

GETTING STARTED ON INSTAGRAM

ONE PART OF YOUR SOCIAL MEDIA STRATEGY AS PART OF YOUR MARKETING MIX

Instagram is an online mobile photo- and video-sharing social network.

It's visual storytelling at its best – so let your creative child come out to play!

IDENTIFY AND UNDERSTAND YOUR AUDIENCE

** WHAT DO YOU KNOW ABOUT YOUR AUDIENCE? **

PLAN A CLEAR AND RELEVANT MESSAGE THAT YOUR AUDIENCE CAN ENGAGE WITH

** WHAT CONTENT IDEAS CAN YOU COME UP WITH FOR YOUR BUSINESS / EACH OTHERS' BUSINESSES THAT WOULD LOOK VISUALLY ATTRACTIVE AND ENGAGING TO YOUR AUDIENCES**

Affordable Marketing Services for your business, event or organisation

Visit our new website today to see how we can help you!

www.thelistingmarketing.co.uk

If you would like some help in setting up and implementing social media for your business, please get in touch. We can chat through the options and set up and manage your accounts for you

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CREATE YOUR ACCOUNT

Download the app from the appstore an iPhone / iPad and add an account

Visit www.instagram.com on a laptop or PC nb you can view, search but not post on the PC

For personal accounts, you can set this up through your existing Facebook login

However for business/brand accounts we recommend setting up from scratch, it won't be linked to your personal Facebook account, however you can link this back to your Facebook page from within the Instagram app

BUILD YOUR AUDIENCE

Go to Settings / Options and invite your friends

Or click the search magnifying glass at bottom of the screen and Discover People

You are likely to see your contacts from Outlook & Facebook, who are on Instagram and suggestions of people to follow based on your interests

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DELIVER A CLEAR, CONSISTENT MESSAGE TO YOUR AUDIENCE THROUGH INSTAGRAM

Use your plan above

For a small business who is targeting locally, we would recommend no more than 7 times a week, and not multiple posts per day. Time of day will depend on your audience.

Time, commitment and a 'voice' for your business are needed

ENGAGE WITH YOUR AUDIENCE

Engage your audience, be interesting, be interested in your followers

Like, comment, use # for relevant content, search # to find likeminded people / audience

Check out the regram / repost apps in the appstore, as suggested at Babble last night to share other people's content (that's relevant to your audience)

MEASURE YOUR SUCCESS ON INSTAGRAM

What works, what doesn't?

What works for one industry won't necessarily work for another

So test and evaluate and build up relevant Instagram content for your business!

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