

8 Tips for Excellent Instagram Marketing



Know who you're talking to

What do your followers like - what makes them tick? Use a monitoring tool to see what they're talking about, and tailor your posts to your market.

Use relevant hashtags

Identify appropriate hashtags and leverage them to your advantage. Don't try to piggyback on irrelevant hashtags; you'll look foolish.

Know when to post

Your audience isn't online all the time. Use tools like SocialBro, Hootsuite, and Mention to know when your target audience is engaged. When you post matters.

Make it beautiful

Instagram is the image network, so they need to be good. Use filters, involve your designers, and keep the quality high. Bad photos tend to stand out for the wrong reasons.

Tip: 'Quote pictures' are a great source of universal content.

Add calls-to-action

"Help," "share," "please," "how to," and "follow" tell your audience what you need from them. Ask followers to share or tag a friend. Use bio links, and direct users to find them.

Tell stories

Instagram now has the popular "stories" feature, which lets you string together multiple posts. Create compelling narratives to capitalize on that space at the top of your followers' feeds.

Involve influencers

Find power users in your industry and ask them to share your pictures, products, and brand message. They make you look good, and often you only need to ask.

Be personal

Address users by name, using a conversational tone. Don't post like a robot. This is social media, and users enjoy a familiar touch. And if you can, make it fun.