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# INSTAGRAM MARKETING FOR THE SMALL BUSINESS BEGINNER



By **Freddy Vasquez,**  
**FXV Digital Design**

Instagram is growing, and will help your business grow. Add the social media app to your arsenal of free branding and marketing for your small business with a few easy tips.

For some, Instagram may seem too modern or different for small business owners to use, but this notion couldn't be further from the truth. Instagram has a billion active users every month, comes at no cost to you, and is relatively easy to access and use. With such an expansive social media platform, now is the time to take advantage.

## Consistency is Key.

Instagram has an algorithm very similar to Facebook's (likely because Instagram is owned by Facebook). The more you post, the more your posts are likely to be viewed by your followers, and if someone doesn't follow you, they will likely be guided to your posts on the "Discover" page. To simplify: Instagram will prioritize posts that have the most relevancy, and posts that do not have relevance will be placed further down, regardless of how recent. Use this information and post constantly!

## Create Entertaining and Informative Posts.

You want people to like, comment, and overall interact. The more exposure a post receives will determine user frequency, and daily posts ensure followers will see your brand. After all, 34 percent of users

check Instagram multiple times a day, so make sure your content is worth it.

## Don't Buy Followers.

Yes, you can buy followers. No, it is not a good idea and may end up hurting your business quickly. By a quick google search you can find sites that will sell 1,000 Instagram followers for \$10. That may sound appealing to grow your brand quickly, but it's shortsighted. You're paying for users who don't view, nor interact with your posts. Not to mention, Instagram will identify and delete fake or spam accounts. Those extra users do nothing for your brand if they can't interact with you.

Another disadvantage of buying followers is data upkeep. How will you tell how many views a post gets from the real users versus the fake ones? A like might help your exposure, but they can't purchase a product from your business. Real people + real interactions = real business growth.

Success for your Instagram page may not come overnight, but using these tips will help jumpstart your platform. Stay focused on what you want your pages to achieve and monitor its growth. You want that to correlate with your business.

Remember, social networking is still networking. Connect with other small businesses and "share" their work. Establish your business in the local and cyber community.

Unsure if you're capable of using Instagram or any social media platform for maximum optimization? Give us a call today at 484.509.4285 or visit us online at [www.fxvdigital.com](http://www.fxvdigital.com)

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