

A smartphone is shown at an angle, displaying the Instagram logo on its screen. The logo is a colorful camera icon with a gradient from yellow to purple. The phone is positioned diagonally across the upper half of the image.

USING

INSTAGRAM

TO PROMOTE YOUR SMALL BUSINESS



PIKES PEAK *Small Business Development Center*

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.



**FREE
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**BUSINESS
RESOURCES**



Funded in part through a cooperative agreement with the U.S. Small Business Administration

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INSTAGRAM

FOR SMALL BUSINESSES





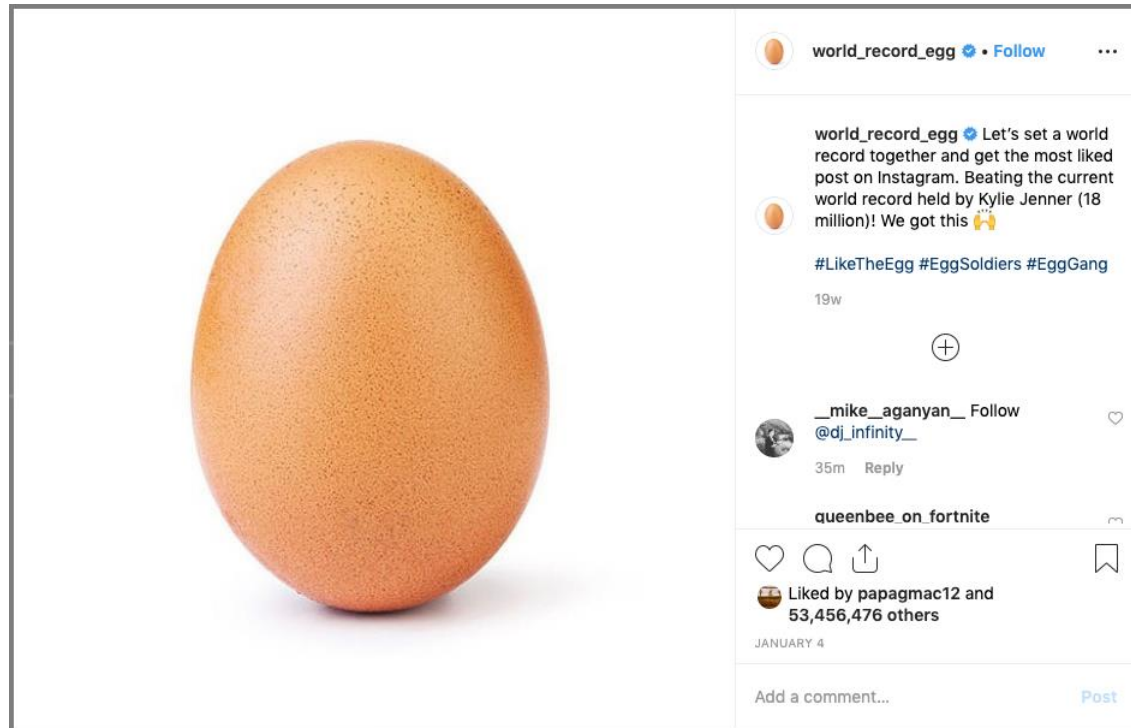
- MIDWEST NATIVE, LIVED IN COLORADO FOR 20 YEARS
- IN PR, MARKETING AND SOCIAL MEDIA FOR MORE THAN A DECADE
- OWNER, MELAN COMMUNICATIONS, FOCUSING ON CONTENT AND SOCIAL MEDIA STRATEGY
- FAVORITE SOCIAL MEDIA PLATFORM: INSTAGRAM
- FAVORITE ANALOG PAST TIME: READING

The image features two large, thick black L-shaped corner brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner, framing the central text.

INSTAGRAM

STATS TO GET YOU STARTED

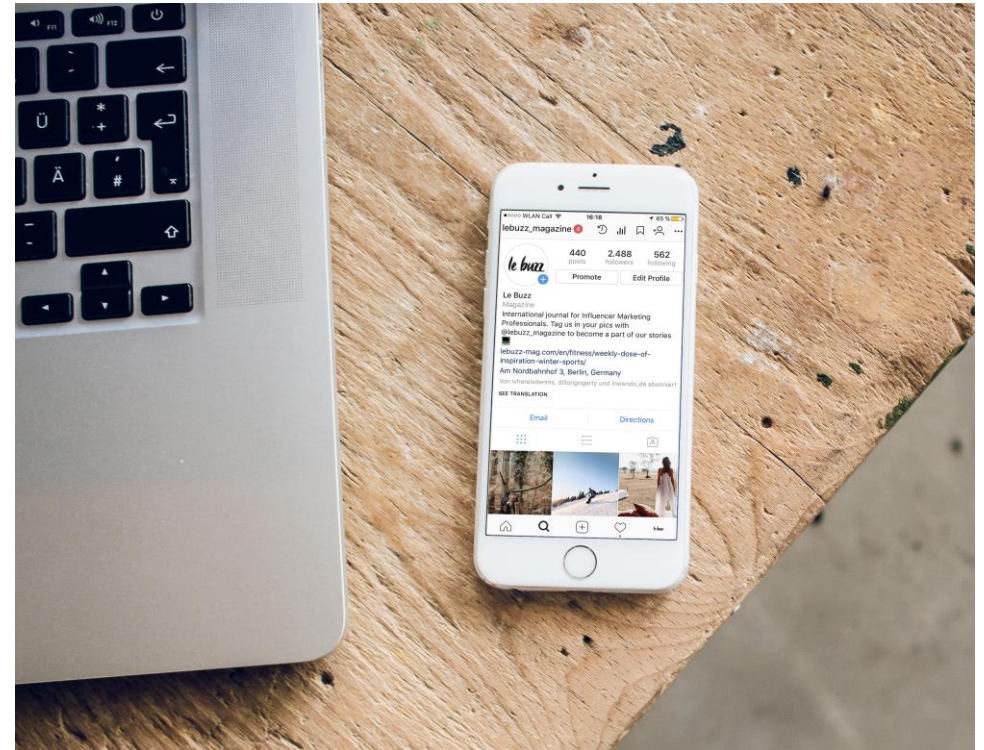
INSTAGRAM: GENERAL STATISTICS



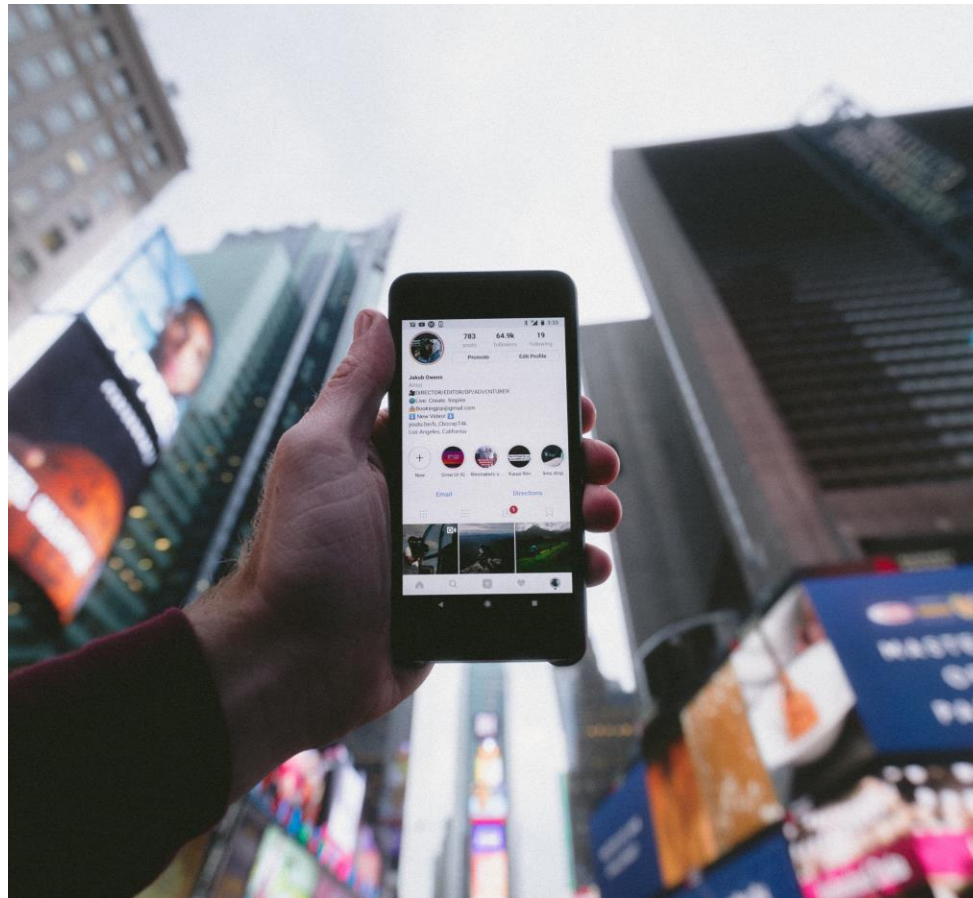
- Instagram is 2nd only to Facebook as the most used social media platform, with **1 billion** monthly users.
- 64% of **18-29 year-olds** use Instagram daily.
- Instagram has **2 million** monthly advertisers.
- The most liked picture on Instagram ever is this egg, with more than **53 million** likes.

INSTAGRAM: ENGAGEMENT STATISTICS

- Posts that tag another Instagram user get **56%** more engagement.
- Posts with at least 1 hashtag get **12.6%** more engagement.
- Posts with a location tagged in it get **79%** more engagement.
- **68%** of Millennials on Instagram consume InstaStories.
- Engagement is **10x higher** on Instagram than Facebook.



INSTAGRAM: BUSINESS STATISTICS



- 25 million brands are currently on Instagram, with **80%** of Instagram profiles following at least *one* brand.
- Per Forbes, **90%** of the top 100 brands *in the world* have an Instagram profile.
- **60%** of Instagram users discover new products *on* Instagram.
- **1/3** of Instagram users have *used their phone* to purchase a product.
- **1 out of 3** of the most viewed InstaStories are *from businesses*.



INSTAGRAM PROFILES

WHAT YOU NEED TO KNOW



Setting Up and Optimizing Your Instagram Business Profile: VIDEO 1

- ✓ To set up an Instagram business account you have to have a Facebook page to connect.
- ✓ Select a profile picture, pick an applicable username, your website, and bio.
- ✓ Choose the business category that best fits your business and purpose.
- ✓ Add your business email, phone number and physical address (if applicable).
- ✓ You can also add an action button to fit your business needs.
- ✓ Make sure your private information is correct so Instagram can contact you if anything goes wrong with your account.



Setting Up and Optimizing Your Instagram Business Profile: VIDEO 2

- ✓ What you fill out is what appears on your profile for new friends and followers to see.
- ✓ Your promotions are easily accessible from your profile.
- ✓ Whatever contact method you decide on is the default from your profile.
- ✓ The menu to access Insights, Your Activity, Nametag, Saved, Close Friends, Discover People, and access to your Facebook page is in the upper right hand corner.





INSTAGRAM STORIES

UNLOCK YOUR BUSINESS POTENTIAL



ACCESSING INSTAGRAM STORIES: VIDEO 3

- ✓ When you open Instagram, you'll see rainbow rimmed circles – these are profiles you follow that have updated their stories.
- ✓ There are 3 ways to access your stories and create/add content:
 - ✓ Tap your profile picture with the + in the upper left hand corner
 - ✓ Swipe right
 - ✓ OR tap your profile picture in the lower right hand corner, then tap it again in your profile



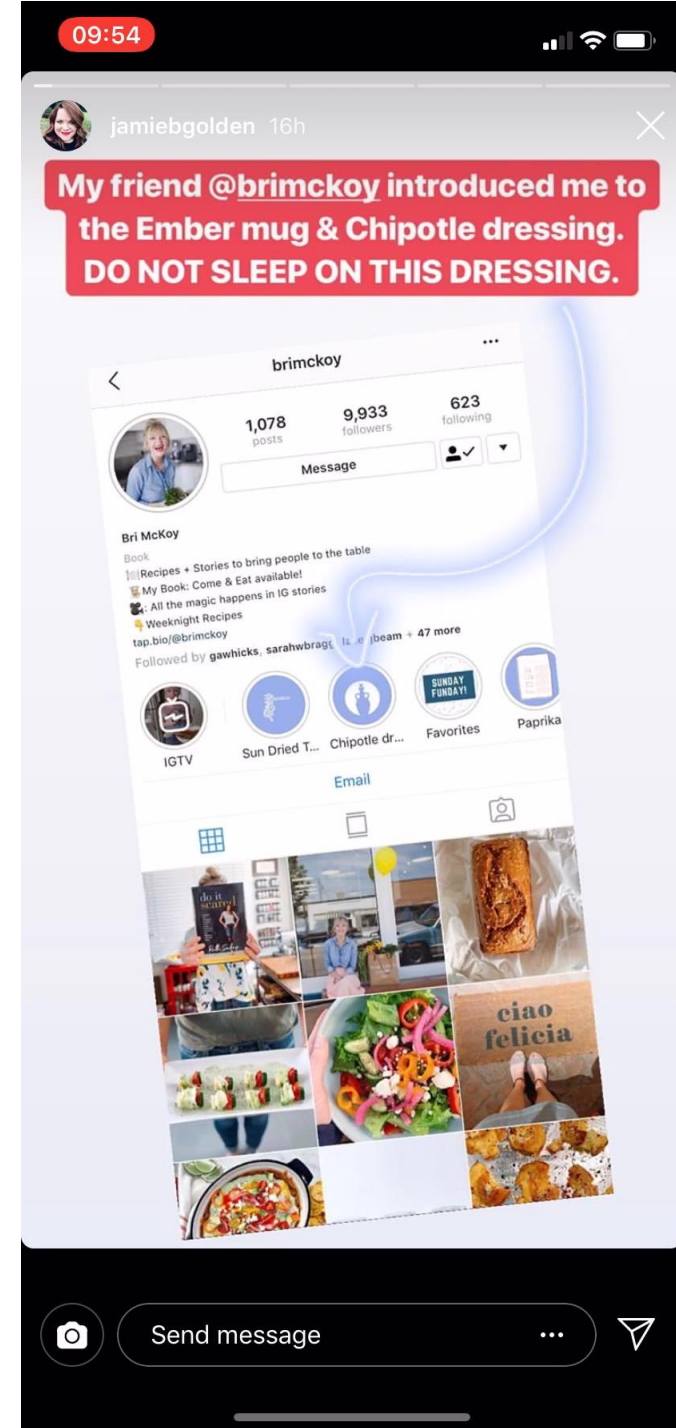
CREATING INSTAGRAM STORIES: VIDEO 4

- ✓ Options for creating stories:
 - ✓ Create: this is a multicolored background where you can type a message
 - ✓ Music: you can add a :15 second clip of music to any type of story you want to create.
 - ✓ Live: You can go live on Instagram for up to 1 hour.
 - ✓ Normal: this is where you can record a :15 second video or add a picture from your photo stream (but it will only show options for the last 24 hours)
 - ✓ Boomerang: an addition from Instagram's super catchy loop app
 - ✓ Superzoom: add a dramatic flair to your picture or video with zoom options
 - ✓ Focus: want your face to appear clear but your background blurry? Focus is your friend.
 - ✓ Rewind: Have an idea for something that would look great in reverse? (Maybe jumping in a puddle, your process for making an origami swan? Use reverse for a cool effect.
 - ✓ Hands-free: Hate holding the record button? Record your :15 second videos hands free!



CREATING INSTAGRAM STORIES: VIDEO 5

- ✓ Tips for creating Stories:
 - ✓ Make them fun! Showcase your personality, brand, or unique take on life.
 - ✓ Practice will only make you better (but not perfect).
 - ✓ Watch other stories from other brands, friends, and followers.
 - ✓ Create a schedule of when you want to share stories (time of day, how many days a week?)
 - ✓ Your stories don't compete with your Instagram feed. Make them work together!
 - ✓ You have to be engaging to get engagement. Comment on other stories. Respond to polls. This helps you get your profile out there!



GOING LIVE ON INSTAGRAM: VIDEO 6

- ✓ Tips for going Live on Instagram:
 - ✓ Figure out why you're going live – do you have a new product? An inspirational thought to share? Write some talking points or a script to help the video flow.
 - ✓ Make sure you have the arm strength (or a tripod for your phone) to go live.
 - ✓ Go live at least 5-7 minutes.
 - ✓ Don't be nervous about your audience. Pretend you're talking to a friend. Pump yourself up!
 - ✓ It's only live for 24 hours and then it gets archived.



SHOW YOUR HIGHLIGHTS: VIDEO 7

- ✓ Although Stories only last for 24 hours, on an Instagram Business page, your stories are automatically archived.
- ✓ You can create highlights from any of your archived stories. Pick a theme (books you've read, products for sale, collaborations you've done with other businesses.)
- ✓ Keep in mind – highlights are just that. You don't have to pull every video into a highlight. Pick what you want people to know, see, or experience when they come to your profile.





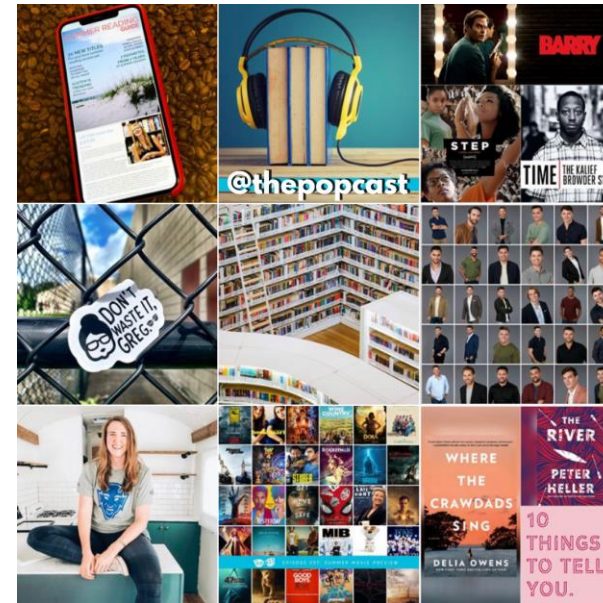
INSTAGRAM FEED

PHOTOS, FILTERS, and HASHTAGS



SETTING UP YOUR INSTAGRAM FEED

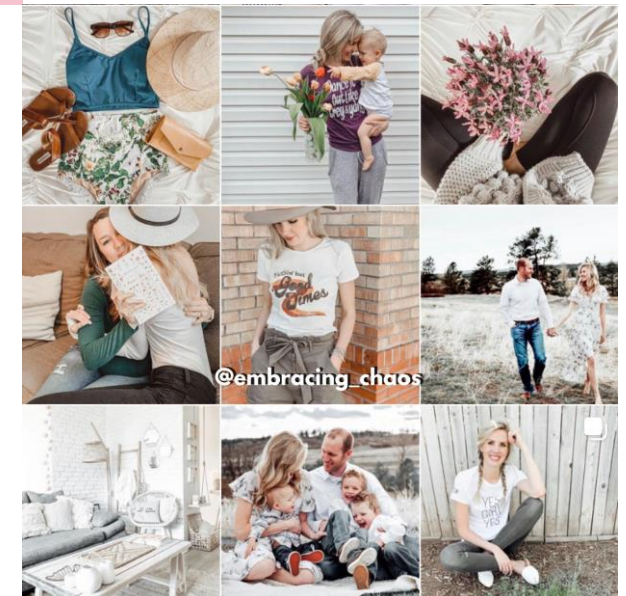
- ✓ Test out look and feel for your feed.
- ✓ Find a filter (or no filter!) that compliments your brand, then stick to it.
- ✓ Find your niche through hashtags. (You can use up to 30 hashtags in a post.)
- ✓ Pick the hashtags you most want to use then search them to see what types of content people are sharing. Also, don't be afraid to engage with other people and brands on those hashtags!



Filter usage
(seasonal)

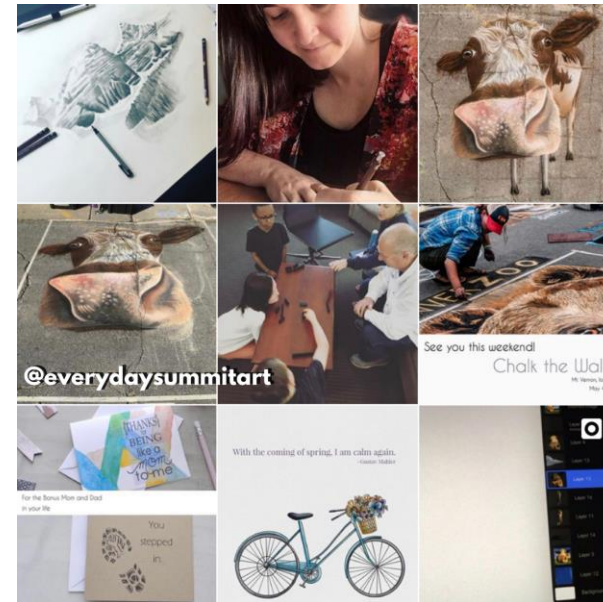


Consistent
Look & Feel



SETTING UP YOUR INSTAGRAM FEED

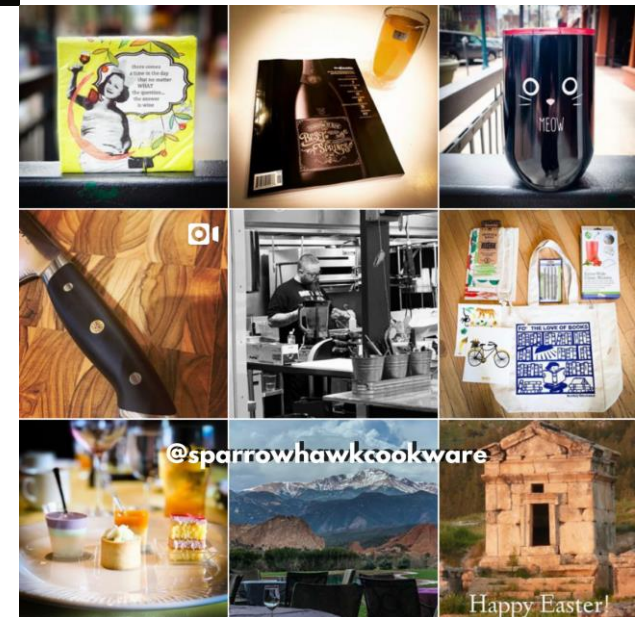
- ✓ Showcase your brand through logo placement, products, or upcoming events.
- ✓ Don't be afraid to show your process
 - ✓ Building your brick and mortar
 - ✓ Creative process (painting, drawing, dancing, roofing, installing a hardwood floor, cleaning a vent, accounting).
- ✓ Include videos in your Instagram feed. Videos in your feed can be up to a minute long.
- ✓ Get personal. Show your face every once in a while, whether in a photo or video. Take the opportunity to create the personal connection between your brand and you for your customers.



Product Placement



Personal Touch

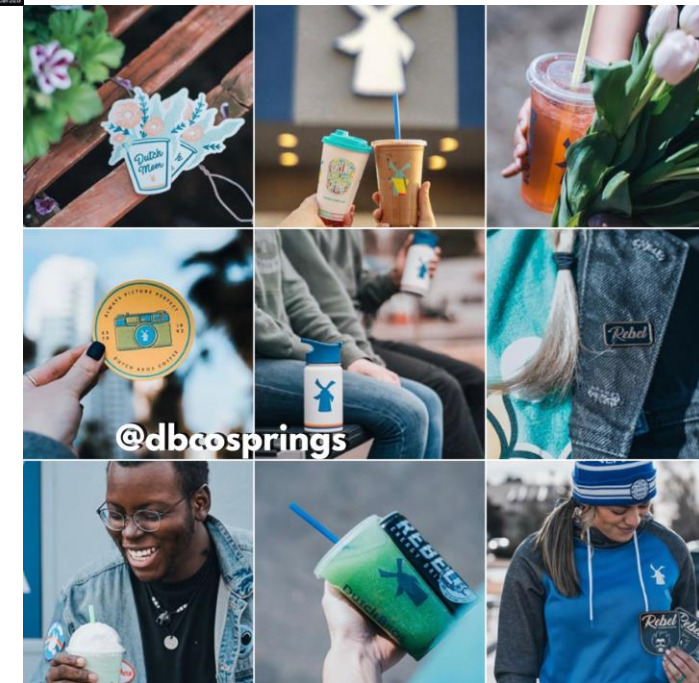


WHAT IT TAKES TO BE AN INSTAGRAMMER

- ✓ Be engaging to get engagement. Follow your favorite brands (local or global).
- ✓ Comment on other posts. Don't sell, but be encouraging or contribute to the conversation.
- ✓ Don't worry about quantity of followers, worry about quality of followers.
- ✓ Encourage people to visit your feed from your stories and visa versa.



FOLLOW LOCAL BRANDS/BUSINESSES



MAKE YOUR FEED AS ENGAGING AS YOUR STORIES





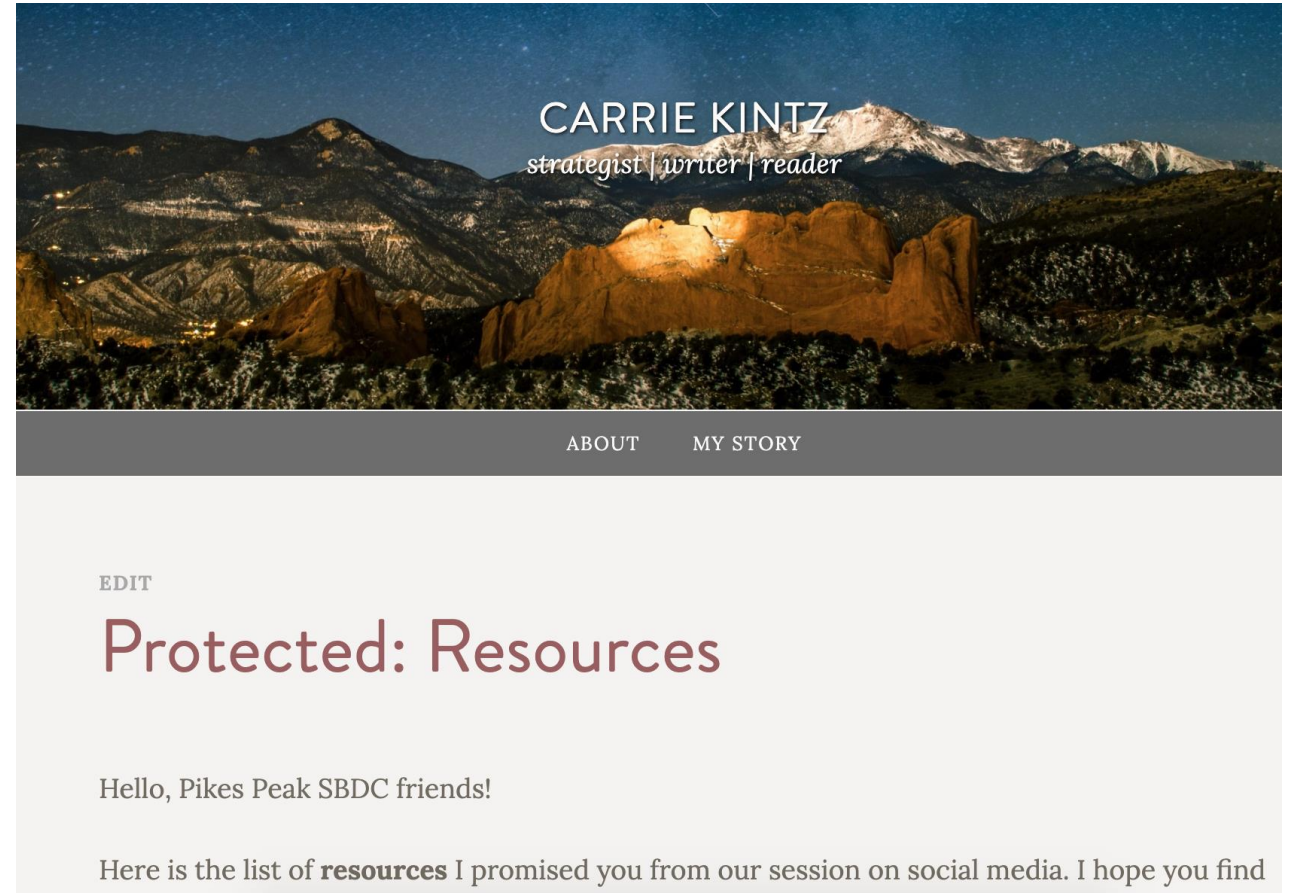
RESOURCES

APPS AND SERVICES THAT HELP WITH
INSTAGRAM SUCCESS



A REW OF MY FAVORITE RESOURCES

- ✓ Later – InstaStories/Instagram post schedule tool (has free and paid plans)
- ✓ Repost – To share posts on your profile from another Instagram profile (free with in-app purchase options).
- ✓ Typorama – Photo editing tool that has Instagram feed and InstaStories templates (free with in-app purchase options).
- ✓ Continual – Record one long video and Continual chops it into :15 second videos for InstaStories (\$8 in the app store)
- ✓ LinkTree – Get the most out of the link in your bio with multiple links in one service! (\$6/mo).



CARRIEKINTZ.COM/RESOURCES

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