

# Getting Started Guide To Marketing On Instagram For Etsy Stores

To use one of the leading social media platforms, Instagram, for promoting your Etsy Store is the most effective way to create bonds with your audience and increase sales of your brand.

Moreover, it is the easiest way to build brand awareness and visual content to connect with more online customers.

Instagram marketing service provides you with various options to gain organic followers and likes on your social media posts, and hence, helps you to promote your Etsy store more successfully. Learn how to start your journey on Instagram and how marketing works wonders for your Etsy store!

Picture 1 of Getting Started Guide To Marketing On Instagram For Etsy Stores

## Beginners' Guide to Promote Your Etsy Store on Instagram

### 1. Create a Business Profile

When your goal is to promote your Etsy Store on Instagram, you need to set up a business account. Here are a few advantages of creating a business profile on Instagram:

1. There's no expense to change to a business profile, and it gives you more information regarding post insights, too.
2. Converting to a business account provides you with the facility to learn about your audience and their likes and dislikes regarding your content.
3. It helps you to incorporate data about reach, impressions, site clicks, and other information.
4. You would also know the time of the day when your audience is more active than other hours. This would help you to interact with them more easily.
5. As an Etsy retailer, the best facility you would get with the business profile is adding your contact details below the follow button on your account. Here, you would get the option to add your mobile number, email address, and other information for getting more orders from supposed customers.

### 2. Know Your Audience

As you are a beginner to marketing on Instagram for your Etsy Store, one of the most effective ways to gain more customers is by interacting with your audience. Here are a few ways in which you can attract Instagram users to your social media posts:

1. While posting images and videos on Instagram, be choosy. You can take the service of growth service to grow organic Instagram followers. This way you would understand whom to target.
2. Try out new things to attract the attention of more Instagram users.
3. Take more time to analyze which aspects of your content to modify for better reach. For example, seek feedback for your posts and check out what is lacking in your pictures or videos.
4. To know more about proper content creation, go through similar Instagram accounts, and see what they are doing differently and step up your game in a similar manner.

### 3. Add Hashtags and Captions on your Posts

To make your content more informative and exciting, here is a list of things you can follow:

1. You might have seen many Instagram accounts using irrelevant quotes as captions to their posts. It is highly recommended to create original captions and make them extremely relevant to the visual content of the post. Captions that convey backstories are always more interesting than any inspirational quotes or motivational thoughts.
2. Try out different styles of captions, use various kinds of fonts, and tone of language to see what gets accepted widely and select accordingly.
3. Now, hashtags have become the easiest way to gain more likes and views on any social media post. However, you need to know which hashtags are popular amongst the users and relevant to your visual content.
4. As a beginner, it might become a challenging task to know which hashtags to use and how to be unique while adding them below your caption. Check out the posts of other similar Instagram profiles and see what they are using to gain more popularity and followers.
5. Furthermore, Instagram also provides you with suggestions once you start typing the first or second letter after typing the hashtag symbol, "#." You can start finding some **popular hashtags** which apply to your business and start attaching them more frequently to your posts on Instagram. Here, you would also get an insight into the number of followers of each hashtag and which one is the most viewed in the suggestion list.
6. Make sure not to use too many hashtags on your posts. Keep them meaningful, relevant, and crisp. Though Instagram allows you to mention up to 30 hashtags per post, it is suggested not to overdo the numbers. Add 5 to 6 hashtags and see how much traffic increases on your profile.

### 4. Communicate with Your Followers

Using Instagram to promote your Etsy Store provides you with the option to communicate directly with your followers and receive their feedback, however positive or negative. Here are a few advantages of communicating with your audience, such as:

1. With Instagram, you would be able to let your regular customers know about the launch of new products in your store, and you would also be able to let them know about any new special offers.
2. Not only is Instagram a medium for you to communicate with your customers, but it is also the same for them. They would be able to reach you directly through messages or comments and let you know about their queries or suggestions.
3. If you try solving the questions to their answers through comments, other users would realize the credibility of your brand and rely more on your products.
4. Once Instagram users start commenting on the positive aspects of your store, you would receive more traffic on your site.

5. However, make sure to be available on Instagram and reply to the comments and messages as soon as possible. This would help you to create a friendly relationship with your followers.

## 5. Post Content Regularly

Most social media sites are evolving frequently and providing multiple facilities to beginners for promoting their businesses online. To gain more popularity and increase in sales, here are a few ways to follow regarding content:

1. It is suggested to post regularly about your store and create brand awareness accordingly through the content.
2. You must post at least one picture or video daily regarding your products.
3. You can also schedule the posts and let your viewers know through Instagram stories when the next feature is uploaded on your profile. This would keep your audience interested in the upcoming post.
4. Seeking guidance from an Instagram growth agency would also give you more details regarding creating more engagements on your posts.

## Conclusion

Instagram is the best way to perform current research on market trends. You can go through similar accounts and analyze how they approach the audience and create some fun content for your followers. Get ready to take your business to the next level with Instagram!

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