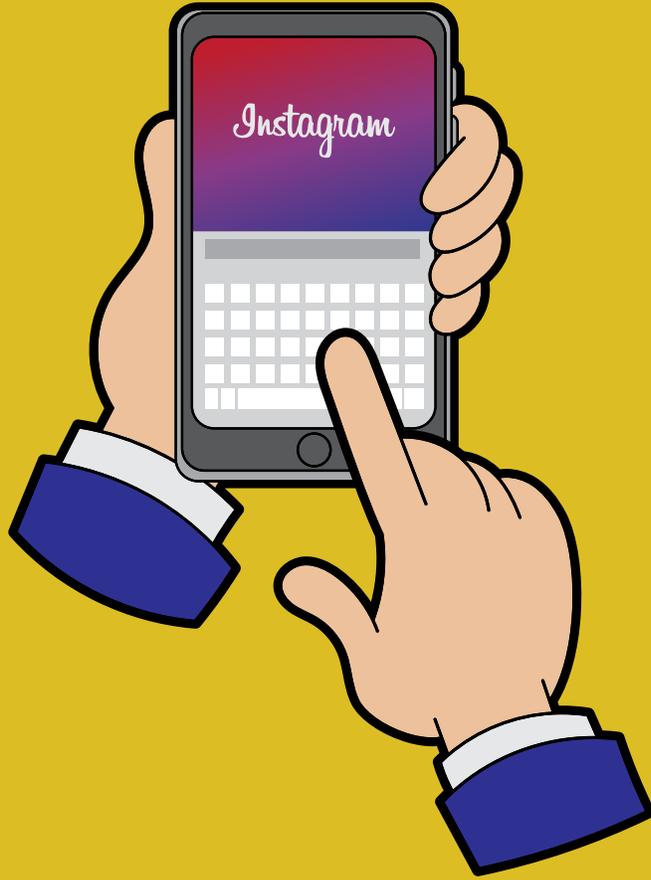


INSTAGRAM MARKETING

How To Use Instagram To Market Your Business Or Product



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Introduction

The key to thriving in business these days is to find fresh, new ways to connect with your target audience. Social media is a great way to do that, and Instagram is one of the more popular social media platforms out there right now.

Over the past few years, its audience has grown exponentially to the point that brands and businesses large and small can no longer afford to ignore it. Neither should you.

Your target audience is on Instagram. Your job is to get in front of them there. In this guide, we'll talk in detail how to go about doing just that. Follow along, and you'll be ready to broaden your reach and grow your business.

As a savvy marketer, you also know that it's important to have multiple points of contact with your prospects. An Instagram presence and marketing strategy will help you do that. Your target audience will start to see you everywhere, on Facebook, Pinterest, your website, and email. Instagram will become another point of contact and help you find and develop that all-important relationship with your potential customers.

From there you can entice them to join your list, buy something from you, or become a paying client. In short, Instagram is one more way to funnel people, who are already out on the web actively looking for what you have to offer, to your sites and into your business.

We'll talk more about how Instagram is different than other social media platforms in the next chapter. For now, let's just say that you get to show off your stuff in pretty pictures. After that, I'll show you how to get started with Instagram, followed by a chapter on growing your audience there. Last but not least, we'll wrap things up by looking at monetizing your Instagram account.

Ready to get started? Keep on reading ...

What Is Instagram And How Does It Differ From Other Social Media Platforms

Let's start our short report on using Instagram for business by taking a closer look at what it is and how it differs from other Social Media Platforms like Facebook, Twitter, and Pinterest to name a few. While it is certainly still social, there are a few things that make Instagram stand out from the crowd.

Some of these key features may seem like a disadvantage from a marketing perspective, but by leveraging them, we can turn that around and turn Instagram into a powerful marketing tool. In this chapter, I'll point them out to you, so you know what to expect as you start to dive into Instagram marketing. Further down in the report, we'll talk in more detail about what you can do to overcome these rather unique features and so-called "limitations" and turn them to your advantage. Let's dive in.

Instagram Is Very Visual

Let's start with the obvious. Instagram is a very visual platform. It's all about sharing photos and images. It's about showing off where you're at, what you've got, and what you're doing.

Pictures can be a great storytelling medium. I'm sure you've heard the saying that a picture is worth a thousand words. If you're a writer or speaker, this can be a bit of a challenge. Being able to teach or tell a story with a picture is a new craft, but certainly something you can learn and leverage.

Since everyone learns and consumes information differently, it's good to have an Instagram presence, no matter what your business is. A portion of your target audience is visual learners, and they will gravitate to a visual platform like Instagram.

A great starting place to learn more is to open up a personal Instagram account, follow a few people and brands you like and pay attention to

how they use images to tell a story. You can learn a lot by just observing what others are doing to grow their followers, encourage engagement, and market on Instagram.

Instagram Is Used Almost Exclusively On Mobile Devices

The next big difference with Instagram is that it is almost entirely used on mobile devices. From there we can narrow it down even more, and I think it's fair to say that most people use it on their smartphone.

While other social media platforms are often accessed across multiple devices from desktop and laptop computers to tablets and phones, Instagram is built to work on a smartphone with a built-in camera, and that's still how most people use it.

While this certainly makes it different, it isn't necessarily a bad thing. You know from the beginning that you are reaching mobile users. That means you can make sure your images are mobile friendly and that the text and call to action you use takes this into account as well. You know that it's not easy to copy and paste, for example, so you use easy to remember and type short links in your descriptions for example, or refer back to the link in your profile.

When it comes to copywriting, and yes, every bit of content you create to gain more exposure and particularly calls to action are copywriting, it helps to know as much as possible about your audience. The fact that they use Instagram tells you that they like visual content and that they are on a mobile device. That's good info to have.

Last but not least, this means that you can get in front of them more often. The average person checks their mobile phone 76 times per day. That means you potentially have 76 chances to get in front of your target audience. Of course, not every single interaction includes Instagram, but it's a lot more than on any other type of device. I'm pretty sure you don't boot up your computer or open your laptop that often. Being in the palm

of their hand whenever and wherever they are with their smartphone can be a valuable asset and helps you get your brand and your message across anytime anywhere.

With Instagram It's Quick And Easy To Interact

Another huge advantage with Instagram is the fact that it's easy to interact and connect with content and brands. All your followers need to do to connect with you is to open their app, and like or comment on your images. The easier it is to interact, the more they will do it and start to forge a connection with you and the content you're sharing on this platform. Instagram does an excellent job at making it as easy as possible.

They even give Instagram users the opportunity to connect and communicate with you one-on-one through Direct Messages (DMs). I don't have to tell you how valuable it is to have potential customers reach out to you directly. These could be your most valuable future clients.

Last but not least, let's not forget how easy it is to use Instagram in general. It's so simple to open up the app and browse through the content feed that we all do it and do it often. It's also very easy to snap a picture and post it to Instagram. The easy user interface is a huge benefit and something that keeps everyone coming back for more.

Instagram Integrates Well With Facebook Advertising

Let's talk about one more big advantage of using Instagram that makes it stand out from the crowd when it comes to social media marketing. It's the fact that Instagram integrates very well with Facebook advertising.

Social media marketing is all about growing your reach and finding your target audience online. You want to be visible and make sure the people

looking for what you have to offer can find you. One way to make that happen is to pay for online advertising. The most cost effective and efficient way to do that right now is Facebook Advertising. Since Instagram integrates well into this existing platform that you may already be using to buy traffic, it only makes sense to broaden your reach and connect with more potential buyers, subscribers, and clients.

All in all, Instagram is a unique social media platform with some very distinct advantages that you can leverage through your online marketing. We'll go into more detail on how to do just that a little further on in this eBook. For now, I want you to realize that it is something worth looking into, and more importantly, that you should have an Instagram presence to meet your future customers where they are already are.

In the next chapter, we'll briefly go over the basics of getting started with Instagram for your business. Even if you already have a personal Instagram account, I encourage you to give the next chapter a quick read. There are a few key things you need to get right to make sure you will benefit and profit from your business Instagram account.

How To Get Started With Instagram

Ready to get started with Instagram? If you're completely new to this particular social media platform and app, I recommend you set up a personal account and just play around for a few days to get comfortable with the interface and how things work.

Signing Up For Instagram

The easiest and best way to sign up for Instagram is to download the app on your smartphone. You can find it in the App Store, Google Play Store, or Windows App Store on your device. Download and install the app. Once you open it, you'll be asked to either log in or create a new Instagram account.

Tap "Signup, " and you'll be given two choices. You can register a new account with an email address, or you can log in using your Facebook account. Both ways work well, and they are both quick and easy. For the purpose of this report, let's walk through the steps of setting up a new Instagram account with your email address.

Enter your email, and tap next. You'll be prompted to create a username and password for your new account. Fill out your profile information, click on "Done" and you're all set. The whole process takes no more than a minute or two.

Next, let's talk about your Instagram profile. Make sure it is a public profile if you're using Instagram to market your business. The whole point is to be able to be found. The default setting is public, but it's worth double checking if you're not sure.

Next, make sure your username is your brand and something that's easily searchable and findable. If you're the "Blue Widget Guy," having some variation of that brand name as your Instagram name is ideal. You can edit your username if needed from the profile page.

Profiles are all about making a great first impression and showing that you're a real person behind the brand and the business. Use a real photo

of yourself to build trust. Put some thought into writing your bio. You want it to appeal to your target audience and tell them at a glance what you, your business, and your Instagram feed are all about. Look through other successful brand profiles and those of your competitors for ideas on what to do.

Last but not least include a link to a landing page in your profile. We'll talk more about how to use this one clickable Instagram link for marketing purposes more later on in this guide. For now, you could have it point to your main website, or even better to a lead page with a relevant offer that entices Instagram users to sign up for your email list.

Posting On Instagram With Purpose

With the profile all set up, it's time to start posting on your new Instagram account. You may be tempted to not put a lot of thought into those first few images since you don't have much of a following yet, but it's a good idea to have a solid branding and content marketing strategy in place from day one. You'll be surprised how many people will look through those original posts down the road as they come across your account and your profile.

Get very clear before you start your posts about the purpose of your overall Instagram marketing strategy. What type of people do you want to attract to your business? What do you want them to do after they look at each picture?

Maybe you want them to get curious about your products and click through to your store to learn more. Maybe you want to give them a taste of the lifestyle that's possible if they follow your advice and send them to your introductory coaching program. Maybe you want them to identify with a particular "tribe" and get them to join your Facebook group, forum, or sign up for your list.

Once you know the purpose of your Instagram campaign, you'll also know what the link in the profile should point to and what your calls to action in the text to go with each image should be. It may sound like a little extra work at first to come up with this strategy, but it will make your life much easier once you start to post regularly.

Since you are planning on marketing your business with Instagram, it's also a good idea to think about how to include branding with your images. This doesn't mean that you should plaster your logo on top of each picture. Instead it can be more subtle by developing a particular image style that connects all images and the visual content of your website for example.

Take a look at how other brands are developing their branding and content strategies and see what you can implement yourself before you kick off your own Instagram posting and marketing.

Finding Your Instagram Audience

Next it's a good idea to figure out who the Instagram audience is that you'll be going after. The chances are that there's a lot of overlap with your existing audience. You can use Instagram to get in front of them, and then encourage them to like and comment on your images, and use various other strategies to grow your Instagram following. We'll go into more detail on what you can do to build your audience in the next chapter.

For now, become clear about who they are and why they spend time on Instagram. What type of content do they appreciate? What's your competition doing to attract a similar audience? What kind of pictures and stories are they sharing?

Browse around and start participating on Instagram to figure out who these people are, how they interact, and what they post on Instagram. There's a lot to be learned by observing and participating as an Instagram

user. Get in there and start to find and connect with your target audience.

Start To Grow Your Following With Your Existing Readers

Last but not least it's time to start building your initial Instagram following by letting your current readers, subscribers, and customers know. Make sure your profile is set up and that you have a couple of Instagram posts under your belt. With that done, send out an email to your subscribers inviting them to follow you on Instagram. This is also a very good time to have them share their Instagram accounts so you can follow them and start to forge a deeper connection. It's always good to learn more about the people in your funnel.

Continue to mention your Instagram account from time to time in your emails. Link to it from your blog, and consider pulling your feed into the blog sidebar. You can also invite people on other social media platforms to join you on Instagram. In short, start to build up your audience with people you're already connected with.

Not only does it give you an extra point of contact with these people, but their own friends and followers on Instagram may also come across your posts, particularly when you invite your followers to tag you, repost your posts, and interact in general through comments and likes.

Now that we've covered the basics of getting up and running with Instagram, it's time to get serious about growing your audience here. That's exactly what we'll cover in the next chapter.

How To Grow Your Instagram Audience

The first step in increasing your reach through Instagram is to establish and build your Instagram audience. This means continuing to get more followers on a regular basis. While it isn't hard, it takes a little time and effort each week. In this chapter, I'll quickly run you through some of the most successful ways to grow your following and do so consistently.

Post Regularly With Your Target Audience In Mind

Your first and most important task is to post regularly and to post content your target audience is looking for. Instagram is at its core driven by content. Unlike some other platforms, the content here is images and to a lesser degree “stories” or short little video clips. It's a visual storytelling medium, and you need to use it as such to have a chance at gaining an attentive audience.

Yes, you can go online and find people who will promise to add 2,000 Instagram followers to your account for a hand full of dollars. That isn't the kind of growth you're looking for though, is it? You're much better off with 20 people who are interested in what you do and what you can do for them, than 2,000 auto-generated Instagram accounts. Remember, that at the end of the day it's about connecting with real people that make up your target market.

Instagram is just one more venue to help you do that. One of the best ways to reach out to them, and more importantly to make sure they get involved and start to pay attention to your posts, is to post regularly and to stay on topic.

What posting regularly means is up to you. For some people, it means a couple of image posts per week. For others, it's multiple times per day. See what works for you and what makes sense considering everything else you're doing to grow your business. At the end of the day, the key is to be consistent and to put some thought into your posts.

Put yourself in your customers' shoes. What do they want to see? What interests them, and what picture can you paint with your images that showcase what you and your business can do for them.

Use Hashtags

Hashtags are a great tool to help other people find your Instagram posts and your account. Here's how it works. Let's say you write cookbooks and are marketing them through Instagram. You create some of your signature dishes from your cookbook and post the images of beautifully plated food on Instagram. Using a hashtag like #foodporn can help foodies find you and what you have to offer.

While general tags like #love, #funny, #summer and the likes get a lot of use and traction, they aren't great at getting you in touch with your target audience. Instead, get as accurate as possible, while still finding hashtags that are actively being used. For example, in addition to using tags like #instafood and #foodporn, you could use tags like #eattherainbow or #cleaneating if your product focuses on eating a healthy, whole food based diet.

While you may not have quite as many Instagram users find you, the ones that do are interested in what you do and not just looking for the latest brownie recipe. Think quality over quantity when it comes to the reach and use of Instagram hashtags.

Run Instagram Contests

Another great strategy for getting an almost instant boost in your follower numbers is to run a contest on Instagram. Contests are a proven way to gain attention and traction on this popular social media platform

and are done by small business owners like ourselves right alongside major brands. It's something anyone can do and benefit from.

All you need is a concept for the contest, a timeline, and of course a prize or prizes for the winners. If you sell a product, you can use copies of your product as the prize. This has the added advantage of getting more exposure for the items you're selling and hopefully quite a few extra sales.

For example, let's say you sell cups with motivational phrases or drawings on them. You could hold a contest where you ask people to follow you, like one of your posts, and post an image of their favorite mug to be entered to win. You then draw a winner from among all participants and send them the cup of their choice.

If you don't have a product of your own, you can give away the occasional gift card as a contest prize and still benefit from this attention grabbing strategy. Using a custom hashtag for your contest makes it easy to track participants and helps you reach even more people as your contests gain in popularity.

Play With Paid Advertising

Since Instagram is now part of the Facebook family, getting in front of a larger audience through paid advertising is easier than ever. If you're already running Facebook ads, consider expanding them into Instagram.

If you're new to paid advertising, Facebook Ads is an easy and inexpensive way to start. You can reach more people on Instagram and invite them to follow you, check out what you do, and click through to your website.

Make it a point to learn more about paid advertising going forward. Start with a small daily budget and start to get some hands-on experience. Once you figure out an advertising strategy that works for you and your

business, you can turn open the faucet and explode your growth through targeted ads.

Leverage Your Customers To Grow Your Instagram Audience

By far the most valuable asset in your target audience is your existing clients. Why not encourage them to share what they already love and use on Instagram. It's the perfect way to generate social proof that will draw others to what you have to offer.

The easiest way to do this is to simply email your customers and ask them to share a picture and either tag you in them or use a hashtag. Let them know that you love to see how they are using your products. People like to share and namedrop. This alone will get you quite a bit of social interaction that others will see.

If you want to kick it up a notch, you can offer them a special coupon code or a bonus in exchange for sharing your products on Instagram. Have them email you with a link to their post to collect their reward. It's a great way to use your customers as leverage and grow your Instagram reach.

Collaborate With Other Instagram Marketers

It takes time and effort to build an Instagram following, and you're not the only one doing it to market your business. There are other savvy Instagram marketers out there who work just as hard to reach a similar target audience. Why not combine forces and collaborate with them.

You may have done something similar to grow your email list if you've been marketing your business for a while. If you haven't, it's something you should start to look into. The idea is that you mail for another

marketer and they return the favor. The result is that you both grow your list.

You can do the same by collaborating with other Instagram Marketers. You repost one of their Instagram posts and invite your followers to check them out, and they do the same for you in return. You can make it a regular thing you do for each other every couple of months for continual growth. Then rinse and repeat with other marketers who are in the same or similar niche. This strategy works best if you can find people who market to the same target audience but have a product that doesn't compete directly with yours. If it complements what you're selling, all the better.

Don't Get Distracted - Stick To Your Niche

Since we're on the topic of niches and audiences, I can't stress enough how important it is when you're using Instagram to market your business. It's easy to grow a following quickly with funny images and puny quotes that have nothing to do with what you have to offer.

It's easy to attract the general public to your Instagram feed, but that's not what you want. You want a small, but highly targeted following and for that to happen you have to stick to your niche.

Don't get side-tracked. Review your feed every couple of weeks and make sure you're staying on message.

Remember: Quality Over Quantity

To sum it up, when it comes to Instagram followers, you want to go with quality over quantity. Sure it looks good and strokes your ego when you can add a couple of hundred new followers per week. If they aren't a part

of your target market though, you're wasting your time. The wrong type of Instagram followers will add not a single dime to your bottom line.

Sure, you can head to sites like Fiverr.com and buy a bunch of followers to inflate your numbers. That's all it will do though. It will not help you grow your reach or get your posts in front of any more people that matter. Go after high-quality followers who are interested in what you have to offer.

The same goes for your posts. Focus on a well-thought-out post with quality images, instead of hitting an arbitrary daily number of posts. A few good images with great captions per week will do you more good than five mediocre ones per day.

Keep all these tips in mind and continue to work on your Instagram feed regularly. When you stick with it and use it as a tool to get out in front of more potential customers, your follower numbers and the results you see from your Instagram marketing will continue to improve.

Last but not least it's time to turn those Instagram followers into paying customers and raving fans. That's where the marketing aspect of the equation comes in. We take a closer look at how to get started with this in the next chapter.

How To Monetize Your Instagram Account

Your Instagram account is up and running. You're posting regularly to get in front of your target audience. It's time to take the next step and figure out how to get them from their Instagram account to your website or even better into your email list and product funnel. That's what this chapter is all about.

Instagram poses some interesting challenges for Marketers. It wasn't designed as a social media app that helps connect people to products and brands. Quite the opposite. The fact that you can't share clickable links in captions or comments, and that it is best used in a standalone app make it less than ideal for the average marketer. In this section, we'll cover some of these challenges, and I'll show you how to use them to your advantage.

The Clickable Link Problem

Let's start with the elephant in the room. Most marketers dismiss Instagram as a marketing platform because they can't add clickable links to each post they make. While that's understandable, it's a big mistake to give up because of this. When you can get past this little clickable link problem, you can stand out from the crowd and gain a leg up on the competition who's still ignoring Instagram.

What you get is one clickable link, and it's in your profile. We'll talk more about how to make sure that's always working to your advantage, and I have some ideas for getting around this. For now, embrace it and work with what you've got. Just because you can't make it easy and give them something to click on in your individual posts (unless you make them paid ads - yet another way to get around the clickable link problem), doesn't mean you can't get them to look for what you have to offer.

Pay Attention To Your Profile

Since your one clickable Instagram link is in your profile, you'll be sending people there frequently. A simple way to get around the link problem is to simply tell people in your caption that the link for what you're talking about is in your profile. Your profile will quickly become your most visible part of Instagram, so make sure it looks good.

Log in and take a look at it right now. Does your username make sense and does it represent you and your brand well? If not, change it early on so you can build your following and have people recognize that particular name when they scroll through their feed.

Look at the profile image. Use an actual picture of yourself. This gains you more trust and gives you more leverage than some brand picture. Instagram is personal. It's social. It's all about earning trust. A good picture of you builds more confidence than your logo.

Read the description and make sure it represents you and your brand well. If you're feeling awkward writing it, or have a hard time condensing what you have to offer into a sentence or two, get someone else to write it for you. Ask a friend for a favor, or hire someone to write a couple of good bios for you that you can use across several social media accounts and as bi-lines for articles and such.

Change The Link In Your Profile Frequently

Too many people think of a profile as a static thing. They write it once, enter the URL to their main website, and call it done. With Instagram, that's a big mistake. Instead, you want to change it up and use it to promote one particular thing at a time.

Let's say you're working on growing your list this week. Alter the link in your profile to your highest converting opt-in page. Tweak the profile text

accordingly and include a short call to action to sign up for your list. As you post on Instagram throughout the week, make most of those posts about how your target audience could benefit from signing up. What will they get in exchange for their email address? Post about each of the benefits of being on your email list and in each post invite them to sign up and let them know that the link is in the profile.

Yes, this makes it a two-click process to get them to your opt-in page, but that isn't necessarily a bad thing. Look at it as a filter. Because they have to take the time to click on your profile and then the link in there, those followers who click all the way through and end up signing up for your list are very interested in what you have to offer. They will be a much higher quality lead.

Use Easy Links

Another effective way to direct your Instagram followers to where you want them to go is to use what I like to call easy links. These are easy to remember and easy to type links that redirect to where you want your readers to go.

Let's say you have an opt-in page, an offer, or an affiliate link related to coffee or a coffee product that you want to send your Instagram followers to. Set up a redirect link like www.YourWebsite.com/coffee and use that easy link in your image caption. While it isn't going to be a clickable link, it's easy to remember and type, particularly if they are already familiar with your brand and your main website URL. Give it a try and don't forget to keep the link as simple as possible. Set up a series of easy links that you can use whenever you post something on Instagram where you include a call to action that invites your followers to check out a particular page or offer.

If you're using WordPress, you can set up these redirected easy links through a plugin like Pretty Links. It will keep track of all your easy links

and give you stats on how often each link is clicked. Otherwise, consider setting up 301 redirects and keeping track of them through a spreadsheet.

Give Them A Good Reason To Look For You

By far the best way to get someone to take you up on an offer and get them to sign up for your list, read a blog post, watch a video, or consider buying a product is to give them a really good reason. Give them a compelling reason to open their browser, type in a link manually, and check out what you have to offer them.

The best way to do that is to know your target audience and what they need. Then you present it to them in a way that focuses on what's in it for them. In short, use your marketing chops when you post on Instagram and give them a reason to go out of their way to get what you have to offer. If you can do that, it doesn't matter that there's no easy clickable link. Use those marketing skills and give them a reason to take you up on what you have to offer them.

Focus On Results and Good Images

Last but not least, it's important that you focus on the results you get. Start with good images. Instagram is a very visual platform. If you don't get the images right, you're dead in the water. You want them to be beautiful, high quality, and most importantly attention grabbing. Use them to paint a picture and tell a story. Pull them in and get them to stop scrolling long enough to read your caption.

Track the interactions and results you get from your Instagram marketing. I shared some great tips in this report about getting started, growing your audience, and use this social media app to market your business and your

products. But at the end of the day, that's just a starting point. What works well for me may or may not work for you. You have to find a way to reach out and communicate with your particular target audience.

That means trying things and tracking the results. If it works, do more of it. Tweak it and see if you can get even better results next time. If it doesn't work, change it up until you find something that does work. Put in the effort and Instagram can become an important piece of your overall marketing strategy.

Conclusion

You have a pretty good idea about how you can leverage the popular Instagram app to get in front of your target audience and start marketing to them. You know what Instagram is and what makes it different from other social media platforms. You know how to start using it and more importantly how to use it for your business. Hopefully you've set up your account by now and created a good profile. You've started to post and are well on your way to establishing your Instagram presence. Maybe you've even begun to experiment with marketing and what you need to do to get your followers to click through to your website, your opt-in page, or your offer. Where you go from here is up to you.

I hope I've been able to peek your interest enough to get you to give Instagram a real try. Put in the time and effort. Take what you've learned in these pages and put it to good use. See for yourself how much fun it can be to market on Instagram. Most importantly, see how profitable it can be.

I'll leave you with my ten best tips for marketing on Instagram:

1. Use High-Quality Images
2. Post Niche Specific Content
3. Use Hashtags in A Smart Way
4. Encourage Your Audience And Customers To Post For You
5. Use Your Profile And Profile Link Wisely
6. Use Instagram To Tell Your Story
7. Give Them A Reason To Click Through
8. Create And Track Easy Links

9. Do More Of What's Working

10. Engage And Communicate With Your Future Customers

Good luck and have fun with Instagram!