

5 POWERFUL HACKS TOP MARKETERS

ARE USING TO GENERATE CLIENTS ON INSTAGRAM
EVERYDAY WITHOUT SPENDING A PENNY

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THIS FREE EBOOK IS PART OF OUR

“INSTAGRAM BUSINESS GROWTH SERIES”

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To help you Identify what is stopping you from getting the total of all the
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Lay out the exact steps you need to start getting Real Business Results?**

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USE IMAGES TO BUILD YOUR BUSINESS ON INSTAGRAM



INSTAGRAM HACK #1

Use Images to Build Your Business on Instagram

Did you know that Instagram now has 400 million active users monthly and 75 million daily?

People are taking to this social media platform to share their experiences, keep in touch with their loved ones and most importantly, share photos and videos? But the best part is, Instagram has been a great marketing tool to many businesses too!

Here are some tips on how you can use images on Instagram improve your Business Brand and revenue:

1. Use pictures that are relevant to your product or service.

When you share images that closely relate to what you deal with, people start identifying you with them more often and you are called upon the next time they need that particular product/service.

You can also benefit by using Twitter handles or hashtags associated with your company, products and/or services to make your pictures more memorable.

2. Keep things clean and friendly online.

Remember, Instagram is a HUGE wave that has overtaken even Facebook in terms of engagement, growth, and even popularity in some places. So consciously decide which photographs would be good for your image and that of your business and upload them on the app.

3. Make sure to upload good quality images

You don't need a pro to take an image and upload it to Instagram but make sure the images you are sharing are not blurred - but of good quality.

A good quality photo taken with a smart phone is always acceptable.

4. Share photos with your followers on a regular basis. Be consistent.

When you are "in the scene", you don't fade from memories but keep demand for your business and services alive. If there is something interesting that you'd like to share, do can do so in an instant now!

Be careful not to go overboard by sharing multiple images at the same time.

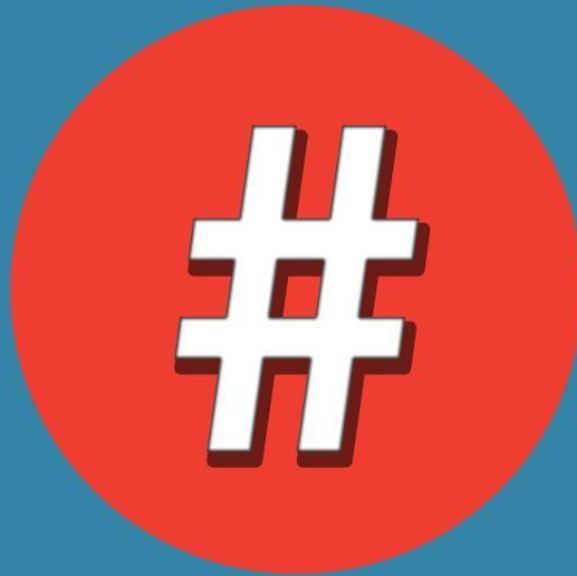
5. Involve as many people as you can.

Viewers and followers love reading more about your Business so it's a good idea to share "behind-the-scenes" images of your products, services and yourself.

This will give your Business a more humane touch.



USING HASHTAGS ON INSTAGRAM



INSTAGRAM HACK #2

Use Hashtags on Instagram to Build Your Business

Even if you are not sure what Hashtags are for, you have most probably seen them as they have become commonplace on various social media platforms including Instagram, Twitter and Facebook.

What is a Hashtag?

A Hashtag is a word, phrase or a group of words preceded by the (#) hash sign.

An example would be #socialmediamarketing.

Hashtags may look simple but using them strategically is a major key in building the reach of your product or service.

Hashtags can expand the reach of your content so your target audience can find you, give more exposure to your brand when your #hashtag is used and even enable you find your target audience using their own #hashtags.

Let's now look at the different types of Hashtags and How you too can begin to use them to Grow your Business on Instagram:

1. Brand Specific Hashtags

If you already have a brand or a company, then you should create a hashtag that reflects the name so that it gets locked in or permanently linked with your brand name, for example #Coca-Cola #StarBucks

2. Unique Hashtags

You can also create a unique hashtag for a Product or Service you carry, so people can find your product when they search for it and also recognise your product once they see the hashtag, for example, for my Online Instagram Business Growth Course, I created the hashtag #InstaBizGrowth

3. Defining Hashtag

You should also use Hashtags that Define your Business so that it is easy for your target audience to find you on Instagram when they search for the type of Product or Service you offer, for example, #InstagramMarketing #MakeUpArtist #CleaningService

You can make use of up to 30 Hashtags per post on Instagram but statistics state that the number of hashtags to use on Instagram that gets the best engagement with your audience is 11.

4. Signature Hashtags

You can also create a unique signature hashtag for your Business, for example, Nike's #JustDoIt. This further enhances your reach on Instagram and your target audience also begin to associate that signature hashtag with your brand.

5. Campaign Specific Hashtags

A campaign-specific hashtag can be really beneficial if you have a promotion going on, such a sale. It can be a word or a group of words that define the event, for example #LucysBagSale

A simple search on google lets you know if you have any competition on the hashtag and you can simply come up with a new one that is unique if the hashtag is already taken.

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INTEGRATING INSTAGRAM WITH ONLINE MARKETING



INSTAGRAM HACK #3

Integrate Instagram with Your Online Marketing

In the not- so- recent past, brands and services started a new strategy of marketing themselves quite simply; they added images to their posts making it livelier and more inviting to their clients.

Instagram, as the social media platform is called, gained huge popularity over a span of just a few years which has made it a powerful marketing tool rather than being just a social image sharing service.

All brands and marketers use it; it's time we fill you up with the details on how to integrate Instagram marketing with your current Online Marketing efforts and leverage on the various advantages of the platform:

1. Reach far:

Using pictures on Instagram, you can post photos of simply anything that is linked to your business; be it a photo of your employees, or your product line. This gives a better insight of your business.

2. Engage your viewers:

Instagram is widely popular for its contests. This is done by asking your clients to post photos using a specific hashtag. A prize is also given to a winner based on the likes or votes they receive. As it is a competition you have the chance of invite a lot of people to get your brand more potential clients.

3. Promo Codes:

People love being rewarded and getting discounts. You can get more clients and loyalty if you offer visitors with special discount codes or prizes.

4. Feature your Audience:

All of us like being in the limelight. Posting your client's photo and adding their experiences in your Instagram makes them feel special. It also lets them know that you value their support.

5. Events:

Events are hosted with three things in mind:

- Attract clients
- Tell them about your products and/or services
- Convert them into potential customers

Instagram does just that and without a heavy price tag attached. An event can be based on a hashtag that is trending. This is a good way of promoting all your products and services.

Instagram should be a must-have in your list of marketing tools. It's both a B2B and a B2C platform that not only showcases your brand but also helps you engage with your customers and stand ahead in the marketing race.



INSTAGRAM HACK #4

Build Your Business Brand on Instagram

In the modern day scenario, almost all businesses make use of social networking sites for the purpose of promotion, marketing and of course to enhance their sales.

Social networking offers innumerable opportunities to build your business brands, be it personal or corporate and also allows you to reach out to a wider audience.

Below are 5 ways to Build your Business Brand on Instagram:

1. The first step is to create an attractive Instagram Profile. Begin by registering and completing your profile as this will give your viewers suitable details about your brand and its specialties. Let them know how you can help them solve a problem or meet a need.
2. Make sure to establish an effective and practical posting schedule. You cannot post once and then disappear for months. Be regular and update often as this will build the trust factor between you and your followers and they will also show a keen interest in your brand overtime.
3. Make sure to gain a good fan following. Try to comment and like some other similar brands and this way the people linked with those brands will come to know of yours and it will prove lucrative to your business. This will also increase your number of followers eventually.
4. Use Hashtags, for example, #SocialMediaMarketing. This is basically you tagging your posts/pictures/videos with relevant keywords that your target audience search for. This offers the opportunity for those people interested in the "Hashtags" you use to become followers and even clients.
5. Keep the lines of communication going smooth. Try and follow back people who request you to follow them. Allot some time to reply to all the messages your followers leave behind. Basically it goes to say that effective and regular communication will work wonders in building your business brand.



INTEGRATING INSTAGRAM WITH ONLINE MARKETING



INSTAGRAM HACK #5

Generate Leads for Your Business on Instagram

In order to increase your fans or consumer base you need a significant number of followers on any social media platform. You need to follow a set of rules on Instagram for effective branding and visibility to reach your intended audience. Unlike other social platforms, Instagram does not provide communication or publication methods for marketing your brand. Thus, you need to ensure social interactivity and exposure through various optimization methods that can help you

gain the intended traction among your followers. Follow the below mentioned steps to optimize your profile and become visible on a global scale.

1. Profile Branding:

Branding is extremely important for every individual or business. Without proper branding measures, you are one among a million other similar businesses.

Find out what is unique about your businesses and create a brand out of it. If you are an organization, you need to display your logo and work methods. Post the products you develop and introduce them to your followers. Post pictures of people working on projects in your company and other important stuff like achievements and events if your company provides services to its customers. If you are an individual, post selfies and creative photos of yourself or people around you to generate your followers interest in you.

2. Visibility and Hashtags:

Hashtags help users categorize content depending on what it represents. Create your own unique hashtag and post them with popular ones relevant to your topic.

Hashtags are for people what keywords are for search engines. Hashtags also help social media websites and search engines to categorise and display relevant information to their users. They not only improve your visibility but also increase your social presence.

3. Social Interconnectivity:

Connect your Instagram profiles to your Facebook, twitter and other social media accounts. Interconnectivity helps users find you on other social platforms.

4. Engagement with followers:

Social engagement helps you connect with your followers. It also helps you understand the opinion of your followers. With strategic engagement, you can not only increase your social presence but also help people understand you and your business. Ask questions and clear their doubts if any. Use other networks to share your social engagement so that users on other platforms can know and understand you better.

5. Content Creativity:

Content is always the king. However, quality content makes it even better. Create engaging content that pique interest among your followers or positively effects their emotion. This will make them share the content among their friends and

followers. Your reach and followership would significantly increase and with consistency, your marketing campaign can work wonders for your brand.

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To Your Success,

Tobi

