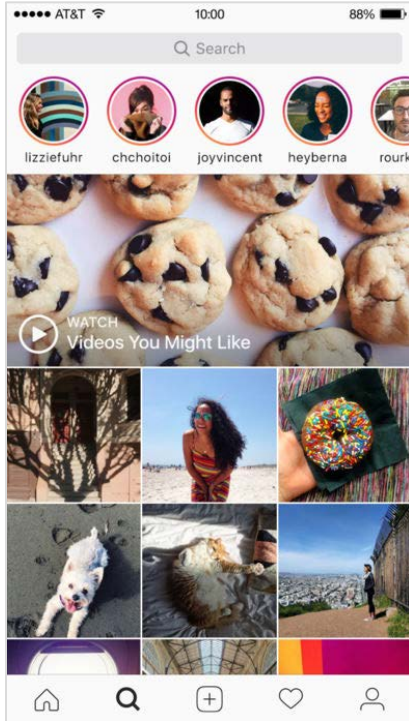


Business

New to Instagram?  
See how to set up a free  
business profile, create  
content and use Instagram  
to grow your business.

**RAVEN5**

## Instagram for Business



### Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

**800 Million users as of September 2017.**

**15 Million+** business profiles worldwide.

**2 Million+** advertisers use Instagram to share & drive results.

**60%** of people say they discover new products on Instagram.

**75%** of people take action after being inspired by posts.

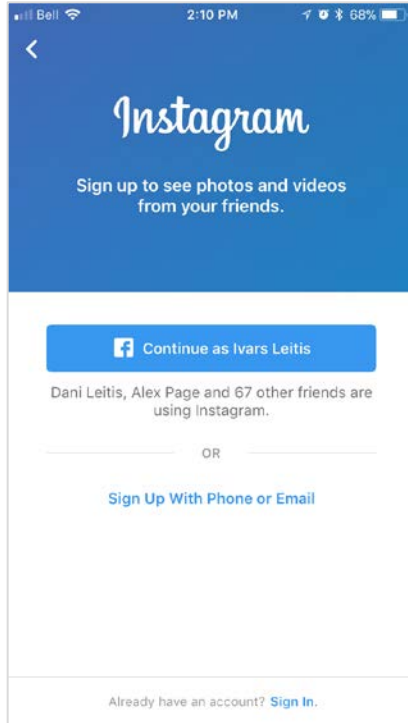
**1/3** of the most viewed stories are from businesses.

### Instagram Gender & Age Demographics



Instagram demographics have veered toward younger generations since its inception. However, new statistics show older generations are starting to embrace the app more. Also, of all of those age groups, the dominant gender on the photo-sharing site is still women.

## Instagram for Business

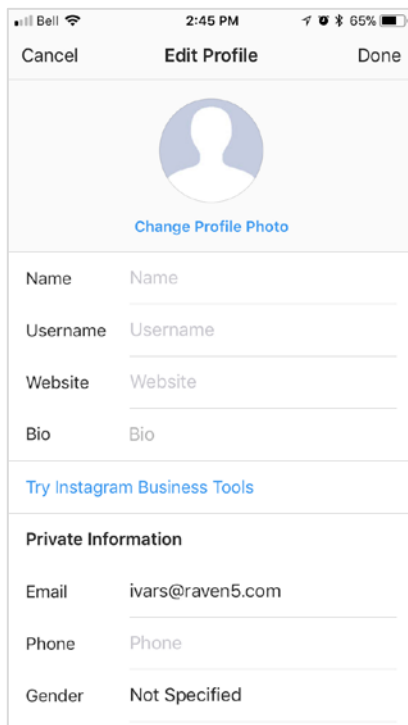


### Starting an account is quick and easy.

Set up an Instagram Business Account to give people more information about your products, service or business.

### Download and launch the app

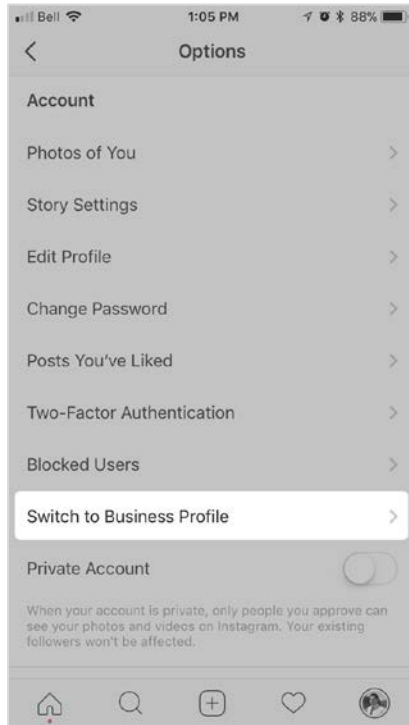
Download the Instagram app for iOS from the [App Store](#), Android from [Google Play](#) store or Windows Phone from the [Windows Phone Store](#). Once the app is installed on your mobile phone, tap to open it.



### Let everyone know who you are

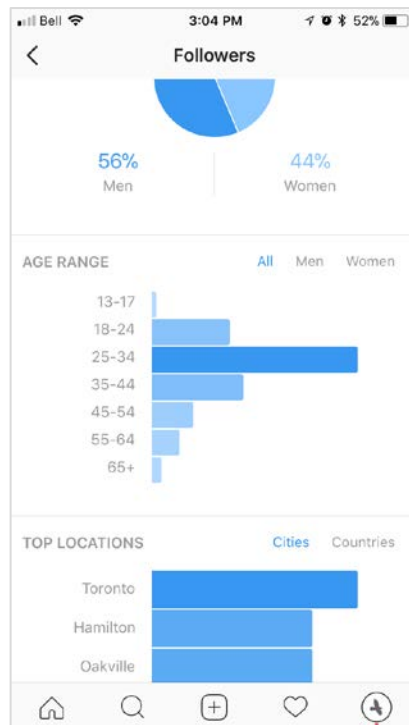
Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account. Complete your profile by uploading a profile photo, choosing a username and populating your website, bio, phone and gender.

## Instagram for Business



### Set up a free business profile

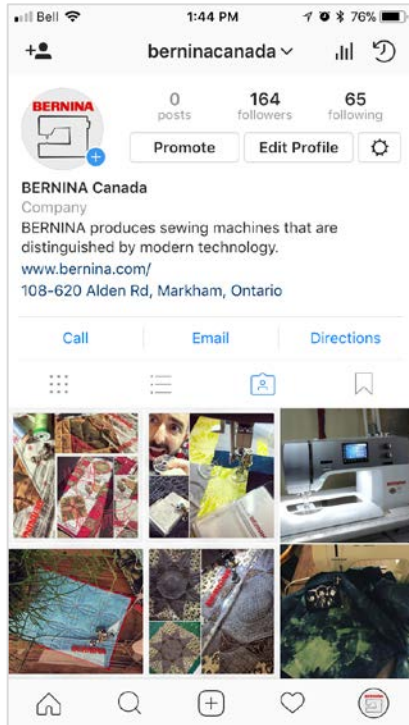
Within the app, find options, then scroll down to **Switch to Business Account**. Once you have a business account, you can add in pertinent business information like store hours, business address or a phone number.



### With a Business Account, you can:

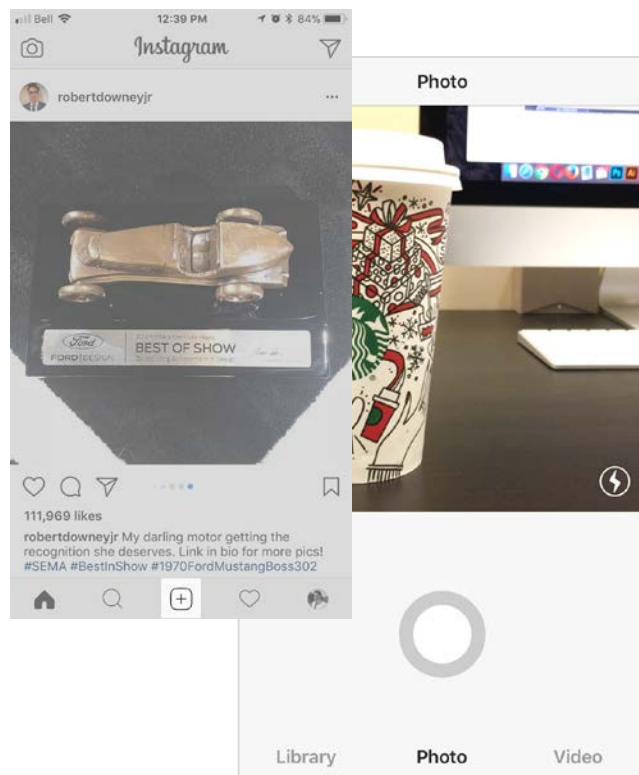
Get real-time metrics on how your stories and promoted posts perform throughout the day. You'll also get insights into your followers and how they interact with your posts and stories.

## Instagram for Business




### Make it easy to connect with your business:




Easy to find buttons for **Call**, **Email** and **Directions** are added to your profile allowing users to make it easier to get in touch.



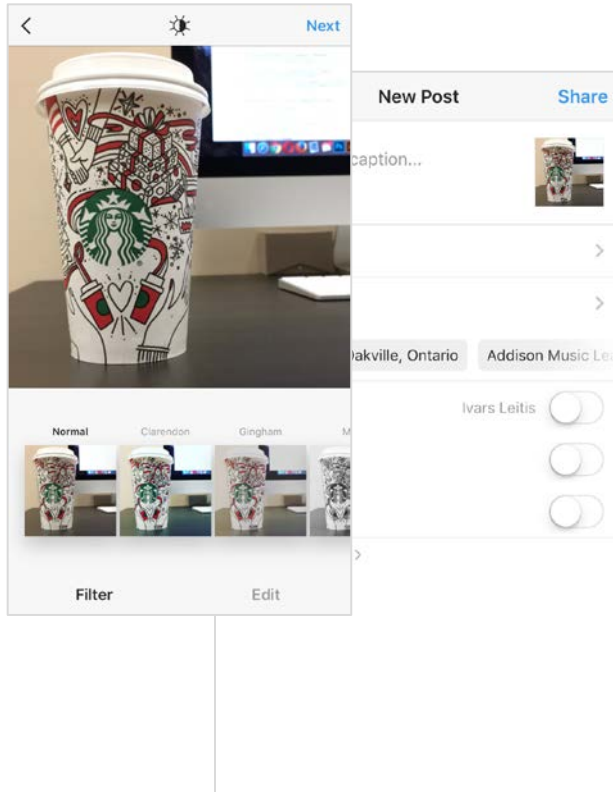
### Create your first post

To upload a photo or take a new one, first tap  at the bottom of the screen.

To upload from your phone's library, tap **Library** and select a photo to share.

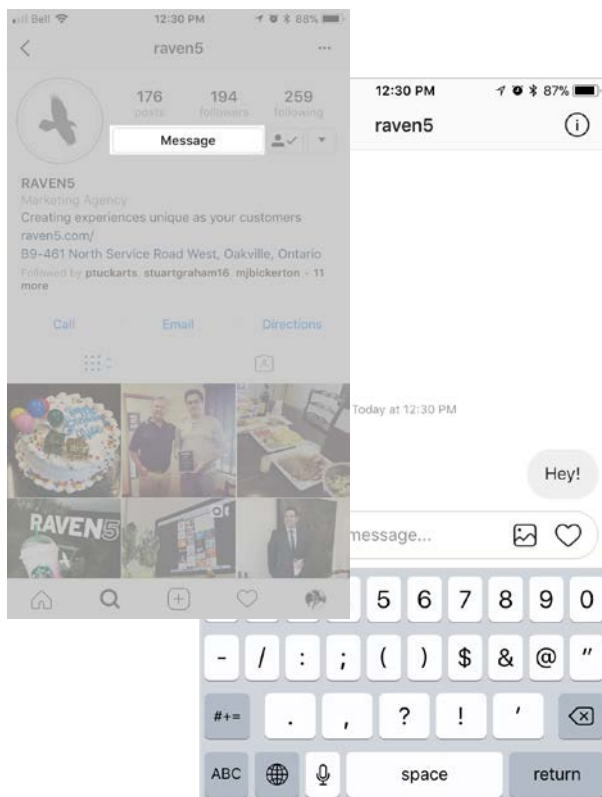
To take a new photo, tap **Photo** then tap the . You can tap  to switch between front and rear cameras and  to adjust flash.

## Instagram for Business



**After you've taken or uploaded a photo** Add effects or filters, a caption and your location before posting. You can also post a video. It's important to remember to add hashtags when posting photos about your business. Hashtags allow your post to be discovered by new users when searching for similar posts.

Note: You can't take or upload photos from a desktop computer.



### **Business development with Direct Messages**

If you use Instagram to promote your business, you should be able to find value in reaching out directly to potential customers or clients. If you don't use Instagram to promote your business, it's never too late to start.

1. Search Instagram by hashtag or location.
2. Visit a profile and qualify.
3. Send a message with a coupon or link.



### Stories

Instagram Stories is a feature that lets you share all the moments of your day, not just the ones you want to keep on your profile. As you share multiple photos and videos, they appear together in a slideshow format: your story. It allows you to share as much as you want throughout the day to promote and engage with followers. Photos and videos disappear after 24 hours and won't appear on your profile or in the feed.



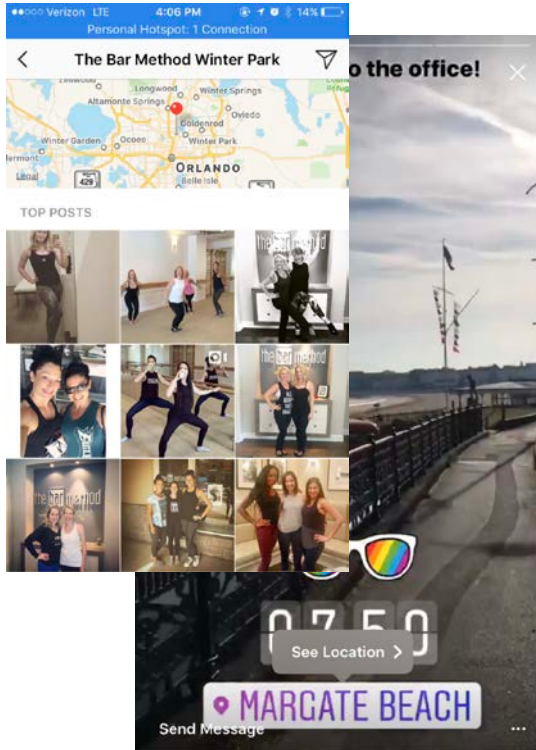
### Stickers

You access Stickers by tapping the Smiley icon at the top of the Stories camera screen after you've shot a photo or video. This reveals a tray of available stickers.

The various types of stickers currently include:

- Location
- Temperature
- Time
- Hashtag
- Poll
- Emoji
- Seasonal

## Instagram for Business



### Location Stickers

Add a location to your stories to help build brand awareness and recognition. When you add a location sticker to your story, users can click “See Location” to view a map, business name and top posts about that location.

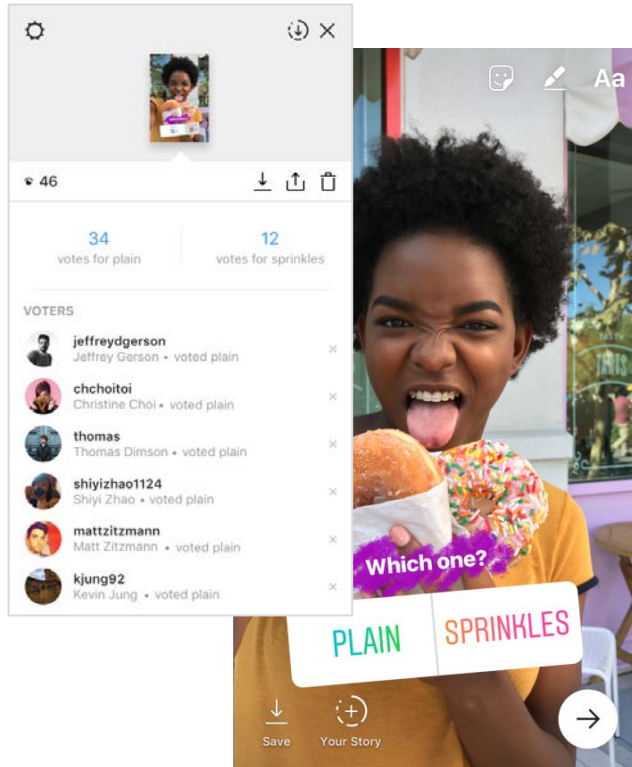


### Hashtag Stickers

This feature allows customers to interact with your story when they click on the “See Hashtag” link. This works great with a branded hashtag or when promoting a hashtag campaign as you can promote a campaign and inspire user generated content.



## Instagram for Business



### Poll Stickers

When posting a Story, you can add a quick two-answer poll as a sticker directly on top. Anyone that views the story can vote with a single tap. You can write your own question and it defaults the answers to Yes and No, although you can edit those to be whatever you want. Everyone can see results as soon as they answer and you'll find who voted for what in your Stories view count page.

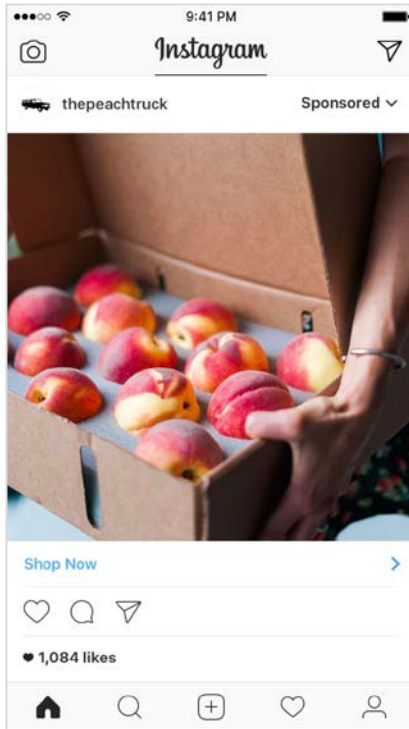


### Instagram Live

Broadcast live video by simply swiping over to "Live" mode in the Stories camera, tap the button and stream away. Your followers will receive a notification that you have started a live video and should tune in now to see it. Viewers can interact in a live chat seen by all while you're streaming. A fantastic way to demo or introduce a new product or service or showcase something unique.

Once your broadcast ends, you'll see "Share" at the bottom of the screen. When you do, the video will be available for 24 hours, just like all other Story content. You also have the option to discard instead of share.

## Instagram for Business



### Instagram ads

Drive awareness, increase customers and share your story among a highly engaged audience. Instagram ads appear in a bold, linear format at the center of visual inspiration.

### Photo Ads

Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

### Video Ads

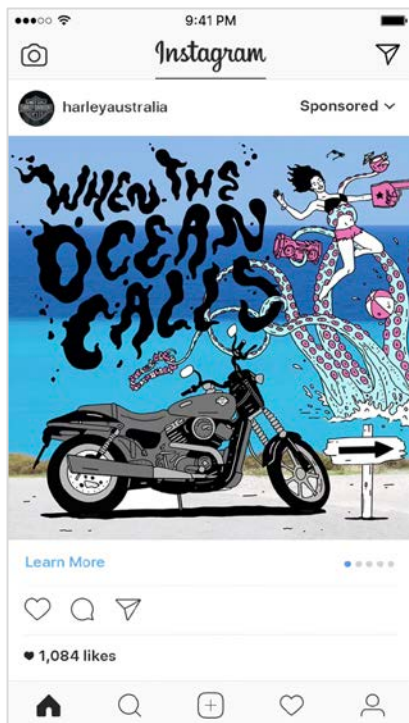
Get the same visually immersive quality as photo ads—with the added power of sight, sound and motion. And now, you can share videos up to 60 seconds long in landscape or square format.

### Carousel Ads

Bring another layer of depth to campaigns where people can swipe to view additional photos or videos in a single ad.

### Stories Ads

Complement your feed content with ads on Instagram Stories. Connect with the 300M+ people using stories daily.



**Further reading**



If you're new to Instagram business options or want to add something new to your current Instagram marketing plan, this page is for you.

[Continue Reading](#)



Looking for ways to market your business with your Instagram business account?

Are you aware of the unique advantages businesses have with Instagram Stories?

[Continue Reading](#)



Want to improve your Instagram stories and Stories ads?

Looking for easy ways to create or transform your videos on Instagram?

[Continue Reading](#)



### **Kickstart Instagram Advertising with RAVEN5**

If you're short on time or need additional help, we can help you with everything—from buying ads to sourcing and delivering creative. How we work:

#### **1. Determine goals**

Drive traffic, engage users, lead generation, app installs, etc.

#### **2. Develop creative**

Write copy, design ads and create ad schedule.

#### **3. Campaign execution**

After all creative is approved, your campaign is made live.

#### **4. Maintenance**

Management of budget, tweaking ads and reporting

#### **Contact us to get started**

[sales@raven5.com](mailto:sales@raven5.com) | 855-543-8345 | [raven5.com](http://raven5.com)

