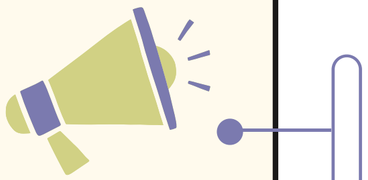
Market

Trends

INSTAGRAM MARKETING

Guidelines for a successful presence on Instagram



Ads

Feedback

BASIC ACCOUNT SETTINGS

USERNAME

- recognizable, unique & fit the brand
- the same as the usernames of other social profiles

LINK

A suitable unique
Link that can be changed depending on the campaign and its landing page
season

BUSINESS NAME

There should be the
brand name in the account profile
name

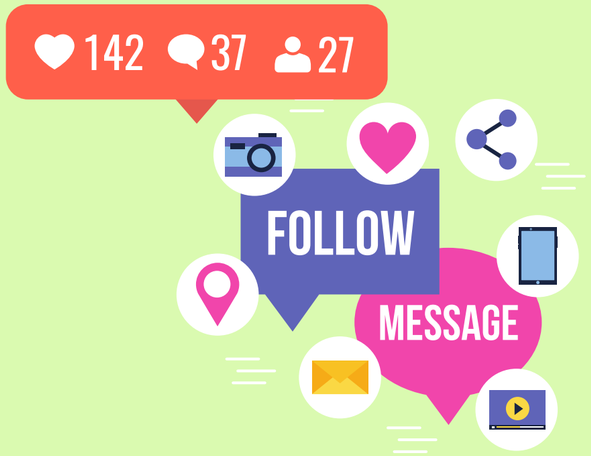
NOTIFICATIONS

We turn on notifications to be informed about what's new in our account

LOGO

Square logo without small letters to be seen clearly in a circular image
110 × 110 pixels

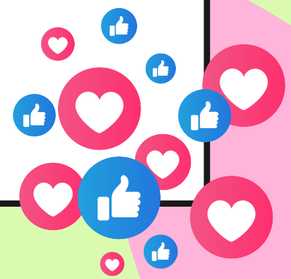
BASIC ACCOUNT SETTINGS



BIO

Detailed and identifiable description in 150 characters. It is advisable to contain:

- Who we are and what we do
- Brand information
- Brand hashtags
- A call to action

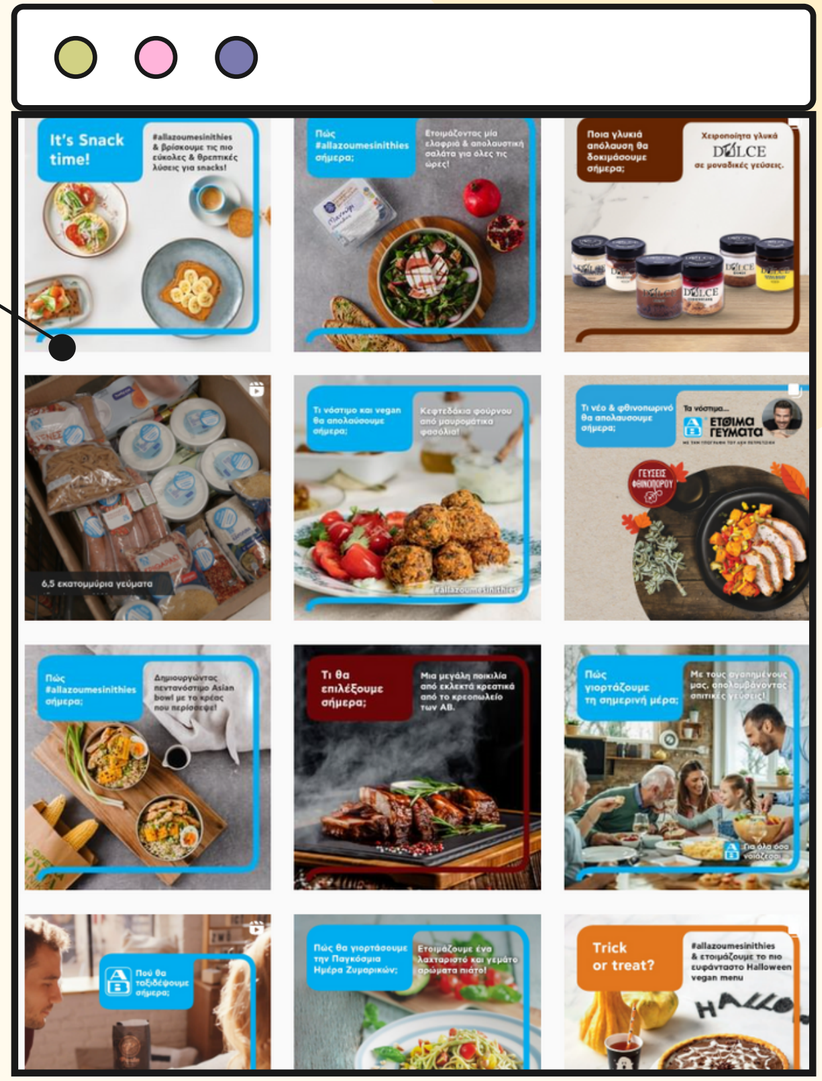


HOW TO POST SUCCESFULLY

1. Coherence
Keep a unique style with a color palette

2. Images
Keep a uniform quality & style in the images you published

3. Themes
Schedule your posts in a calendar with products, workplaces,
photos of the business.



BEST TIME & DAY TO POST

VARIOUS IDEAS FOR YOUR POSTS

1. Blog post
2. Tips
3. Products/services
4. A useful service that your property offers
5. Events
6. Contests
7. Customers' reviews
8. Answers to FAQ
9. Questions/ Polls
10. Backstage material / Behind the scenes
11. Current offers
12. Useful statistics
13. Property news
14. Property renovations
15. Guides
16. Team presentation
17. Reposting successful stories/ reviews/ articles for your property
18. Offer something special to your followers (giveaways)
19. An insight from your premises

CONTENT TIPS

We create content for each persona

We present images of everyday life with employees and the the culture of the company

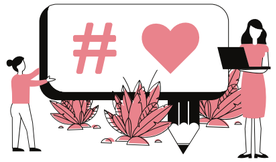
Presentation of new products or services

NEW POST

Contest with motivated publishing (e.g. photo contest)

Free useful content (e.g. travel/ packing checklists)

HASHTAGS



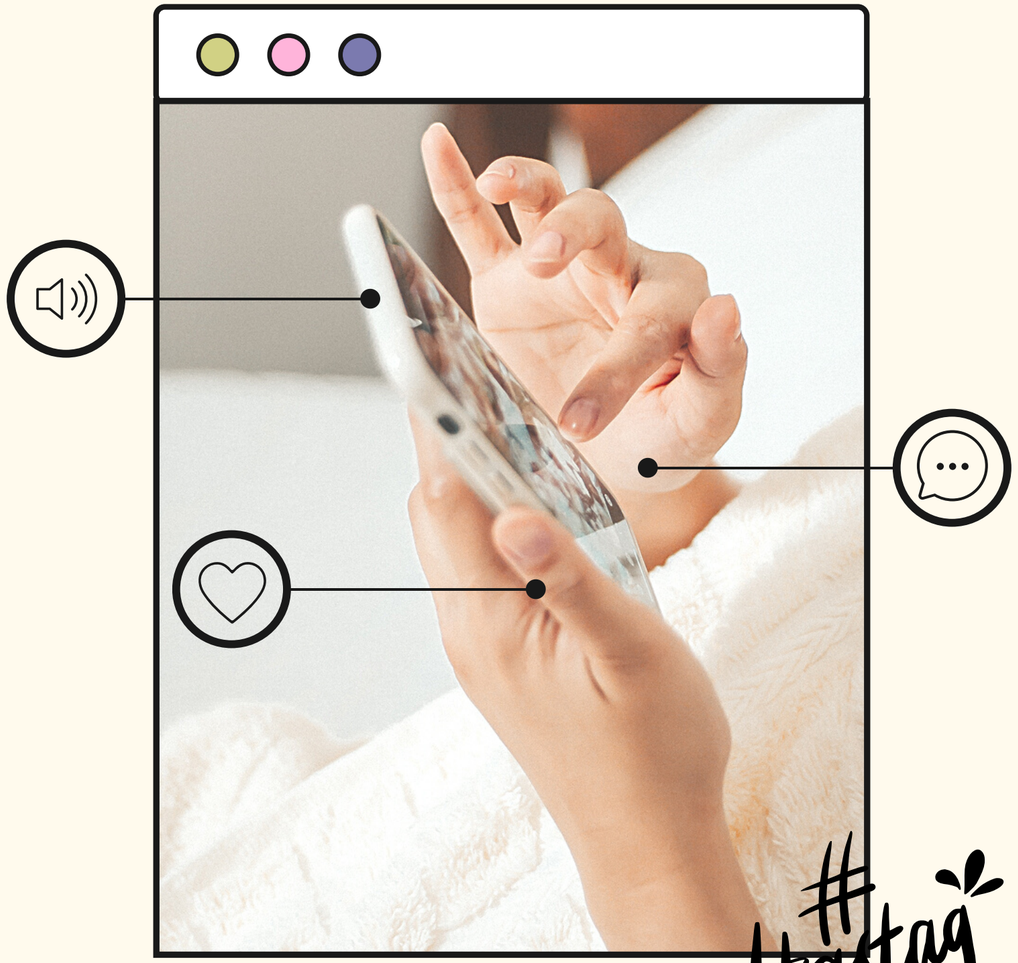
Hashtags always increase **engagement rate & reach.**

We use:

1. Brand hashtags (#mybrand)

2. Campaign hashtags (#summersales)

3. Popular hashtags (from tools statistics tools)



TOP HASHTAGS:
HTTP://TOP HASHTAGS.COM/INSTAGRAM/

CONTENT FOR LEADS

- New products
- Discount codes
- Purchase reminder
- Presentation of important product details
- services
- Significant benefits
- Offer expiry dates

UGC:
USER GENERATED CONTENT

1. Ask for your hashtag to be published with an incentive.

2. Use influencers

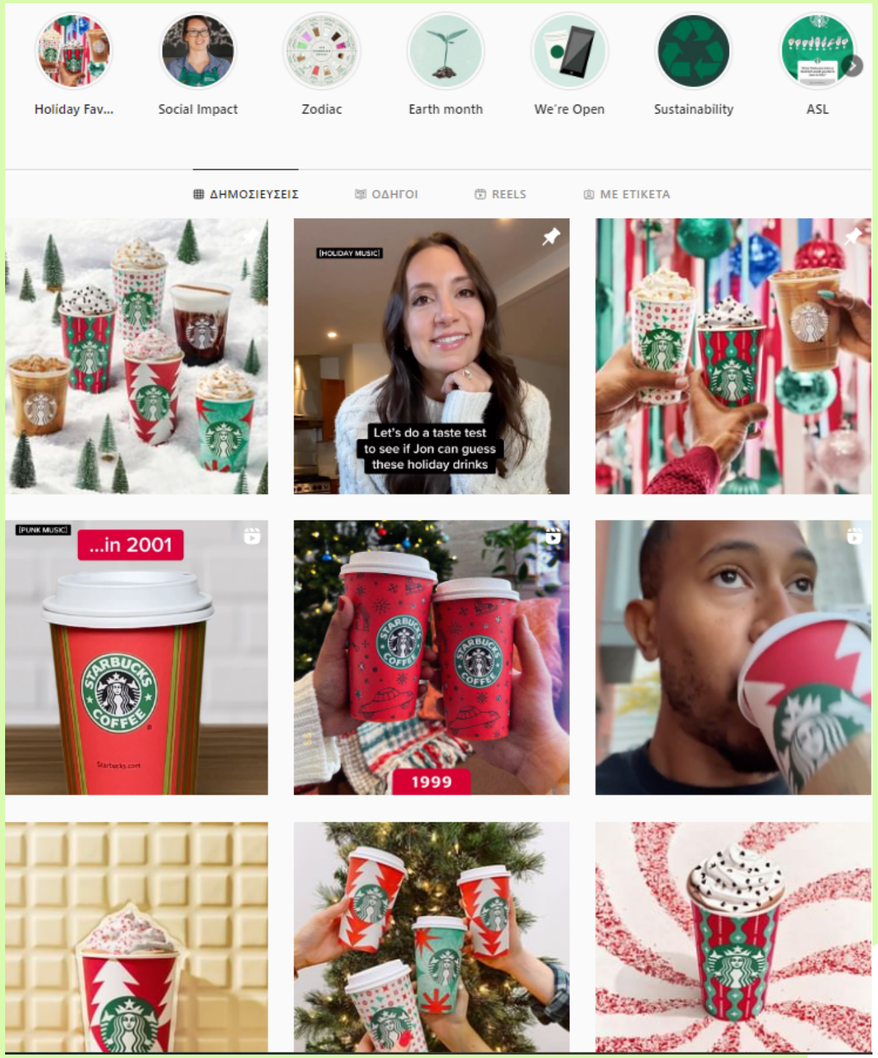
3. Repost popular content

UGC:
USER GENERATED CONTENT (AN EXAMPLE)

The famous #RedCupContest Starbucks is a perfect example of how to push customers to promote your brand.

Every December, Starbucks launches #RedCupContest, asking people to followers to upload photos of their coffees for the for a chance to win a gift card.

To date, this campaign has collected more than 30,000 photos



INSTAGRAM STORIES

1. Tell a story
Post short stories like part of a story.

2. Be real.
A real story is always more real.
more effective than a promotional

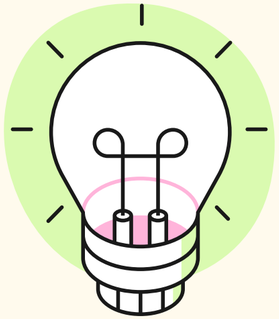
3. Add value.
Publish content useful for readers

4. Make it different.
Use unique content from the rest social profiles.

5. Use insights.
Business insights to see the stories that have effectiveness and success.

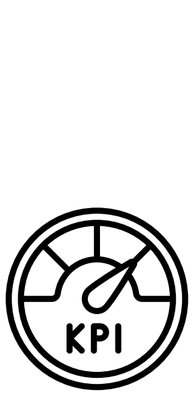
INSTAGRAM STORIES FEATURES

- Video styling
- Normal, Boomerang, Superzoom, Rewind
- Filters
- Drawing
- Text
- Location stickers
- Hashtag stickers
- GIFs
- Polls
- A/B poll
- Slider poll
- Questions
- Reposting
- Highlights



KPIs

- Total followers/ unfollows
- Likes
- Comments
- Story views and engagements
- Total likes, comments, shared images, new followers
- Total links clicked from your content
- Engagement rate: sum of comments in the total number of your followers
- Visitors to your site from Instagram posts
- Data from contests
- Follower growth rate
- Reach



TARGETING OPTIONS

- Location - Countries, regions, cities
- Demographics - Age, gender, language
- Interests - Targeting by interests
- Behaviors - Based on Instagram and Facebook
- Custom Audiences - Audiences-based list
- Lookalike Audiences- Similar audiences
- Automated targeting

CONTESTS

1. Set **measurable goals** (e.g., increase followers)

2. Create a **dedicated account hashtag**

3. Use a **special hashtag winner selection** application

4. Post **credible** and **reliable, clear terms** of the competition

5. Start the competition together with a **promotion**

REFERENCE LIST

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