



GETTING A FEEL FOR INSTAGRAM

Hashtags, hashtags, hashtags

1 THE TONE

Instagram maintains some of the same personal tone as Facebook. Instagram users are looking for somebody real to connect with and follow, but even more than that, they're looking for pretty pictures.

Compared to other social media outlets, Instagram has much more of an emphasis on the image itself. Nobody is going to read the content of the post unless the image catches their eye first.

THE AUDIENCE 2

Instagram is certainly one of the most popular social media outlets nowadays. They've reached over 1 billion users - but is this where **your** audience is? 70% of all users are under the age of 35. Instagram is a younger social media platform with a younger audience.

3 THE POSTS

Posting great images on Instagram will get you follows, and a personal touch in your content will help you keep them. It's helpful to break up your post content with periods (and separate the hashtags).

Instagram **does not allow live links** in the post content. That means that if you put a link in your post, nobody can click it, which is frustrating for everyone. The only live link you can have is on your profile.

HASHTAGS!! 4

It's very important to use hashtags in your Instagram posts. That's how people find you, and you get more followers! Hashtags are designed to tag and categorize posts by interests. If I'm interested in Boise, Idaho I might get on Instagram and search #BoiseIdaho and if your post contains that hashtag, it will come up.

Ideally you want to find hashtags that are relevant and popular (other people are using them), but not TOO popular so that you don't get buried in the numbers.

5 EXAMPLE POST

The first time someone asked who my target audience was I went into full panic mode. It turns out that marketing is way more effective when you're marketing to **YOUR** people. I created the Find **YOUR** People course to help you build your own community. Visit my website to find out more.

-
-
-

#targetmarketing #marketingcourse