

The widely used social networks: instagram and facebook

[Media](#), [Social Media](#)



Instagram is one of the most popular social media websites. It is unique as this is a site where you do not use words or phrases for communication; instead pictures and high-quality images are posted and talked about. Visual marketing is among the most popular internet marketing trends now, and Instagram fulfills that criterion at its best. Many internet users and brand owners use Instagram for promoting their products and marketing their services so that they can communicate effectively with their customers. It is not far behind Twitter and Facebook in terms of followers and per day posts. There are no limits to posting characters like in Twitter, so it is a blend of both Twitter and Facebook.

A lot of social media marketing strategies are being made and applied by many online business owners and bloggers who use Instagram as a major chunk of their internet media cheesecake. So you can also use this platform for converting your followers into potential buyers and to get the best out of your brand and services. Just two years ago, Beyoncé launched her surprise album on Instagram and broke the records by selling more than 617, 000 copies of her album online. So you can now see the strength of this social media website. If you are not using Instagram as a part of your social media strategy, you are missing out.

Well, if you are not Beyoncé or have followers in the billions like her, you can still become famous and use Instagram for improving your marketing in the following ways;

Give your Instagram followers a reason to follow you

Your Instagram followers are active, and they also love posting images on their Instagram profiles. If your brand is not compelling them to do anything that is interesting from their point of view, you should not expect anything from them. Always remember that when you are on Instagram, you must give your followers an inside view of what's cooking on your side using high-quality images. If you run a resume writing service, show the funny and epic photos of your writers and workplace to your followers. They will see that how you work for writing their resumes and how does it look like behind the curtain of internet to live with you.

Make your relationship enjoyable with your customers on Instagram

If you do not create a happy and enjoyable relationship with your Instagram followers, they will start leaving your gradual. Give them a reason to smile and laugh while you convey your message and market your products. If you own a restaurant and you are using Instagram to connect with your customers, ask them to post their pictures of meals at your restaurant and comment funny on them. Appreciate that they choose your place to eat and be grateful to your followers. Show them pictures of your kitchen and your staff so that they can see what is happening in the kitchen of the restaurant in which they love to go and fill their appetite.

Don't be a showcase for your products

If you have any new update on new products and items that you want to show your Instagram fans, don't just ruin the fun by promoting your product straightforwardly. For example, if you own a beauty products range, show

them how they can use the gloss or eye shadows instead of just posting the images of the products and praising them. Show then the benefits of using your products by posting images of before use and after use. You can use this strategy for promoting a range of online businesses and brands. From premium beauty products to pure discount coupons, you can advertise anything on Instagram but with right techniques.

Share your values with your followers

Your Instagram fans will love to know more about you and your moral values. So give them an option to find out more about you and how you think about your brand and your customers. Show them using your images of treating your employees, your parties, in office activities that can represent your brand in best humanize ways. Don't forget to share your company's candid moments with your followers.

Think outside the box

Everyone feels excited to open a gift box or to enter a room with surprises. Make your Instagram channel a box with surprises so that your followers will have something to praise when they visit your channel every time. Create contests and choose top fans of your Instagram channel randomly. Appreciate your members as a surprise and if you own a company that offers coupons and discounts, offer your products to random customers if not daily or weekly, at least monthly! Make them feel special every single time they visit your Instagram channel or like your images.

Don't forget to use the videos feature

Video marketing is an upcoming internet marketing strategy that is becoming popular day by day. Now many websites offer their users to post videos other than just YouTube. You can use Instagram to share special messages, announcements and multiple photos in the form of videos. Although this is a photo sharing website but you should also keep in mind that there are many people out there who love watching videos. It does not mean that only YouTube has video fans, and other social websites do not have them. Don't disappoint them and make best use of Instagram features.

Be an inspiration to your followers

If you focus on making more sales and more customers using your Instagram profile, you will end up losing even more customers. The reason for this is that people want to connect with you, and they want to buy products but not when you directly offer them. Don't use Instagram for just selling point of view; instead make it a place where you can connect with your customers and win their hearts by fulfilling their expectations. The images are the best way to convey your messages to your audience that is already in love with image posting as Instagram is nothing more than a passion and craze for photo sharing. Inspire your followers and see what's in their minds. Give them a reason to enjoy your posts and images, and you will notice positive results from your fans.