

Instagram Tips to Drive Engagement, Traffic, and Sales

Presented by
Jenn Herman



Jenn Herman

- World's forefront blogger on Instagram marketing
- Top 10 Social Media Blog 2014, 2015, 2016
- Social media consultant for businesses from entrepreneur to global organizations
- Featured in Inc., The Verge, Yahoo Finance, Fox News, CBS Radio LA, Social Media Examiner, and more!
- Author of "Instagram for Business for Dummies", "The Ultimate Beginner's Guide to Instagram" and "Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy"



The Power of Instagram

- Traffic from Instagram has lower bounce rates than all other social media platforms
- Instagram has some of the highest engagement rates for all social media platforms
- One of the strongest community building tools for your brand
- Many businesses build their revenue from Instagram

But...

How would you know, without analytics?

Instagram Analytics

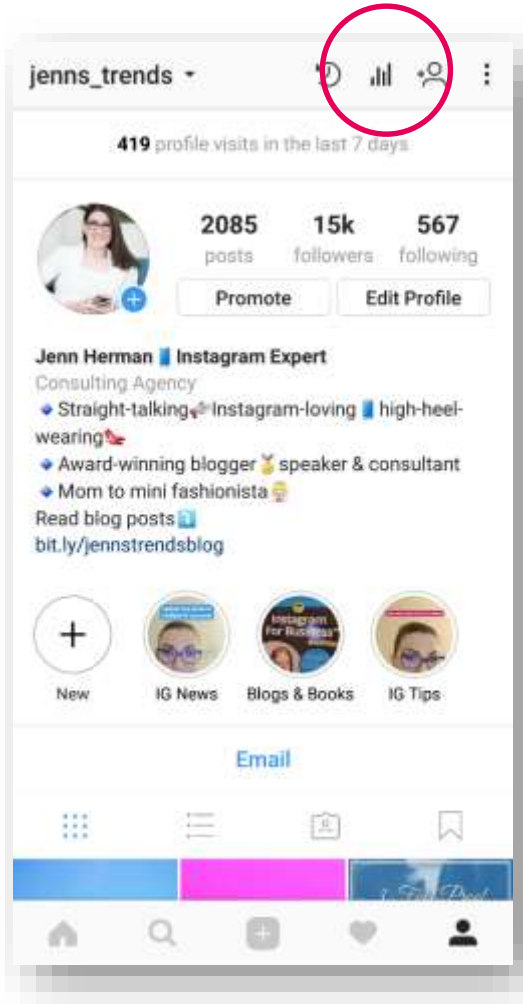
- Know what works and doesn't work
- Know what your audience wants
- Use A/B testing
- Know your audience demographic & behaviors
- Know what is driving website traffic
- Track weekly, monthly, quarterly, and/or annually

In-App Analytics

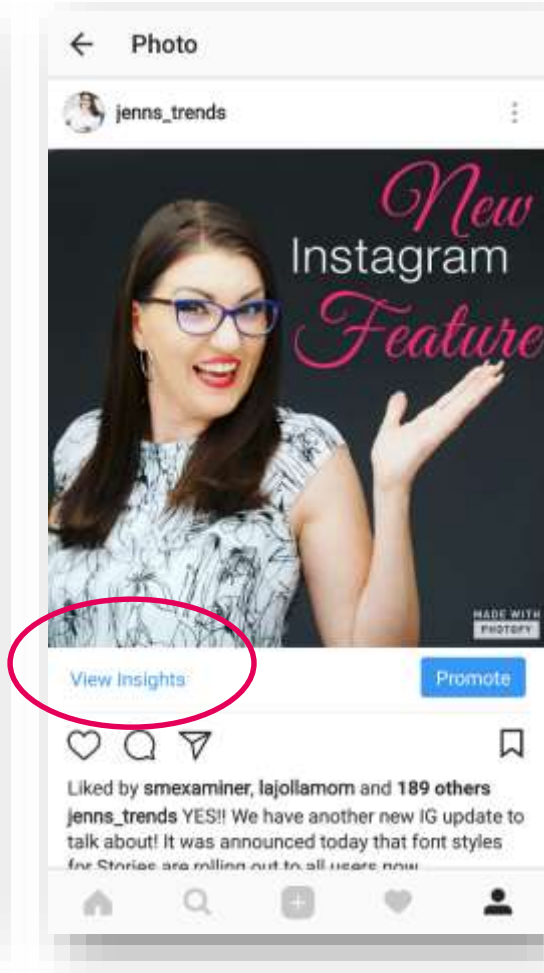


In-App Analytics

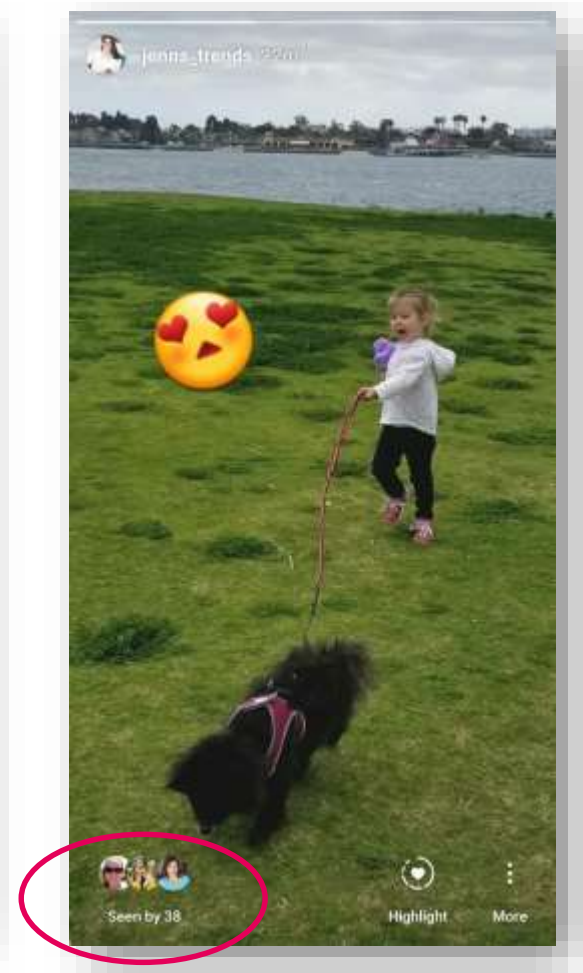
Account



Post



Story

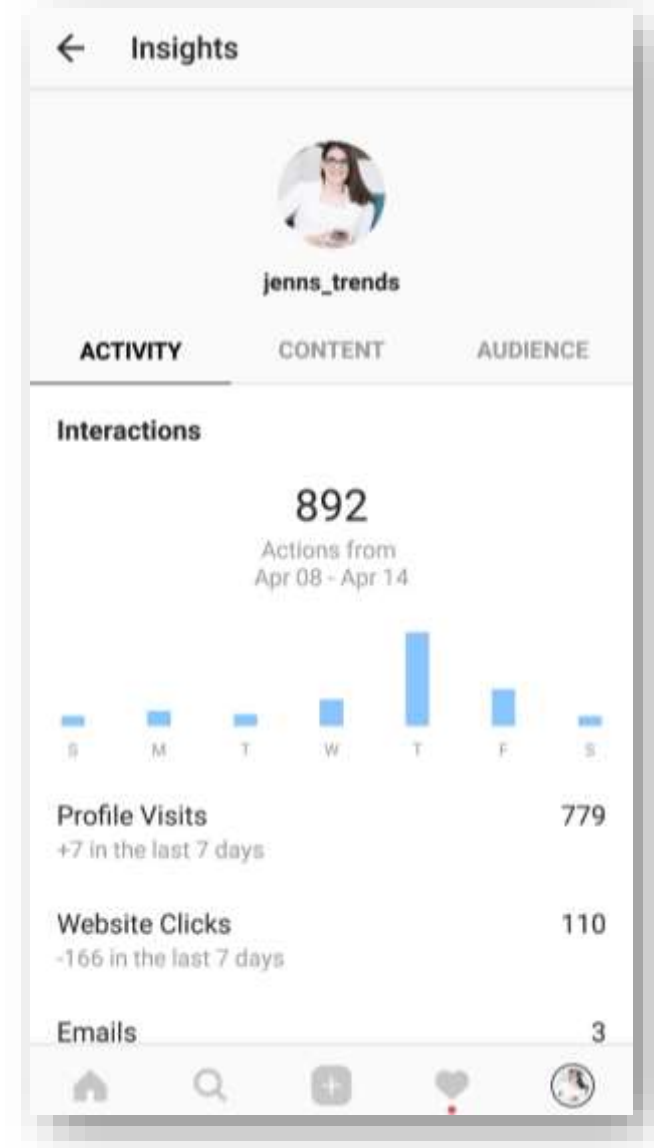


In-App Analytics - Account



In-App Analytics - Account

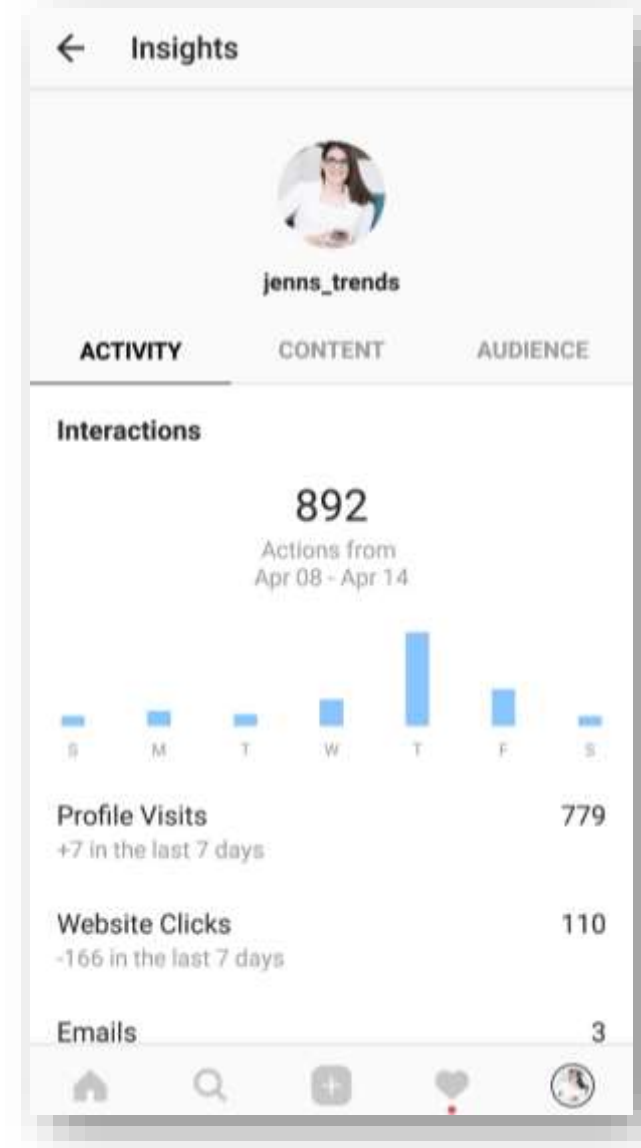
- Last 7 days data only
- Measure, record, and track consistently every week



In-App Analytics - Account

Account activity

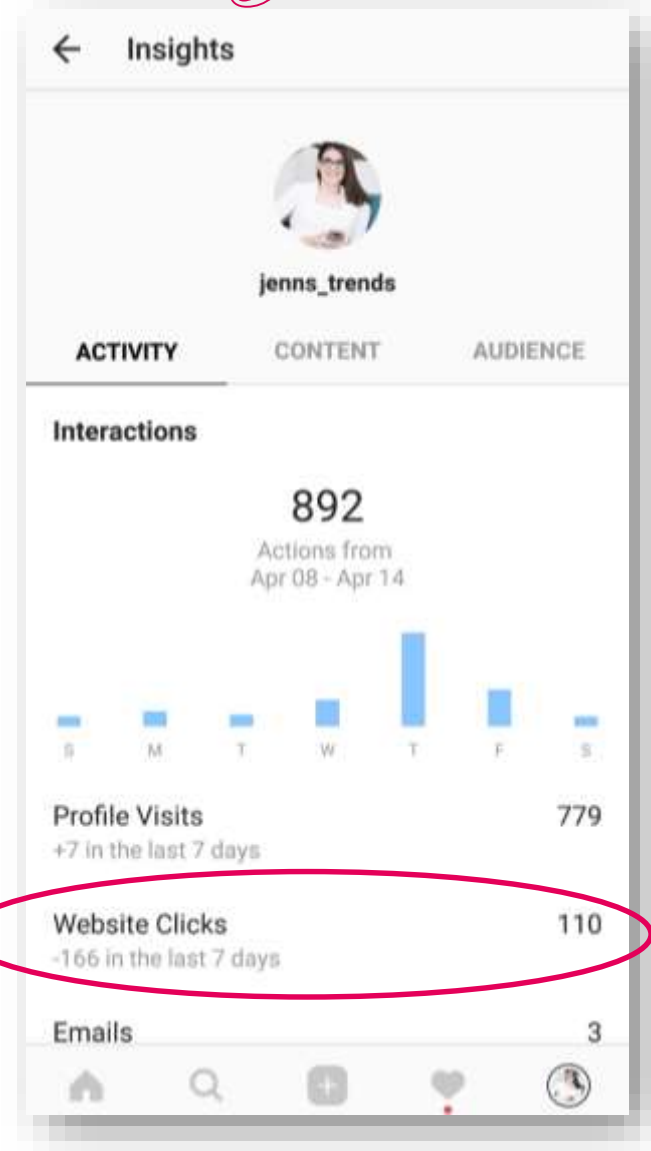
- Actions = profile visits + website clicks + contact button clicks



In-App Analytics - Account

Account activity

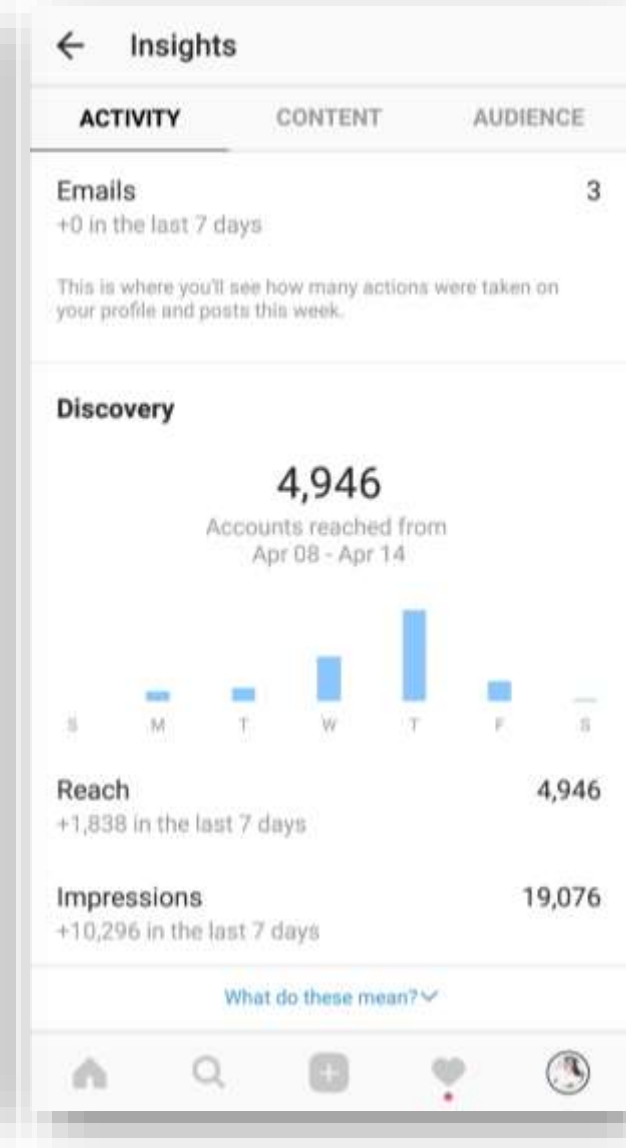
- Google Analytics isn't accurate
- This is *total* clicks – not per individual link
- Use link shortener like bit.ly for accurate tracking and data



In-App Analytics - Account

Account activity

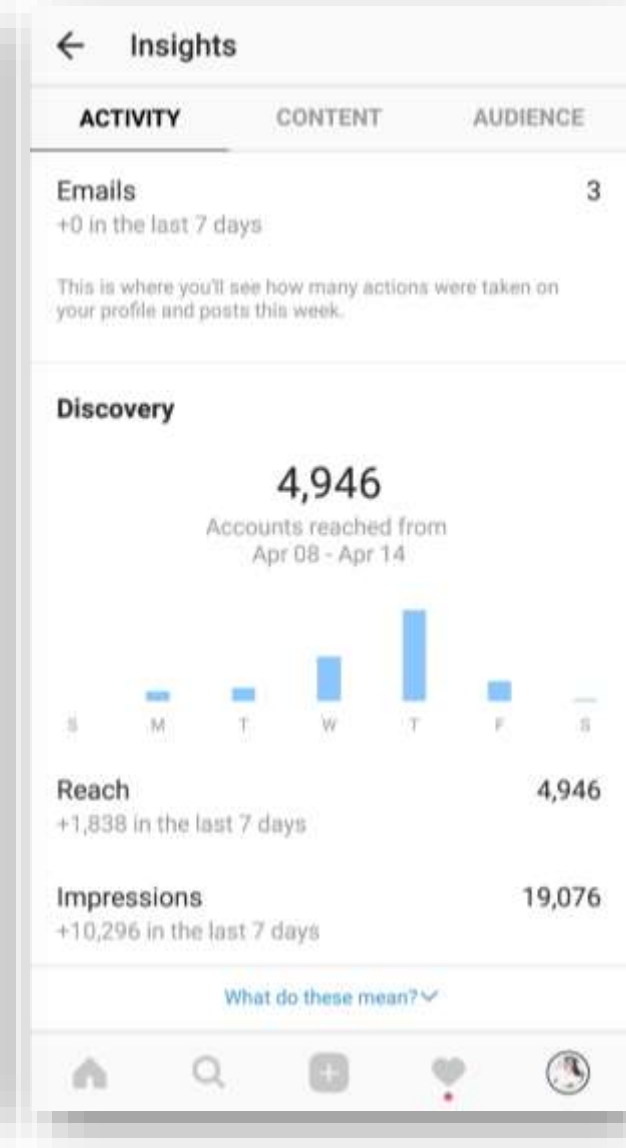
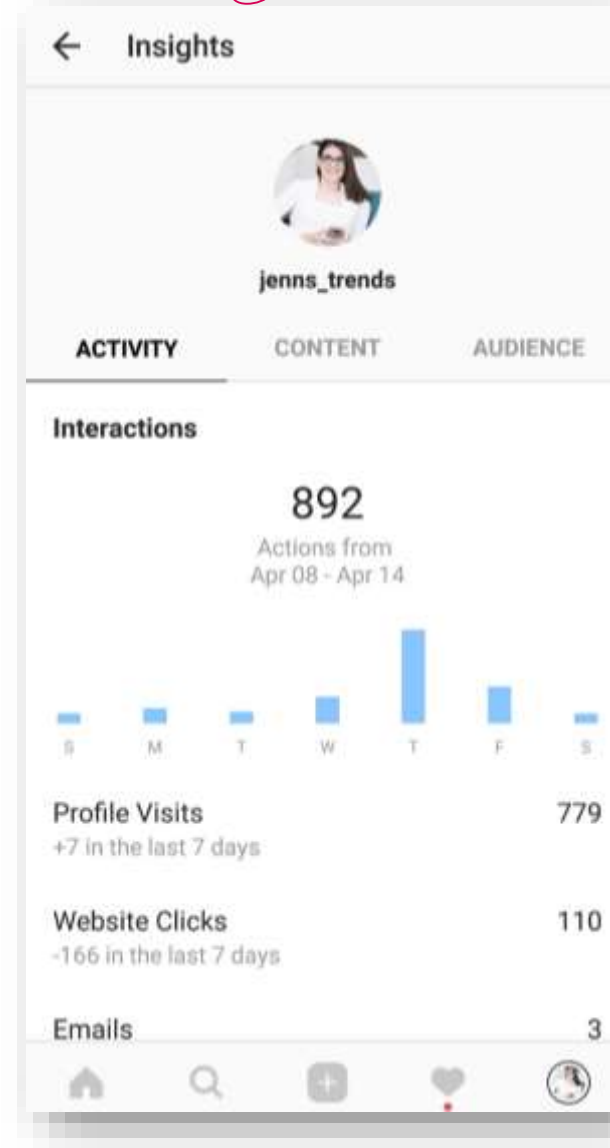
- Contact button clicks:
 - Email
 - Phone
 - Text
 - Directions
 - Buy Tickets
 - Book
 - Start Order



In-App Analytics - Account

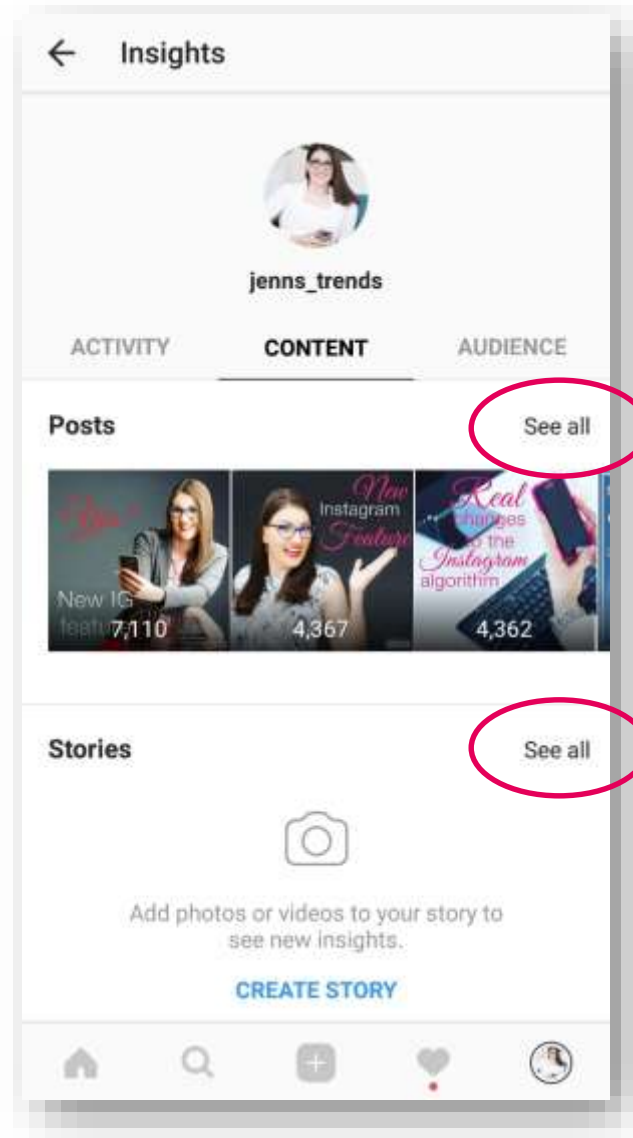
Account activity

- Reach = number of people
- Impressions = number of views

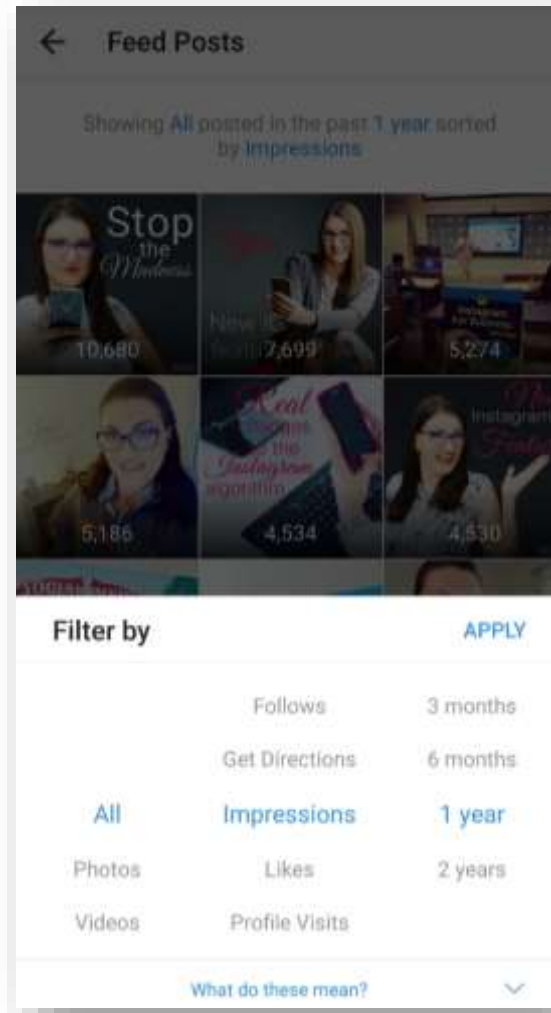


In-App Analytics - Account

Content Performance

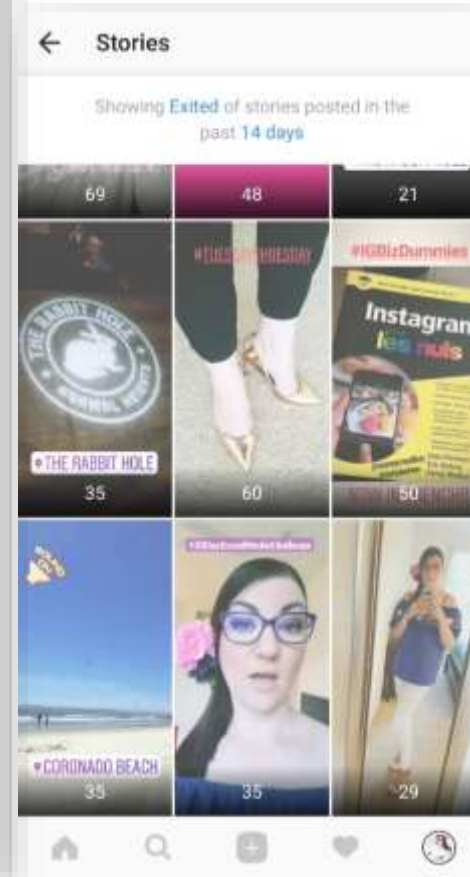
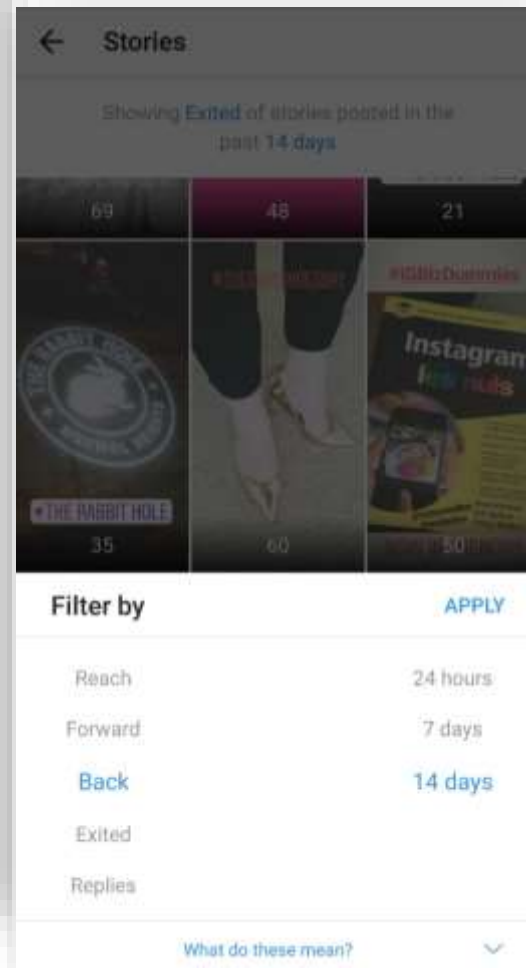


In-App Analytics - Account



- Most popular posts
- Most interactive/engaging posts
- Which components make for most compelling content
- Photos vs. videos

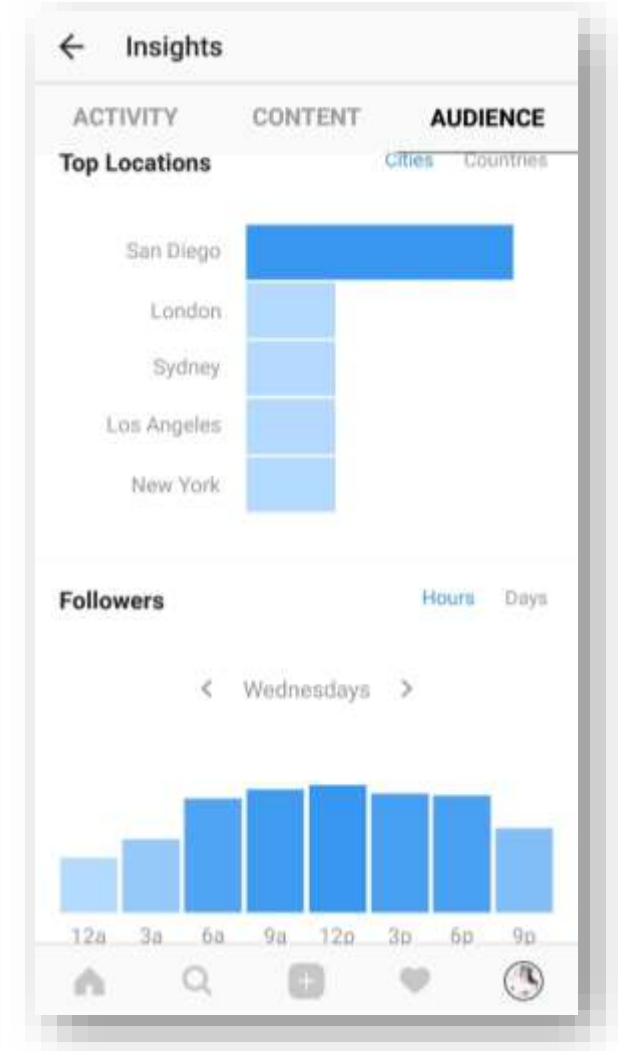
In-App Analytics - Account



- Story data only for up to 2 weeks
- Multiple filters for actions
- Why did people forward, go back, or exit?
- How many replies did a Story generate?

In-App Analytics - Account

- Audience demographics
 - Male/female
 - Age ranges
 - Geographical distribution
- When to post for ideal post engagement

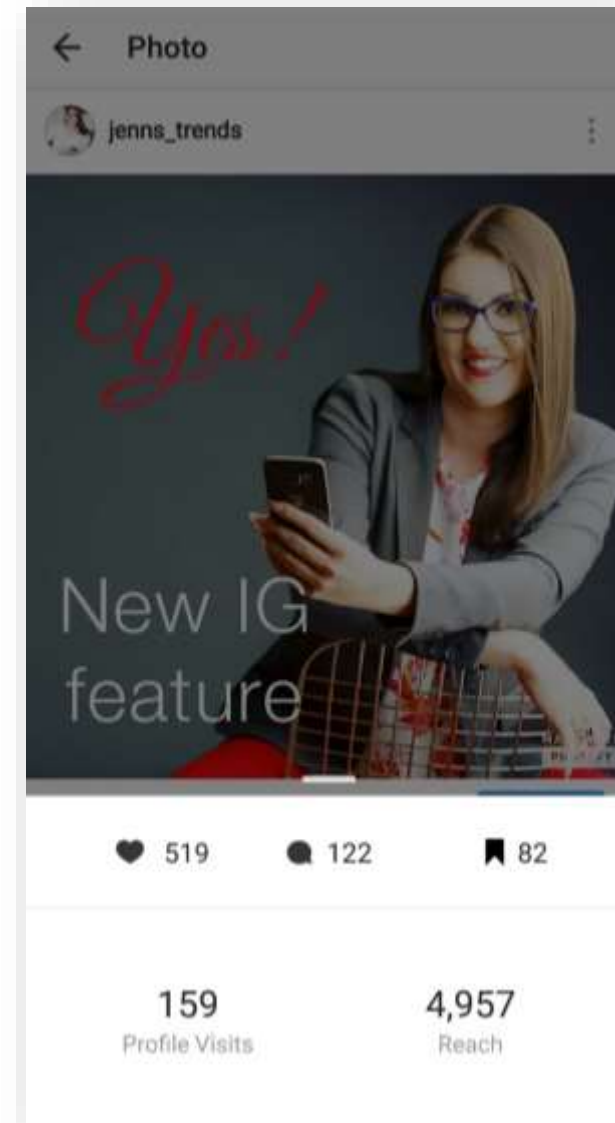


In-App Analytics - Post



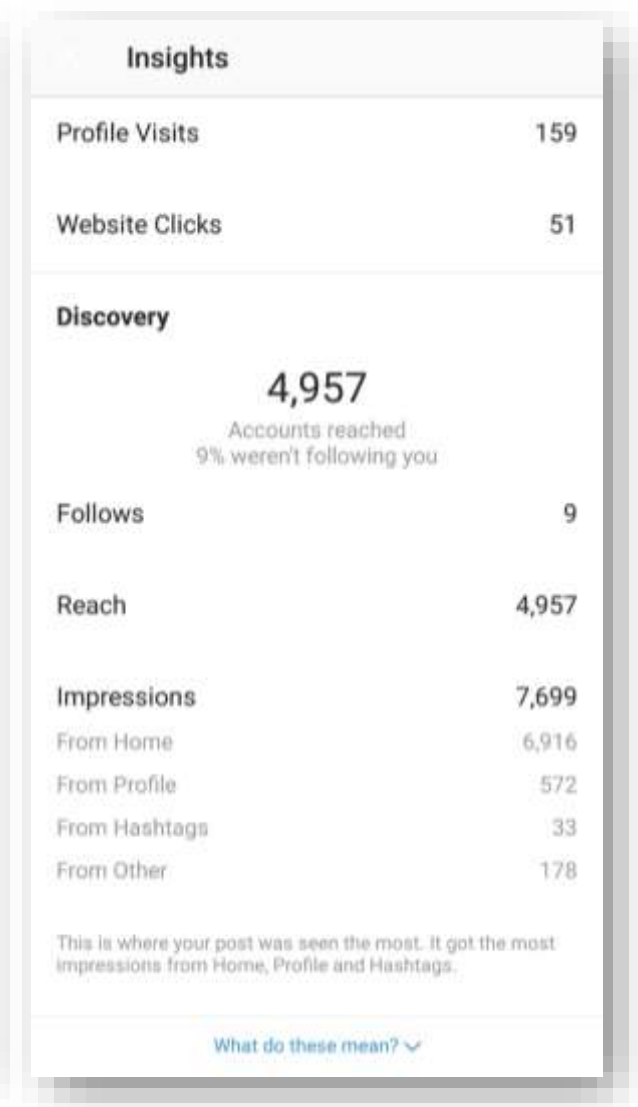
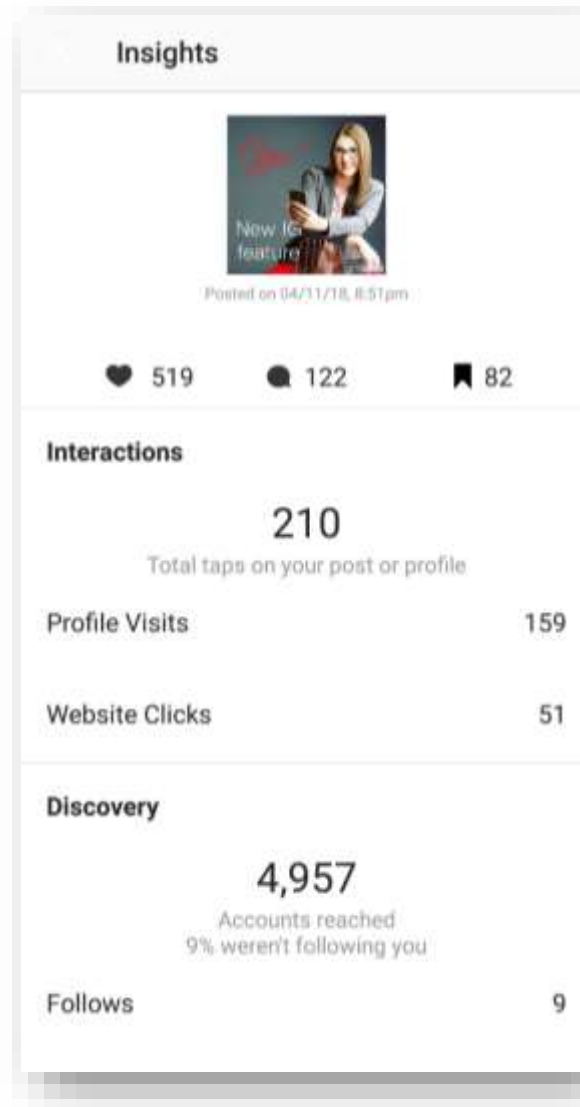
In-App Analytics - Post

- Accurate engagement rate:
(likes + comments + saves) / reach



In-App Analytics - Post

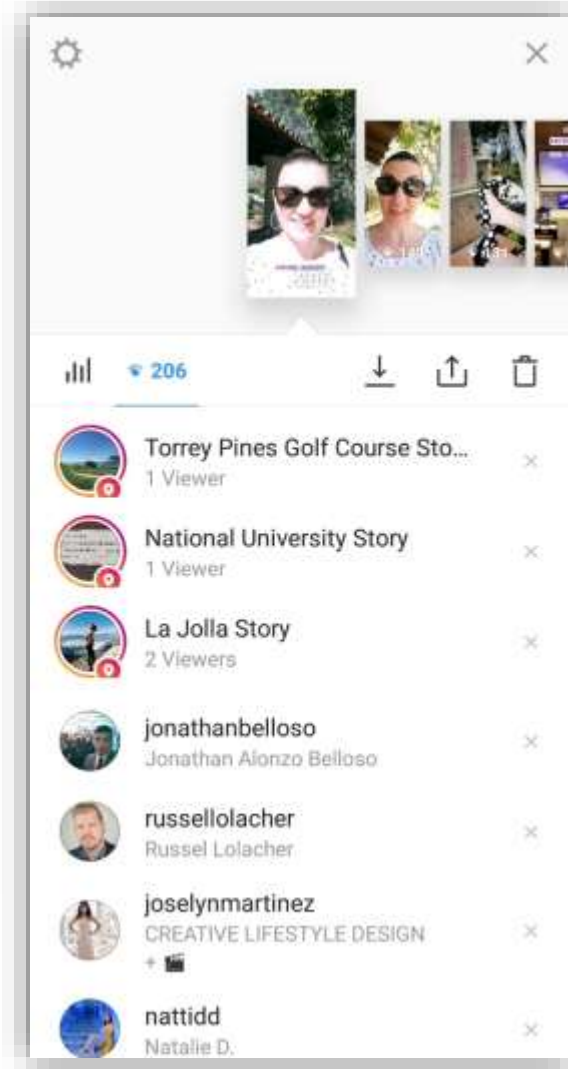
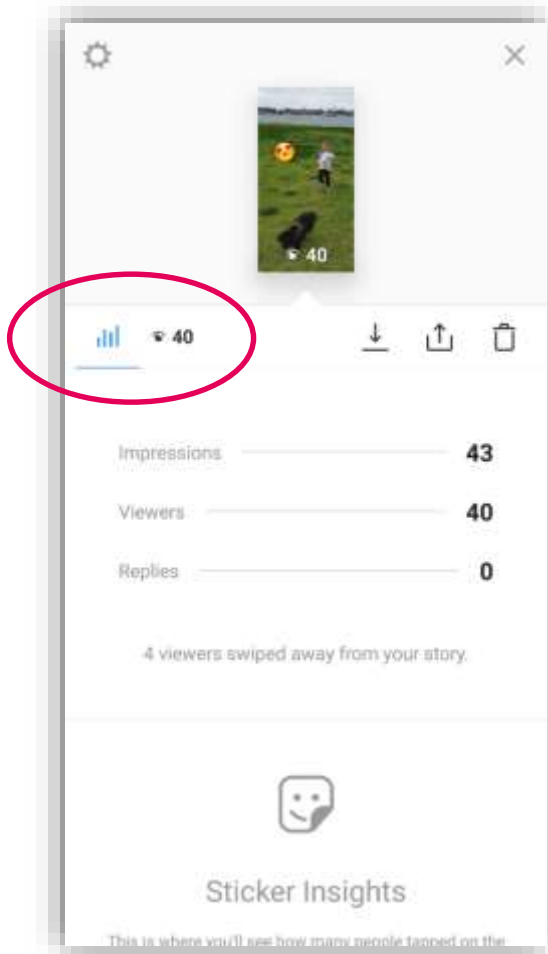
- Post details:
 - Actions taken
 - Discovery by NEW people (hashtag performance)
 - New follows as a result of the post



In-App Analytics - Stories



In-App Analytics - Stories



- See who's viewed your Story
- Impressions vs. viewers
- Replies to Story
- How many exited from Story
- Location tag or hashtag insights

**New (?) Number of screen shots of your Story

What Really Matters



Improving Your Content Strategy

- Create more content that your audience wants
- Look for trends like:
 - A person in the photo
 - Color preferences
 - Products or no products
 - Scene settings
 - Simple photos vs. busy photos
 - Text or no text in the image
 - Video vs. photos
 - Short video vs. long video
 - Educational content vs. entertainment content
 - Long captions vs. short captions
 - Calls-to-action that drive more clicks or visits

Just Remember

- Keep testing
- Do more of what works
- Have fun!

Thank You!

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