

INSTAGRAM GUIDES FOR BEGINNERS



How To Use and Create Instagram
Guides To Build Your Audience and
Promote Your Business

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INTRODUCTION

Introduction

The ways in which we use social media are constantly changing and evolving. While initially a place for users to share photos with their family and friends and post aesthetically pleasing updates for people to be able to see what is happening in their lives; social media has increasingly become more integrated within consumer culture. Social media platforms have become increasingly more geared towards driving engagement and generating ad revenue. Some audiences who are primarily still using social media to connect and be “social” have been more resistant to this switch—but others love this integration. There are a plethora of ways to bridge this gap and encourage all types of audiences to engage willingly, and happily, with business accounts.

As everyone surely knows, Instagram is one of the most popular photo sharing platforms on social media today. According to Instagram’s own data, over 200 million users visit at least one business profile each day, 60% of users say that they have discovered a new product on Instagram and one third of the stories that receive the most views are posted by businesses.

As with the social media market as a whole, there has been a shift from Instagram being a social platform, to it being a media platform that places emphasis on unique content creation, as well as business and marketing. This is evidenced by its recent layout change which prioritizes shopping features--at an inconvenience to

many personal users but is incredibly useful for businesses trying to sell products via Instagram. While it can seem negative to discuss the poor reaction by some users to this change in the platform, it is still important to be able to gauge market reaction to certain features. For example, some demographics will require a different level, intensity, or subtleness of marketing to overcome their initial disdain for business features.

This eBook is divided into three overall sections: firstly, explaining Instagram Guides, secondly, how Guides can be used, and thirdly promoting the Guides.

To begin, this eBook will begin by providing an overview to what the Instagram Guide feature is.

Woven into this eBook is a discussion of the basics of Instagram. Even if you have been marketing on Instagram before, the advent of new features always means that you should consider what the characteristics are and what, if any, the problem areas are, and, naturally, where the market is going in order to make more effective marketing choices. For that reason we will be discussing the other kind of posts that are available to create an Instagram standard feed posts, stories (and of course highlights), Reels, IGTV videos, Facebook integration, and external links. It is important to understand the other kind of posts to understand where guys can truly benefit you the most--and which type of post is better suited for a Guide.

To conclude the introductory section, the eBook will delve into the to the pros and cons of Instagram Guides. This will provide you will a clear and detailed explanation of the new Guide's feature.

The next section will provide a step-by-step side to creating Instagram Guides--the instructions will be basic, yet comprehensive, in order to provide you with the tools that you will need in order to create a Guide. This eBook will be providing a comprehensive outline to the new features available on Instagram Guides and how you can best utilize them to further your business.

Following this, we will discuss the kind of Guides that you can create: the ability to recommend places, posts, or products, as well as providing some inspiration and ideas.

To conclude, the third section will be discussing how you can promote Instagram Guides and how to use Guides to build your following.

This eBook will be providing you with everything that you need to know to create effective and creative Instagram Guides to target your audience and increase your business.

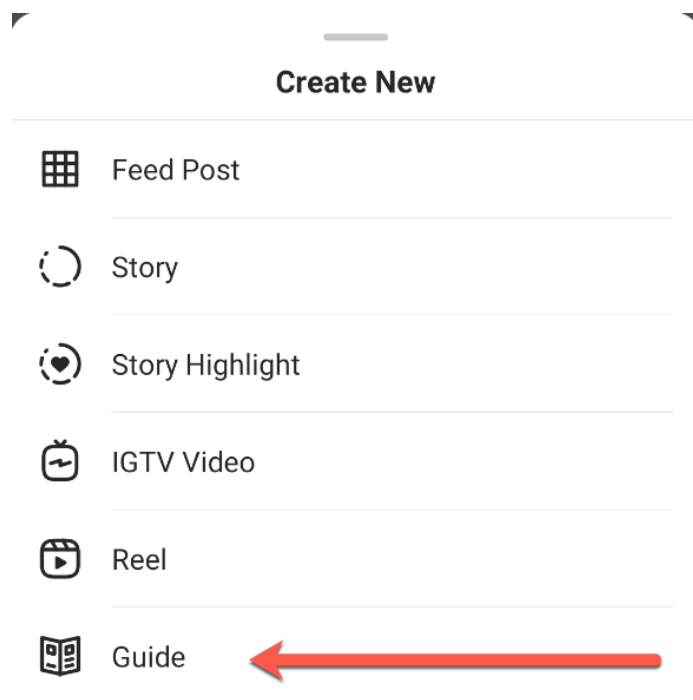


WHAT EXACTLY ARE INSTAGRAM GUIDES?

What Exactly Are Instagram Guides?

So, to begin, with what exactly are Instagram Guides? Instagram Guides are the hot new feature that the platform has just been added.

To reiterate, this section will be discussing the founding principles of Instagram Guides, before giving a step-by-step explanation into creating one in later chapters.



In more recent months Instagram has become, not only a platform for people sharing the highlights of their life but also a fantastic source of information. By introducing the Guides feature Instagram is capitalizing this and allowing users to share information in a whole new way.

Instagram Guides were implemented because the platform wanted a way for its users to more easily discover recommendations tips and other content from their favorite users. When Guides were first rolled out, they focused on ideas of “wellness”; with specific brands

and organizations that were wellness oriented being able to use the feature first. Given how long many people spend on their phones, being able to get useful and actionable information—that is already integrated into the platforms that they already frequent, particularly on wellness topics was a fantastic idea.

Guides are a step-by-step flow of posts. Similar to a Story or video, Guides are a great way to show a running commentary of a particular element of business or add detail into certain aspects of your brand. They are somewhat similar to an article that you might link, instead it is an embedded feature in your profile. It is a great way to create unique content, yet still keep it on the same platform.

Essentially, Guides are a way that you can create *one* single resource around a specific topic or content area. They can consolidate your posts and thoughts into one single post, a Guide, and even supplement your own posts with those from other users.

Instagram Guides kind of resembles a blog post, in theory. Guides can include text, photos and videos.

A huge benefit to the implementation of this feature is that some users are unlikely to leave a platform in order to get additional content; having to click a link to a website or another social media site turns a lot of users off of buying or engaging with your content. Guides are a great way to centralize your content onto one popular platform that your audience already uses.

When you are on your Instagram profile, you see, obviously, your bio, as well as any Story highlights. Below that, you typically see two choices; feed posts and tagged posts. Depending on your usage, you may see an icon that depicts IGTV or Reels, as well. Guides will add a new icon to your profile that looks like an open magazine. We will be discussing the difference and benefits of different types of posts in the following chapter.

So, basically, an Instagram Guide is just that, a Guide. It is a resource and a way to expand upon your posts and create a deeper and more in-depth showcase of particular topics or content types.



**IS INSTAGRAM GUIDES
FOR YOU?**

Is Instagram Guides For You: How To Choose The Right Kind of Post?

The abundance of features that Instagram has to offer raises one big question: which type of post and which feature is the best? And, while they are all unique and interesting features, ultimately, there is so simple answer; it completely depends. This section will run you through the different kinds of posts that you can create on Instagram, and the benefits of each. You should also be considering how you can integrate these post types into a seamless brand, and which post type will be best for your content.

Feed posts

Feed posts remain the most important feature of Instagram. Creating a post on your feed was the first Instagram feature. You can add have multiple pictures in one post now--which is an element that has really revolutionized Storytelling. Rather than having to post ten separate images (assuming you decided they were all worth sharing!), you can add them into one post. This allows for cleaner feeds and more detailed posts. It should all be high quality and reflect your brand, products or business.

Using hashtags in your post descriptions and creating engaging captions is a great way to interact with your audience. Audiences love to send posts to their friends and family, so making sure your post is clear, and easy to share is a great feature.

Make sure your grid, that is, the overview that people see you once they click on your profile, looks good and consistent. This means using similar filters and colors in order to create a cohesive theme. This is a small thing that adds to the professionalism of your brand; they should also match and look similar to your Reels, IGTVs, and Guides. This is how you ensure that your brand gains recognition. Having all your post types looking consistent from an aesthetic, as well as a content perspective is the best way to create a real brand that maximizes the potential for gaining a positive brand reputation and building a solid audience.

It is important to introduce a side note here; Instagram Guides *need* to use preexisting posts. You cannot include content (other than text) that has not first been posted on Instagram as another kind of post. This means that feed posts and Guides are inherently connected, as one requires the other.

Feed posts are essential to Guides. When planning your content, you will need to plan the required feed posts in order to be able to later create Guides. Thus, Guides add a new level of depth to content creation.

Instagram stories

Stories, a feature first coined by Snapchat, are not permanent posts. Before scrolling through their feed posts, users will be confronted with the Stories banner at the top of their home feed. They last only 24 hours at the top of your followers' feeds but can

be highlighted and saved on your profile for longer as well. They are a great way to keep at the top of your audience's mind (as well as at the top of the feed) by posting snippets of your day, and as well as drawing attention to new content.

Stories can be a new photo uploaded from your camera roll or even a blank slide with text. Additionally, you can share feed posts (as well as Reels, IGTV videos, and Guides) to your Story. You can share other user's posts or stories that you are tagged in. This is a great way to utilize user-generated content, as well as making your audience feel special and included in your brand by sharing the posts they create about you.

Stories can be a great way to share additional content as well as drawing attention to particular posts. You will likely end up sharing your Guides in your Story in order to bring your audience's attention to it (although we will discuss promotion later in this eBook).

Your stories will need to be well designed and creative. Make use of tagged locations and the other features are available with stories in order to make them look professional and fun. Taking advantage of the gifs, location tags, polls and stickers is the best way to grow your Story viewing. There are nearly 500 million stories posted each day, which means there is a lot of competition for your followers' attention. More than half of Instagram users are more interested in a brand after seeing it in an Instagram Story. Therefore, utilizing Instagram stories is a great way to drive traffic.

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