

21 Instagram 2.1

MARKETING TRICKS

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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: Follow 5 - 10 Instagram Users in Your Niche every day. -- Even though this technique is a little outdated, but in reality, it will seduce other users to follow you on Instagram.

Trick #3: Like 30 to 40 Instagram Pictures Per Day. -- However, you need to focus on those users in your niche. Even though this is a broad strategy, in reality, it will help you to get followers for your Instagram account.

Trick #4: Remove Instagram users who don't follow you back. -- You need to wait roughly about one week before you remove any users you follow on Instagram. Why is this important? Well, you want to work with only users who will reciprocate with you.

Trick #5: Put an Instagram Button on your website. -- This allows other Instagram users to share your blog or squeeze page for free.

Trick #6: Add Instagram Pictures As a Journey of Your Venture. -- You can add a daily picture to your Instagram as a way to tell your audience what you do on a daily basis. This allows your audience to see your daily activities in the form of pictures.

Trick #7: Add hashtag on each photo you post. -- Do remember that you should always add no more than three close-related hashtag that helps you to get more targeted traffic from Instagram.

Trick #8: Make Friends with some Instagram users. -- This allows you to tag their name every time you post on Instagram.

Trick #9: Take pictures on certain friends who have Instagram account. -- The idea is the same as Trick #8. The concept is to make sure that you looked famous in front of your audience. HINT: You can always attend a seminar and take pictures with the attendees.

Trick #10: 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 #11: 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 #12: 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 #13: 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 = \$75 + \$400 Gift Certificates to YOURPRODUCTS.
3rd Winner = \$50 + \$250 Gift Certificates to YOURPRODUCTS.
4th Winner = \$25 + \$150 Gift Certificates to YOURPRODUCTS.
5th Winner = \$75 Gift Certificates to YOURPRODUCTS.

Trick #14: 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/johndoe fans> will be much better than <http://Instagram.com/xyzcorp>

Trick #15: 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 #16: 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 #17: 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 #18: 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 #19: 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 #20: Always Use Images that focus on the result you want your audience have. -- Images are more powerful than words. Use them to show your audience what they can get if they utilize your products and services.

Trick #21: If you have nothing new to post, you can always publish 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!)

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.