



# Instagram Marketing Tips

Instagram is a powerful social network that offers a great opportunity to boost your marketing efforts. You only need to post images that attract potential clients, increase your followers and raise the brand awareness. Here are some tips to improve your Instagram marketing.

#1



## Shout-Out With Hashtags

Hashtags are a great way to promote your brand. They are generally used to draw the attention of your potential customers and increase the chances of getting found. When users browse the social media site to look for a product similar to yours, related hashtags can help them find your business page.

#2

## Promotion, Promotion Everywhere



Promote your Instagram account on all other social networks to attract more followers. Try to share follow-worthy content and images that compel users to like as well as comment on your posts. Remember, the more active you are, the more exposed your brand will be.

#3

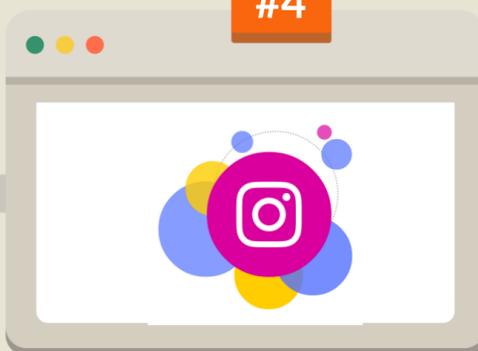


## Don't Wander

Relate to your followers, but stay relevant to your brand. Don't wander too much, else you may lose the plot of your brand and catch the attention of target customers for all the wrong reasons. If you want to post an image that is not directly related to your brand, you can top it up with an interesting description that talks about your business.

#4

## Don't Go Overboard



Over-posting on Instagram is strictly not acceptable as this will clutter up the feeds of your followers and irritate them. Your posts should be enjoyable and well spread out; else the users may lose interest in your brand.

#5



## Do Good, Reap Good

One of the unique approaches to marketing on Instagram is by simply collaborating with non-profit organizations. You can use the Instagram platform to display their values in coordination with those of your company. For best results, post relevant stories along with catchy images.

## STATISTICS

The user base on Instagram has seen more than 300% growth in the past few years.

The top 100 brands experience 53% increase in user engagement on Instagram every year.

The best days to put up Instagram posts are Mondays and Thursdays.

Presented By:  
[www.centextech.com](http://www.centextech.com)

### OUR LOCATIONS

501 N. 4th Street,  
Killeen, TX 76541  
(254) 213 - 4740

1201 Peachtree ST NE,  
Atlanta, GA 30361  
(404) 994 - 5074

13355 Noel Road, St # 1100,  
Dallas, TX 75240  
(972) 375 - 9654