

**NAMM<sup>®</sup> | U**

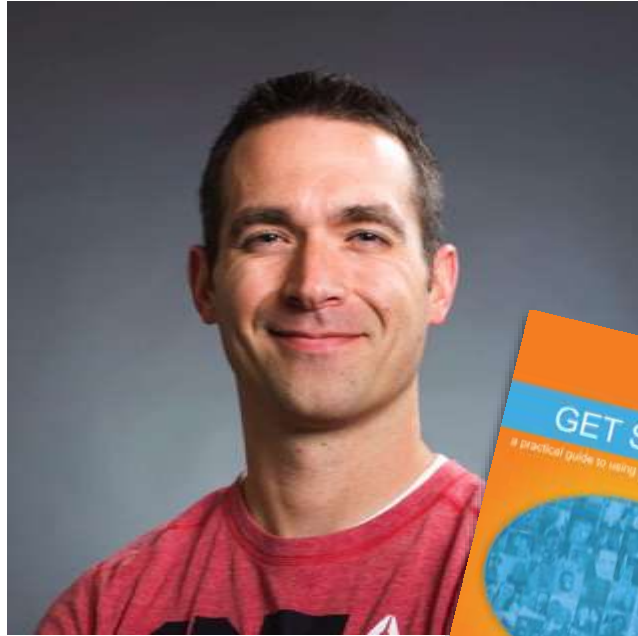


Grow Your Business

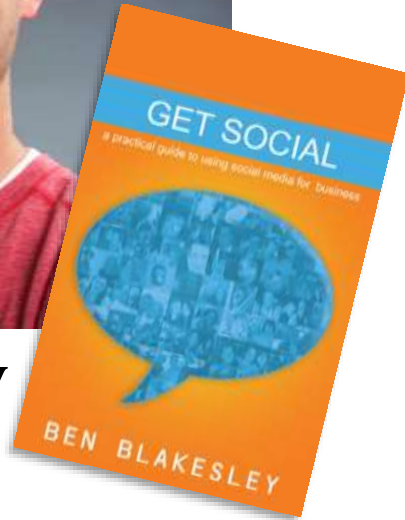
NAMM<sup>®</sup> | U



Grow Your Business



Ben Blakesley  
@benunh

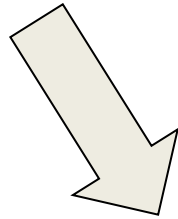


# 5 NEW Things You MUST Know About Instagram For Business





Instagram



Instagram





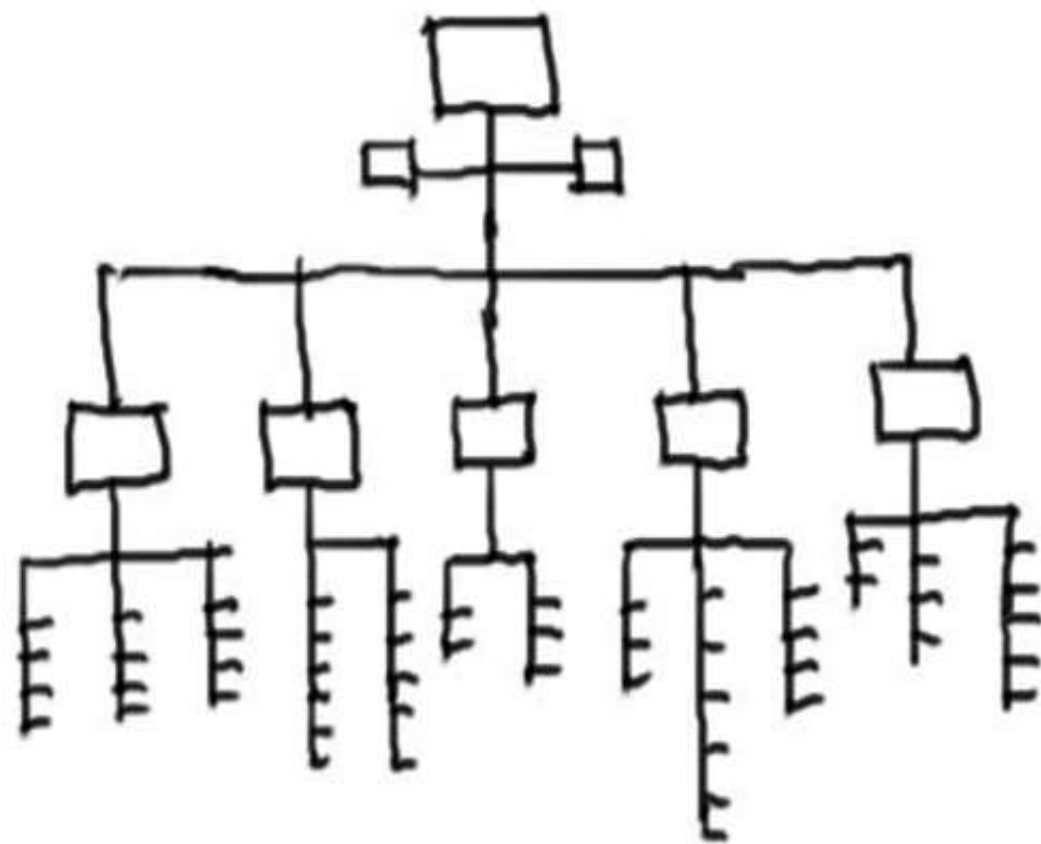
**RANDOM ACTS OF KINDNESS?**

**YES!**

**RANDOM ACTS OF MARKETING?**

**NO!**





**YOU NEED A PROCESS!**



# Social Media



PROCESS



## Recap 2015:

1. No Links
2. Not Shareable
3. Very Discoverable
4. Interaction is Key
5. Mobile Only

BONUS: Beautiful Images  
Required



NAMM<sup>®</sup> U



Grow Your Business



*5 NEW  
Things  
You MUST  
Know About  
Instagram*



# IMAGE SIZES



NAMM<sup>®</sup> | U



Grow Your Business



**NAMM**® | U



Grow Your Business

# ADVERTISING OPTIONS



# NEW ENGAGEMENTS





# STORIES





But wait...

THERE'S MORE!

NAMM<sup>®</sup> U



Grow Your Business

**10** *NEW*  
*Things*  
*You MUST*  
*Know About*  
*Instagram*





## 5 New Things:

1. Image sizes
2. Longer video
3. Advertising options
4. New Engagements
5. Stories

## Other New Things:

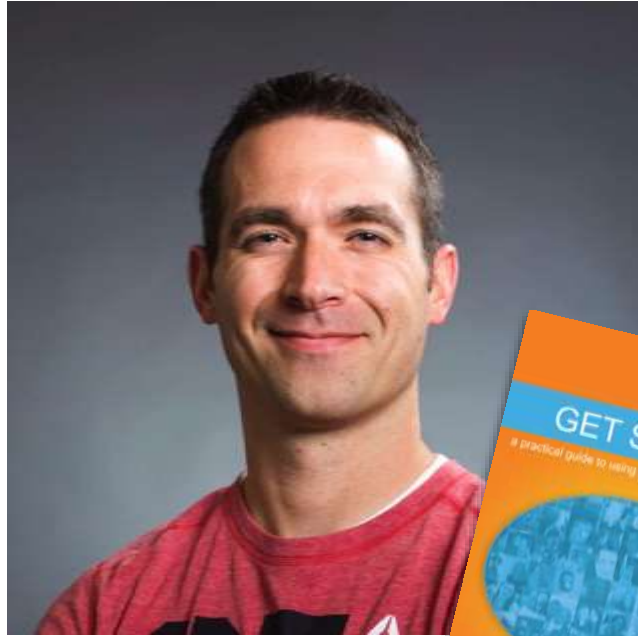
1. Analytics
2. Zoom in
3. Boomerang
4. Live video – in Stories
5. Tags and Links in stories!



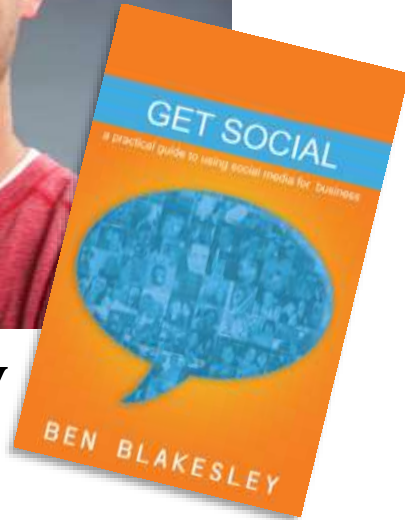
**NAMM**® | U



Grow Your Business



Ben Blakesley  
@benunh



# 5 NEW Things You MUST Know About Instagram For Business