

Five simple Instagram marketing ideas

By [Adeniyi Ogunfowoke](#)

10 Feb 2016

Instagram is all about pictures. Models, gourmet businesses and a few others have taken advantage of this visual-inspired social media platform to grow their brands.



Pixabay

With Instagram, one can increase your online engagements and reach especially if you upload crisp and clear images. To help you market and unleash the hidden potential of Instagram, Jovago.com, Africa's No 1 hotel booking portal shares ideas on how to accomplish this.

Ensure daily updates

This is probably the simplest of all the ideas that will be highlighted. A dormant Instagram page is as good as not having an account at all. Hence, post good pictures daily. The more users notice your daily posts, the more your fan base rises.

Do not ignore hashtag

The hashtag (#) is the ultimate rule of Instagram. It is the easiest way for users to find their preferred images including the ones you put up. To do this, follow various trending topics to generate relevant hashtags. It is bad practice to use random hashtags. The rule of thumb is - if you want your pictures noticed, always use relevant hashtags.

Engage your followers

This is a marketing tip that cut across all social media networks. However, some social media managers may have the perception that Instagram is only meant for sharing images. No, you have to engage your followers by responding to their concerns, complaints and compliments. It is noteworthy to say that engaging your followers is as important as relating with your Twitter followers.

Know how to post a proper call to action (CTA)

In marketing, a call to action is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as 'call now', 'find out more' or 'visit our website today' according to Wikipedia. It is very difficult to do

a CTA on Instagram since you cannot use backlinks for pictures. What you will do is that at the end of your post, request your audience to click the link in your Instagram 'bio' or 'about me' after they must have liked and commented. The link takes them directly to your homepage where the subject matter will be highlighted.

Link to Twitter

Twitter is arguably the best platform to drive traffic. Many Twitter users also use Instagram. In order to give your visual content more mileage, link your account to Twitter. This means that when you post pictures on Instagram, it automatically appears on Twitter.

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