

Special Free Report



Latest Instagram Marketing Made Easy

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**Skyrocket Sales and Profits Instantly With Our
Proven Instagram Business Techniques**

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Introduction

WELCOME!

Welcome to our Latest Instagram Marketing Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of Instagram on behalf of your business.

I'm very excited to have you here, and I know that this will be very helpful for you.

This Special Free Report will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Instagram Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 7 chapters, ready to show you the latest Instagram Marketing strategies.

I know you'll love this training.

Chapter 1: What Is Instagram

Marketing All

About?

Hey there everyone! Welcome to “Instagram Marketing”, the ultimate Instagram Marketing crash course for anyone who wants to learn how to use Instagram to build their online presence and grow their business.



We want to thank you for picking us as your guide in this exciting journey, as well as congratulate you for your decision to improve your online marketing game.

Here you’re going to learn all you need to launch and grow your brand or business on Instagram, how to reach the perfect type of customer, and how to generate more profits with advanced-level strategies. But first, let’s start with the basics.



What is Instagram Marketing?

Instagram marketing is quite simply the use of the Instagram platform and its features to market your

content, your brand, your products, your services, and your business.

Content creators, brands, marketers, and businesses have learned how to use it to share stuff like pictures and videos in a way that is so casual that immediately engages, which makes it the perfect platform to promote and sell through visual discovery.

Instagram marketing is a combination of organic social media marketing strategies, visual discovery, and built-in advertising features that are unique to the Instagram ecosystem.

How Does It Work?

Instagram marketing works great because it lets you showcase your products with images, and because it helps you create brand awareness through photos and videos that you can use to tell



stories, or to highlight the coolest parts of the lifestyle that you want customers to associate with your brand.

You can leverage Instagram's scrollable gallery format to grab the attention of users with a powerful image or video that makes them stop to check your post. Once you've captured the attention of a user with a visual element in your post, the next step is to make them take action.

Instagram helps you in this step by letting you add copy, captions, calls to action, and hashtags into your post. This is how you can drive people to a landing page, or to comment, or to click on a hashtag to discover related content.

Chapter 2: Using And Understanding Instagram Insights To Track Your Performance

Hey there everyone! Tracking and analyzing your performance is a commonplace activity among marketers across all platforms.

Tracking and analyzing is important because it helps you see what content is driving the most engagement, to discover what's working, to find out what's not, and to determine what needs to be tested and optimized.

In this lesson we are going to show you how to use and understand Instagram Insights, the platform's built-in analytics tool, to track your performance.

Accessing Instagram Insights

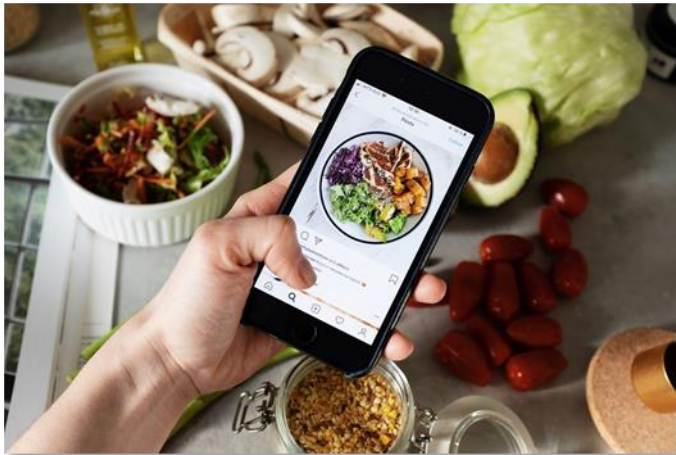
You will be able to access Instagram Insights from the Instagram app once you switch to a professional account.

To access Insights, you simply have to open the Instagram app while logged



in to your account. Tap on the profile icon, then tap on the menu icon. Lastly, tap on the “insights” tab on the menu.

This will take you to the insights section, where you’ll find detailed analytics and metrics about your content, your activity, and your audience, and we will explain what the information and metrics on this section mean.



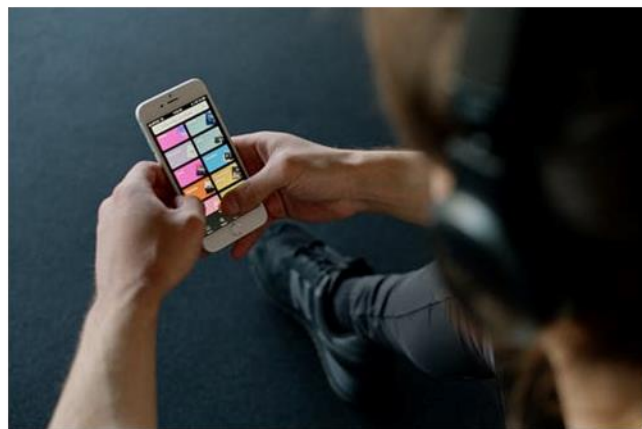
Activity Metrics

“Activity Metrics” are details about the performance of your content, such as the number of people you reach and how much engagement they generated. The following are

the activity metrics you’ll find in this section.

Impressions

Impressions represents the number of times your content has been seen by users. This is a relevant metric because it includes all kinds of views.



That means that your total number of impressions includes the number of times users saw your content, read your content, and actually paid attention to your content, but it also includes the number of times that users scrolled past your

content without paying attention to it. It also includes the number of times that people visited your profile, or that saw your content through a direct message.

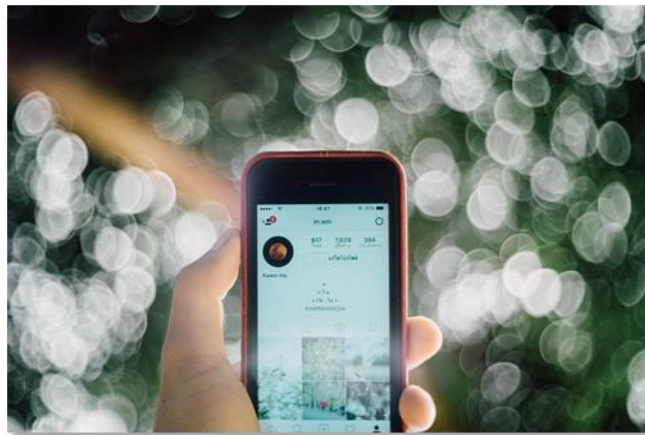
Chapter 3: Proven Instagram Marketing Strategies To Try

Hey there everyone! Marketing your business online successfully can take a couple years of trial and error while you develop a series of strategies that work for you.

This can be a big turn off for anyone, so we've decided to gift you a collection of proven Instagram marketing strategies so you do it right from the very start!

Use Hashtags To “Categorize” Your Posts

You can use hashtags to make it easier for people to find your content under certain categories beyond your base niche keywords.



This strategy goes beyond using keywords that are related to your niche and product as hashtags, like we explained during the very first lessons.

What you'll do is to include a combination of general hashtags, branded hashtags that you can borrow from competitor accounts in your niche with larger followings, alongside your base and related hashtags.

This will help you to basically place your content under a content category when people use those hashtags to search content!



Run Contests And Giveaways

Running giveaways on your account might be the easiest and quickest way to get a lot of new followers and engagement.

All you have to do is to announce a prize that you'll reward to a random user. For a chance to win, people have to follow your account, like the post where you announce the giveaway, and share it.

You can run this campaign for several days, and in the meanwhile you'll get tons of participants following your account, commenting on your posts, and sharing your content. This will in turn increase the relevance of your account.

Post At The Right Times

Believe it or not, there are specific times when Instagram users are the most active. In general, this can be in between off-work hours



during weekdays, but it's been determined that peak activity on Instagram happens from Mondays through Thursdays at any time, except the hours between 3 PM and 4 PM.

To determine the right time to post, take a look at your audience insights and see where the majority of your followers are from. You can use their time zone to determine the best times to schedule and post your content!

Chapter 4: Instagram Marketing Do's And Don'ts

Do's

Be Consistent

Post consistently and on a predictable basis to keep your followers engaged and glued to your account. Try sticking to a content schedule if possible.

Always Use The Link In Your Bio

You can't add links to your Instagram posts, so it is a good idea to always use your bio to share your landing page URLs and to remind people to click by adding a call to action in your posts.

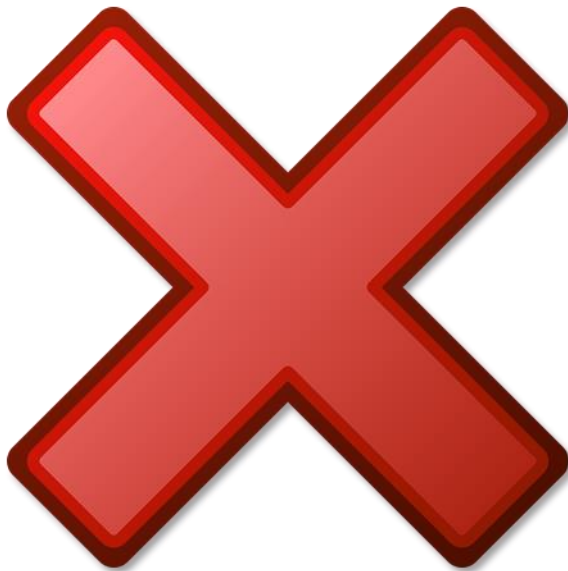
Ask Questions



Asking questions of your followers is a great form of engagement. Doing so strengthens your customer relationships, and makes your brand more likeable.

Engage With Other Brands

People enjoy watching competing brands engaging on Instagram. Simply comment, like, and share stuff from your competitors to create more branded conversations.



Don'ts

Don't Over Post

Avoid posting too many times a day. It sounds like a good idea, but it can bore your audience, get you unfollowed, and create a reputation as spammer.

Don't Ghost Your Audience

On the other hand, it isn't a good idea to ghost your audience by not posting either. In fact, missing your regular posting frequency for a day or two can lower your relevance by a lot!

Don't Be Salesy

Avoid using salesy language on Instagram. Don't use calls-to-action urging people to buy. Instead, encourage people to visit your product pages by offering an incentive.

Don't Share Stock Media

Never post stock images or videos on Instagram. Instagram users are put off by stock content because they're there to see content that shows your brand's authentic side.

Don't Share Irrelevant Content

Don't post content that isn't relevant to your audience. While you can share off-topic content that your followers will enjoy, you have to avoid sharing stuff that's too irrelevant.

Chapter 5: Instagram Marketing Premium Tools And Services To Consider

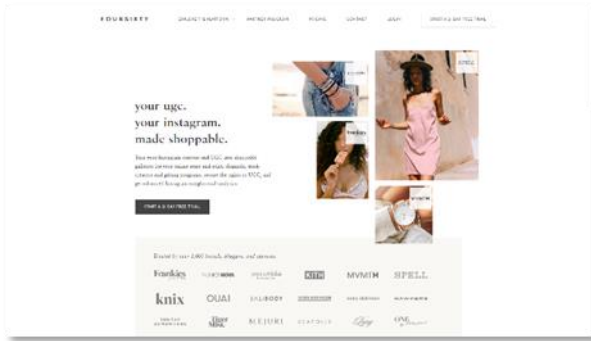
Buffer

Buffer is a social media management tool that is perfect for Instagram Marketers. Buffer can help you to simplify your workflow because it provides you with tools to coordinate and schedule your Instagram posts.



It also provides you with an accessible dashboard where you can reply to comments and other interactions directly from your desktop computer.

Other Buffer features include the Stories planner, a programable first comment for scheduled posts, a hashtag planner, and custom reports.



Foursixty

Foursixty is a an amazingly different Instagram marketing tool that will allow you to turn content from your Instagram feed into cool shoppable experiences.

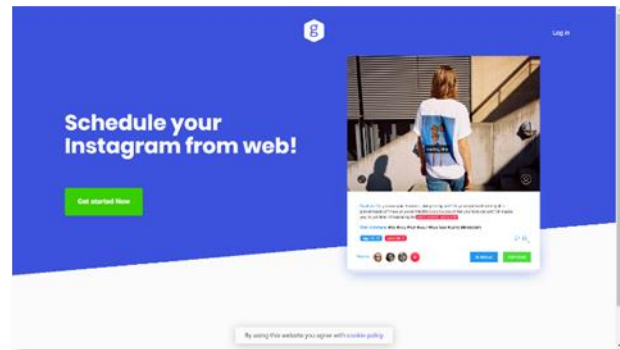
experiences.

It works by integrating with your Instagram account to pull content such as product pictures and repurpose it as eCommerce galleries that look very similar to an Instagram feed.

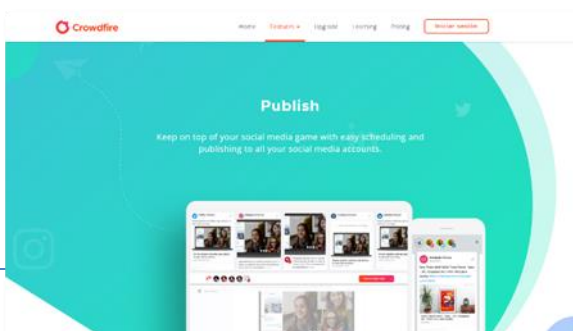
Shoppers simply have to tap or click on one of the images and Foursixty will redirect them to a product page.

GRUM

GRUM is a dead simple Instagram scheduling tool that will help you to schedule your Instagram content right from the web.



With GRUM you will be able to schedule and publish photos and videos to multiple profiles at the same time, and also to manage an unlimited number of accounts at the same time. Other worthy GRUM features include tagging, desktop publishing, and a very intuitive interface.



Crowdfire

Crowdfire is a useful social media management and scheduling tool that

can help you streamline your Instagram marketing activities.

It provides you with straightforward publishing and scheduling features, automated post formatting, custom scheduling according to time zone, and a special “scheduled content meter” that’ll help you know whether you have enough content scheduled each week! It also provides you with powerful analytics and mention tracking features!

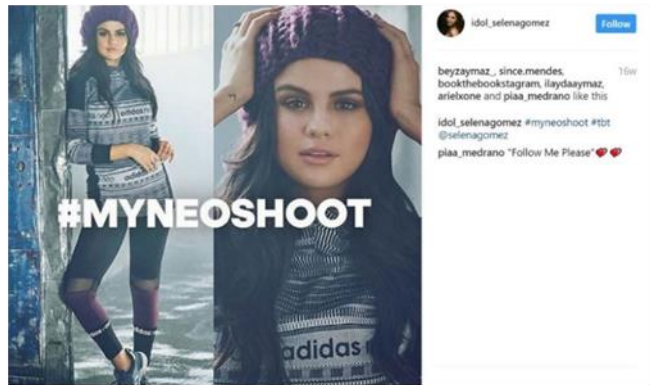
Chapter 6: Instagram Marketing

Success Stories

Adidas

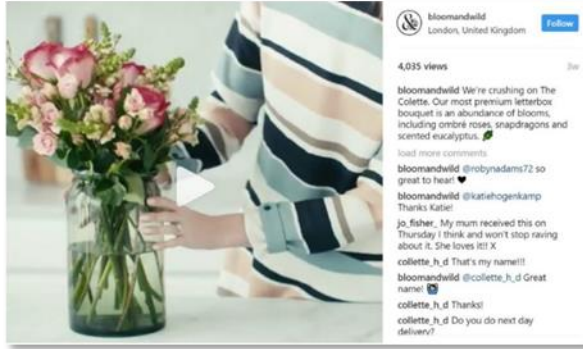
Adidas is a worldwide famous shoe and clothing company.

Objective: The brand’s objective was to promote and create awareness about a new product line brand.



Strategy: Adidas encouraged its followers to create user-generated posts inspired by products made by the company, using a branded hashtag.

Results: The company was able to generate over 71,000 mentions of its branded hashtag, and made over 41,000 new followers!



Bloom & Wild

Bloom & Wild is a flower delivery company from the United Kingdom.

Objective: The company wanted to attract a wider audience and

potential customers for their business.

Strategy: The company started running Facebook ads to target an audience based off their existing email list.

Results: The ads helped the company increase bouquet orders by 62%, and generated a huge spike of comments on their Instagram profile!

Bejeweled

Bejeweled is a popular mobile puzzle game created by PopCap games.



Objective: PopCap games, wanted to encourage more people to download the app and play the game.

Strategy: The company partnered with top Instagram influencers, who shared pictures of themselves playing the game and having fun. These influencers included branded hashtags in their posts too.

Results: The influencer campaign helped the game climb app store charts in one single month, from 702 to 182.



Old Spice

Old Spice is a brand of male grooming products from the United States.

Objective: The brand wanted to enhance their brand identity by running an innovative social media campaign.

Strategy: The brand partnered with influential Instagrammers that were popular among its target demographic to run a giveaway campaign.

Results: The campaign helped the brand lift brand awareness, and generated over 2 million unique views across all channels!

Chapter 7: Instagram Marketing

Frequently Asked Questions

What's The Advantage Of Instagram Marketing Over Other Platforms?

Instagram has been marketed since the very beginning as a platform

where people go to see cool pictures and videos about stuff they like, and that's the reason why it is such a good place to promote your products.

Instagram users are also more engaged than users on other social media platforms, and they check Instagram often.



Do You Need A Social Media Manager To Help You Out?

All the stuff you'll learn in this training will help you to become your own social media manager, although you might want some help with Instagram marketing once your business scales.

A better solution would be to subscribe to a social media management platform. They're easy to use, are much less expensive, and can align well to your marketing objectives on autopilot!

How Much Money Do You Have To Invest On Instagram Marketing?

You won't need to invest much when you're getting started beyond paying a good graphic designer to create a kick-ass logo and images for your profile as long as you apply all the strategies in this training.

You will need to invest some money down the line once you're ready to scale, such as investing money on ads, or on influencers, but this isn't as much money as you would spend on a dedicated social media manager.

Is Advertising A Good Alternative To Instagram Marketing?

Advertising your Instagram content is a complimentary activity to your overall Instagram marketing strategy.

In other words, you can't replace Instagram marketing with advertising, and you can't stop marketing your brand on Instagram once you start running ads.

Remember, you are going to use advertising to increase your reach, drive more sales, and scale, and that's just part of Instagram marketing.

What's Another Great Complimentary Marketing Strategy For Instagram?

Blogging is a great complimentary strategy because you can use it to create a loop that goes from your blog to your Instagram content and from your Instagram content back to your blog.

For example, you can produce images to share on Instagram, and create blog posts about those pictures as well.

Conclusion

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your Instagram Marketing Efforts even farther, we invite you to get the most out of it by getting access to our complete Training Guide [clicking here](#) (Insert your Front End Offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Instagram Marketing.

Instagram Marketing have come to stay in the market forever.

To Your Success,

Your Name

Access The Complete Training Below



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