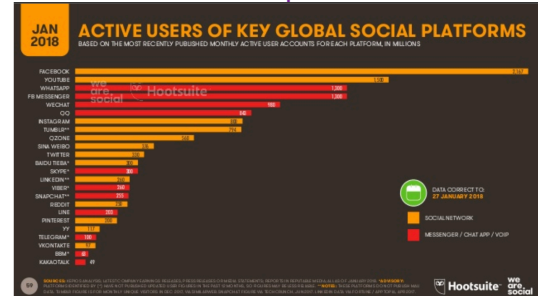


INSTAGRAM for BUSINESS

Julia Bramble

Instagram is the second most
used social platform ...



Why Instagram?

Reach!

Good for brand awareness

Good for engagement

Right demographic

Instagram - how?

Be consistent

(Daily)

Share mix of content

Instagram - how?

Content ideas-

- Tips,
 - Showcasing your business,
 - Behind the scenes,
 - Humour
- Photos, videos, collections

Instagram – how?

➤ **Hashtags**-> your content found in search

➤ Which to use?

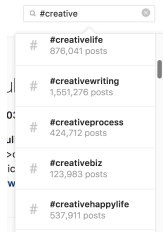
You can use 30!

Mix of 1 million+ uses

100,000s uses

10,000s uses

Instagram hashtags



Instagram Hashtags

- Local
- Brand-specific tag?
- Check popular accounts
- Alternatives to massively popular hashtags
- Which ones do your followers use?

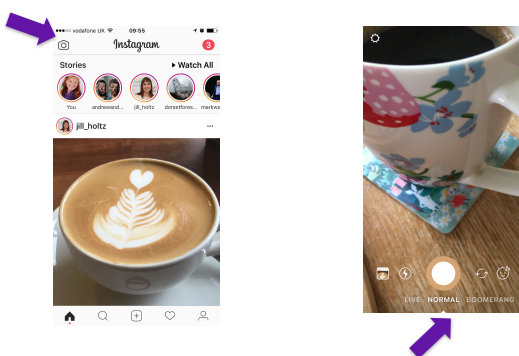
Instagram - how?

For best results-
Engage with others –
 Eg. local, influencers
 related to your business,
 influencers your followers
 follow ...

Instagram Stories

- Engagement- getting to know you, stronger relationships
- Tips and 'real life' learning
- Contests
- Announce new offers
- Share behind the scenes

Instagram Stories



Instagram Stories

- Images
- Stickers, text, gifs, filters
- 15 sec videos
- Boomerang

Instagram Stories

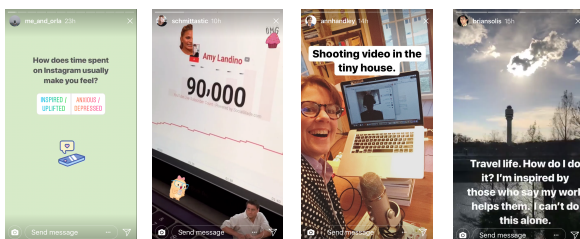
Also a great way to build relationships with other people by responding to their stories!

(Social media evolution to 1:1)

Instagram Stories



Instagram Stories



Tools/apps for image/ video

- Easil (templates for Stories)
- Adobe Spark (video too)
- PicMonkey(simple)
- Design Wizard (different)
- Splice (app)
- Apple Clips (app)