

# IHS DAILY BUSINESS GUIDES

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## Making Instagram work for your business

Instagram currently boasts two billion monthly active users, making it the fourth most-used social media platform and the fifth most-visited website worldwide. With 49% of consumers and 59% of marketers planning to use it in the next 12 months, businesses can't afford NOT to pay attention to the platform's key statistics.

- 70% of shoppers look to Instagram for their next purchase
- 90% of users follow a business
- 62.3% of users research brands and products on Instagram

Every business that uses Instagram wants to increase engagement, get more followers, and enhance brand authority and visibility. This Daily Business Guide provides some ideas to help you succeed.

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### HOW TO GET MORE VISIBILITY AND FOLLOWERS ON INSTAGRAM

#### 1 Instagram Reels - get creating:

Instagram Reels do not rely upon your current followers alone. A much wider audience will view great content in Reels.

Reels can promote your brand, products and services more effectively than pushing branded hashtags or promotions.

#### 2 A/B testing with alternative content and trends:

Instagram Live, Instagram Stories, Carousel posts and Reels can all form part of your Instagram strategy.

Different content formats let you discover the best-performing option with the greatest engagement.

### **3 Competitions or Giveaways?**

Any campaign where viewers can win or receive free gifts will always attract interest.

Competition entrants or visitors should always be encouraged to follow and tag others to receive extra entries and increase their chances of winning. However, the balancing act is to achieve interest from people you actually want to do business with.

If you tailor your campaign to be related to your product/service or industry, you may receive fewer viewers with the benefit of a far more targeted audience.

### **4 Do you want to pay for Instagram Ads?**

Adding a coordinated Instagram Ads campaign can enhance your competition or visibility. Ads will attract a broader audience even without competitions or giveaways.

Always include a relevant image or post aimed at a wider audience.

### **5 What about your audience on other channels? :**

You can and must share a clickable link to your Instagram account on your other social channels, website, and email newsletters.

### **6 Collaboration:**

Influencer collaborations can boost your posts as part of *their* campaign. Collaboration with brands can also show other potential brands that you have a track record as a creator.

### **7 Does your Bio entice your potential followers?**

It's all about first impressions! When people who don't follow you view your profile, you aim to turn those visitors into followers.

Does your Bio "sell" you and your brand as a place of interest to visitors who will become followers? We will cover this in more detail in a later Daily Business Guide.

### **8 Post content that profile visitors and potential followers want to view:**

This is an obvious statement – and all too often, a self-promotion approach does not inform what you can do for your customers!

Create a scheduled content calendar and plan content and posts in advance.

### **9 Write compelling, engaging captions:**

To craft compelling, engaging Instagram captions, evoke emotions, tell a captivating story, ask questions and encourage audience interaction.

### **10 Hashtags exposure:**

Hashtags still have a place! Hashtags on Instagram help increase the discoverability of your posts, allowing them to reach a broader audience and connect with users interested in similar topics or content. They can drive a new audience to your profile.

## 11 Tag your location:

People still search for locations. Tagging your location on Instagram enhances your post's visibility to users searching for content related to that area, making it a valuable tool for local engagement and discovery.

## 12 Engage with your community:

When you engage with your followers' content, you increase the opportunity for your followers' network to see you. Engage and interact.

## 13 Look at what your competitors are doing:

Review your competition, see what works for them and do more and better.

Followers are not only considered an indication of a brand or company's success but also their reach and overall influence.

Followers will happily come to accounts recommended or shared by others, provided the account consistently posts valuable, interesting, or compelling content.

Source: Statistics from SproutSocial

## REQUIRE INSTAGRAM ASSISTANCE?

Looking for help? The IHS Marketing Team can support all your marketing needs, including Instagram content development and planning, website and social media audits, research and analysis, actions and activity.

Visit the [www.insidehs.com/dailyupdate](http://www.insidehs.com/dailyupdate) page for more information. Follow Inside Hospitality Solutions on [LinkedIn](#) and subscribe to our [monthly newsletter](#).

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