

INSTAGRAM MARKETING 101

Tips for Success on the Platform



MARKETING TIPS

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Instagram continues strengthening its position as the favorite social media platform among people ages 16-34. The app is a valuable marketing instrument due to its usefulness in organic content, paid advertising, influencer marketing, and e-commerce tools. There are many different strategies and tactics that businesses can employ to be successful on the platform. The social media experts at beMarketing highlight three valuable tips you can use for success on Instagram.

1. Develop a Brand Voice

You want to always maintain a distinctive brand voice throughout your posts. Develop a voice that fits your brand and style, then stick to it throughout all your content. This allows your audience to build a connection with you and your brand.

2. Create Instagram Reels and Stories

Posting reels is proven to boost your overall engagement, and if you can “go viral,” you can reach a whole new audience. Using Instagram stories is another great way to increase your reach. Verified business profiles also can add clickable links and create ads in Instagram stories.

3. Engage With Followers and Other Brands

Engagement on your Instagram posts sends positive signals to the algorithm that can help to increase your post’s reach and impressions. Responding to comments from your followers will only increase future comments and help boost your engagement. Commenting and engaging on other brands’ and influencers’ social media pages can also help to improve your visibility and follower count.

4. Successful Instagram Management with beMarketing

Our social media experts at beMarketing have the tools and strategies to take your Instagram marketing to the next level. Find out more about how we can enhance your brand’s marketing by calling 484.261.1149 today.

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MICE: The uninvited house guest

- Can cause fires by gnawing on wires
- Can contaminate food and food prep areas
- Can spread diseases such as hantavirus, salmonella, and listeria
- One pregnant female can produce up to 60 babies in one year if left untreated

