



C H A

N G E

Stage 2

Build A Business On
Instagram (Part 1)

Content is King

You've probably heard this term before. It is popular because it is true. The most successful Instagram accounts deliver great content and enjoy some great success. When developing your account, we recommend putting 80% of your energy on content and spending the rest on engagement groups, follows and captions. Before starting, identify your target audience. You can then tailor your content towards that demographic rather than trying to appeal to everyone. This applies to affiliate marketing, drop shipping and traditional businesses. Do your market research when building a profile. It will help you identify a market you wish to tap into or possible competitors.



Tap into the Network

You can build an extensive network of contacts on Instagram. It is becoming more efficient than some traditional forms of business networking. Direct messages are replacing emails and texts. Furthermore, using voice notes give a more personal touch than text-based communication. You can couple it with apps like facetime which allows direct conversations more easier than scheduling traditional calls or meetings. Many different businesses on Instagram will enable you to view their products and services and get in touch without leaving the app. You can tap into this network to collaborate and open up new business opportunities.

Consistency is Queen

Whilst you may be aware of the importance of content, you may not have heard of the importance of consistency. Whilst developing and using your Instagram account, we recommend you keep a regular content schedule to release. Post stories multiple times a day and issue content to keep people engaged with your account. This helps you stay at the forefront of your follows feed. We also recommend sticking to a content theme rather than targeting many different demographics. Build a plan ahead of time and identify whom you want to target. Stick to it as you build the account and stay on track. This will also help you grow the account over time and establish an excellent account page with tons of content.



Building Engagement

Getting Instagram engagement is more critical than ever. Engagement is one of the metrics Instagram uses to determine where your content shows up in your followers' feeds. There are several ways to boost engagement on Instagram. Giveaways for products or services and events help build engagement and help build followers. Polls and quizzes can also increase your social media presence if used regularly and adequately. Also, use hashtags and stickers whilst tagging other accounts to pull in more interest. Furthermore, most customers will also use Instagram as a customer support channel. If you're selling a service or product, try responding to as many questions or queries as possible to help build that personal connection.

Better Branding

One of the key benefits of Instagram is using it to build brand awareness. This applies to all forms of shipping, affiliate marketing, and traditional stores and services. Even if your product is not the main focus of your content, try and include some branding in your posts. It helps build recognition and trust in what you have to offer. In some cases, you can take this further and use branded hashtags. It is a great way to build instant engagement. A branded hashtag is when people use your hashtag with your product or service. If you see someone using the hashtag, then feature like and share. You can also use customer taken photos as a promotion. It's a form of brand awareness which goes hand in hand with building engagement.

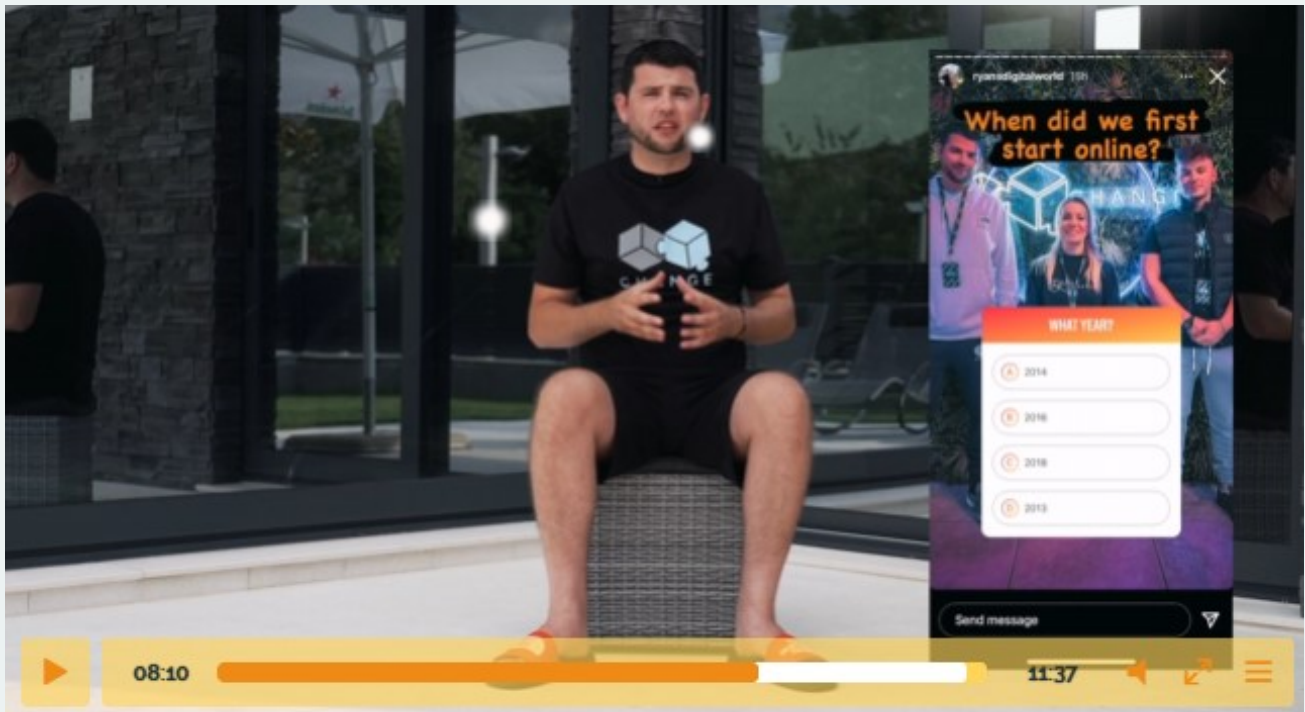


Look at our founder's Instagram accounts if you want some inspiration. You can get a better idea of how they have built up a following and use the content they post as examples. Click on the images below to go to their respective Instagram accounts.



Build A Business On Instagram (Part 2)

This E-Book provides further information on how you can leverage Instagram for any online business and services. It accompanies a video from our founder Ryan has built a successful portfolio of online businesses and utilises Instagram every day to maximise its potential. Click on the image below to watch the video.



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.

