

# Instagram Marketing Tips That Your Small Business Can Use To Get Ahead

In the past few years, the spurt in the digital economy has been enormous, so much that it has dominated the real world. So what has changed in these past few years?

Well, at first glance, it is the technological progress that has accelerated the growth of the digital economy. Social media has a huge role to play when it comes to the adoption of digital means to carry out a task.

Social media platform's reach has been spreading like wildfire as more people are joining these platforms to stay connected with the world. The concept of a global village is further strengthened by the consolidation of these online platforms that allows one to easily connect with anyone across the globe. It has made it as easier as clicking on a 'send request' tab or the follow button.

Picture 1 of Instagram Marketing Tips That Your Small Business Can Use To Get Ahead

As per research stats, the average time spent on social media by a common person daily is approximately 144 minutes. This number is growing each day, and more people are hopping on this trend. This gives businesses a golden opportunity to reach customers using social media channels and make the most of their marketing returns. Given the average time spent by users on social media platforms, companies can easily target the relevant audience and market their products and services.

## Instagram As A Marketing Channel

Instagram is one of the most popular social media platforms, and its popularity is growing beyond bounds. Instagram is known for its visually appealing graphic content that engages with the audience on a different level. Given its high daily visitor count stats, it is surely one of the best marketing tools for small businesses. Instagram allows you to post dynamic content on its platform, you can even search for **how to make a video gif** and incorporate that in your marketing campaigns.

The key here is to build Instagram followers and constantly posting relevant content for your follower base. This will help you to turn your followers into prospective customers. Here is a list of some crucial Instagram marketing tips that you can incorporate in your marketing strategy for boosting your marketing ROI.

### Leverage Your Instagram Bio

Instagram bio is an important tool that is often ignored by businesses with an Instagram presence. That small area between your username and your content is like the poshest piece of Instagram real-estate. Anybody visiting your Instagram bio will surely real see your bio, this is your chance to convince them and turn them into a follower.

Bio contains relevant information like name of the brand, product or services description, profile details, website link, etc. Your bio should not be very large; it should be precise and catchy. You also need to share what the audience can expect in terms of your future content posting. Using relevant emojis with your bio is advisable as it makes the content more engaging and tells the user about your brand.

## **Build A Content Calendar**

The most important thing about Instagram marketing is consistency in your content. Maintaining consistency in your content posting will go a long way in building a loyal customer/follower base. The frequency of your content also matters, but if you are not consistent with a given frequency, then it can backfire. It doesn't matter how much content you post in a day as long as you are consistent with your posting.

One of the easiest ways to improve and maintain consistency in content posting is by scheduling your content in advance. It is advisable to plan and create your content two weeks in advance to avoid any unnecessary delays in posting and maintaining consistency. It is also important to use the right mix of content, instead of just going with single images, you can try mixing up some videos, text graphics, etc. for making it more dynamic.

## **Use Relevant Hashtags**

Hashtags are another important tool in your arsenal for your Instagram marketing expedition. There is a discover tab on Instagram that allows the user to search content based on a hashtag search query. Instagram also provides the option for its users to follow the hashtags like any other Instagram account. So whenever you post your content using a popular or relevant hashtag, the people following that hashtag will automatically see your content. It is important to note that using overcrowded hashtags will not give you good results.

As per research reports, the Instagram posts which contain hashtags have witnessed a 12% increase in their engagement stats when compared with posts using no hashtags. This allows businesses to reach more number of people organically by using popular and relevant hashtags in their posts. Instagram allows you to use a maximum of 30 hashtags per post, and as per Instagram marketing experts, the optimal number of hashtags to be used inside a post is 11. This might change depending upon the Instagram algorithms.

## **Use Instagram Stories Effectively**

The Instagram stories feature has grown very popular with the audiences as it adds another dimension to the Instagram platform. The Instagram stories section has the highest engagement statistics compared to any other social media platform. It provides a quick and impactful way to engage with the audience by adding videos, pictures, or other types of graphic content. Given the short duration of stories, it's highly impactful for creating time-sensitive content.

Instagram stories feature to allow you to post various types of content, you can even share and promote your website link, Instagram post, etc. with the story feature. There are other power-packed features such as 'ask me anything,' 'vote yes or no,' etc. that helps make the stories more engaging and helps to connect with the audience on a personal note. You can even add a theme to your stories and post a series of relevant content extracts for your audience.

## Conclusion

One of the common elements that will help boost your marketing returns across all platforms is the use of video content. Small businesses can leverage video editing tools like InVideo for creating compelling and engaging video content for their followers. It also answers the common question that is **how to make a video presentation** easily for getting an edge over the competition. With the above-mentioned tips, you can successfully leverage your Instagram marketing and boost your marketing ROI.

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