

Eternal Spiral Books

Tips and Tricks

INSTAGRAM

BENEFITS FOR YOUR BUSINESS



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Benefits of Using Instagram for your Business

As visual content gets more sought-after on Social Media, so does the need for brands to create as well as leverage. This move to visual social media makes businesses, whether big or small to start communicating visually with their customers, followers and fans.

One most popular platform that enables business owners to leverage the power that this shift has to offer is Instagram.

With more than 150 million users, Instagram has become one of the best as well as most-used photo sharing platform, that enables you share short videos and photos with your followers. Over 55 million photos get shared on Instagram daily (source: Mind Jumpers) and this is one more great reason why you need to utilize this platform for your business.

Other benefits that Instagram has to offer your business are discussed below.

Higher User Engagement

It's a known fact that Instagram has ten times more user engagement as compared to Twitter and Facebook. Why is that so? It's all in the images that the user is speedily scrolling, it's fast paced! QUICKER! And it's purely driven by the mobile users "on-the-go."

The images are the ones that do all the talking instead of reading posts. Interactions are the only texts involved thus making engagement faster and easier. Enjoy all the tasty comments and "likes" to your images. Be humble and courteous while replying to your users.

They definitely have some interest in your photos.

Don't forget that you can also simultaneously post your instagram content to your twitter, Facebook, Flickr, Tumblr, foursquare and Email accounts too!

Higher user engagement is among the best benefits that Instagram can bring to your business. Your users will most likely click on the link to your website.

Building Trust and Personality

With the popularity of using branded content to generate engagement, one of the main benefits of Instagram is the fact that it can enable you build trust. People make purchases from people and with Instagram you will be able to create an emotional connection with your followers.

The greater thing here is that Instagram gives you an opportunity to share your business' day-to-day experiences in a casual and informal way—thereby giving your business a personal feel.

Employee images as well as behind the scene photos tends to rank highly on Instagram, especially if you provide a specific service. Such photos make your company

more trustworthy and attractive which can have a positive impact on your bottom line.

Increased Traffic

Even though it is not possible to add clickable links to all the update you publish, Instagram can provide a powerful source of traffic. Additionally, the higher engagement levels will enable you create and maintain a strong profile that could hugely benefit your site's visibility.

Gaining a Competitive Advantage

Instagram still has far less competition than Twitter and Facebook. According to an American Express survey, only 2% of the small businesses are currently adopting the use of Instagram, and this gives them an edge over their

competitors. In addition, those businesses that include Instagram into their marketing strategies are more likely to reach their target audience faster and far easier than with Twitter or Facebook where there is bigger competition.

Reaching Target Market

If your target audience are people born between 1980 to early 1990s (the millennial) then Instagram is definitely the place to be. Over 37% of the people found in this age group are on Instagram (Source:JennsTrends).

Therefore, if you want to connect and reach the under 30 and those in their early 30s then you definitely need to create an Instagram account. However, Instagram is not only youth-focused, brands like General Electric and Ford are gaining a greater engagement level on their Instagram profiles.

Free Advertising

Yes, you got right; the impressive thing about Instagram is the free advertising. You can be able

to showcase your services and products in action and this generates huge exposure. It offers you an opportunity to showcase more of what you got to offer. simply

Enable you market your services and products in creative ways

Among the many advantages of Instagram is the way in which it displays photos. With its editing options and filters, you can be as more creative as you possibly can. Add your own style to your photos.

By doing so, you will increase the attention of followers to your photo who might even share it on various other social sites through liking it.

Update users on your latest Promotions and Offers

Instagram allows you to share photo updates concerning your business in a timely manner.

Simply share the latest events and activities that are taking place in your business, for instant huge sales (you can post photos of products that have great discounts), Instagram Contests, new collections, etc. Remember to use some popular hashtags such as #contest or #sale. This way, the users on Instagram will easily find your campaign.

Generate sales strategy. Do you have any product

Creating professional-looking images that will highlight your services and promote your

products has never been easier and more affordable. As a result, Instagram and other visual platforms are doing more than generating engagement, they are driving sales too.

According to an e-commerce platform Shopify report, the average price tag of a sale that is referred from Instagram comes to \$65 as compared to \$46 for Twitter and \$55 for Facebook.

You should however be careful to avoid filling your feed with product pics with a similar caption asking people to “shop online “or “buy now.” Instead, find creative ways of displaying your products and let the images speak for themselves.

Many businesses today are now taking advantage of Instagram in order to help promote their services and products as well as expand their online presence. Big brands like CNN, National Geographic, Pepsi, NBC News, NPR, Playboy, Starbucks, Grammys and even David Blaine are using Instagram.

The use of Instagram really depends on the kind of business you own but there are various ways you can use to incorporate it to your business marketing that you can show off through photographs? If yes then create an Instagram account.