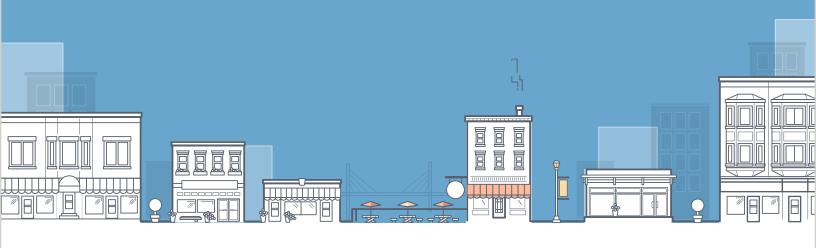


Instagram for Small Business

A Step-by-Step Guide to Getting Started





BEST PRACTICE GUIDE

By now, you've probably heard about Instagram and may have questions about how it could work for your small business.

You're likely already investing time and resources into other social networks and want to be careful about taking on any additional work.

As one of the fastest growing social networks — with more than 300 million monthly active users — Instagram can provide big benefits for small businesses. (*Source: Instagram*)

Instagram is highly visual, great for sharing quick updates right from your mobile device, and perfect for small businesses and organizations that want an easy way to showcase all their business has to offer.

Instagram also has one of the most engaged social networks — delivering brands 120 times more engagement per follower than Twitter! (*Source: Forrester*)

What's more, Instagram can drive business results. The average purchase when referred by Instagram is \$65. (*Source: Shopify*)

Getting started won't be as hard you think — we created this guide to help you see how Instagram can benefit your business and to provide you with easy ways to get started.

We'll take a look at:

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Setting Up Your Instagram Account

You can get started on Instagram in a matter of minutes! Follow these 5 easy steps to set up your account:

1. Download the app

Instagram is different from most other social networks in that it is primarily a mobile platform. Once your account is set up, you will have a page that can be viewed on desktop, but the majority of your activity will take place within the mobile app.

Click here to download the app.

2. Sign up and choose a recognizable username

You can sign up for Instagram with an email address or a personal Facebook account. One of the first things you'll need to do is choose a username.

Your username will display publicly, and will be what people see when they find you on Instagram. Make sure the username you choose is recognizable and as close to your business or organization's name as possible.

3. Update your profile

Instagram lets you fill in a 150-character bio about your business. Because of the text limitations, you'll want to be clear and concise about who you are and what you offer. Your bio is also one of the few places you can include a clickable URL, so be sure your bio is linking back to your website. If you serve a local customer base, you'll also want to add your location.

4. Add a recognizable profile picture

The perfect profile photo will be 160×160 pixels. But what's most important is that the photo you choose is recognizable to people who know your business. In most cases, the best choice will be your business's logo.

Your profile photo can only be updated on a mobile device. If you don't have your logo saved to your smartphone or tablet, Instagram has the option import images from Facebook or Twitter.

5. Get set up for social sharing

If you chose to import your profile photo from Facebook or Twitter, you're one step ahead. But if you haven't yet, you should take steps to integrate your Instagram account with your other social channels. On the mobile app, click the gear icon in the top right corner and choose Share Settings. Then, select which networks accounts you want to connect with your account.



Tip: When signing up, Instagram will also ask for your full name. You can put your full business name which will make it easier for people to find you through Instagram's search function.

How to Post on Instagram

Once your profile is set up, it's time to take your first photo.

1. Snap a photo or video

First, click the blue icon on the bottom in the middle of the screen. You can either snap a photo by pressing the circle in the middle of the screen, or click the photo preview in the bottom left to upload a photo of your own.

(If you'd rather start by sharing a video, the icon on the right enables you to take a video up to 15 seconds long.)

2. Edit your image

Before posting, you'll have options for different enhancements and editing tools. You can choose from a number of filters and crop your photo to get the desired look. Once you're happy with your photo, hit NEXT in the top right of the screen.

3. Include a caption

Use your caption to show personality and provide some information about your photo. You can add relevant hashtags so your photos will show up in searches, and motivate your audience to get involved by adding a call-to-action.

4. Add your location and tag people

Does your image feature one of your most loyal customers or an all star employee? If they're on Instagram you can tag them so they'll get a notification when the image or video is posted.

You can also add a location for where the photo was taken. Click "Add to Photo Map" and then "Name This Location" to see a list of previously used locations in your general area. If you have a brick and mortar location, you may see that someone has already named your location. If your store, restaurant, or office hasn't been named, you can name it yourself.

5. Share with your contacts

You can post your new photo on Instagram, as well as other social networks like Facebook and Twitter. Instagram also integrates with the photo library in your Constant Contact account, making it easy to use the photos you create on Instagram in your email marketing campaigns.





Tip: Once your photo is posted, you will see the location name in blue. When you click on your location name, you'll be able to see every photo that has been tagged there. This can be a great resource for seeing what people like and want to share about your business.

Now that you've learned the basics, let's take a look at some examples of how you can use Instagram at your business.



4 Ideas for Posting on Instagram

Ready to see Instagram in action? Take a look at how small businesses are using Instagram to connect with customers, reach a new audience, and share their business's story.



1. Pique your audience's interest

Show off your business's products and entice customers to come in for a visit. Provide a sneak peek of new products and encourage people to come in to your store or shop online.

"It has helped us a lot more than we thought it ever would. We've had customers come in and ask about certain products because they follow us on Instagram. We even had a group of people who came in recently that said they follow us on Instagram and needed to visit the shop. They drove an hour out of their way just to come visit us."

— Lisa Ceja, Co-owner, Vinatero Wine Shop



2. Introduce your employees

Posting pictures of employees shows the human side of your business. Give your audience a snapshot of what goes on behind-the-scenes.

"Instagram lets us show our work and the people behind our business. It also gives us a chance to showcase the different artwork that has been printed onto Awesome Merchandise products"

— Luke Hodson, owner, Awesome Merchandise





- insideoutmobilespa, dot_sue, alf_e, anya, thelonearranger, katierobinson14, jess305
- ohtobeadog Alby loving his walk.
 #ohtobeadog #golden #dogsofpasadena









3. Make an emotional connection

Images have the power to make an emotional impact on your audience. Think about how you want your audience to feel when they look at your pictures.

Like most businesses, we're always looking for ways to get our name out there. Instagram lets us connect with current customers and opens us up to a whole new audience.

— Shannon Sardella, Owner, Oh To Be a Dog





- 15 likes
- ormeschool Yesterday, our Junior class toured Northern Arizona University in Flagstaff, Arizona. #collegetour #nau #flagstaff











4. Celebrate your community

Whether you're posting photos from a recent event or taking class pictures at a school, Instagram can help you show off all the exciting happenings at your business or organization.

The response is great. We are growing our Instagram followers and with over 2,300 Facebook followers, our Instagram photos get a lot of engagement from our Facebook fans.

— Leanne Hendrikse, Director of Marketing, The Orme School

30 Day #CCPhotoADay Instagram Challenge

Small businesses and nonprofits are no strangers to challenges. Now, we're challenging you to give Instagram a chance and try to post images for all 30 of these ideas!

Use these 30 ideas as prompts as you begin sharing photos. Don't worry about the order; you can jump around and post whatever you feel like depending on the day. Share your posts, using the hashtag **#CCPhotoADay**, so you can see what other businesses that are taking the challenge are up to.

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2. What makes your day?

3. Your workspace

4. What's on your to do list?

5. Something delicious

6. Your favorite time of day

7. Something you couldn't live without

8. Something silly

9. Something colorful

10. Your view

11. An activity you love

12. Something big

13. Something small

14. Ask for feedback

15. A happy memory

16. How you start your day

17. How do you relax?

18. A piece of advice

19. Something old

20. Something new

21. A pro tip

22. An introduction

23. Something you won't forget

24. A secret

25. What makes your business unique?

26. Something you're thankful for

27. A reminder

28. Your mode of transportation

29. Something you made

30. Something you're looking forward to

Completing all 30 posts will give you a great library of photos and videos your audience will love.

See what things they're responding to the most, and keep that in mind when you're creating posts in the future. Let us know if we can help along the way!



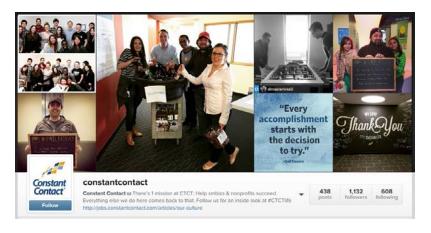


To recap...

- Instagram allows you to share great looking photos and videos with your audience, right from your mobile device.
- With just a few touches on a smartphone screen, you can use Instagram's editing tools and filters to enhance image quality, add a quick caption, tag users or locations, and share your masterpiece across your various social networks.
- Instagram also integrates with the photo library in your Constant Contact account, making it easy to use the photos you create on Instagram in your email marketing campaigns.

Ready to get started?

We have plenty more resources to help you make the most of Instagram at your business.



Visit the <u>Constant Contact Blog</u> for more tips on using Instagram for your small business.

And make sure to connect with <u>Constant Contact</u> <u>on Instagram</u> to follow our latest updates!



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