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### **Meta Details**

#### **Meta Title**

How to Create an E-shop with Your Instagram Account

#### **Meta Description**

Interested in creating your very own e-shop but not quite sure how to get started? Click here to find out how you make an e-shop out of your Instagram account!

**Primary Keywords < suggested >** : Instagram account, e-shop

**Secondary Keywords < suggested >** : buying and selling online, additional revenue

## **How to Create an E-shop with Your Instagram Account**

With over 800 million registered accounts and millions of active users every single day, it's no surprise that Instagram has become a popular platform for buying and selling online. With that said, it's important to note that setting up an e-shop on Instagram is nothing like creating a personal account on the social media platform. Creating an e-shop does not only require immense dedication, but your efforts, too, need to be directed where they will actually matter.

And since we know how much you'd love to create an e-shop out of your own Instagram account for additional revenue, we're letting you in on some surefire tips that can get you started with your very own shop.

### **Be focused**

The number one reason why Instagram shops fail is because their owners step into the world of ecommerce without having a proper plan or strategy in place. More often than not, Instagram shop owners try selling everything from crafts to clothing and books at the same shop, leaving customers uncertain about the quality of products. It is, therefore, recommended that you have a clear picture of exactly what it is that you wish to sell to ensure that your additional revenue stream is as sustainable as it is profitable.

### **Prioritize quality**

Being a platform that thrives on visual content, you need to ensure that you only upload extremely high quality images and videos of your products to increase your chances of sales and maximize revenue. Since your videos and images are the first things that your customers or target audience will view, you need to upload content that is so engaging and insightful that it has your audiences glued to their screens to see what you have to offer.

## Leverage links

While you're still not allowed to incorporate clickable links in your Instagram captions, losing out on customers just because they didn't have a convenient method to access the product or service that you had displayed in your account is a surefire recipe for disaster.

If you see that a certain image or video is gaining more traction than usual, adding a clickable link to the product page in your bio and making mention of it in your caption is a great way to direct your customers to the page where they can purchase the product that they've fallen in love with.

## Encourage brand loyalty

By running competitions and campaigns that encourage your customers and audiences to share your page or images wearing or using your products for their followers to see, you do not only contribute positively to your brand identity, but doing so is also a great way to attract more customers.

2.

### **Meta Details**

#### **Meta Title**

How to Increase Brand Awareness by Having Your Followers Share Your Posts

#### **Meta Description**

Interested in increasing brand awareness by making your followers do half of your work? Click here to find out how you can increase traction and traffic by having your followers share your posts.

**Primary Keywords < suggested >** :Instagram followers

**Secondary Keywords < suggested >** :posts shared by customers on Instagram

## **How to Increase Brand Awareness by Having Your Followers Share Your Posts**

Whether you have a personal brand or are in charge of the Instagram account of a renowned business, the one thing that you probably want after increased numbers of Instagram followers is high traffic and traction. And what better way than having your customers do your job for you? Word of mouth in today's day and age has taken an interesting new twist. Today, most people are more interested in reviews of previous customers than anything that the brand or business has to say, which is why it is imperative for you to ensure that your customers are also sharing your posts and writing reviews on Instagram. Your focus, therefore, should be to connect and engage with your audience in such a way that they help you create a positive image for your brand.

Here, we'll tell you how to create an Instagram strategy that promotes customer engagement and post sharing.

## **Incorporate Branded Hashtags**

While you're probably already aware of the benefits of using hashtags, creating a branded hashtag is equally important. Whether this branded hashtag is based on the locations that you target or is more related to the brand itself, it is important to create a hashtag that is relatable for your customers and Instagram followers.

## **Promote the Use of Your Branded Hashtags**

Whether you're running competitions on Instagram or inviting customers to share pictures of products or receipts to avail discounts, promoting the use of your branded hashtags and encouraging your audiences to share their experiences with your brand or business is a great way to get the traction that you deserve. Additionally, you could also encourage your audiences or Instagram followers to review your product or service in their stories using your branded hashtag for increased awareness.

In addition to promoting the use of your hashtags, these tactics also give your target audience the impression that increasing numbers of people are satisfied with your products or services, hence attracting larger numbers of people to sign up for what you have to offer.

## **Advertising Spend**

When you have an Instagram Business Account, you have a multitude of options when it comes to advertising. One of the most important of these is playing around with your advertising spend.

When supported by user-generated content and hashtags of your brand, the likelihood of your brand or business reaching out to entirely new audiences increases considerably.

One of the most interesting examples of user-generated content and posts shared by customers on Instagram was the case of the 'Share A Coke' campaign by Coca Cola. The number of posts made in the United States alone were so high that a 2% increase in sales was reported.

While getting your audience's or customers to share your posts is always challenging regardless of your target audience or the industry that you are based in, the results of doing so are profound. Countless brands across the world make use of these very techniques to ensure that their content does not only reach greater audiences, but also that increasing numbers of people continue promoting their products or services through posts on Instagram and other social media platforms. When combined with a foolproof branding strategy, encouraging your customers and target audiences to share your posts and review your products or services online can provide you with multiple opportunities for growth, and results the likes of which have never been seen before.

3.

#### **Meta Details**

##### **Meta Title**

How to Make Your Way to The Explore Page on Instagram

##### **Meta Description**

Getting featured on the Explore page on Instagram is easier than you might think! Click here for some surefire tips that will help you land on the Explore page of Instagram for unprecedented traction.

**Primary Keywords < suggested >** :Explore page on Instagram

**Secondary Keywords < suggested >** :increase traffic

## **How to Make Your Way to the Explore Page on Instagram**

If you're active on social media in any capacity, you're probably already aware that the Explore page is the holy grail of Instagram. Known for its engaging content, the Explore page on Instagram is full of posts and videos that are truly unlike any other. The best part? You can find anything from posts on fitness to the best food that you've ever seen in your life on the Explore page on Instagram.

With that said, however, it's unfortunate that quite a large number of Instagrammers are still unaware of how they can increase their chances of getting featured on the Explore page of

Instagram and increase traffic and traction considerably. And since we know how much you'd like for your posts to land on the most popular page on Instagram, we've got the perfect list of tips that can help increase your chances of landing on the Explore page for unmatched traction. Here are some tips to follow if you're interested in ending up on the Explore page:

## **Build Your Following**

While this may sound like a no-brainer, building your following is the most important step to take if you're really interested in ending up on the Explore page of Instagram. The more effort you put into building a following and interacting with your followers on Instagram, the more your chances of ranking higher in the list of interesting accounts that create engaging content for their followers.

Uploading interesting and engaging content to your account is not only an effective way to increase your Instagram following organically, but it's also bound to help you land on the Explore page.

## **Create a Schedule**

Most people fail to realize the importance of creating a schedule for your posts on Instagram. With trial and error, it's important to figure out the time when your audiences are most likely to be available and online, increasing the chances of your posts getting more likes and comments. Once you figure out what time best suits your audience, it's recommended that you create a schedule and try your best to post around times when the chances of engagement are higher.

## **Leverage Trends**

Hashtags and trends are what keep Instagram running, and to shy away from leveraging them is nothing short of a recipe for disaster. Whether a trend is directly related to your product or service or not, if you feel like there's a creative or unique way in which you can leverage it and hop on the bandwagon, do so! This way, your brand or business will not only be known as daring and innovative, but your chances of tapping into larger audiences also increases.

## **Get Creative!**

While you've probably already figured out that images and videos with real people are bound to get more traction than videos or pictures of inanimate objects, it's important to understand that your captions and the quality of your content, too, play a major role in the traffic that your posts

will get. With the help of eye-catching captions that add value, you can have your readers hooked to your content, increasing the number of likes, comments, and likelihood of your posts getting shared with friends and family.

Ready to “explore” your options? Start following the tips above today for results like never before!