

De beste Instagram-tips van grote merken

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Instagram is een van de snelst groeiende socialmediaplatforms. Ook merken en retailers maken gretig gebruik van de digitale fotodeelplaats. Het platform blijkt stukken effectiever om engagement met klanten te creëren dan Facebook of Twitter. Maar hoe haal je het maximale uit Instagram? Deze infographic van M2 on Hold bevat tips voor de juiste aanpak en laat zien hoe grote merken als Nike, Coca-Cola en Oreo het doen.

Instagram Marketing Tips from the Best Brands

Instagram marketing presents a unique opportunity for brands to connect with their customers in a meaningful way. Find out how it's done now.

THE FACTS

Brands on Instagram enjoy higher engagement with 2.1 x as many followers. Engagement in social networks is on the rise and Instagram is the fastest growing social media platform.

75% of Instagram users have bought or intend to buy a brand on the platform.

Instagram has 30 x as many users as Twitter, compared to 10 x as many users as Facebook.

THE OPPORTUNITY

53% of 18-29 year olds use Instagram. 25% of 30-49 year olds use Instagram. 11% of 50-64 year olds use Instagram. 6% of people 65+ use Instagram.



GETTING THE BASICS RIGHT

Bio

This is a space on your profile where you should use it to your advantage.



Two Primary Elements

1. Brand logo or tagline

2. A brief description of who you are as a company and what your business does

Profile Photo

The profile photo is one of the most important parts of your profile. It gives your brand instant credibility.

Two Options

1. Logo

2. Logo with your tagline

Your Link

Other social networks allow you to add links in every post, but you can only add one link on Instagram. The best move is usually to link to your homepage in your bio.

Examples



THE STRATEGY

Focus your campaign on achieving one or two goals from the following:



LESSONS FROM THE BIG BRANDS

FedEx has been an amazing success story and a great example of how to use Instagram.

The page many examples of photos of FedEx delivery trucks and people. They use Instagram to show their customers how they are working hard to deliver packages on time.

Oreo has been an amazing success story and a great example of how to use Instagram.

The page many examples of photos of Oreo cookies and people. They use Instagram to show their customers how they are working hard to deliver packages on time.

Desenio has been an amazing success story and a great example of how to use Instagram.

The page many examples of photos of Desenio products and people. They use Instagram to show their customers how they are working hard to deliver packages on time.

California Farms has been an amazing success story and a great example of how to use Instagram.

The page many examples of photos of California Farms products and people. They use Instagram to show their customers how they are working hard to deliver packages on time.

GROWING YOUR BRAND ON INSTAGRAM

If you have any cool Instagram posts that you want to share with your audience, you can use the Gross Promote feature to share them with your followers.

You want your Instagram posts to be fun and interesting, but you don't want to be overbearing. You want to be fun and interesting, but you don't want to be overbearing.

If someone leaves a comment on your Instagram post, you should respond to it. This shows your followers that you care about them and that you are listening to their feedback.

You should create a hashtag for your Instagram posts. This will help your followers find your posts and it will also help you find other people who are using the same hashtag.

You should be creative with your Instagram posts. You should use different colors, fonts, and layouts to make your posts stand out from the rest.

CALCULATING ENGAGEMENT RATE



There are various tools available to help you track your performance and help you adjust your content, scheduling, and frequency of posting to improve engagement.

PERFORMANCE

How to use Instagram to grow your brand. How to use Instagram to grow your brand. How to use Instagram to grow your brand.