

How to Master Instagram



what we're talking about today

Introduction

01 Instagram &
Business

02 How You're Using
Instagram All Wrong:
**9 Tips to Master
Instagram**



LET'S TALK ABOUT YOU



Want these slides?

adambianco.com/SMSS

Adam Bianco - CMO of Tide Spin

Hi there! Adam is the Chief Marketing Officer for Tide Spin, the new app-based laundry and dry cleaning delivery service from Tide and P&G. During his previous professional stops - hospitality industry innovators, the G.R.E.A.T. Grille Group and Levy Restaurants, he collaborated with some of the world's top brands, Harley Davidson, Disney, American Girl, Chicago Cubs, NFL teams, and Hall of Fame athletes. Last year he ran his own successful digital marketing consulting company before joining Tide Spin.



@adam_bianco



@ohiostfootball | over 290,000 followers



@adam_bianco

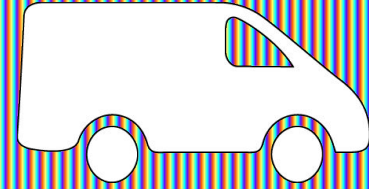


@sportsfoodie | only 1 year old & over 20k

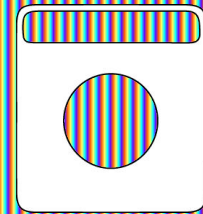


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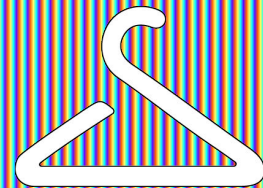




we pickup



we clean



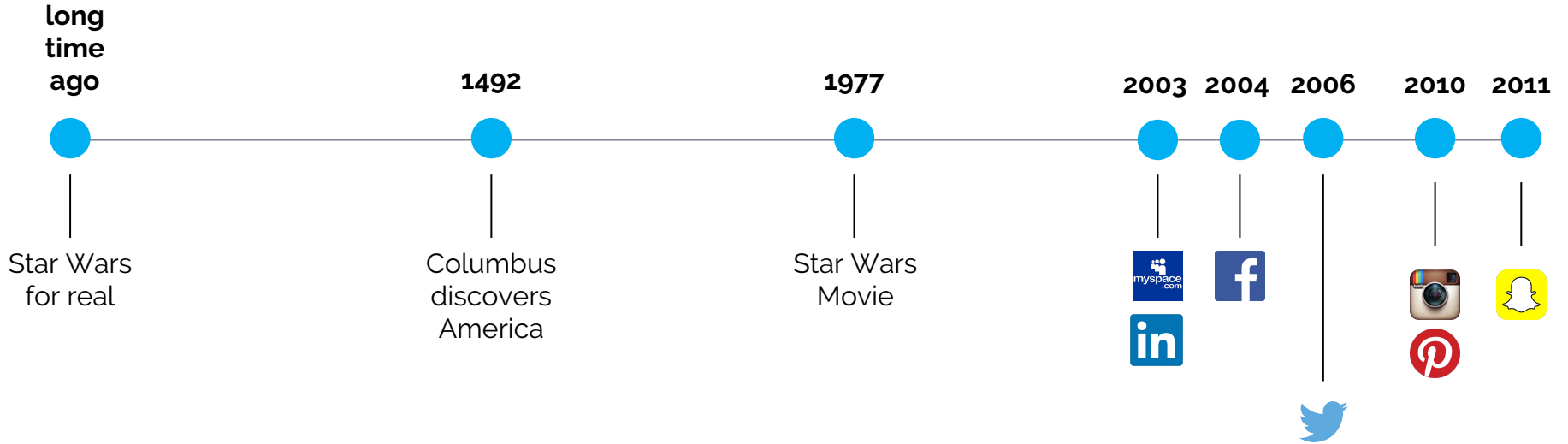
we deliver



Instagram + Business



HISTORY LESSON



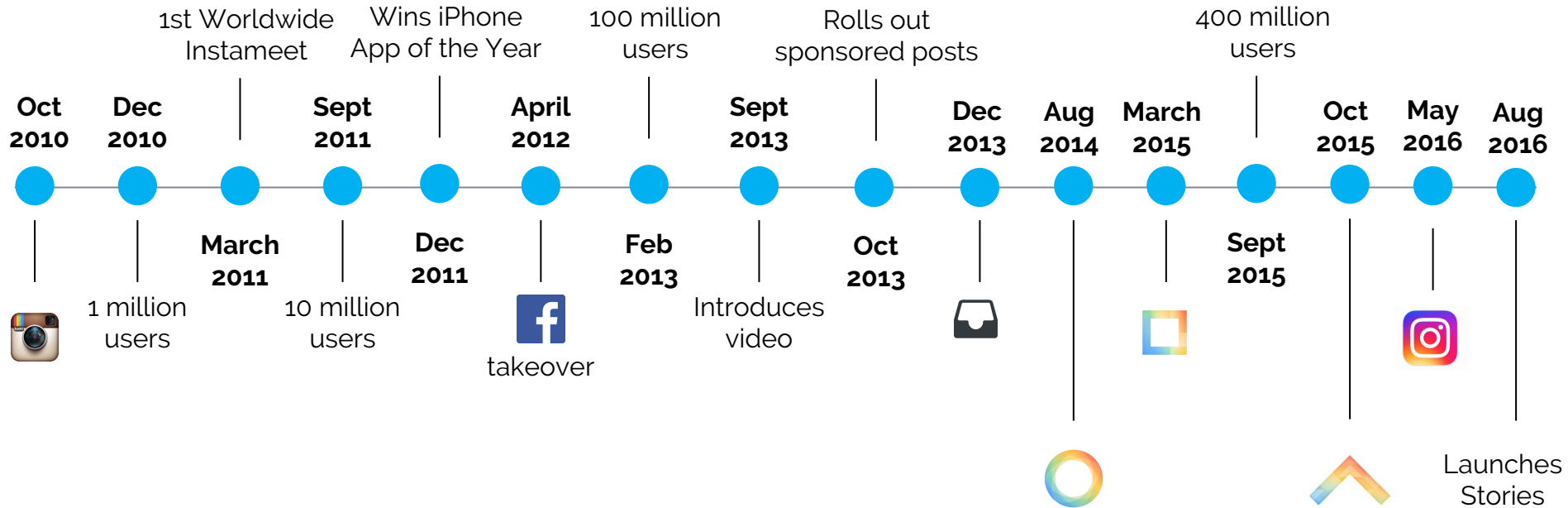
HISTORY LESSON

First post ever



@kevin & @dolly

HISTORY LESSON



INSTAGRAM + BUSINESS

- Only one link
- (Practically) mobile-only
- It's not naturally viral
- Brand awareness platform



Does instagram drive
actual business?



INSTAGRAM + BUSINESS

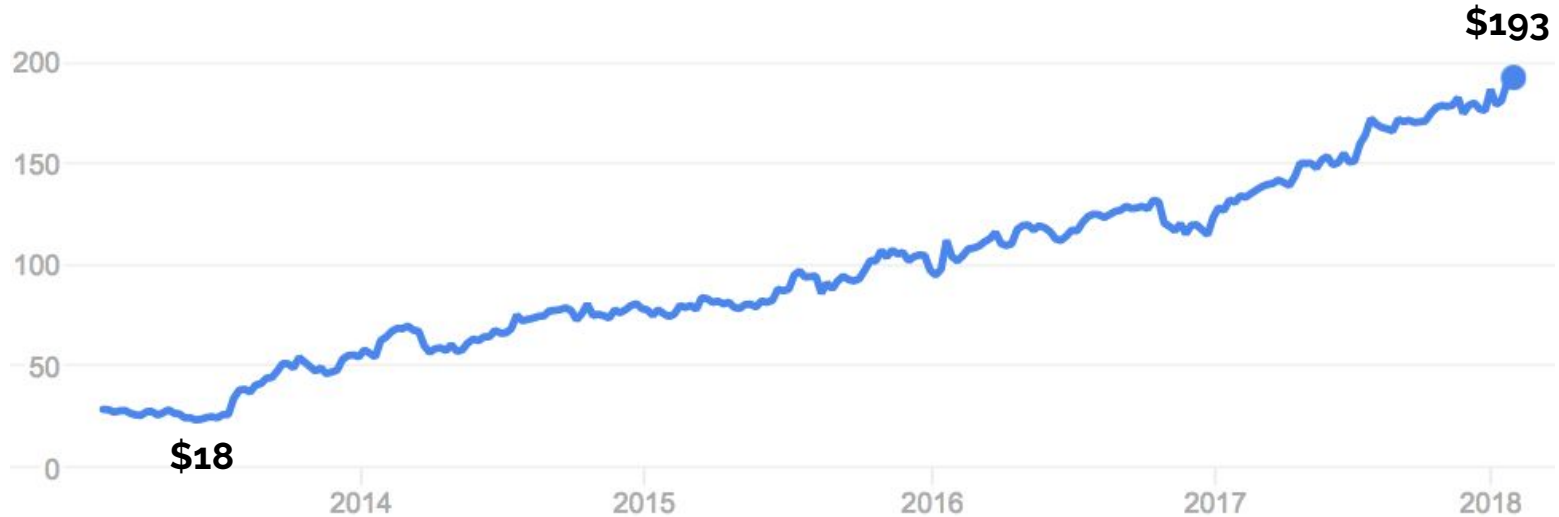


INSTAGRAM + BUSINESS



**\$35
million
(2005)**

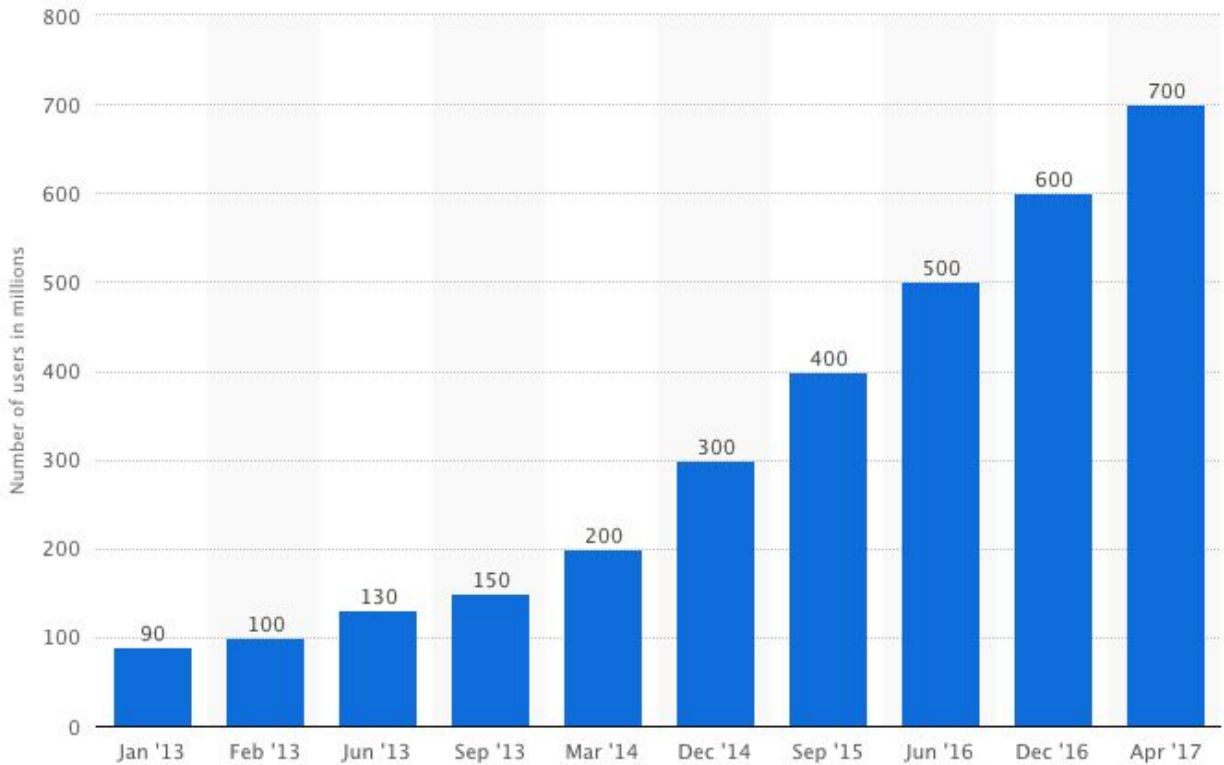
THE KIDS ARE ALRIGHT: Facebook stock



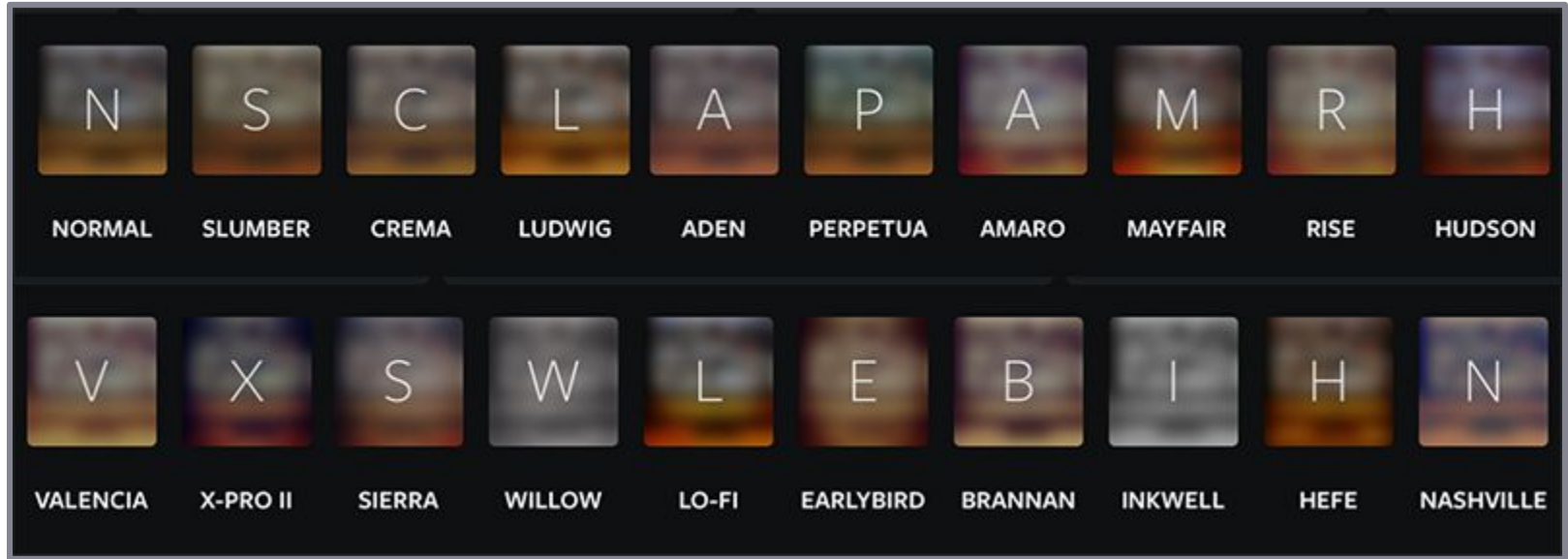
Open	188.22
High	195.32
Low	187.89

Mkt cap	561.08B
P/E ratio	35.78
Div yield	-

INSTAGRAM ACTIVE USERS

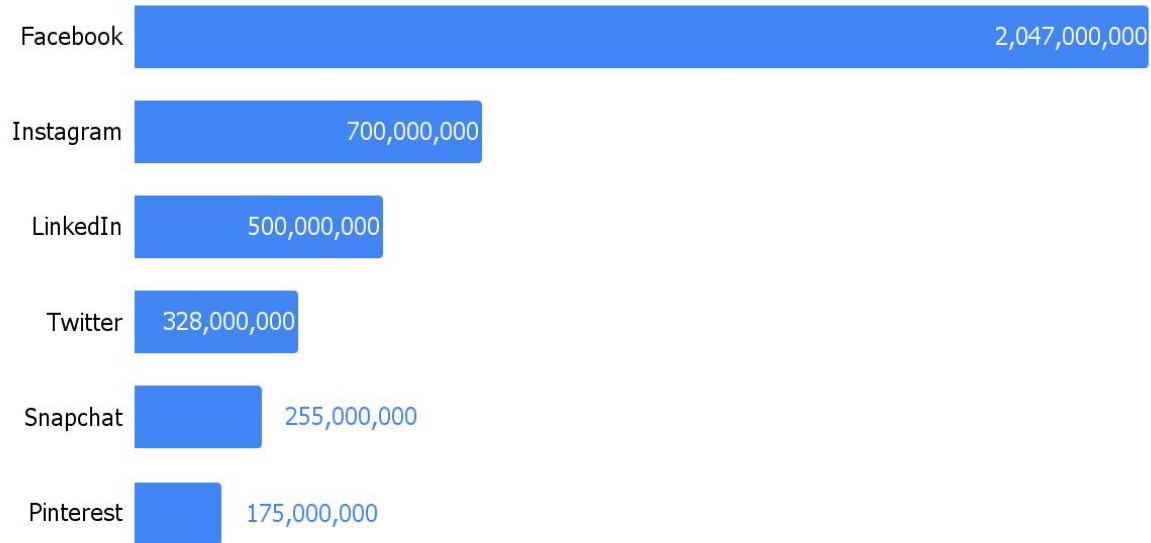


INSTAGRAM IS SPECIAL: and all the filters



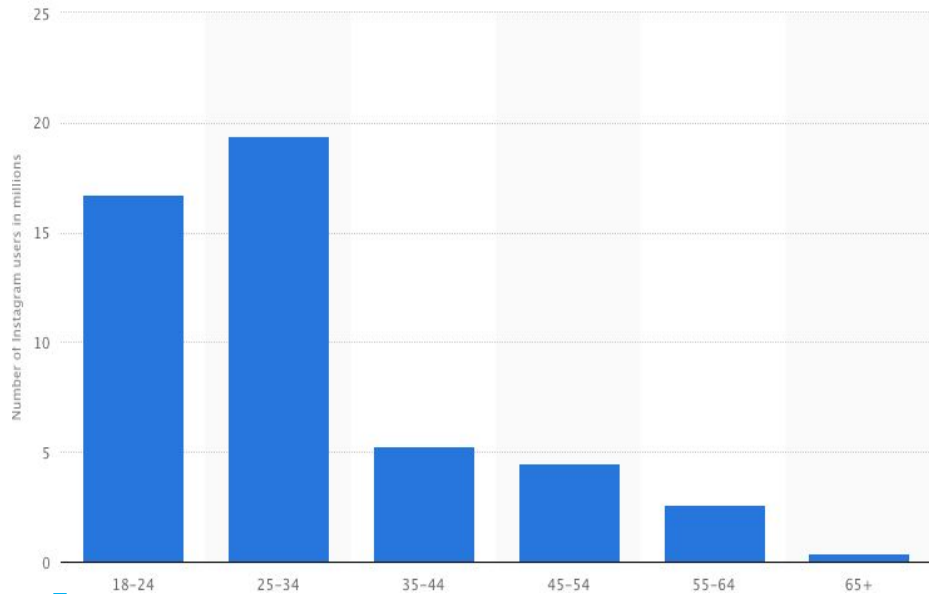
Instagram + Business

Monthly Active Users

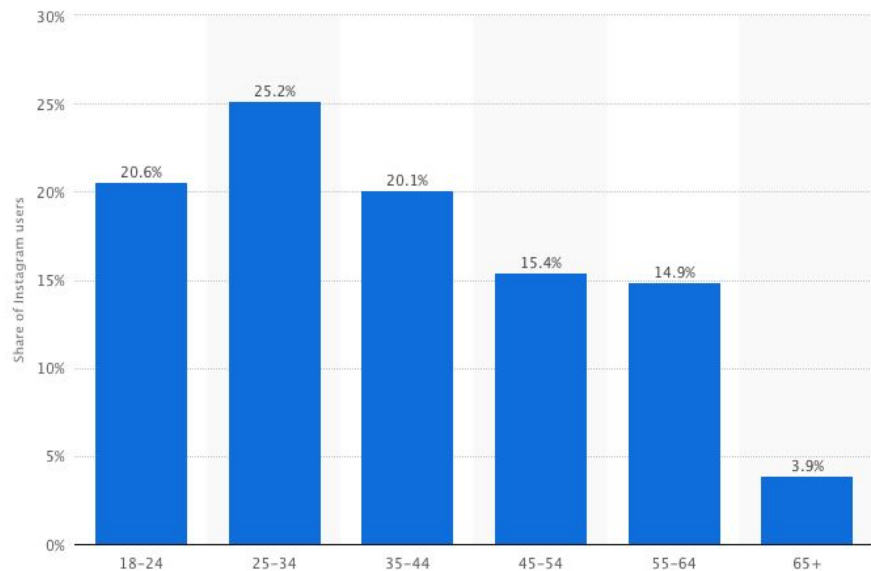



Instagram: age demos (USA)

2015

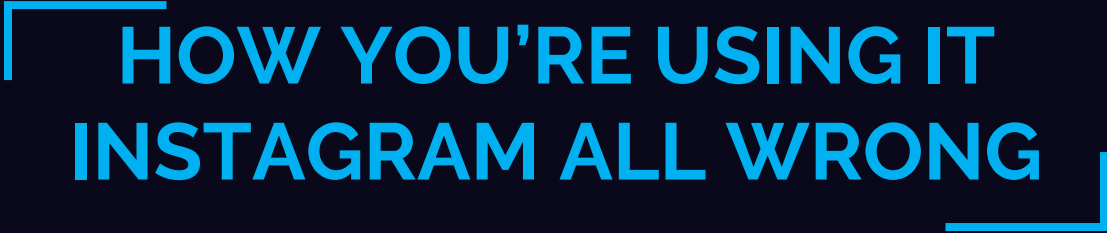


2017





HOW YOU'RE USING IT INSTAGRAM ALL WRONG






Tip 1: How do I get started?



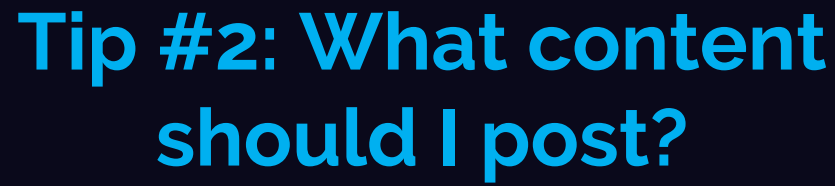
Setting Up Your Page: basics

- ✓ Profile Pic
- ✓ Photo Theme
- ✓ About Section
- ✓ Name & Username strategy
- ✓ Link Strategy





**Tip #2: What content
should I post?**



What to Post: all the content

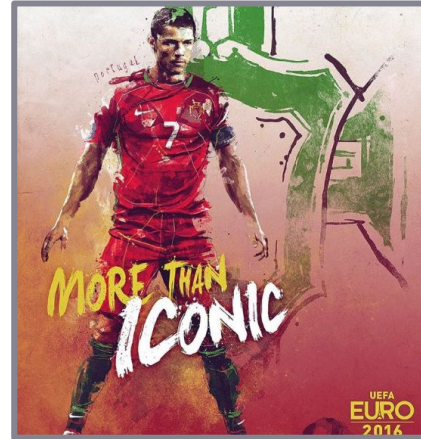
photos



photos



and more photos

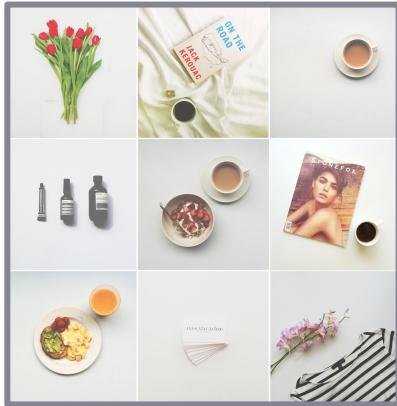


oh, and video



What to Post: all the content

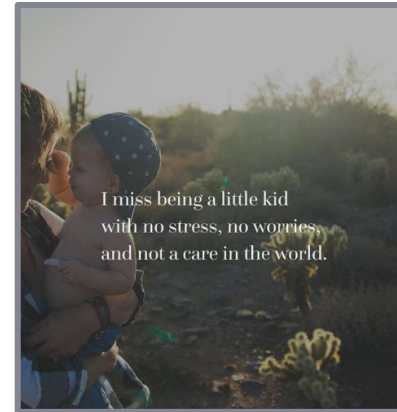
collages



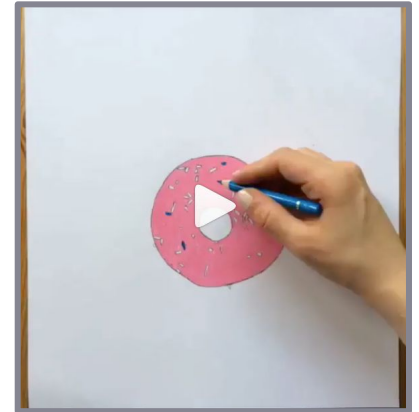
infographics



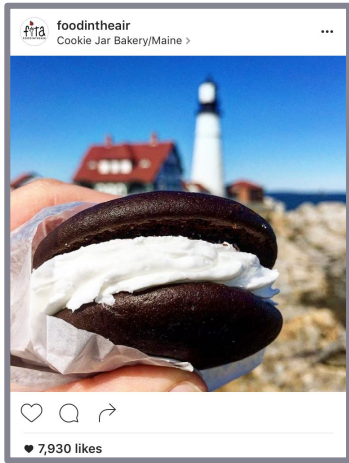
quotes



stop motion video



What to Post: accounts that are killing it



@foodintheair

@jasonmpeterson



@ohheyitschaz



@choosechicago



@zachking



@fashiondads_

What to Post: all the content

remember you're competing against **puppies and babies**



What to Post: all the content

or worse...



What to Post: all the content

TELL YOUR STORY VISUALLY





airbnb

Follow



Airbnb Airbnb opens the door to interesting places to live, even if it's just for a night. Share your experiences with #airbnb. Book a home from our feed: airbnb.co/H1chy8

773 posts

1m followers

1,263 following



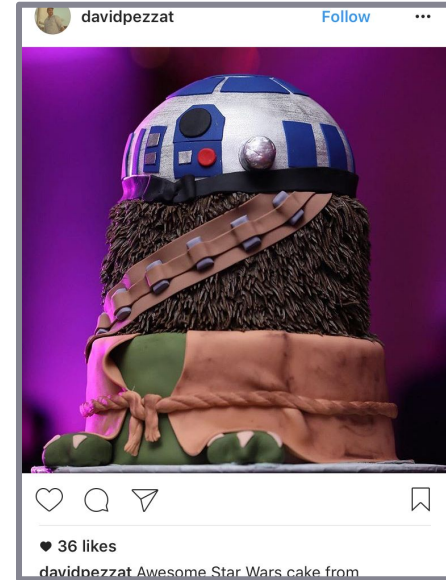
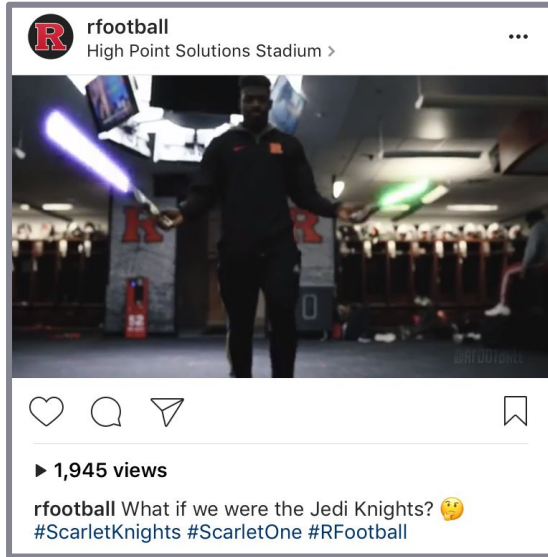
What to Post: all the content

where should I get ideas?

- business happenings
- wacky holidays
- media dates
- local and national events
- trending topics



What to Post: fun examples & tie-ins



**BLUE
AND
BLACK?**



**WHITE
AND
GOLD?**

Still don't know where to start?
look at your competition



How To Grow: best practices

Stay consistent!

People want to know what to expect from your account. Use your brand keywords and stick to them (most of the time).

i.e. if you talk about football, don't start talking about cupcakes (unless it's football themed-cupcakes)



Stay fresh
Stay relevant
Stay interesting



Tip #3: How do I get more engagement?



Engagement: tips

three ways to get the best engagement on your pictures



Double Tap...



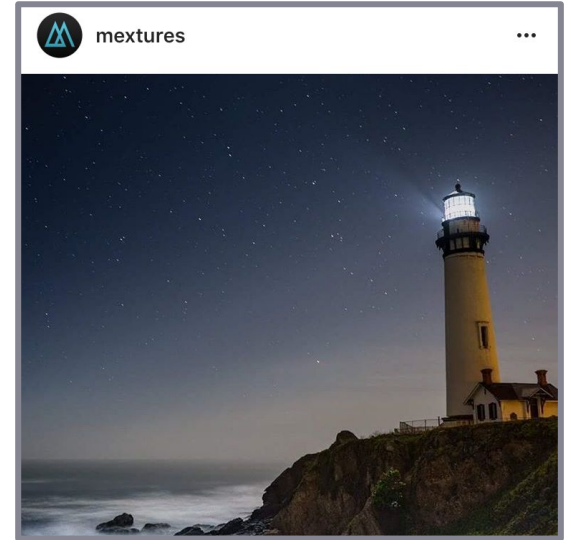
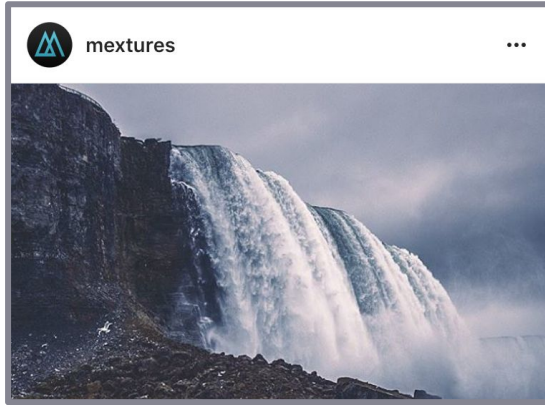
Tag a friend...



Ask a Question

Engagement: tips

which receives the **best engagement**?



Engagement: types



Reactive Engagement: users interacting with your brand on social media through mentions, retweets, etc.



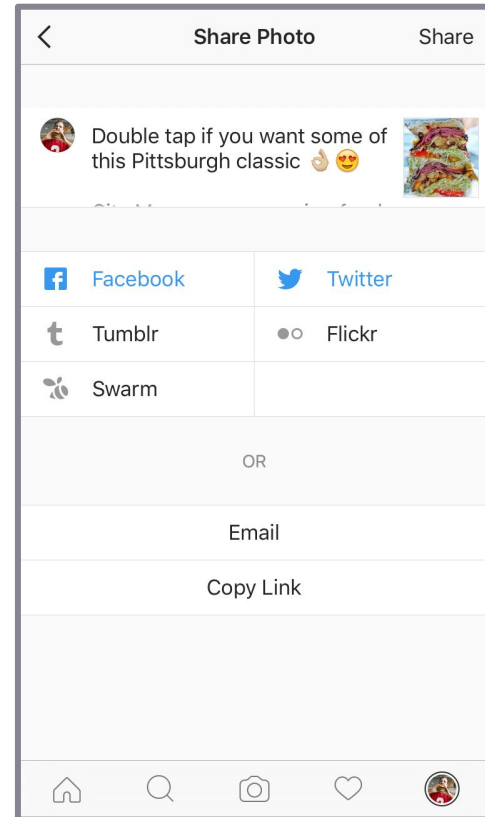
Proactive Engagement: your brand interacting with users, seeking out those conversations that you should be involved in



Tip #4: what's the best way to share?

Best Practices: sharing

what's **wrong**
with this
picture?





**Tip #5: How do I grow my
account?**



How To Grow: best practices

- Optimize Your Post
 - Tag people (up to 20)
 - Maximize hashtags
- Follow the right people
- Post more often
- Work with Influencers



How To Grow: best practices

correct
way



sportsfoodie
Mike's Donuts & Chi...

Follow

314 likes

4d

sportsfoodie Game day brunch? #wings
#chicagoeats #sportsfoodie 📷:
@chicagofoodiegirl

sportsfoodie .

#footballfood #manfood #donuts #brunch
#brunchtime #brunching
#chicagofoodauthority #chicagogram #312
#mychicagopix #instagood #photooftheday
#instalike #instadaily #yummy #instalove
#instafood #foodporn #food #foodgasm
#amazing #foodie #eeeeeeats #picoftheday
#love #gameday #chicagoeats

hipfoodiemom1 Whoa!! 🤩🤩🤩

livefromthekitchen_ Heaven

torystory2 @elaineinagh tastyyyyy

dallaspartyof2 Oh. Em. Gee!! That looks



Add a comment...

...



1st
comment

Instagram Hack: hashtags

Step 1: type 3-5 hashtags in caption

Step 2: before posting, type out the 5 dots and the rest of the hashtags aka "1st comment" hashtags

Step 3: cut "1st comment hashtag", post photo, go into 1st comment, the paste "1st comment hashtags"

Caption

3

1st Comment

.
. .
. .
. .
. .

27

= [...]

Instagram Hack: hashtags

Step 1: figure out the hashtags you want to use

Step 2: save your hashtags in notes or autocorrect

Step 3: post caption with no hashtags

Step 4: add comment with 30 hashtags

Step 5: go back and edit caption to add 30 more hashtags

Instagram Hack: hashtags

Caption

30

1st Comment

30

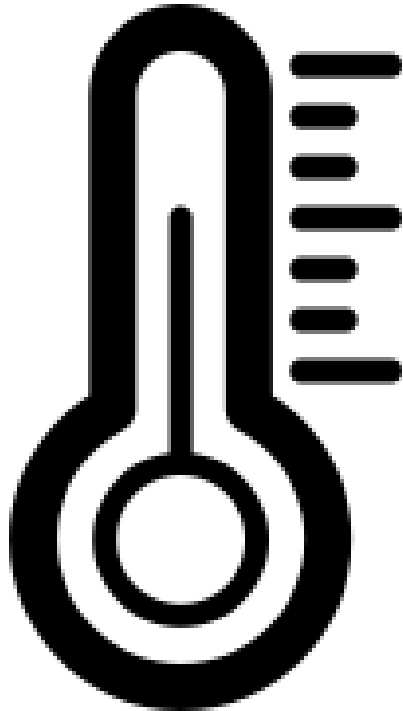
= [...]

Instagram Hack: hashtags



Even stories is getting in on the hashtag fun!

How To Grow: influencers



how to get influencers' attention

Email them!

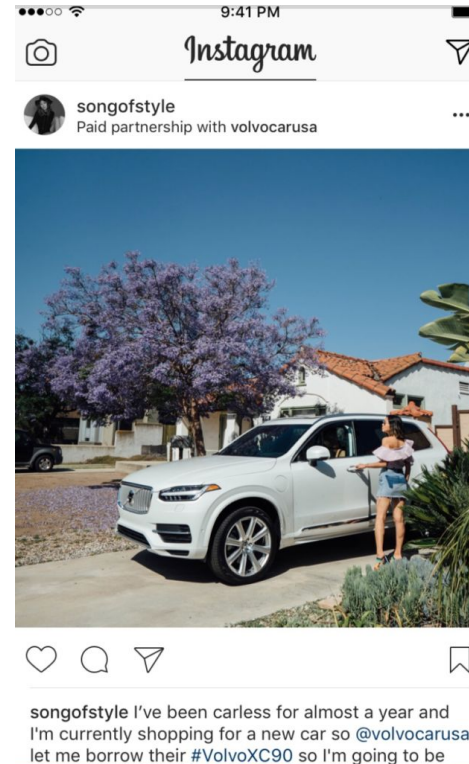
Send them a direct message

Tag them in a photo

mention (@) or comment

How To Grow: influencers

Instagram is testing the “sponsored” element on posts to make it more clear when brands work with influencers.





**Tip #6: post from a
desktop**

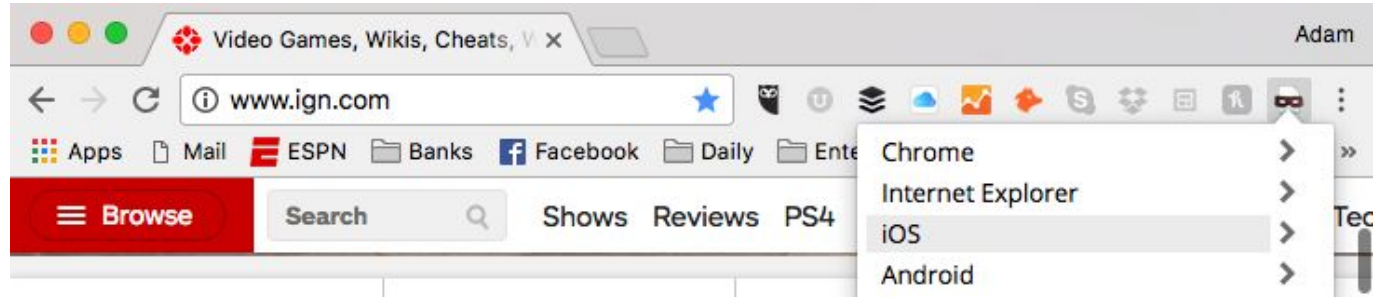


Desktop Posting: how to

Here's the work-around:

1. In Chrome, download the "User-Agent Switcher" extension for Chrome
2. Switch to the mobile browser
3. And post!

The upload features are limited (i.e. no filters) but it does the trick.



Desktop Posting: how to



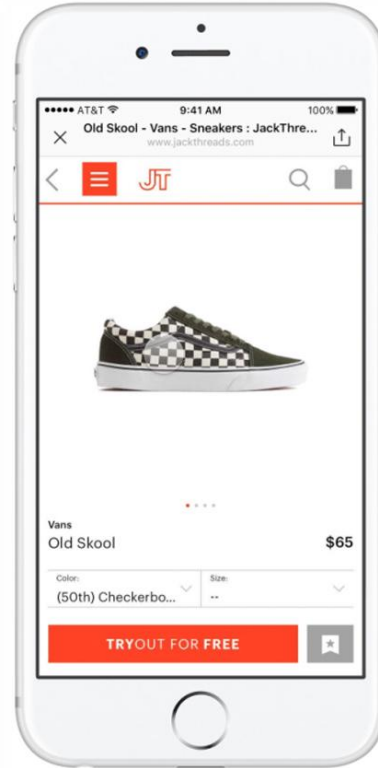
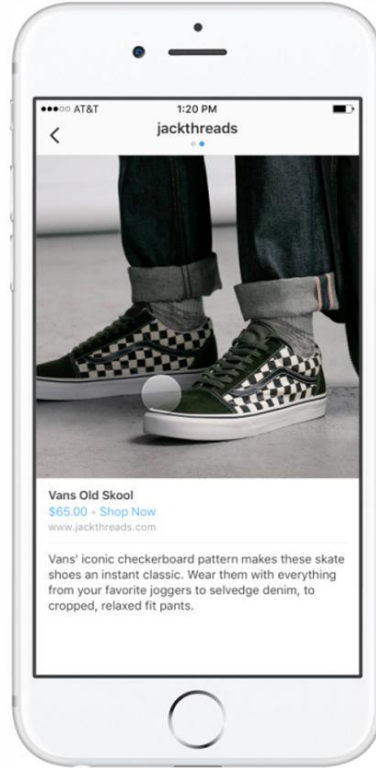
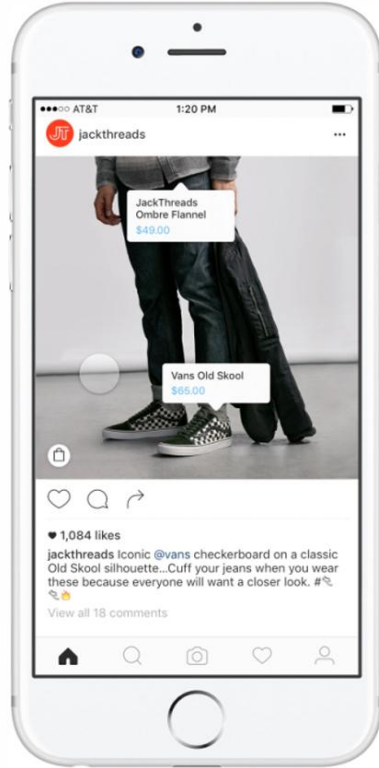
sproutsocial



**Tip #7: can I connect
ecommerce?**



ecommerce: connect your store



ecommerce: don't have shopify?

soldsie

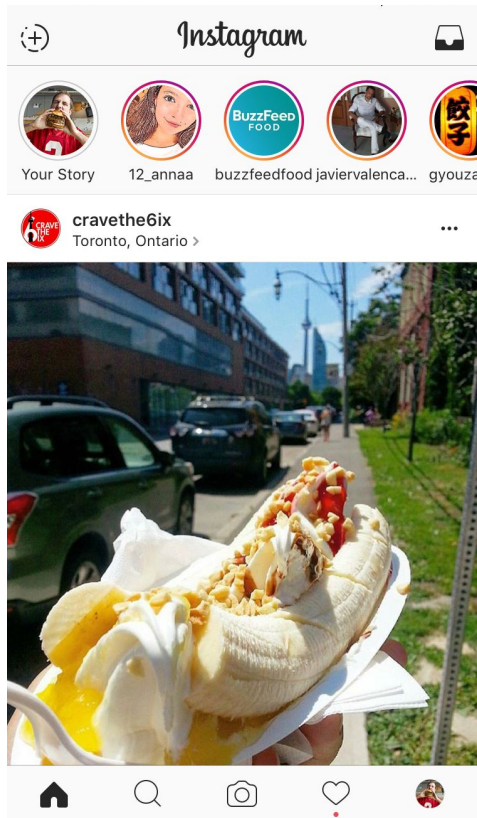
Try Have2Have.it



**Tip #8: How do I best use
Instagram story?**



Instagram Story: early thoughts & best practices



- Best way to get in front of your audience
- Depending on your audience, might replace Snapchat
- Post real-time photos/video (10 sec) or anything taken in the past 24 hours
- More than 24 hours? Take a screenshot
- You can now go live + a friend!
- Add links (business profiles)

Instagram Story: early thoughts & best practices

1

Update your story throughout the day in order to stay in the top left

2

Make graphics that fit the dimension, it doesn't have to be a picture

3

Utilize stories in a unique way vs. your normal feed

4

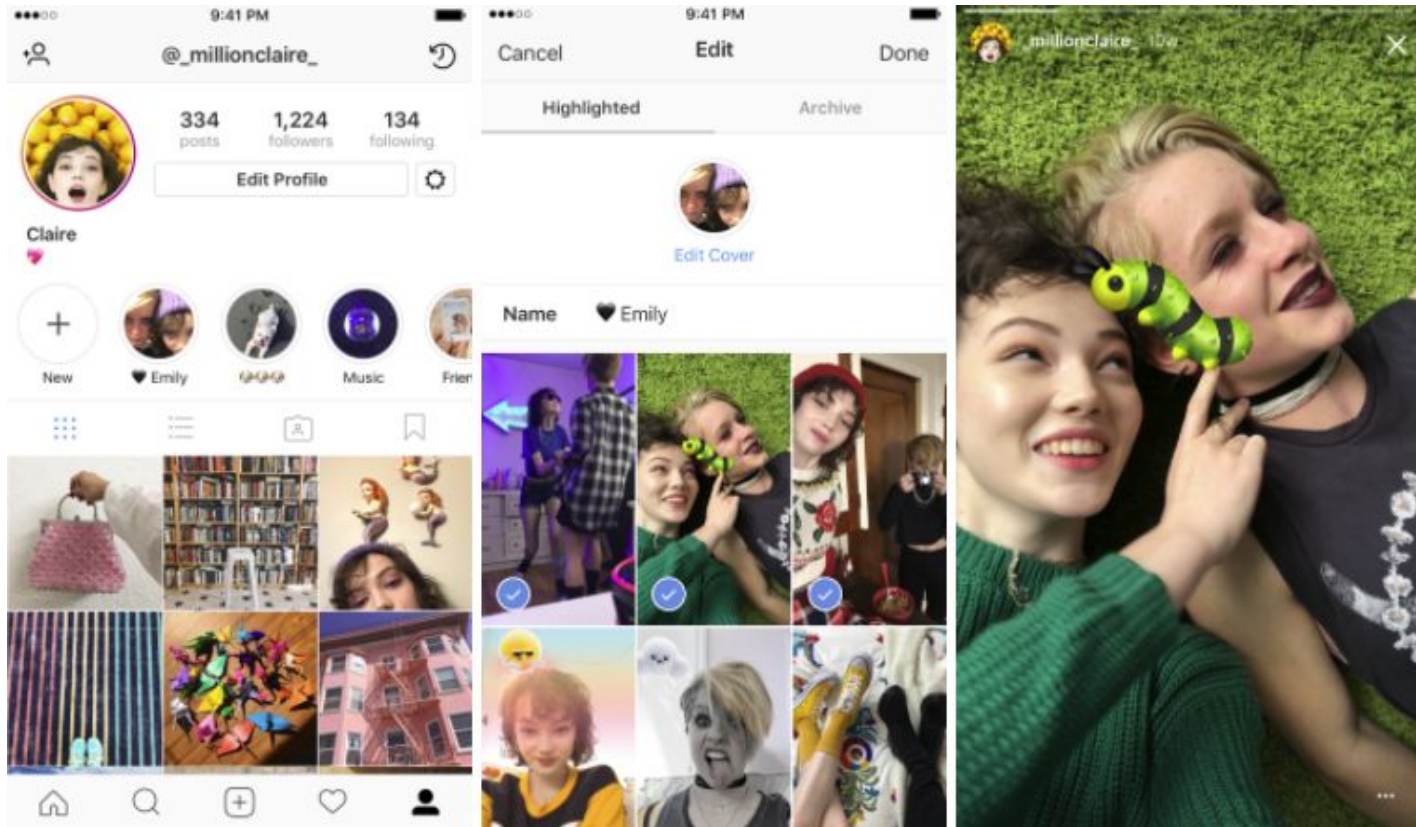
Easier way to engage your influencers and do a Instagram takeover


5

Build suspense, promote link, articles and even other social handles



Instagram Story: early thoughts & best practices





**Tip #9: any other tools I
should know about?**

SOCIAL MEDIA **STARTER KIT** FOR SMALL BUSINESS

Social Media Management	Hootsuite , TweetDeck , Buffer , SproutSocial , MeetEdgar	All-in-one management of social media networks -- Organization, listing, monitoring
Website Analytics	Google Analytics SimilarWeb	Best to track visitors and conversion; Get traffic on sites other than your own (and apps too)
URL Sharing & Building	Bitly , Google URL Builder	URL shortener and engagement tracking
Email Marketing	MailChimp	email and list building, prospects and customer communications. FREE(!) up to 2,000 subscribers
Content Marketing	portent.com , Answer The Public , HubSpot , BuzzSumo	generate new ideas and exciting headlines
Page Conversions	SumoMe , Sniply	fantastic all-around tool
Landing Pages	Unbounce , LeadPages.net	get a landing page up in minutes
SEO	MOZ , SEMrush , Yoast	determine top keywords and page optimization

Tools: other apps



vSCO



repost



picstitch



afterlight



swipeable



instaquote



whentopost

- Have consistency to start creating your brand
- Optimize every post!
- Use stories!
- Leverage new features to tie back to business





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Any questions?

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@ohiostfootball



@adam_bianco



@sportsfoodie



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