



A WORK FROM HOME BUSINESS SERIES

**HOW TO USE INSTAGRAM FOR YOUR
BUSINESS**

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NEW MILL

PUBLISHING

This book is one in the series of “WORK FROM HOME BUSINESS BOOKS”

Each book covers one topic for your business. We hope the information in this ebook will help you and give you an insight in some ideas on how to get the best from your on or online business.

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Introduction:

Regardless who you are, what niche you are in, or whether you are an expert or not, the guide you need to gain your reputation, build bonded relationships, and attract massive traffic to your website.

This unique guide the **experience from Highly-Internet** being designed to able to position whether it is online Instagram as soon



INTRODUCTION

is created based on **and guidance successful Marketers** It is make sure you are your business or offline with as possible.

You will learn the strategies to choose the right niche, set-up your Instagram Account, Choose the right images, learning the features on Instagram, tricks and strategies on posting on Instagram, as well as getting followers and traffic to your website.

In addition, we will also show you how to those resources you need to set-up your Instagram page in the fastest and easiest way possible. This allows you to attract as many clients as possible for your business. Further, we will show you some *NINJA* techniques to get the most traffic to your website.

Where do we start?

We are going to share with you SEVEN step-by-step guides on building your business with Instagram Marketing. In fact, you can even ask one of your employees to set this up for you in just seconds. What does it mean?

1. You don't need to guess on which techniques are working and which techniques are not working.
2. You don't need to guess on old and ineffective ways on building your business with Instagram Marketing.
3. You don't need to concern about technicalities of setting-up your Instagram Marketing.

What do you need to worry about? Well, you need to worry on NOT reading all the information we are about to share with you on this step-by-step guide.

We will use screenshot and pictures to show you each step. This way, there will be no misstep and misunderstanding on which step you need to do first and which step you need to do later on.

Why do we feel confident that Instagram will give you the traffic you are looking for in your business?

It is because of the leadership of Mark Zuckerberg (CEO of Facebook.com). You see, Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010. Its app distributed through Apple App Store, Google Play, and Windows Phone Store. The services gained popularity in which it reached over 100 million users in April 2012.

When Facebook acquired Instagram for U\$1 Billion in cash and stock in April 2012, Instagram grew rapidly in which it reached more than 300 million users in less than two years.

The question is... **"What was the original vision of Instagram?"**

Well, the original vision was to become the number one online mobile-photo-sharing, video-sharing, and social networking service that enables its users to take pictures and

videos, and share them on social networking sites such as Facebook, Twitter, Tumblr, and Flickr.

Basically, Instagram's vision was to grow its business in which it attracts different users across all social networking sites. This is how they were able to build more than 100 million users on their own. However, as Facebook acquired Instagram, it became the #1 app people use to share their photos across the big four social networking sites. HOW? Instagram users are able to post the same picture they publish to Facebook, Twitter, Tumblr, and Flickr with just one click.

How will this help you with your business? It is very simple, really.

Here is an example:

- You have 1,000 Facebook fans.
- You have 1,000 Twitter followers.
- You have 1,000 Tumblr followers.
- You have 1,000 Flickr followers.
- You have 1,000 Instagram followers.

What happens is... When you post a picture with few words on Instagram, instead of reaching out only to 1,000 Instagram followers, you can share the picture on Facebook, Twitter, Tumblr, and Flickr with just four simple clicks. **That will simply quadruple the number of audience you reach with just four clicks.** -- Yep, it takes less than five seconds.

That's the power of Instagram. Of course, there are other functionalities in which we are going to discuss further in this book. For now, you just need to understand the power of Instagram.

Basically, everything is just one gram away. :-)

"What if you want to use Instagram to build your business?"

This is where we come in. However, it wasn't an easy route to discover the right way to do it. WHY? One of the reasons was really because people did not get used to the Instagram especially Instagram does look like Facebook, but it doesn't function like Facebook.

In fact, when you look at...



It looks a little similar like Facebook, but it doesn't have the functionality like Facebook does. This pretty much makes a lot of new users feel that there is no reason to utilize Instagram to attract customers for their business.

Well, this is exactly what you are going to learn in **HOW TO USE INSTAGRAM FOR YOUR BUSINESS** Of course, after you are able to create your own traffic system with our guidance, you can always teach others how to do the same thing.

Further, you can even charge your clients, real estate agents, insurance companies, dental offices between \$500 and \$1,000 per month for maintaining their Instagram account. What it means is... **"The sky is your limit."** You just have to master the skills you are going to learn on this course.

Chapter I: What is Instagram?

The first question is... "What is Instagram?"

Instagram was co-founded by Kevin Systrom and Mike Krieger. During the early stage, in San Francisco, CA, began the development of Instagram. The name "Instagram" is a portmanteau of "Instant Camera" and "telegram".

Instead of bored you with the *history* of Instagram, let's talk about the Key Event on Instagram History:

- **March 5, 2010:** Systrom received \$500,000 funding.
- **December, 2010:** Instagram has 1 million registered users.
- **January 2011:** Instagram added Hashtags to help users add photograph and added each other.
- **June 2011:** Instagram has 5 million users.
- **July 2011:** Instagram announced that there are 100 millions photos uploaded.
- **April 2012:** Instagram has 30 million users.
- **April 3, 2012:** Instagram was released for Android phones. It was downloaded more than 1,000,000 times in less than one day.
- **April 12, 2012:** Facebook acquired Instagram for \$1 billion dollars in cash & stock options.
- **December 17, 2012:** Instagram updated its term of services, granting itself the right to sell users' photos to third parties without notification and compensation. However, after criticism from National Geographic Society and privacy advocates, Instagram retracting the controversial terms.
- **January 2013:** It was confirmed that Instagram has asked for photo identification as a form of verification due to unspecified violations.

- **March 2013:** Emily White was appointed as the Chief Operating Officer for Instagram. Ms. White suggested that Instagram should start selling advertisement on its platform.
- **October 22, 2013:** During the Nokia world event, Systrom confirmed the impending release of Instagram app for Windows phone.
- **December 12, 2013:** Instagram added "Direct". It is the feature that allows users to send photos to specific people directly from the app. HINT: Instagram Direct feature is to compete against messaging services including Snapchat.
- **March 11, 2014:** Instagram released an updated Android app with performance improvement and flatter interface. The primary update was to reduce the app's file size and resource usage, and it was optimized for and tested on low-end smart phones sold in emerging markets.
- **December 2014:** Instagram has 300 million users

Chapter II: Why Instagram?

The second question is... "Why Instagram?"

Let me show you an eye opening fact about Instagram and why it will be beneficial for your business.

Here is the latest data on Instagram: (We are confident that it will grow faster than our words)

Fact About Twitter	
# of Total Users	300,000,000
Monthly Visitors to Instagram	300,000,000
Active Instagram Users	300,000,000
% of Instagram Users Outside US	67%
Daily Active Instagram Users	75,000,000
Average Numbers of Followers Per Users	843
Average Follow/ Follower Ratio	1:1.76
% of World Leaders Use Twitter	80%
# of Instagram User in the U.S.	45,600,000
# of photos uploaded daily	55,000,000,000
# of Likes Per Day	1,200,000,000

If you are a savvy marketer especially when you value the important of having a list, Instagram **has one of the biggest mailing list on the planet aside from Facebook and Twitter.** It means that by tapping into Instagram network as part of

growing your business, you are indirectly tapping to one of the biggest countries in the entire planet.

The question is NOT whether you should tap into it or not, but it is more into how you can attract massive traffic to your website. Well, as you progress through each step on this course, you will be able to see through what it takes to build your business around Twitter.

Chapter III: Instagram Page

Instagram is focusing on photos-sharing and 10 seconds videos-sharing. It means that you or your company can post any activities occur in a real-time in the form of images or videos. It allows you to connect with your customers, develop your brand, and engage with your followers with a visual story.

Why does business need to use Instagram?

1. Easier to grow followers compare to Facebook.
2. Less marketers are tapping into Instagram as they are way too busy with Facebook.
-- HINT: Facebook owns Instagram. After Facebook owns Instagram in 2012, the number of Instagram user increased from 100 million to 300 million users.
3. Organic free traffic. -- As Instagram has not yet introduced its advertising platform, all the traffic is FREE.
4. You will reach all your followers. -- With Facebook, you will reach ONLY a portion of your audience with organic search. With Instagram, you will reach out to ALL your followers. This will help you maximize your exposure.

5. You will receive much higher engagement than any other social networking sites especially Facebook. -- HINT: From a recent study, it shows that Instagram has a **THREE TIMES** more engagements than Facebook.

Again, everything is depending on your focus. As Instagram focuses on visual expression, it will help you to brand your business. Let me share with you some examples:

A. If you are an Internet marketer, you can use photos to represent your lifestyle, your picture with other marketers, the screenshot of your results, or the picture of you standing on the stage.

B. If you are a clothing company, you can use photos as a way to show all great looking clothes, skirts, pants, and much more.

C. If you are a weight loss consultant, show before and after photos of your clients.

D. If you are a chiropractor, show pictures of you giving treatment to your clients.

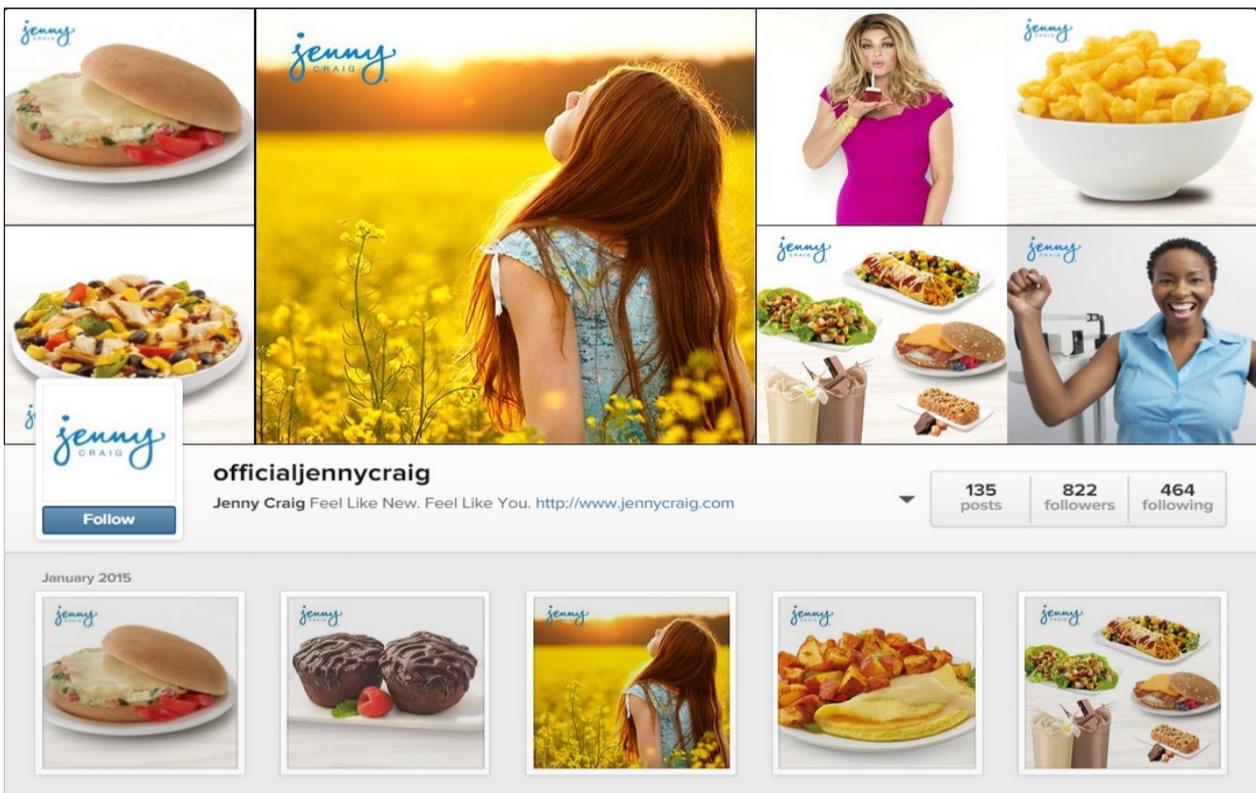
E. If you are a restaurant owner, show pictures of your foods. Of course, take pictures of your happy customers.

In other words, your Instagram website could look like this..

@dunkindonuts (Your company name)



@officialjennycraig (Weight loss company)



@gucci (Clothing Store)

gucci
Gucci World class luxury. Italian heritage. Modern style <http://on.gucci.com>

672 posts 3.1m followers 155 following

January 2015

@tigerwoods (Celebrity)

tigerwoods
Tiger Woods Official Tiger Woods Instagram Account <http://www.tigerwoods.com>

18 posts 150k followers 0 following

December 2014 November 2014 October 2014 September 2014

As you understand the power of Instagram for your business, on the next chapter, you are going to learn how to set-up your Instagram account correctly. This allows you to start getting traffic to your website as soon as possible.

Chapter IV: Seven Simple Steps to Exploit Instagram Marketing

As you are ready to exploit the power of branding your business and attract massive traffic to your website, let's create your business on Twitter in the shortest time possible.

Here are **seven** simple steps to exploit Facebook Marketing:

Step #1: Pick up your profitable niche.

Step #2: Download and Install Instagram Mobile App.

Step #3: Creating Your Instagram Account.

Step #4: Customize Your Instagram Account.

Step #5: Understanding APP on Instagram.

Step #6: Post Photos and Videos on Instagram.

Step #7: Getting Followers to Your Instagram Account.

Let's talk about each step carefully, shall we?

Step #1: Pick up your profitable niche.

There are "three" ways to do research:

1) Use a keyword planner.

Ad group (by relevance)	Keywords	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
Keywords like: Weight...	weight loss motivation,...	123,700	Medium	\$2.54	0%	»
Fast Weight Loss (13)	fast weight loss, weight...	31,210	High	\$3.88	0%	»
Best Weight Loss (54)	best weight loss, best w...	106,180	High	\$2.43	0%	»
Weight Loss Plan (35)	weight loss plan, weight...	37,600	High	\$3.78	0%	»
Quick Weight Loss (17)	quick weight loss, quick...	39,240	High	\$4.18	0%	»

Look into the number of searches per month. If the number of searches per month is a little over 100,000, it does show that weight loss is on high demand.

2) Find out if there are advertisers on the products or services you are trying to sell.

weight loss

Web Images Maps Shopping News More ▾ Search tools

About 409,000,000 results (0.45 seconds)

Ads related to **weight loss** ⓘ

Lose Weight Fast & Safely - A Plan to Lose Weight & Keep it Off

www.mediweightlossclinics.com/ ▾

Lose up to 10 lbs. the First Week!

Patient Testimonials - America Wakes Up To Medi

📍 603 Salem St., Suite 3, Wakefield, MA

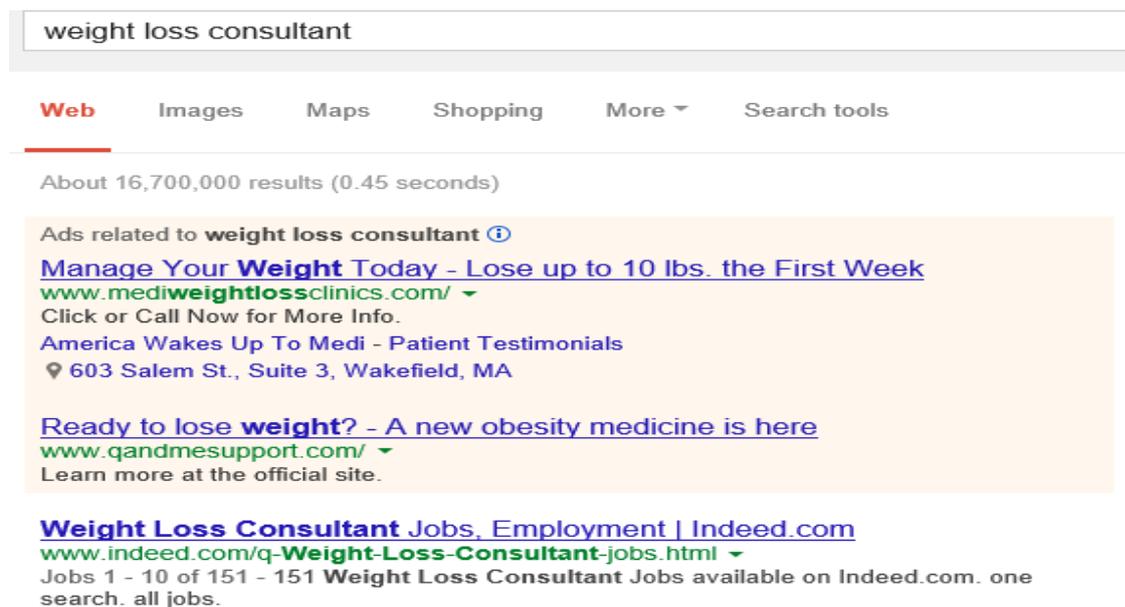
Green Coffee Bean Extract - Lowest Price Online. Ships today

www.vauxhall.co.uk/ ▾

100% Pure Green Coffee

3) Be very specific on your search.

There is a difference between attracting freebie seekers and potential buyers. If you focus on *Weight Loss*, there is a chance that people are just looking around. When you focus on ***Weight Loss Consultant***, those people who go to your website will fall into two categories: (A) Potential clients; (B) Potential Weight Loss Consultant;



Once you have chosen the profitable niche you would like to focus with, you can then proceed to Step #2.

The question is... What if you are an affiliate marketer or marketers who focus on selling information products? Well, if that is the case, how do you know which product is profitable?

Here is the *Four* steps process:

(A) Head to <http://www.clickbank.com> and search for "Marketplace".

Click



B) Search for the highest gravity product on Clickbank.com.

Products to promote

Find Products:

Results [Marketplace Help](#)

Displaying results 1-10 out of 923 (pg. 1 of 93)

Results per page: 10

Sort results by: Low to High High to Low

The Venus Factor: New Highest Converting Offer On Entire CB Network! (view mobile) Absolute Media Monster. Guaranteed CB Best Seller! Venus Factor Is The Highest Converting, Highest Epc Female Fat Loss Offer Ever. Kyle Leon's Best Vsl By Far.	Avg \$/sale \$45.11	PROMOTE
Stats: Initial \$/sale: \$43.70 Avg %/sale: 75.0% Avg Rebill Total: \$20.25 Avg %/rebill: 15.0% Grav: 216.4 Cat: Health & Fitness : Diets & Weight Loss		
Kick-butt Cellulite Redux - Not Weight Loss, Not A Gym Routine (view mobile) Prolevel Sales Copy Written For Massive Unsatisfied Cellulite Market. Simple Laser Targeted Home Exercise Program Works Bigtime. Only Proven Way For Women To Reduce Cellulite Forever. Very Low Refunds, See Http://www.truthaboutcellulite.com/affiliates	Avg \$/sale \$39.27	PROMOTE

Why is gravity important?

It will indicate the sales conversion of the product. For example: If you are sending 100 clicks to the affiliate product, gravity is the indication on how many sales you are going to receive.

C) Focus on how much money you are going to get.

There are "two" key formulas you need to be aware of:

Formula #1: How much money are you going to get on each sale?

- Product A paid 75% commission at the price of \$10. It is equal to \$7.50 cash per sale)
- Product B paid 50% commission at the price of \$20. It is equal to \$10 cash per sale)

Formula #2: How many sales are you going for every 100 visitors you send to an affiliate site?

- Product A paid \$7.50 per sale. It has a conversion of 5 sales for every 100 visitors you spend. **That is a profit of \$37.50.**
- Product B paid \$10 per sale. It has a conversion of 2 sales for every 100 visitors you spend. **That is a profit of \$20.**

Without these two components as the gauge, you may think that Product B will give you more cash for your business. In reality, you need to use the formulas above as a way to measure how much money you are going to receive from selling affiliate products.

D) Look for re-bill as a way to earn residual cash.

The Venus Factor: New Highest Converting Offer On Entire CB Network! (view mobile)

Absolute Media Monster. Guaranteed CB Best Seller! Venus Factor Is The Highest Converting, Highest Epc Female Fat Loss Offer Ever. Kyle Leon's Best Vsl By Far.

Avg \$/sale
\$45.11

PROMOTE

Stats: Initial \$/sale: **\$43.70** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$20.25** | Avg %/rebill: **15.0%** |
Grav: **216.4**
Cat: **Health & Fitness : Diets & Weight Loss**

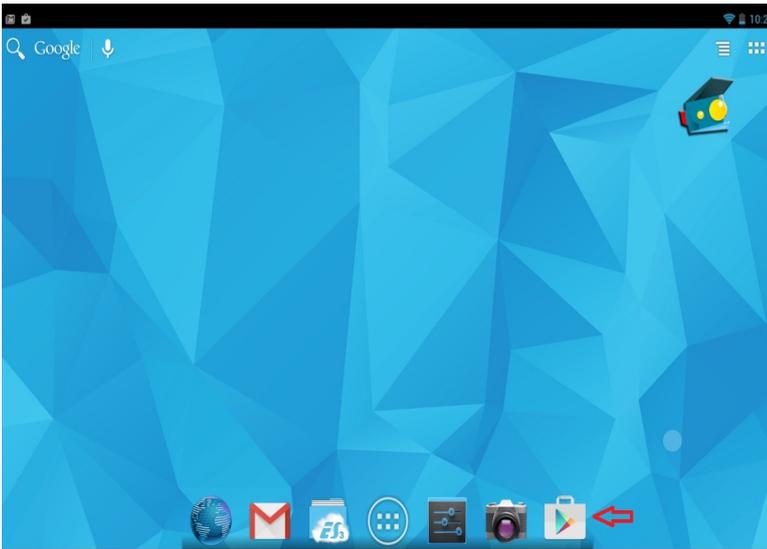
    

Re-bill is the key for you to make monthly cash without the need to keep promoting products after products. This is the reason why it is important for you to have both residual income and non-residual income type of products to maximize your cash flow.

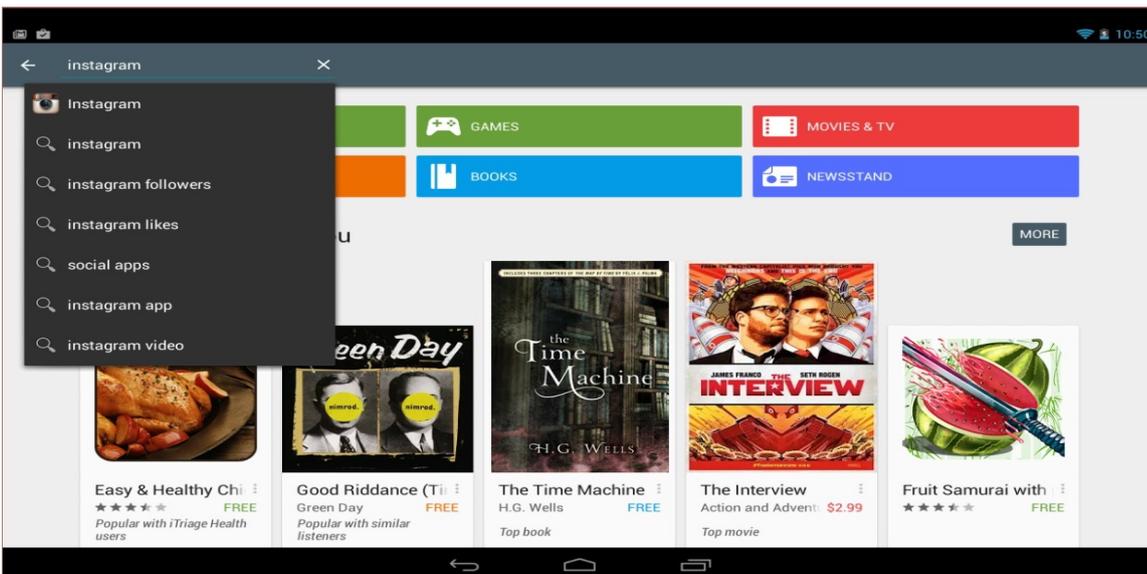
Step #2: Download and Install Instagram Mobile App.

Once you have chosen your profitable niche, your next step is to install your Instagram account with your phone. All you need to do is going to <http://Instagram.com> -- Of course, you can always get it from Google Store for Androids or iTunes for iPhone users.

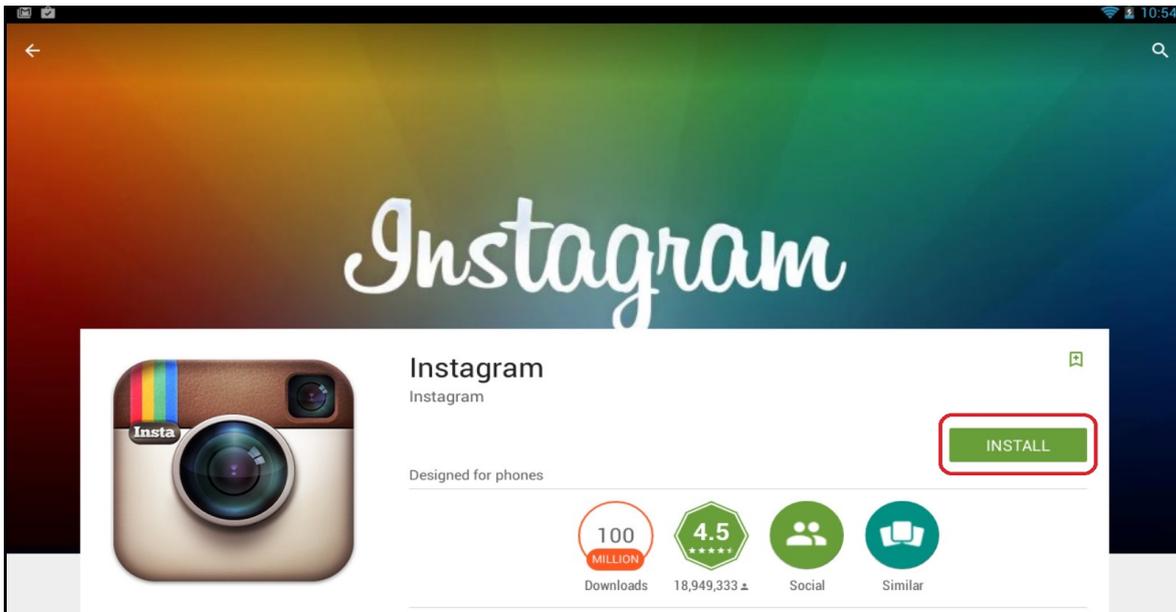
First, look at your computer screen especially if you are using "Android". Click on "Google Play Store" (NOTE: If you are not using Androids, you can always go to <http://instagram.com> to install your Instagram app.



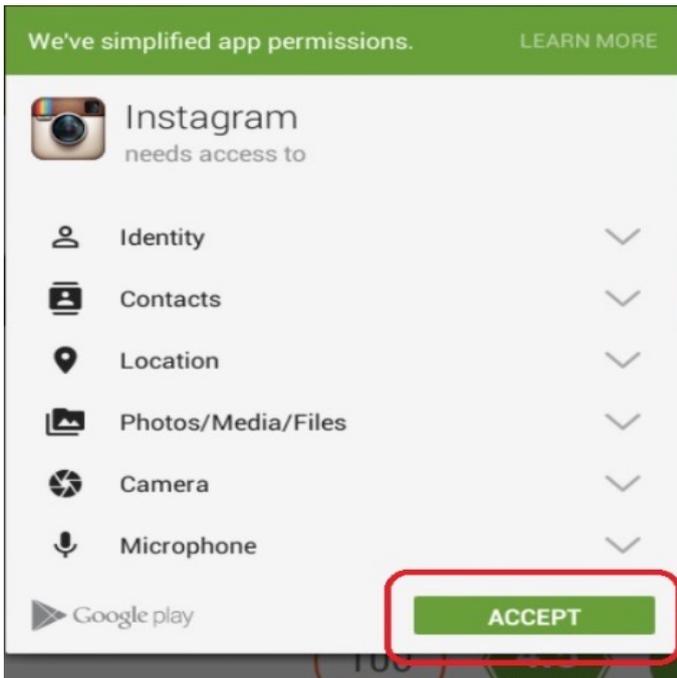
Then, search for Instagram.



Click "install".



Click "accept".



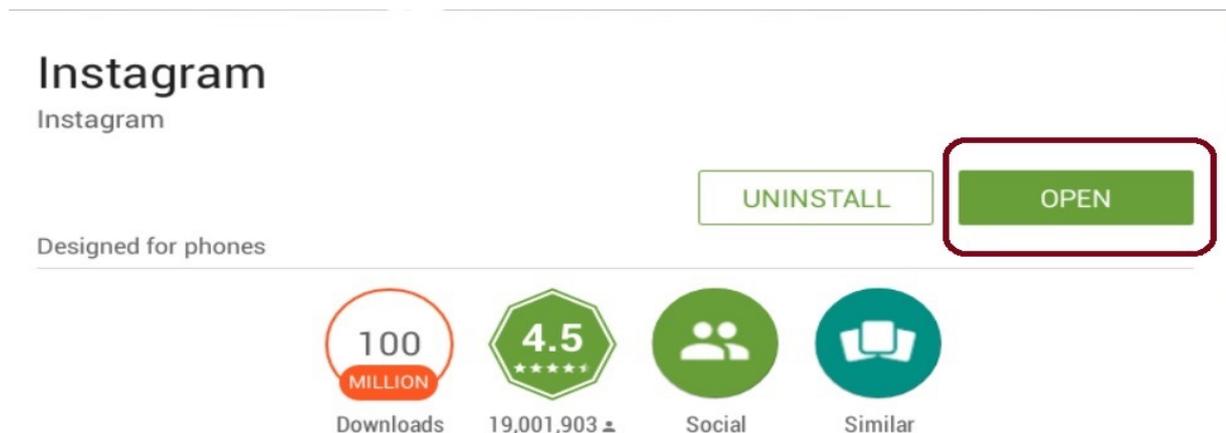
Step #3: Creating Your Instagram Account.

Once you have installed your Instagram account, your next step is creating your Instagram account the right way. Why is this important? Well, if you are NOT careful, you will end up making a lot of mistakes.

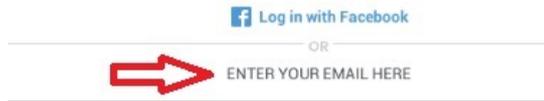
What kind of mistakes? Well, the majority of the users will connect their Instagram account with Facebook or Invite their friends. I am not saying that it is a bad thing, but it is important to grow your followers first before you involve your audience on different medium.

This allows you to have a head start compare to other Instagram users. As you are ready, here are the steps you need to take:

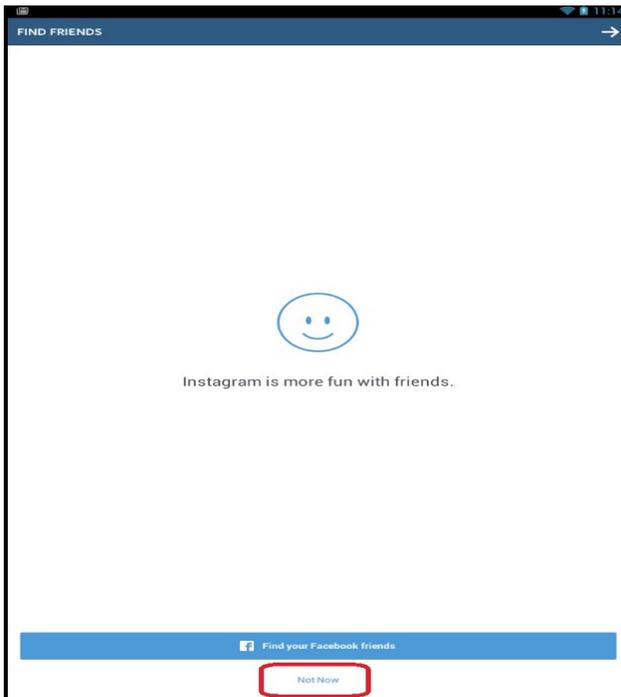
Click "Open".



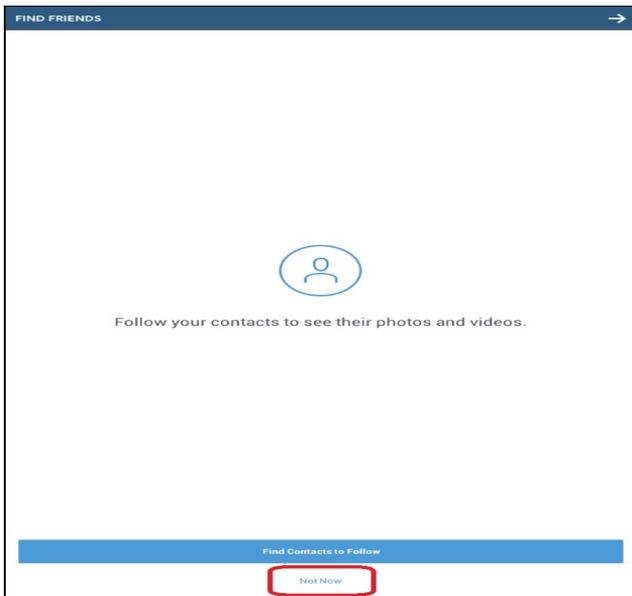
Then, sign-up with your business email account instead of your Facebook account.



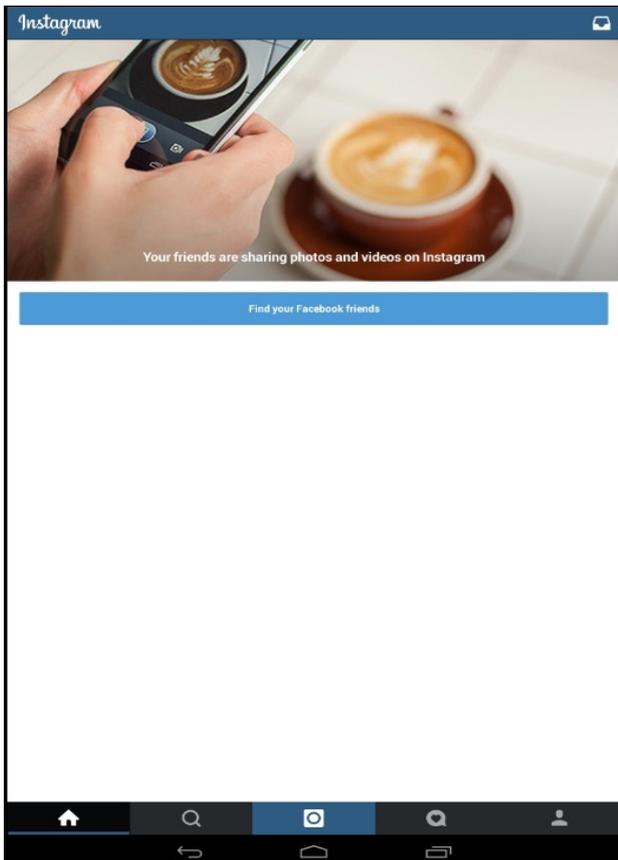
Choose "Not Now" on adding your friends from Facebook. -- Hint: You will learn how to get followers on the later steps. :-)



Choose "Not Now" on following your contacts on Instagram. -- Hint: You will learn these steps later on. :-)



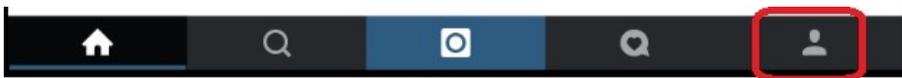
Once you have everything set-up, you should be able to see...



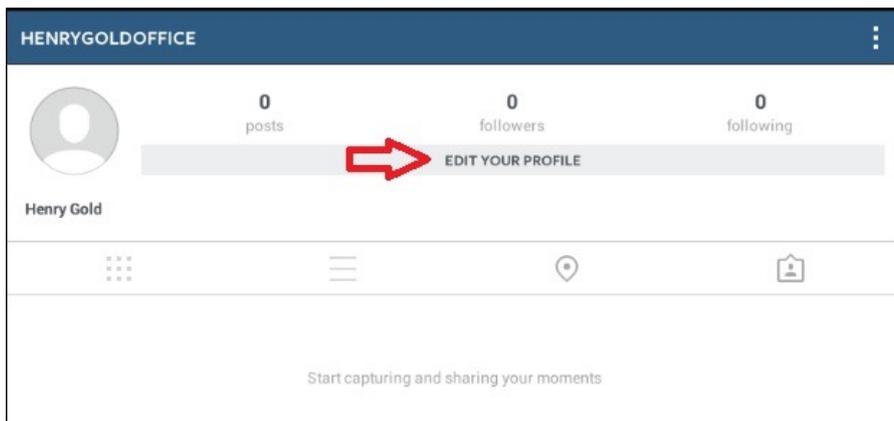
Then, you are ready for the next step which is...

Step #4: Customize Your Instagram Page.

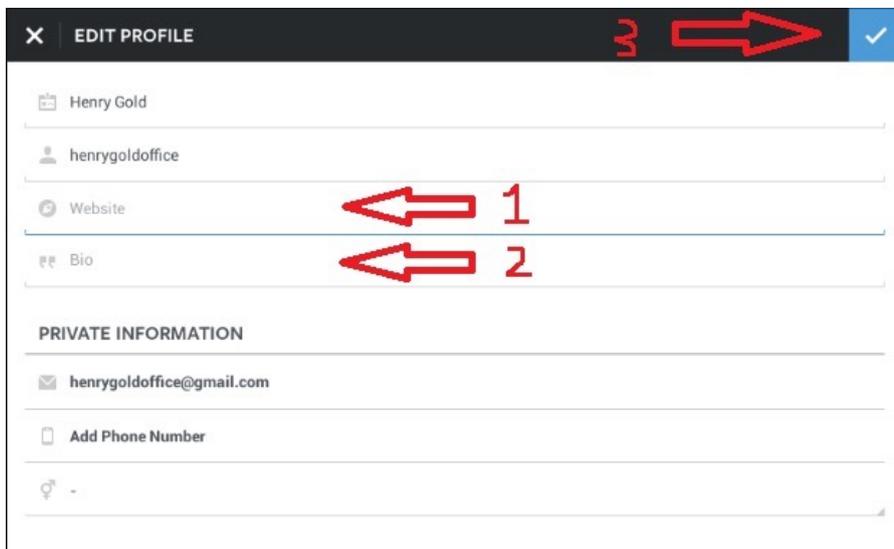
Click on the "human" icon to go to your profile.



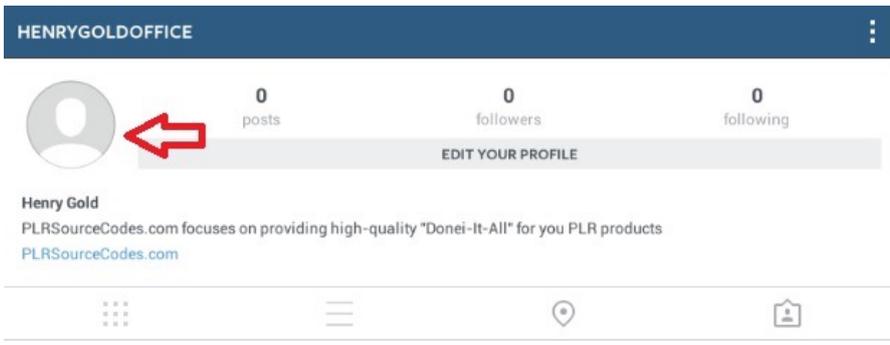
Once you do, click on "edit your profile".



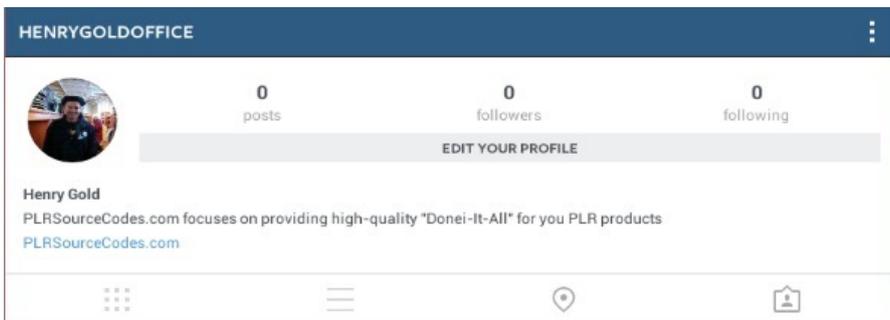
Add your website, bio, and click "check".



Click on "picture" to add your picture or the logo of your company. -- NOTE: If you are branding yourself, it is important to add your own picture.

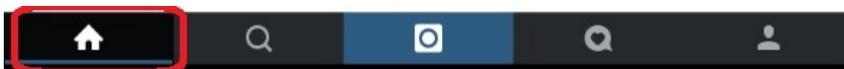


This allows your Instagram profile to look like this...



Step #5: Understanding APP on Instagram.

Home Page tab.



Search tab.



Take photos or videos tab.



Recent activities tab.



Your profile tab.



Send direct message to certain Instagram users.



Search for Instagram users.



Search people by username or hashtags.



Search the activities of the people you follow and following you.



Search for the additional features on Instagram. This includes features to find friends on Facebook, emails, and invite friends.

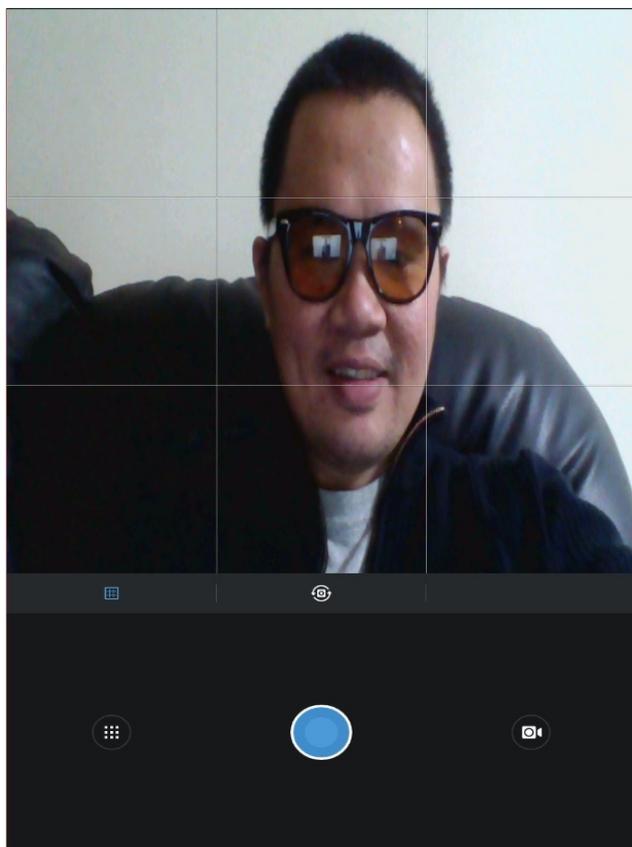


Step #6: Post Photos and Videos on Instagram.

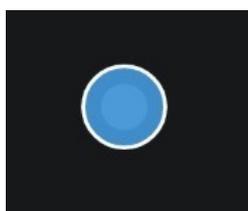
How do you do it? Well, it is easy. Just press take a "photo" tab and you are on camera. :-)



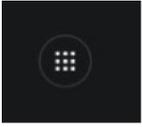
and you are on camera. :-)



All you need to do is clicking on...

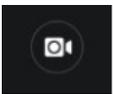


However, if you are a camera "shy" person, you can always click on



to choose pictures from your computer.

On the other hand, if you would like to take your 10 second video, simply click on...



It is really that simple. :-)

However, here are "two" simple tips you need to follow on creating powerful posts on Instagram:

1. **Always smile.** -- It doesn't matter if you have a good day or bad day, it is important to always show your best pictures to your audience.
2. **Always focus on the end result you want your audience to have.** -- That's the key to everything. So, you should NEVER take any random pictures. Instead, you need to focus on creating a purpose and the reason why people need to go to your website.

Step #7: Getting Followers to Your Instagram Account.

Unlike other social networking sites, it is easy to find followers for your business. When you do it correctly, you are able to get followers faster than ever. In fact, here are "THREE" simple steps you need to focus on:

1. Focus on ONLY following users who are in your niche.
2. Focus on engaging with other Instagram users in your niche.
3. Un-follow users who don't follow you back.

As you are ready, let's get some followers. :-)

Click on



Click on "Search Button".



Choose "Hashtags"



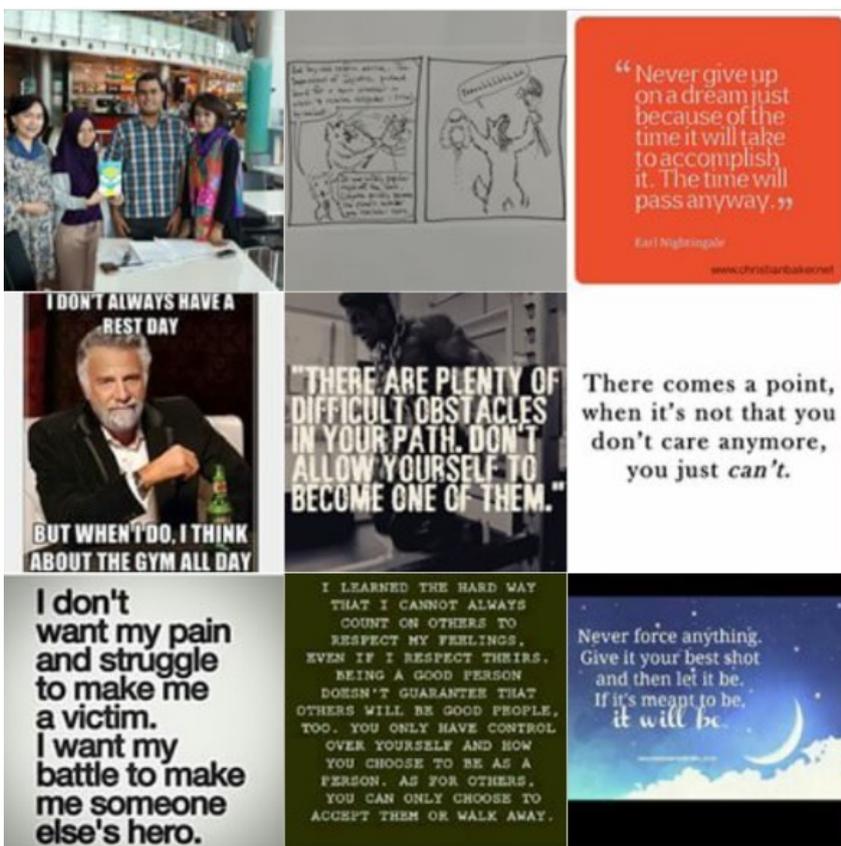
Enter keyword. Do remember to add # in front of your keyword. At the same time, put all the wording together. For example: Instead of saying self improvement, you need to add #selfimprovement.



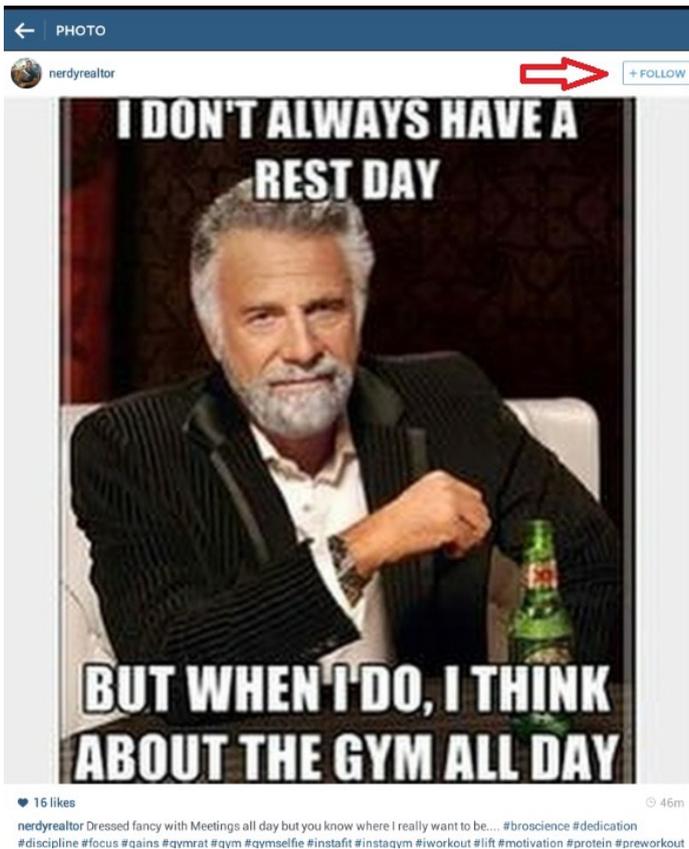
When you do, the system will automatically will come out with posts that has that keyword. So, it will look like this...

#selfimprovement	100,486 posts
#selfimprovements	1,131 posts
#selfimprovementproject	325 posts
#selfimprovementsunday	202 posts
#selfimprovementbook	199 posts
#selfimprovementmonth	184 posts
#selfimprovementmovement	129 posts
#selfimprovementismasturbation	110 posts
#selfimprovementsaturday	84 posts
#selfimprovementseptember	66 posts
#selfimprovementbooks	64 posts
#selfimprovementday	59 posts

Click on one of the posts and you will see...



Then, click on one of the images. Once you do, click on "Follow" button.

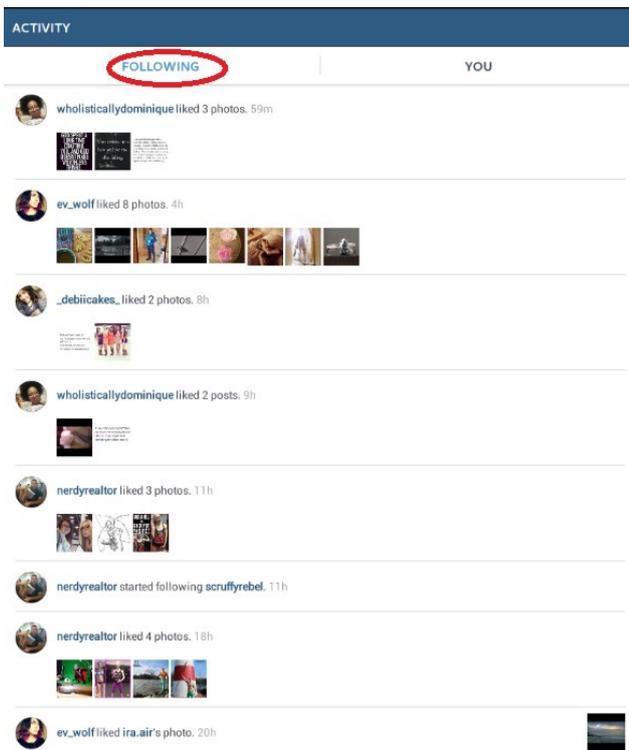


Another way to follow others would be to follow the followers of the Instagram users you follow. Here is exactly how you do it:

Click on "activity" tab.



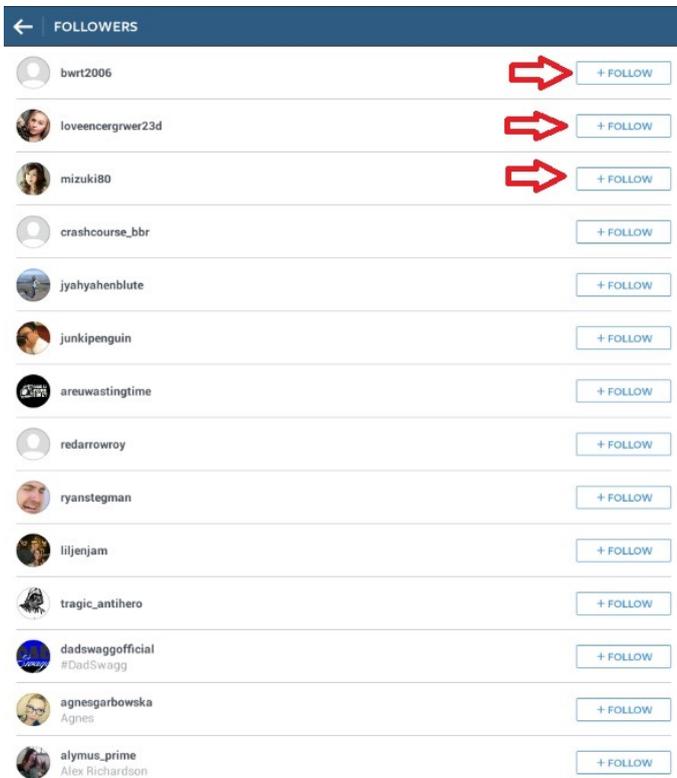
Click on "Following" and you will see all the activities of the people you followed.



Click on one of the Instagram users you followed. Click on "followers". You will be able to see people who are interested in following others.

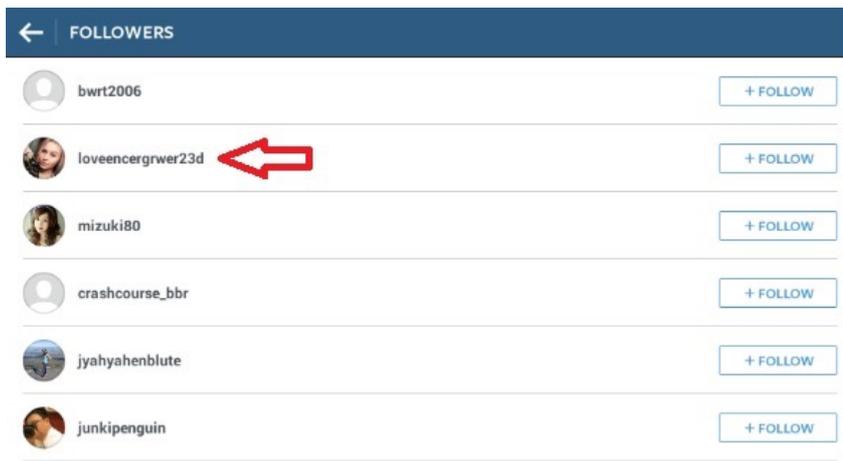


Then, follow them.



If you want to go deep, you can even follow the followers of the followers. Here is how you do it:

Click on the name of the followers.



Then, you will be able to see the profile as well as the number of people who follow the user.



My point is... The key is the limit on the number of people you can follow. However, it is important that you only follow up to 50 Instagram users per day.

One last important tip you need to remember, ok? Every single month, you need to "un-follow" users who don't follow you back. This allows you to build an audience who are truly interested in what you have to say.

That's all you have to do. :-)

Disaster Strategies You Must Avoid on Instagram Marketing:

Disaster Fact #1: Enter the Instagram world just because everyone is utilizing Instagram -- When you do this, be ready to waste a lot of time without knowing the reason WHY.

Disaster Fact #2: Don't do enough research. -- Who is your target market? Are they freebie seekers or potential buyers? What is your method on providing solutions? You **MUST** have these benchmarks before you enter the Instagram world.

Disaster Fact #3: Target everyone who speaks English. -- Assumption is the key to disaster. If you want to build your business, you can't just assume everyone needs to lose weight, make money, and have a low self-esteem. It is similar with cold calling.

Disaster Fact #4: Focus on following everyone on Instagram. -- Remember: You should always focus on those Instagram users who are interested in your niche.

Disaster Fact #5: Selling crappy products to your customers. -- Never ever commit these sins in business. Always focus on great products at all time. This is especially true in the age of social media.

Disaster Fact #6: Create your pictures on your own with Photoshop. -- Unless you are a professional artist, please use the professional on Fiverr.com. It only costs you \$5.

Disaster Fact #7: Avoid tracking your links on every wall post. -- Unless you don't care on wasting your time on Instagram, you **MUST** track your links on every post you publish. This allows you to know which post gives you the most traffic and which posts are wasting your time.

Summary:

Instagram is one of the powerful medium you can use to build your business on the Internet. Some people say that Instagram may replace Facebook or even Twitter. In reality, Both Instagram and Facebook belong to Mark Zuckerberg.

Instead of comparing whether Facebook or Twitter are the better medium for your advertising method, you should really focus on Both. Why? Twitter has a separate audience then Facebook. It means that your chances on getting new leads for your business are HIGHER when you focus on both grounds.

As I said, Twitter has been spending hundreds of millions of dollars to expand its business. I am confident that they will continue to do so to stay competitive as the TOP five social networking sites in the world. In turn, it will help you bring a lot of traffic to your website.

As you are ready to get massive traffic to your business, go ahead and review this course again. We are looking forward to serving you in the years to come.



You can print out this mindmap and use it as a guide or you can create your own mind map for free download go to

<http://www.xmind.net/>

Instagram Marketing Tricks

21 Instagram Marketing Tricks:

Trick #1: Blast Emails to your list. -- Instead of just following others on Instagram, send emails to your list and let them know that you are going to share cool tips and tricks on solving their problems on your Instagram page.

Trick #2: Put an Instagram Button on your website. -- This allows other Instagram users to share your blog or squeeze page for free.

Trick #3: Add signature file for every outgoing email. -- You just need to mention something like... "P.S. You can always follow my every move on Instagram at {{Your INSTAGRAM URL}}".

Trick #4: Add Instagram page to your business card. -- Instead of just putting a plain email contact and website URL on your business card, also add your Instagram URL. This allows

your potential customers to see the activities in your business.

Why is this important? Potential clients need to know what you can do for them first. By allowing them to follow you on Instagram, you give them the chance to see how you can solve their problems.

Trick #5: Create A Special Discount in Exchange to Following You on Instagram. -- Create a *SPARK* and incentive for your audience to Follow you on Instagram.

Example:

Create a contest where you can ask your audience to click on the "Follow" button to get a coupon code for a 90% discount on your latest product at \$99. (Well, it doesn't matter whether it is \$99 product or \$10 product. My point is... "Utilize the special discount".

Trick #6: Reply to each Instagram post in your niche. -- Remember: You should only reply to posts in your niche. For Example: If you are in the weight loss niche, only reply to posts within that particular niche. When you stay focus on that particular niche, you are able to maximize the results.

Trick #7: Create A Cash Contest. -- You can use *real* cash as part of your contest where you ask people to follow you or engage conversation with your post on Instagram. In addition, you can also provide *gift certificate* that can be used to purchase your product.

Example:

1st Winner = \$100 + \$500 Gift Certificates to YOURPRODUCTS.

2nd Winner = 3rd Winner = 4th Winner = 5th Winner =

\$75 + \$400 Gift Certificates to YOURPRODUCTS. \$50 + \$250 Gift Certificates to YOURPRODUCTS. \$25 + \$150 Gift Certificates to YOURPRODUCTS. \$75 Gift Certificates to YOURPRODUCTS.

Trick #8: Brand Your Name First. -- It is important to brand your name such as: JohnDoeFans. This allows you to build your reputation as a public figure where you will attract loyal followers for your business.

Example: <http://Instagram.com/johndoefans> will be much better than <http://Instagram.com/xyzcorp>

Trick #9: Brand Your Business After You Brand Your Name. -- Let people get to know first. Once they do, people will want to get to know your company and the progress within your company.

Remember: Instagram's vision is all about photos and videos sharing. It means that when you brand YOU with photos and videos, you will create a higher engagement. This allows people want to connect with your business. It is that powerful

Trick #10: Schedule Your Posts Ahead of Time. -- Use "ScheduGram" or "Latergramme" to schedule your posts on Instagram. This allows you to invest your time on building your business. NOTE: Search "ScheduGram" or "Latergramme" on Google.com.

Trick #11: Target Buyer Keywords At All Costs. -- Which one is more profitable? Wedding consultants or Wedding articles?

A. When someone chooses "wedding consultant", do you consider this person as someone who is ready to purchase?

B. When someone chooses "wedding articles", do you consider this person as someone who is ready to purchase?

Of course, the answer is obvious. When people choose "wedding consultant", they are looking for a consultant. It means that they are **READY** to pay \$\$\$\$. My point is for you to look deeper into your niche. This allows you to focus on a pot of gold rather than just a pot of pebble.

Trick #12: Focus on Recommending Quality Products to Your Instagram Followers At All Cost. -- Instead of focusing on just maximizing your cash flow while your audience suffers greatly, become the **SOLUTION** for your audience. This is how you are able to make your audience *stick* with your business.

Trick #13: Track Your Link At All Cost. -- If you don't track, you lose cash. I know it is easy to feel that you don't have the time. However, if you don't track your link, you won't be able to know which produces more clicks and which wall post give you a lower conversion.

Trick #14: Always Use Your Squeeze Page URL on Your Profile Description. -- This allows you to build your subscriber base from Twitter. Always remember that your goal from Twitter marketing is to build your list first. NOTE: Studies have shown that each subscriber that you have is equal to \$1 to \$1.50 per month for your business.

Trick #15: For Affiliate Marketers, Focus on How Much Cash (Not Percentage) You Will Receive Per Sale. -- A lot of time, we are intrigued by the percentage of sales we are going to get. The questions are...

A. Would you prefer to make 75% cash at \$7 with 3% sales conversion?

B. Would you prefer to make 50% cash at \$47 with 2.5% sales conversion?

Answer: **It depends on how much cash you receive per sale.**

Trick #16: Use Fiverr.com to create professional Instagram pictures. -- Instead of trying to create an unprofessional pictures, find a professional on Fiverr for \$5 to do the work for you.

Trick #17: Always Use Images that focus on the result you want your audience have for your business . -- Images are more powerful than

words. Use them to show your audience what they can get if they utilize your products and services.

Trick #18: Insert Image on Your Profile Header to Show The End Result You Want Your Audience to See in Their life. -- How does it work? If you are in the Internet Marketing Niche, show them your lifestyle. If you are in the weight loss niche, you need to show the pictures of before and after. This is how you are able to seduce your audience to TRUST you without even have to sell them.

Trick #19: Exchange Your Instagram Page With Your Friends, NOT Your Phone Number. -- When you go to a party, a conference, a workshop, and much more, give your Twitter Page URL where they can get to know you more. HINT: The Generation Y people no longer give away or ask for phone numbers. Instead, they will ask you for your Instagram profile.

Trick #20: Add Instagram Timeline Widgets on Your Blog.-- Use Snapwidget.com to display your Instagram photos on your blog. This allows you to receive traffic from both your blog and Instagram.

Trick #21: If you have nothing new to tweet, you can always image with motivational quote. -- With so many negativities around us, motivational quotes will attract your audience to follow you on Twitter. (Yes, you can always gram motivational quote as often as you wish!)

Dominating Instagram Marketing Secrets:

Dominating #1: Be Approachable. -- 99% of the marketers always want to look cool in front of their audience. In reality, that will break your business for sure. When you are more available than other marketers, you will earn your audience's trust. At the same time, it will help you to grow your business faster.

Dominating #2: Engage With Your Audience. -- Always engage with your audience on every level especially in public. This allows your audience to build a bonded-relationship with your audience. REMEMBER: Everything you do in business is all about building relationship.

Dominating #3: Post New Picture Daily. -- Constant update is the key. Why? Well, it is because your audience wants to know every move and every step that you take in your business. So, do NOT post one new picture per month and expect your business will grow. That's not possible.

Dominating #4: Track Your Links. -- Be a geek. Always test the type of pictures that will result in a higher engagement rate versus the pictures that will waste your time. This allows you to increase your traffic with the right images on your Instagram account.

Dominating #5: Regram Other Users Images. -- Regram other users posts, contact Instagram users in your niche, and find common ground

UNTOLD SECRETS ON GETTING TRAFFIC WITH INSTAGRAM

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