

Instagram

Best Practices For Business

Hello!

Jade Shebelski is a seasoned social media manager specializing in coaching and strategizing Instagram, LinkedIn & Pinterest for product & service-based businesses.

She started her business Maven and Muse Media (<http://mavenandmusemedia.com>) after other businesses saw her success in niche marketing, telling stories, and selling her vintage products directly off social media. Established business' witnessed her growth and reached out to create contents that would transition into sales.

Jade finds stories and tells them through motivational means, converting followers and hearts to conversations and bookings.



Who We Are & What We Do



High
Quality
Training



U.S. Small Business
Administration

Connection
to
Resources

Free
Confidential
Consulting

Helping local
businesses
start, grow and
prosper
through street-
smart business
education and
assistance.



Our Agenda Today

1. One-Minute Introductions
2. How to create a powerful Pinterest presence. What and when you should be posting to Pinterest.
3. 5 things you can start doing immediately to improve your reach and create a new direct source of web traffic
4. Recommended Workshops/Consulting
5. Wrap Up

Introductions

Your name?

What is your business (now or planned)?

Why are you here?

Who's On Instagram

As of February 7, 2022 these are the reported demographics

- * 2 Billion Monthly Active Users -17.9% of the world's population

(431 Million Pinterest, 778 Million LinkedIn, 2.9 Billion Facebook)

- * 500 Million Active Story Users

- * 200 Million Business Accounts

- * 31.2% of Users are 25-34 years old

- * 87% of Users Live outside of U.S.

- * Women use Instagram 56.5% more than Men



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Is Your Target Market On Instagram?

Question: Who is your target market?

Fact: Instagram plays a huge part of the millennial/Gen Z buyer journey

* 36.2% of B2B decision-makers use Instagram to research new products or services ([Hootsuite/ WeAreSocial](#), 2020).

* With a good presence on Instagram, businesses can cater to their clients' needs much easier, as 2 out of 3 Instagram users believe the platform enables interaction with brands (Instagram, 2021).



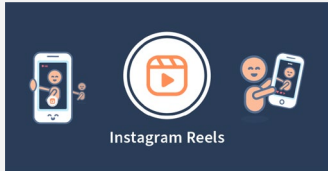
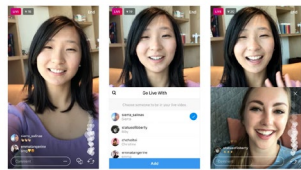
These figures clearly indicate the power of Instagram as a crucial business tool in this digital era.

Why Market On Instagram?

Percent of people who say they discover new products on Instagram via Influencer Marketing or people sharing about a product on Instagram

A large, 3D, red graphic of the text "60%" is displayed on a light gray background. The numbers and the percentage symbol are thick and have a slight shadow, giving them a three-dimensional appearance. The graphic is positioned on the right side of the slide, partially overlapping a decorative green and blue curved border.

What are Instagram Neighborhoods?

Feed	static posts that stay up until you delete them	 <p>This Photo by Unknown Author is licensed under CC BY</p>
Story	expire in 24 hours, good for behind the scenes	 <p>This Photo by Unknown Author is licensed under CC BY</p>
Reel	Entertaining “Commercials” for your brand	 <p>This Photo by Unknown Author is licensed under CC BY-NC-ND</p>
Live	Q & A's or opportunity to collaborate with other brands	 <p>This Photo by Unknown Author is licensed under CC BY-NC-ND</p>

How To Make Analytics Work For You

- * **Check Weekly**
- * **Whatever people are telling you they like, create more of that content**
- * **Post More in the “neighborhood” your people are in**
- * **Recycle Content**



Homework

5 Things To Do When You Get Home

1. Location Tag all of your posts
2. Look through your analytics
3. Make a list of 3-5 types of posts that people are telling you they like
4. Brainstorm things to story
5. What neighborhood of Instagram do you like best?

Wrap Up

1. **Q & A**
2. **Additional Resources** - Recommended Workshops/Consulting
3. **Next steps?**
4. **Evaluations**

Thank you!

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