

Build Your Business through Instagram

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Instagram is a great place to promote your work. Here is a cheat sheet with some tips to help you tap into this audience and grow your business.

1 Over **1 billion** active users

2 The potential reach of advertising on Instagram is **802 million people**

3 An est. **75%** of Australian business will be on Instagram in 2020

Start With The Basics

Nail these fundamentals to ensure your profile looks professional



Create a Business Profile - Creating a business profile separate from your personal profile is recommended. They are more credible and professional than personal profiles. They also give you better reporting on your audience and how your content is performing. You can also invest in paid media to boost your profile.



Tagging - Tagging partners and brands in your posts is a good way to show people who you have collaborated with.



Stories - Are a post (or multiple posts) that are live for 24 hours and are accessible by clicking on your Display Image. They do not appear in your feed. Stories are great for driving more views to your content. Stories can also be a great way to show a sneak peak of a project, what you're currently working on, and an insider look into your business.

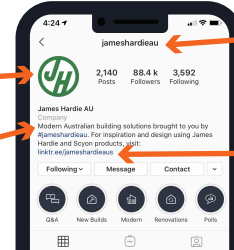
Highlights - You can save your favourite stories to your highlights section on your main page so your audience can continue to view them after 24 hours. When users come to your profile these highlights are easily accessible. Adding some of your best stories to your highlights is a great way to display your work in an organised way.

Make the Most of Your Profile

These four sections are essential to identify you

1 Display Image - A place to showcase your logo.

2 BIO - A place to explain what your business does.



3 Handle - Your name on Instagram. How people search for you.

4 Website Link - Drive traffic to your website.

How to Increase Engagement

Help people find you easier when they search, and make your content relevant to your followers by

1 Follow experts in your industry, engage with them and their audiences. A great place to find inspiration and possible connections.

2 Posting Consistently gives followers a reason to check your page often. Aim to post a minimum of 2 posts per week.

3 Hashtags help you get discovered. Using appropriate and relevant hashtags is key. Think of products, geography, and building type for hashtag ideas.

4 Answering Comments on your posts and asking your followers questions.

5 Posting Stories with polls and questions can be a great way to see what kind of content your audience wants to see more of.

Let's Get Posting

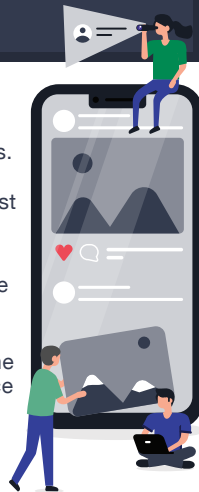
Here are some tips to create great content

1 Permanent Posts - These are the images that will always stay on your page. Keep your feed visually interesting by posting different angles of your builds.

2 Image Size - High resolution images are always best to showcase your hard work.

3 Captions - Always include a clear description of the image you are posting.

4 Hashtags - Relevant hashtags should help someone to search for your content. 7-10 tags is a good place to start. Ensure you put a space between your hashtags. #building #hamptonshome #hamptons #home



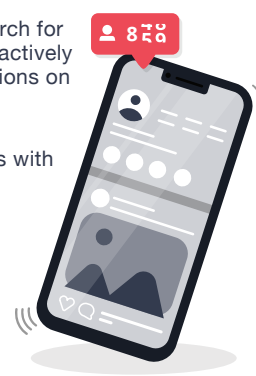
Growing Your Following

More followers on your page will mean more eyes on your work

1 Proactive Engagement - use hashtags to search for people looking for similar products to yours & actively engage with them. Like, comment & ask questions on posts.

2 Community Management - build relationships with your followers through engagement. Reply to comments on posts and Direct Messages.

3 Paid Media - You can put money behind your posts to increase the amount of people who see & engage with your post. You can try experimenting with this right in the platform.



Staying Compliant

It's important to make sure you stay compliant with Instagram's Terms of Use.



1 Tagging - Ensure you tag partners and content owners if you've reposted or worked with someone.

2 Tone - Remember you are representing your business. Always be polite.

3 Sponsors - If you are given free product and you promote it, you should disclose it.