

10 Reasons to use Instagram for Your Business

Although it might not suit every business, social media can be very effective for growing revenue and audience.

Here are 10 reasons, according to social media strategist and Instagram advocate [Jenn Herman](#), why you might consider using Instagram for your business:

- 1 **It's not just the trendy thing to do:** Since launching in 2010, Instagram's growth has been faster than that of any other social media platform (except for Google+), establishing itself as one of the major social media sites. It's used by over 50% of the world's Top 100 brands, so why not by yours?
- 2 **Visual marketing:** Instagram enables you to produce photos and videos which can be shared to other social media sites as well as being embedded into your website or blog.
- 3 **Enhance your branding:** You can develop a strong brand appeal on Instagram to show your audience who you really are. The filters that Instagram provides can allow you to really enhance your images to coincide with your branding. Photos can also disclose a whole new perspective of your business, whether it's behind-the-scenes or before-and-after images.
- 4 **Show your personality:** Every business has a story and personality. Whatever it is you do at work, chances are your audience wants to see it. Use both photos and videos to showcase your personality.
- 5 **It's not just for product-based businesses:** Obviously, product-based businesses have 'product' which can be photographed and shared on Instagram. But service-based companies have a lot to offer, too. It just takes a little more creativity. For example, you can use short videos to answer questions or make announcements.
- 6 **Take advantage of user generated content:** Instagram easily enables you to access user generated content – images or videos that your customers have already created – to re-purpose or use in your own strategy. You can use hashtags, contests, tags and other means to encourage your audience submit content to you.
- 7 **It's marketer friendly:** Every post shows up and every post remains active in your gallery for future views. The introduction of ads will also allow businesses to reach out and target even more users. Instagram is also very interactive, allowing you to directly connect with your audience. Asking questions and getting feedback is really easy to manage and can really help you target your posts.
- 8 **Track your analytics:** If you're going to use Instagram as part of your social media strategy, knowing your data and analytics is extremely important. Iconosquare allows you to analyse your best posting times; when your audience is most active; your gained and lost followers; your most popular posts; and much more.



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- 9 Drive traffic and grow your business:** While it's not as easy to drive traffic directly to your site as it is using Facebook, Twitter, LinkedIn, Google+, etc, it can be done. On Instagram, you can't share active hyperlinks in your comments and captions, but you can list an active link in your bio. Then, in your comments, tell people to click on the link in your bio to direct them to the page you want them to go to – like your home page, blog, a contest or an opt-in form. You can change this link as often as you like, allowing you to strategically drive traffic in whichever direction you choose.
- 10 It's fun!:** Instagram allows you to engage with your audience while creating fun, exciting content in the process.

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