

*5 Ways
To Use Instagram*
TO BUILD A PRETTY
BRAND

Hey babe,

I am so glad you are noticing that maybe Instagram isn't just the place where you go to simply post pics - it can be a place where you can not just generate traffic, but can also generate profits for your business!

If you know me, you know I'm pretty obsessed with Instagram. It's no secret Instagram is my social media outlet of choice, but let me let you in on a little secret: Instagram can take some know how, and a few tricks- which is why I created this little cheat sheet for you!

My goal is to help you use this incredible platform to generate traffic and profits. So friend, let's get over to the Gram, and while you're hanging out there, feel free to follow me @robinem

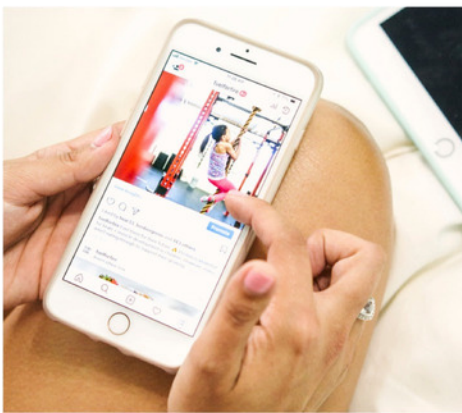


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#1 Steamline Your Visuals

Use a professional photographer to capture images in the same light, angles, and technique and use those for posts. Make sure that your photos all have one color that is consistent throughout. Like black, red, rose gold, teal, whatever that color that you most associate with your brand, have that as a little pop throughout your content. This helps build a visual brand and more effectively engages your followers to recognize your brand.



#2 Use Hashtags Like a Boss Babe

Research relevant hashtags for your brand and then save them to the notes section of your phone for easy copy/paste. Use a mix of industry tags, regional tags, and lifestyle tags.

Post between 10-15 hashtags in the bottom of your photo caption.



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#3 Explore & Connect

Use the explore page to find similar brands and users who you can engage with and who will engage back with you. Give them some likes and REAL comments on their photos. The more real and the more genuine you are, the more likely they are to engage and follow you back. Building an engaged community is better than having a large follower number who isn't engaging with you

#4 Switch to a Business Account

Turn your IG profile to a business account in the settings so that you can see all sorts of valuable analytics! Like time of day for best posting, who your followers are, what type of content they like, and you can track your growth week over week. The best way to get better is to analyze what you have been doing and what you could do better!

#5 Instagram Stories

USE THEM! Show your personality, give behind the scenes info, share an upcoming launch, create a buzz, and have FUN! Instagram stories are the BEST for sharing who you are and the mission you are trying to create without over posting directly to your instagram account.

