



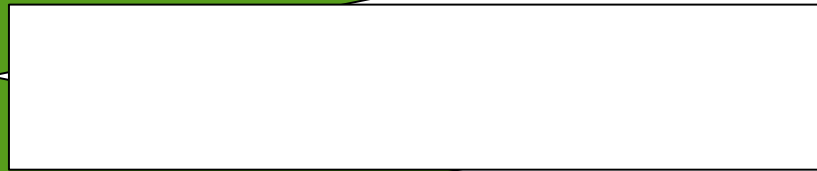
# **Instagram Marketing 101**



- **It's this focus and limitation that actually makes Instagram so effective**
- **People are very cynical of businesses and they're very tired of seeing the same marketing message over and over again.**

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BUY NOW



- **As such, brands on Instagram come across much more genuine and don't appear to have the same obvious ulterior motive**
- **Instagram will help make your business seem much more trendy, artistic and interesting.**





**'he Objective**

- **Instagram isn't about making direct sales and conversions**
- **You can't include live links in your description that will send people anywhere**
- **Remember: this is a good thing at the end of the day as far as your marketing is concerned.**







- **So instead, what you need to be focusing on is your brand's visibility, popularity, loyalty and authority**
- **Your aim is to build followers on Instagram**
- **You want the people who already like your brand to learn to like it even more**
- **This is very much a 'slow burn' marketing strategy and should not be measured in terms of immediate ROI**
- **It should be measured in terms of**

# **Creating Amazing Content for Instagram**

- **Majority of content will be photos**
- **You won't need a powerful camera, your phone will do**
- **The dimensions of an Instagram photo are small**
- **The subject is *very* important**
- **Instagram caters very well to creative brands.**





Photo: Jan Mehlich



- **Think of the lifestyle and 'value proposition' surrounding your brand**
- **There's a saying: you 'don't sell hats, you sell warm heads'**
- **What is the equivalent of your 'warm head'?**
- **If your company sells fitness equipment you can upload photos of the equipment but you can also upload photos of the lifestyle.**





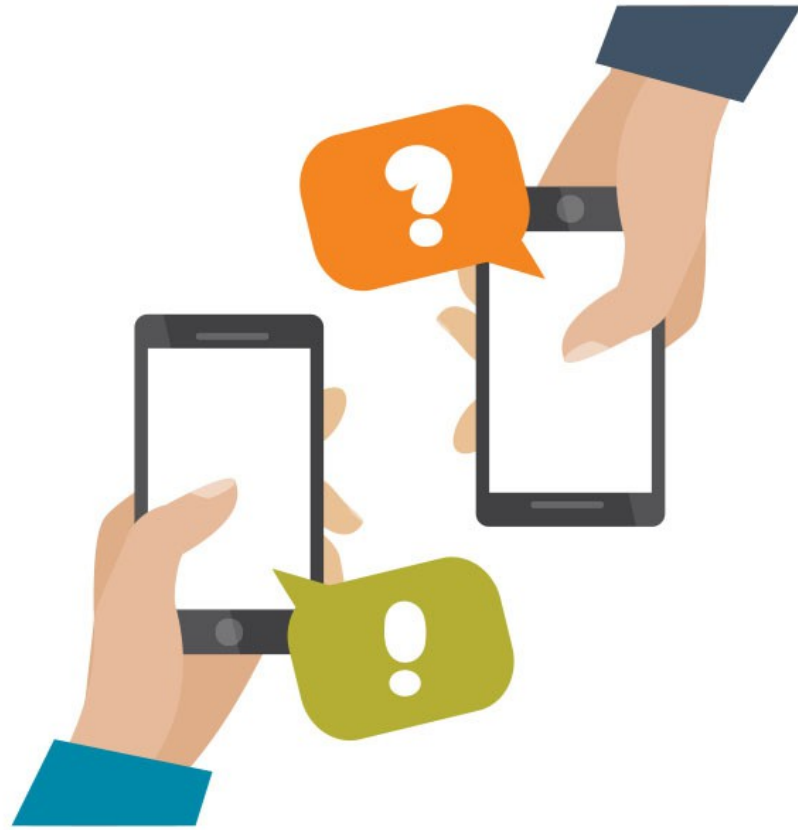


**This also works for  
services**









- **Think about making the image look good in itself**
- **Think about how it's going to make the people reading feel**
- **Think about your target demographic and how they want to feel**
- **If your images inspire positive emotions, you'll get followers.**

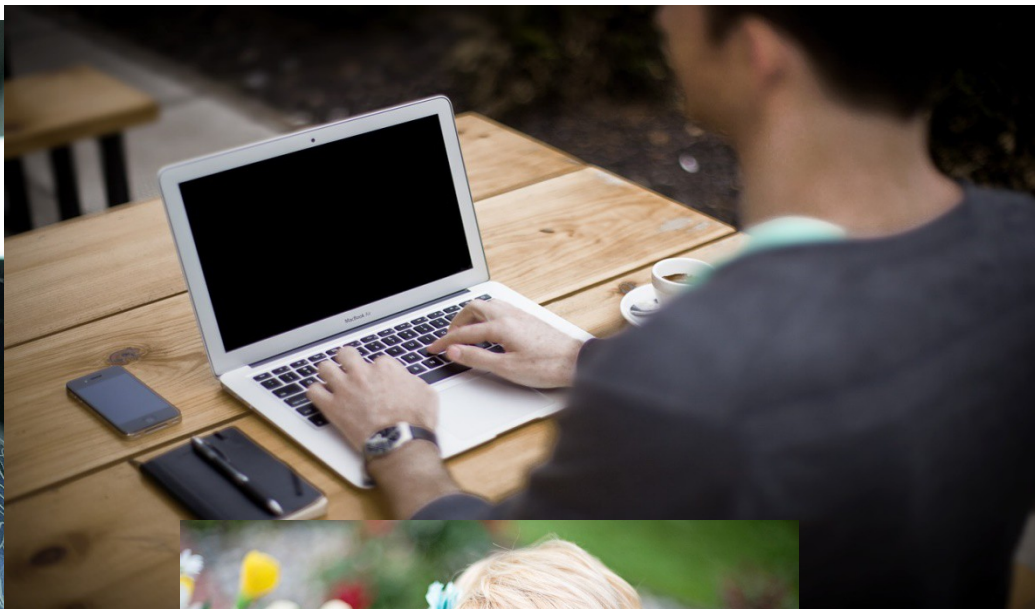


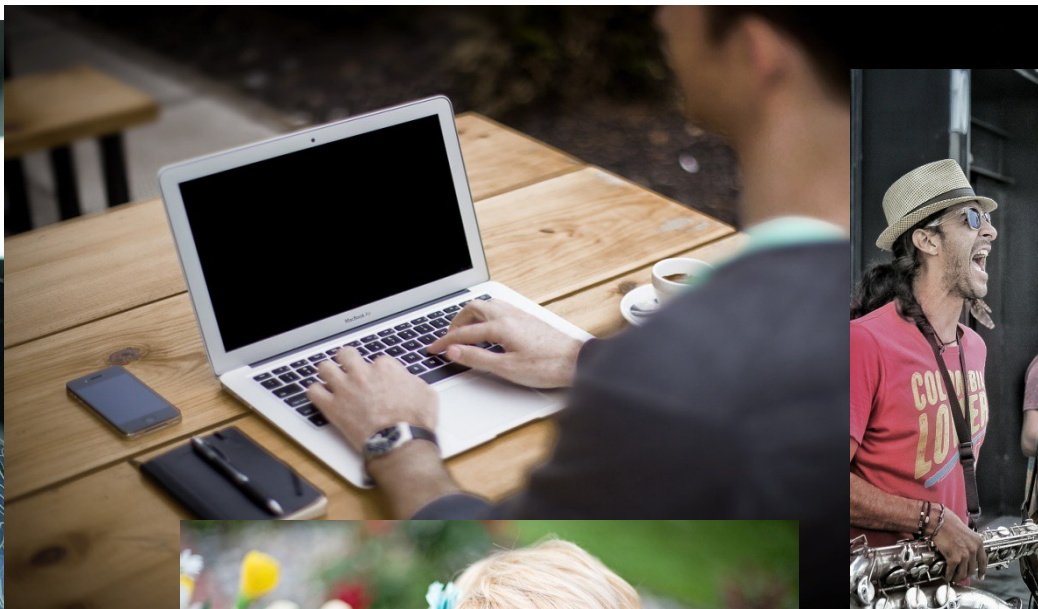








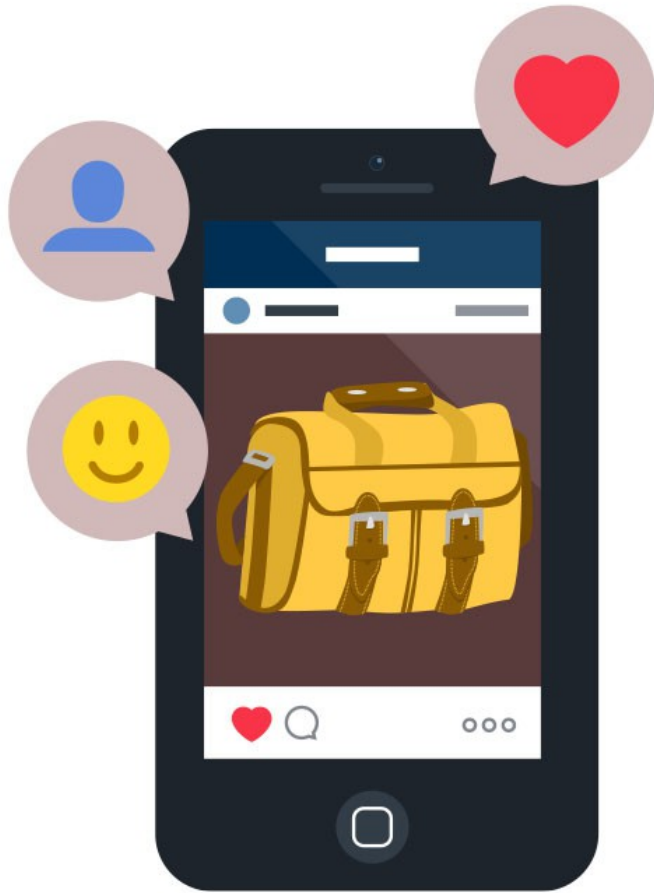












- **Allow your fans and followers a glimpse into your lifestyle so they can feel like they know you**
- **This will build your brand loyalty and authority**
- **Make you more likeable**
- **You also want to appear knowledgeable**
- **If you're promoting a certain lifestyle or product, you want to imply that this actually works.**



- **You need to think about the way your photos will make the viewers feel**
- **Try and showcase your lifestyle in a way that makes it seem desirable, and that makes you seem successful and confident**
- **This will make your followers more likely to want to listen to your advice**
- **Selfies are really popular on Instagram of course, and this is the perfect place to use them.**



- **Your Instagram content can also be designed to provide value as information or as entertainment**
- **Many people follow fashion accounts on Instagram to get ideas for clothes combinations as well as inspiration regarding good outfits and looks**
- **You can also provide inspiration via Instagram, tips, news, ideas for nights out...**



**Think about what fits with your brand and how you can deliver useful information in a visual format.**