

INSTAGRAM Marketing Strategies

2017
Edition

PROFILE

1. Use company name for SEO
2. Include URL in bio
3. Concisely describe business
4. Use keywords in bio
5. Show personality
6. Use a headshot for photo
7. Avoid using logo
8. Keep bio updated

PHOTOS

9. Take & edit photos using app
10. App crops imported photos
11. All images 612 x 612
12. Use appealing filters
13. Put a face to your company
14. Share WIP & product images
15. Share motivational images
16. Feature happy customers

HASHTAGS

17. Create & use a brand #hashtag
18. identify & use trending #hashtags
19. Define & use #hashtags for events
20. You can tag only your own posts
21. No more than 30 hashtags per post
22. #Hashtags must be alphanumeric
23. Be specific & relevant
24. Help others find your content

STORIES

57. 10-second images & video
58. Stories disappear after 24 hours
59. Can comment on, but not Like Stories
60. Stories appear at top of newsfeed
61. Stories are more like conversations
62. Use for announcements, teasers
63. Short-term sales & giveaways
64. Tutorials, before & afters



MENTIONS

25. @Username mentions (tags) others
26. @Mentions link to user profiles
27. Users are notified of @mentions
28. Easy way to engage with audience
29. Great way to show appreciation
30. @Mention your staff who use IG
31. @Mention your customers
32. Use @mentions in captions & comments

MANAGE

49. Like & comment from desktop
50. Use app for full functionality
51. Explore to perform searches
52. Camera to add new content
53. Activity to see engagement
54. Profile to manage settings
55. Hootsuite to follow hashtags
56. Statigram to analyze campaign

VIDEO

41. Live or recorded video
42. Time limit is 3-60 seconds
43. Use app to record video
44. Direct for private live video
45. Live videos vanish in 24 hr
46. Live video = IG Stories
47. Offer behind-the-scenes look
48. Ask followers to take action

INTEGRATE

33. Add follow button to other profiles
34. Feed to blog, FB & twitter
35. Add IG name to marketing material
36. Engage on the go w/ IG app
37. Use IG to link to other content
38. Connect account to other networks
39. Repurpose IG images
40. Include buttons in email marketing