

Instagram for Your Business



Instagram: The Basics

Each month, there are over
1 Billion active accounts



Instagram: The Basics

- Every day, there are over 500 million
 - active accounts
 - active accounts using Instagram Stories

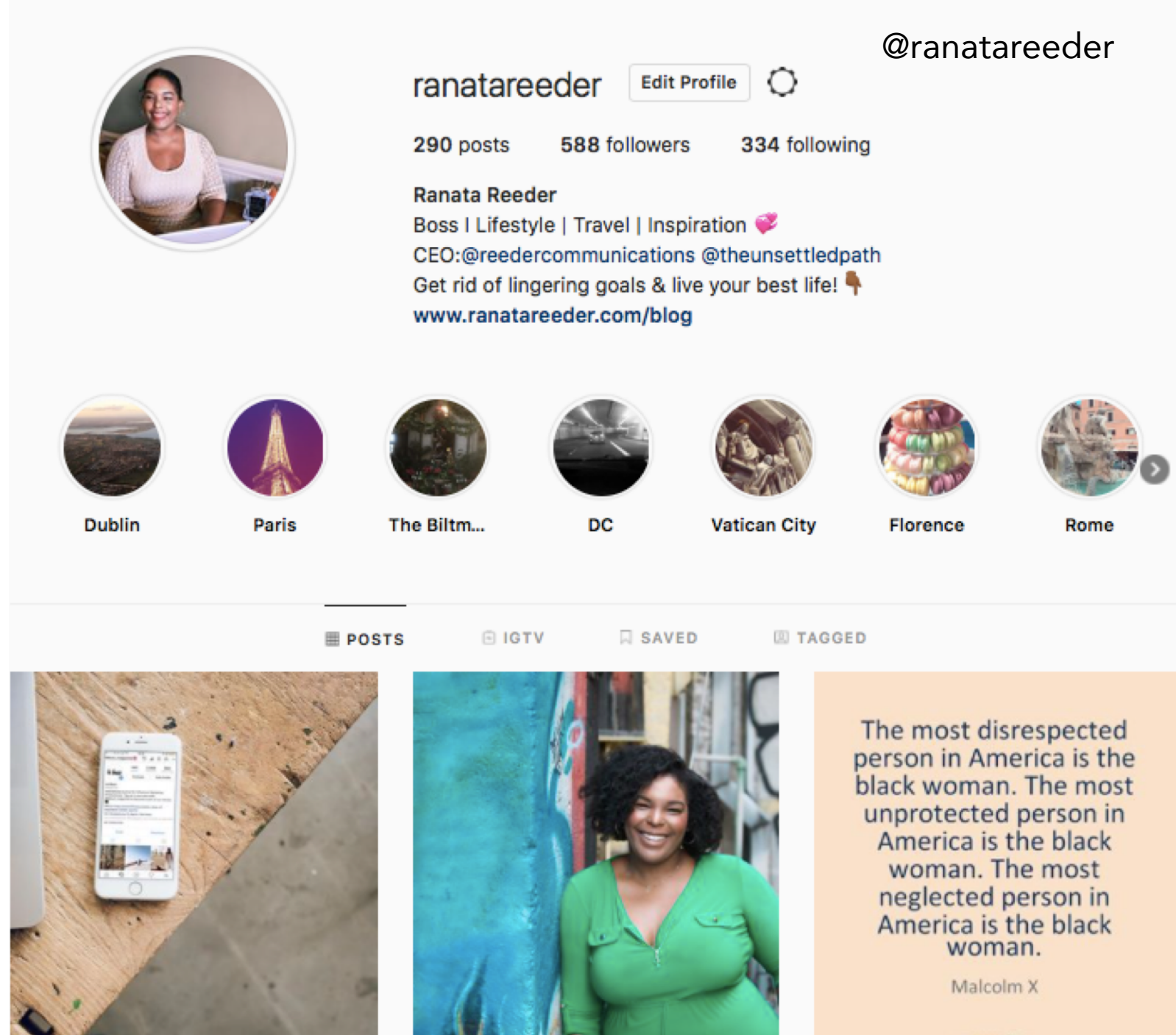
Business & Instagram

- 80% of accounts follow a business
- 200M visit a business account every day
- 60% of users discover new products via Instagram

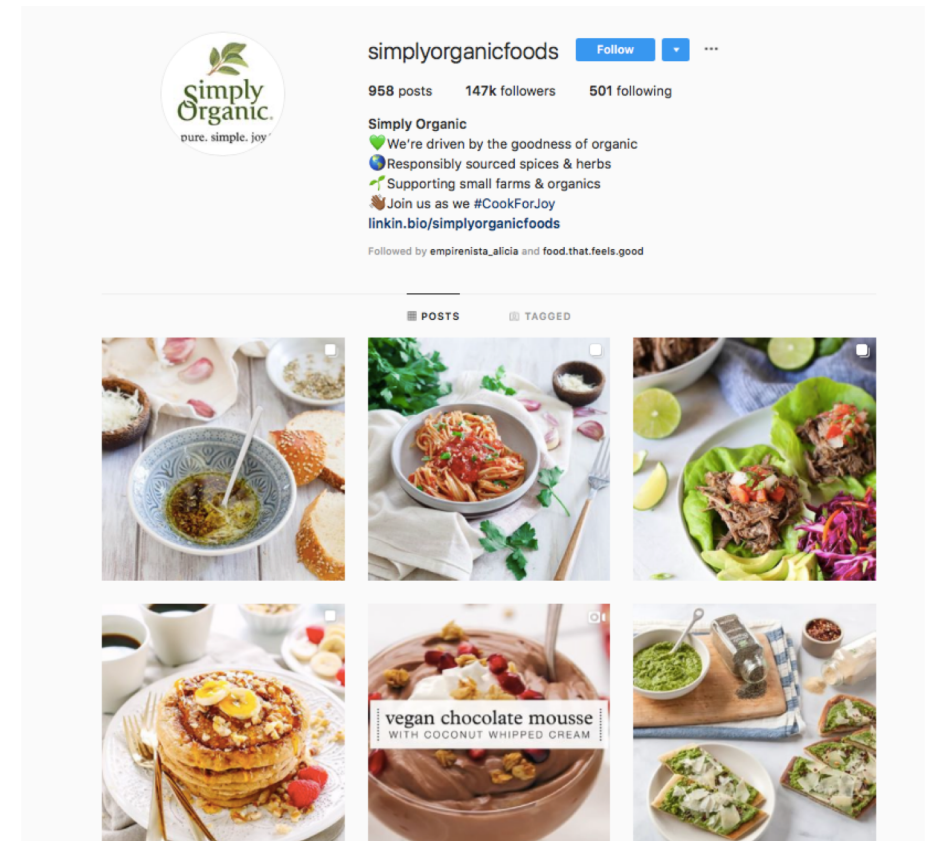
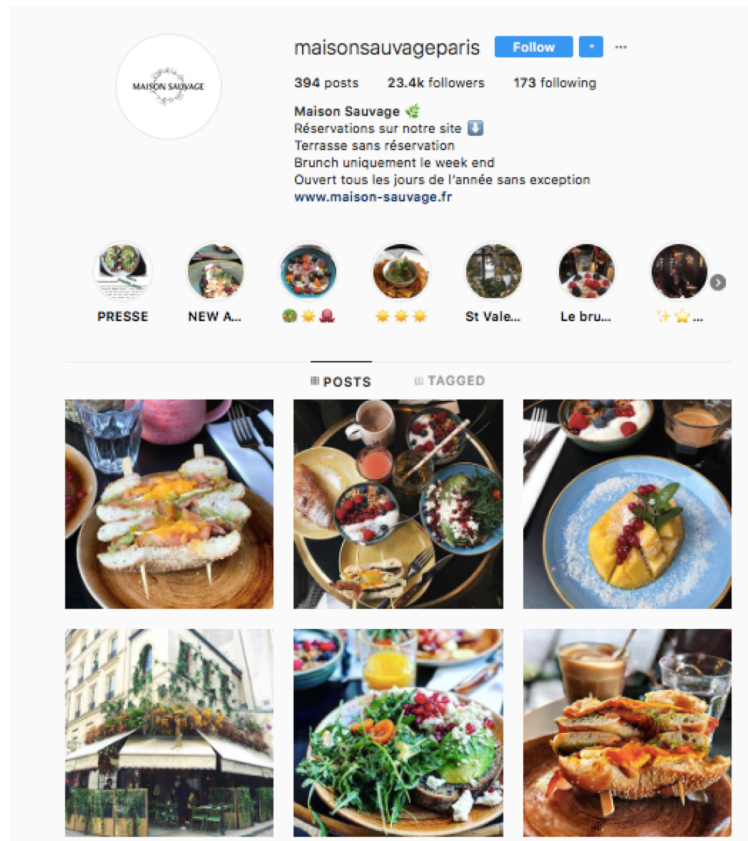


Your Business Page

- Username
- Profile Picture
- Category
- Biography
 - 150 characters
- Website
- Buttons
 - Call
 - Email
 - Directions



Username versus Profile Name



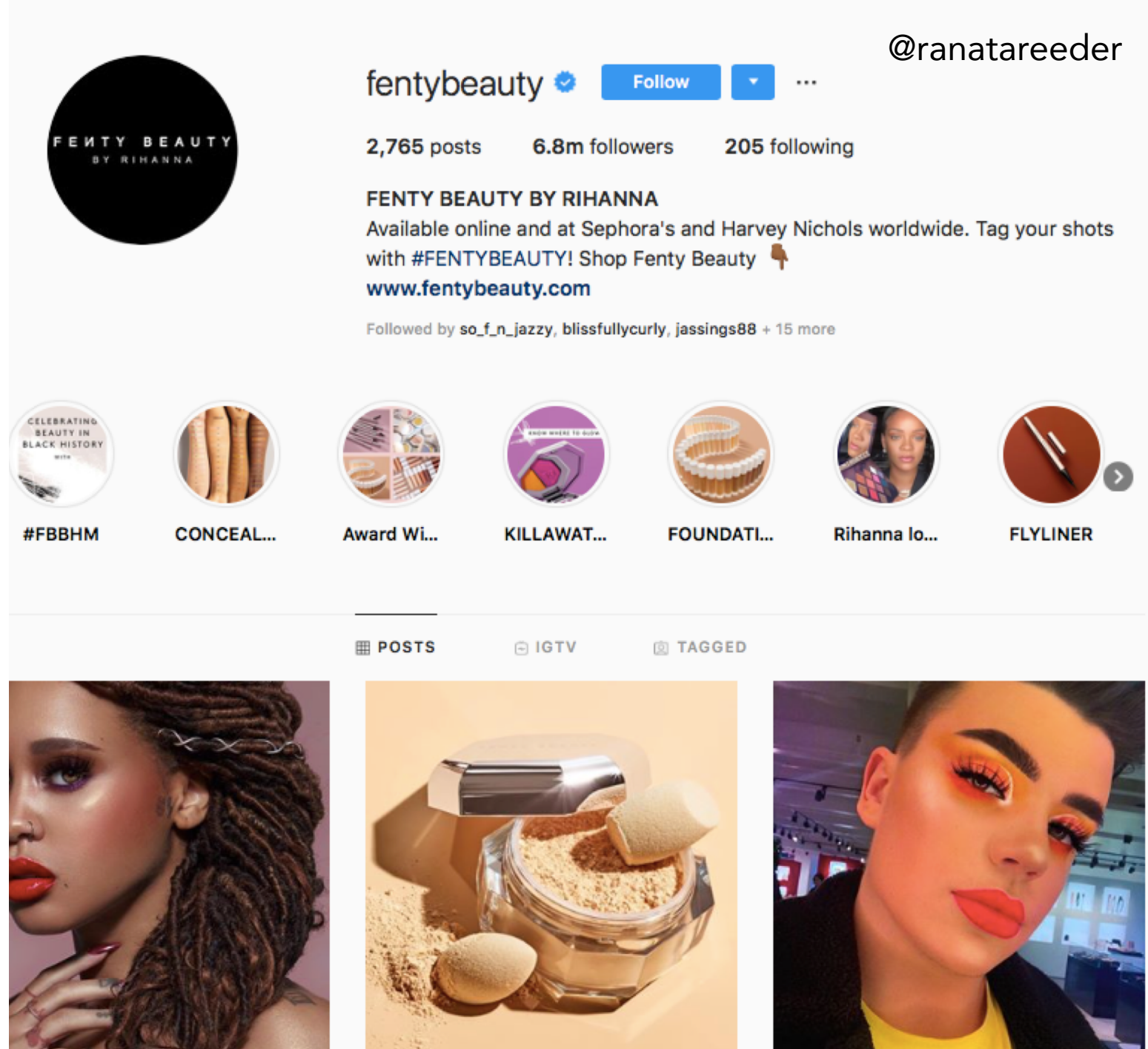
Your Brand Identity

- Theme
- Design
- Messaging
- Color Palette



Business Features

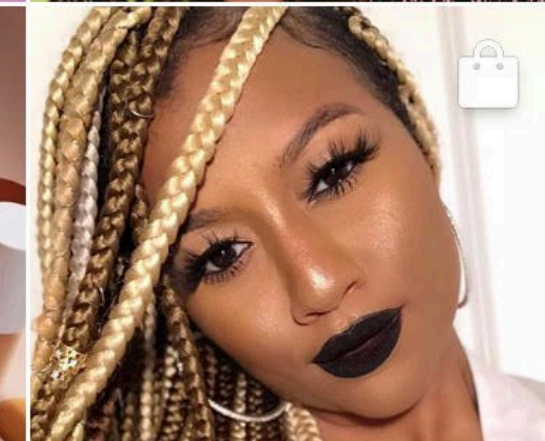
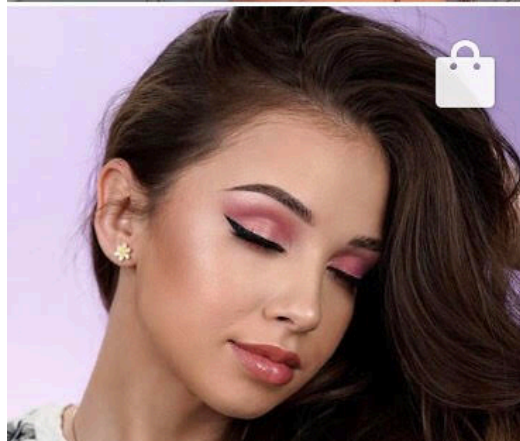
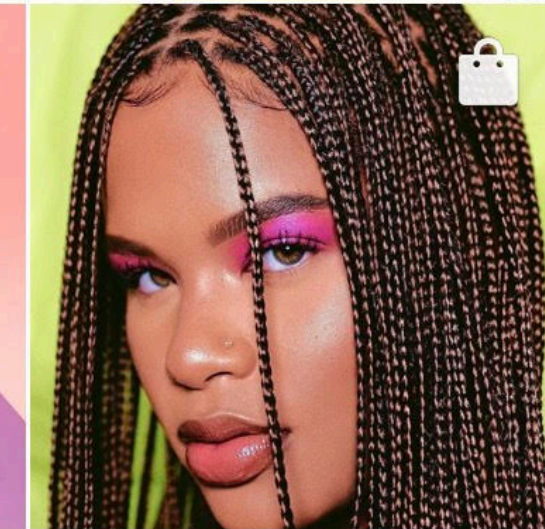
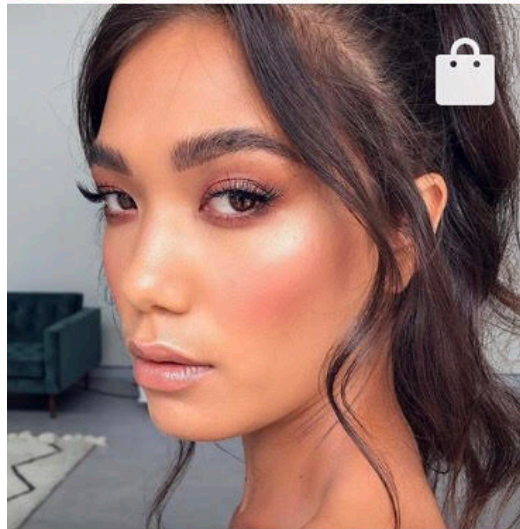
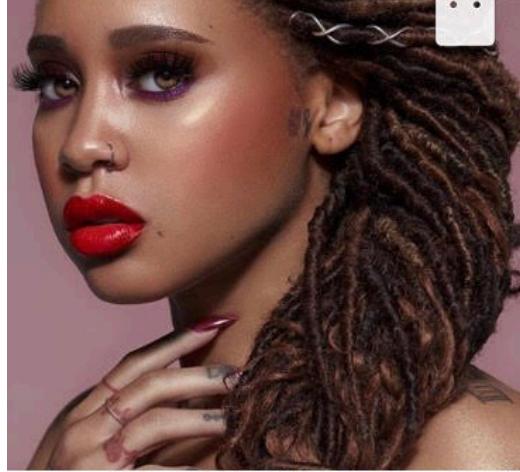
- Highlights
- Stories
- Swipe Up
- Live
- Shop
- IGTV



The image shows the Instagram profile of Fenty Beauty by Rihanna. The profile picture is a black circle with the text "FENTY BEAUTY BY RIHANNA" in white. The username "fentybeauty" is displayed with a verified badge, and the handle "@ranataareeder" is visible in the top right corner. The profile has 2,765 posts, 6.8m followers, and is following 205 accounts. The bio states: "FENTY BEAUTY BY RIHANNA Available online and at Sephora's and Harvey Nichols worldwide. Tag your shots with #FENTYBEAUTY! Shop Fenty Beauty 📍 www.fentybeauty.com". Below the bio, it says "Followed by so_f_n_jazzy, blissfullycurly, jassings88 + 15 more". A row of seven story highlights is shown: "#FBBHM" (celebrating beauty in black history), "CONCEAL..." (showing concealer tubes), "Award Wi..." (showing makeup products), "KILLAWAT..." (showing a makeup palette), "FOUNDATI..." (showing foundation bottles), "Rihanna lo..." (showing Rihanna), and "FLYLINER" (showing a flyliner brush). At the bottom, there are three tabs: "POSTS", "IGTV", and "TAGGED". Below the tabs are three images: a close-up of Rihanna's face with heavy makeup, a jar of Fenty Beauty powder with a brush, and a close-up of a person's face with bright orange eye makeup.

Business Basics

- 25 Million Business Profiles
- 80% Increase in Video Engagement
- 1/3 of the Most Popular Stories are from Businesses
- 2 Million Advertisers Use Instagram



Tips & Tricks

- Location
- Hashtags
- Consistency
- Engagement
- Drafts



Promotions

- Facebook
- Budget
 - Amount x Days = Reach
- Audience
 - Location, Interest, Age
- Goal
 - Profile, Website, Store, Messages



Insights

- Interactions
- Profile Visits
- Reach
- Impressions
- Growth
- Demographics
 - Location, Age, Gender, Active Times



Let's Connect

@ranatareeder
www.ranatareeder.com
info@ranatareeder.com

