**How to Succeed On Instagram Without Taking a Single Photograph**

Instagram is extremely popular among internet marketers for a large number of reasons. This is a marketing platform with a great ROI, as well as a huge reach (1 billion active users). It’s also extremely trendy and popular right now, and showing no signs of slowing down or losing momentum (unlike Facebook).

But there are several things that might be holding you back from fully exploiting the potential of Instagram. One of those things, is the fact that Instagram – at least on the face of it – appears to require you to have some skill when it comes to photography. This is a visual medium and it trades in photos that have been taken on smartphones.

If you don’t have a high quality camera phone, if your business doesn’t have a particularly visual aspect to it, OR if you have zero confidence in your own ability to take artistic looking photos… then you might find yourself avoiding this particular social platform.

But here’s the good news: you can actually be highly successful on Instagram without taking a *single* photograph. Here’s how…

Stock Photography

One way to accomplish this is by using stock photography. Stock photography is photography taken from the web: websites that share photos for creatives to use, either for a fee or in some cases for free!

Most of these sites let you simply search for a term and then download the images you want to use. It’s a great way to find a large resource of images that you can share.

Editing

Another option is to use photography and then edit it. This can likely work in tandem with the stock option. In this case, you might search for photos of people standing on mountains, or making other accomplishments, and then simply add artistic filters and quotes about success and the like. It’s a simple and easy method that has worked for countless people!

The Work of Others

Many Instagram accounts are highly successful simply as a result of sharing photos that *other users* have taken. Alternatively, this could mean sharing art from others, or video.

The only thing to keep in mind is copyright and fair play. Make sure you get permission from the creators. The good news is that in most cases they will be flattered you asked and excited to get the free exposure. Everyone wins!