INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS **INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS**

INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS INSTAGRAM MARKETING

As an eCommerce business owner, you don't have to do much searching online to see why a strong Instagram presence is essential to growing your brand.
If you're not quite convinced of the power of this strong social network, consider this data:
Instagram has about *58x more engagement per follower* than Facebook does.
Instagram has experienced a *115% increase* in organic marketing reach since 2012 (Facebook, on the other hand, has experienced a *63% decrease!*)
Even Twitter, which is widely used and loved by all kinds of marketers, often fails to drive as much post engagement as Instagram.

Studies have shown that about *93% of buying decisions are made based on visual appearance* and *52% of customers* will not return to a store due to bad overall aesthetics. Since Instagram focuses heavily on visuals, it's perfect for showcasing your product and brand in a way that makes your target customers want to buy from you.

Now that you know how effective Instagram can be for your eCommerce growth, you're probably wondering how you can harness its power to drive more sales.

You've come to the right place. Welcome to the Instagram Marketing Guide for eCommerce Business.



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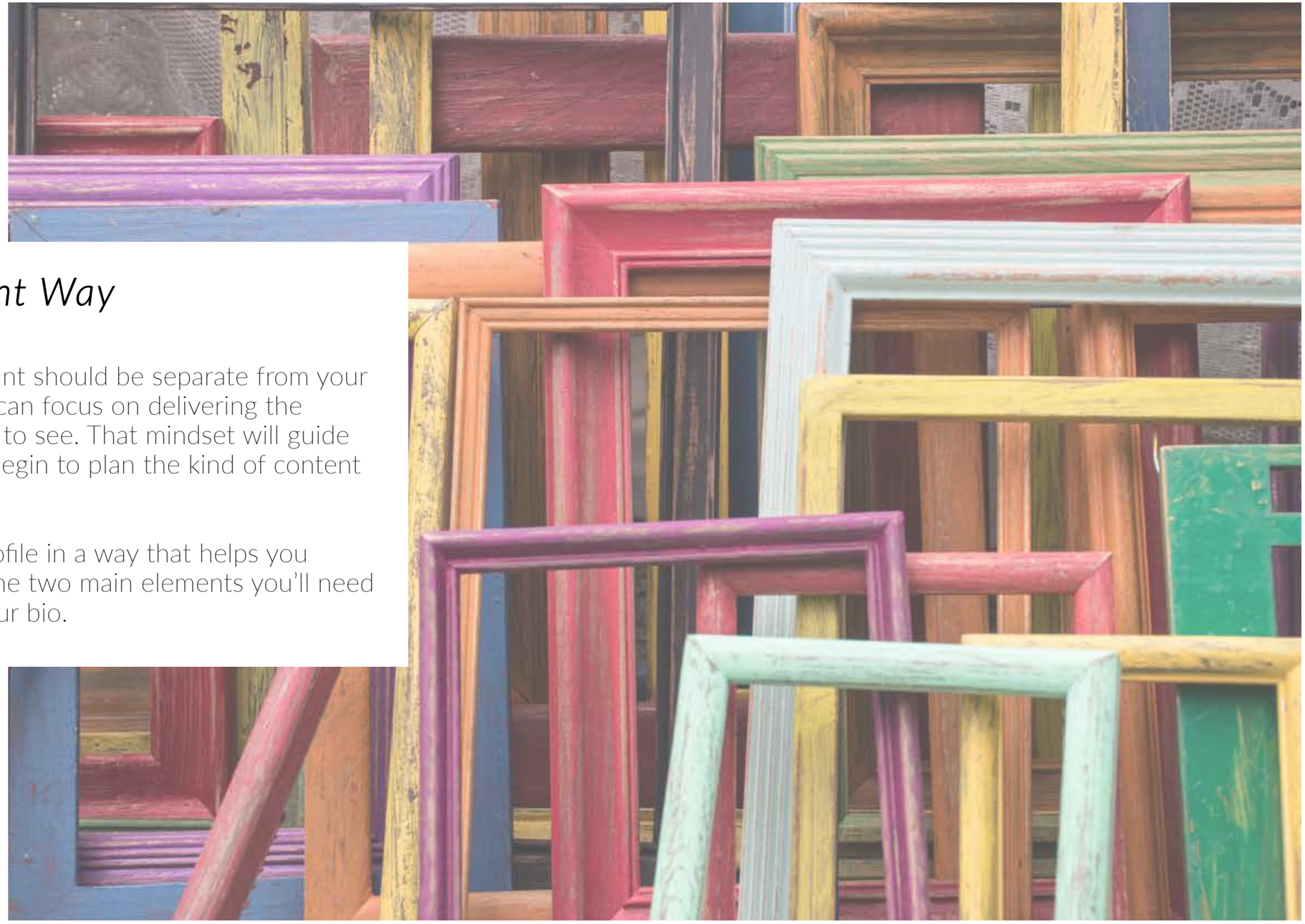
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1. Instagram Marketing Basics



Set your Profile the Right Way

First, realize that your brand's account should be separate from your personal Instagram account so you can focus on delivering the content your target audience wants to see. That mindset will guide you as you set up your profile and begin to plan the kind of content you should share.

Now you're ready to set up your profile in a way that helps you attract customers. Let's talk about the two main elements you'll need to set up: your profile image and your bio.

1. Instagram Marketing Basics

Profile image

If you have a company logo, consider using it as your profile image. If not, you may want to consider creating a social media logo for your brand – one that you can use across all of your social media platforms.

For example, here's the profile image that popular retailer Anthropologie uses:



Source: www.instagram.com/anthropologie/

You can see that the "A" logo isn't featured on their company website.



However, it is featured on their other social media profiles. Take a look at how they incorporate the "A" logo on their Twitter profile:



If they had used the entire name of their store as their logo, it'd be impossible to read on most mobile screens – and probably on regular computer screens too.

Be smart about your profile picture decisions like Anthropologie, and make sure you use the same one across all your social media platforms. And regardless of what you decide to use as your profile image, make sure it's the right size. An illegible, blurry image will hurt your brand credibility and send potential customers running off to your competitors.

1. Instagram Marketing Basics

Bio

Your bio shouldn't just be a place where customers can read a sentence or two about your company. Instead, you should use that space on your profile to get your customers to take action.

Not sure what I mean?

Let's take a look at an example.

QuéGuapa uses their profile to drive engagement by putting their branded hashtag there, which encourages people to use that hashtag when posting a photo that includes one of their products.

They also have a link that redirects the customer to a site where they can shop for the items they see displayed on the QuéGuapa Instagram account.

This approach encourages customers to engage with them on social media and buy from them. Pretty smart, if you ask me.

Think about what you want your customers to do, and write your bio in a way that encourages them to take that action.



Source: www.instagram.com/que_guapa/

If you want to include a link they can click to shop your feed, use the *Photoslurp Shoppable Instagram Feed feature* – it's a great way to help customers quickly find what they want so they can make a purchase without having to navigate to your site and search for the product.

1. Instagram Marketing Basics

Understand Your Audience

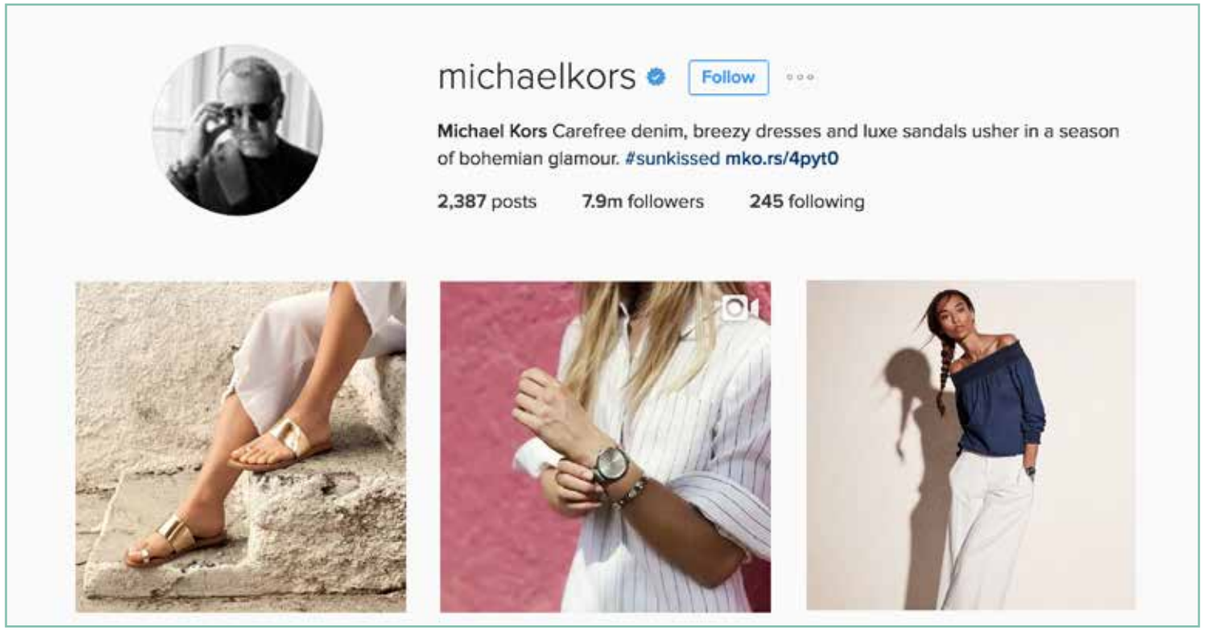
No matter how hard you try, you cannot appeal to everyone. Instead of aiming to appease the world, focus on captivating a core audience that is genuinely interested in your offering.

A good rule of thumb for all Instagram work, make sure you **do your homework and research your target market**. Find users whose interests match yours and you'll reap long-term rewards in increased user engagement. Hold off on creating your posts until you're sure what your target audience wants, however time-consuming it may seem.

Understanding your audience is the essential element to any marketing campaign.

Once you know what your followers want, giving it to them is simple.

Michael Kors understands their audience, and have built a massive following by sharing images that reflect its interests. Scroll through their profile and you'll see a careful curation of aristocratic travel destinations, fashionable women, and luxury clothing.



Source: www.instagram.com/michaelkors/

After you discover your audience, tailor your brand to fit it.

1. Instagram Marketing Basics

Content Best Practices

1. Share the right images

When a potential customer visits your Instagram profile, they'll typically make a decision about whether or not to follow you based on:

- Your bio
- Your brand
- Your 9 most recent photos

Let's discuss what kinds of images will build your brand and make customers want to connect with you:

Only post high-quality images to your Instagram account

This is an important step since shoppers are 3x more likely to make a purchase online when they see high-quality photos.

So, find some good lighting, figure out the best angles, and use your smart phone to take pictures. Then you can use a photo editing app like VSCOCam or A Color Story to make your photos look like they were taken by a professional .

Post in-context photos.

These kinds of photos will help customers envision themselves using your product like the person in the picture.
For example, Nike doesn't just post pictures of shoes and clothes. They post pictures of people who are working out while wearing Nike clothes and shoes, like this:



Source: https://www.instagram.com/nike/

This works because it's inspiring to Nike's target audience (people who work out) by helping them picture themselves getting a good workout in while wearing Nike gear.

1. Instagram Marketing Basics

Post clean-looking product photos

In-context photos are great, but you'll want to post simple images that showcase your products sometimes too. Here's a great example of one from Eames Office:



Source: www.instagram.com/eamesoffice/

Using a plain white photo helps them showcase their product by ensuring that the viewer is focused on it rather than other things going on around it. If you'd like to create similar images, consider using a tool like Pixc to remove the background from your product photos.



2. Share an experience

It's Ok to post product photos (in or out of context) because that's what you, as a brand, want to show. But is also important to give users compelling visual experiences that excite them.

One of the brands we analyzed for Instagram best practices was GoPro. One glance at GoPro's Instagram feed makes it clear why they boast over 7.5 million Instagram followers.

Their feed is a beautiful assortment of thrilling images. GoPro lets their followers hike Kilimanjaro, skydive in Switzerland, and ride Hawaii's biggest waves.
GoPro's content strategy is a perfect example of prioritizing experience over product.

Instead of posting pictures of their cameras, they share the adventures their cameras capture.

Airbnb is another brand that understands the value in sharing experiences. In addition to quality shots of breathtaking accommodations, Airbnb posts consumer generated content of activities they engaged in while using Airbnb.

Which is more likely to catch your eye: the inside of a home or an aerial snapshot taken while paragliding?



Source: www.instagram.com/gopro/

1. Instagram Marketing Basics

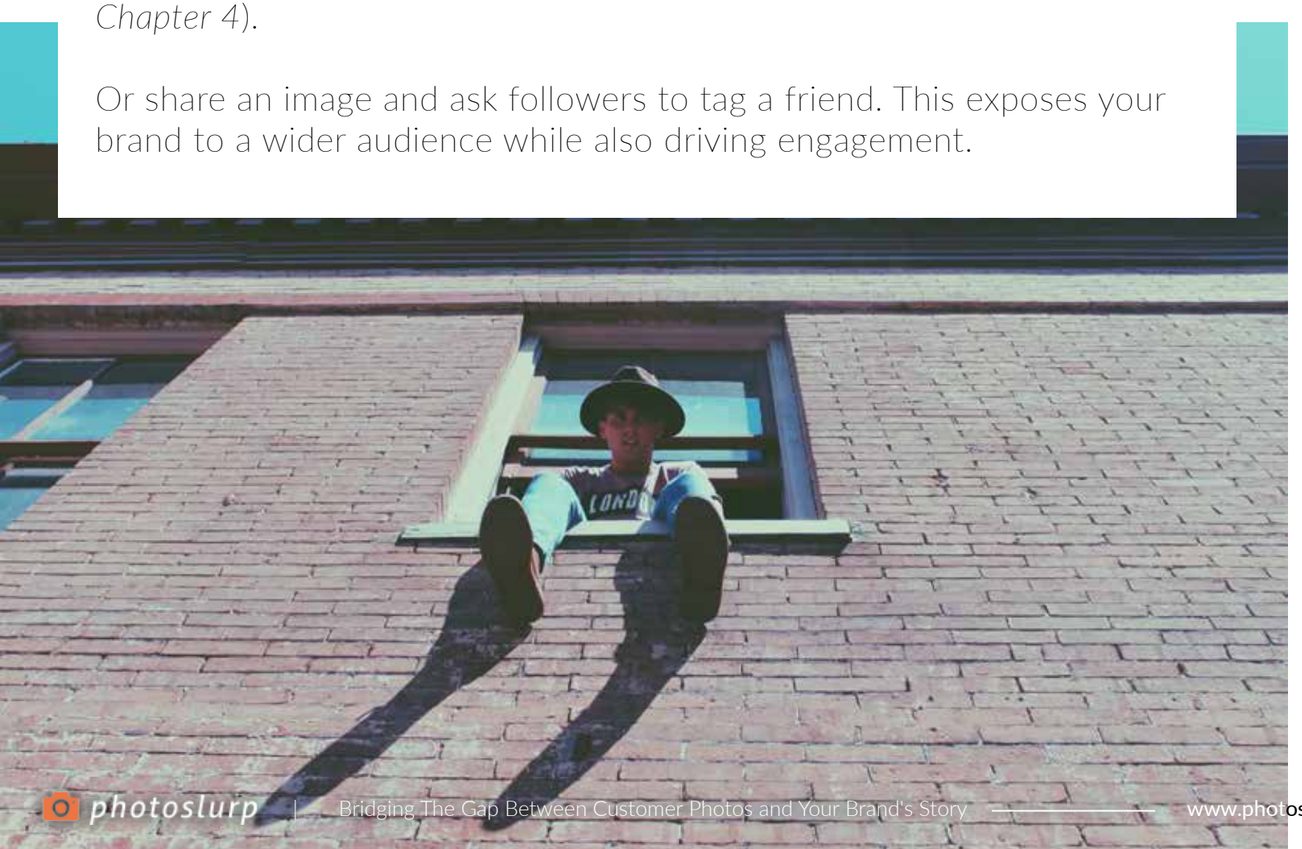
3. Find creativity

Every city is brimming with young, creative talent just waiting for exposure.

Find an artist or photographer at a local event and offer them the chance to create custom content for your brand's next campaign. Hiring local talent is a great way to discover fresh creative content while giving back to your community.

Another engaging way to generate fresh content is creating Instagram contests. Invite your followers to share brand related original content and offer your products as a reward (*More about Instagram contests in Chapter 4*).

Or share an image and ask followers to tag a friend. This exposes your brand to a wider audience while also driving engagement.

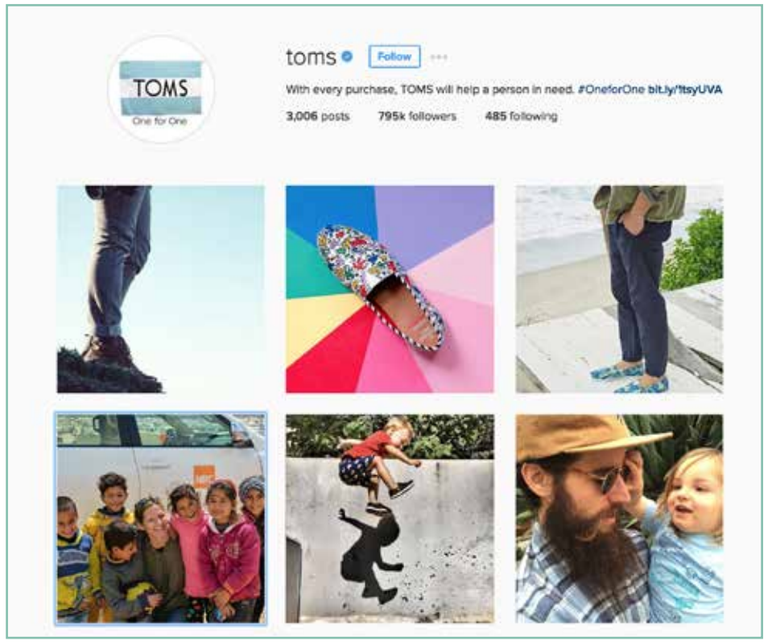


4. Appeal to emotion

Premium content engages users in various ways. It helps to post incredible, aesthetic imagery, but **images with emotional appeal can be successful as well.**

Toms is a shoe company based off a "pay it forward" mantra. For every shoe Toms sells, they donate a pair to a child in a developing nation. Toms built a massive Instagram following by sharing the smiling faces (and feet) of the children benefiting from their services.

When you share images that appeal to your followers' emotions, you show that you are more than just a business.



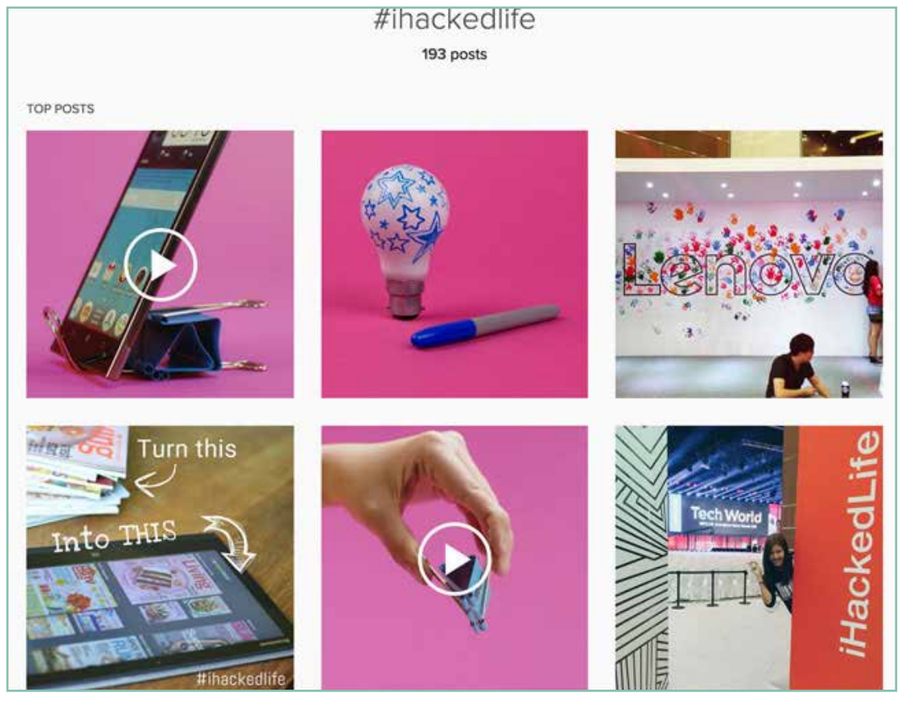
Source: www.instagram.com/toms/

1. Instagram Marketing Basics

5. Crowdsource

Consistently creating quality content is tough and it's easy to run out of ideas.

Once you have built a loyal following, take some of the weight off your shoulders by crowdsourcing content creation.



The tech giant Lenovo crowdsourced content for their "I Hacked Life" campaign, encouraging users to tag useful tricks with #ihackedlife. As a result of their efforts, Lenovo received quality content to post, reached new viewers through their followers' audiences, and associated the Lenovo brand with helpfulness.

6. Tell a story

Storytelling is the best way to get a point across in a memorable way. Before you start expanding your audience, make sure you're engaging your current followers. Instead of forcing product images onto them, frame your content within a larger narrative.

One of the most viral Instagram accounts of 2015 was *Humans of New York*. They know a thing or two about Instagram best practices. Their images aren't particularly inventive, but the narratives surrounding each image are emotional, raw, and invigorating.



Source: www.instagram.com/humansofny/

Frame a story around your visual content and you'll set your brand apart from other Instagram accounts.

7. Stay relevant

Audiences seek culturally relevant content they can share with friends and family. Always search for a way to loop in a trending topic when setting up a campaign. **The more relevant the content, the more shares it'll receive**—and shares lead to followers. Here are 3 surefire ways to stay relevant:

Focus on seasonal content

Incorporate the colors of foliage in the fall, show off bright imagery in the summer, display blooming flower in spring.

Create an Events Calendar

Start with annual holidays (Valentine's Day, Halloween, New Years Eve) then add special events such as product releases, political elections, and sporting events (the Superbowl, Fifa World Cup, Olympics).

Stay current with Trends

Bookmark GoogleTrends; check it daily.

Once you've created your calendar, be sure to plan accordingly. The quicker you capitalize on a trend; the more engagement you'll see.



Source: www.instagram.com/fantastic.colours/

8. Feature happy customers on your feed

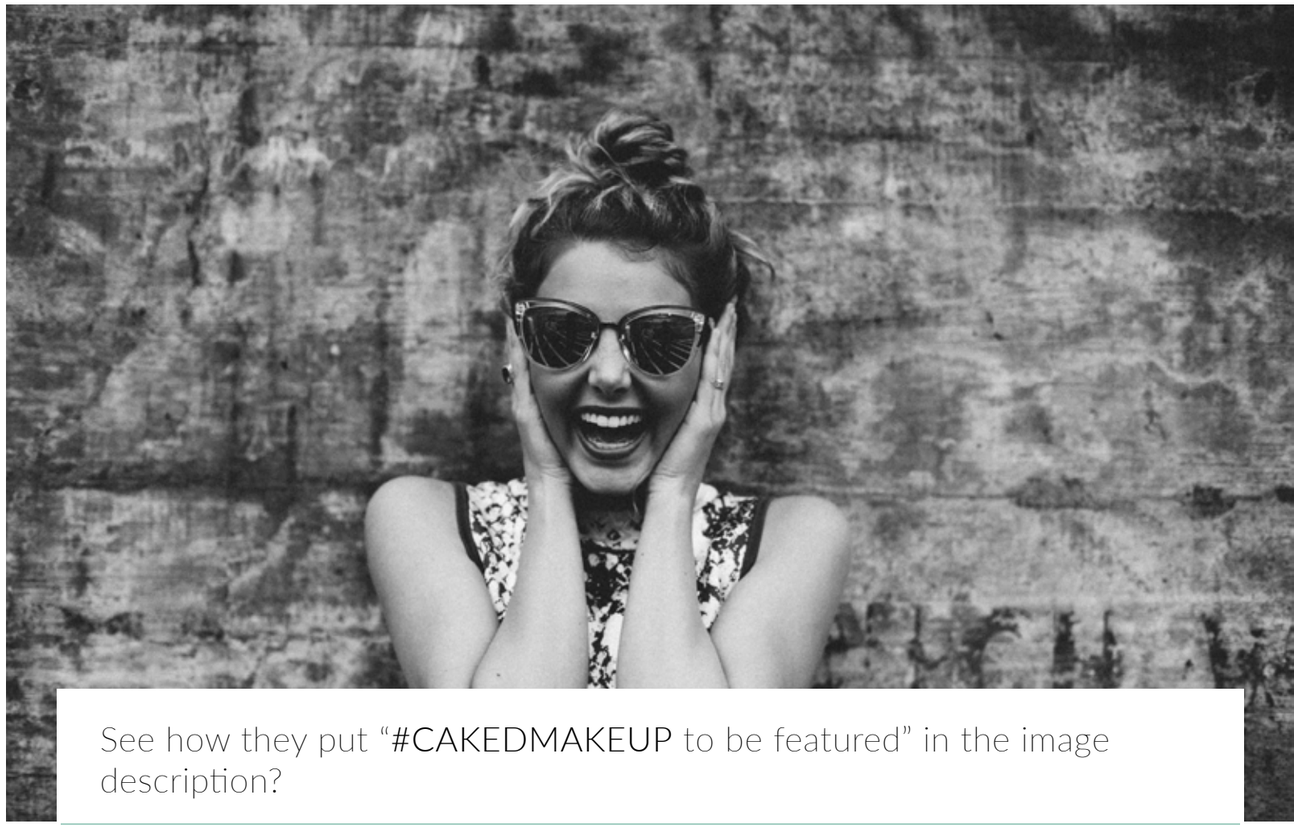
Customers who post pictures of themselves wearing or using your products are your brand advocates, and sharing their photos can help you build even more brand loyalty.

So if you aren't already, encourage your followers to share photos of themselves using your products with you. Let them know you'll choose some to re-post, and they'll want to participate even more because of the exposure their photo will get when it's featured on your account.

Here's an example from Caked Makeup:



Source: www.instagram.com/caked.co/



See how they put "#CAKEDMAKEUP to be featured" in the image description?

Using that branded hashtag allows them to easily find customer photos and pick the ones they'd like to repost to their account.

It's a great strategy for driving sales because *92% of consumers trust user-generated content* more than traditional advertising. To make the content curation process easier and monetize Instagram effectively, use Photoslurp's *visual commerce platform*. It'll search for and collect all photos related to your brand and provide you all the tools you need to make them shoppable. Best of all, there is an extensive analytics suite that will help you figure out what kinds of images get the best results for your business.

1. Instagram Marketing Basics

Promote Like Crazy

This seems like common sense, but surprisingly, many eCommerce brands don't include it as part of their eCommerce marketing strategy.

Check out how Lime Crime Makeup promote their Instagram account on Facebook:



Source: www.facebook.com/limecrime

Now, here you have Doe Deere, founder of Lime Crime Makeup, asking her Instagram followers to post pictures that include Lime Crime products:



Source: www.instagram.com/limecrimemakeup/

1. Instagram Marketing Basics

Simple enough, right?

You don't have to use a picture of yourself to create this kind of post if you don't want to. You can just post a photo that's relevant to your audience and ask them to post product pictures that include your branded hashtag.

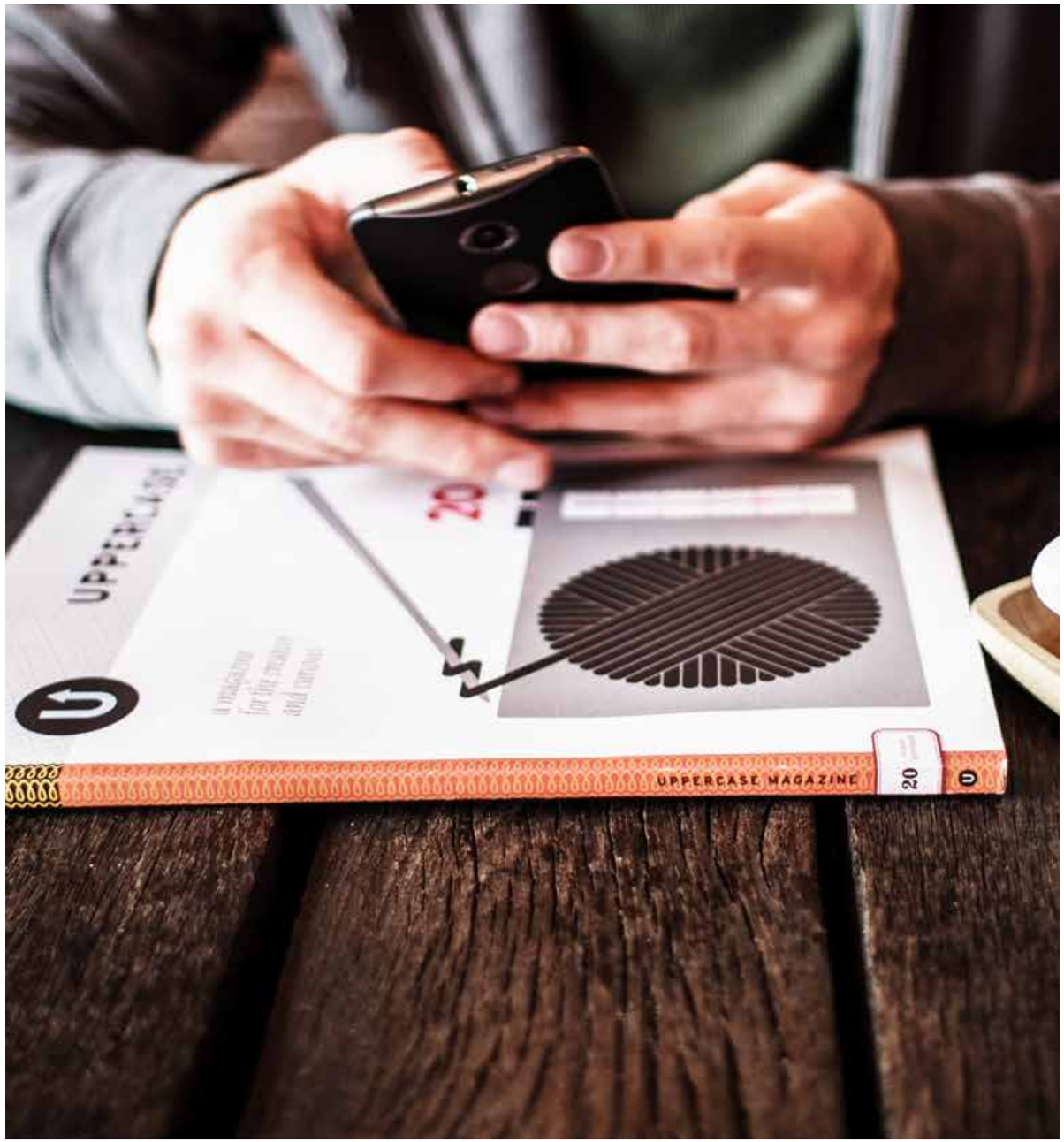
After a customer purchases one of your products, you can ask them to follow you on Instagram and share a photo of it using your hashtag. This will get you more exposure online and more followers, which could result in some extra sales for your eCommerce business!

Building a following doesn't happen overnight. However, if you post consistently, you'll notice a sizeable increase in your followers. As your brand continues to gain traction, you'll notice an increase in sales and brand awareness.

No two brands are the same and as you try these various tactics you will notice that some work better for you than others.

As with any marketing strategy, dedicate your focus and resources to what is working and cut out what is not.

The more you optimize, the more you'll succeed.



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2. Create a Hashtag for Your Brand

Hashtags are everywhere you look – from social media feeds and TV ads, to billboards and city buses.

It's hard to believe that hashtags were once considered "too nerdy" for mainstream use on social media. Now we're approaching hashtag overload, which means it's increasingly important to find a way to cut through the noise and create a hashtag for your brand that is strong and relevant.

The power (& the pain of the hashtag

A great hashtag is one of the most powerful tools you can have in your marketing arsenal. With it, you can connect with your audience more easily, get discovered by new potential fans, and track and curate what people are posting about your brand.

Easy enough, right? How hard can it be to come up with something that's only a few characters long?

Well... a little bit hard. Those deceptively simple hashtags you see catching on like wildfire actually take time and effort to create.

Figuring out how to create a hashtag that's clear and branded is a common challenge we see with our clients. They're using Photoslurp to collect and showcase photos customers are posting of their products across social media – letting these images sing their brand's praises. But this requires one very important element: the right hashtag that people will remember and use.

Too general and it gets lost in the shuffle with similar topics. Too niche and it's hard to remember. Too complicated and no one can get the spelling right. You're looking for that Goldilocks of hashtags: the one that fits just right.

But don't worry if that sounds like an intimidating prospect. We're going to go over everything you need to create a hashtag for your brand -the perfect hashtag.

How to create a hashtag

For every spot-on, "I wish I'd thought of that" hashtag on social media, there are countless others that miss their mark entirely.
So what makes one hashtag a runaway hit and another instantly forgotten? What qualities go into a great hashtag?

Let's take a closer look at the 9 rules of thumb to successfully create a hashtag for your brand.

2. Create a Hashtag for Your Brand

Push past the early ideas

The first thing that's important to mention is that you are going to have a lot of mediocre to bad ideas when you first start figuring out how to create a hashtag. Expect it, and prepare for it. There's a reason there are so many "meh" hashtags out there: some frazzled social media manager or marketing director on a deadline published the first idea that came to mind.

But you're going to move past this phase and get to the good stuff. Give yourself room to get these lackluster hashtag ideas out of your system. However you work best – whiteboard brainstorming, mind-mapping, old-fashioned doodling – write them all down. Don't censor yourself in this phase, even if you're embarrassed by some of your half-baked ideas.

Start with the obvious words associated with your brand, your products, your industry. Look at your competitors and see what they're doing. Play with word and phrase combinations, then take a break if you can. Go marinate on the ideas you've come up with, then come back with fresh eyes later.

Define your intention

What is it that you want your customers to do with this hashtag? Will they be taking selfies wearing the sunglasses from your new collection? Will they be posting pictures of the recipes they made with your baking equipment? Put yourself in your customers' shoes, and focus on creating a hashtag that you can actually see them using.

Separate themes into different categories, and pay attention to the ones that catch your attention. Look at them as building blocks, and see how you can tweak and combine them for improvements.
For a very broad hashtag that could belong to any brand, how could you make it more tailored to your company or customers? For a hard-to-get hashtag, how could you open it up to make it more understandable?

Remember which characters are allowed in a hashtag as well: letters and numbers are fine, but punctuation marks (commas, periods, exclamation points) and special characters (asterisks, ampersands, dollar signs) are not.

Keep your audience in mind

The whole point of your hashtag building mission is to earn the attention and engagement of your customers. Keep them central to your efforts.

What do you already know about them? What do they like and dislike? What do they already talk and post about on social media? How do you think they will react to each hashtag you're considering?
A hashtag has to be relevant to your community, or it will be met with confusion, annoyance or disdain. Show that you get them.

2. Create a Hashtag for Your Brand

Aim for short and sweet

There are exceptions, but most effective hashtags are concise and easy to understand at a glance.

Clarity is key. You won't have time to explain a convoluted hashtag – your audience will have already moved on by then. Don't be so focused on cleverness or creativity that you confuse people.

Play with a short phrase or just a few words. If you have a concept you love that's too wordy, look for other ways to express it. Pare down that vocabulary, and get lean.

And make it clear that your brand will repost and give some social media love to the best user-generated photos. This is a win-win for both of you: your customers get exposure and potential new followers, and you, of course, get great authentic content.



Source: www.instagram.com/p/cra9MXsXUP/

Lancôme: #bareselfie

For the launch of its Dream Tone serum, cosmetics brand Lancôme used the minimalist hashtag #BareSelfie to get its Instagram followers to post photos of themselves without make-up on. The hashtag only has 10 characters, but it's simple and sticky, and it resonated with users.

Red Bull: #putacanonit

Red Bull's #PutACanOnIt campaign was inspired by a customer who posted a photo of a Red Bull can held above a Mini Cooper, making it look like it was the signature brand car. The brand asked other customers to get in on the silly fun, posting their own #PutACanOnIt photos, and the campaign won a Shorty Award for "Best Use of a Hashtag."



Source: www.instagram.com/p/k4rmLMGbLP/?modal=true

2. Create a Hashtag for Your Brand

Toy with their emotions

Simplicity is important in creating a hashtag, but that doesn't mean you can't explore more complex emotions and experiences. A hashtag that evokes a strong reaction or feeling in your audience is memorable and powerful – even if it doesn't explicitly mention your company name at all.

Take a cue from brands that have done this brilliantly:

Ben & Jerry's: #captureeuphoria

For the 2013 social media contest, Ben & Jerry's urged customers to snap photos that convey the magical, exhilarating feeling you get when you enjoy the brand's ice cream, using the hashtag #CaptureEuphoria. The company's fans posted a lot of vibrant, evocative images, and 20 photographers got their photos featured in local ad campaigns.



Source: www.instagram.com/p/mi6arDiKil/

Lululemon: #thesweatlife

On the opposite end of the spectrum, athletic clothing company lululemon continuously encourages customers to post photos of themselves with the hashtag #thesweatlife. The photos customers publish range from serene yoga poses to hardcore kickboxing workouts – but all evoke the feeling of a healthy and active lifestyle.



Source: www.instagram.com/p/BDDzfi8hby5/

2. Create a Hashtag for Your Brand

Research your short list

Narrow down your favorite hashtag ideas, and put together a short list of contenders. Once you have a solid selection, take time to research them thoroughly on social media. You're looking for a hashtag that's strongly associated with your brand, that you can track and monitor. For that to work, you want a hashtag you can own.

Are individuals or brands already using your ideas on any platform? If so, were they one-off posts or associated with a campaign?

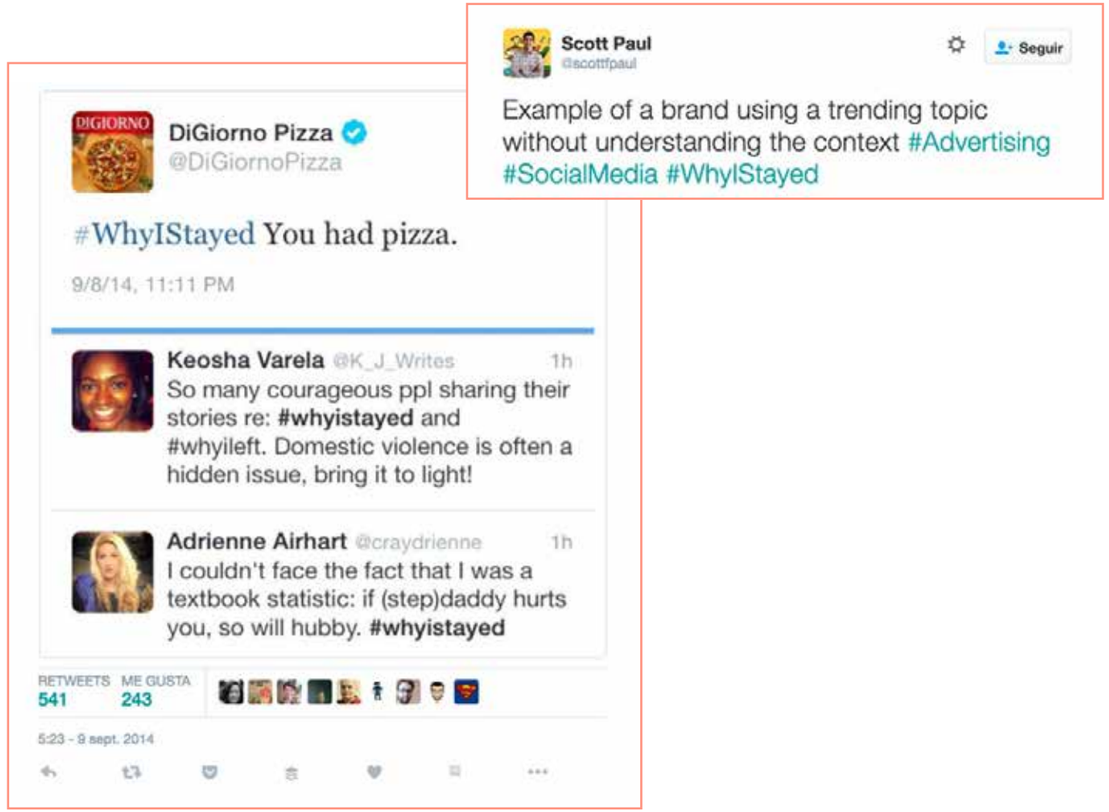
The last thing you want is to unwittingly co-opt an existing hashtag – especially one that has nothing to do with your brand. This can be frustrating at best, or a PR disaster at worst.

Hashtag fails to learn from

It pays to do your homework – understanding what hashtags already exist and what they mean. Avoid ending up a cautionary tale like these brands; humiliating mistakes can be avoided with even cursory hashtag research.

Digiorno: #whyistayed

DiGiorno is known for its quick-witted social media presence, but in this case, it was a little too fast on the draw. In 2014, #WhyIStayed was a trending hashtag. A video of an NFL player assaulting his wife had been leaked online, sparking an emotional conversation about domestic violence. People were using the hashtag to discuss the reasons they stayed with abusive partners, but DiGiorno used the hashtag for this tweet:



Source: www.twitter.com/scottfpaul/status/509180196290039808

Naturally, it did not go over well. There was immediate backlash from people who accused the brand of mocking the plight of abuse survivors to promote its products. Not at all the kind of attention you want for your brand on social media.

DiGiorno apologized profusely, but the gaffe made the company look either extremely careless or intentionally insensitive.

2. Create a Hashtag for Your Brand

Entenmann's: #notguilty

In 2011, when Twitter was all abuzz after Casey Anthony was found not guilty in the death of her daughter, snack brand Entenmann's tweeted: "Who's #notguilty about eating all the tasty treats they want?!"

Amid public outcry, the brand backpedaled rapidly, deleting the tweet and apologizing: "Our #notguilty tweet was insensitive, albeit completely unintentional. We are sincerely sorry." But by that point, the damage was already done

Look for potential problems

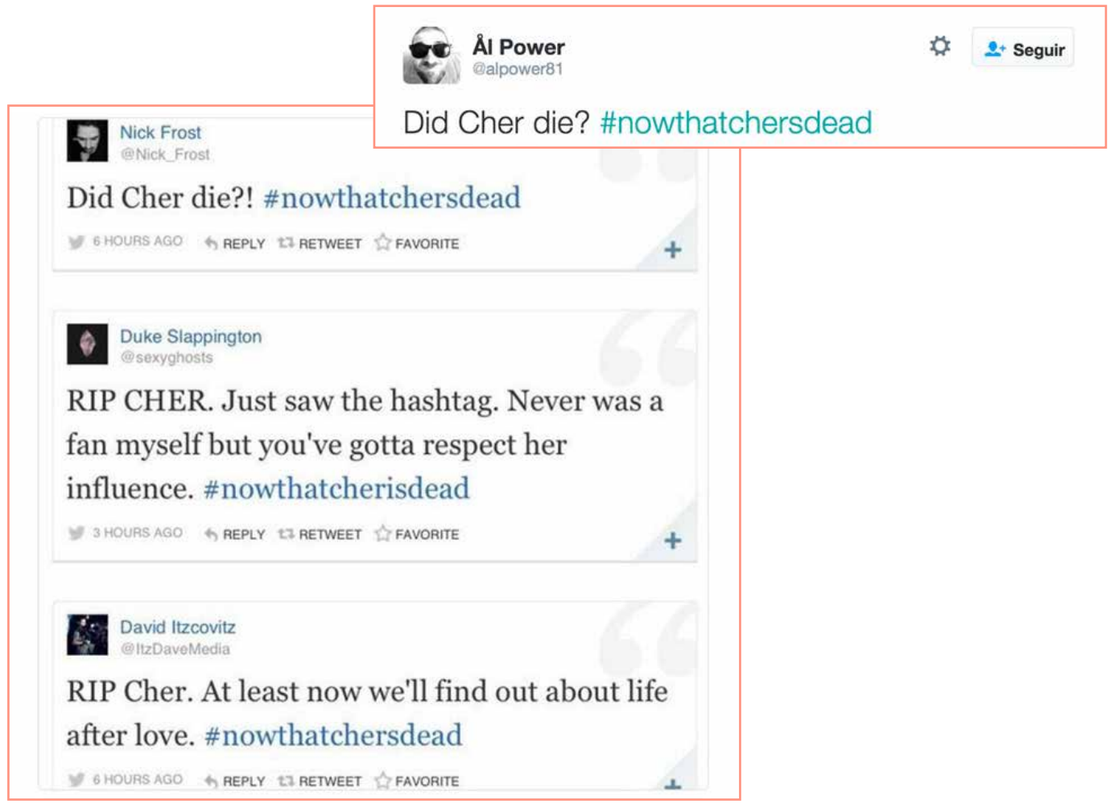
This is another crucial step you can't afford to skip. Examine your hashtag closely for any possible problems.

Write it out in all lowercase characters. Read it out loud. Ask other people on your team to do the same. Note where you stumble or have to do a double take.

Ask different people to write the hashtag when you dictate it to them (without them seeing it written down). Does anyone struggle with its spelling, pronunciation or meaning?

Margaret Thatcher vs. Cher

When Margaret Thatcher died in 2013, an ambiguous hashtag caused the Internet to believe another famous person had died. The hashtag #NowThatchersDead could also be read #NowThatChersDead, spreading rumors about the singer's death, when she was very much still alive.



Source: www.twitter.com/alpower81/status/321317584379187201/photo/1?ref_src=twsrc%5Etfw

This is also a time when it pays to be completely immature. Give yourself permission to put your mind in the gutter.

Look at your hashtag from the perspective of a 13 year old or the most sarcastic person on social media. Is there any way it could be misinterpreted or read differently than you intend? Is there any innuendo or association hidden in that hashtag that will come back to haunt you later?

2. Create a Hashtag for Your Brand

Susan Boyle's album release

In 2012, Susan Boyle was releasing a new album and her team posted a tweet using a hashtag intended to be #SusanAlbumParty.

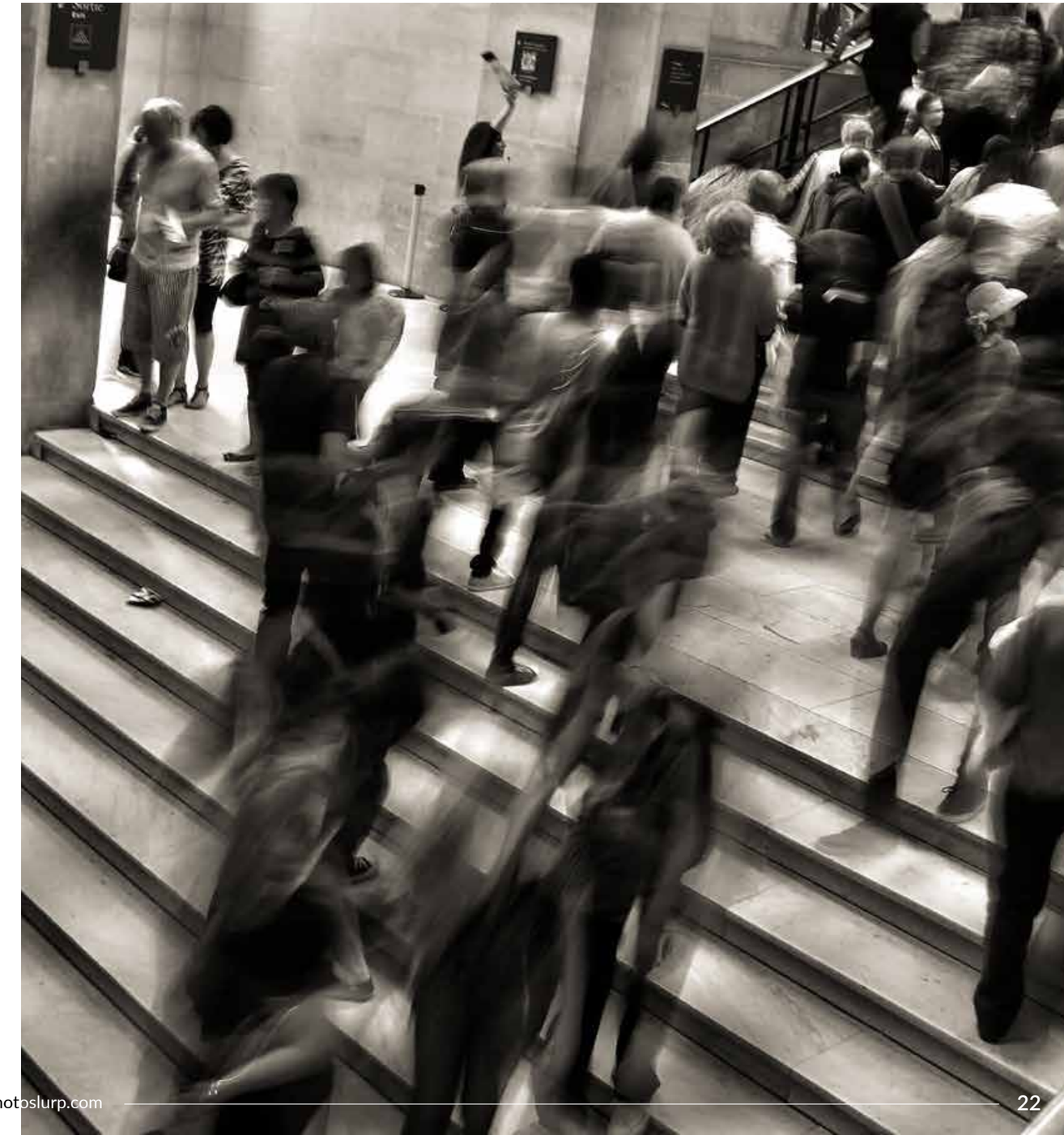
Unfortunately, when that hashtag is written in all lowercase letters, it can be interpreted with a very different meaning. The campaign got a lot of attention, but not exactly in the way the team had hoped.

Run it by a wider audience

Before you open your hashtag up to the public, run it by a few key people outside your team first. Do a gut check with people who are representative of your target audience – especially across languages, cultures, age groups or other important demographics.

Do they get it? What does it mean to them? Can they see themselves remembering and using it?

Once you have their buy-in, you can move forward with more confidence.



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3. Craft the Perfect Caption for Your Company's Photos

At Photoslurp we like nothing better than to see our customers build their Instagram presence: it's good for them, and good for us. We're always doing research on how we can help them improve their Instagram presence, we've found some useful tips on Instagram captions, an often underrated but crucial area.

Captions are often overlooked when composing a top-notch Instagram post. In a world of filters and hashtags, it can be all too easy to forget about that text plays an important role. *We've said it before*, but it's worth repeating: **Text matters more than you might think on a social medium devoted to pictures.**

With that said, we've collected 6 points for creating the perfect caption on Instagram.

Not too broad, not too specific...

Too broad - 'Do you like fashion?'

Too specific - 'Introducing our new tank tops, which come in a range of 23 colors and 7 sizes, are made from polyester and cotton and available in... (etc..)'

Based on good images, but irrelevant - 'Here's a cute photo of my dog... buy our tank-tops!

Take this example from Instagram fashionista 'fashionforall'. The post shows a knowledge of where many of their followers come from (in this case Scandinavia), yet it remains relatable to everyone, simple and relevant.



Source: www.instagram.com/p/BDLuFPbPtS5

3. Craft the Perfect Caption for Your Company's Photos

Go short and snappy or have no caption at all

Keep your captions short where possible - consider having none at all if it suits! A study by Buffer showed that *captions of 40 characters or less receive 86% more engagement* than those of more than 40 characters. Each post can have a maximum of 2,200 characters per caption, but for the love of all that is Instagram, please don't make a caption that long unless it is needed!

If you want to let the picture do all the talking and have no caption, it's always an option. Minimalism works in select cases, and if your picture is particularly captivating or puts across a specific message, a caption may become distracting. As one Instagrammer puts it, *'brevity is king'* - that includes having no caption at all if appropriate.

If you have a target demographic who want a lot of detail or perhaps a longer story behind your photo, then, a longer caption could be useful, but most users want to see shorter captions. Take advantage of how easily scannable Instagram captions can be when done correctly:



Source: www.instagram.com/p/BDJlrH2Lb0n/

This post promotes the popular TV series *Game of Thrones* with a few words taken from the show and a few relevant hashtags: it's super easy to read and deserves its 50,100 likes.

If you do have to use a longer caption, try breaking it up into smaller, scannable lines. If it fits your company's style and image, consider adding in the occasional emoji to help compress that caption into something shorter.

Remember: under 40 characters if you can manage it.

3. Craft the Perfect Caption for Your Company's Photos

Plan your cross-linking - Use clever hashtags and emojis

Instagram and apps like *Everypost* are great for helping you cross-post on other social media, boosting the combined impact of your posts. However, bear in mind that your perfect caption needs to be optimized for all the media you use simultaneously. For example, don't use Instagram usernames when cross-posting to Facebook - they won't link back to the Instagram users and therefore become redundant.
Filling your captions with wall-to-wall blue text can turn a good post into an eyesore, so cut down on unnecessary spam hashtags. If you still have a long list of relevant hashtags (it happens), consider separating your tags from the rest of your text. A great way to do this is to place them in a separate comment, leaving your caption free to be a **small, easily legible slice of black text.**

A word to the wise - unless your company already has a large following and has hosted many successful events, don't fall into the trap of using **event-specific hashtags**. By definition, they can't tap into any broader Instagram trend or be easily found through broader searches.

As well as thinking about hashtag use in your Instagram captions, remember that *over 50% of the text on Instagram contains emojis*: they're everywhere. It helps that a wider variety of emojis than the basic smiles and frowns are now more widely used - you can take advantage of this to summarize more complex ideas.

For example, you can use **emoji hashtags** as an effective way to summarize the mood and tone of your post whilst keeping the perfect caption as short as possible. The post shown below has over 4,000 likes, a really good example of how an emoji hashtag is more effective than '#heart' or '#love' at getting across the upbeat message of generally loving life.



Source: www.instagram.com/p/BDJ8MMUruh4/

3. Craft the Perfect Caption for Your Company's Photos

Create a signature style

Hootsuite gave us a valuable lesson and reminder: *social media is not meant for advertising* but as a way to share with others.

This means that telling the story behind a photo can make it far more engaging. A user can become far more engaged with an image - taking time to stop, consider and enjoy it - because the caption showed them why they are looking at something special. Think about how music fans enjoy 'rockumentaries' showing how their favorite album was made ('Funky Monks' for the Red Hot Chili Peppers, anyone?), or director's commentary for famous films.

If you decide to tell the story behind a post and multiply its value, you should do so using a signature style of some kind. Gimmicks, in-jokes, whatever you want to call them: having repeated structures gives you *parameters to work with* when writing captions.

Wits and puns are a good way to get such a signature style started and draw in new users with a caption. Someone once said that *'cleverness is next to godliness on social media'*. What were they referring to? Mainly the use of puns, word-play and general wittiness to gain attention online, and this is a technique which works brilliantly to create short, memorable Instagram captions.

Take this example from Innocent smoothies talking about spooning bananas:



Source: www.instagram.com/p/BBwu3XpKcNK

They use a signature style of humor in their captions. This helps break down barriers and it can work for you too, relaxing your Instagram followers and warming them to the product you're showing them. Of course, it also doesn't hurt that Innocent have included a good CTA in their caption, and all users are more likely to share a post with puns and general wit.

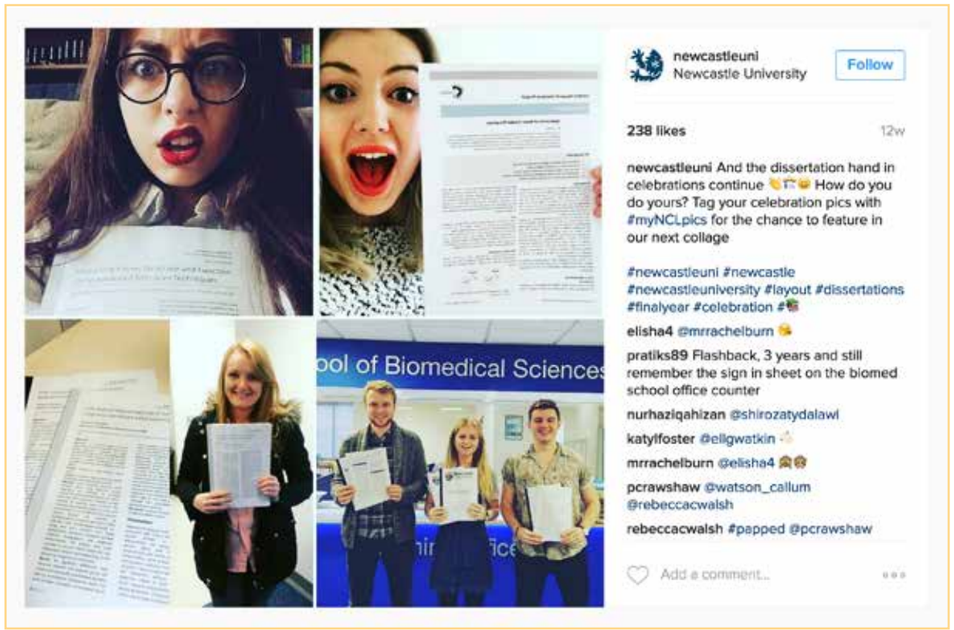
If you're struggling for ideas, think of your caption like a tabloid newspaper headline and use that to help you create something short and memorable. Developing your own unique style or repeated gimmick will both appeal to followers and make this a lot easier for you to repeat. Innocent, for example, don't just use this silly, joking tone on this post's caption - they do it all the time as a trademark brand of humor.

3. Craft the Perfect Caption for Your Company's Photos

Ask a Rhetorical or Leading Question

Asking questions when creating the perfect caption is a tried-and-tested way to engage with your users, and it rarely fails. Don't just ask any old question: use **leading or rhetorical questions** to both engage your follower's attention and give them an opportunity for dialogue with you.

This technique works especially well if you already have a strong, highly engaged fan-base, where you can ask your Instagram followers for help or advice. Everyone loves to share their two cents and many will comment with an opinion! An open-ended question which is personal to your followers, like Newcastle University's example below, is always a winner for user engagement.



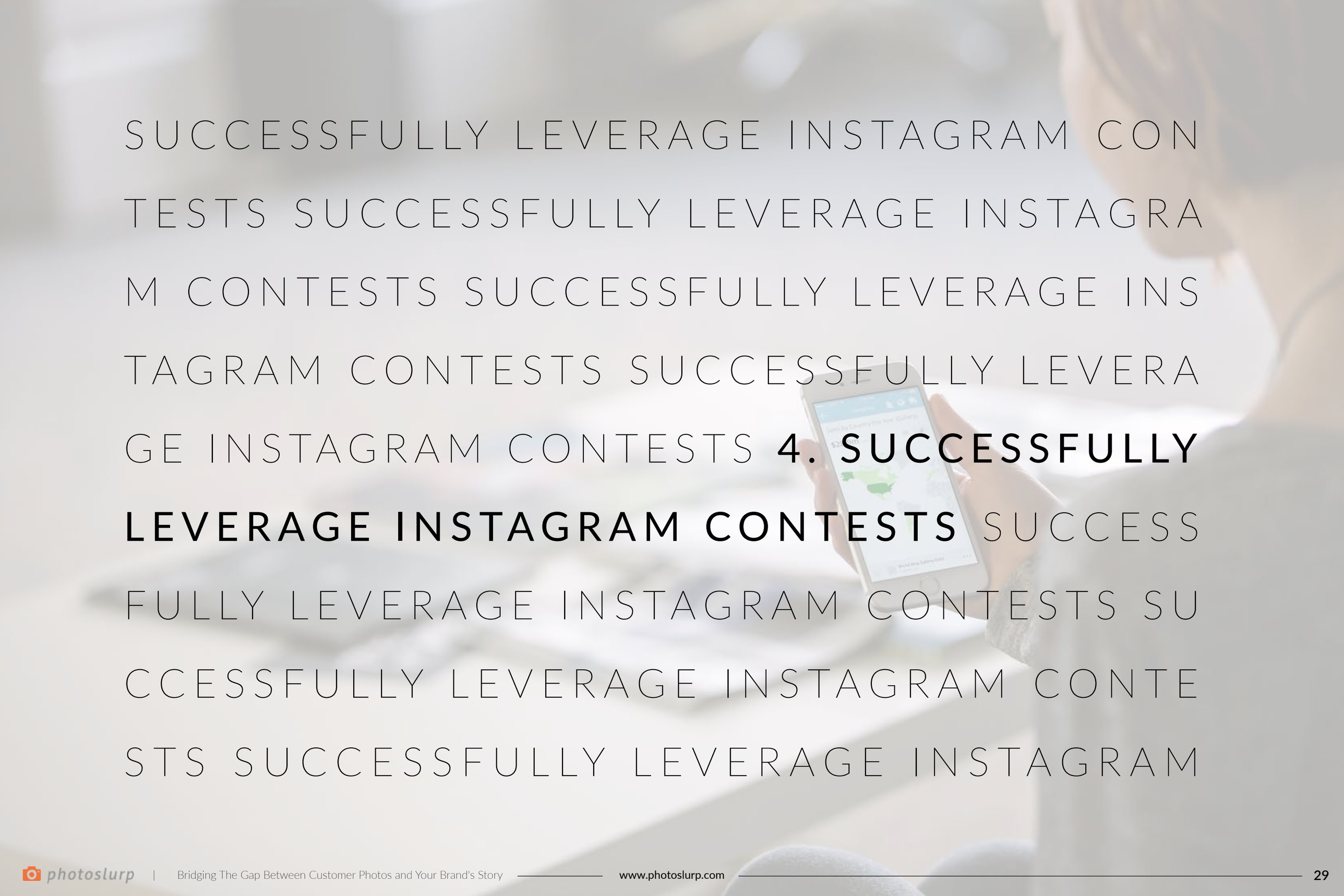
Source: www.instagram.com/p/BDAxRI8SW0T/

Check your Grammar and Tone - No Fake 'Edginess'

It may not be the first thing you think about when it comes to Instagram, but **correct spelling, punctuation and grammar** have an important part to play in good caption-making. Slang and abbreviations can be a good option when used sparingly and with a relevant target group. They can help keep your caption short and accessible, but make sure your caption is also *legible, simple and easy to understand*.

Just don't take any attempts at slang, local customs or being 'edgy' too far. We can all think of marketing campaigns that backfired because marketers tried to hard to take advantage of the zeitgiest, such as *American Apparel's tasteless 20% 'Hurricane Sandy' sale, promoted on social media*. To abbreviate everything and sound like a texting teenager is a sure-fire way to make Instagram users **roll their eyes** and pass on by your caption.

If a quality image makes someone stop and think, the perfect caption would offer them more, and it needs to be well-checked for **spelling and grammar** in order to do so.



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4. Successfully Leverage Instagram Contests

Instagram lends itself perfectly to user-generated content campaigns. Users are already sharing their photos and videos on the platform. If your brand can find a way to direct those existing interests and habits, you can engage Instagram users in a fun and meaningful way.

Incorporating Instagram contests into your marketing strategy can help you expand your reach, increase your followers and build loyal brand ambassadors. We'll dive deeper into what makes an Instagram contest successful – and how you can apply the best practices to benefit your brand.

How to design a successful instagram contest

Keep these seven tips in mind as you start to plan an Instagram contest, and set yourself up for success.

Ask why

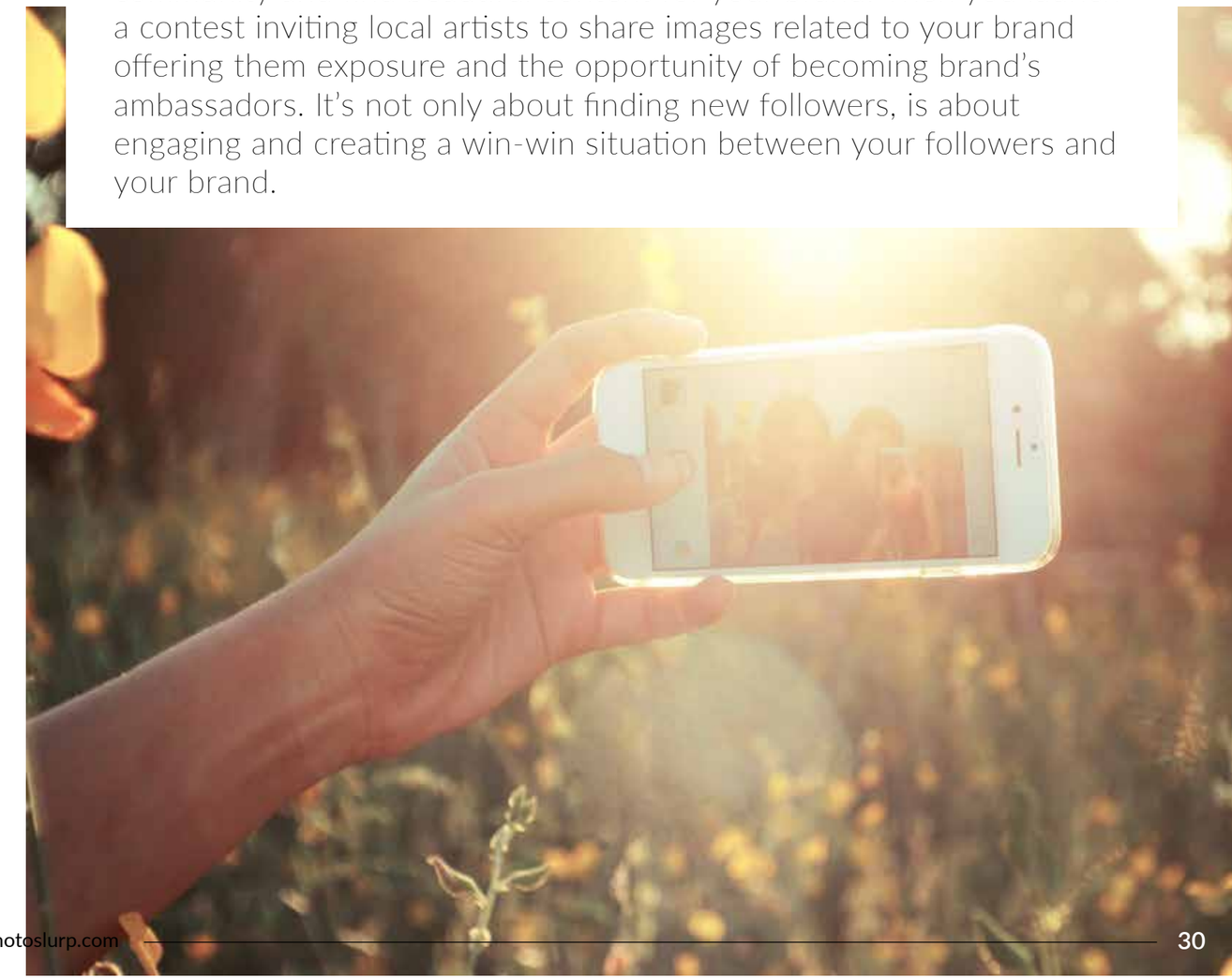
So you want to launch an awesome Instagram contest. Fantastic!

Why?

This may seem like an obvious question, but you'd be surprised by how often it gets neglected until far too late in the planning process.
Why exactly do you want to host this contest? Are you just aiming to increase Instagram followers, or do you have another goal in mind?

How do you plan to reach these goals?
Now is the time to be specific. Don't just say, "We're going to get a lot of followers and build a ton of brand awareness!" Set concrete, measurable goals; you won't know if your Instagram contest is successful unless you can define what success looks like.

The answer of this question will guide you through the rest of the strategy. For example, you might want to engage with your local community and find beautiful content for your brand. Then you launch a contest inviting local artists to share images related to your brand offering them exposure and the opportunity of becoming brand's ambassadors. It's not only about finding new followers, is about engaging and creating a win-win situation between your followers and your brand.



4. Successfully Leverage Instagram Contests

Pick the type of contest

Even though the platform is simple and straightforward, Instagram offers a lot of room for creativity in contests. Decide what kind of Instagram contest will best align with your brand's goals.
Here are a few examples of how you could structure a photo contest:

- *Follower contest: Encourage Instagram users to follow your brand's account during a set period of time to be entered to win.*

- *Like/comment contest: Ask users to like or comment on your photo to be entered to win.*

- *Photo challenge contest: Tell users to post photos to their Instagram accounts that fit a certain theme, sharing with a contest-specific hashtag.*

Remember: define your audience, and make sure that this contest also fits their interests. What would catch their attention? What's in it for them? Why would they want to participate?

Choose a prize carefully. It obviously has to be realistic for your budget and resources, but it should also make sense for your brand and customers.
For example, a trendy clothing boutique probably wouldn't want to host a fashion photo contest and give away video games as a prize. If Instagram users don't get it at first glance, they won't bother reading further.

Define the rules clearly

Write out the rules for participation. How long and complicated are they? Could you explain them in 15 seconds to someone who knows nothing about your contest? If not, simplify them until they're easy to understand and explain quickly. Remember that you only have a limited amount of space to get your message across, and Instagram users have a short attention span.

Go back to your contest goals yet again, and make sure your rules are still on track. No matter what your other guidelines are, it's smart to make it a requirement that participants follow your Instagram account to enter. That way, you start off building followers as a baseline, and you can increase engagement from there.

Set the dates for your Instagram contest. Is it a one-time competition? A weekly giveaway? An annual event? When will you announce the winners?

Create two versions of your contest rules: one that's a quick, at-a-glance overview you could put into a graphic or post; one that's a thorough outline that will keep your lawyers happy. Double-check that you meet Instagram's requirements as well:

- *Acknowledge that the contest is in no way sponsored, endorsed or administered by, or associated with, Instagram*

- *Don't inaccurately tag content or encourage users to do so.*

4. Successfully Leverage Instagram Contests

Pick a hashtag

Creating a unique hashtag for your Instagram contest is essential. You want a hashtag that's clear, branded and memorable, so users can recall it easily and you can track it accurately.
(More about this point in chapter 2)

Launch and promote

Once the design is done and the marketing plan is in place, you're ready for takeoff. Make the contest live, and promote it like crazy – on your website, on all your social channels, through your email list, through your PR people.

Look for ways to give back to participants and keep building on engagement. For example, regram a few entries a day, or start a Pinterest board with all the photos people have posted.

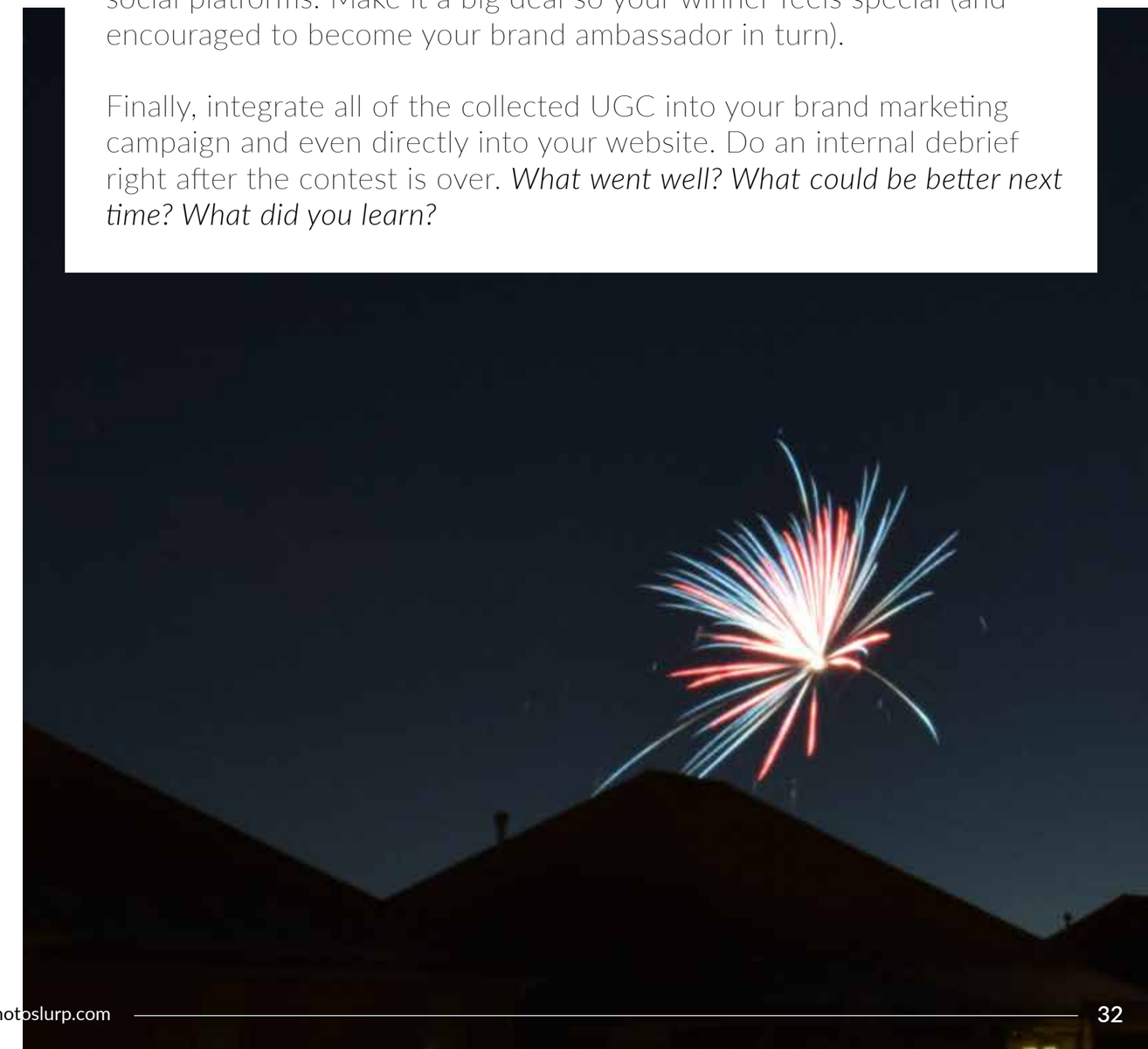
Track results

Using the metrics for success you laid out in the very beginning as guidelines, track and analyze your contest's progress. Are people engaging the way you hoped they would? Are you going to meet your projected goals?

Celebrate and follow-up

Once you choose a winner, shout it from the social media rooftops. Announce it on Instagram first, then on your company blog and other social platforms. Make it a big deal so your winner feels special (and encouraged to become your brand ambassador in turn).

Finally, integrate all of the collected UGC into your brand marketing campaign and even directly into your website. Do an internal debrief right after the contest is over. *What went well? What could be better next time? What did you learn?*




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5. How to Drive Sales Directly From Instagram - Shoppable Instagram

"Driving revenue from Instagram by linking the photos in your feed directly with a product page on your E-commerce site"

This was what came out of numerous discussions with the brands that we work with, and understandably so. The rise of the popularity of Instagram, and specifically the amount of brand attributed user generated content, has had brands looking for ways in which to bring not only those customer photos into their shopping experience, but to also make it possible to bring those visitors that are spending their time discovering products on social networks like Instagram into their sales funnel. Instagram has not made this easy, or rather has made it near impossible, to do this by allowing only one clickable link in your profile bio. Here was an opportunity.

5. How to Drive Sales Directly From Instagram - Shoppable Instagram

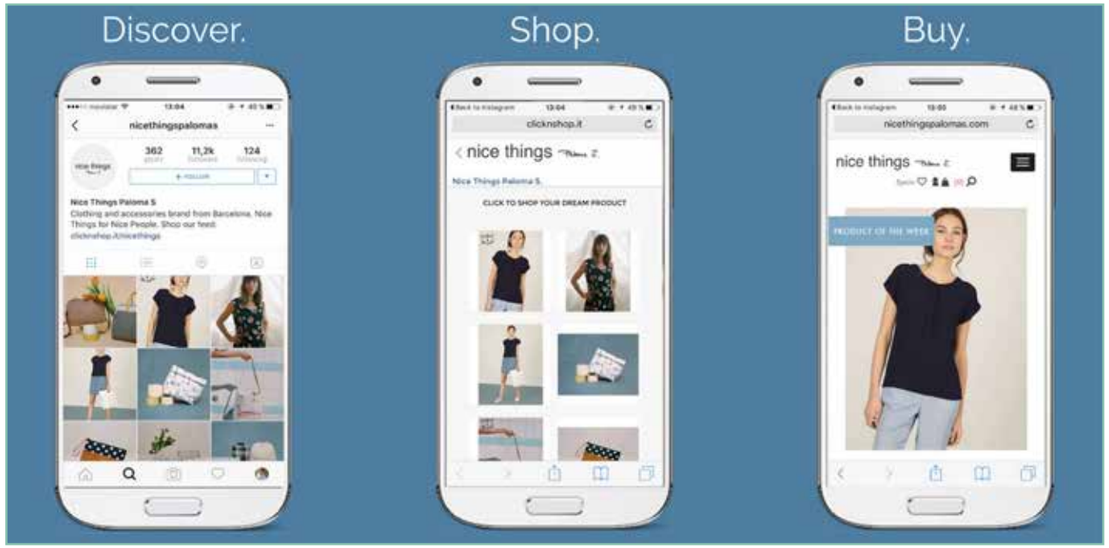
The funnel has holes

After talking to a number of our customers, one thing became extremely clear, they are all currently losing a lot of potential sales between the point where customers discover those chic real life product photos on Instagram and entering their credit card details. “Imagine this”, we were told, “you love fashion and you’ve somehow managed to find our Instagram profile page. You’ve seen a few products in photos here that you really want to get your hands on. How do you go about doing this? You start your journey by trying to discover the products name, no simple task as in most cases it is not included in the title or the comment of the photo. Say you get lucky, and the person that uploaded the photo liked the dress so much she went through the trouble of naming it in the title. Armed with this knowledge, your only connection to this product is to click on the link in the brand’s Instagram profile to go to the their web page, find the search button, and hope it returns what you’ve just seen a few minutes ago on Instagram. And this is the best case scenario”.

Exploiting Instagram’s lone link

We got to work and made full use of the one lone link that Instagram provides. The goal we were looking to achieve was to allow Instagram fans to easily shop the products they were seeing displayed in the streams of their favorite brands with the least amount of friction possible, and that is what we did. Photoslurp customers are now able to use one of our widgets to create a landing page with all the photos from their brand’s Instagram accounts – shoppable at the click of a button.

5. How to Drive Sales Directly From Instagram - Shoppable Instagram



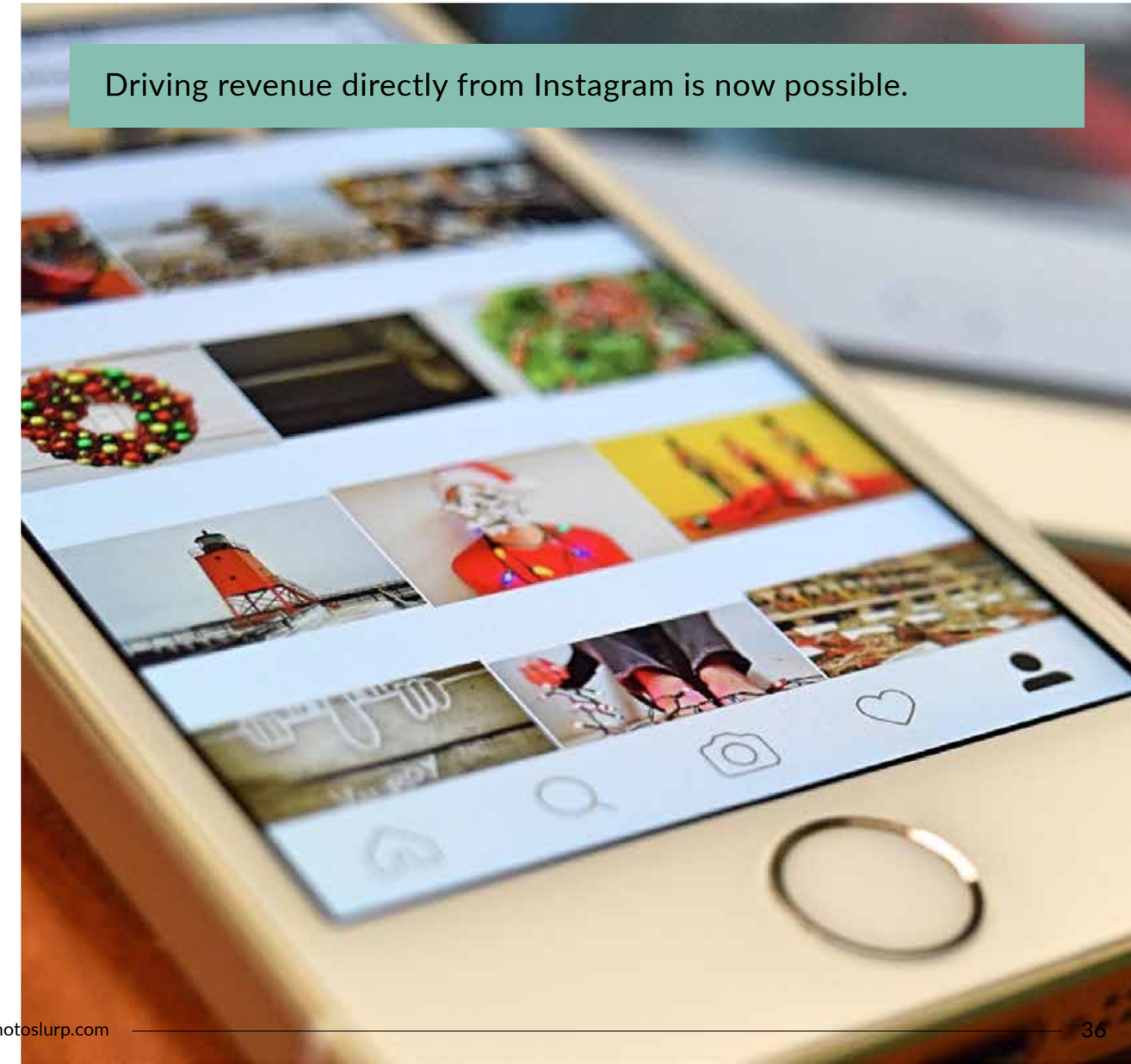
From the point of view of your followers, our Shoppable Instagram is the easiest way for them to buy products they like directly from your Instagram feed.

1. Direct your followers to a custom link that Instagram allows you to save into your profile

2. Followers click on this link and are presented with a Gallery style page where they are able to view all your Instagram photos that depict products they can buy

3. With a click of a button they are transferred directly to your product page where the sale is made.

We have seen amazing click through rates (upwards of **65%**), and increased sales with the brands we have been beta testing this feature with and are now happy to roll this out to the rest of our customers.



Driving revenue directly from Instagram is now possible.

USE “ZOOM” AND “STORIES” FEATURES TO MAKE MONEY FOR YOUR ECOMMERCE ST ORE USE “ZOOM” AND “STORIES” FEATURE S TO MAKE MONEY FOR YOUR ECOMMERC E STORE **6. USE “ZOOM” AND “STORIES” FEATURES TO MAKE MONEY FOR YOUR ECOMMERCE STORE** USE “ZOOM” AND “ST ORIES” FEATURES TO MAKE MONEY FOR Y OUR EC OMMERCE STORE USE “ZOOM” AN

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

How to use Zoom

Well, just upload your photos like normal. It works by the users simply pinching the screen to zoom in, just like you would in a mobile web browser. Just be sure to use only large, high-quality images. But you knew that already, right?

Note: Instagram *caps pictures at around 1080 pixels wide*, so be sure to take full advantage and use every last pixel available to you. Otherwise, when users zoom in, your photo may become blurry.

Using Zoom for eCommerce

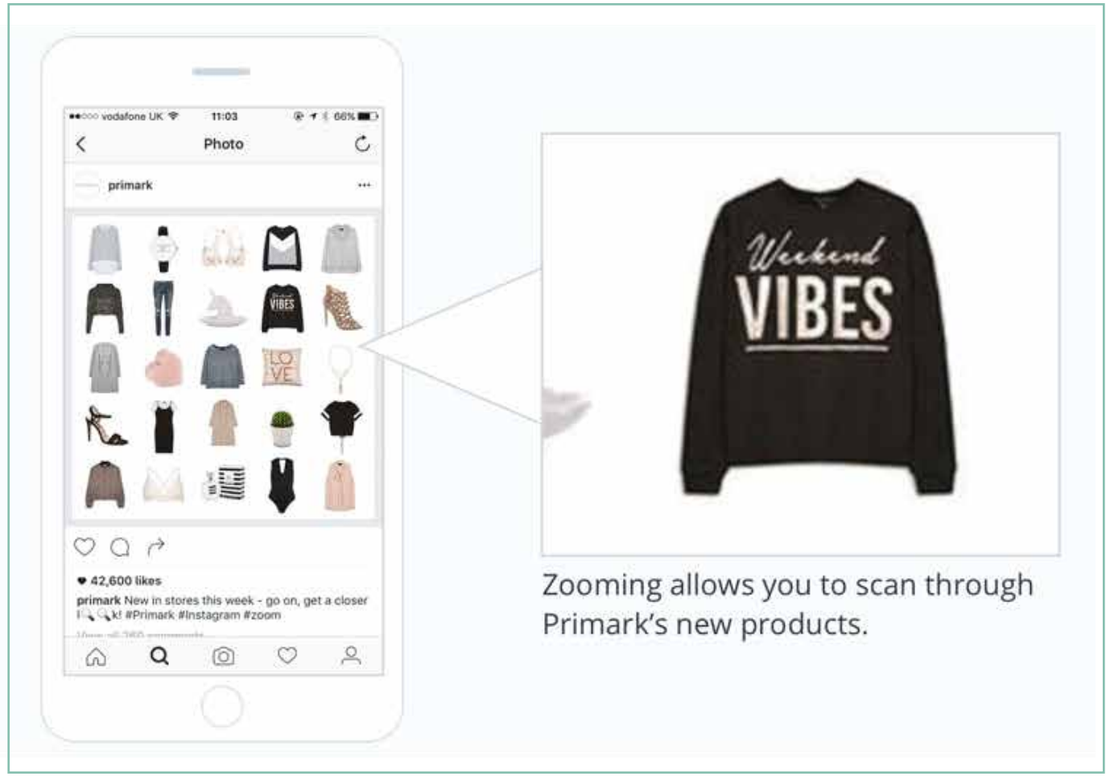
Some photos, like landscapes and beautiful beaches, might entice your viewers to use Zoom naturally to take in all the details. But how can you use Zoom to benefit your business?

Businesses are using photo zoom to make big reveals, show off their hometowns, create contests, and connect with their followers.

Here are five examples of businesses capitalizing on Zoom:

1. Primark

Primark, is an online clothing retailer. They made excellent use of the zoom feature by *showcasing their latest product line*. Their followers could zoom in on each item to see it up close.

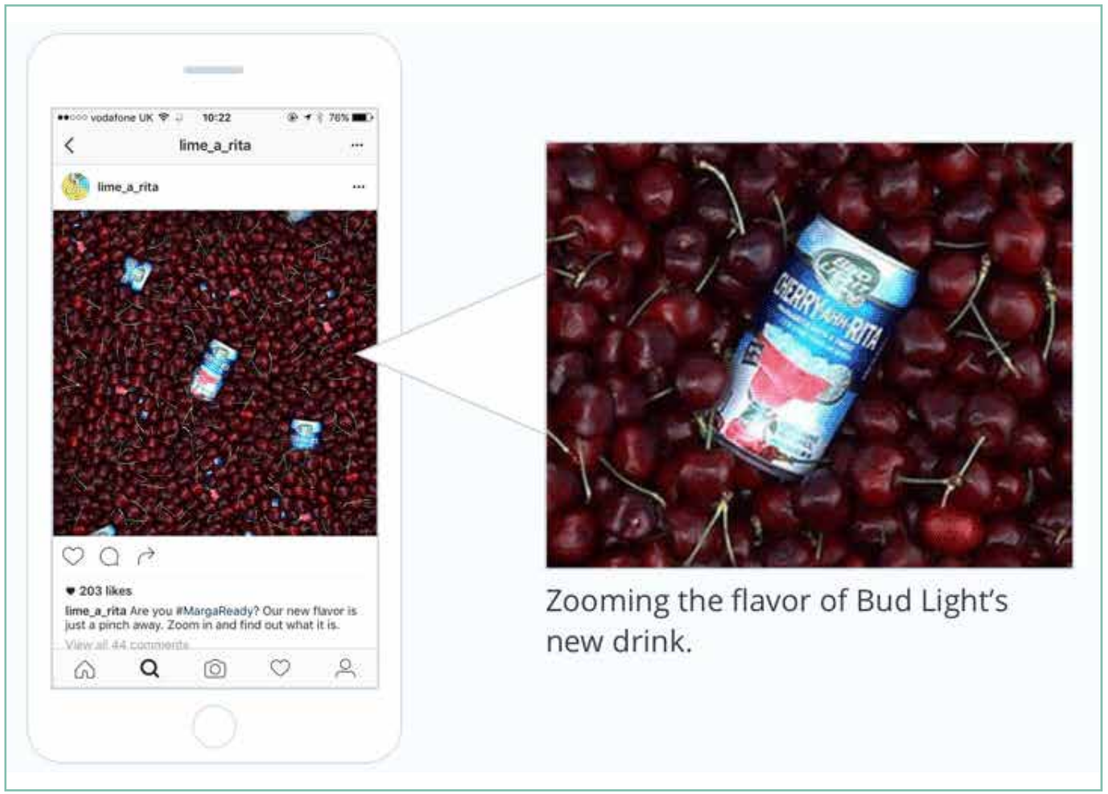


via *HonestDot*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

2. Bud Light

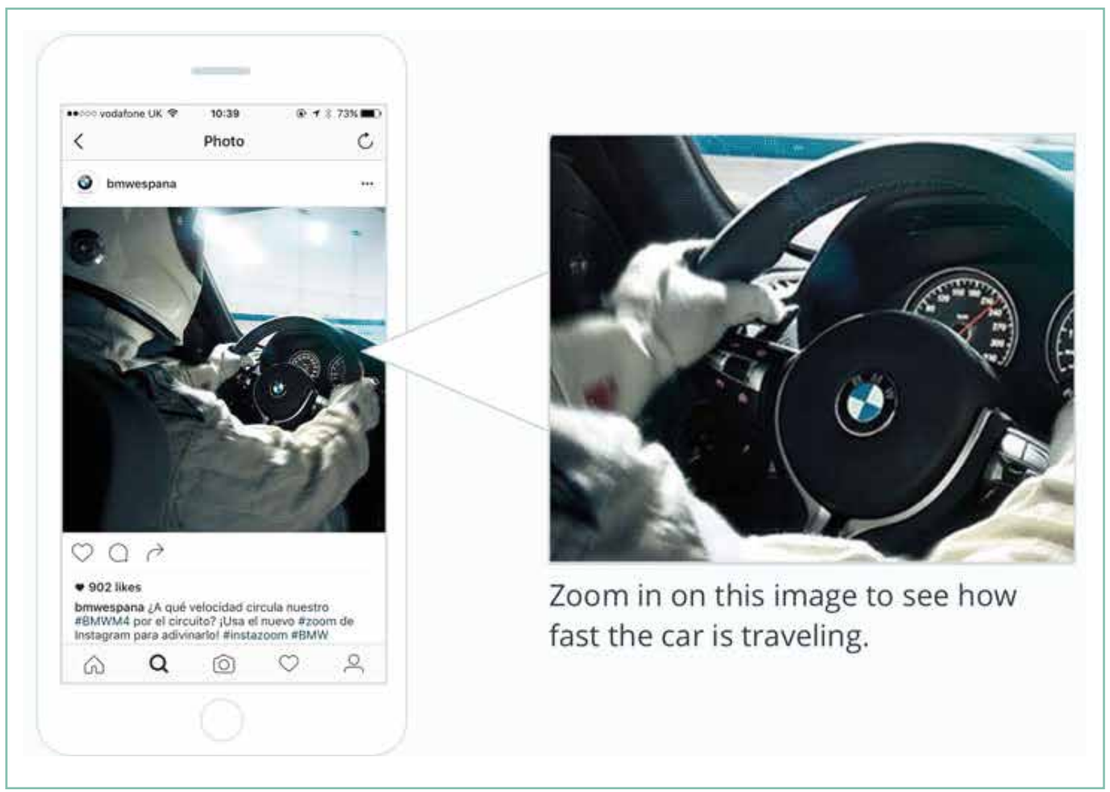
This one's fun! *Bud Light* used Instagram's new feature to *reveal their new flavor*. They also used *some clever copywriting in their caption*: "Our new flavor is just a pinch away."



via *HonestDot*

3. BMW España

BMW uploaded a photo of *someone driving their new M4 model*. Taking advantage of the feature, they wrote “How fast is our #BMWM4 going through the circuit? #Zoom to guess.”

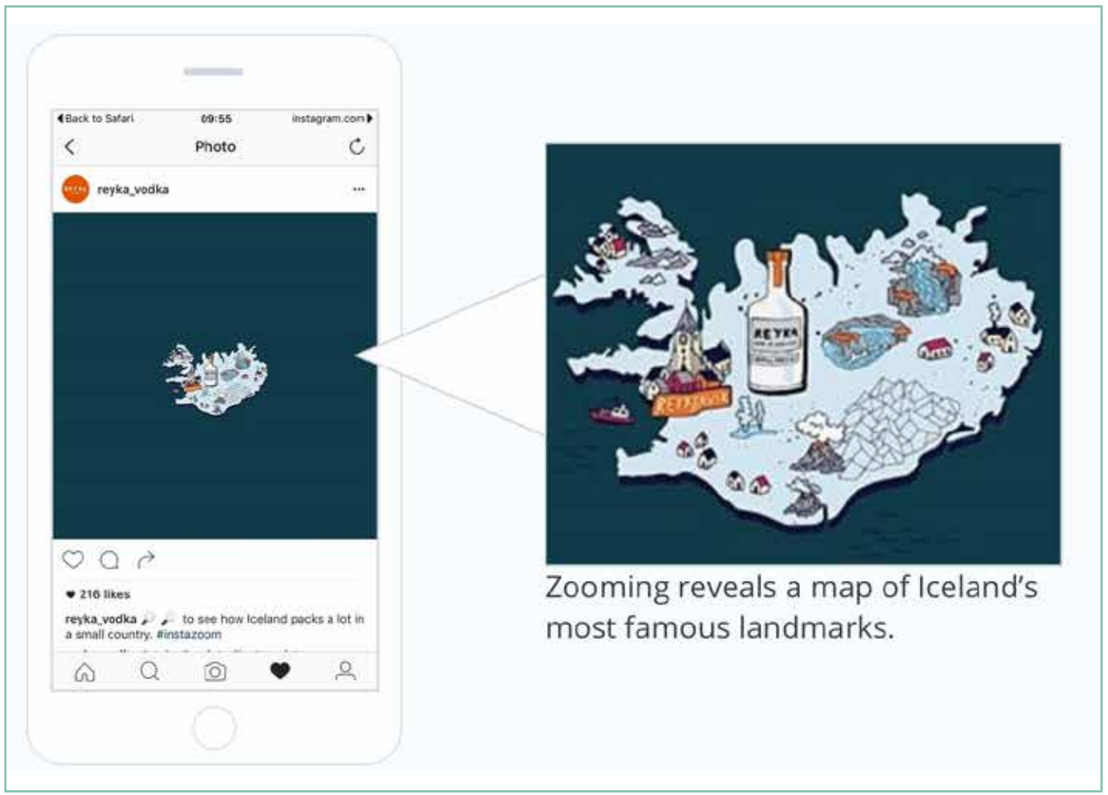


via *HonestDot*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

4. Reyka Vodka

Reyka Vodka from Iceland used zoom to celebrate *its countries famous landmarks*. They created a miniature map of the island with images of the landmarks and one of its bottles of vodka. To get people to zoom in, they used the 🔍 emoji and #instazoom.

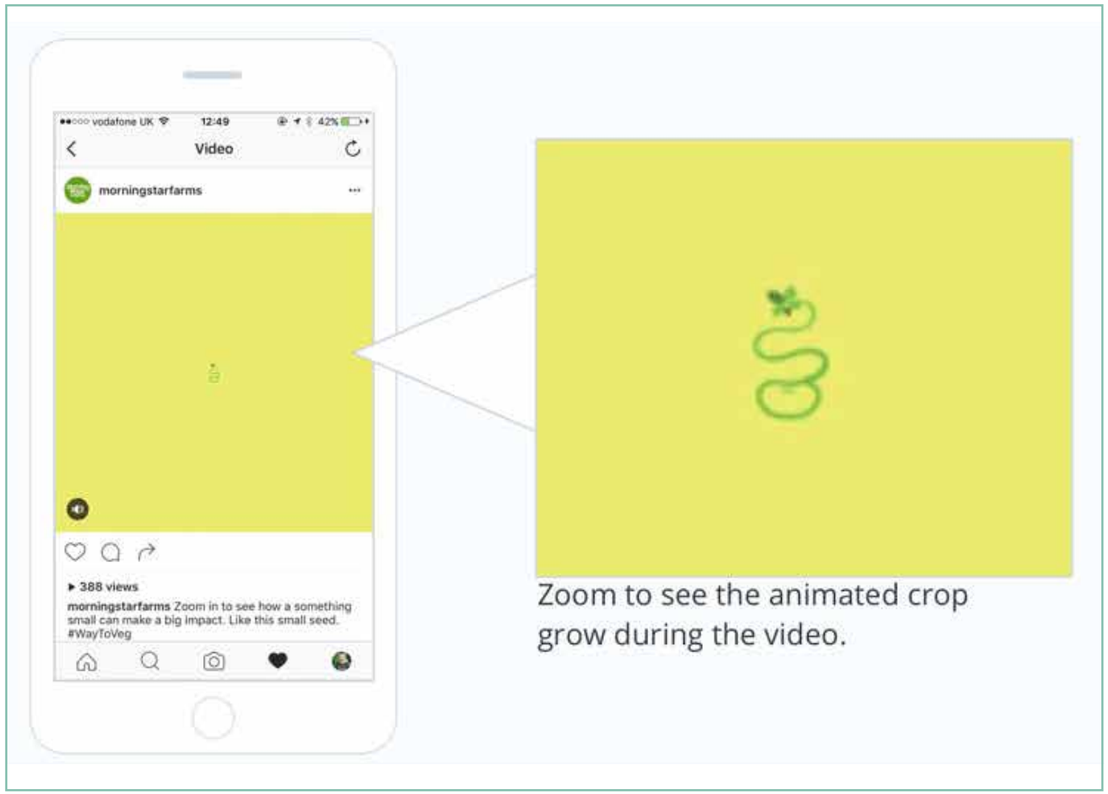


via *HonestDot*

5. MorningStar Farms

MorningStar Farms used the zoom feature in combination with video. You can zoom in to watch a *short video of a seed growing into a plant*. The caption is, "Zoom in to see how a something small can make a big impact. Like this small seed.”

Pro Tip: Use these new features in combination with an *Instagram contest* to really make the most of them!



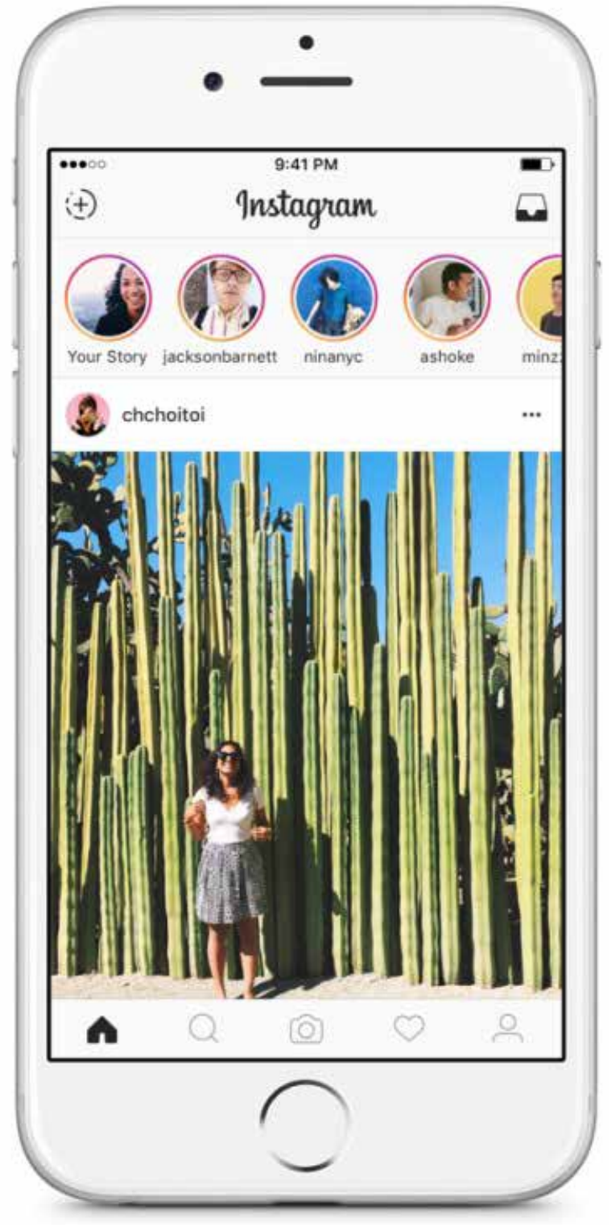
via *HonestDot*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

How to Use Instagram Stories

If you're going to start using this feature, you need to know how it works, right? Here's how to add your own photos and videos to your story, and view other people's stories.

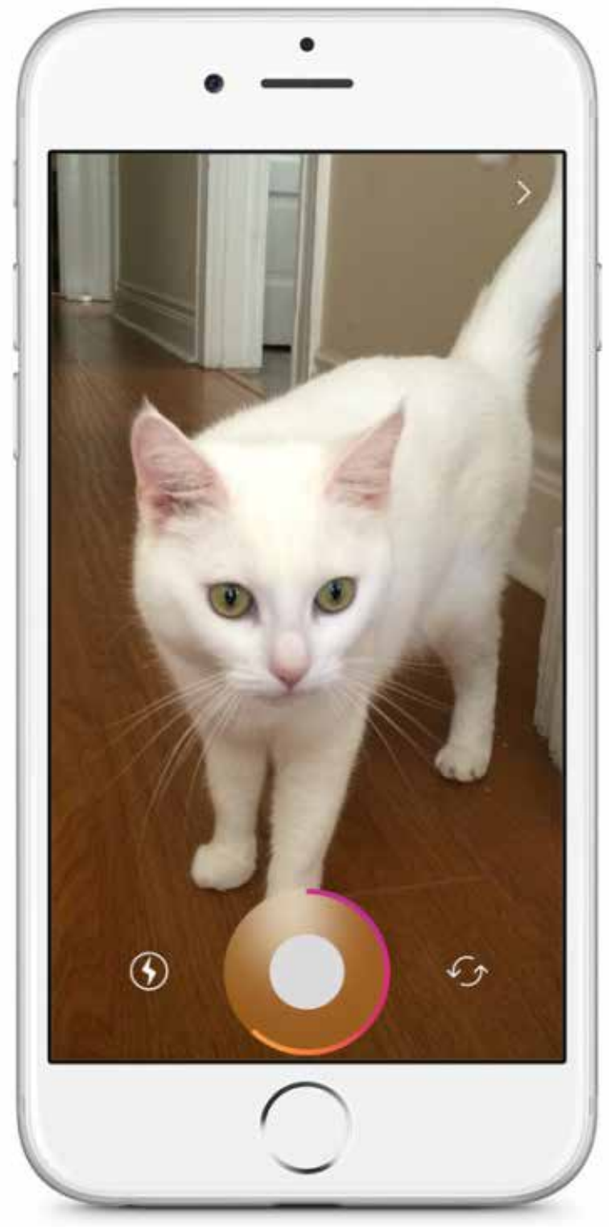
1. First, tap the "+" symbol in the upper left corner



via *Instagram*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

2. Then, take a photo by tapping the round button in the video; or, take a video by holding it



via *Instagram*

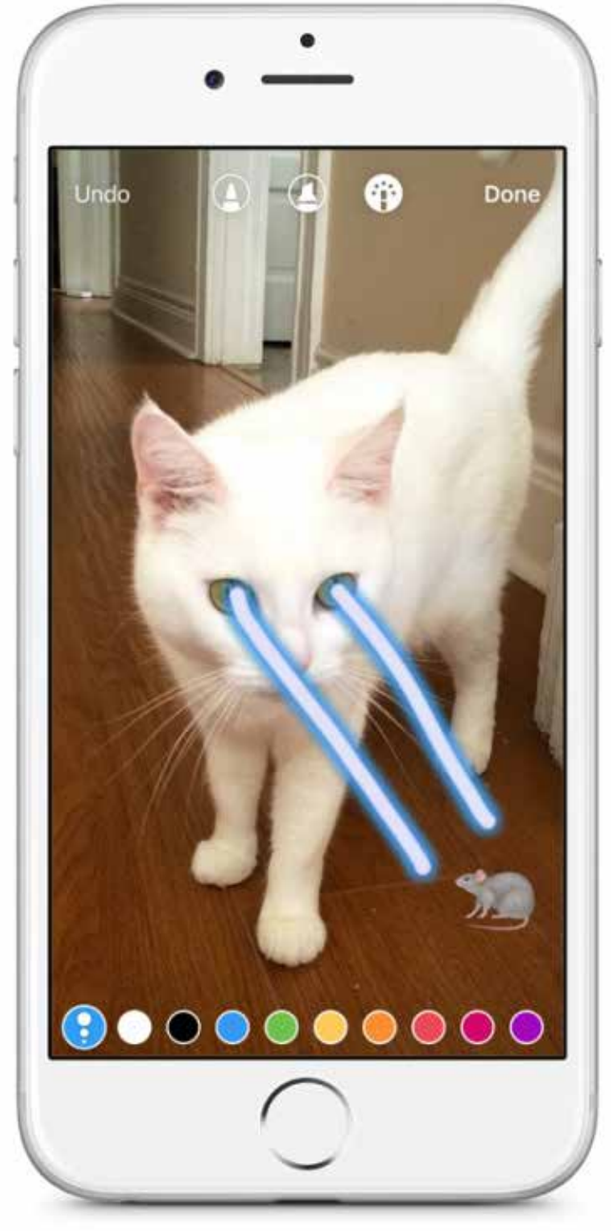
6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

3. Use one of the three pen tools at the top of the screen to doodle, swipe right to select a filter, or add emojis using the keyboard

Pro Tip: You're able to select more than the default colors at the bottom. Press and hold on them to open a color selector.



via *HubSpot*



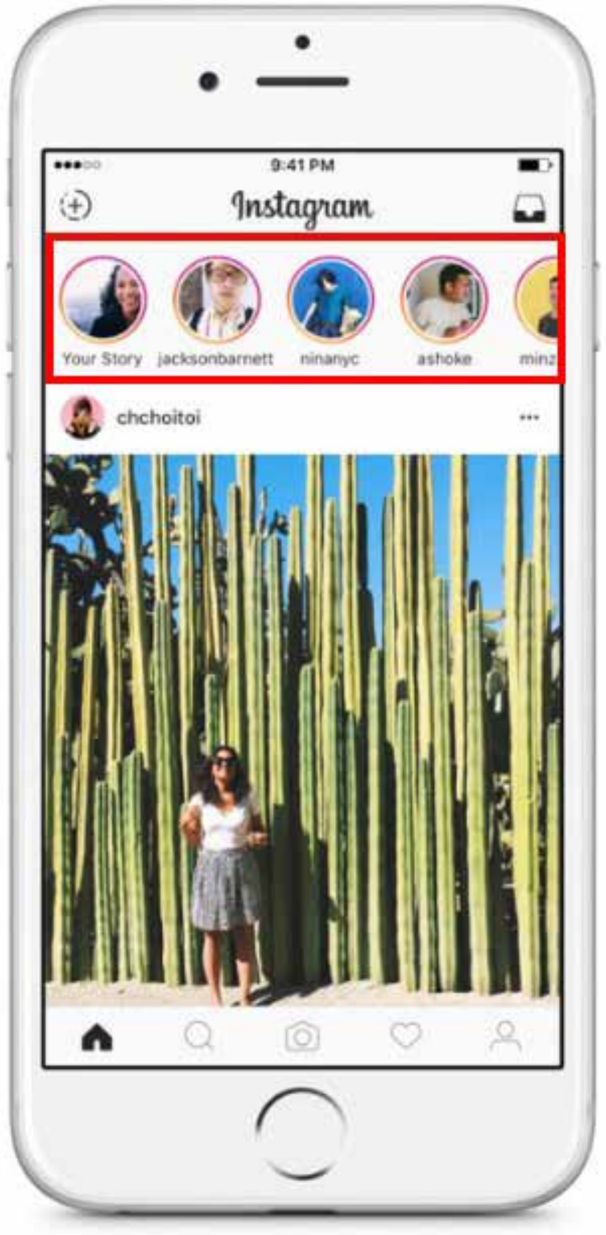
via *Instagram*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

4. When you're ready, tap the checkmark icon to share your story!

Your story will appear at the top of your friend's feeds. You can also see it from your profile page by tapping your profile picture.

Once it's live, you can save your photos and videos by tapping the three dots and pressing save - they will save to your profile for anyone to view.



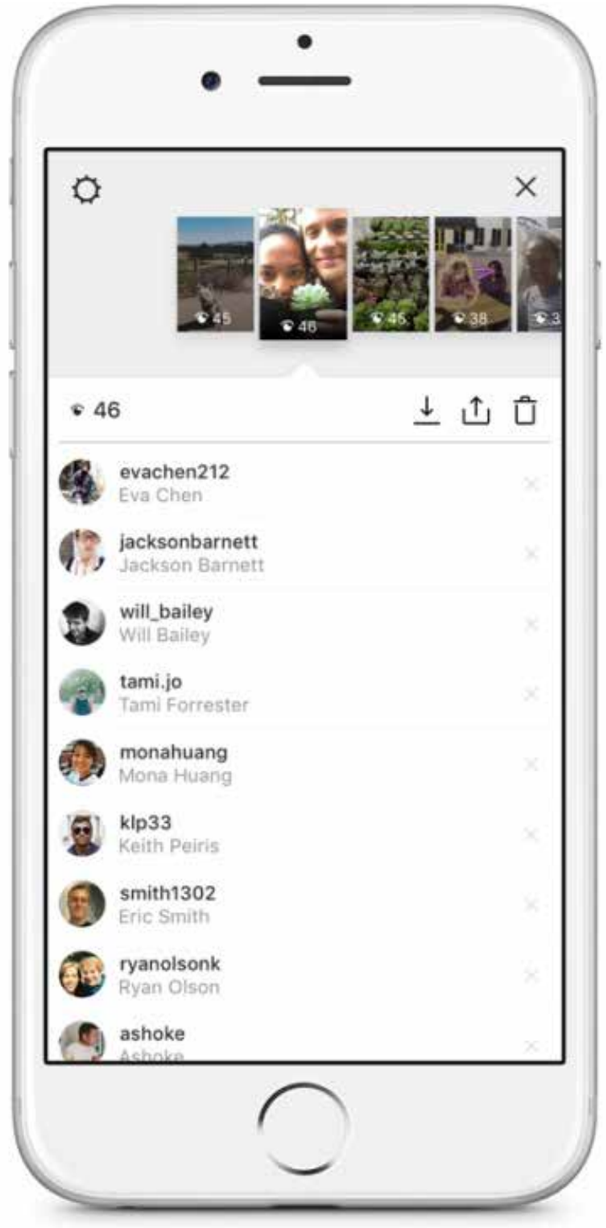
via *Instagram*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

5. See who viewed your story by swiping up from the bottom of the screen while watching it

Probably the most important part of Instagram stories for business is the analytics.

Pro Tip: You can keep your stories private by going to your profile and selecting the "Settings" icon in the upper right. You can choose who can view your stories and reply to your messages.



via *Instagram*

6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

Using Stories for eCommerce

If you've been following Snapchat at all, you've probably seen dozens of articles saying things like *"Snapchat is the new big thing for marketers"*. It's gotten pretty big, pretty quickly.

Now imagine something like Snapchat, with all it's features and marketing capabilities, and combine it with *Instagram's 500 million active monthly users*. This will be a big win...

...if you can do it right.

Like Snapchat, Instagram Stories isn't very cut and dry. After all, it's not built for businesses, it's built for consumers. It should be used not to push promotions or talk about yourself more, but to engage with your customers and show them who you are behind the scenes.
Not sure how to use Stories to its full potential? Here are four ways to make the most of this Instagram feature for your business.

1. Tease and Build Excitement

Being an eCommerce store, there are probably times when you're about to launch a new product, right? Well, you can use stories to show teasers of your new stuff and build excitement for its launch.

J. Crew used their story to reveal a sale on their sunglasses, the day before it happened:

J.Crew Instagram Story from *Instagram for Business* on *Vimeo*.

2. Inspire

Your Instagram shouldn't just promote your own things. It should also share inspirational moments and pictures to bring your viewers closer to your brand.

AFAR media, a travel media brand, uses their Instagram to showcase beautiful, inspirational travel photos.



6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

3. Give Viewer's an Exclusive "Behind-the-Scenes" Look

Most business interactions are seemingly "perfect", in the sense that they only allow the best pictures, videos, and status updates to be published. Stories gives you a way to show your fans the imperfect reality that goes into running a small business.

Here's an example by *Mercedes-Benz*. Of course, this is far more "perfect" than the typical small business would be shooting, but it gives you an idea of what I mean.

Mercedes-Benz Instagram Story from *Instagram for Business* on *Vimeo*.

4. Have Fun and Be Engaging!

Social media isn't about marketing. It's about real people connecting with other real people, and *getting them to keep coming back*. The whole point is to be social - so why not have some fun with it?

Taco Bell has been known to have a lot of fun with their social media accounts. In particular, they love Snapchat. As you know, Instagram Stories is very similar to Snapchat, so take a page from their book and have fun with your stories!



via *Adweek*

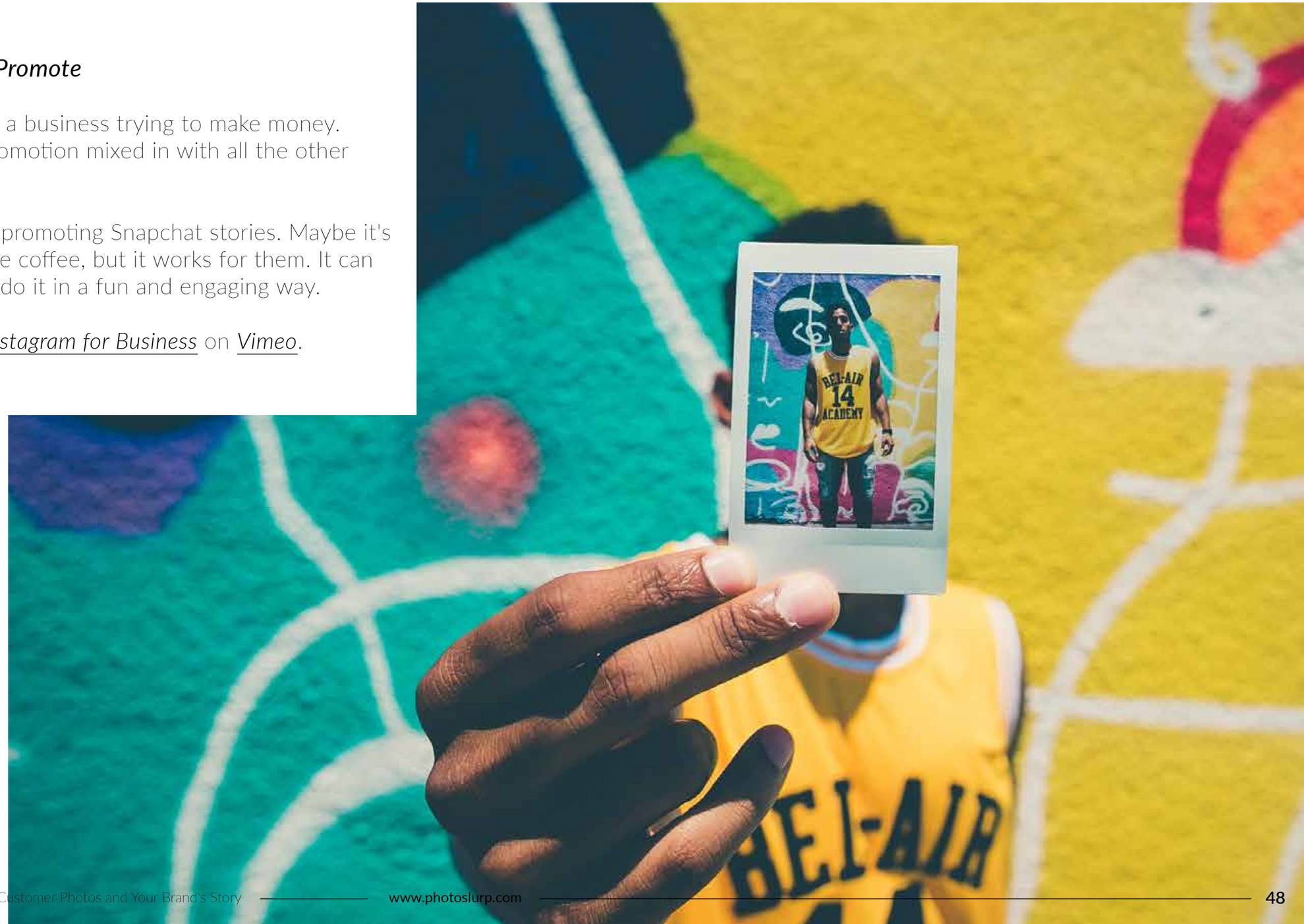
6. Use “Zoom” and “Stories”Features to Make Moneyfor your Ecommerce Store

5. Sometimes You Just Have to Promote

At the end of the day, you're still a business trying to make money. There's no harm in a little self-promotion mixed in with all the other tactics.

Starbucks is known for their self-promoting Snapchat stories. Maybe it's because their followers really love coffee, but it works for them. It can work for you too, as long as you do it in a fun and engaging way.

Starbucks Instagram Story from *Instagram for Business* on *Vimeo*.



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7. Instagram for B2B
How to Grow Your Following

Any business which doesn't already have an account full of tasteful hashtags and quality content needs to change it. The value of Instagram for B2B companies is growing every day, but much of the app's potential is still untapped. Wondering how you can make the most of Instagram marketing for your company?

Wonder no more.

Invest in organic growth

Start by realizing that a large following is an invested one – users stick around more when they care about your content. Your following has to grow naturally for this to happen, a process known as 'organic growth'. Growing this way may seem slower than throwing money at traditional advertising, but the 'organic' Instagram marketing route is both free and more engaging for the user.

This increased engagement in turn drives your conversion rates upward. It's worth noting that even 'dry' businesses like FedEx (without a vibrant product to market) can work wonders with Instagram:

You don't need a flashy brand to make the most of Instagram

COMPANY	IBM	FEDEX	MAERSK
ENGAGEMENT RATE	4.04%	3.49%	2.78%2.78%
FOLLOWERS	9.265	11,053	29.406

Source: http://socialmediab2b.com/2014/12/b2b-instagram-profiles-10-best/

If 4% seems like a low engagement rate, remember that:

a) Those engagement levels are 15x higher than the Facebook average and 40x the Twitter average

b) Instagram marketing is still completely free!

Whilst shipping may be less glamorous than your B2B SME, Maersk can get around their lack of an 'obviously' appealing aesthetic, bringing more creative marketing into play – and that's where we hit step 2.



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Humanize your brand with workplace socializing and community projects

'Photographs help to humanize a brand, which is just as important for b2b as it is for b2c'

This quote from Allyson Scott highlights how much any B2B company can benefit from sculpting a company story on Instagram through positive visuals. Displaying your product/service in action is always great, especially if you deal in favorite Instagram topics like exotic holiday destinations and cute animals.

However, this can be made to work for every business, even if what you provide can't be photographed easily. Take a look at this post by General Electric, an industrial corporation hardly renowned for beauty and elegance:



Source: www.instagram.com/p/-wmKhdRP15/

One endless vista and scenic backdrop later, and the otherwise everyday locomotive in the foreground becomes one beautiful Instagram centrepiece. Following up with consistently likeable, comment-able posts will pique users' interest, provoking a genuine interest in your business and pushing them to hit that '**Follow**' button.

This kind of visual storytelling creates a story around your company, a process Allyson Scott calls '**storyshowing**' . This style of post ensures users will go beyond simply liking your posts – they will follow you and come back for more, hooked on your engaging posts.

Instagram shows its worth here not through direct marketing but by creating a more 'human' face to generate enthusiasm. It doesn't matter if you don't market to consumers – **even 'ugly' corporations like General Electric can create organic growth this way**. Local businesses can do better still, reinforcing their relatable 'story' by engaging with community events like food markets, charity fun-runs or arts festivals.

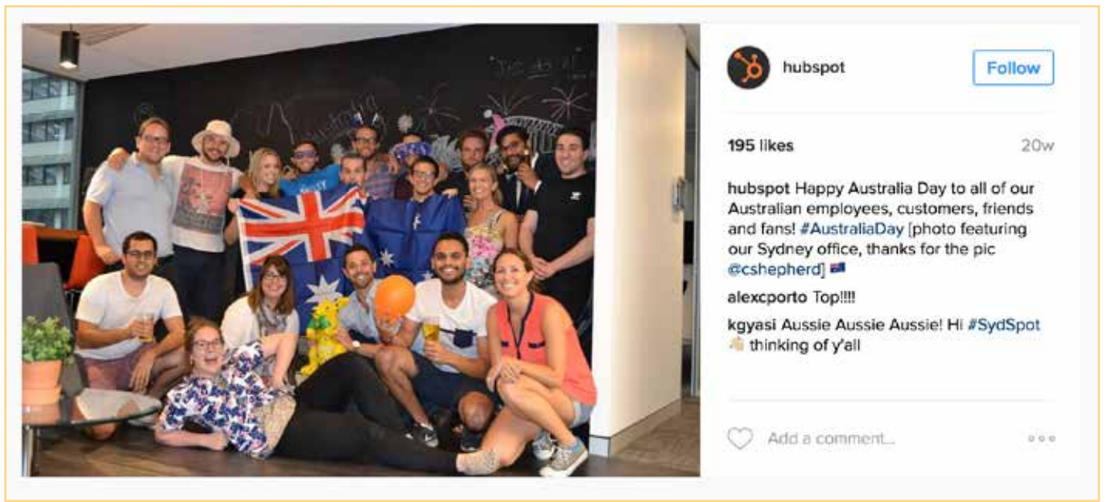
It may sound counter-intuitive, but focus on creating engaging content before actually marketing your product/service on Instagram.

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Use every employee to their full potential

Don't forget your employees when creating that 'human' face for your B2B company: use their full potential when exploiting this side of Instagram. Highlighting their achievements both within and without the workplace is the best way to do this.

Some companies are so dedicated to this strategy that they have a dedicated HR account for this very purpose. For this strategy, use photos like this Australia Day example from HubSpot to show off your upbeat and likeable company culture.



Source: www.instagram.com/p/BBAP-L4jxld/?taken-by=hubspot

It doesn't have to be such a special, one-off event: smiling with a cup of coffee is as good as any endorsement. Do you or any of your employees have a favorite local business you visit, or a scenic view from an office window?

Be as creative as you can with this strategy – show how you can relate to your everyday users (like the example below) and they will come flocking to your account.



Source: www.instagram.com/p/rFEhQWMNsV/?taken-by=everypostme

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Don't forget to maximize all the small gains each individual employee can make. Whenever they interact with business partners or friends, ask them to refer to your company Instagram as much as possible. LinkedIn is full of B2B interests, so it makes for an especially useful way to expose your Instagram account to new business partners.

Such small gains can rapidly accumulate into a further swell of followers, exposing more and more people to your engaging content. Your company will spread like wildfire across your employees' unique connections and social networks, all of them interested in what your business has to offer on Instagram.

Use your bio and hashtags alongside 'traditional' advertising

Reaching more potential followers shouldn't be done by traditional forms of advertising. To see why, take a look at Instagram's broadening demographics.

B.I. intelligence found that whilst 18-34 year old women remain the largest single group on Instagram, the platform is diversifying as it grows.

Instagram marketing isn't limited to photogenic B2C companies, but it's worth knowing that any B2B company can find interested partners to target on Instagram.

Indeed, companies using these advertising alternatives can grow at a staggering rate. For example, **Foundr Magazine** gained 400,000 followers in their first year, with heavy user engagement levels like **30,000 CTA (call to action) clicks per month.**



Source: www.instagram.com/p/rFEhQWMNsV/?taken-by=everypostme

*The above example shows how **Foundr** use the often overlooked Instagram 'bio' to draw in new followers. Despite the bio's basic nature and small size, it provides a useful way to pin your company website to the top of your Instagram page, guiding the user to more content.*

Two other alternatives to classic advertising are especially useful for Instagram marketing: CTAs and clever placement of relevant hashtags.

First, **CTAs**. Effective Instagram CTAs are great ways to engage the user and make them do the hard work of finding new followers for you. For example, brand your posts with questions ('What do you love most about [insert city here] ?') or tag requests ('Tag a friend who you know will LOVE this handbag!').

Using apps like *Wordswag* takes this technique one step further, allowing you to combine words with your Instagram images. Instagram's greatest unique selling proposition may be the ability of a picture to speak a thousand words, but including text can paradoxically allow you to say more.

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The second alternative is **clever placement of hashtags**. Once you've selected as many suitable hashtags as you dare, place them in the comments.

'Hiding' hashtags in the comments section this way can keep your post's description short and avoid hashtag overload. Your post becomes easier to read whilst also becoming far more searchable, allowing you to reach out to new users interested in your area: far more useful for a well-defined B2B company than any broad advertising campaign.

Don't get me wrong, I'm not saying paid shoutouts can never be used. A **small** amount can be effective, especially when looking to kick-start your first Instagram 10,000 followers. Just don't fall into the trap of paid likes and follows, *often 'click-farmed' through Facebook*. Any followers you pay for this way will have zero interest in your business and will ultimately do you more harm than good.

Take the time to follow others and create mutual interest

Another seemingly counter-intuitive use of Instagram which will get you more followers is to spend time following others. Tools like Crowdfire reveal who follows brands like yours, and their low cost ($9.99 p/m with a daily limit of 400 follow/unfollows) is far outweighed by the value of their insight.

Like-minded users are most likely to follow you in return once you have engaged with their own content. Take a look at this conference post from Hootsuite, especially the comments.



Source: www.instagram.com/p/BAhvi0Prd5Z/?taken-by=hootsuite

Hootsuite Instagrammers have used this post to engage with **Slack** counterparts, creating a connection between the two businesses as they follow each other.

This is an intensive strategy but these mutual connections are great for organic growth (and general good karma). If you already work with other Instagram-literate businesses, posts like these can act as *'user generated content'*, further encouraging users and attracting them to your account.

Congratulations! You've mastered the basics of Instagram Marketing for eCommerce Businesses. You're now ready to release your creation to the world.

If you want to perfect your content creation and management techniques, download the free eBook: *26 Instagram Marketing Tools for eCommerce Business*.

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INSTAGRAM MARKETING GUIDE FOR ECOMMERCE BUSINESS



If you are interested in speaking with us about the power of visual user generated content and Instagram, please contact us at: info@photoslurp.com