencer marketing if you want to get it right though. That is why in this lesson we are going to teach you how to develop a micro-influencer campaign the easy way.



What Is A Micro-Influencer Campaign?

Contrary to popular belief, you don't need to hire influencers with millions of followers for your brand to make an impact. In fact, it has been found that engagement peaks at 1,000 followers!

That is why micro-influencers are becoming the next big thing. Micro-influencers, or those influencers with anything between 1,000 to 10,000 plus followers, can provide your brand with strong engagement, and surprisingly enough, they can also drive more sales than mega influencers.

Why is that? The easiest explanation is, because mega influencers reach more people, they can drive the higher engagement rates. The problem is that they reach more people because they're popular; Their audiences are made of all kinds of people, and are not as targeted as to drive valuable actions.

Micro influencers, on the other hand, reach very targeted audiences that are more likely to connect in a meaningful way, and are much more likely to drive valuable actions when called to.

A micro influencer campaign then is a marketing campaign where you sponsor several influencers with mid-range followings. Because you're basically crowdsourcing your marketing efforts, a micro influencer campaign has the potential to increase your sales and brand awareness several times over.

How Can You Reach Out To Micro Influencers For A Campaign Deal?

Finding micro influencers that can promote your brand is all about finding the type of Instagram

accounts that are a good match for the products and offers that you want to market. There are two proven methods to find micro influencers that have worked for us.



Using Instagram Search

You can find micro influencers directly on Instagram by using the search feature. You'll simply have to tap on the search icon located in the lower screen menu, and then to type a keyword related to your brand or products in the "search" field.

You'll get several accounts that are related to the keyword you entered as a result. Check them out to determine who are the most relevant

to your objectives and then reach out to them with a Direct Message.

Some things that you have to consider before approaching accounts for a campaign deal are:

- ✓ The number of followers they have. The ideal number of followers should be between 10,000 and 50,000.
- ✓ Their engagement rates, which are as important as, and sometimes even more so than their number of followers. You can measure engagement by looking at their posts, and making sure that all of them get plenty of comments, shares, and likes.

Once you've found the best accounts for the job you have to get in touch with them. When contacting a micro influencer, you have to adhere to the following guidelines:

Introduce yourself as the owner of the brand, or as a representative of the brand, or as a marketer working for the brand that you want the influencer to promote.

Introduce the brand or company just like you would introduce yourself. You have to let them know why you think they are a good fit for the brand.

Mention one of their posts and their content in general, and mention why you find it valuable.

Ask them when would be the best time to call them to close the deal.

On Influencer Networks

[Click here to access my exclusive Instagram](#)



There are platforms out there that allow you to source micro influencers with a few clicks of your mouse.

Sites such as "[Gnack](#)", "[Upfluence](#)", and "[Grin](#)" are designed to make hunting for influencers an easy task.



Conclusion

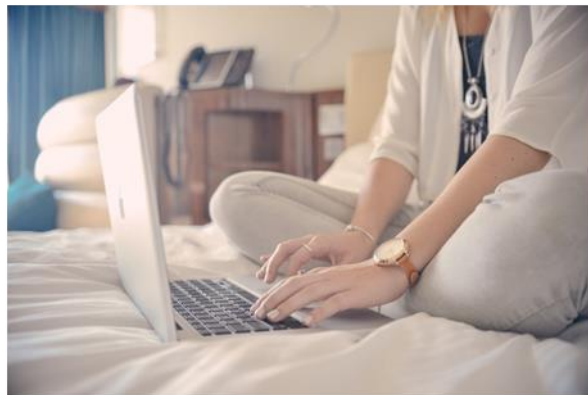
You won't need to hire the Kardashians or to spend lots of money on influencer marketing if you know how to do it right, and

we've just given you a head start on micro-influencer marketing. So go out there and don't be afraid to reach out to them, because they can help your business grow in unexpected ways!

Chapter 14: Instagram Marketing Tricks To Try In 2018

Post When Your Audience Is Most Active

It's become increasingly difficult to appear organically in your followers' feeds, in part because of competition and in part because of algorithm changes that prioritize content from family and friends. The good news is that you can get around this limitation by posting at the right times.



Overall, the best day to post on Instagram is Thursday.

The best times to post on Instagram are Wednesdays at 3 PM, Thursdays at 5 AM TO 11 AM and at 3 PM to 4 PM, and on Fridays at 5 AM.

Posting so early in the morning will help you to reach those users that check their Instagram feeds first thing after waking up.

Sundays are the least engaging days on Instagram.



Caption Your Videos

The majority of Instagram users, and the majority of social media users for that matter, prefer to disable sound on videos playing in their newsfeeds. That is why you have to caption all

your Instagram videos.

Studies on video engagement have found that captioning video increases average view times by 12%. Marketing effectiveness is also boosted by 82%, compared to only 18% effectiveness generated by videos with no captions or with sound on.

Increase Your Organic Reach

The Instagram algorithm prioritizes content from accounts that are closely followed by users. This means that the majority of content on any given user's newsfeed will be from friends, family, and influencers, and other accounts that they engage with the most.



You can make your post appear more often on your followers' feeds by encouraging them to regularly like, share and comment by posting the type of content that they're most likely to engage with.

And when your followers like, share, or post comments on your content, it will appear in the newsfeeds of users that engage the most with your followers too! This will help you to increase organic impressions and engagement.



Increase Engagement With Poll Stickers

You can increase engagement by surveying your followers about stuff that matters to them. By asking them questions about their interests and dislikes in an interactive way, you will be building brand awareness and organic reach.

To create a "Story Poll" with "Stickers" you'll simply have to tap on the "your story" icon located on your Instagram feed. Then you'll have to take the pic that you'll use for your story poll.

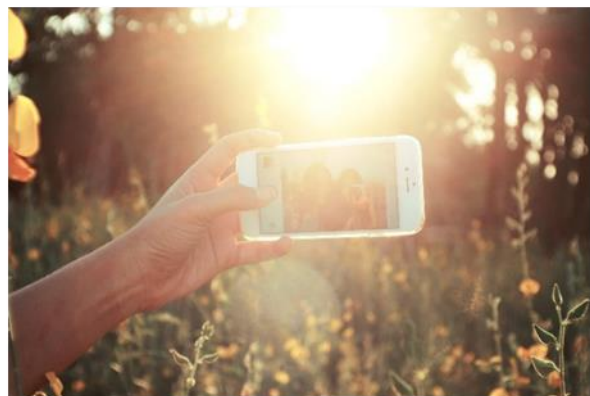
After you take your story poll picture you'll have to tap on the "sticker" icon located on top of the screen, and then to tap on the "poll" option.

Now you have to configure your poll, first by typing your question in the "ask a question" field. Then you have to tap on the "yes" and "no" stickers to type the answers to your question.

We recommend you to personalize your question to appeal to your audience instead of using the placeholder answers. Once you customize your poll you'll just have to tap on "done" to post your poll with stickers!

Offer Limited-Time Promotions During Live Broadcasts

You can boost your "Instagram Live" viewership by promising limited-time promotions that you'll only offer during broadcasts. Make sure to offer incentives to drive action,



such as huge discounts of 40% to 60% on any of your products or services, gift vouchers, or in-store discounts!



Create Gif And Boomerang Posts

Most Instagram users will only watch videos to the end if they're 15 seconds long or shorter. Videos in general get more engagement than

images, but they're not as easy to produce and get right.

That is why GIFs have become a cost-effective alternative to videos, and they're also more likely to be shared than static image formats such as JPEG.

"Boomerang" posts, which are Instagram's own take on GIFs, allow you to create very short videos that look like GIFs and that have given big brands such as "Timberland" and "Coca Cola" excellent results.

To create "Boomerang" posts you'll just have to tap on the camera icon on the Instagram app and then to tap on the "Boomerang" option. Then you'll just have to tap on the "record" button to record and save your short boomerang video!

Chapter 15: Instagram Marketing

Best Practices For Businesses

Generate Testimonials Through User Generated Content

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!"



Hijack Instagram DMs With Random Promotions

One way to create a real sense of personal connection between your brands and your followers is by giving them something that they'll emotionally respond to, you can create high-level customer relations through DMs.

What you have to do is to contact random followers at random times with a personalized promotion, such as a big discount or even maybe a free item. Make sure to mention that you're doing it out of gratitude for helping you grow your business.

These followers are very likely to become your brand ambassadors later on, or to give your business account a public shout out to tell their own followers how awesome your brand is, which will help you to increase awareness and sales!

Use Instagram Live To Run A Reality Show About Your Business



People love a good reality show, and using Instagram Live is a great way to run your own reality show

based on your business. This strategy works because your Instagram account can become a source of entertainment for potential customers in your niche.

What you have to do is to create a schedule for your Live posts so Instagram users know when you'll go Live. You also have to select a theme for your show. For example, you can base your shows on entertaining customer service experiences if you have a physical store, or you can base your shows on how you produce your products or content.

But most important of all, you have to keep your shows entertaining. Add a little humor, make jokes throughout, do unexpected stuff, and run promotions at random times during every show to keep users glued!



Create A Geotag For Your Business Location

It is important to create a Geotag for your business location even if you don't have a physical store. Creating a

Geotag for your business will allow you to reach people that are using location hashtags through content recommendations.

All you have to do is to go to your Facebook newsfeed on the personal account that you use to manage your brand or business account on your mobile device and tap on the "Post an Update" field, then to tap on the "Check In" option, and then to enter the name of your brand or business in the location field. Now select a location category and your location info. Then tap on "done".

Now you'll be able to check in to your location every time that you create an Instagram or Facebook post, which will allow you to build content around your location!

Chapter 16: 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

You can easily use Instagram posts to sell digital goods. All you'll have to do is to publish short pieces of



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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!



Work With Sponsored Posts

You can use your own brand's account to promote offers from other brands in your niche. This can work very well because you are already promoting to an audience that trusts

you as a brand and that likes the quality of your products or services.

We recommend you to only promote products that can compliment your own products, or services that add value to your products. Also, you have to make sure to have a sizeable and qualified audience before you use your brand's account to create sponsored posts.

Create An Instagram App

This is an advanced-level monetization strategy, but if you



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have the technical know-how to create an app or have the money to hire a freelance developer that can create it for you, then give it a go, because you can potentially earn thousands!

You have to start by identifying a problem that Instagram users and marketers have. Then you'll have to come up with several solutions that can be implemented through an app. For example, you could develop an app that makes it easier for desktop users to use Instagram the same way that a mobile user would. Then you have to plan it out, develop it, test it, publish it, and promote it!

Chapter 17: 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.



Plan Your Instagram Blasts

Run your Instagram account with the same dedication that you run your business. Plan your posts, carefully select your images, properly edit your videos, and rehearse your live sessions.



Share Behind-The-Scenes Stuff

It is a good practice to make some of your content feel personal by sharing behind-the-scenes pictures and short videos to show the human side of your brand. Remember, Instagram marketing is all about the visual story behind the product!



Tag Locations

If you have a physical store, or are promoting a product at a specific location, or are attending an industry event somewhere, make sure to always tag your posts with your current location to increase your reach and visibility.



Use The Right Filter And Stick To It

Find a filter that fits the tone of your brand and use it consistently in all your pictures. That will help you to build brand recall!



Adjust Your Strategy To Your Goal

Instagram users won't click-through your links or check your newest stories if you don't tell them to. That means that you always have to include a clear call-to-action in all the posts that are intended to drive action.



Analyze Your Performance

It is important that you keep track of engagement metrics such as new followers, likes, and comments, but also of metrics that link back to your sales funnel such as conversions, unique visits, and average time spent on your site after a click-through on Instagram.

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!

**Don't Use Hashtags To Spam**

You might be tempted to use hashtags that are popular yet not related to your content marketing strategy to increase your reach, but that's a bad idea because you'll only get users scrolling past your post because they'll see them as irrelevant.

**Don't Buy Followers**

If you buy 1,000 followers today, how many of them will buy from you tomorrow? Remember, Instagram marketing is not a numbers game, it is a results oriented effort to generate more business from qualified leads!

**Don't Over Promote**

Don't use the majority of your Instagram posts to sell your products. Instagram users are looking for entertaining images and engaging videos, and if you're able to tell compelling visual stories about your products you won't ever need to post a sales message on the platform!

**Don't Use Auto Commenters Or Follow Bots**

Contrary to popular belief, bots and auto commenters will not

help you to engage better, or more easily for that matter. They'll just make your account feel fake, so avoid using them at all costs.



Don't Post Irrelevant Content

Never stray off topic unless the content is still relevant to your audience and that can be traced back to your brand.



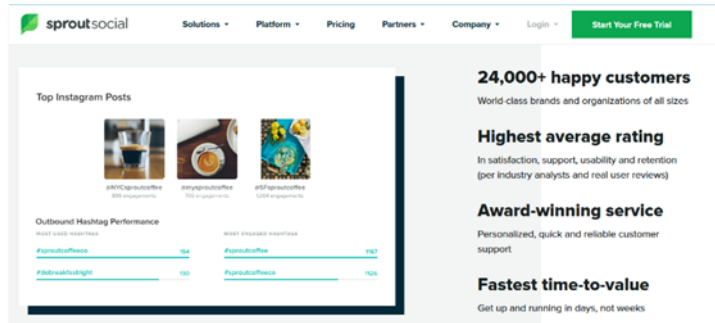
Don't Delete Or React To Negative Engagement

You'll likely to get negative comments and reviews if you are doing business online. You might not like them, but it will always be better to respond to them in a positive way to keep your brand's image in good standing than deleting or outright reacting negatively to them.

Chapter 18: 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

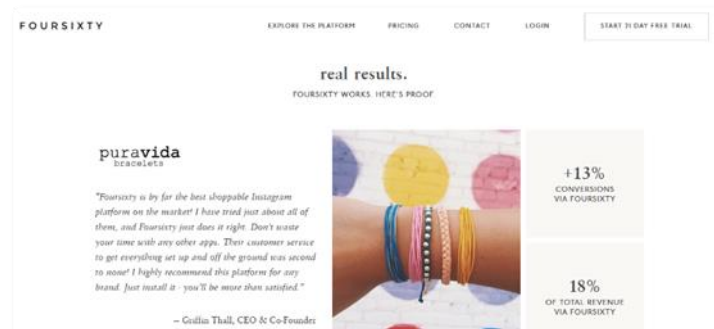
“Hashtag for Likes” is a web-based service that will help you to easily discover the best hashtags in your industry.



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.

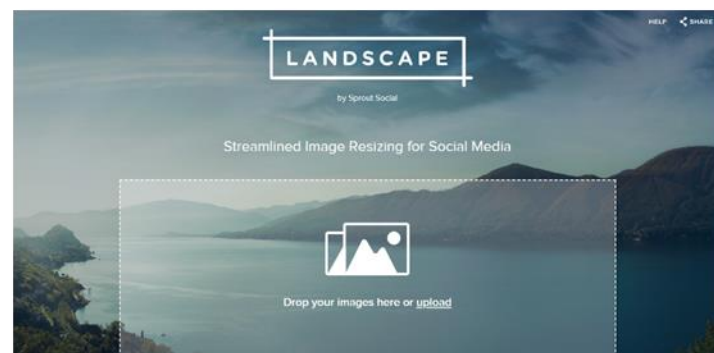
Foursixty

“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!



Landscape

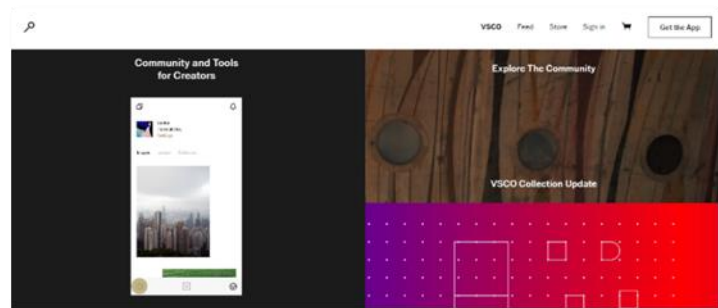
“Landscape” is a browser-based image resizing tool specifically designed for



social media marketers looking for an easy way to fit their best pictures on social media posts, and you can use it to optimize your product pictures for Instagram by simply uploading your images to the “Landscape” website and selecting “Instagram” as your platform!

VSCO

“VSCO” is a photo editing tool designed specifically for Instagram marketers and users.



It comes with an awesome collection of free filters, and it allows you to adjust features such as sharpness, contrast, color temperature and saturation to help you take your Instagram pictures to another level.

INK361

“INK361” is a performance monitoring tool for Instagram marketers that will allow you to manage



your account, to analyze engagement, and to monitor your competitors.

It has a unique “map viewer” feature that will help you discover potential customers based on geotagging and photo locations.

Sendible

“Sendible” is a powerful social media management tool that offers unique features for Instagram

marketers, such as “Canva” integration to make it easy to post Instagram macros directly to any of your Instagram accounts, to schedule Instagram posts on the go, to respond to followers via the social media inbox, and to create analytics reports.



Tailwind

“Tailwind” is an Instagram marketing management tool that makes bulk-scheduling posts easier than ever with a visual drag-and-drop scheduler.



It also offers automatic recommendations about optimal times to post based on your audience's behavior, which will help you to post when your audience is the most engaged.

Iconosquare

"Iconosquare" is an Instagram management tool that will give you insights about your account's performance based on your activity.

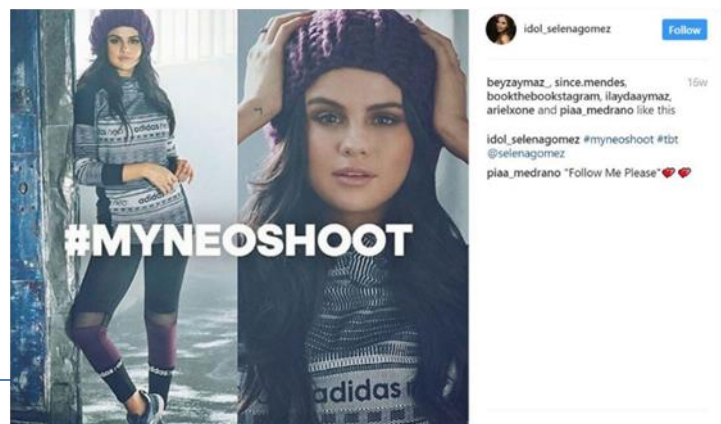


Metrics that you'll be able to measure with this tool include follower growth, unfollows, locations, daily follower gains and losses, among others.

Chapter 19: Shocking Case Studies

Adidas

"Adidas" is the worldwide famous sportswear brand, mostly popular for the



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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.

Bejeweled

"Bejeweled" is a mobile game released by "Electronic Arts", one of the most popular video game publishers around.



Objective: Electronic Arts' objective was to inspire more people to purchase the game.

Strategy: "EA"'s strategy was to partner with some of Instagram's top influencers who shared photos of themselves playing the game and encouraging their followers to do the same.

Results: The game climbed from position 702 in Apple's "Top Grossing US App Store Apps" charts to position 182 in a single month.

Airbnb

"Airbnb" is a popular online hospitality service that allows people to arrange homestays and tourism activities.



Objective: Airbnb wanted to expand its audience by showcasing how different the Airbnb experience is.

Strategy: The company posted several user-generated photos on its Instagram profile. Pictures shared by both hosts and guests were shared with a call-to-action that read: "Don't just go there, live there" .

Results: The campaign helped Airbnb to grow its audience by over 13%, and to generate 172,000 new followers.

Sonic Drive-In

"Sonic Drive-In" is a drive-in fast food restaurant chain from Oklahoma.

Objective: The company wanted to further capitalize the success of a beverage that was exclusively sold at the "Coachella Music and Arts" festival.

Strategy: The company launched an ad campaign that targeted Instagram users in the festival's audience through geo-fencing. Users were able to select their flavor and getting the beverage hand-delivered, and they paid for the beverage by posting a photo of the beverage with the "#SquareShakes" hashtag.

Results: The campaign generated 26,000 likes, 1,000 comments, and 11,000 new followers.



Coca Cola

"Coca Cola" is the world's most popular soft drink brand, and it's owned by "The Coca Cola Company".



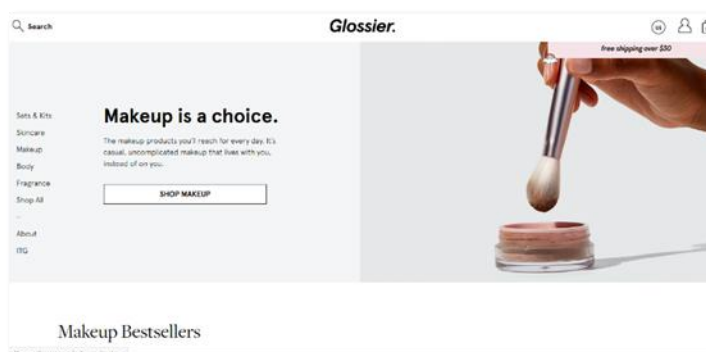
Objective: The company's objective was to increase brand awareness among teenagers during the Olympics.

Strategy: The company hired Instagram influencers more than a year before the Olympics started. They shared videos of its mascot, the Coca Cola polar bear, befriending top Instagram influencers using the "#ThasGold" hashtag.

Results: The campaign generated 1.9 million views, 1,400 comments, and over 100,000 reactions! Also, their accuracy rate of targeting teenagers reached 88%.

Glossier

"Glossier" is a New York based beauty startup that specializes in skin care products and cosmetics.



Objective: The beauty startup wanted to increase brand awareness in the beauty and cosmetics industry.

Strategy: The company successfully expanded its influencer network by getting regular women to promote the brand. They're the "Glossier Girls", and they closely follow Glossier's Instagram account and share the company's posts with their followers.

Results: The company grew by 600% in a single year thanks to its network of Instagram influencers.

Boxed Water

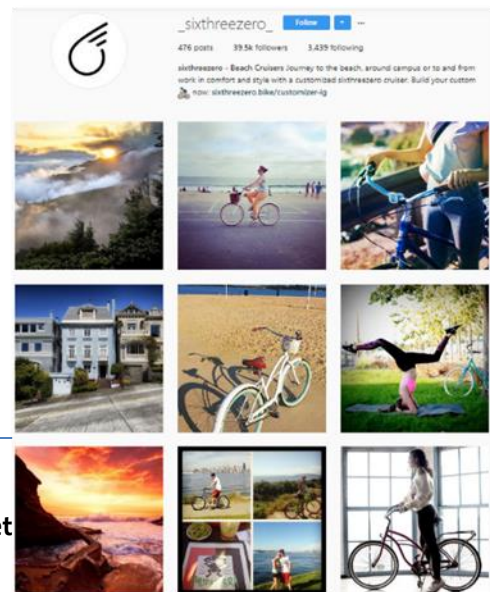
"Boxed Water" is a company from Michigan that produces environmentally friendly boxed water.



Objective: The company wanted to encourage environmentally minded water consumption.

Strategy: The company promoted a campaign to encourage Instagram users to post a picture with the "#ReTree" hashtag, and promised to plant a tree for every such post. They also partnered with top Instagram influencers to promote the campaign.

Results: The campaign got so much attention that they planted over 600,000 trees.



sixthreezero

“sixthreezero” is a bicycle company from California that produces simple, comfortable cruiser bikes.

Objective: The company wanted to build stronger brand awareness, to increase traffic to the company’s website, and to grow the company’s Instagram account.

Strategy: The company used Instagram to execute a combination of strategies that included engaging with industry influencers to reach their audiences, posting and commenting on user generated content, sharing lifestyle content, and posting product images.

Results: The company was able to grow its follower count to over 11,000, to generate more than 77,000 engagements, and to increase website traffic by 300%.

Microsoft and National Geographic

“Microsoft” is a multinational technology company that sells computer software, consumer electronics and personal computers.



“National Geographic” is a multimedia brand mostly popular for its monthly magazine. It focuses its content on geography, history, and world culture. It is also one of the biggest brands on Instagram.

Objective: Microsoft wanted to leverage National Geographic’s following, to increase brand awareness and to encourage girls to participate in sciences, technology, engineering, and mathematics.

Strategy: Both companies devised a killer campaign that promoted photos of top female scientists and adventurers doing their jobs and telling their stories on five different National Geographic Instagram channels. Every post was captioned with: “@Microsoft - Empowering girls to change the world, stay in STEM, and be the ones to #MakeWhatsNext”.

Results: The campaign generated around 3.5 million likes in a single day, reached close to 91 million followers across all National Geographic’s Instagram channels, and more than 2,000 pieces of user generated content with the “#MakeWhatsNext” hashtag.

Chapter 20: 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.

Do Serious Company Updates Perform Well On Instagram?

Instagram users are mostly interested in unique, uplifting, and colorful content, so serious company updates are not the norm. If your brand goes for serious, edgy stuff, then by all means be serious and edgy, but leave the corporate-type stuff for platforms like LinkedIn.

What's The Best Way To Keep Track Of Who's Engaging With Your Brand?

Deep analytics are a great resource, but you can also keep track of who you are engaging by observing engagement in real time and to use that information to your advantage. For example, you can keep track of those users that are leaving more comments and likes on your posts, and of those that are purchasing your products. They can easily become our brand ambassadors later on!

And What Other, More Specific Metrics Should You Track?

There are certain metrics that can really help you make a difference if you use the information that they provide you with to test and optimize your account's performance.

The first metric that you should track is “Follower Growth Rate”, which isn’t the same as the number of followers you have. Keeping an eye on your “Follower Growth Rate” will allow you to see how well potential customers are responding to your content strategy and your posting frequency.

“Engagement” metrics is another important metric to keep an eye on. The total percentage of comments and likes left by followers per post will let you know what things should be changed and what things should only be optimized.

Lastly, you have to track “Click-Through Rates”. Now, click-through rates on Instagram are limited to the percentage of clicks on the link in your bio, but you have to always measure percentage variations in time, which will happen when you change your links.

Should You Focus Your Social Media Marketing Efforts On Instagram Only?

It depends. If you are a one-man army you can focus on Instagram because it will provide you with the best customer engagement rates compared to other social platforms.

Please note however that every social media platform is different, that each has its advantages, and that not all people in your audience are Instagram users, so we recommend you to also use other social media platforms such as Twitter, which has a huge user base, to send traffic to your Instagram account.

Should You Repost Content From Your Other Social Media Platforms To Instagram?

Of course! In fact, posting content from other social media platforms to your Instagram feed is one of the best ways to keep your account live and fresh. But because not all social platforms work the same, you'll have to make sure to optimize the content for Instagram before uploading it.

That means creating captions shorter than 150 characters, adding from 5 to 25 industry-relevant hashtags, and editing your photos to fit your Instagram persona.

What Is The Future Of Instagram As A Marketing Platform?

Instagram, much like all the other social media platforms around, is changing. The change is happening because competition for audience attention is getting harsh, with 40% of marketers saying that it is getting harder for them to compete.

That doesn't mean that there's no future for Instagram marketing, it just means that to stay ahead of the curve you'll have to know what social media marketing trends will dominate the marketing landscape going forward.

The first shift that you'll see is video being used as a powerful marketing tool that will help brands provide value, encourage action, and engage their audiences.

And the second shift that you'll see, and which is taking effect now, is the use of paid advertising to compete for news feed real estate. Social media

algorithms are being modified continuously to give priority to content published by people in a user's network, which is forcing brands to pay to get their posts on people's feeds.

Be aware of these two major Instagram marketing shifts and you'll be able to future proof your efforts!

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, 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 Step by Step Video Training [clicking here](#) (Insert your Upsell offer URL).

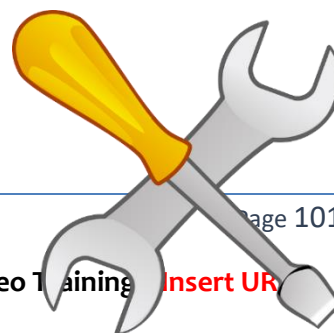
Thanks so much for the time you have dedicated to learning how to get the most advantages from Instagram Marketing 2018.

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/1451-0.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=qOS6oNLUSck&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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