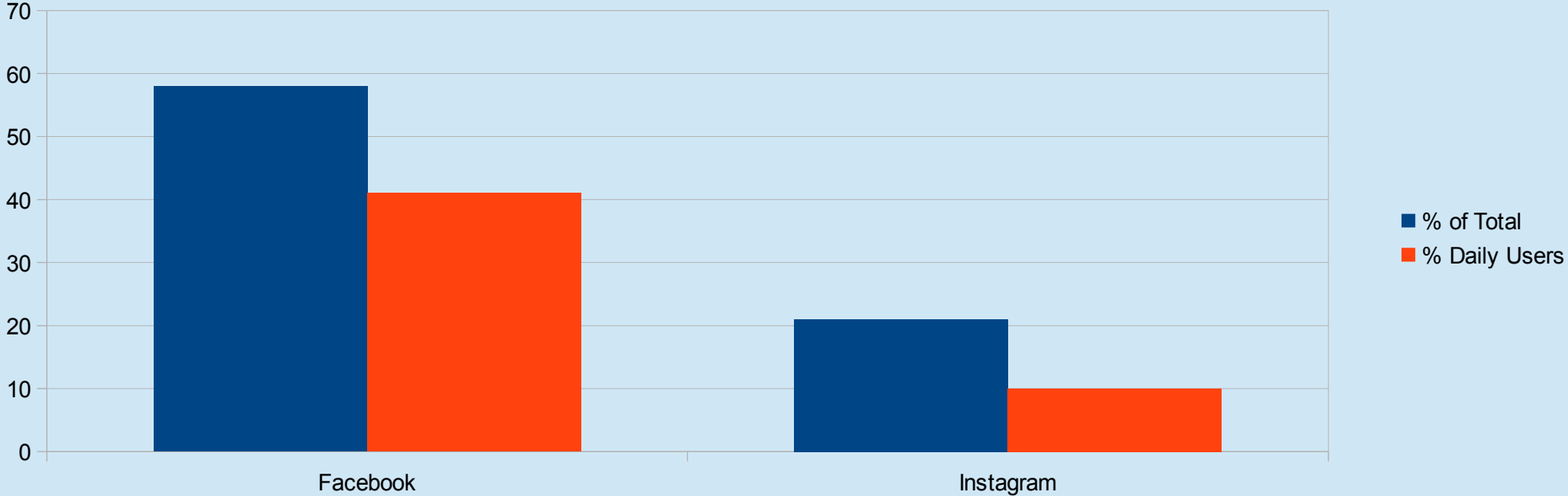




What is Instagram Marketing and Why Should You Care?

Percent of Total American and Daily Users of Social Media



Source: venturebeat.com

- **Instagram is a fantastic way to promote products and services**
- **Increase your brand's visibility**
- **Position yourself as a hip and artistic organization**
- **Instagram is bigger than Twitter and its users are far more engaged and far happier to buy products – even when compared with Facebook itself!**

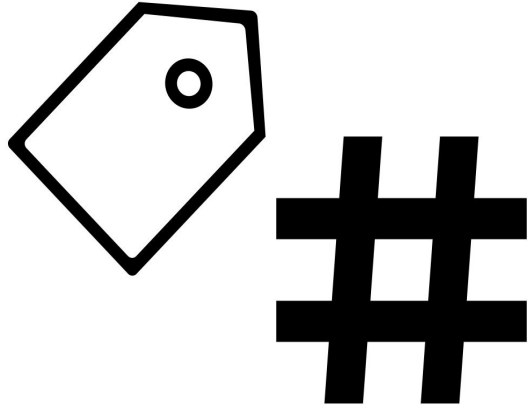




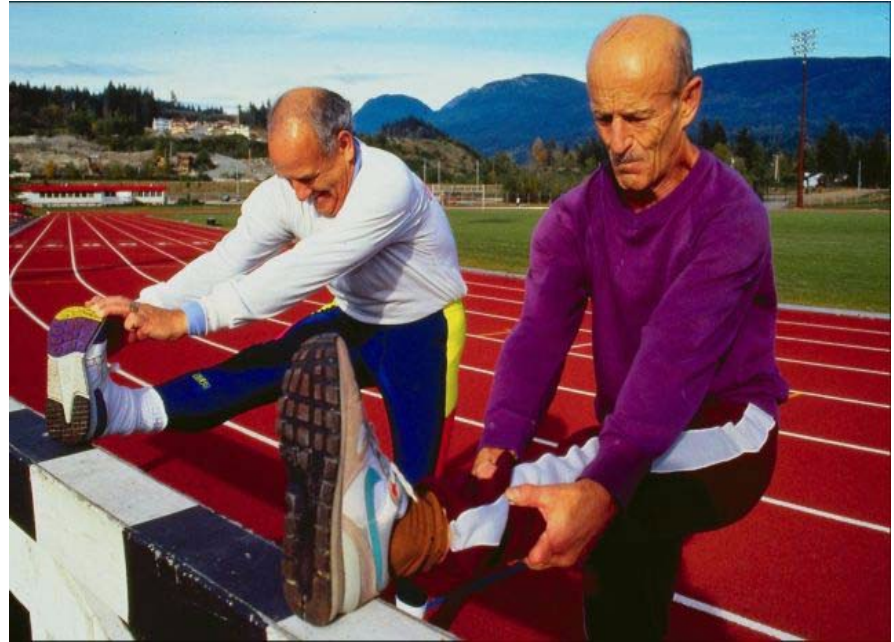
What is Instagram?

- **Crop your photo into a square**
- **Apply filters to alter the brightness, contrast, structure, saturation, warmth etc. to create a number of effects**
- **Photos can be made to look vintage**
- **Colors can be brought out or subdued**
- **You can alter the mood and impact of your image in a variety of ways.**



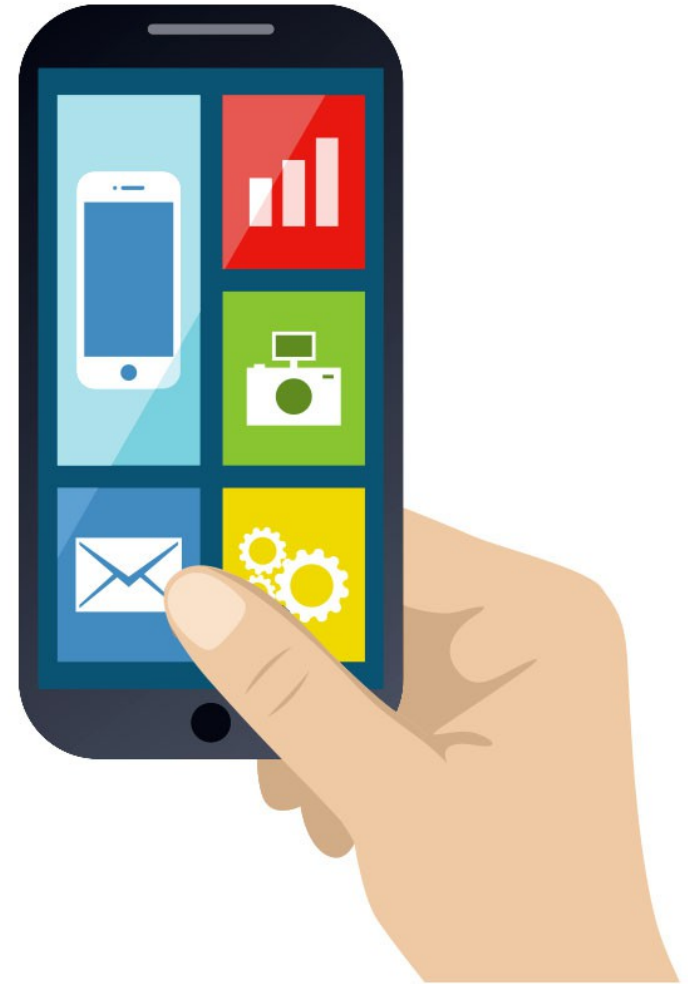


- **Add tags to your images**
 - ✓ **Like on Twitter**
 - ✓ **# 'hashtag' symbol.**



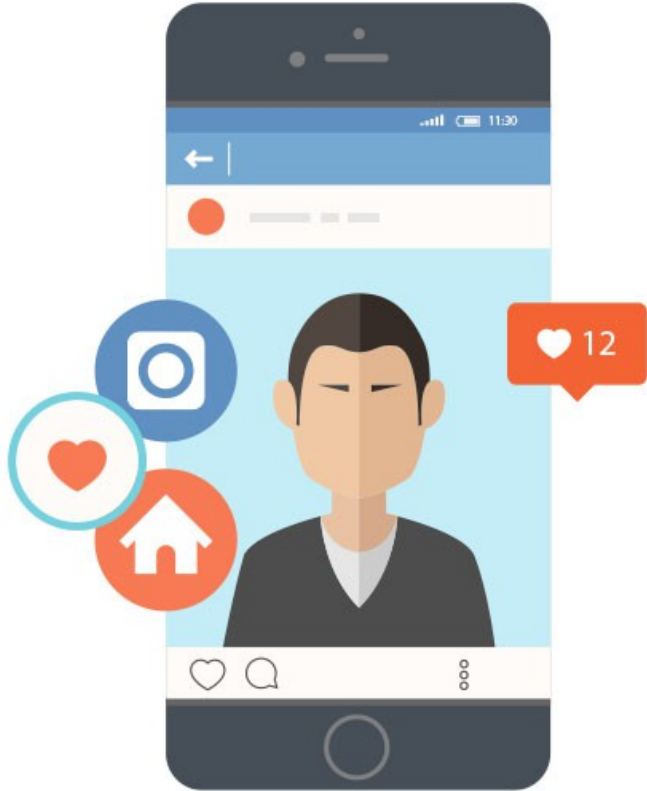
Getting some pump on #legsdays! #workout #fitness

- **You can tag people using the @ symbol**
- **You can also tag users in the picture themselves – like on Facebook**
- **Instagram also has the ability to ‘message’ photos with Instagram Direct**
- **It’s possible for users to ‘follow’ accounts like on Twitter.**



**This isn't *immediately* conducive to
marketing!**

A few compelling reasons you should be on Instagram:



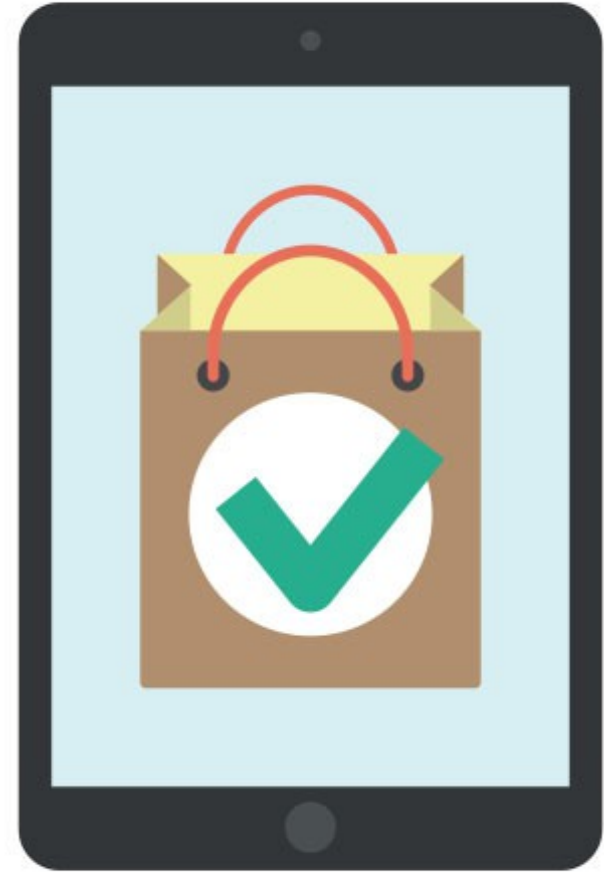
- **Instagram is huge**
- **Over 300 million users as of December 2014**
- **'Only' 200 million users 9 months earlier**
- **Instagram is growing FAST**
- **Now has more users than Twitter**
- **You can share Instagram images on Facebook and Twitter.**



Now owned by



- **Instagram is a great place to sell!**
- **A lot of users use Instagram to shop.**



- **70% Have sought out a brand on Instagram**
- **62% Have followed brands they love**
- **41% Would be happy to hear about give-aways and discounts**
- **65% Find it flattering when a brand likes their post.**





- **Instagram users are far more engaged than users on Facebook or Twitter**
- **18 times more in fact!**
- **That means that if a brand posts something, it's much more likely to see actual interaction with users.**

- **Instagram is drastically underestimated by a lot of businesses and internet marketers**
- **Your competition most likely isn't making the most of Instagram right now and this will make it much easier for you to stand out and get noticed**
- **Get there now and you'll be able to build a big following before every other company in your industry jumps on the bandwagon!**



- **Instagram offers amazing ROI**
- **Brands love Twitter because it's so incredibly easy for them to upload content**
- **The same can be said of Instagram**
- **If you know how to take great photos, upload them and add tags, you can keep a very active account with just a few minutes a day or even a few minutes a week!**

