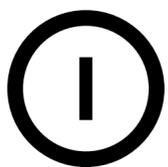


How To Make Instagram Work For You



Instagram, for a small business? YES! If you're not using Instagram for small business yet, you're missing out on a potential gold mine of opportunities.



Never use stock photos. I know. Stock photos are easy! They're readily available, and super affordable. But you do run the risk of having an Instagram account that's incredibly generic and doesn't resonate with anyone.



Shorten any URLs you use in your bio using something like Bitly. It'll take up less characters and make it easier to track your traffic from Instagram.



Try Stories. They let you string together multiple pictures and videos into a "story" that disappears after 24 hours. Stories offer a lot of potential and the companies that adopt it first tend to reap the biggest benefits.



Attention. Pay attention to which posts get the most engagement and which hashtags perform the best. Use Instagram reporting tools to help you see all of this information from a single dashboard and track it over time.



Get inspired. Where do you pull your inspiration from? If you're only following your industry you won't find fresh ideas. Research and find inspirational accounts to follow.



Run a Like-based contest. Some of the highest engaging content on is centered around giveaways. People love to enter contests and the easier they are to enter, the more engagement you'll receive.



A Listers. Influencer marketing is one of the best ways to quickly build up your following, particularly when you're starting from scratch. Through influencer marketing, you can connect with people with an established following and get exposed to their audience.



Make your captions as good as your photos. Excellent media is the key to creating a captive audience. But don't neglect your words, with the right tone and voice, your captions can be just as captivating as your photos.

