

BUILD YOUR BRAND



EXPLODE YOUR BUSINESS

ISSA ASAD

# INSTANT PROFITS

with *Instagram*

By: Issa Asad



**Issa Asad**  
**Instant Profits with Instagram**

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## Chapter 1: Set Up Your Instagram Account

Today, businesses like individuals can use image sharing sites such as Instagram to help grow their business. In fact, images can help enhance your communication with consumers and the experience they have with your business, and it can help your business grow when images are properly used.

A site like Instagram is extremely easy to start up on, and allows you to connect with your customers in a manner you have never been able to do in the past.

### **Signing Up To Instagram**

In order to connect to Instagram you simply have to set up an account with the site. You will sign up using the same handle that you use for your Twitter account. This is not only going to make it easier for your customers to find you, but will also be easier for you to remember your user names for the different sites you are registered with.

A profile picture should also be added; this can range from your company logo, to new product offering, or any other image that will inform customers who you are. Additionally a site link should be added. This allows consumers and new prospective visitors to visit your online site, which will help grow your business. You can also connect to Facebook if you are on the social media site to give your current followers one additional place to find you on the web.

Once your account is set up, you can begin adding images. Of course you have to abide by community guidelines, which are all laid out for you when you register. But adding images of new product lines, future product releases or even images your clients send to you will enhance your online presence as a business. It will also allow your customers to connect with you in a visual manner rather than simply reading about what you are up to, and learn what new products are in the works for your business.

### **How Do You Use Instagram For Business?**

Using the online photo sharing site for business versus personal uses will vary. For instance, the images you post, the frequency of posts, the messages attached to the images and possible images you will share from other accounts will vary. For this reason, you have to understand the business uses of Instagram in order to ensure you are utilizing the site to your advantage. This is opposed to accidentally turning your customers off

by offensive posts, or posts they would not expect to see from a business which they trust and make purchases from.

## **The Instagram Business Blog**

The Instagram for business blog is one that has taken off in recent months. Due to the influx of businesses joining the social media photo sharing site, Instagram responded by providing businesses with a tutorial of sorts in order for them to understand the site uses and how best to utilize their accounts.

The blog provides:

- Tips for photo sharing, and when to post photos for customers to view.
- Brand spotlights, and how to incorporate them in to your account and photo sharing page.
- API examples, so businesses understand how to properly post them.
- News from Instagram Headquarters.

This information and other relevant business information will not only help businesses take off on the social media site, but will also provide business owners the in-depth knowledge required to build their brand on the site. The more informed businesses are and the more they understand how to utilize the tools which are in front of them, the easier it is for them to build on their brand, their product line and to eventually bring in new customers to their site and business.

## **Keep Up With the Instagram Business Blog**

It is important for business owners to keep up with the Instagram business blog. In addition to information on setting up an account and how to properly use the photo sharing site, it provides tips and information as it is released.

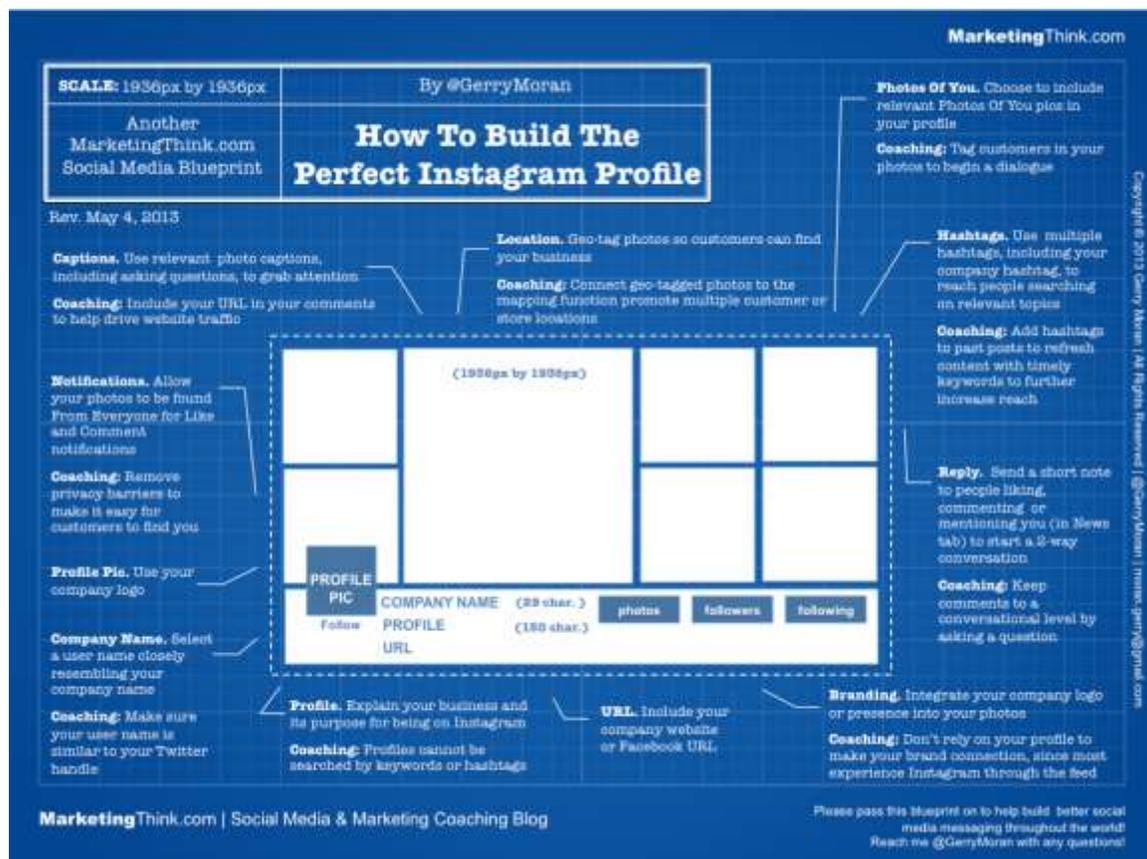
From new releases and updates to the site, to the new terms and conditions, to relevant information for any particular line of business. The businesses which do keep up with the blog and who continually check up on the blog, are going to get ahead on the photo sharing site.

Business are eventually going to build in it by incorporating video and other images which are relevant to their consumer base.

## Create a Profile That Works

Optimizing your Instagram profile is essential to visitors being able to find your site. Not only will a well-developed profile page call their attention, it will also grab the potential site visitors who may be interested in your site, but have never clicked on an image or have never visited your site in the past. So, in addition to keeping your current customers happy it will also help draw attention to the potential customer that has never visited your site in the past.

Just like Twitter and Facebook, your Instagram profile must include a brand name so that your consumer will know how to find you on the social media platform. The brand name will be limited either by the number of characters which you can use to create the headline, image size or other attention to branding which are laid out by the guidelines of Instagram.



"How to Build the Perfect Instagram Profile" by Gerry Moran

In the above diagram, not only do you learn how to incorporate your brand name, but also how to use it in order to call attention to visitors. From the location of the wording, to location and image attachment, there is a perfect art to developing your Instagram profile page so that it really stands out.

Geo-tagging, using the right profile picture, properly hyper-linking your account and more is necessary. Although this information may not seem relevant to you when setting up your account, it can make a world of difference to the visitors who are looking for your account or who want to learn more about your business. So properly setting up the site is essential when you are building your account and are coming up with the information to add to the account profile page.

## **What to Include In Your Profile Page**

When building your profile page, it may be difficult to determine what is relevant, what you should include and what you should exclude from your page. The right information and the things that call attention to your visitors, are those which you should include on your profile page.

Some things to consider including are:

**A brand image.** Not only will site visitors be able to determine it is truly your account, they will also be able to find exactly what they are looking for when they see your brand image.

**Profile picture.** The profile picture should encompass what the business does, what the business stands for and what customers can expect when they choose to do business with the organization.

**Notifications section.** This allows followers to find your site from anywhere and allows them to receive information about when something new is posted, or new images are being uploaded to your Instagram account page.

**Site URL.** Your site's URL must be clearly visible, as should any hyperlinks which you choose to add to the site. If a visitor does not know where to find you outside of Instagram, how are you going to grow your business by simply posting images to the site?

These are some of the most important pieces of information that you want to include when you are building your profile page. It is basically a blueprint of what your business does, what you offer to your customer and what they can expect from you in terms of product offerings, or the services which you sell as a business owner.

Of course adding the right images to your account is extremely important, but if your account profile is not properly set up it can greatly reduce the number of visitors, the number of followers and the number of people who would potentially see the site that you are building.

## **Knowing the Limits**

There are certain things which can't be added to your profile, or other restrictions which are in place when you are developing the profile page. This can range in things such as the number of characters you can use for your headline, to the size of an image you can use on the main page of your profile.

Understanding the restrictions, knowing what limits are in place and understanding what you can and can't do on the site, are a few things to keep in mind as well as you are developing your page. It will not only eliminate your Instagram account from being flagged, and eventually deleted, it will also make setting up the page much easier for you as well. So, understanding how to optimize your profile, all while understanding the limitations that are in place, is something that you must understand as a business owner who is setting up your account for the first time.

## **Doing Business with You**

In concluding your profile, you should include all of the relevant information a customer might need in order to get in contact with you. Suggestions include a company phone number (or numbers), information about the CEO and site owner, a physical address and of course all URL and online contact information. Email addresses which customers can reach you at, or even a cell phone number, are pieces of information that you should consider adding to your profile page as well.

The more ways you give your customers to reach you, the more likely it is they are going to contact you, to visit your online site or to visit your physical store if they live in a region where you operate your stores. Like building a website, if a customer does not know how to reach you, how are they going to do business with you?

The same goes for Instagram. Providing the relevant information required to get in touch with you, or to simply ask a question about your business is the only way for customers to find you and for new, prospective clients to know you exist somewhere outside of the online spectrum.

Setting up your account is quite simple. Following the Instagram guidelines, knowing what to add and what to leave off your profile and knowing how to quickly and easily set up a page that stands out are some of the things you need to know as a business owner. With your new site in place you are ready to grow your business, gain new followers and reach a new prospective audience for your business as well.

## Chapter 2: Always Tell a Story

"A picture is worth a thousand words."

You have probably heard this saying a thousand times, but it is true. Using pictures to relate to your consumer and to prospective consumers is an easy way to connect. For example, an image of a new product you are going to sell is far more descriptive than a paragraph you would write about it.

People can see the color, the fabric, the texture, the details and so forth. Although words can convey certain details about a product, they will only go so far in doing so. For this reason, when you are deciding which images to add to your Instagram account you want to make sure you are always telling a story. This is the opposite of simply adding random pictures which have nothing to do with your business, or the information which customers would like to collect from the images that you choose to share on the social media platform.

### **Take Advantage of the Space**

With Instagram you have a whole new way to tell a story - through images. So it is important to do so. You want to make your brand stand out and you want people to connect with your company on a human level.

By adding both fun (or personal) photos as well as business photos, you are going to be able to do this. But again, there must be some type of connection between the images so that the visitor is going to be able to put the story together in the end. If you are simply adding images on a random basis or throw in images that are not connected in some way, it is going to take away from your story.

### **Telling the Story**

There are many ways to use the social photo sharing platform to share your story.

Some photos you may choose to include are:

- **Photos of your product lines.** Whether you sell clothing, linens or a particular service, let customers see it. When they get a glimpse at a new product or the product in design, they are going to feel connected to you and your business.

- **Images of your employees.** Even if a customer never sees the people behind the scenes (because your business is solely online), having a face behind the voice (or in this case computer screen) is always nice. The people who work for you and develop your brand are a part of the story you want to tell.
- **Photos of events or charitable causes.** If you can connect with your clients on a human level it is a great advantage for you as a business owner. So consider adding the images that show charitable work you do, people you help in the community or fun things you do with locals. These are all a part of your business and can be a part of the story that you tell your clients and site visitors.

The more you can connect with people and the more you can connect to those who are seeing these photos you add over time, the easier it is going to be for you to build your brand.

You want your Instagram account to tell people who are seeing the pictures something about your company. Any of these types of images are going to do just that. Not only will they allow your customers to see what you do and what products you have in development, but will also give them a glimpse of how your company relates to them in other ways, apart from the purchases that they are making from your business as well.

## **Strike a Balance**

Of course depending on the type of business you run, the type of product you sell, the service you offer and the type of clients you are dealing with, the images you choose to share will vary when you are developing the story you are telling.

For example, a business in the line of finance is not going to share as many fun images or goofy pictures, as a company that sells children's clothing might share.

Understanding how to strike a balance between the fun and the business photos that you upload is extremely important when you are adding the images to your story. Also, placement of the pictures, frequency of certain types of images and images that you choose to share (if it was sent to you by a customer), are all factors to consider when you are adding images to Instagram, and adding them in any particular order to the site.

Whether you are adding one photo each day, or twenty photos each day, the right mix of photos are going to complete your story and are going to strike a balance between the business you do, the product or service you sell and the type of clients that you engage with as a business.

## **Use Statistics**

There is a like button for a reason on Instagram. Basically these two buttons are going to be your guidance as to which type of image you want to share.

If customers like an image, they can tell you this and even add a comment as to why they like it; the same goes if they do not like an image. If certain types of images you are posting receive a higher percentage of likes versus dislikes, this should indicate something to you. The same goes on the flip side; if customers are disliking the images you share or seem to be upset or otherwise insulted by certain images, you have to take immediate action to remedy the situation.

Instagram will allow you to instantly remove an image. This is one way to counter the dislikes you are receiving and it is a great way to show your customers that you care about their opinion. Not only are you removing images that are offensive or that they otherwise do not want to see, but you are acting quickly so as to avoid losing such customers and site visitors who do not like certain images you are using.

It is important to read into the likes and dislikes for images, as well as the comments which are being left behind by followers who choose to comment on the images you post. This information is not only going to help you determine what parts of your story customers and visitors enjoy, but will also allow you to modify your story in the future so that you remove the chapters which are not relevant to the customer who is visiting your account page.

Striking a balance is essential to developing your account; but, if customers are continually telling you they do not want to see a certain type of image, then you want to make the modifications as needed. Sometimes a particular type of visitor is only going to want to see business images, or the fun images.

Either way you have to use the statistics, use the comments and listen to what your visitors are saying so as to ensure you do not lose any followers on the social media platform. This will also ensure visitors are getting the most out of the images that you choose to share with them as a business owner.

## **Engagement of Images**

This generally comes in the form of comments that are left behind on the images you post by people who click on a photo and like it. As a business owner (or as the person in charge of adding images to the Instagram account), you have to track this information on a regular basis.

If possible, it is a good idea to check the comments and feedback which is being left behind on a day to day basis. Doing this allows you to see which photos your visitors most appreciate, which ones are getting the most traffic and which ones are leaving the biggest impact on them, both positive and negative impact.

Because not every person is going to react to a particular image in the same manner, reading comments is just as important (if not more important) than looking at the likes for different images. Just because two people like the same picture or dislike the same image, it does not mean it is for the same reason. When you read the comments, you can learn more about what visitors have to say about the images you are posting and you can pick up more about what they feel when they see certain images.

This engagement and comment sharing also begins discussions about your product and your company. So reading the comments, the interaction between your followers and what they are most talking about in each image is a great way to learn about what they like and what they do not like about different images which are posted.

This gives you an advantage by allowing you to make changes as needed and properly modify your story on the image sharing site, and to add the images which are most interesting and which are most liked by the followers and visitors that are coming on to your page.

## **Do What People Like Best**

No matter what, it is impossible to please everyone. For this reason, you have to find what works best. Whether it is striking a balance between fun and business, or simply sticking to one side of the spectrum, your Instagram photos have to tell a story and they have to engage the visitors who are going to be reading the story that you are sharing with them.

Since there is no way to please everyone, you have to find what works for the masses, and this is what you should continue to deliver to your site visitors in terms of the pictures that you choose to share with them as a business.

Find out what your followers like best, and give this to them. By doing this you are not only going to be gaining new followers, you are also going to realize your business is going to grow. As your followers are going to share your account page, new followers will eventually visit your site as well.

So remember to tell a story, but also to make modifications and changes along the way as needed. You also have to remember that you can't please every person that visits your page and for this reason should make use of the information you do have, to learn what visitors like best and to give them this when posting new images to your account page.

## Chapter 3: Market Your Brand Using Trendy and Industry-Related Hashtags

Hashtags are one of the biggest crazes on Twitter and on Instagram. If a celebrity uses a particular hashtag it is sure to blow up in an instant. Or as a business owner, you can use hashtags to indicate a sale or other new product release. If a customer uses the hashtag, you can give them a discount on a future purchase or other such incentive for using it.

Using the current trends and incorporating the trends to your account and photos you share is likely going to gain more attention. Not only are more visitors going to look at images which have a catchy headline and hashtags, they are also more likely to share these with friends and possibly others who do not follow your Instagram account.

In turn, this means new followers, it means more likes on the images you share and it potentially means an increase in sales figures for a particular product which has a catchy hashtag. All this comes by simply posting a photo on the social media site and properly utilizing the trends which are currently well known by the visitors and followers who follow you on the social media platform.

### **Use the Latest Trends to Market Your Brand**

Hashtags allow Instagram users to connect and join in other stories on the social media platform. Certain hashtags have withstood the test of time, such as "throwback Thursday."

As a business owner, it is a good idea to develop a hashtag which allows your followers to get in the mix and to share their own photos, as opposed to simply adding your own images to the site. For example, a hashtag asking customers to share a selfie with a new clothing line they purchased (which was just released) is a great way to develop on your story.

When a follower posts their own image with the hashtag (#), it is not only going to allow other visitors to your account to view the images, it will also allow you to connect with your customer.

When the customer knows there is a person behind the computer, it is more likely to make them feel closer to the business and to your brand. The closer they feel to your company, the more likely it is they will make future

purchases, and the more likely it is they are going to share the product line or services that your company offers with their friends and family.

The hashtag is even a great way for other people on Instagram to learn about your business. If one of your followers is using one of your hashtags, if a friend of theirs (or someone who follows their account) sees the hashtag, they are likely going to follow your business account.

So, not only do the trends such as hashtags allow you to connect with your customers on a human level and allow you to engage by commenting on their photos, it also allows you to build on the number of followers you are going to gain because of a cool hashtag. The more attention you can garner, and the more free marketing you can gain from your followers (without exposing them), the more people are going to see your brand name, the more they are going to learn about your products and the easier it is going to be for you to grow your business online.

All of this is going to come as free publicity for you, and is a great way for you to engage with your followers through the photo sharing platform online, and for you to gain more attention for the new merchandise, or a sale that you want to share online.

### **Use What's Relevant**

If you can find a hashtag that is relevant to your business (such as #SelfieSunday), this is all the better for your business. Due to the fact that these hashtags are already developed, it will allow others who are on Instagram to see the hashtag being used by your follower.

This is then going to garner more attention to a particular product, to new merchandise you are selling or to other relevant information about your product. If it is a popular hashtag and if your followers are participating using images of your merchandise, this is free marketing for you as a business owner, and it is a great way to spread the word about your business and the product line that you offer for sale to your customer base.

### **Keep It in the Industry**

There are a number of industry related hashtags which have also become popular on Instagram over the years. It is important to take advantage of these as well if you are in that particular industry. Attaching the hashtags to images you post on your account page makes it easier for people to find them.

Some ways to incorporate hashtags are:

- **Events.** If you are hosting a function or a formal event, using the industry related hashtag to showcase a new product, or something

that your business does, is a great way for site coordinators to view the image and share it on their site.

- **Customers.** If a customer is using one of your products and you can use an industry related hashtag, do it. Not only will that particular customer share the image on their account, but will possibly share it on other social media platforms as well.

One of the main benefits of using the industry related hashtag is the fact that it is going to be re-posted by others who are tagged, and it is also going to be shared through other social media platforms. If attendees to the event use Twitter or Facebook, they are likely to post the Instagram image on these sites as well; the same goes for the customers who re-post the image.

So you are going to gain more visibility on Instagram as well as on the other social media, and social sharing platforms out there as well. From there, others are going to find themselves, will see an image a friend posted or will see a hashtag, and will also share these on their social media platforms.

Basically, the industry related hashtag is going to garner more attention for the product, or for a particular brand you are trying to gain more attention for and people are going to share it for you.

It is important to use these as often as possible, and to tag as many people as possible when you post them on your business account. Doing this allows more followers to see they were tagged, and this will potentially lead to friends being tagged and others who are on the social sharing platform to sharing the image as well. More people are going to see your product or your brand name because of this, plus this comes to you as a free form of marketing as you do not have to pay for the images that you are sharing, and you do not have to pay your followers for sharing the images that they are sharing for you.

## **Track Your Hashtags**

To make sure the hashtags are having a positive effect on your business, it is important to track them.

One such place that you can do this is at: <http://totems.co/>

Not only can you boost your recognition online using this site, you can also track the relevance of your hashtags, how often they are being shared and how much you are getting out of using them.

Some information that the site will provide you with includes:

- Contributors and who is sharing the images which are posted using hashtags.
- The content and how it is being discussed online.
- Engagement, and how many people are sharing or re-posting the image with certain hashtags.
- Context, and how it relates to the images you are sharing.

Basically the site is going to give you a breakdown as to how the images are being received by those who follow you on Instagram. It will also provide you with the necessary feedback so that you can determine whether or not certain hashtags are working, which ones are working and which changes you have to make.

Tracking the relevance of different hashtags you are using will allow you to determine which ones work, which ones don't and which ones you may want to try in the future. It will also allow you to make the necessary adjustments as needed, or to make changes to the types of images you are sharing as needed. All of this can be determined by using the appropriate sites and seeing what kind of an impact different images are having. Lastly, it will also show how often the hashtags are being shared, or re-posted by your followers on the social media platform.

## **Know Your Industry**

Simply because a particular hashtag is industry related, does not mean it is going to help your business out.

As a business owner, you need to use analytics and you have to use the information that is presented to you to determine if these hashtags are helping or hurting your business. Simply because something is trendy (such as the #), does not mean it is right for your business.

By tracking this information, you are not only going to know when to use it, and when to leave it out, you are also going to know how to engage your followers to use the hashtag to ensure you are getting the most out of it.

More often than not, people are going to respond to the use of hashtags; it is simply a matter of finding out which ones work, what to use when to use them, and what to avoid posting. When you do this, not only are you going to see a major increase in the frequency at which your images are shared, but you are also going to realize a difference in the number of site visitors that are following you on Instagram as well.

So, learning the ins and outs of how hashtags work, using the appropriate ones and knowing how to use them, are some things to keep in

mind in adding the hashtag to an image. Proper use will go a long way; but overuse, or improper use is going to hinder your growth, and may eventually lead to certain followers turning away from your business if they feel they are being exposed in any way.

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