



Instagram

Instagram is a great tool for website design purposes, and the site by itself promotes creativity in the design field.

All social media is good for directing traffic to your site, but Instagram in particular is suited for marketing physical products. By uploading sleek, interesting, and welcoming photos that don't appear too "salesy", you can make people interested in what you're selling. These can be pictures of the products arranged in an interesting way, or of people using them in a real-life setting, so that your Instagram is more homey, and people will be more likely to buy what you sell than if you shoved them in their faces.

You can link to your website in your bio, the only place where a single link is allowed, but you can also put text links in images you upload, as well as advertise promotions, sales, or contests.

Using hashtags on your posts means that people who are searching that particular tag will be able to see and maybe further investigate your pictures in the pool of all the ones with that tag. Therefore, the more tags the better.

In a nutshell, Instagram lets you bring in more people to your site and connect with those already a viewer, using nice photos you put up made better by Instagram's handy filters and effects. A creative and interesting picture will get people's attention more than text will, and so although all social media is important, we think Instagram is one of the most effective.



EVEN THE POPE'S ON INSTAGRAM!

Pope Francis joins Instagram as 'Franciscus'

What To Post

The key thing to Instagram success is to be active and spontaneous.

You can post photos and videos of:

- Your new products
- Your new products in action
- Teasers or sneak peeks into your brand new products and services before the official launch
- Behind the scene photos and videos
- Photos of your employees as well as your customers
- Events you organised or attended
- Day to day life at your offices
- Photos and videos from company trips
- Special offers on your products or services
- Run regular competitions

Key Benefits of Instagram for Business

Increased Engagement

Depending on the quality of the post, branded updates on Facebook and Twitter are sometimes overlooked by the user. However this isn't true for Instagram users; having an active Instagram account with useful and interesting content can earn you crazy levels of engagement with your audience. Latest study by Forrester found that Instagram content generates 58 times more engagement per follower than Facebook and 120 times more than Twitter.

Building Trust And Personality

With branded content being more popular for generating engagement, one of the key benefits of Instagram is that it can help you build trust. People buy from people and Instagram will help you to create that emotional connection with your audience. The great thing here is that it allows you to share the day-to-day experiences of your business in an informal and casual way - therefore giving a personal feel to your business. Behind the scene photos and employee images tend to rank well on Instagram, especially if you're a specific service provider. Such photos can make your company more attractive and trustworthy which in turn can have a positive effect on your bottom line.

Increase In Traffic

Although you can't add clickable links to every Instagram update you publish, Instagram can be a powerful source of traffic. Plus with the higher levels of engagement than on Facebook and Twitter, creating and maintaining a strong profile could be hugely beneficial for your site's visibility.

Gaining A Competitive Advantage

There is still far less competition on Instagram than on Facebook or Twitter. An American Express survey showed that only 2% of small businesses are currently embracing Instagram, giving them an advantage over their competitors. Plus the businesses that incorporate Instagram into their marketing strategy will more likely reach their target audience far easier than with Facebook or Twitter where the competition is much bigger.

Free Advertising!

The great thing about Instagram is free advertising. You can showcase your products and services in action which generates huge exposure. It gives you a chance to show off more of what you have to offer.