

Cheat Sheet



Instagram Marketing 2018 Made Easy

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

Limited Special Offer

Instagram Marketing 2018 Made Easy

(Video Training)



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Chapter 1: What Is Instagram Marketing All About?

- ✓ It's been 8 years now since Instagram launched in 2010.
- ✓ 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.
- ✓ Instagram is not for personal use only anymore, and online marketing has never been so compelling and straightforward.
- ✓ Instagram audiences are much more engaged than audiences on other social media platforms.
- ✓ Building a visual presence on Instagram is vital for your online business.

Chapter 2: Setting Up A Branded Instagram Account

- ✓ 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"
- ✓ 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
- ✓ 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
- ✓ 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
- ✓ Lastly, let's edit the "bio". The "bio" space should include information about your brand that is easy to recognize at first glance
- ✓ 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

- ✓ The Instagram algorithm prioritizes hashtags that are relevant to the content in a post, and not whether the post is stuffed with niche hashtags
- ✓ The easiest and most effective way to do your hashtag research is by using the "search" feature
- ✓ You can add some of the hashtags that are featured in this section to your posts to increase your reach
- ✓ 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
- ✓ You can also check the hashtag suggestions to find other topic hashtags that you can add to all your posts to increase reach

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- ✓ Use hashtags that have been added to over 50,000 posts but no more than to 1 million posts to ensure maximum qualified reach

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
- ✓ 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
- ✓ Next up you have to edit your image's attributes by adding a filter, editing lighting, and adjusting its settings
- ✓ 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

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

- ✓ You have to make sure that your account is set to “public” before switching to a business account
- ✓ On the same “settings” menu you will find the option to switch from a personal to a business profile
- ✓ You have to start by checking which posts are getting the best engagement rates
- ✓ 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
- ✓ Next up you have to select your target audience

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

- ✓ 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
- ✓ Start by adding a shortened URL that links to your sales page or online storefront to your Instagram profile
- ✓ 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
- ✓ Once you create your story you'll just have to tap on the “add your story” icon

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Chapter 7: Increasing Brand Awareness With Video Posts

- ✓ Tap on the “plus” icon to add a new post.
- ✓ Tap on the “video” tab
- ✓ 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.
- ✓ Select 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 cuts on your video by tapping on the “scissors” icon.
- ✓ You can tap on the “screen” icon to select a preview frame for your video.
- ✓ You can mute your video by tapping on the “mute” icon.
- ✓ Add an actionable phrase related to the video in your post.
- ✓ Add a hashtag to target a keyword and a search term within your content.
- ✓ Add a call-to-action to instruct people to check your profile, your posts, and the link in your bio to learn more about your brand, your website, your content, your products, and your affiliate offers
- ✓ Add a series of targeted hashtags to reach your target audience more easily. (3 to 9 hashtags)
- ✓ 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.

Chapter 8: Promoting Affiliate Offers With Instagram Live

- ✓ Tap on the “plus” icon to create your teaser post.
- ✓ Tap on the “gallery” tab to select the image of your affiliate product from the media gallery.
- ✓ Tap on “next” to quickly edit your product image and then tap on “next” to move on to the next step.
- ✓ 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.
- ✓ Add some targeted niche hashtags to show your teaser post to people browsing for content with the hashtags in your post.
- ✓ Tap on “share” to publish your teaser post.
- ✓ You can tell more people about your upcoming live broadcast by promoting your teaser post.
- ✓ Remember to research your affiliate product and to have your affiliate links ready before going live.

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- ✓ 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.
- ✓ Tap on the "live" option located at the bottom of the screen.
- ✓ Customize your broadcast before actually going live by tapping on the "settings" gear icon located on the top-left corner.
- ✓ Tap on "start live video".
- ✓ Once you are live you can start discussing the features and pros and cons of the product that you are promoting.
- ✓ 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.

Chapter 9: Promoting A New Product Line With Carousel Posts

- ✓ Start by tapping on the "plus" icon to add a new post.
- ✓ 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.
- ✓ Add a caption promoting your new product line.
- ✓ Add a spin to how you arrange the elements in your caption.
- ✓ 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.
- ✓ 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.
- ✓ Go to Instagram and tap on the "profile" icon located on the lower-right corner.
- ✓ Tap on the "edit profile" option.
- ✓ Double tap on the URL in the website field, erase that URL, and then paste your new shortened URL there.
- ✓ Tap on the "done" icon.
- ✓ 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”.

Chapter 10: Hosting An Instagram Contest To Boost Engagement

- ✓ Tap on the “plus” icon on the lower corner to add a new post.
- ✓ Select an image for your contest.
- ✓ Tap on “next” once you select an image.
- ✓ Edit your contest image by adding a filter and adjusting the rest of the image settings.
- ✓ Tap on “next” to continue.
- ✓ The most common and engaging types of contests include “like to win”, “Tag a friend”, “User generated picture plus a custom content hashtag”, , “repost plus tag and hashtag”.
- ✓ Enter a compelling description of your contest, and a description of the prize.
- ✓ 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!
- ✓ Add the name of your participants to a list.
- ✓ Separate the names of each participant by a line.
- ✓ Go to the online “random name picker” at “miniwebtool.com/random-name-picker/”.
- ✓ Enter your participants name list in the “random name picker” field
- ✓ Tap on the “pick a random name” button.
- ✓ 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.

Chapter 11: Converting Instagram Followers Into Email Subscribers

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

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- ✓ Tap on the “create campaign” button and then tap on the “landing page” option.
- ✓ 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.
- ✓ Tap on “begin” to start creating your landing page.
- ✓ Select a template that goes well with the incentive that you are going to offer to your Instagram leads.
- ✓ 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.
- ✓ Tap on your logo and tap on “insert”.
- ✓ Tap on “save and close” to continue.
- ✓ Type a compelling headline in the headline text field below your logo.
- ✓ Tap on the “save and close” button when you are done customizing your landing page.
- ✓ 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
- ✓ Tap on “save” to continue.
- ✓ Tap on the “add URL” button to add a custom URL to your landing page.
- ✓ Tap on the “publish” button to launch your landing page.
- ✓ Shorten 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.
- ✓ Go to Instagram and tap on the profile icon located on the lower-right corner.
- ✓ Tap on “edit profile”
- ✓ Double tap on the URL in the “website” field, delete it, paste your landing page URL, and then tap on “done”.
- ✓ 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.
- ✓ Optimize your lead capture post with a compelling caption. 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.
- ✓ Add a call-to-action to instruct our followers to click on the link in our profile to get the discount.
- ✓ Add some targeted niche hashtags to increase our organic reach.

Chapter 12: How To Increase Online Sales With Instagram Shopping

- ✓ 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.
- ✓ 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".
- ✓ 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"!
- ✓ 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

- ✓ 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.

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- ✓ Micro influencers, 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.
- ✓ 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.
- ✓ 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.
- ✓ 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.
- ✓ 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.

Chapter 14: Instagram Marketing Tricks To Try In 2018

- ✓ Post When Your Audience Is Most Active
- ✓ Caption Your Videos
- ✓ Increase Your Organic Reach
- ✓ Increase Engagement With Poll Stickers
- ✓ Offer Limited-Time Promotions During Live Broadcasts
- ✓ Create Gif And Boomerang Posts

Chapter 15: Instagram Marketing Best Practices For Businesses

- ✓ Generate Testimonials Through User Generated Content
- ✓ Promote Your Product-Centric Posts
- ✓ Encourage Your Customers To Promote For You With Mentions

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- ✓ Hijack Instagram DMs With Random Promotions
- ✓ Use Instagram Live To Run A Reality Show About Your Business
- ✓ Create A Geotag For Your Business Location

Chapter 16: How To Monetize Instagram In 2018

- ✓ Become A Micro-Influencer
- ✓ Become An Instagram Marketing Consultant
- ✓ Sell eBooks And Videos
- ✓ Work With Sponsored Posts
- ✓ Create An Instagram App

Chapter 17: Do's and Don'ts

Do's

- ✓ Be Consistent
- ✓ Ask Questions
- ✓ Follow Other Brands And Creators
- ✓ Create A Unique Style
- ✓ Plan Your Instagram Blasts
- ✓ Share Behind-The-Scenes Stuff
- ✓ Tag Locations
- ✓ Use The Right Filter And Stick To It
- ✓ Adjust Your Strategy To Your Goal
- ✓ Analyze Your Performance

Don'ts

- ✓ Don't Over Do Your Content
- ✓ Don't Use Stock Photos
- ✓ Don't Over Post
- ✓ Don't Mix Your Personal And Business Profiles
- ✓ Don't Use Hashtags To Spam
- ✓ Don't Buy Followers
- ✓ Don't Over Promote
- ✓ Don't Use Auto Commenters Or Follow Bots
- ✓ Don't Post Irrelevant Content
- ✓ Don't Delete Or React To Negative Engagement

Chapter 18: Premium tools and Services to consider

- ✓ [Sproutsocial](#)
- ✓ [CrowdFire](#)
- ✓ [Hashtags for Likes](#)

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- ✓ [Foursixty](#)
- ✓ [Landscape](#)
- ✓ [VSCO](#)
- ✓ [INK361](#)
- ✓ [Sendible](#)
- ✓ [Tailwind](#)
- ✓ [Iconosquare](#)

Chapter 19: Shocking Case Studies

- ✓ [Adidas](#)
- ✓ [Bloom And Wild](#)
- ✓ [Bejeweled](#)
- ✓ [Airbnb](#)
- ✓ [Sonic Drive-In](#)
- ✓ [Coca Cola](#)
- ✓ [Glossier](#)
- ✓ [Boxed Water](#)
- ✓ [sixthreezero](#)
- ✓ [Microsoft and National Geographic](#)

Chapter 20: Frequently Asked Questions

- ✓ How Is Instagram Different Than Other Visual Discovery Platforms?
 - The biggest difference between 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?

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- 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?
 - The first metric that you should track is "Follower Growth Rate", which isn't the same as the number of followers you have.
 - "Engagement" metrics is another important metric to keep an eye on.
 - Lastly, you have to track "Click-Through Rates".
- ✓ 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

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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!