



Social Media Marketing: Instagram

SMALL BUSINESS SOCIAL MEDIA
MARKETING WITH INSTAGRAM



INSTAGRAM

The Basics

Over 1 Billion active users utilise Instagram as a social media platform, posting pictures, videos and reels (story videos) for their followers to view. The majority of users are youthful, and access the app everyday! Descriptions, stickers, and messages enable users to find content, but infinite hashtags (#) enable those posting to reach much wider audiences based on interests.

Instagram users are highly engaged and willing to explore new brands, but difficult to turn in to customers.

59%
USERS UNDER 30

80%
FOLLOW A
BUSINESS OR
BRAND



Adapting Instagram for business or brand use is fairly easy, with business and professional account settings available.

Users can find your content (photos/videos) by following your account, or following hashtags that you post along with your content. Up to 30 hashtags are applicable to each post, and there are free apps available that can identify the most followed hashtags based on keywords to help target your tagging.

As well as image posts on your profile, the ability to post videos and reels that users can scroll through means that businesses can add faces, voices and music to their marketing toolkit.

Content, therefore, is less information based, and more visual, with branding needing to be clearly defined. The more creative a brand is with its content, the more successful on Instagram.



Reaching your audience

Posting engaging content leads to organic growth - those wanting to hear more from your brand are likely to follow the brand, particularly if the content asks a question, rather than advertising directly. Growing an audience and followers provides social validation and brand awareness. As well as the business profile allowing a website link and email address, individual posts and stories can include links directly to products available for sale via parent company's Facebook Commerce Manager.

Paid advertising is available on Instagram, featuring customisable calls-to-action, via posts, stories, IGTV, and sponsored hashtags. As with the product links, the ads must be connected to a Facebook account, and administered via a Facebook Business Page, so it is worth setting both new social accounts up at the same time. Paid adverts follow the Facebook audience criteria, so can be targeted based on gender, age, geographical location, and interests.

As content is displayed based on followed profiles and hashtags, influencer marketing is prevalent on Instagram, with some influencers making substantial incomes by promoting products. Having an influencer with a large number of followers that appeals, and is therefore followed, by members of your target audience will enable you to reach huge numbers of potential customers. This is particularly useful in the fashion, beauty, and product retail sectors.

Being Effective

Be as visual with content as possible, with high quality production and photography

Apply the maximum hashtags to each post, appealing to your target customer

Use trending and time-bound hashtags

Use video Stories and IGTV to be displayed to a wider audience

Use influencers to reach huge numbers of potential customers. Influencers with smaller followings will often promote products in return for a sample rather than payment

