

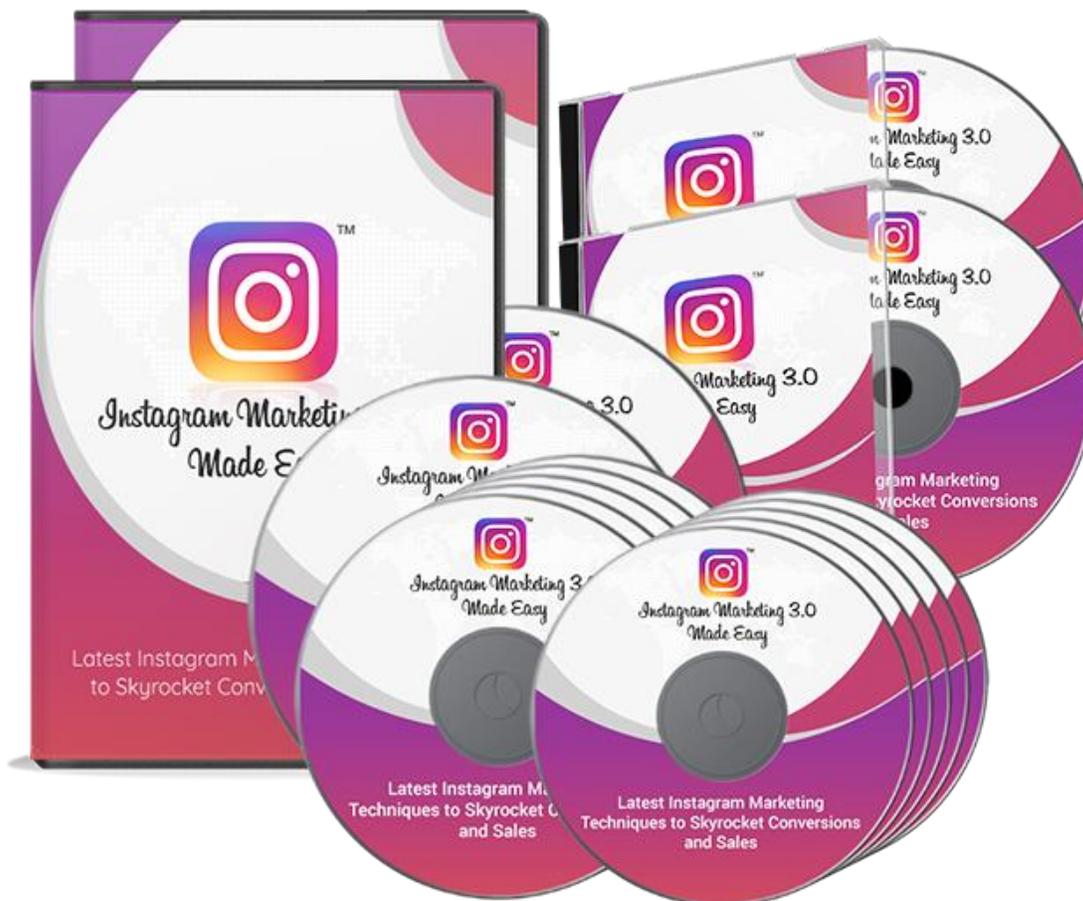
*Cheat Sheet*



*Instagram Marketing 3.0  
Made Easy*

Latest Instagram Marketing Techniques  
to Skyrocket Conversions and Sales

# Limited Special Offer for You: Instagram Marketing 3.0 Made Easy (Video Training)



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## What Instagram can do for your Business?

- ✓ Drive and spread awareness of their business activities, their brands, their products, and their services
- ✓ Make potential customers get interested through visual discovery
- ✓ Get new customers, which in turn will increase the desired conversions, including product sales, app downloads, website visits, and visitors to a local store, among others

## Instagram Walkthrough

- ✓ Let's start right on the app's main login screen
- ✓ Login with your username and your password
- ✓ You will be able to see what others are posting in chronological order by scrolling down
- ✓ Below the post image you will be able to see how many likes a post has and the comments left by users on the post
- ✓ On the lower left there are three icons
- ✓ The heart shaped icon will allow you to "like" a post
- ✓ The dialog icon will allow you to leave a comment on the post
- ✓ The paper plane icon will allow you to send a post to your Instagram contacts
- ✓ Tapping on the notification number on the right will allow you to check your "direct" messages
- ✓ By tapping on the camera icon on the left you will be able to either take a picture or film a short video that you can directly share on Instagram
- ✓ Check the icons located on the menu at the

## Shocking Video Marketing Facts to Consider

- ✓ Over 700 million people use Instagram on a monthly basis, with 400 million of those active on a daily basis
- ✓ Instagram posts earn 58 times more engagement per follower than Facebook posts on average, and 120 times more engagement per follower than Twitter posts
- ✓ Instagram users share an average of 95 million photos and videos on a daily basis
- ✓ 60% of Instagram users have said that they have learned about a new product or service thanks to posts on the platform
- ✓ 80 % of Instagram users are from outside the United States, which represents a big opportunity for businesses to reach a global audience
- ✓ 31% percent of American women use Instagram, outnumbering the 24% of American men using the platform
- ✓ A whopping 48% of US based brands use Instagram for marketing purposes, and that percentage is expected to grow to 70% by the end of 2017
- ✓ 75% percent of Instagram users take action after seeing a promoted post
- ✓ Brands with Instagram accounts surpassing the 100,000 followers mark have grown a whopping 163% in just two years!
- ✓ As Instagram has devised a platform that allows its users to process content 60,000 times faster through image posts than, say, simple text ads, with people remembering 80% of your marketing message in your Instagram promoted posts
- ✓ There is a very specific set of hashtags that have been determined to be the best for marketing campaigns on Instagram, including "#contestalert", "#sweepstakes", "#giveaway", "#discount", "#travel", "#deal" and "#smallbiz"

bottom of the screen (from right to left)

- ✓ First you have the profile icon that allows you to see your number of posts, your number of followers and the number of accounts that you are following, your uploads, edit your profile and more
- ✓ Now you have the heart shaped icon, there you have the “Following” tab and the “You” tab
- ✓ The “plus” icon in the middle is perhaps the one that you’ll be using the most, as that is the button that will allow you to quickly upload stuff to Instagram (Photos and Videos)

## Set up Instagram for business

- ✓ Start by logging into your personal Instagram account
- ✓ Tap on the profile icon on the lower right corner
- ✓ Look for the three dotted button located on the top right corner on your screen and tap on it
- ✓ Go to the “account” menu
- ✓ In the “private account” option make your account public and then tap on “ok”
- ✓ Tap on the “switch to business account” tab and tap on continue
- ✓ Tap on the last “continue” button to see what’s next
- ✓ The next step will require you to connect your business profile with your Facebook business page
- ✓ Start by tapping on the “choose page” tab
- ✓ First you will be asked to continue to Facebook using your account of choice
- ✓ Then simply tap on “continue”
- ✓ Next you will be asked to allow Instagram to post to Facebook for you, and you’ll simply have to tap on the drop down menu to select “public” and then on “ok” to continue
- ✓ In the next screen you will be asked to allow Instagram to manage your pages
- ✓ Simply tap on “ok” here as well to continue
- ✓ Now, in the next screen simply select your Facebook page
- ✓ In case that you don’t have a business page on Facebook, you can always use the “create one” link located at the bottom of this screen
- ✓ Once you have made your selection simply tap on the arrow button on the top right

## Your Instagram business settings

- ✓ The first few settings are the same that you were able to edit on your personal Instagram account, including your name, your username, your website and your bio
- ✓ In the “website” field you have to enter your main business website URL
- ✓ In the “bio” field you have to enter a brief description of your business
- ✓ The next set of settings are your business contact settings
- ✓ Simply tap on “contact options”
- ✓ In this section you will be able to edit your business contact settings (Name, email, address)
- ✓ Let’s now go over the three dotted button on the top right corner of your profile to go to your account settings
- ✓ In this section you have to look for the “business settings” menu, where you will be able to see three options
- ✓ The first one is the “payments” option
- ✓ In this section you will be able to set up a payment method which you will later use to pay for your advertisements (Credit or Debit Card and PayPal)
- ✓ Let’s now move over to the “branded content approvals” tab on the “business

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- corner
- ✓ Now you will be instructed to set up your business profile
- ✓ So simply tap on the ok button on top to continue
- ✓ Congratulations! Now you have switched to an Instagram Business account

- settings” menu
- ✓ You can turn the “require approvals” lever on or off depending on whether you want other business accounts to tag you on their posts
- ✓ The last option available on the “business settings” menu is the “switch back to Personal Account”
- ✓ You can use in case that you decide to revert back to your old personal accounts settings
- ✓ And these are your business settings!

## Posting and Sharing

- ✓ You have to start on your Instagram feed
- ✓ Tap on the plus icon located in the middle of the lower screen
- ✓ Let’s start with the “gallery” option
- ✓ In this option you will be able to select an image or video from your device’s media gallery
- ✓ Images have to ideally be 1080 by 1080 in resolution
- ✓ Videos have to be 15 seconds long at most
- ✓ Select your image or video, and tap on the “next” button on the top right corner
- ✓ In the following section you will be asked to select a filter for your image
- ✓ Once you have made your selection you can tap on the “edit” link below to edit some extra attributes on your image (orientation,

## Instagram Stories

- ✓ Tap on the “you” profile icon in your feed’s “stories” menu
- ✓ You will be taken to your Instagram editor
- ✓ You will be able to individually select your most recent files so you can add them to your stories, including images and videos
- ✓ Once you select a photo or video you will be able to edit it by using the buttons available on the top right corner
- ✓ You can add nice effects such as emojis, among other effects and text
- ✓ Then tap on “done”
- ✓ You can check your story by tapping on your profile icon in the “stories” bar
- ✓ Add another image to our story to see how it looks in action
- ✓ You can take a photo with the circle button

brightness, contrast, structure, color warmth, saturation, color, fading and highlights)

- ✓ Then tap on the “next” button above to continue
- ✓ In the next screen you will have to edit the content of your post
- ✓ Here you can write a caption, add a location, tag people and share the posts to other social channels
- ✓ To share your post simply tap on the “share” button located on the top right corner
- ✓ Now you can to create a photo post by going to the plus icon on the lower menu, tapping on the “photo” tab and then tapping on the small circle button in the middle
- ✓ You can select a filter and edit some extra attributes, add a location, tag people and share the posts to other social channels
- ✓ To share your photo post simply tap on the “share” button located on the top right corner
- ✓ Check the “video” posting option by tapping on the plus icon on the lower screen and then on the “video” tab
- ✓ Tap and hold the circle button in the middle until you are ok with the length or until it reaches the recording limit
- ✓ Tap on “next”. Select a filter, and then tap on the “cover” tap to select a thumbnail image from the video and tap on “next”
- ✓ Enter your caption and location
- ✓ You can share your video posts to other social channels
- ✓ Tap on “share”

## Types of Instagram Ads

- ✓ The first type of ad that you can create on Instagram is “photo ads”
- ✓ Start by going to your profile
- ✓ Search for a photo post by tapping on the

by simply tapping on it

- ✓ Once you edit it you have to simply tap on the “add to your story” button on the lower left
- ✓ Go back to your feed, from where you are going to be able to check your newest addition to your story by tapping on your profile icon in the “stories” feed
- ✓ Voila! Here’s your story in action!

## Instagram Advertising

- ✓ Photo adverts for instance allow you to tell your story through a simple and beautiful digital canvas that adapts to user’s device screen orientations
- ✓ Video adverts give ads an additional edge by adding sight, sound and motion to the already immersive quality of photo adverts
- ✓ Carousel adverts are designed to add an additional layer to the Instagram advert experience because they will allow you to insert several images or videos into a single advert so users can swipe across them
- ✓ Story adverts will allow you to complement the content of any feed with awesome promoted stories, which are very engaging to begin with

## Instagram Insights

- ✓ Tap on the profile icon on the lower right side of the screen
- ✓ Go to the upper right corner on your device’s screen and tap on the graph like icon
- ✓ Here you will be able to review in detail metrics such as number of followers, views, and others

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- ✓ profile icon on the lower right
- ✓ Tap on the “promote” button
- ✓ Continue by tapping on the arrow icon on the upper right
- ✓ Select a promotion objective (“get more profile and website visits” or “reach people near an address”)
- ✓ You will have to set up your ad details
- ✓ In “destination” you are going to select the placement where you want to link people to
- ✓ By tapping on the “action button” you will be able to select a call to action button
- ✓ Next you will have to set up your target audience, your budget, and your campaign’s duration
- ✓ Once you are ready to launch your ad, simply tap on the “create promotion” button
- ✓ You can create the following type of ads by either using the adverts manager or the power editor
- ✓ Log into your Facebook business account
- ✓ click on the menu button and then on “create ads” to go to the “ads manager”
- ✓ Then select your marketing objective
- ✓ Create an ad account for your new campaign in case you haven’t done so before
- ✓ Click on “continue” to move on to the next step
- ✓ Name your ad set in the “ad set name” field
- ✓ You’ll have to set up your audience, your placements and your budget
- ✓ Click on “continue”
- ✓ Now you will have to create the actual ad. Start by naming your ad in the “ad name” field
- ✓ You can either “create new ad” from scratch or “use existing post”
- ✓ You can use the “ad preview” menu to see a preview of how your promoted posts would look on there

- ✓ Right below your profile’s icon, you will be able to see two metrics: The number of followers that you have and the current number of posts that you have published so far
- ✓ Let’s check the metrics featured below
- ✓ “Impressions”, which is the total number of views that you have gotten across your entire Instagram channel
- ✓ “Reach”, or the number of unique views that you have gotten in the last 7 days
- ✓ “Profile views”, or the number of views that you have gotten on your profile in the last 7 days
- ✓ Let’s now move to the “followers” section. In this section you will get detailed demographic insights of your followers
- ✓ Below is the “posts” section, where you will be able to check how your posts are performing on an individual level
- ✓ In the “stories” section you will get insights on the performance of your Instagram stories
- ✓ Lastly, in the “promotions” section you will be able to check your promoted posts performance

## Instagram Microblogging for maximum reach

- ✓ Captions
- ✓ Hashtags
- ✓ Tags
- ✓ Geo tags

## Shooting great marketing videos on Instagram

- ✓ Transitions
- ✓ Stop-motion
- ✓ Time lapse and Hyper lapse
- ✓ Tips for using your mobile device as a portable video recording studio

## Advanced Instagram marketing tips from the experts

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- ✓ For the next type of ads select are “carousel ads”
- ✓ In this type of ad you will be able to include two or more images or videos that users can scroll through, all on a single ad
- ✓ Now, “single image” ads are very much the same as “photo ads” or promoted posts on Instagram, and “single video” ads are just like “single image” ads, only with videos instead of images. Lastly, “slideshow” ads are similar to “Instagram Stories”

## Snapping great marketing pictures on Instagram

- ✓ Start by tapping the plus icon button on the lower screen
- ✓ You will be shown your camera, so look for the right angle, the right lighting, and then tap on the circle in the middle to snap a picture
- ✓ After taking your picture, you will be taken to the photo editing options, so you can customize it before posting
- ✓ First you will have the option to choose among the multiple filters available
- ✓ Now tap on “edit” (adjust, brightness, contrast, structure, warmth, saturation, fade, shadows, highlights, vignette)
- ✓ And this is how you can take your new picture from an ordinary photo to a unique template for your future marketing images

## Using Instagram DIRECT for killer engagement

- ✓ Create a Private Thread for your most loyal followers
- ✓ DIRECT Message your competition’s following
- ✓ Use DIRECT to offer exclusive content

- ✓ Snap Photos using apps other than Instagram itself
- ✓ Shoot Videos using apps other than Instagram itself
- ✓ Use shortened URLs in your profile
- ✓ Use an optional platform for organizing contests
- ✓ Cross Promote Other Businesses
- ✓ Use Instagram’s “Search” feature to research trending topics
- ✓ Get your followers’ email addresses to expand your communication channels
- ✓ Create your own shareable content
- ✓ Encourage competitiveness among your followers and other users
- ✓ Work with Instagram Influencers

## Don’ts

- ✓ Don’t Use Instagram Bots
- ✓ Don’t Post Irrelevant Content
- ✓ Don’t Over Post
- ✓ Don’t Neglect Your Account
- ✓ Don’t Over Do Hashtags

✓ Use DIRECT to promote and run contests

## Do's

✓ Use Your Profile to Promote Your Product Pages

✓ Ask Questions to Engage Your Audience

✓ Post On A Consistent Basis

✓ Engage with Other Business Profiles

✓ Stylize Your Profile

✓ Plan Your Instagram Posts

✓ Use Industry-Relevant Hashtags

✓ Analyze Your Account

✓ Promote User Generated Content

✓ Don't Neglect Quality

✓ Don't Over Promote Products

✓ Don't Steal Photos

✓ Don't Leave Your Bio Empty

✓ Don't Focus On Numbers

## Shocking Case Studies

✓ [Burt's Bees](#)

✓ [Philadelphia](#)

✓ [Levi's](#)

✓ [Mercedes-Benz](#)

✓ [Adidas](#)

✓ [Frank Body](#)

✓ [Bloom and Wild](#)

✓ [Bejeweled](#)

✓ [Chanel](#)

✓ [Scotiabank](#)

## Premium tools and Services to consider

✓ [Grum](#)

✓ [INK361](#)

✓ [Crowdfire](#)

✓ [Iconosquare](#)

✓ [A Color Story](#)

✓ [SnapWidget](#)

✓ [Repost](#)

✓ [WordSwag](#)

✓ [SocialRank](#)

✓ [Foursixty](#)

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## Frequently Asked Questions

- ✓ How can You Gain More Followers Than What You Already Have?
- ✓ Should You Buy Instagram Followers?
- ✓ Who should You Follow if You're Using Instagram as a Brand?
- ✓ What Is The Best Equipment For An Instagram Marketer?
- ✓ Will Instagram Marketing Work For You If You Are From Outside the US?
- ✓ Does Instagram Improve Your SEO?
- ✓ Should You Advertise Your Instagram Content?
- ✓ Should You Schedule Your Instagram Posts?
- ✓ Should You Use Instagram For Business If You Are In A "Serious" Industry?

Should You Manage Your Instagram Account By Yourself, or Should You Use An Instagram-Centered Management Tool?