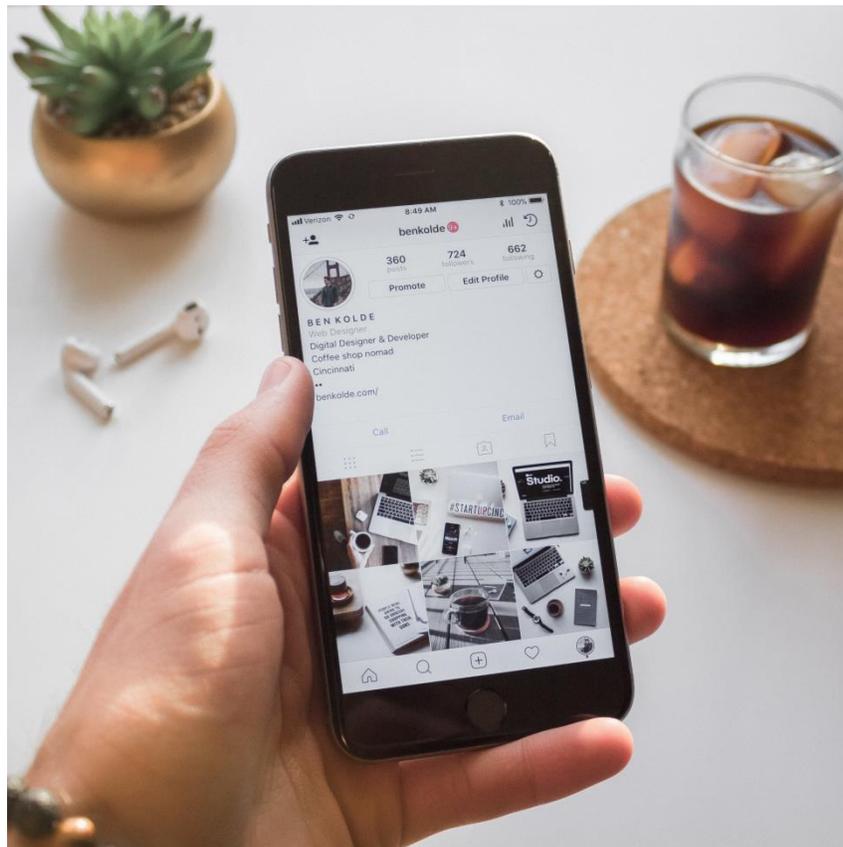


Title: 19 Instagram Marketing Mistakes You Need to Avoid

Meta description: Stop making these mistakes if you want to grow your Instagram account and drive more traffic and sales.

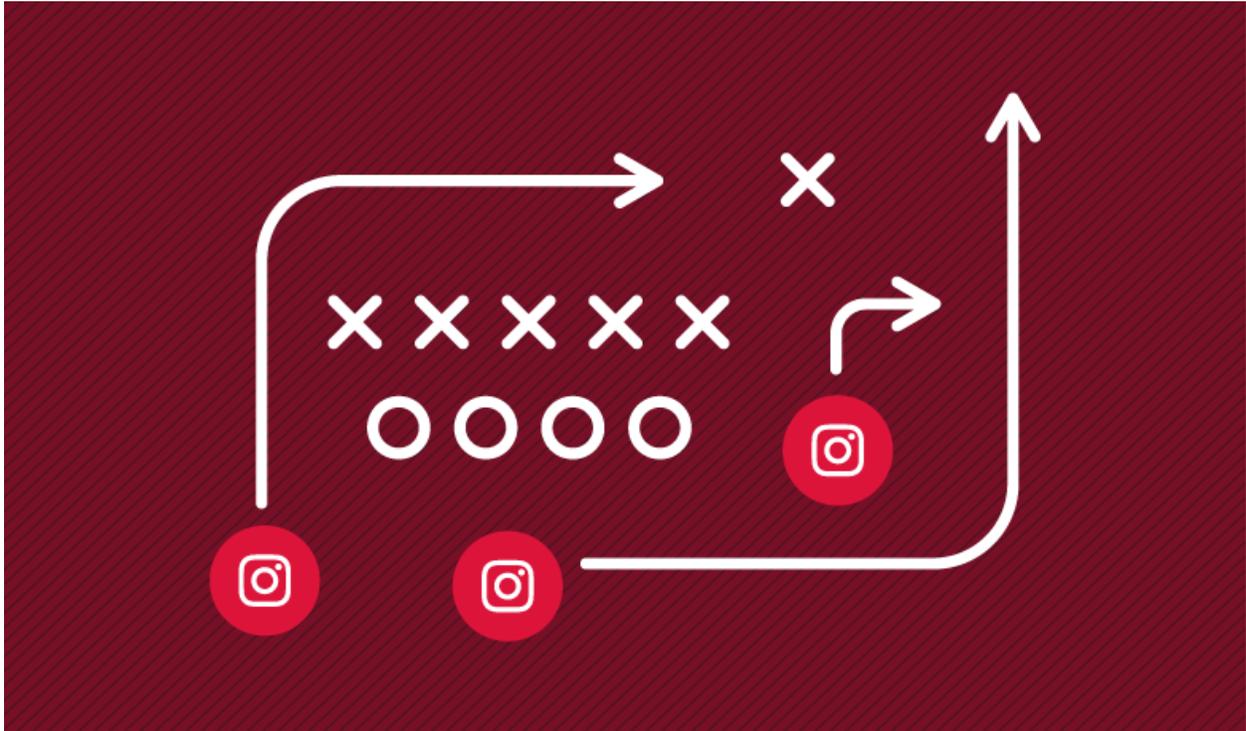
19 Instagram Marketing Mistakes You Need to Avoid



Instagram is the most popular social network at the moment, with over [1 billion active monthly users](#). Businesses of all sizes are trying to take advantage of Instagram's popularity to promote their products and services on the platform.

We keep seeing brands make the same mistakes over and over so we decided to write a post about the most common Instagram mistakes you need to avoid if you want to grow your Instagram account and drive more traffic, leads, and sales to your business.

1) Having no strategy or goals



You need to decide what you want to accomplish by posting on Instagram. Are you looking to use Instagram to improve brand awareness, drive sales, or generate leads?

If you don't have a goal, then you won't be able to develop a strategy, and will most likely get less-than-optimal results.

Make sure to set goals for your Instagram activity and develop a strategy to help you achieve them.

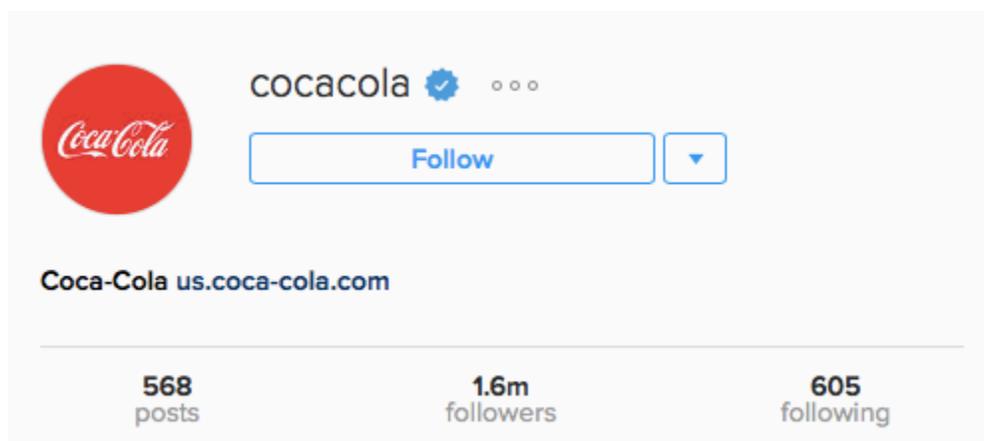
2) Making your account private



While making your Instagram account private might make sense for personal accounts, it definitely doesn't make sense for your business account.

Your company account should always be set to public to allow you to reach the biggest possible audience for every post you publish on Instagram.

3) Not optimizing your bio



Your account's bio section is an excellent place to promote your website, product, or service and you need to take advantage of it. It's also the place where you should tell people more about your brand and your story.

Instagram allows you to insert one link into your bio and you should definitely do this. You can link to your main page, a product page, or a particular promotion you're running.

4) Using low-quality photos



The quality of the photos you post on Instagram will be one of the factors by which your audience will judge your brand. To show your brand in the best possible light, only post high-quality photos and videos to your account.

Most people automatically associate high-quality content with quality products and services, as well as professionalism in general.

Apart from practicing your photography skills, the two main ways you can improve your Instagram photos is to pay attention to image size and lighting.

Image size

When it comes to image size, we recommend that you make sure that the resolution of your photos is twice the size recommended by Instagram.

This ensures that your photos will look great even after they're compressed. The size you should be aiming at should be 1280x1280 pixels.

Lighting

Bad lighting can ruin your photos and the overall impression of your brand. If you can't seem to get the hang of setting up great lighting for your photos, hire a professional photographer to take the photos for you.

If you're more of a DIY type, you can also try [building your own lighting setup](#).

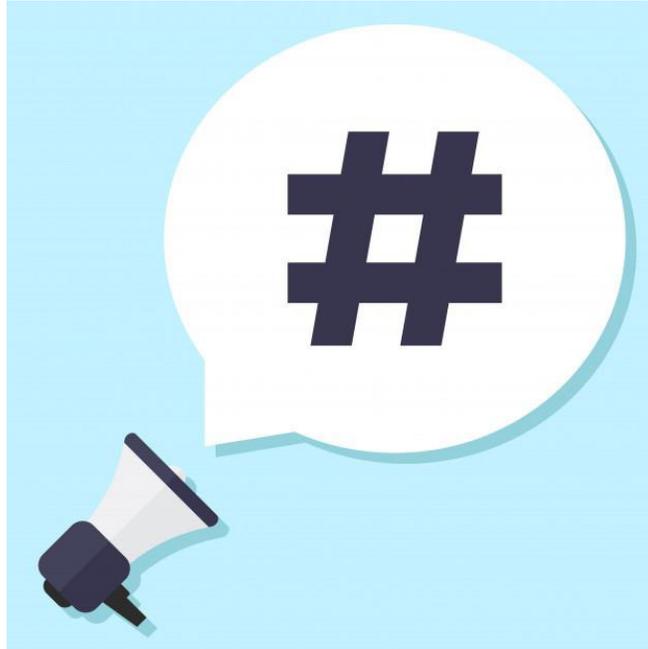
5) Posting irrelevant content

Solopreneurs are frequently guilty of this. Don't mistake your business account for your personal account and start posting personal photos of your trip, your dog, or your lunch.

The vast majority of your followers followed your account because they are interested in your brand, and not you personally.

Focus on posting content that is relevant to your audience.

6) Using the wrong hashtags



Hashtags are very important for increasing your post's reach. However, this doesn't mean that you should stuff your Instagram post with irrelevant hashtags just to get it in front of more people.

Focus on using a few popular hashtags that are relevant to your photo and don't forget to use hashtags for each photo you post.

7) Posting only product photos

Product photos are good for letting people see your products from all angles and helping them decide if they like the overall look of your products. However, they shouldn't be the only type of photos you post on your account.

You also need to make sure to post plenty of lifestyle photos that show your products in use. These types of photos give context to your product offering and allow your audience to imagine themselves owning and using your products.

8) Using poorly written captions

Perhaps you take a lot of time perfecting your photos for Instagram, but then you write a simple caption without putting too much thought into it?

This is a big mistake since your caption can significantly influence the overall results you'll get. The caption is the second most important part of an Instagram post, the photo being the first.

Try to keep your captions short, proofread them before posting, and always include a call-to-action.

Make it short

Instagram users aren't looking to read big walls of text when they're browsing the app. You need to make your captions short and to the point. Aim to deliver your message in under three sentences.

Proofread it

The quickest and easiest thing you can do to improve your captions is to simply proofread them by using a tool such as [Grammarly](#).

Grammatical and spelling mistakes can ruin the overall impression of your brand as well as annoy your audience, so it's crucial that you make sure that your caption text is mistake-free.

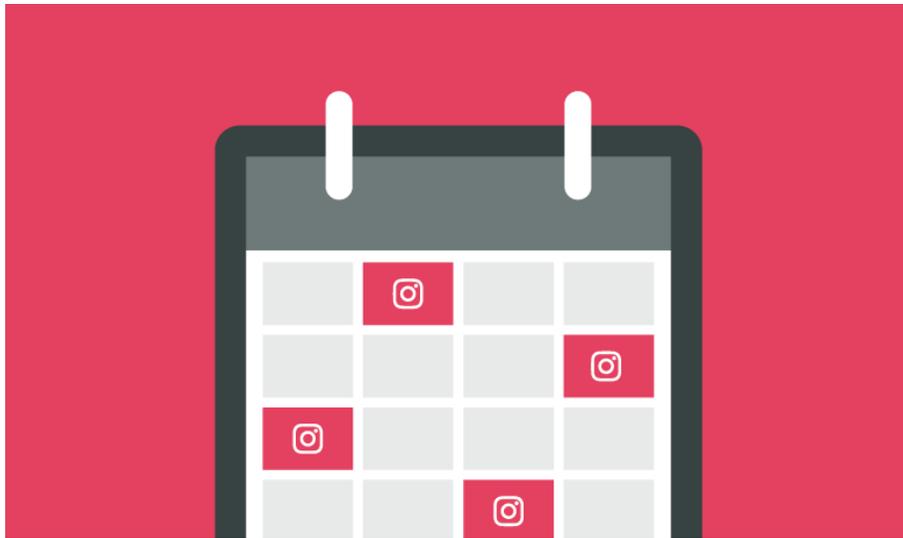
Use a call-to-action

When writing a caption, think about what you want to accomplish with the post. Are you looking to engage your followers?

Then ask them a question. If, on the other hand, you're looking to promote your newest product, tell your followers that they should click on your link and check out your product.

Make sure to include a call-to-action in each of your captions.

9) Having an inconsistent posting schedule



You should decide on a posting schedule for your Instagram account and follow it religiously. Apart from making you post content more regularly, a schedule will let your followers know when they can expect your next photo.

We often see brands have a posting spree after a photo shoot or a promotion, and then they go completely silent for weeks. This is a big mistake and can potentially annoy your followers.

It's much better to schedule the content to be posted over a number of days or weeks rather than posting it all on the same day.

You can use tools such as [Buffer](#) or [Hootsuite](#) to help you set and maintain an Instagram posting schedule.

10) Posting too often

Social media marketers disagree over the ideal daily posting frequency for Instagram. You'll see some brands posting once a day while others post up to twelve times a day. While there is no right answer here, your safest option is to keep your frequency at one or two posts per day, especially if you're a small brand.

By keeping your daily posting frequency low, you won't have to spend all your time producing new content, and you'll ensure that your Instagram activity won't annoy your followers.

11) Failing to engage with your audience



This is a mistake we see a lot of brands making. Big brands with a huge following can be excused from this to some extent, but there's certainly no excuse for smaller brands.

You need to make sure to respond to your audience's comments and questions and interact with them every chance you get.

12) Lack of variation

Brands with a more limited product offering often fall into the trap of posting the same type of photos all the time. You need to consider your Instagram feed as a whole and think about how it will appear to your audience instead of focusing on one photo at a time.

Your goal should be to tell an interesting story through your Instagram feed. Otherwise, people will have no reason to follow you.

Try to alternate between product photos and lifestyle photos, but also add other content that is relevant to your audience but that might not be related to your products.

13) Posting at the wrong time

There are [plenty of studies](#) you can find online about the best time to post on Instagram. These won't be of much use to you since every audience is different.

You'll need to find out when most of your followers are active and try to post most of your content during those times.

If you use a social media tool to help you manage and post content on Instagram, you'll most likely have access to analytics that will allow you to see at which times your followers engage with your posts the most.

14) Being focused on selling

No one likes to be bombarded by sales messages every time they scroll their Instagram feed. If all your posts are focused on selling your products or services to your followers, you'll eventually annoy them, and they'll unfollow you.

Use the *80/20 rule* when planning content for your Instagram feed. Dedicate 80% of your posts to posting content that your followers would find fun, interesting, or useful. You can use the remaining 20% to post promotional content specifically designed to sell your products or services.

15) Having an incohesive brand look

All the big, recognizable brands such as Adidas or Nike have a recognizable look. They accomplish it by creating a brand guide and following it when creating content.

That's why you can instantly recognize their photos even if they're not posted from their official Instagram account.

You need to think about what kind of look you want your brand to have, how you want your followers and customers to feel about your brand, and what message you want to send with your content.

Create a brand guide for your company which will include directions on which brand colors, fonts, and motifs you're going to use when creating content.

16) Not using geotags

[Instagram posts that use location tagging get 79% more engagement than those that don't.](#) Make sure to take advantage of this and include a geotag with your post to let your followers know from which location you're posting your photo.

17) Engaging in like and follow exchange schemes



The number of followers your account has and the number of likes your photos get aren't a true measure of success. Don't get caught up in trying to get more followers and likes by engaging in the various like and follow exchange schemes that you can find online.

Having a lot of followers and likes doesn't mean anything if the people following you and liking your content aren't actually interested in your brand.

18) Buying likes and followers

Similarly to engaging in like and follow exchange schemes, buying likes and followers is pointless if you're looking to build a community of engaged followers for your brand.

There are plenty of apps and websites that offer "real followers" and "authentic likes". You should avoid all of them unless you're looking to waste money and make your brand look bad in the process.

It's fairly easy to find out how many fake followers an account has by using websites such as [IG Audit](#) or [FakeCheck.co](#), so we strongly advise against buying followers for your account.

19) Ignoring analytics

Instagram's native account analytics, *Instagram Insights*, can reveal a lot of useful data about your content and your audience. You can see which posts are performing well and try to create more similar posts.

Likewise, you can also find out what content is performing poorly and stop yourself from posting similar content in the future.

Apart from *Instagram Insights*, you can also use tools such as [Google Analytics](#) to track traffic coming to your website from Instagram.

Google Analytics can help you understand your Instagram audience better, including their demographics, interests, and types of content they enjoy.

Stop making these Instagram marketing mistakes

Right now, Instagram is the hottest social media network out there. If you run a business, you should certainly get on Instagram and create an account for your brand. While doing so, it's important to avoid some of the most common mistakes companies keep making on Instagram.

First of all, you need to decide what you want to accomplish by posting on Instagram and devise a strategy to achieve your goals. Make sure to make your Instagram account public to be able to reach a large number of users with each post you make. Optimize your account bio by letting people know more about your company as well as linking to your website.

Post high-quality photos that are relevant to your audience and take the time to add relevant hashtags and write a suitable caption. Decide on an overall look for your brand and post content that reflects the impression you want to make on your audience. Don't focus on selling but rather try to engage and entertain your followers.

Decide on a posting schedule and follow it religiously. Try not to post more than a couple of times per day. Don't buy followers and don't engage in like and follow exchange schemes. Finally, take advantage of analytics so that you can understand your audience better and create more relevant and engaging content.