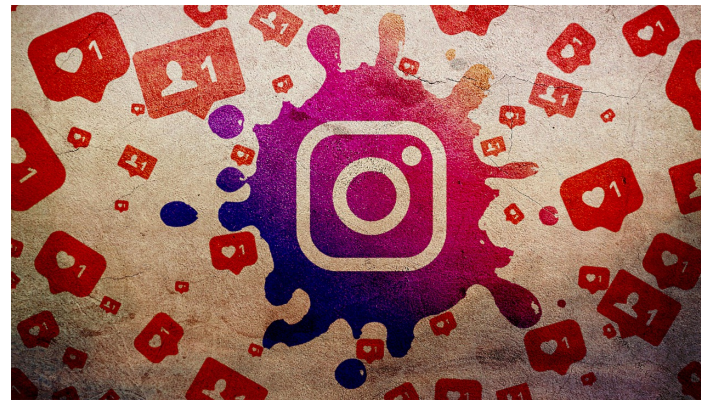


# Instagram



Giselle Aguiar

[AZSocialMediaWiz.com](http://AZSocialMediaWiz.com) | [@AZSocialNetWiz](https://www.instagram.com/AZSocialNetWiz)  
[giselle@azsocialmediawiz.com](mailto:giselle@azsocialmediawiz.com)



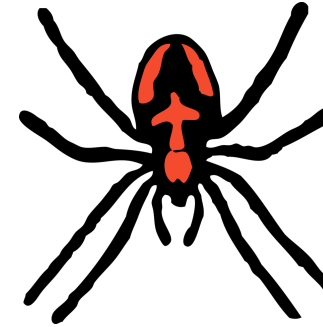
Hi! I'm Giselle Aguiar the AZ Social Media Wiz. I've been doing Internet marketing since 1995 - yes, since before the Internet was a household word. My company is AZ Social Media Wiz and I help business owners like you get started online, as well as train and coach you to help you succeed.

Instagram is a great social media network especially for B2C businesses. Though when I've seen some B2B companies on there, it's mostly in paid ads. Just like all social networks, they work with an algorithm. Understanding how it works and working with it — instead of against it — is the trick. And I'll show you various tips and strategies to boost your Instagram efforts. First some housekeeping...

Since this is a meeting, please remain muted until the end of the presentation, when I'll open it up for questions. This is being recorded and will be available on my YouTube Channel and on my website in a few days. You can type questions in the chat or raise your hand and I'll call on you. You'll also get PDF of the slides along with my notes with links to more resources. Let's dig in...

# How Instagram Works

- ◆ Instagram continuously crawls posts to determine...
  - ★ how popular
  - ★ valuable
  - ★ relevant
- ◆ Then it presents content to users based on their interests...
  - ★ liked posts
  - ★ saved posts
  - ★ shared posts
  - ★ searches
  - ★ who they follow or unfollow

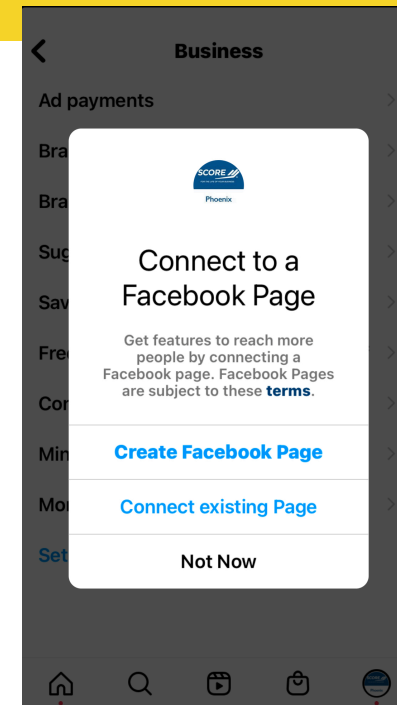


The Instagram algorithm is in control of all the content a user sees. It now prioritizes original content. You notice that you can't share a post to your feed like you can on Facebook. You can add it to your Story, and send it to people, but that's it. You have to take a screenshot, crop it, then use it. (Read more: <https://blog.hubspot.com/marketing/instagram-algorithm-update>)

I'll get to tips on how to master their algorithm but there are a few things that we need to make sure are set up right.

# Setup

- ◆ Connect to your Facebook Business Page - set up as a professional account
  - ★ Settings -> Business -> Connect Facebook Page
  - ★ Posts on Instagram will also post to FB
- ◆ Logo / Icon - 400 x 400 square
- ◆ Bio - 160 characters
  - ★ Use hashtags
  - ★ Use emojis / icons
  - ★ Keyword-centric
- ◆ Link
  - ★ website
  - ★ Linktree - free



It's best if you setup your Facebook Business Page first. Use [canva.com](https://canva.com) to create a logo/avatar.

Instagram is 95% mobile. You need to set everything up on the mobile app.

[linktree.com](https://linktree.com) - Use it to create a page with links to website, blog, other social media, etc. Multiple sites on one page, accessed with one link.

# Setup - Cont.

## ◆ Settings

- ★ Save posts to camera roll
- ★ Share to Facebook automatically only
- ★ Do not share to Twitter - only the link shows
- ★ Stories - Save to Camera Roll
- ★ Reels - Save to Camera Roll
- ◆ Make sure you are discoverable

## Camera settings

Done

- (+) Story >
- Reels >
- (••) Live >

## Controls

Default to front camera



## Camera tools

Choose which side of the screen you want your camera toolbar to be on.

Left side

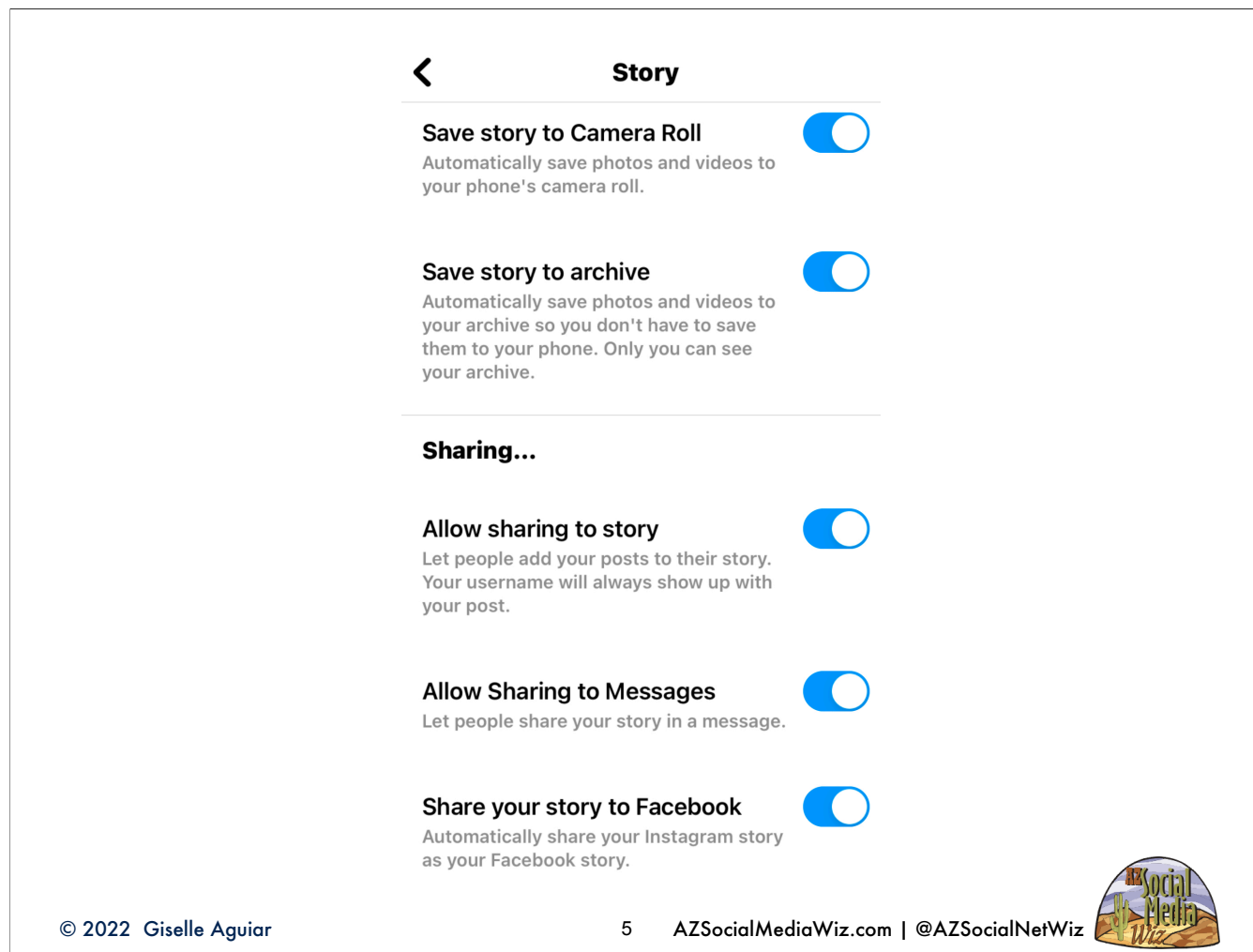


Right side



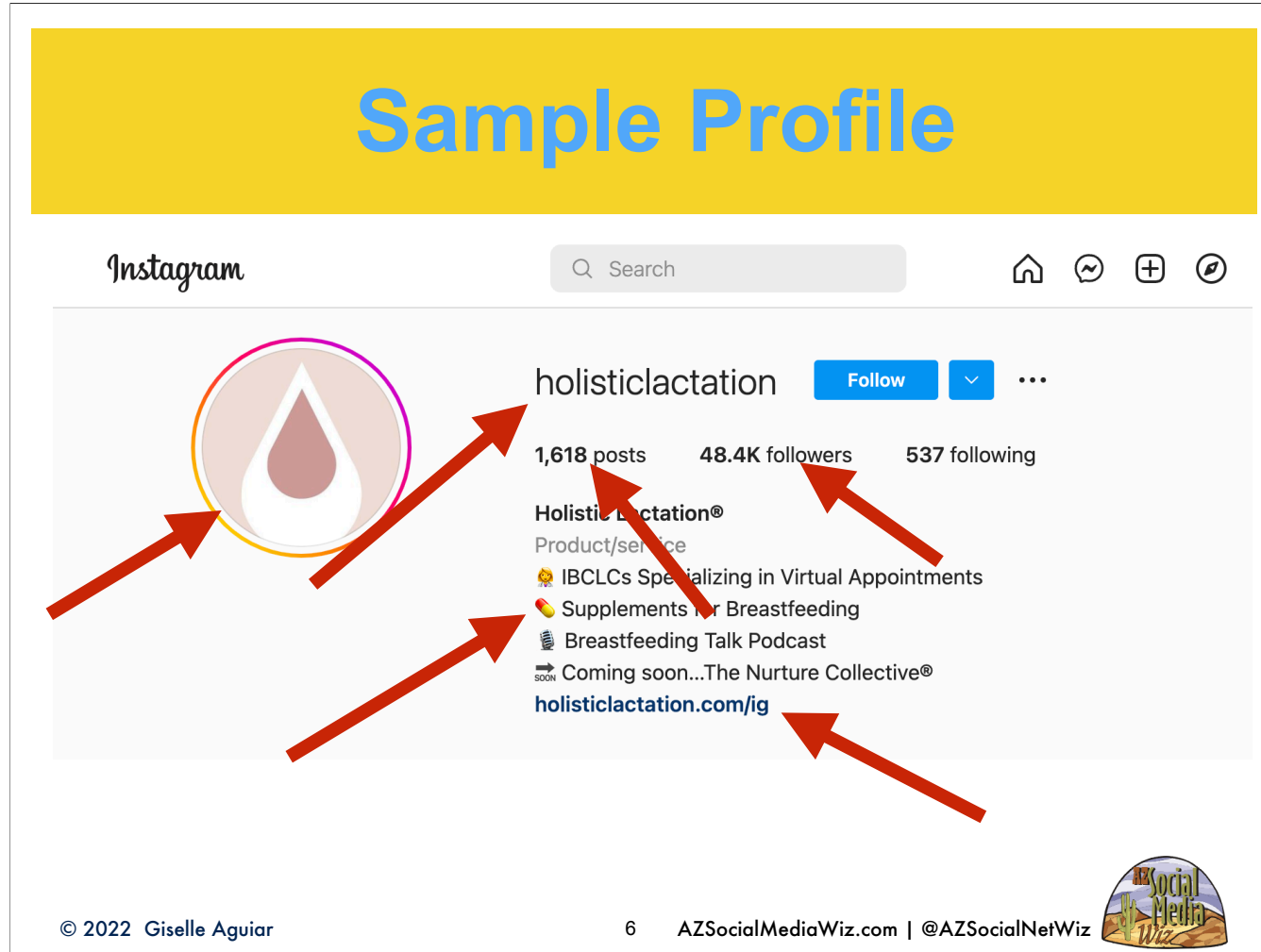
The Stories and Reels settings are made when you click on the + to add a story or reel. Click on the settings icon, you come to Camera Settings. Changing anything here if you're going to record directly into Instagram. Then you get...





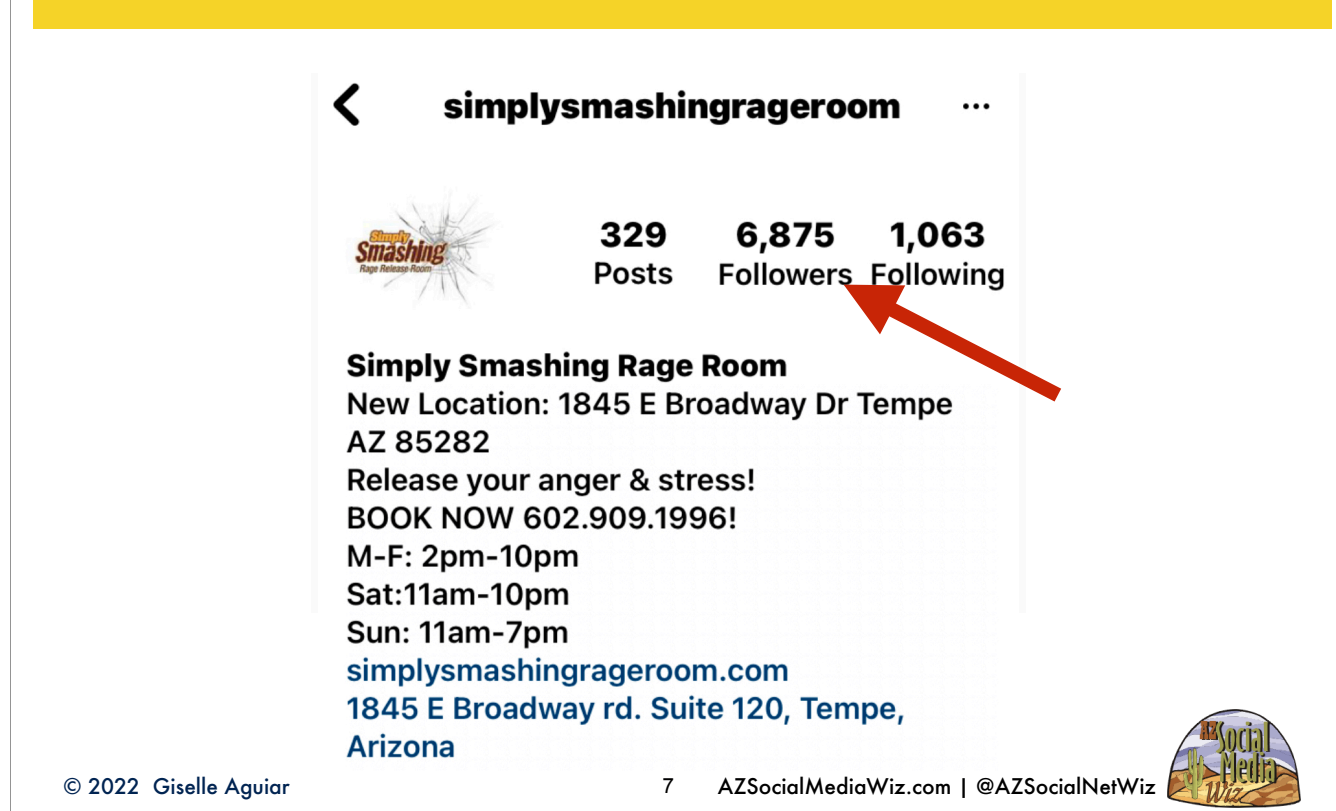
You want to select all. If you don't see the Facebook option, then the connection didn't work for some reason. You have to do this set up for both stories and reels. However reels do not share to Facebook at this time.

# Sample Profile



I was impressed with this gal I recently did an analysis for. She told me she worked hard to grow her Instagram. 1. You know at first glance — in seconds — what it is that she does and what she has to offer. The name of the company is her username. Sometimes your company name isn't available. Get creative, but be relevant. 2. Clever use of icons in the bio. 3. A website link specifically for Instagram users. This makes it easy to track. 4. nice logo / icon — part of her branding. 5. Over 1600 posts - people won't follow you if you don't share content. 6. Over 48 K followers. Very well done.

# Sample Profile



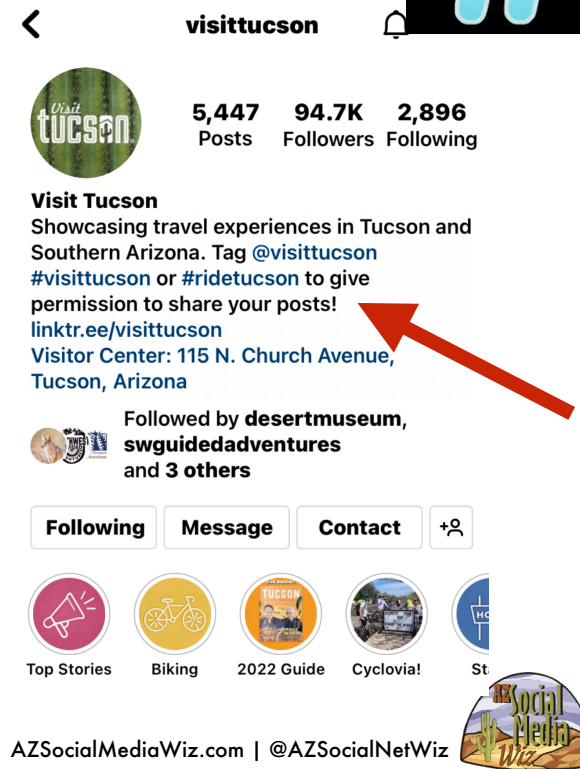
This is one of my past clients. They were getting traffic to their website from Instagram and they weren't even actively posting. It was all from user-generated content. This was taken July 2019. He opened in November 2018. A few years later, he's relocated, but look at the number of **followers**.

# Hashtags



- ◆ A hashtag is the pound or number sign (#) placed in front of a keyword or phrase to make it clickable and searchable.
- ◆ Classifies tweets, posts and bios making them discoverable
- ◆ They work on all networks
- ◆ Hashtags only work with letters & numbers - no spaces between words
  - ★ Yes: #socialmedia
  - No: #social media
- ◆ Use them consistently in your posts
- ◆ On Instagram (and LinkedIn), people can follow hashtags
- ◆ Use them to promote events - before, during & after:

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A hashtag is the # sign in front of a word or phrase that makes it clickable and searchable. If you click on a hashtag, all the posts with that hashtag come up. When you use a generic hashtag that has a lot of followers, you gain visibility.

They only use letters and numbers and are not case sensitive. Use them consistently and have a strategy, especially for your major keywords and for events. If someone clicks on the hashtag, all the posts come up in chronological order including the promo one. Hashtags work on all the networks. I love the Visit Tucson account. If I was planning a trip to Tucson, I'd follow their hashtags. Note what they wrote in their bio...They tell the people what to do. If you don't tell people what you want them to do, they're not going to do it!

# User Generated Content

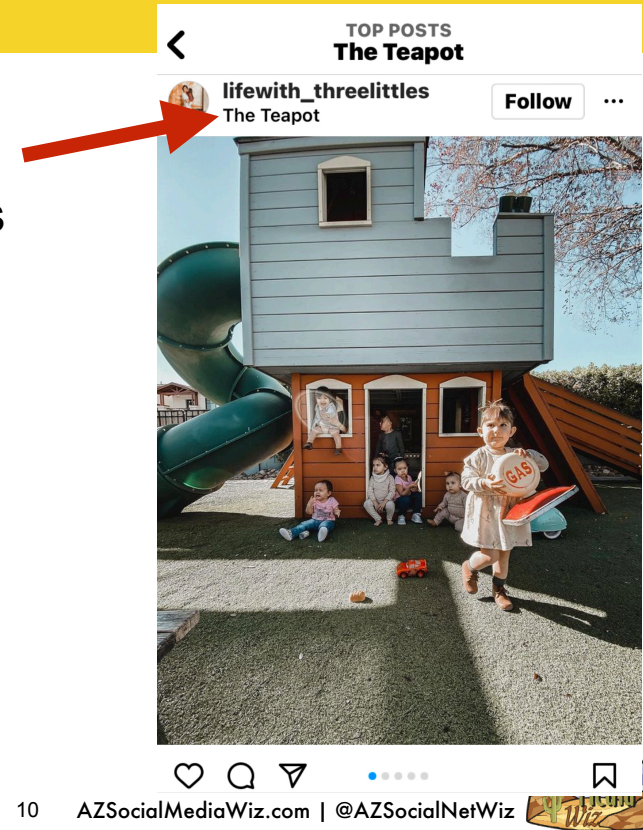
- ◆ Get happy camper customers to post pictures or videos of themselves...
  - ★ Using your product
  - ★ Using your services
  - ★ Before and after shots
  - ★ Finished project or creation
  - ★ Sold! Cars or houses
- ◆ Encourage them in your thank you email
  - ★ Give them your username
  - ★ Create a hashtag for them to use



UGC is like gold! You can't pay for this type of marketing! Make it easy for them to do it. This is word-of-mouth-marketing on steroids.

# User Generated Content

- ★ At your place of business
  - ❖ Offer to take the pic or video of them on their phone
  - ❖ Ask them to tag the location



Location tagging is also great for UGC.

# Posting


- ◆ Captions: 2200 characters
- ◆ 30 Hashtags max
  - ★ keywords
  - ★ branding
  - ★ popular ones
  - ★ relevant trending hashtags
- ◆ Links don't work in posts - don't add them.
  - ★ Use LinkTree tell people "Link in Bio"
- ◆ Links in posts hinder your reach
- ◆ Tag relevant people



Note that the location wasn't tagged, because Visit Tucson was using the content from the restaurant's post.



VISITTUCSON  
Posts




Like by erikahriviera01 and others

visittucson [📸: @rolliestucson] IT IS TUESDAY. But it's not too early to talk about tacos... and Rollie's Mexican Patio does an impressive array of rolled, traditional, and others, in addition to burgers, tortas, and... ramen? Yeah. Chef Mateo's a classic Tucsonan, so he not only makes fantastic food, he's relentless creative, too. Follow them at @rolliestucson to keep up with his kitchen. 🌮🌮🌮🍷🔥 #tucson #arizona #visittucson #tacos #tacotuesday #summer #delicious #foodie #mexicanfood #best23milesfrommexicanfood #520

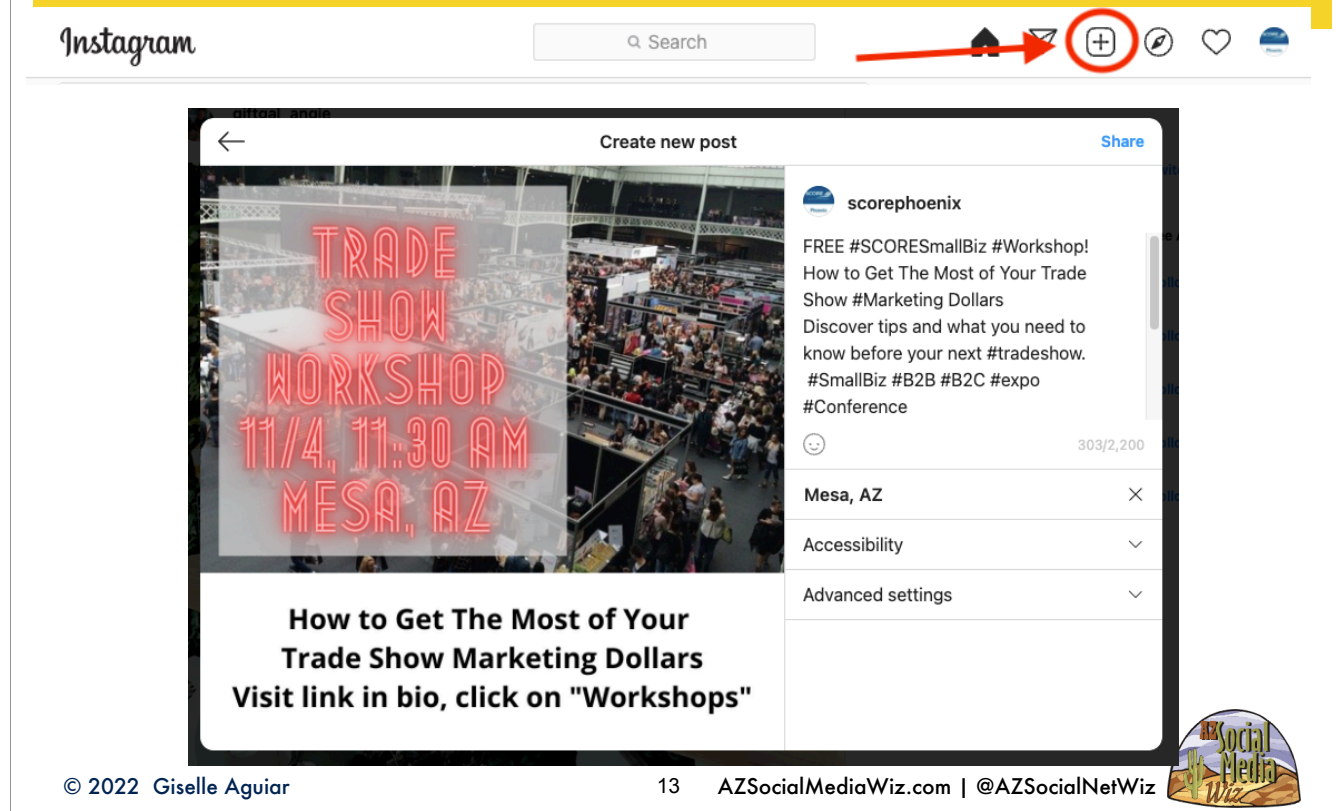
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They tagged the photographer, in this case happened to be the restaurant. Attention-getting icons. Using both consistent — branded — topical — hashtags and trending ones (“tacotuesday”, #foodie, etc.)

# Posting From Desktop



You can post to Instagram from the Desktop, but you're limited to just posts — uploading videos or pictures - not reels or stories. If you're going to be working mostly on desktop, use [Sendible](#) to schedule posts out. Even with a 3rd-party tool, you still can't do stories or reels on desktop. It has to be on a mobile device. Be careful also to keep business and personal separate. You be logged into more than one account at a time, but watch what you're posting to which. You can post something to the business account, then go like it or comment with your personal account.

# Grow Your Following

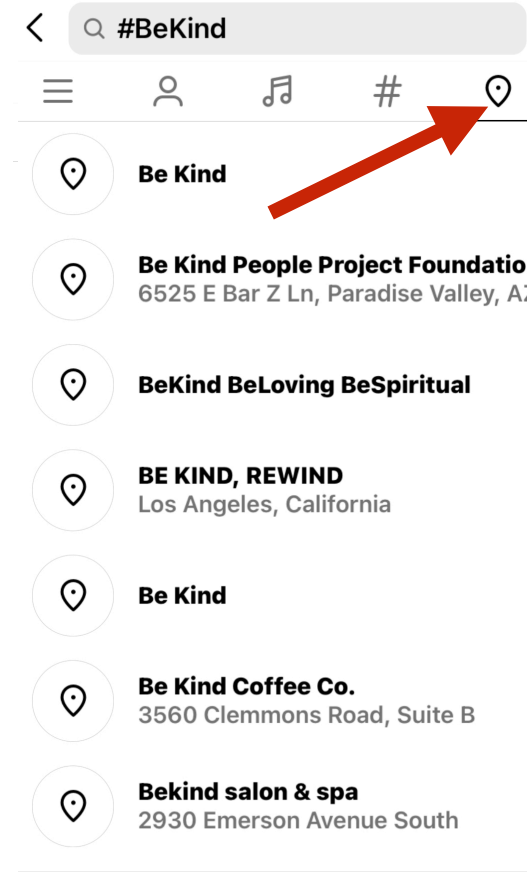
- ◆ First goal: 100 followers
  - ★ You get insights
- ◆ Tag people - they will be notified - nice way to get someone's attention
- ◆ Send your posts by direct message to followers
- ◆ Follow other people - they get notified and are encouraged to follow you back
- ◆ Use relevant, generic, popular hashtags
- ◆ Balance education posts with entertaining ones.



For instance, if you sell online parenting classes, you use the hashtag #positiveparenting. You want to see who follows that hashtag and follow them.

# Discover Hashtags

- ♦ Search for hashtags
  - ★ topical / keywords
  - ★ generic
  - ★ custom
- ♦ See how many posts
- ♦ Discover variations
- ♦ Tap on a hashtag and you'll see the follow button
- ♦ Tap on Location to get local businesses

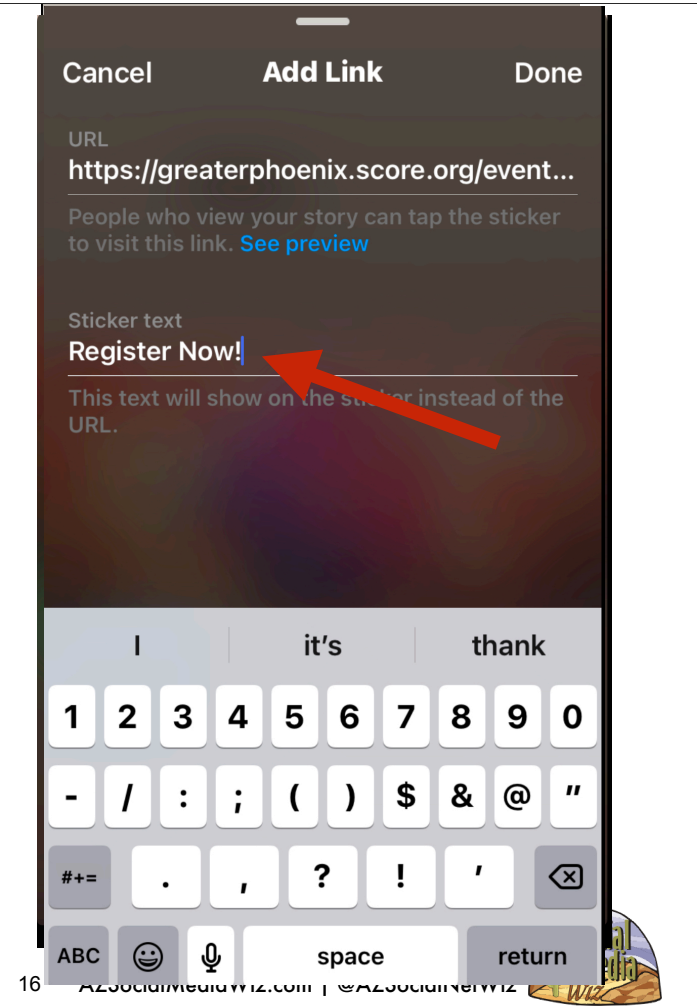


Location: If you're local, you'll come up. This is why you want to put hashtags in your bio.

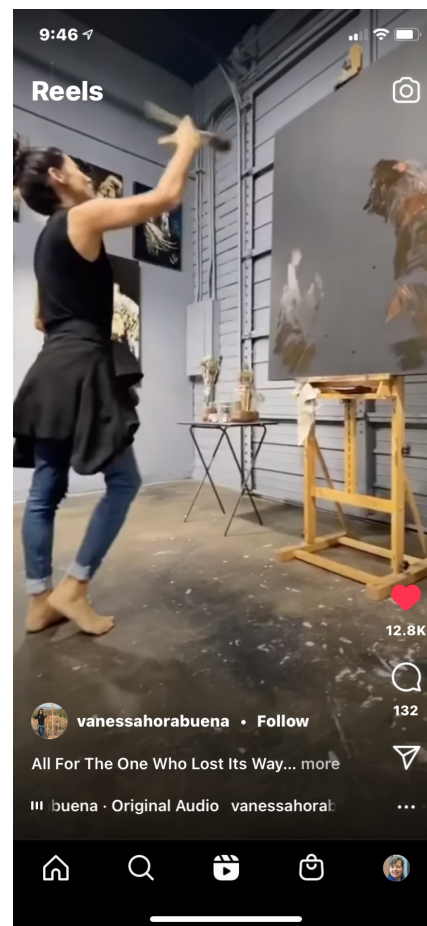
# Stories

- ◆ Click on the plus sign
- ◆ Select Story
- ◆ Choose picture or video from your camera roll
- ◆ Add text, emojis, & special effects
- ◆ Add stickers
  - ★ Search for animations to catch peoples' attention
- ◆ Add a link
  - ★ Copy & past the link
  - ★ Add custom call to action text
- ◆ Search for an arrow to point to the link

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Stories are short videos or static graphics which appear at the top of a user's feed. So, they get more visibility. The only thing about stories — which makes them different from Reels is that they disappear in 24 hours — it's your story for the day. You can add to your story as many times a day as you'd like. You create a mini video — add “stickers” that add animations to it. You can even start with a static picture. If you create it on your phone, you can save it as a video to then upload it to Twitter, Facebook or LinkedIn.



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# Instagram Reels

## ◆ New features:

- ★ Enhanced remixes
- ★ New templates
- ★ Auto-converts 15-sec video posts to Reels
- ★ Boost a Reel as a paid promotion

## ◆ Reels should be..

- ★ Clear
- ★ Concise
- ★ Compelling
- ★ Customer-centric



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Instagram Reels -- Reels are short videos -- under 30 seconds -- uploaded directly into Instagram from a mobile device.

Enhanced Remixes: Now, you can remix public photos and record your reaction to them as a Reel. New remix layouts let you choose from green screen, split screen, or picture-in-picture reaction view. Add your recordings after the original clip.

Templates: You can now create Reels using templates, which preload audio and clip placeholders so you can add your photos or video clips.

A new Dual template lets you record video with your phone's front and back camera at the same time. To access templates, tap the camera icon on the Reels tab.

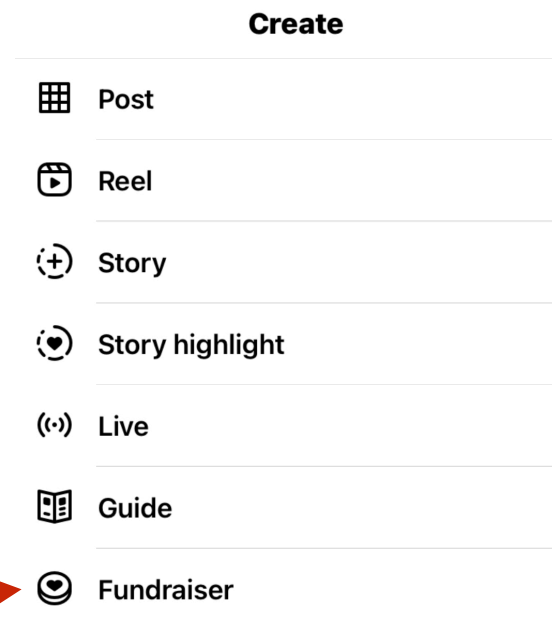
You can upload longer videos to Instagram directly as a post and convert a clip to a Reel. Instagram will automatically convert new 15-sec videos into a Reel.





# Fundraising

- ◆ Anyone can create a fundraiser for a nonprofit!
- ◆ From your profile - click the +
- ◆ Then select Fundraiser at the bottom & follow steps
- ◆ (See Guide is here, too!)
- ◆ As well as Story Highlight where you can organize past stories by category.



It really helps to have it all planned out.

# Brand Your Graphics



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Links don't work in posts so it's a good idea to brand your pictures with your logo or your web address. People know they can go to your bio for the link. Use the free graphics tool: [canva.com](https://canva.com) and [linktree.com](https://linktree.com) to have more than one link.

# Lots of Videos

- ◆ Storytelling
- ◆ Explain your benefits in the 1st 15 seconds
- ◆ Eye-catching - especially in the first few seconds
- ◆ Fun
- ◆ Nostalgia & comfort
- ◆ Customer testimonials
- ◆ User-Generated Content
- ◆ Upload them everywhere
- ◆ Live Broadcasting



Videos and any animations are more eye-catching than still photographs and graphics. Have fun. First, not all videos need to be professionally done. Use your phone or tablet to record impromptu, casual videos with greetings and messages. Record customer testimonials with your customer's phone and ask them to tag your location and/or business.

# Paid Advertising

- ◆ Targeting your target niche
- ◆ Advertise on Instagram and Facebook at the same time
- ◆ Plan out the graphics or video
- ◆ Right message to the right audience
- ◆ Trial and error



Sure it would be nice if all your content marketing, SEO and social media free, “organic” efforts were enough, but you might want to spend a little money to get extra reach and exposure. Especially if you’re a new business. **Target** your niche. Advertise on FB and Instagram at the same time. Plan it out. Make sure you are sending the right message to the right audience. There’s a lot of trial and error at the beginning.

# Influencer Marketing



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Influencer Marketing -- This is where you find someone with a lot of followers on a given network and hire them as a spokesperson. You could get lucky and an influencer may love your product or service so much that they'll talk about it for free. I have an article on my blog on an excellent example of how influencer marketing works. Go back to popular hashtags that are relevant to your business. When you see who's following a hashtag, look to see how many followers they have and what they post. If you find someone with a lot of followers and see that their posts coincide with your brand, follow them. Watch to see if they follow you back. If they do, you can message them and talk to them about becoming an influencer for you. Here's an article to help you get started: <https://azsocialmediawiz.com/perfect-example-influencer-marketing/>

# What to Post

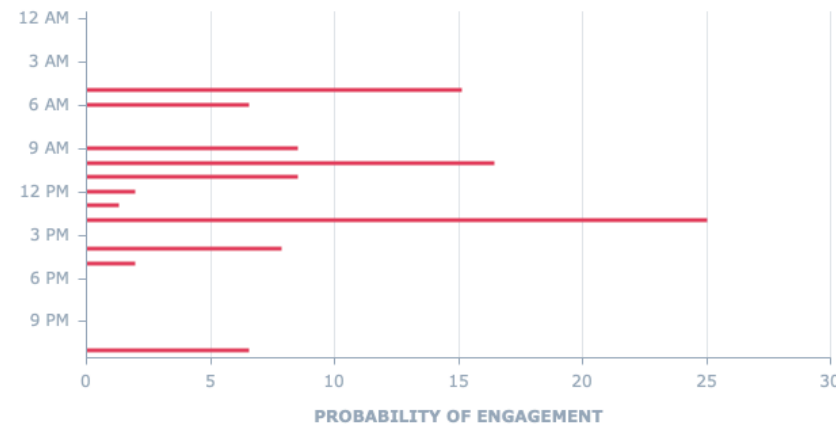
- ◆ Static pictures
- ◆ Videos
- ◆ Stories and Reels
- ◆ Carousels - up to 10 pictures - tell a story. Make them progressive so a user will stay longer on the post.
- ◆ Use a scheduler like [Sendible](#)
  - ★ Great analytics & insights
  - ★ Gives you best time to post
  - ★ Shows which posts got the most engagement
  - ★ You can't do carousels via the 3rd party tools.
- ◆ Promote new blog posts in stories with links



To grow your social media following you need to post content. People won't follow you if you're not posting!

# When to Post

- ◆ At first, 3x a day, morning, noon, evening.
- ◆ After 30 days and you have 100 followers check insights to see when your followers are on.
- ◆ [Sendible](#) gives you best time to post for the most engagement.
- ◆ Each audience is different - do your research



This was a report generated by [Sendible](#) for a client of mine. They had the best times as 5 am, 10 am and 2 pm. That's where a scheduler like [Sendible](#) comes in.



# What Works

- ◆ Speed— quantity of actions immediately after publishing
  - ★ Add a comment right after posting like, BTW...
- ◆ Shares — how many people feature your content on they feeds.
  - ★ Ask people to share a story by adding a sticker
  - ★ On Reels, put the call-to-action in the caption. Add a “Read Caption” sticker to the bottom of the Reel.
- ◆ Sends — how many people send your post to friends.
  - ★ If you send it to people, hopefully, they’ll send it to friends
- ◆ Saves — how many people save your post to their boards
- ◆ Engagement — comments, replies, and likes
  - ★ Ask, “What do you think?”, “What would you do?” or “Yes or No”
  - ★ Reply to comments
  - ★ Start conversations



The Instagram algorithm doesn't exist to help your content blow up just because it's good content. Rather, its goal is to show individuals what is most likely to captivate them in the moment, based on their behavior throughout the day and to keep them immersed as long as possible within the platform. Give the algorithm what it wants and it will reward you — Good, quality content. Fun, entertaining, tug-at-the-heart-strings, educational, WOW- factor, — think about what Reels you stop and watch. Here's how to master the algorithm...

# Get Creative

- ◆ Zooming in to see an image better
- ◆ Screenshots
- ◆ Pausing on your post
- ◆ How long someone stays on your post
  - ★ That's where the carousels come in
- ◆ Extending comments to read the thread
- ◆ Clicking anywhere from the post stream
  - ★ Bio
  - ★ Guides
- ◆ Tapping to see who else liked your post



Create eye-catching graphics and/or videos with your marketing message and calls-to-action (CTAs). There are a lot of free tools that you can use like [cavnva.com](https://cavnva.com) If you find you're not very creative — and not everyone is — it's right-brain, left-brain thing — hire someone. Don't be afraid to admit that you can't do it all yourself! Also, the AI – algorithm takes into consideration the following actions... These don't come up in the insights.

# Schedule

## Timetable

	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1							
2							
3							
4							
5							
6							
7							
8							

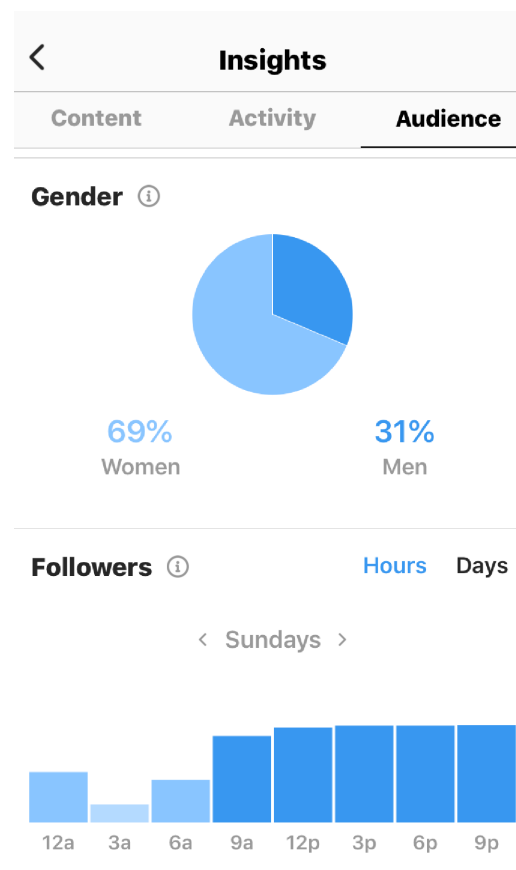


Don't post erratically on social media. Have a posting schedule and your analytics and insights will tell you when the optimum time to post. Use whatever works for you. A simple spreadsheet, your online calendar, to-do reminder app, or a tool like [Sendible](#) (affiliate link).

# Monitor Everything



Respond to comments and queries within a reasonable amount of time. People who message you on social media expect a response in a few hours if not faster. Watch and respond quickly to bad comments. You can use a tool like [Sendible](#) to monitor all your social accounts in one place.



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# Insights


- ◆ 100 followers
- ◆ Demographics:
  - ★ Gender
  - ★ Age
  - ★ Location
- ◆ Most popular posts

Once you have 100 followers, you'll get insights.

11:30

SCOREPHOENIX  
Posts





scorephoenix



Upcoming Small Business Workshops & Webinars  
What you need to know...

Check out our Full Calendar!






[View insights](#) [Boost Post](#)



1 like

scorephoenix Next Week! 📅 #SCORESmallBiz #Workshops & #Webinars... #BizPlans, #Facebook Leads, Fed. Gov. Contracting, #Instagram... more


4 days ago



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# Post Insights

- ◆ Likes
- ◆ Comments
- ◆ Shares
- ◆ Saves



If you have a special promo post and you want to see how well it did, open the post from your archives and tap on “View Insights”. And of course, you can boost the post and that would be paid advertising. If you use [Sendible](#), you get the best time to post when your followers are most active. This works for all the networks connected to [Sendible](#).

# Don't be Overwhelmed!



- ◆ You don't have to be on every single network in the beginning
- ◆ Clearly define your target audience
- ◆ Do your research
- ◆ Plan
  - ★ Set SMART goals
  - ★ Develop your strategy
  - ★ Develop your tactics
- ◆ Monitor and Measure
  - ★ Have Google Analytics set up on your website
  - ★ Check it at the end of each month
  - ★ Determine what's working or not working
  - ★ Adjust your plans accordingly



I can help you do this.



# The Best Guide to DIY!

1. Step-by-step & Easy-to-follow!
2. Everything from goal-setting to hashtags!
3. Which networks to focus on!
4. How to beat the competition!
5. How to drive traffic to your website
6. What type of content to create
7. Strategies for each network
8. Create your own customized strategic and tactical plans.
9. What you need to take your digital marketing to the next level!



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If you decide that you want to take the do-it-yourself route, more power to you! And my ebook will absolutely help you. It takes the social media marketing plan template that I use for my clients and outlines all the strategies and tactics that you need to make your online marketing efforts effective. Ebook on Amazon Kindle! I'm in the process of converting it into a workbook.

# Don'ts

- ◆ Don't try to please everybody.
- ◆ Don't take short-cuts!
- ◆ Don't buy followers or likes!
- ◆ Don't jump in without a plan!
- ◆ Don't rely solely on generic data.
- ◆ Don't rely just on one network.
- ◆ Don't make claims or promises you can't keep.
- ◆ Don't ignore your people! Be Social!



# It's a Marathon not a Sprint



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Social Media marketing is a marathon not a sprint. You're in it for the long-haul. But, be aware that the road is constantly changing. If you're going to spend the time to do it, do it right. On the last slide is a list of resources from some of the folks I follow. Search for more Instagram articles within their own websites. The more you learn, the better off you'll be.

# New Service!

## Guided *DIY* Website Building



A Very Affordable  
Service of



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Did you know that WordPress is the most popular website content management system(CMS)? They have over 64% of the CMS market. It's very user-friendly and I can teach you not only how to manage your WordPress website as well blog effectively on the platform, but also I can guide you to build your own WordPress website in a few days. This new service is specifically for small business owners who find the cost of hiring a professional designer or developer out of reach.

This will benefit you ...If you're on Wix, Weebly, GoDaddy Sitebuilder, or any of the site builders, and are not getting traffic to your website, then a self-hosted WordPress Website is your answer!

...If you're on any of the "free websites" and have outgrown them, this is for you!

...If your website was built before July of 2019 — or have an old WordPress site — and you've not kept up with the Google Core Web Vitals updates — and you want to be found when potential clients are searching for what you have to offer — what are you waiting for?

Get more info: <https://azsocialmediawiz.com/guided-diy-wordpress-website-builder-service/>

# Don't be Overwhelmed!



AZSocialMediaWiz.com

**Free 15-minute Phone Consult**



Your digital marketing need not be overwhelming if you take everything step-by-step. If you're not sure what to do, I can help guide you with a free 15-minute phone consult and I'll look at your current marketing efforts — website and social media — even if you're just starting out and you don't have anything up yet. Click on the link in the description to schedule a call or visit my website: [AZSocialMediaWiz.com](https://AZSocialMediaWiz.com) I have lots of free resources there and you can check out my services.

# Questions?

Email: [Giselle@AZSocialMediaWiz.com](mailto:Giselle@AZSocialMediaWiz.com)



[LinkedIn.com/giselleaguiar](https://www.linkedin.com/giselleaguiar)  
[Twitter: @AZSocialNetWiz](https://twitter.com/AZSocialNetWiz)  
[facebook.com/AZSocialMediaWiz](https://facebook.com/AZSocialMediaWiz)  
[youtube.com/user/azsocialmediawiz](https://youtube.com/user/azsocialmediawiz)



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**Free 15-minute Phone Consult**



# Resources

## ◆ Tools

- ★ [LinkTree.com](https://linktree.com)
- ★ [Sendible.com](https://sendible.com) - \$29/m, but SO worth it!

## ◆ Articles

- ★ [Win at the Instagram Game](#)
- ★ [Selling on Instagram](#)
- ★ [Using Instagram Product Tags](#)
- ★ [Instagram Business Guide \(Hubspot Offer\)](#)
- ★ [Instagram Marketing Trends \(Hubspot\)](#)
- ★ [Using Instagram Comments to Turn People into Customers](#)
- ★ [Using Reels for Business](#)
- ★ [Influencer Marketing on Instagram](#)
- ★ [Instagram Hashtags](#)
- ★ [Instagram Shops Setup Tutorial](#)
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