



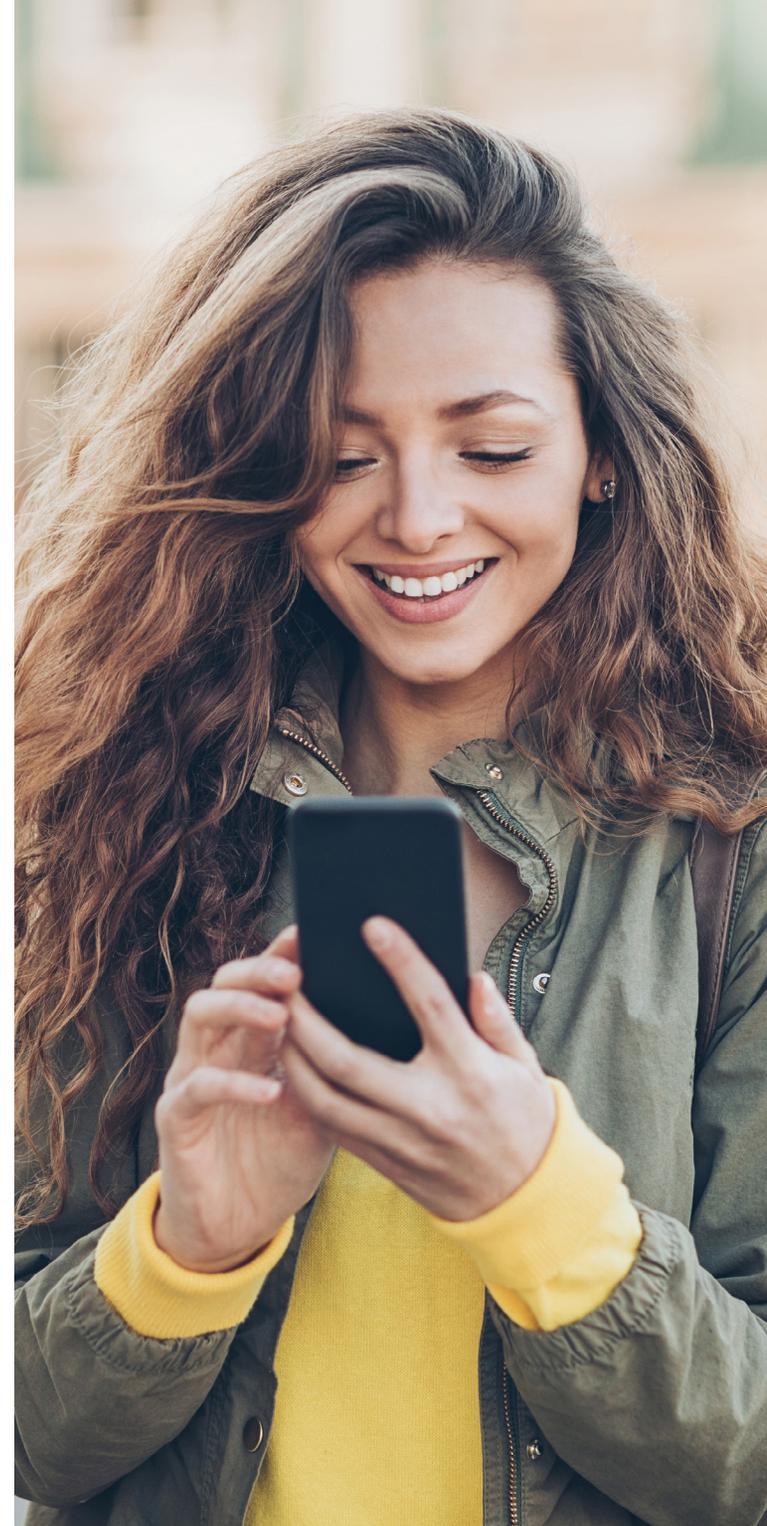
A Step-by-Step Guide on How to Use Instagram to Grow Your Business

Ready or not, Instagram is rapidly growing—both in the number of users on the platform and how long they spend in the social media app. In June 2018, US users on Android devices spent 53 minutes, or roughly 4% of their day, on Instagram daily.

All of that screen time in Instagram means there is ample opportunity for your business to reach future and current customers. According to [Instagram](#), over 200 million users visit at least one business profile each day, and one-third of Instagram Stories viewed come from businesses.

Not on Instagram? Need a refresher on how to use the platform? Don't worry—we have five tips on how you can get your business account started, post the best content, reach new customers and measure success.

"Over 200 million users visit at least one business profile each day"



Why you should use a business account and how to set one up

Instagram offers two types of accounts: the traditional individual account and a business account. The main difference between the two is that, with a business account, you get real-time analytics about how your posts and stories are performing, insights into your followers and the ability to add business contact information.

Setting up and managing a business account on Instagram is easy—all you need is the Instagram app installed on your phone. Follow the steps below to set up your new business account (or switch to a business account).

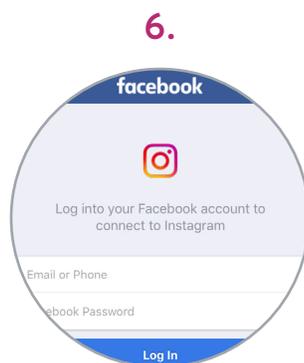
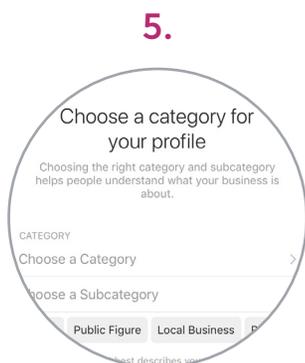
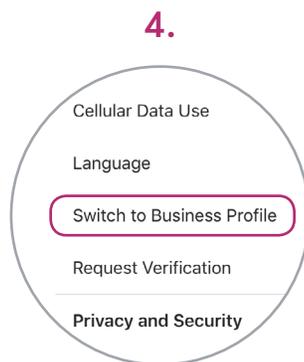
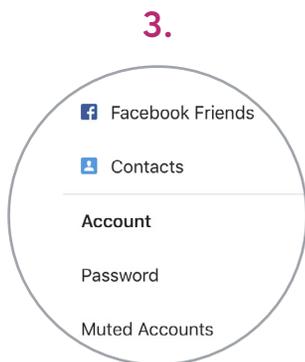
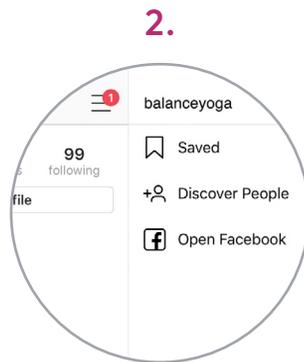
If you already have an Instagram account for your business

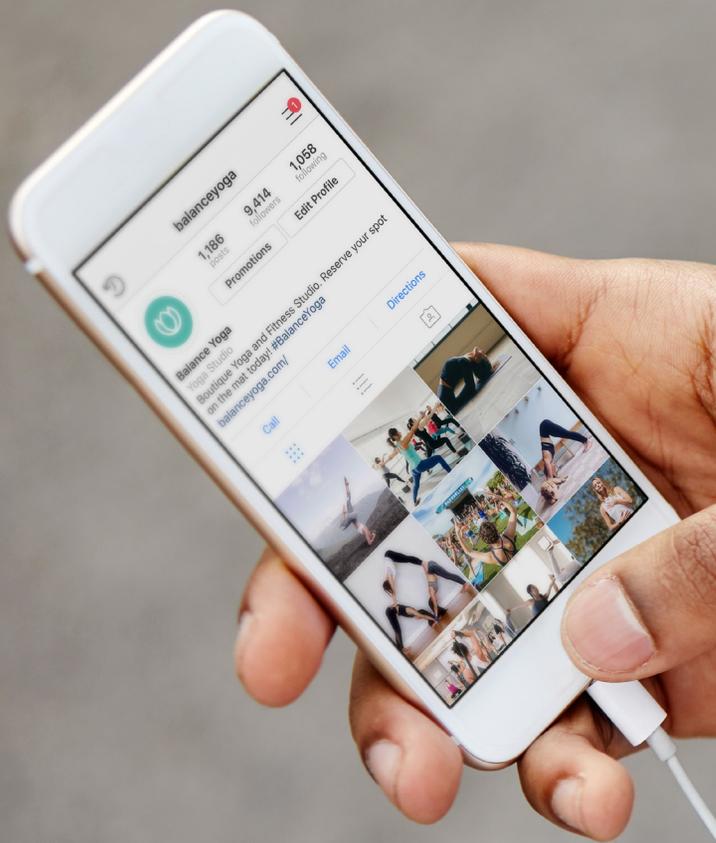
When Instagram rolled out business accounts, they made it easy to switch an individual account to a business one. To make the switch, simply:

1. Log into your account
2. Go to your profile, click the top-right navigation button, and click Settings
3. Scroll to the Account section of the options list
4. Click Switch to a Business Profile
5. Follow the onscreen prompts
6. Connect your Facebook account to Instagram

(This will link your accounts together and grant you access to business tools.)

Note: You must be an admin of your Facebook page to connect the two accounts.)





If you already have Instagram, but need to set up a new account

1. Log into your account
2. Go to your profile, click the top-right navigation button, and click Settings
3. Scroll to the Account section of the options list
4. Click Sign up for a Business Profile
5. Follow the onscreen prompts to set up an account
6. After the account is created, follow the steps in the section above

If you don't have an Instagram account

1. Download the Instagram app
2. Click the Sign Up button at the bottom of the screen
3. Sign up with Facebook, a phone number, or email

Note: To set up a business account, you'll need to connect Instagram with your business page, so it may be easier to connect your accounts now.

4. Once your account is created, follow the steps in the first section to make your account a business account

Considering your post strategy

Now that you have a business account, it's time to get posting. Instagram is designed to be a visual platform, so make sure your photos and videos take center stage. Here are some things to consider as you design your content:

Make sure your content works together, as well as stands out in a feed

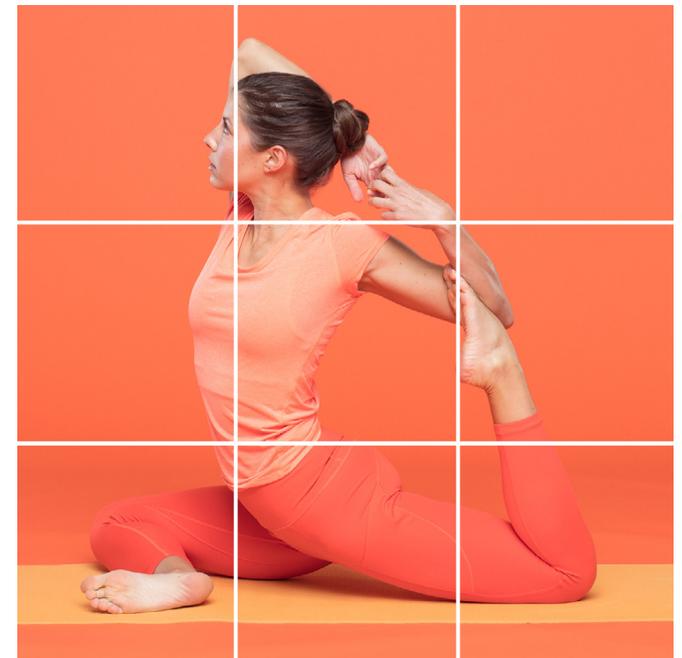
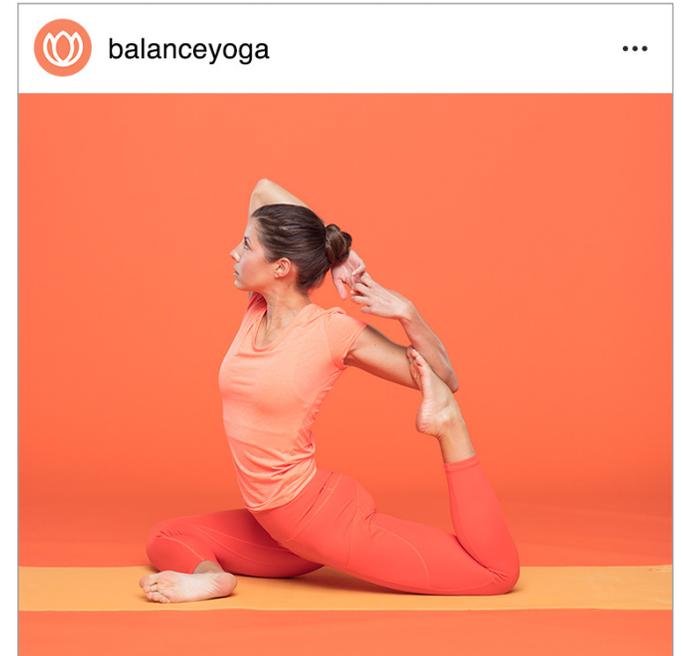
Your Instagram will show in two different places: in your followers' feeds and as a grid on your Instagram profile. Your posts should make sense in each, meaning they should be strong enough to stand alone in a feed full of food, babies, puppies and vacations, but harmonious enough to blend together on your profile.

Think in threes

Because each grid row contains three posts, you can get creative and opt to tell a complete story over three different photos. This will create a beautiful, unique experience on your profile. Keep in mind that your next post will push them apart, so make sure the images still make sense on their own.

Use color to your advantage

Studies show that Instagrammers are more likely to tap like on a photo that is **blue**, rather than red, and **have one dominant color**, rather than multiple. If you decide to make a dominant color on your account, make sure it matches your brand colors. It will help your followers identify your brand, even if your logo is nowhere in sight.





Use stories to showcase daily life in your business

While most people focus on using Instagram for the photo feed, businesses can really take advantage of Instagram Stories. You can tag other Instagram accounts in your Stories, so it's a great way to recognize your staff or customers.

Highlight the stories that showcase who you are

In 2017, Instagram unveiled Instagram Stories Highlights—giving you the ability to highlight select Stories at the top of your Instagram account. Many businesses highlight the stories they share about their staff, new classes or services, retail products or even FAQs.

Think big on Instagram Live

When livestreaming came to the fore in 2016, it seemed like everything was streamed live. Nowadays, though, it's best to save livestreaming for the big things, like a celebrity visit, a new PR, a client makeover or a fundraising event. Instagram lets you stream for up to one hour, so make sure you're streaming appropriately timed content.

Reaching new (and familiar) customers

With over 800 million users on the app, there's a good chance your customers are active on Instagram. But how do you capture your prospective customers' attention and drive engagement from your current customers? The answer: UGC, or user-generated content.

If your customers are on Instagram, they're probably posting about you or, even better, posting pictures from your business. As you build an Instagram content strategy, these photos are golden; they are honest depictions of your business. And, if you get permission to use them on your business account, you'll engage a current customer, show an honest review of your business to a prospective customer and minimize your marketing costs—all at the same time. It's a win-win-win.

Keep in mind that you should ask for permission for every photo you share—no amount of likes is worth hurting a customer relationship. Tools like [Later](#) help you request permission and manage user-generated content to minimize that risk.



Quick Tip

You can also generate UGC by sponsoring Instagram challenges or giving customers free or discounted gear with your logo. If they love your brand, they'll rep it in their daily life and photos, giving you more content to share on your account.



Setting up Instagram ads

Over two million businesses use Instagram ads to reach new customers, since they provide a great opportunity to expand your business's reach to new customers. Instagram ads can be photos or videos and show within a user's Instagram feed or recommended stories to appear as native content. Advertising this way means that your ads will be seen in a natural, organic-feeling way, increasing clicks.

When you run an Instagram ad, you can choose to point the user to your website or to download an app, which can drive people to [your branded app](#) if you have one.

Measuring success

Now that you've put all of this effort into your Instagram account, it's time to find out how well your account is performing. Because you set up an Instagram Business account, you'll have access to analytics. But which analytics do you use to determine the success of your posts—and how to improve moving forward?

Instagram will give you analytics on both the post and the account level. You can access account reports (or stats about your stories) from your profile. For individual post reports, click on each post you want to review.

While post performance is important, the key metrics for success will be found in your account-level reporting.

On the account level, you'll see the following reports:

Impressions: Impressions measure the number of times your photo was shown in Instagram feeds.

Reach: Reach measures the number of unique accounts that saw your content.

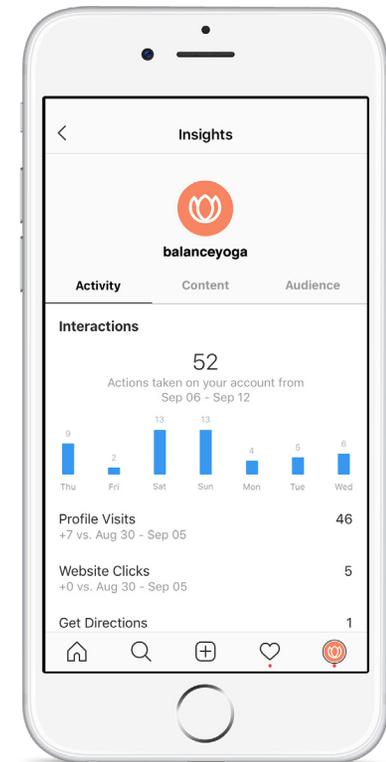
Website Clicks: Website Clicks measures the number of times users clicked to go to your website (or whatever link you put in your bio).

Profile Visits: Profile Visits measures the number of times people viewed your profile.

Followers: Followers measures the number of followers you've gained—and lost—in the last week, as well as when post interaction is at its peak.

Once you know all of your numbers, it's time to decide which metrics you'll focus on. We recommend focusing on the Followers, Reach and Website Clicks, as they'll give you an idea of how many people are seeing your content, how many of them are going to your website, and when you should post.

With these five tips, you're ready to go out and take on the world—one photo at a time.





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