

Why Instagram Matters

Instagram is the second largest social network
Instagram sees particularly high engagement
Instagram is currently an uncrowded opportunity
It offers great ROI - uploading pictures is quick
Now is the best time to strike thanks to
Instagram Stories!

What Are Stories?

Instagram Stories are slideshows of pictures that you upload
These pictures can last just 24 hours before disappearing
The pictures are not added to your grid or homefeed
Rather, your followers will be notified via your profile at the
top of their newsfeed.

Instagram stories are direct, immediate and they stand out.
Let your fans feel like they're right there with you!

Live Video

Instagram also recently introduced
Live Video!

This lets you create videos that won't
be saved at all on your account. Users
will be notified even if they are outside
the app and can then leave comments
for you to respond to live. This presents
huge opportunities for engagement!

Instagram Stories

Boomerangs

Also new are Boomerangs!

These are rapidly repeating short videos that
act like GIFs. They really grab attention in your
stories and have great viral potential.

How to Grow Your Account

Post content regularly and be consistent with the quality
Ask people to check out your Instagram through your other
channels.
Like and comment on other people's photos.
Work with influencers and ask them to promote your content
in exchange for you helping them.
Integrate your different online profiles.

Sell the Dream

The overall aim is to inspire and 'sell the
dream'. You want to focus on a single
value proposition and promote a specific
lifestyle. If you do this through your brand,
you will grow your audience and generate
sales and sponsors!

Remember: Sell the Dream!