



Advertising in Right Way

Cheat Sheet

Grow  
Your Business  
with **Insta Ads**

## Limited Special Offer for You:

### Insta Ads

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access Insta Ads HD Video Training! (Insert URL)

## Shocking Facts

- ✓ There are over 300 million active Instagram users, and 70% of those are outside of the U.S.
- ✓ 20% of web users are also active Instagram users.
- ✓ 90% of Instagram users are under the age of 35.
- ✓ Focusing purely on the top 25 most engaging brands, the average post engagement rate is 3.31% on Instagram, compared to 0.07% on Twitter.
- ✓ Furthermore, average profile interactions were 19M on Instagram vs. 502K on Twitter.
- ✓ Peak interactions on Instagram is between 8 and 9PM. 30% of publications are done during the week-end.
- ✓ On Instagram, 53% of posts have at least one hashtag. 20% have more than 6 hashtags.
- ✓ 76% of Instagramers declare that receiving likes encourages them to publish more. 65% of users would feel flattered or honored if a brand liked one of their posts.
- ✓ A photo posted on Instagram generates 60 times more commitment than content on Facebook, according to Forrester Research.
- ✓ Instagram will bring in \$595 million in mobile ad revenues worldwide this year, and \$2.81 billion by 2017.
- ✓ Instagram's per-follower engagement rate for top brands is 58 times higher than on Facebook and 120 times higher than on Twitter.
- ✓ Marketers investing 40+ hours per week on social media are 42 percent more focused on Instagram than those investing 6 or fewer hours a week.
- ✓ 60% of professionally marketed Instagram videos receive over 250 interactions, compared to 49% for Instagram pictures.
- ✓ Just 42% of teens use Instagram predominantly on a mobile device.
- ✓ 70% of Instagram users log in at least once

## Amazing Benefits

- ✓ Visual marketing
- ✓ The strategic use of hashtags
- ✓ Emotional connection
- ✓ Directing traffic to your website
- ✓ It's fun
- ✓ To connect with clients
- ✓ Reaching new audiences
- ✓ Feed your other marketing channels
- ✓ Generating sales
- ✓ Incorporating photos of your followers

## Automation Tools & Services

- ✓ [Iconosquare](#)
- ✓ [Sprout Social](#)
- ✓ [Gramfeed](#)
- ✓ [Tagstagram](#)
- ✓ [Agorapulse](#)
- ✓ [Unionmetrics](#)
- ✓ [Klear](#)
- ✓ [Schedugram](#)
- ✓ [Wishpond](#)
- ✓ [Snapwidget](#)
- ✓ [Tagboard](#)

## How your business can get the most out of Google Hangouts?

- ✓ Installing Instagram, signing up and optimizing your profile.

- ✓ a day. 35% check Instagram multiple times per day.
- ✓ Only 23% of Instagram users utilize the direct messaging feature.
- ✓ Instagram photos featuring faces get 32% more likes.
- ✓ Users post 1,000 comments every second and like posts 1.2 billion times a day. It's simply more evidence of the kind of activity your brand is looking for.
- ✓ How to snap great Instagram pictures.
- ✓ How to shoot great Instagram Videos.
- ✓ Posting and sharing content on Instagram.
- ✓ Instagram Ads Ideas and Selling strategies for personal accounts.
- ✓ Instagram Ads and engagement strategies, and
- ✓ Recommended companion apps.

## The 10 do's you have to apply

1. Regularly publish business matters with a small sample of personal photos.
2. Create a complete biography in your account.
3. Start conversations with customers around subjects.
4. Showcase your products in beautiful surroundings.
5. A behind the scenes look at your business.
6. Invite your supporters to participate.
7. Automatically share most of your messages on Facebook and Twitter.
8. Accompany your pictures with text and quotes.
9. Publish at peak times and be active.
10. Make Taking a Sneak Peek a priority.

## The 10 don'ts you have to avoid

1. Don't post low-quality pictures.
2. Don't Spam.
3. Don't post pictures that do not belong to you.
4. Don't post too often.
5. Don't participate too much.
6. Don't forget to check your messages.
7. Don't flood your contacts with posts.
8. Don't forget about responding to comments and to "like" them.
9. Don't argue.
10. Don't share gloom and doom.

## Advanced Instagram Ads Strategies.

1. Snap your Photos using apps other than Instagram itself.
2. Shoot your Videos using apps



## Case Studies

- ✓ [Bloom & Wild](#)
- ✓ [Burt's Bees](#)
- ✓ [Mercedes-Benz](#)
- ✓ [PHILADELPHIA](#)
- ✓ [LEVI'S](#)
- ✓ [Chobani](#)
- ✓ [Ben & Jerry's](#)
- ✓ [You Fresh Naturals](#)
- ✓ [Ikea](#)
- ✓ [Maybelline New York](#)

other than Instagram itself.

3. Use shortened URLs for your bio's caption and use it to track clicks.
4. Use "wishpond" as an optional platform for organizing contests.
5. Cross-Promote.
6. Use Instagram's EXPLORE feature to take advantage of trending hashtags.
7. Get your followers' email addresses to expand your communication channels.
8. Create your own shareable content.
9. Encourage user competitiveness.
10. Work with Instagram Influencers.