

PayU^{money}
Presents

The ultimate guide to
Instagram For Business

Top notch hacks to grow your business 10X & drive sales via Instagram



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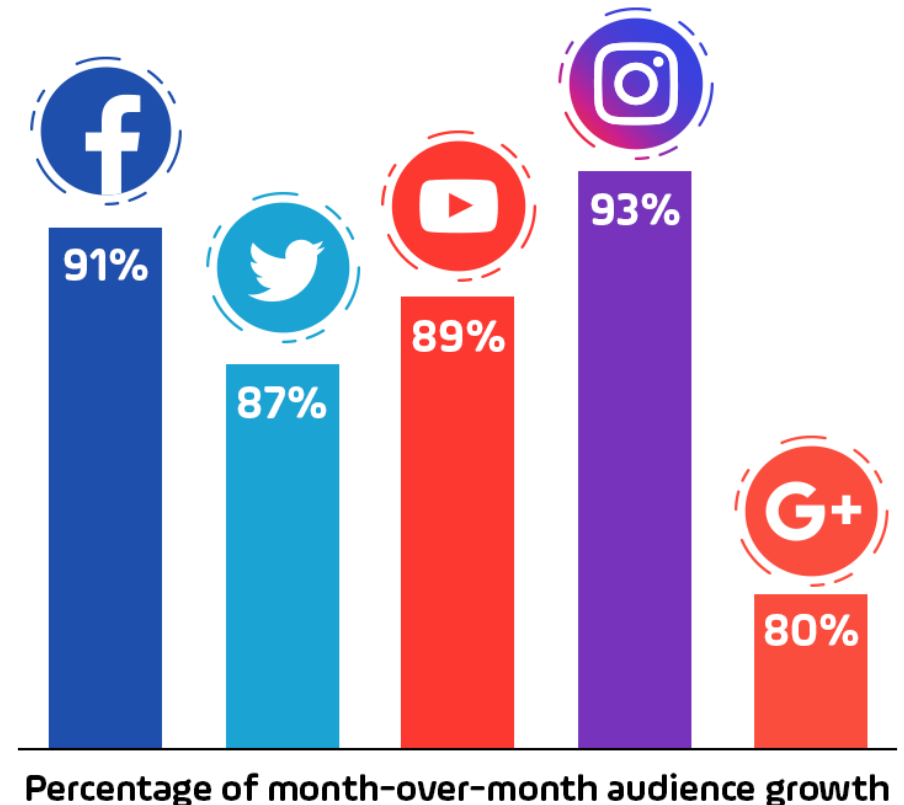
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Introduction

Nearly 500 million people use Instagram, sharing an average 80 million photos every day. These are huge numbers. Irrespective of who your target audience is, you will be sure to find them through Instagram. It gives your online business an ability to reach out to customers where they are actively present.

Coca-Cola, Nike, Starbucks, you name it and you will find all small-big businesses on Instagram. Launched in October 2010, Instagram has definitely taken the world by a storm.

Whether you own a small or a big business, creating a business profile on Instagram and marketing it well seems to be the need of the hour. With an Instagram business profile, you can increase your brand visibility, drive sales and increase your customer base.



Source: HubSpot

Benefits of Instagram for Business



It's Free!

SignUp & setup your free Instagram account quickly & freely



To-the-point Communication

Share photos & videos to convey your core message creatively



Informal

Use the young and creative app to influence your audience the way they like



Connect with Customers

Engage with your customers directly for better marketing results



User Generated Content

UGC helps your audiences to understand your business thus driving trust & loyalty in you



Instant Insights

Posts you boost on Instagram from your business profile can be easily analyzed within minutes.

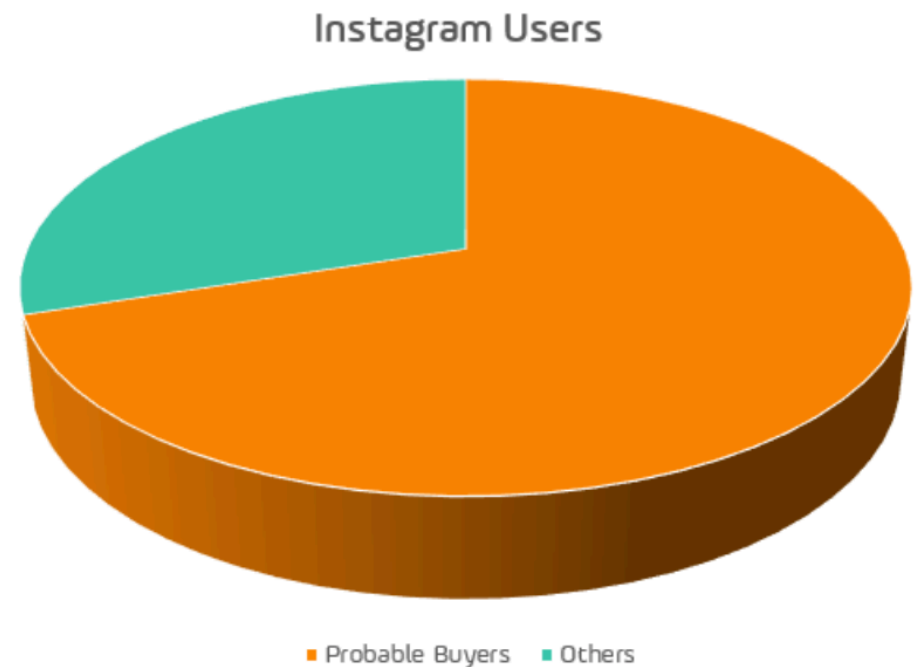
"A simple, fun and creative way to capture, edit and share photos, videos and messages with friends and family"

- *Instagram*



Instagram, is not only a photo sharing app but, also a place where brands are venturing to keep their customers engaged. If, “how to promote business on Instagram” is giving you sleepless nights, then here are some facts to be considered:

- ✓ **70% Instagram users** are probable buyers as they have already purchased products online.
- ✓ Instagram keeps customers 10 times highly engaged with their brands as compared to Facebook.



3 Important Components of Instagram





Creative Images

Variety is the spice of life, make use of unique filters available to you to enhance the photos, to set the mood and to give them that extra edge. The idea is to be informal and allow your audiences to be a part of



Perfect Post Description

A picture is worth a 1000 words, but when it comes to business it is better to add short and crisp description or caption, so that your audiences know your business well and know what to expect from it!



Hashtags

A relevant and useful hashtag (#) allows non-followers to discover you and follow you or like your content (literally). Apart from discoverability, # also help you to track your marketing campaigns, contests, etc..



Effective Ways To Promote Business & Drive Sales On Instagram





Instagram

Best Days

S

M

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W

T

F

S

Best Days

2AM

4AM

6AM

8-9AM

11AM

1PM

3PM

5PM



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



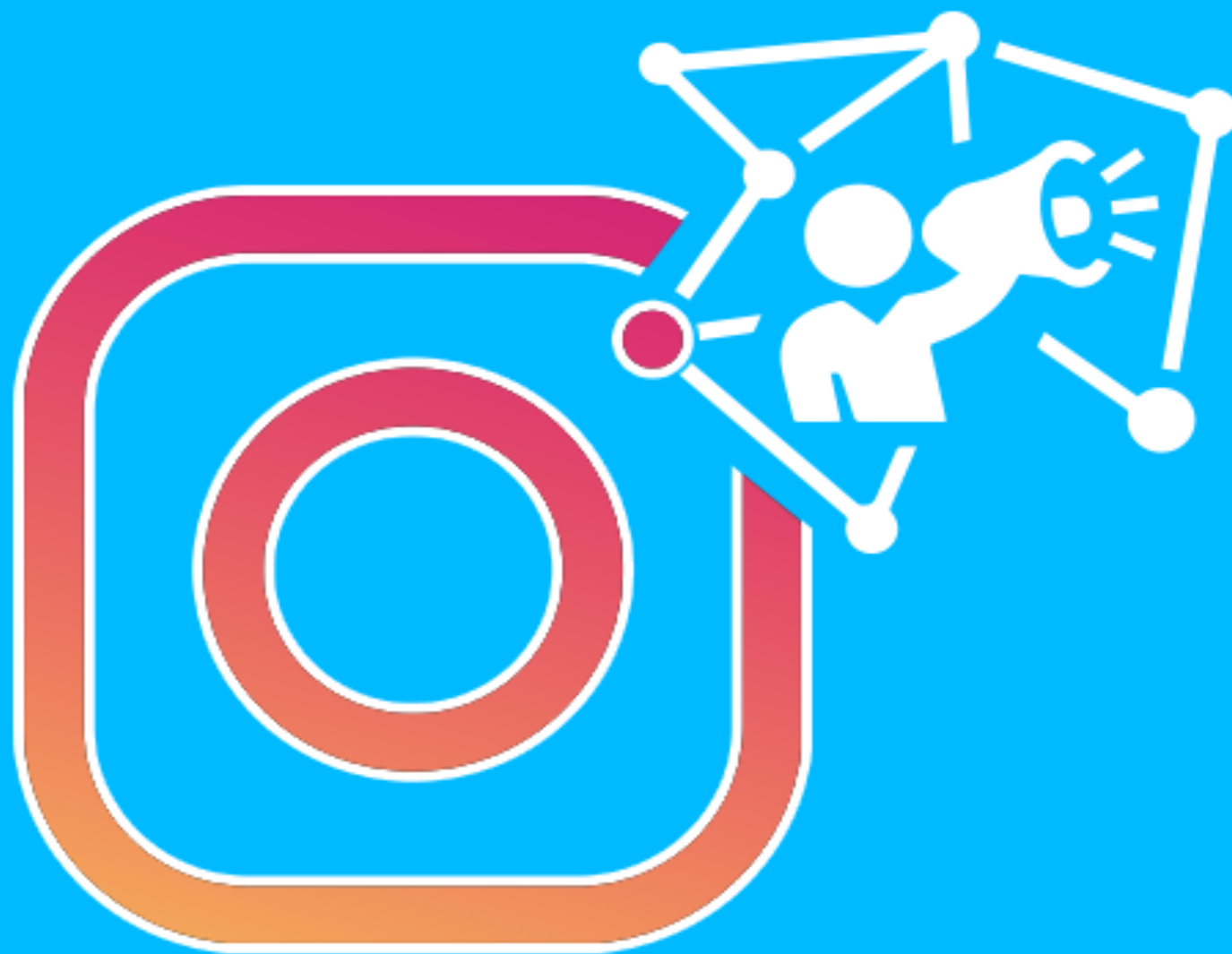
Posting a video on Instagram at 9 pm gets 34% more interactions.

Quick
Tip:

Post content more during off-work hours than during the work day, aside from peak times.

When to Post on Instagram: Best Practices

Using Influencer Marketing To Influence On Instagram



Influence is an integral part of our human life. They are common people who possess the power to influence a particular category of people to purchase a specific product or follow a trend. Social media channels like Instagram, Facebook, Twitter, and Pinterest are their hubs and tools to fame.



Example: Remember, as a child when you wanted a toy, you would first try to convince your mother of its importance and if you failed, you would probably approach your father. When your father agreed with you, he would go ahead to convince your mother and the toy would finally be yours! Here your father influenced your mother's initial decision which in turn favored you. Marketers have been using influencer marketing for a while now, but it has come to light only now when the social media channels are flourishing with impactful personalities in the society.

Influencer marketing is a trend on Instagram especially as Today as the world is becoming a lot more social, marketers want to reach out to their audiences in the best possible channel, time and place. **A recent report points out to phenomena that over 1,800 million people are actively using social media at present.** Marketers want to target these people, millennials mostly, who are their consumers by utilizing influencer marketing.

Marketers usually tie-up with social media influencers for a particular project or time span to promote their brand and products.

How To Choose A Perfect Influencer?

Here, the fate of your brand will largely depend on the personality associated with it. It is not necessary to opt for an influencer with high popularity. Instead scout for the gen-next leaders for, their loyalty will be all yours. Hence, it is advisable to choose an someone who has:



Rich content: Content is king! People become influencers when other sniff originality and quality in the content being laid in front of them. What one says and does has a huge impact on others. The one who talks and walks what your brand strongly stands for is the true one!



High Reach: If the content is not read means it is not consumed well! It is necessary to understand what kind of connection and status your influencer has in the target community. It's not always that they will take your brand places, but it is your responsibility to help influencers widen their network as well.



Relationship: Are you able to relate the influencer to your brand well? What kind of relationship you want to build with your audiences? Is the influencer engaging enough with his/her followers or likers?

HOW WILL INFLUENCERS HELP YOU?



Influencers



Promote your brand on their Instagram handle via posts, images, stories



Their followers become aware of your brand



40% people buy your product



Your sales increase

Measuring Business On Instagram: Key Insights!



All your efforts should end up with valuable results. You should know how your Instagram strategies and campaigns are performing. There are 4 basic Instagram insight metrics, you should keep an eye on:



Impressions: Refers to how many times your ads appear on



Reach: Reflects the number of unique users who have viewed your posts



Profile Views: Represents the number of times your profile is viewed



Followers: It projects the number of followers you have gained & lost

Note: Instagram provides weekly insights for your business.

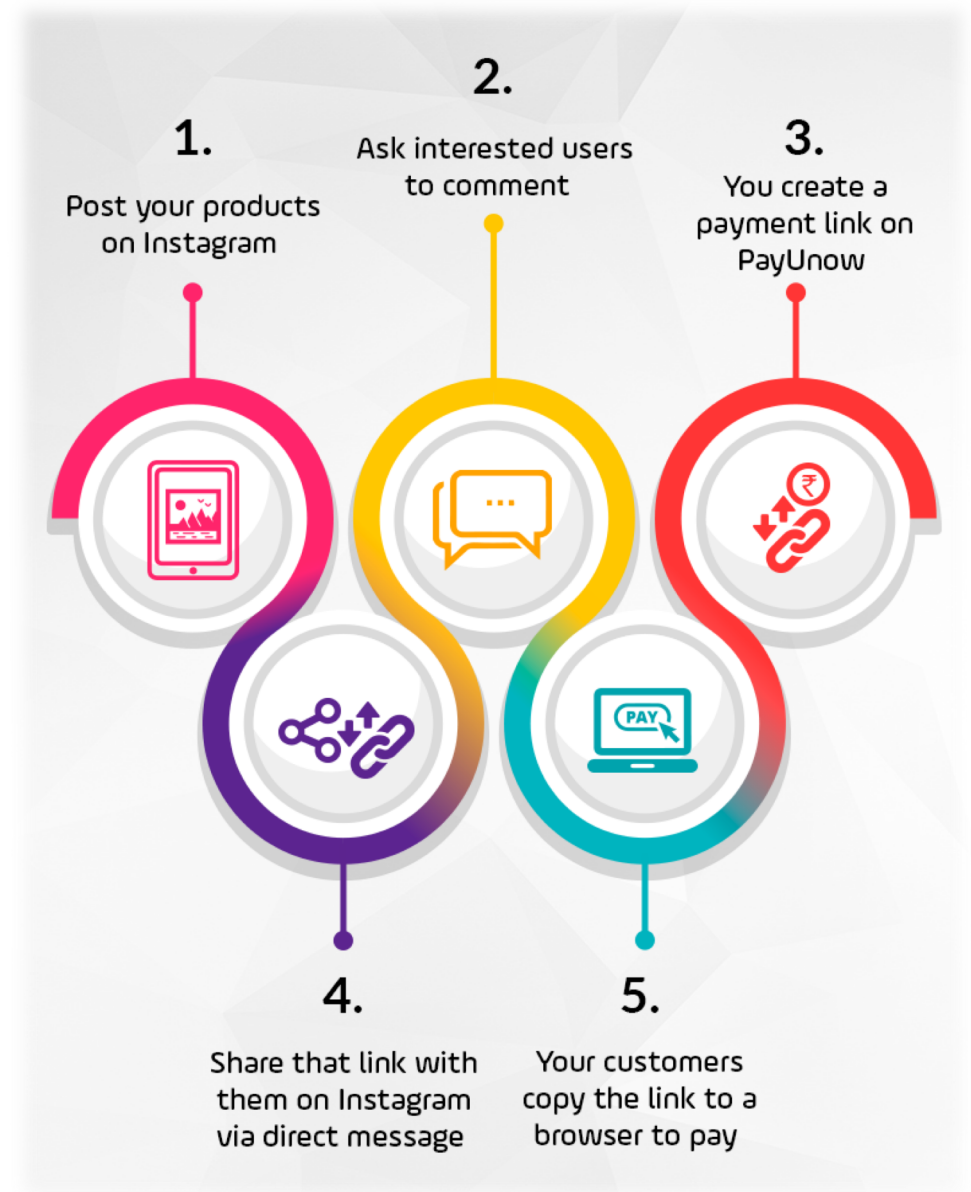
Hence, you will not be able to access Instagram business insights of the past weeks. It is advisable to keep a record of all your business insights on weekly basis, to avoid losing out on any valuable insight into your business.

How To Accept Payments On Instagram?



Instagram Payments

At present, businesses only post their products, ask users to comment or direct message to buy, ask buyers send payments and then the product is sent to the buyer. This only makes the entire payment process or the joy to buy a product disturbing. Let's revolutionize and make this payment process simple with **PayUnow**. The payment process is exclusively designed for you to accept payments directly into your bank account without sharing any confidential details. Here's how you accept payments in few easy steps:



Create Request

Amount

50000

Payment Description

Men's Watch

Request Expires on

27/05/2018

Time

12:51 PM

CREATE

Request Payment

Amount

₹50000.0

Description

Men's Watch

Link

<https://pmny.in/vILMogf3thGo>

REQUEST VIA



Copy Link



WhatsApp



Messenger



Free SMS



Email



More

Copied to Clipboard



prashant_pkc

Today 12:54 PM

<https://pmny.in/vILMogf3thGo>



Write a message...





THE BIGGEST PLUS POINT OF USING PAYUNOW TO ACCEPT PAYMENTS ON INSTAGRAM IS:



It enables your customers to pay using multiple methods like credit/debit card, net-banking, UPI, wallets and more without downloading any app.

Has no monthly limits on payments, so you can accept as many payments you want to.



Use the best way to accept payments for your Instagram business.
Know more about PayUnow.



PayUmoney | *Instagram For Business*

Instagram is slowly becoming one of the most used social media platform, especially among people who shop online. Also, now that you know how to promote business on Instagram, you will be able to increase real engagement between your brand and customers. When these Instagram sales strategies are put into practice, you will learn how to promote your business and drive sales effortlessly.

For latest insights into the payments and marketing trends and strategies, visit

[PayUmoney Blog](https://blog.payumoney.com)

blog.payumoney.com

With all your marketing efforts for your business in place, it's a good idea to have an all-in-one payment solution in place as well. Now to enjoy the best payment gateway experience and grow your business effortlessly!

[SignUp On PayUmoney](https://www.payumoney.com)

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