Helping Businesses Grow & Succeed

Instagram for Business: More Than Just the Basics
STAY CONNECTED.

/usfsbdc

- Stay up to date with biz trends and events
- Connect with business owners
- Sign up for our monthly email newsletter
Training, Consulting & Market Research

- Start-up
- Growth Acceleration
- Capital Access
- Marketing
- Social Media & SEO
- Cybersecurity
- Business Planning
- Government Contracting
- International Trade
- Accounting & Tax
- Minority Certification
- Operational Analysis

Hillsborough, Pinellas, Manatee, Sarasota, Hernando, Pasco, Polk, Hardee, Desoto & Highlands
About me

Shaunda Wickham
Marketing Specialist
Social Media Consultant

Florida SBDC at
University of South Florida

SBDCTampaBay.com
Why should businesses use Instagram as a marketing tool?
• Instagram has 1 Billion monthly active users
• Instagram Stories have increased from 150M in Jan 2017 to 500M in Jan 2019
• 1/3 of the most viewed IG stories are from businesses
• 71% of businesses use Instagram
• Users spend 53 minutes a day on IG
• 33% of the most viewed stories on Instagram came from businesses
• IG has the highest engagement rate of all platforms
• Instagram earned $20 Billion in ad revenue in 2019
• 80% of accounts follow a business on IG
• 60% of users learn about new products through Instagram
• People spend 20% of their time on Instagram browsing the explore tab
• 48% of IG users said they’ve made a purchase because they have seen a product or service on the platform
Creating an Ideal Instagram Profile:

• Consistent Name
• Quality Photo
• Bio That Includes Keywords
• Web Address
Creating an Ideal Instagram Profile:

• Consistent Name
Creating an Ideal Instagram Profile:

• Consistent Name
• Quality Photo
Creating an Ideal Instagram Profile:

• Consistent Name
• Quality Photo
• Bio That Includes Keywords
Creating an Ideal Instagram Profile:

• Consistent Name
• Quality Photo
• Bio That Includes Keywords
• Web Address
Switching to a Professional Account

Settings

Account

Switch to Professional Account
Business Category
Business Category
Contact Email

E-mail Address
infinimountdigital@gmail.com
Linking to a Facebook Account

Settings

→ Account

→ Linked Accounts

→ Facebook
Bonus: Analytics
What should businesses post?
YOUR OFFICIAL BRAND

YOUR UNOFFICIAL BRAND
FEED

- Evergreen
- Ideal for Reach
- Sound Off
- Polished
- Your Official Brand
TYPES OF POSTS FOR BUSINESSES

Create Leads
- Event Recaps
- How To
- Inspirational Quote
- Tips & Tricks

Convert Leads
- Announcements
- Testimonials
- Product Demos
- Blog Teasers
#HASHTAGS for BUSINESS

BRANDED

CAMPAIGN

COMMUNITY
#HASHTAGS for BUSINESS

<table>
<thead>
<tr>
<th>BRANDED</th>
<th>CAMPAIGN</th>
<th>COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>#cocacola</td>
<td>#shareacoke</td>
<td>#cocacolacollector</td>
</tr>
<tr>
<td>#jeep</td>
<td>#itsajeepthing</td>
<td>#jeepnation</td>
</tr>
<tr>
<td>#nike</td>
<td>#justdoit</td>
<td>#nikewomen</td>
</tr>
</tbody>
</table>
STORIES

- Momentary
- Ideal for Engagement
- Sound On
- Off the Cuff
- Your Unofficial Brand
TYPES OF STORIES

- Behind the Scenes
- Q&A (Live)
- Customer Spotlight
- Sneak Peek
- What’s New
- Blog Posts
- Take a Poll
- Inspiration
Starbucks Coffee 🍩
Brand
Inspiring and nurturing the human spirit – one person, one cup, and one neighborhood at a time.
sbux.co/COVID19IG
Creating a Post
Helping Businesses Grow & Succeed
Navigation Bar

- Home
- Explore
- Add Photo
- Feedback
- Profile
Navigation Bar

- Home
- Discover
- Add Photo
- Feedback
- Profile
Perfect Post
Adding a Story
Choose an Image
Create from Scratch
Go Live
Engaging Elements
Share Stories
Edit Highlights Tab
Specialize Highlights
Photo
Infinimount Digital Marketing
Consulting Agency

Infinimount Digital Marketing empowers #businessowners by providing #digitalmarketing strategies.
- Nail your digital strategy in 7 days 🕒-
www.infinimountdigital.com/
Resources

- Pre-Venture and Startups (0-3 years in business)
- Existing Businesses (3+ years in business)
- Government Contracting
- International Trade
- Business Certifications and OSDs
- Disaster Preparedness

SBDCTampaBay.com/resources
STAY CONNECTED.

/usfsbdc

- Stay up to date with biz trends and events
- Connect with business owners
- Sign up for our monthly email newsletter