



PROVEN INSTAGRAM TIPS TO BUILD YOUR CUSTOMER BASE

INTRODUCTIONS

Will Thompson

- Founder, Habitual Social

Clients:

- Lenovo, Pensado's Place, Recording Connection, Bigsby

Past Clients:

- Rdio, Chris Daughtry, AMA Awards, Rob Zombie, 3 Doors Down, Rock Mafia



FIRST, A FEW FACTS

PEOPLE SPEND AN
AVERAGE OF
21 MINUTES
A DAY
ON INSTAGRAM

- Mark Zuckerberg
Facebook Q3 earnings call Oct. 2014



THAT'S THE SAME LENGTH OF TIME AS
A



TV SITCOM
(without commercials)

INSTAGRAM CONTENT GENERATES

58X more engagement
than
120X more engagement
than



WHY?

100% ORGANIC REACH

NO FACEBOOK ALGORITHM



1 POST FILLS THE ENTIRE SCREEN



**INSTAGRAM IS ABOUT BUILDING
REPUTATION**

GENERAL RULES AND BEST PRACTICES

- ✓ Beautiful Photos
- ✓ Continuity between images (storytelling)
 - ✓ Let your personality shine through
 - ✓ Appeal to emotions and people's aspirations

PHOTO EDITING APPS

It doesn't matter which one you use, **just make sure you are using them!**



RETAILERS THAT ARE KILLING IT

VINTAGE KING

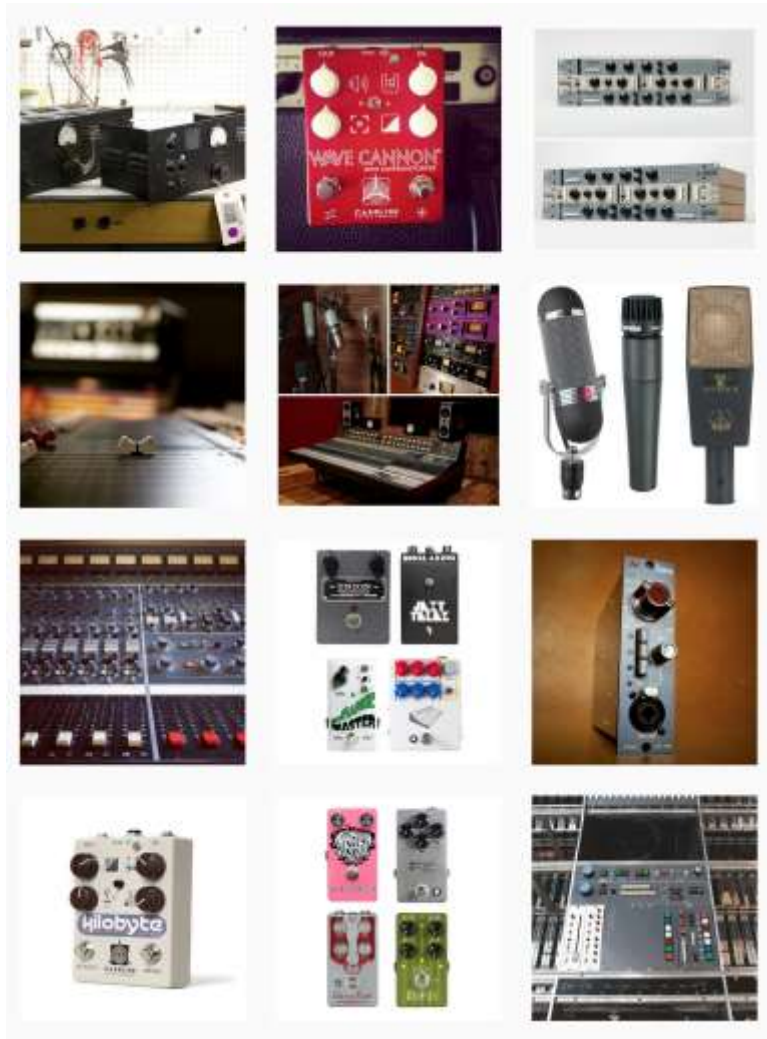
@vintagekingaudio

✓ Great Product

Shots

✓ Exclusive Content

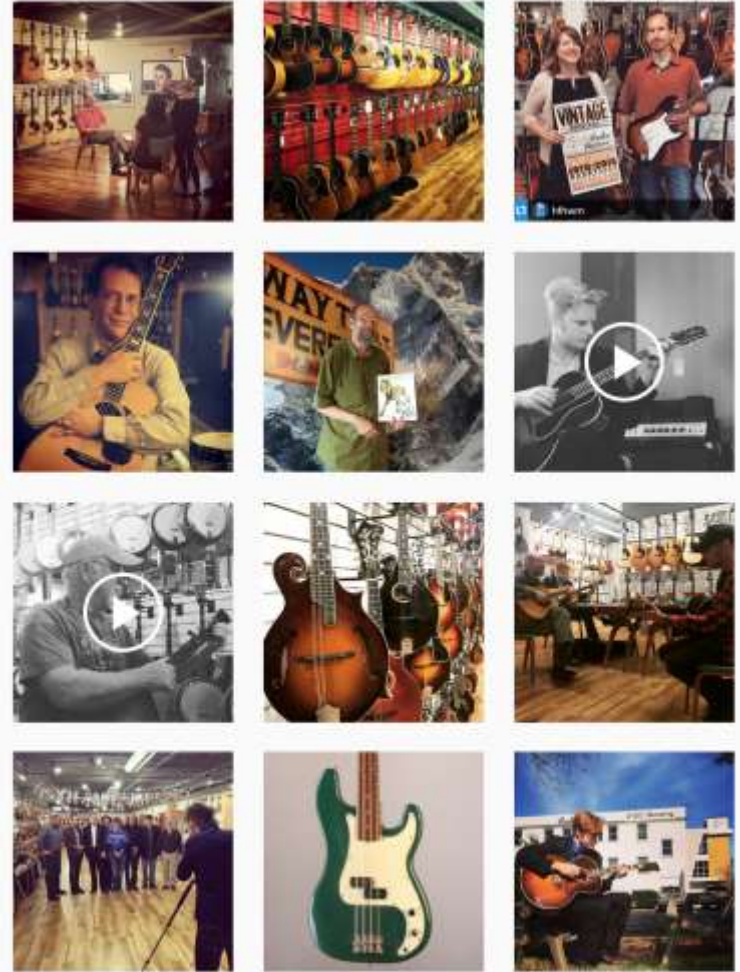
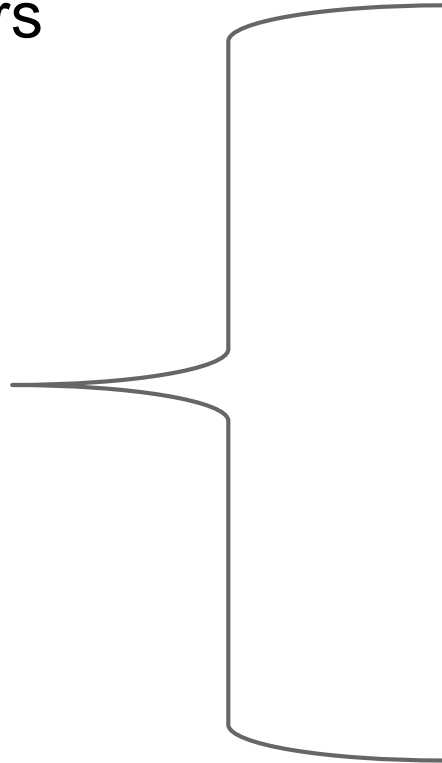
✓ Promotions



GRUHN GUITARS

@gruhnguitars

- ✓ Culture
- ✓ Heritage
- ✓ Ethos



BUILDING AN ENGAGED FOLLOWING

CONSISTENCY IS KEY

If you only post once a week, or once every few days, then people won't know when to expect new content.



Use services like Iconosquare to measure when your audience is online.
(<http://iconosquare.com>)

CLEAR CALL TO ACTIONS

[Calls to action](#) (CTAs) appear either in the image itself or the caption.

- Ask followers to tag someone that relates to the photo.
- Use questions to drive engagement
“If you could have one new instrument, what would it be?”
- Post a statement and ask fans to
“double tap if they agree”

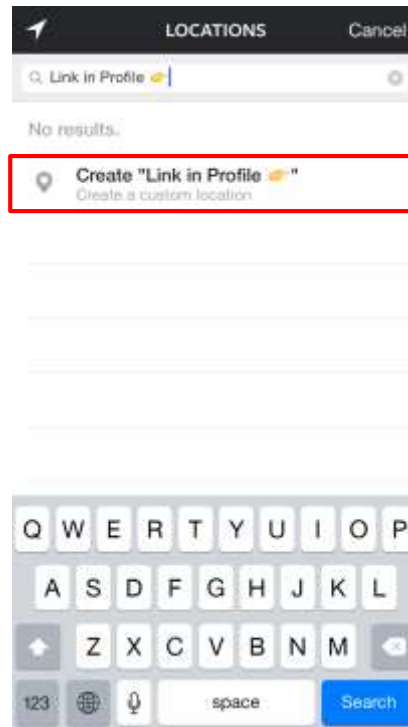


New in the shop! Tag a friend that could use a little more soul in their life.

LOCATION CTA'S - LINK IN PROFILE

Since you can't link out of an Instagram post (yet), the best way is create a link in your profile.

The best way to call attention to this link is by adding a custom CTA in the highly visible location spot. Don't forget to use emoji's to help draw people's attention! (plus they're fun)



LEVERAGE RELEVANT HASHTAGS

Help people discover your content.

- Use [hashtags](#) that are relevant to the audience you're attempting to reach.
- Put hashtags in as a **comment**, not in the **post description area**.



guitarcenter

FOLLOW

5,963 likes

6w

guitarcenter Take a #lowendsday drive up the west coast to San Luis Obispo with this @ernieball #MusicMan Classic Stingray Bass in Pacific Blue Burst: <http://bit.ly/StingrayPacific>

guitarcenter #guitarcenter #ernieball #musicman #ernieballmusicman #stingray #bass #bassist #pacific #blue #allaboutdatbass #lowend #4string #slo #sanluisobispo #music #love #beautiful

ENGAGE WITH OTHER ACCOUNTS

- Like/comment on similar content.
- Take pictures with + tag customers with large social followings.
- Crowdsourc content from customers. Comment on and/or repost photos from profiles that tag your account or share photos of your shop.



[worryblastofficial](#) Proud of our new gear for the upcoming album !
Thanks To Wizard Amplification Inc. and Vintage King Audio !
Let's try it this week-end at Glucose Festival !
See ya there ! [@vkguitar](#) [#vintagekingaudio](#)

[vkguitar](#) Yeah dudes!!!! Thank you!!!

PROMOTE YOUR ACCOUNT ELSEWHERE

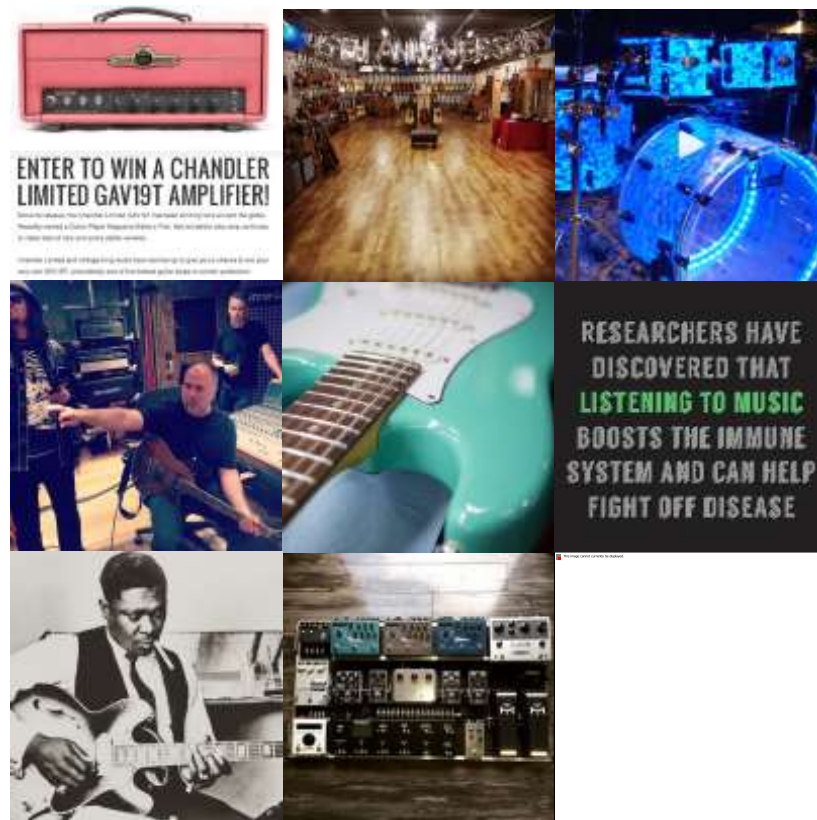
- Promote your account on other social networks.
- Put your Instagram account on all properties: Websites, business cards, in-store signage, e-mail blasts, checkout counter etc.
- Offer discounts or low-cost free items in return for an in-store photo tagging your account.



MIX UP YOUR CONTENT

Mix up the type of content you post and develop a cadence between categories.

- Gear
- Employees
- Repairs / Services / Lessons
- Interesting customers
- Quotes aligned with company ethos.
- Contests / Promotions / Sales
- New vs. Nostalgic
- Photos and Video



CONTESTS AND PROMOTIONS

LENOVO CASE STUDY

#P90PHOTOHUNT

INSTAGRAM CHALLENGE

FOLLOW THE TRAIL OF
CLUES TO FIND THE
WINNING PHOTO



INTERACTIVE PHOTO HUNT



4,546,126 PEOPLE REACHED

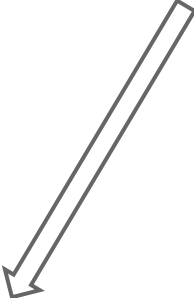
146,451 ENGAGEMENTS

+48% INSTAGRAM FOLLOWERS

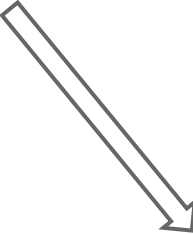
**BE CREATIVE.
PROVIDE VALUE.
DRIVE ENGAGEMENT.**

**THAT'S GREAT, BUT HOW DOES
THIS MAKE ME MONEY?**

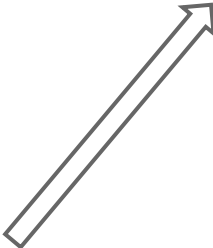
**CREATE SHARE-WORTHY
CONTENT**



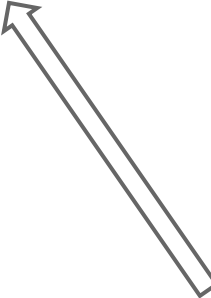
**ENGAGE USERS IN
THE COMMUNITY**



**MOTIVATE THEM TO
BECOME FANS**



**DEVELOP BRAND
AMBASSADORS**



AND DON'T FORGET...

INSTAGRAM ADS

SIMILAR TO FACEBOOK ADS

CHOOSE CAMPAIGN OBJECTIVES



Clicks to Website

- Send people to important sections of your website
- Available Ad Formats: Photo, Video, Carousel



Video Views

- Tell a story using video
- Available Ad Formats: Video

Auction #

- Brand Awareness **New**
- Clicks to Website
- Desktop App Engagement
- Desktop App Installs
- Event Responses
- Lead Generation **New**
- Local Awareness **New**
- Mobile App Engagement
- Mobile App Installs
- Offer Claims
- Page Likes
- Page Post Engagement
- Product Catalog Sales
- Video Views
- Website Conversions

Create ads to encourage people to visit your website.

New Create ads for Instagram

	\$0.26
Per Post Engagement	
	\$0.76
Per Post Engagement	
	\$0.07
Per Post Engagement	
	\$0.20
Per Post Engagement	
	\$0.12
Per Page Like	
	\$0.44
Per Post Engagement	
	\$0.51
Per Post Engagement	
	\$0.33
Per Post Engagement	
	\$0.45
Per Post Engagement	
	\$0.18
Per Post Engagement	
	\$0.53
Per Post Engagement	
	\$0.60

Cancel Create

CHOOSE CALL TO ACTION

Apply Now
Book Now
Contact Us
Donate Now
Download
Install Now
Learn More
Shop Now
Sign Up
Use App
Watch More



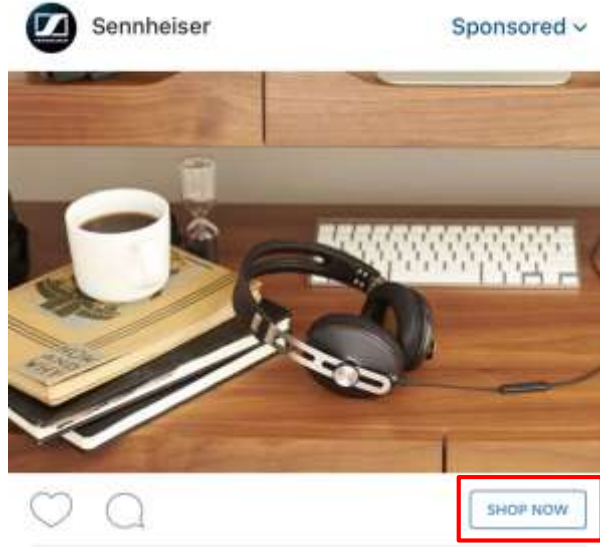
reverbdotcom Sponsored

USE APP

11,486 likes

reverbdotcom The gear of your dreams, right under your thumb. Browse, buy, sell & learn.

A Facebook post from reverbdotcom, a sponsored advertisement. The image shows a collection of musical equipment, including two electric guitars (one yellow and one brown), a stack of amplifiers, and a laptop, all illuminated by warm string lights. A red arrow points from the text 'Use App' in the list on the left to a red-bordered button labeled 'USE APP' at the bottom of the post.



Sennheiser Sponsored

SHOP NOW

2,088 likes

Beauty is in the details. High-quality materials and flawless German craftsmanship for those who redefine sound. #SennheiserMomentum

View 1 comment

A Facebook post from Sennheiser, a sponsored advertisement. The image shows a pair of black headphones on a wooden desk next to a white coffee cup and a keyboard. A red-bordered button labeled 'SHOP NOW' is highlighted at the bottom right of the post.

TEST CREATIVE OPTIONS



TARGET YOUR AUDIENCE


- Website Visitors
- Lookalike Audiences
- Locations
- Special Interests

Locations ⓘ Everyone in this location ▾

United States

📍 Anaheim, California + 10mi ▾

📍 Include ▾ Add a country, state/province, city, DMA, ZIP or address



Drop Pin

Add Bulk Locations...

Age ⓘ 16 ▾ - 23 ▾

Gender ⓘ All Men Women

THE RESULTS



177k
IMPRESSIONS

\$1.63 CPM

\$0.44 CPC

3,700 LIKES

8 Day "Website Click"
Campaign

SAME RULES APPLY

- ✓ Beautiful Photos (content looks native to ig).
- ✓ Image + copy need to be unique and compelling.
- ✓ Appeal to emotions and aspirations.
- ✓ Frictionless mobile experience.

