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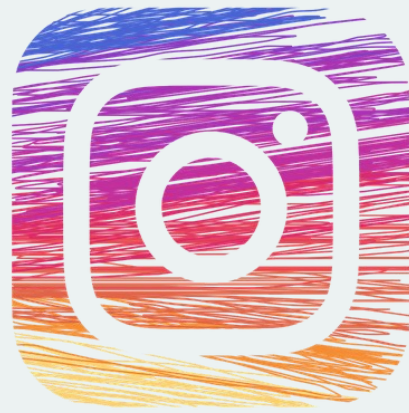
N G E

Stage 4

Instagram Marketing
(Part 1)

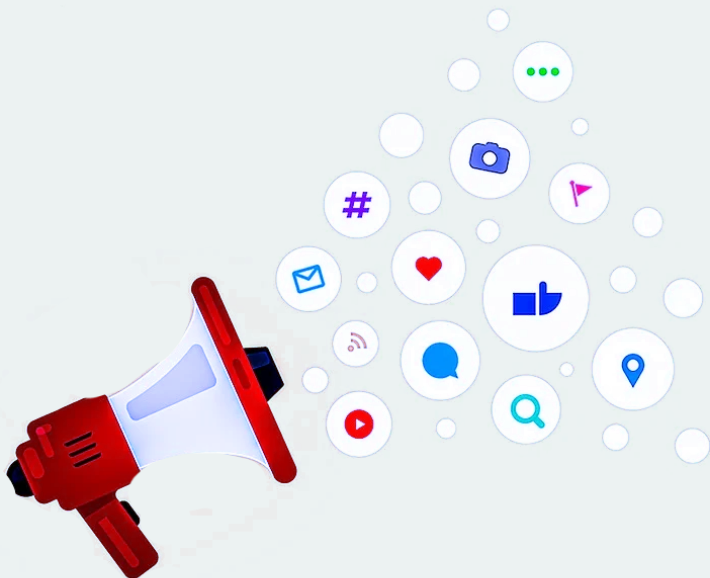
Social Media for Businesses

A social media page is a must for nearly all businesses, especially with more and more traditional companies moving online. It provides a funnel to attract new clients and customers and expose your business to a broader audience. Instagram is one of the best platforms and is an excellent platform for those active in Affiliate Marketing and Ecommerce spaces. Instagram is the go-to platform, and a lot of money is being made on the platform. It provides great opportunities for both free and paid marketing. It also allows you to express yourself, show off your business and connect with a wide range of demographics. You can use several techniques and strategies to boost your success and make sales using the platform.



Affiliate Marketing

Instagram is the No.1 platform for those active in Affiliate Marketing. You can use and monetise tools such as IGTV, Reels and Live Videos. IGTV allows you to post 60-minute videos, giving you the time to express what you want fully. It will enable you to post informative and educational content. The long-form video also keeps them on the trusted Instagram platform. Videos of this length are typically seen on YouTube, but the conversion rates are low when trying to pull people off the Instagram platform. This is where IGTV gives an advantage, allowing long-format videos on a familiar and trusted platform. Reels are similar to IGTV videos but allow videos up to 60 seconds in length. You can also use this to build your presence and entice people to follow you. They are also more discoverable than IGTV videos but are time-limited. Live videos are great for those looking to engage with their audience, as it's real-time. It allows you to connect with a broad audience and interact with those interested in your service.



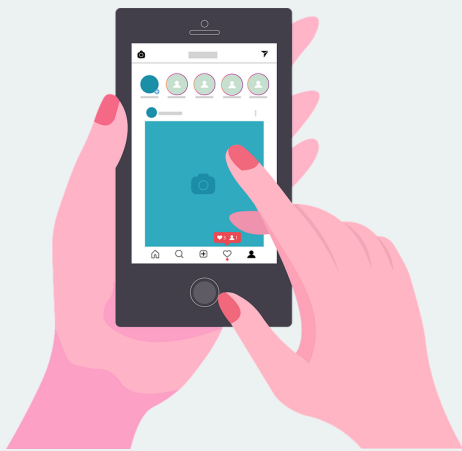
Ecommerce

If you are using the platform for free advertising for an Ecommerce business, there are several tactics you can use to attract new sales and build interest. They are very much reliant on your content. When running a page like this, it is recommended that you put 80% of your energy into creating standout content. You can then run promotions, flash sales, giveaways and other deals to entice your audience to buy. It offers a massive boost in engagement and leads to increase traffic.



Engagement Groups

Credibility is key to success on Instagram. New people will look at your follower count, verification status, content quality and interaction to assess your credibility. You can use Telegram to find engagement groups. These groups put you in contact with verified Instagram users with millions of followers. They offer services that give you real followers, like-for-like posts, comments, likes, and shoutouts. This will help you boost your follower count and engagement numbers. You can find a guide on leveraging Telegram in the Member's Lounge section of the Change system.



Swipe Ups and Integrated Shops

The Swipe Up feature on Instagram is a great tool for those looking to redirect traffic from Instagram to external sites and pages. It allows you to include a direct link in your stories to a website of your choosing. It removes the need for links for promotions and new services in your bio. This service is only available for pages with over 10k followers, and you are a business account. Inner Circle and VIP members have access to Stage 8 of the training modules, including tutorials on Celeb Campaigns and Network access, which can help grow your account over 10k, allowing you to access this feature. If you're active in ecommerce, you can integrate a shop directly into Instagram, enabling you to market and sell in one place. The benefit of using this service is the ability to sell products to your audience without having to direct them to an external site. The process of setting it up is covered in Change's training system.



Visuals and Captions

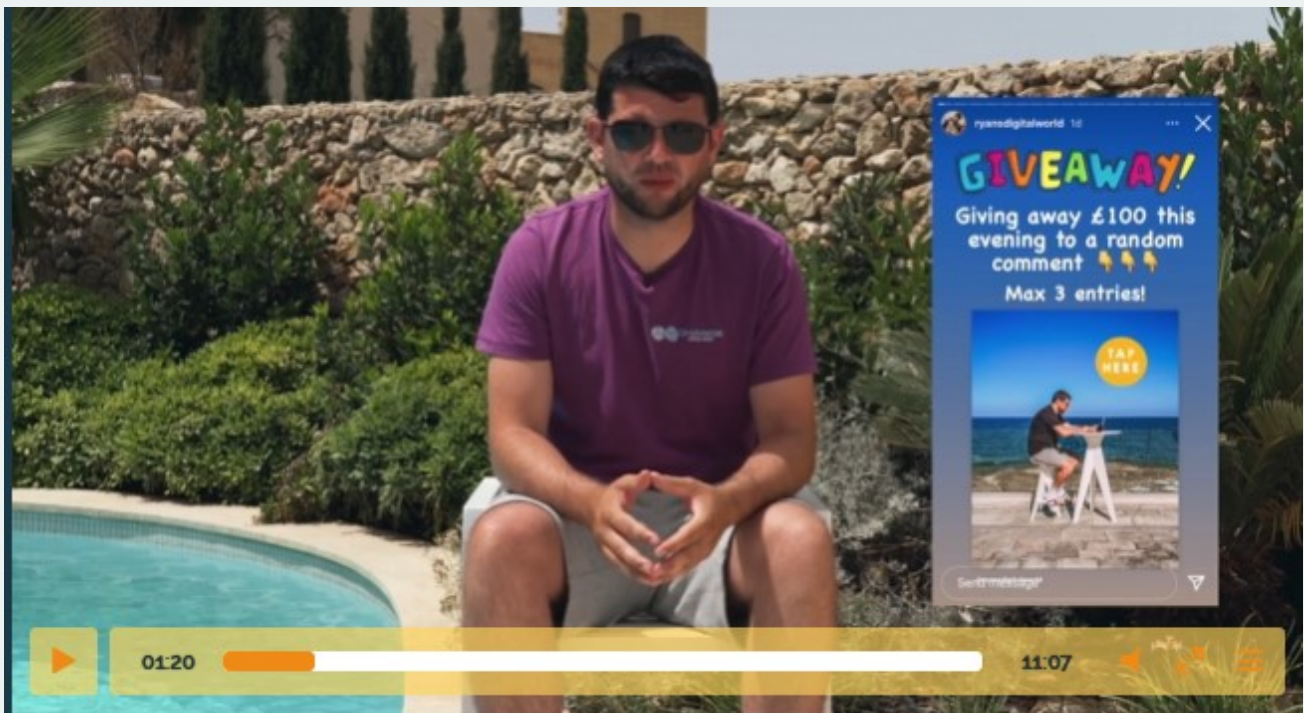
Attracting attention is essential. It helps you reach a wider audience and ultimately grow your business. You must post standout, visually appealing content and use captions that provide value whilst inspiring and educating your audience. Be creative and try to think outside the box to publish content or marketing material that catches people's attention and builds hype around your product or service. Before starting, identify your target audience. You can then tailor your content towards that demographic rather than trying to appeal to everyone. You can also use professional photography and videography services or equipment to push your content to the next level.



Instagram Marketing (Part 1)

Instagram is a social media platform with plenty of great opportunities to earn income. It doesn't matter what business you're in or the service you offer. Over 1.3 billion people are on the platform. This E-Book highlights where the opportunities are for you to monetise its offerings.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

