

Cheat Sheet



Latest Instagram Marketing Made Easy

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

Limited Special Offer

Instagram Marketing Made Easy

(HD Video Course)



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Click here to access my exclusive Instagram Marketing Video Training!

What Is Instagram Marketing All About?

- ✓ 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.
- ✓ 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.
- ✓ Instagram marketing works great because it lets you showcase your products with images.
- ✓ Instagram is working on amazing features for businesses as we speak.

Creating The Type Of Instagram Content That Customers Love

- ✓ Stylish, Striking Pictures
- ✓ Media Featuring People
- ✓ Bit-Sized Videos
- ✓ Loops and Timelapse Videos
- ✓ Image Macros

Using And Understanding

Instagram Marketing Tips For Brands And Businesses

- ✓ Set Your Marketing Goals Straight
- ✓ Reverse-Engineer Your Competitors
- ✓ Audit Your Instagram Account
- ✓ Create A Consistent Brand Identity

Tips For Capturing And Editing The Perfect Instagram Photo

- ✓ Equipment And Specs
- ✓ Taking The Perfect Instagram Photos
- ✓ Apply The Rule Of Thirds
- ✓ Use Symmetry
- ✓ Focus On A Single Subject
- ✓ Try Different Angles And Perspectives
- ✓ Use Natural Light When Possible

Proven Instagram Marketing Strategies To Try

- ✓ Use Hashtags To "Categorize" Your Posts
- ✓ Run Contests And Giveaways
- ✓ Post At The Right Times
- ✓ Interact With Followers

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Instagram Insights To Track Your Performance

- ✓ Accessing Instagram Insights
- ✓ Activity Metrics
- ✓ Audience Metrics

Don'ts

- ✓ Don't Over Post
- ✓ Don't Ghost Your Audience
- ✓ Don't Be Salesy
- ✓ Don't Share Stock Media
- ✓ Don't Share Irrelevant Content
- ✓ Don't Overuse Hashtags
- ✓ Don't Use Auto-Commenters
- ✓ Don't Buy Followers And Engagement
- ✓ Don't Argue With Users
- ✓ Don't Steal Content

- ✓ Share User-Generated Content
- ✓ Hijack Trending Topics
- ✓ Partner With Influencers

Do's

- ✓ Be Consistent
- ✓ Always Use The Link In Your Bio
- ✓ Ask Questions
- ✓ Engage With Other Brands
- ✓ Create A Unique "Brand Voice"
- ✓ Share Motivational Stuff
- ✓ Use All Available Tools
- ✓ Promote Your Instagram Account
- ✓ Share Relatable Content
- ✓ Try Alternative Engagement Techniques

Instagram Marketing Premium Tools And Services To Consider

- ✓ [Buffer](#)
- ✓ [Foursixty](#)
- ✓ [GRUM](#)
- ✓ [Crowdfire](#)
- ✓ [Hootsuite](#)
- ✓ [Hopper](#)
- ✓ [Iconosquare](#)
- ✓ [Combin](#)

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- ✓ [Later](#)
- ✓ [Linktree](#)

Shocking Case Studies

- ✓ [Adidas](#)
- ✓ [Bloom & Wild](#)
- ✓ [Bejeweled](#)
- ✓ [Old Spice](#)
- ✓ [Chanel](#)
- ✓ [Sonic Drive-In](#)
- ✓ [Hartley's](#)
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