

10-1 -Instagram User On The Go (Part 1)



S1: Time for you to become the official Instagram user on the go.

In The End Of This Lesson...

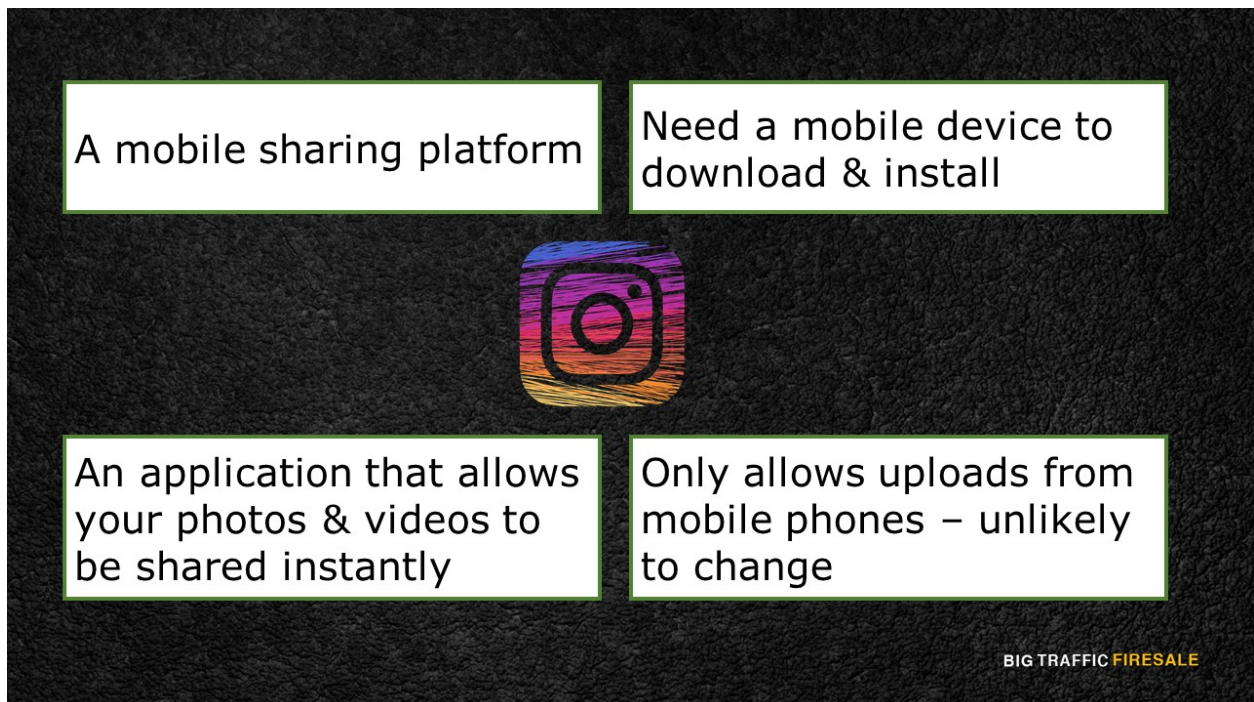
- ▶ You will not only create an Instagram account but you will learn how to optimize your post
- ▶ Look up for fellow users with similar interest
- ▶ Post photos and videos and tagging the right words for users to look you up with ease
- ▶ Exploiting the most commonly used tag to gain traffic



BIG TRAFFIC FIRESALE

S2: Towards the end of this section, you will not just create an Instagram account, but you will learn how to optimize your post, and look up fellow users of similar interest.

You will learn to post that first photo and video using different image filters in Instagram. Don't forget tagging. It's all about tagging the right words if you want users to look you up. Inevitably, you will identify the most commonly used tag and exploit it to gain the traffic you want!



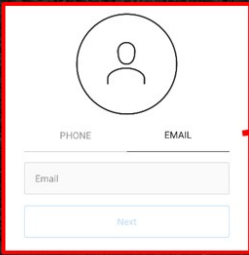
S3: First thing you need to know about Instagram, it is created for the sole purpose of being a mobile sharing platform. Unlike Facebook, Tumblr and Pinterest, where users may upload their files from both their personal computer and mobile phones, Instagram only allows uploads from mobile phones, even though it has its own webpage. That's right. You may scroll, like and view post on their webpage but not upload any files. News has stated that Instagram will unlikely change this.

Why?

Because it might stray from the main purpose of Instagram, an application that allows your photos and videos to be shared instantly on the go. Understanding this simple principle of Instagram should give you a generic idea on how you should handle your account to its fullest.

You need only a mobile device to make traffic from Instagram. Download it and install it.

Becoming An Instagram User



The image shows a screenshot of the Instagram sign-up form. It features a circular profile picture placeholder at the top, followed by two input fields labeled 'PHONE' and 'EMAIL'. Below these is a larger 'Email' input field and a 'Next' button. A red box highlights the 'EMAIL' field, and a red arrow points from this box to a separate text box on the right.

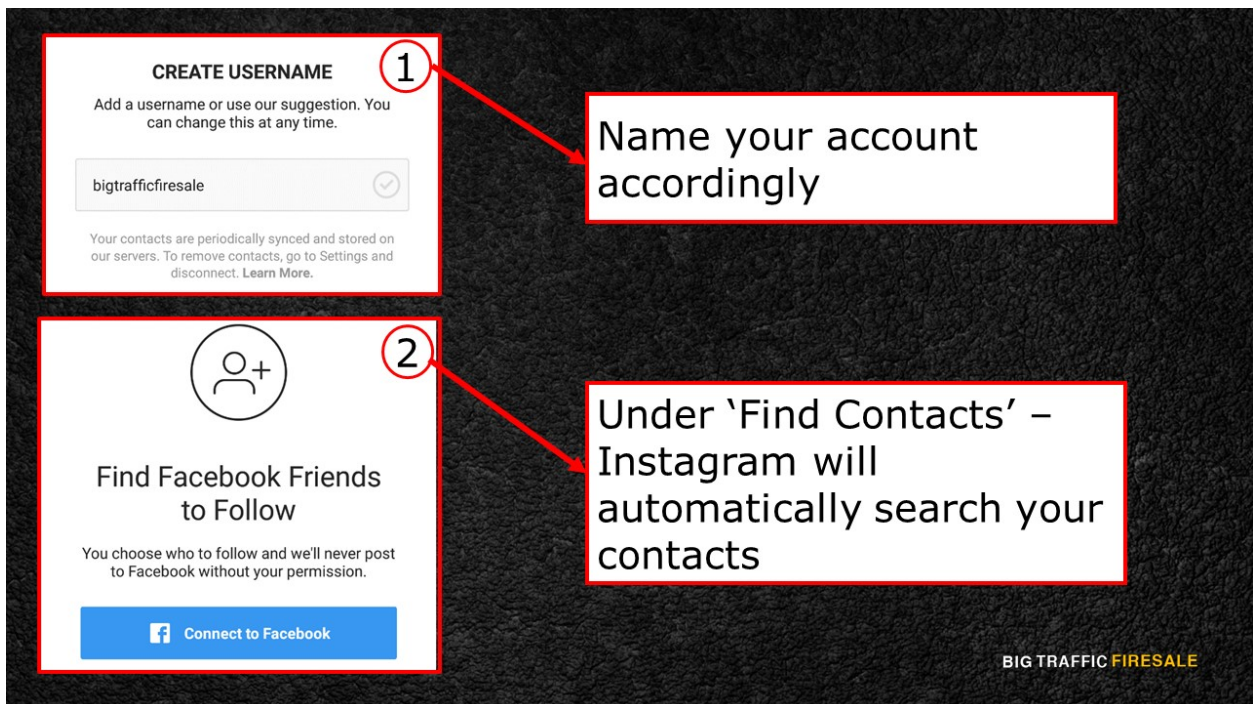
It is advisable to link your Facebook Page account to Instagram

It will be easier to develop your business profile on Instagram and get higher probability of traffic from multiple platforms as mentioned in SEO for that **Off-Site Optimization**

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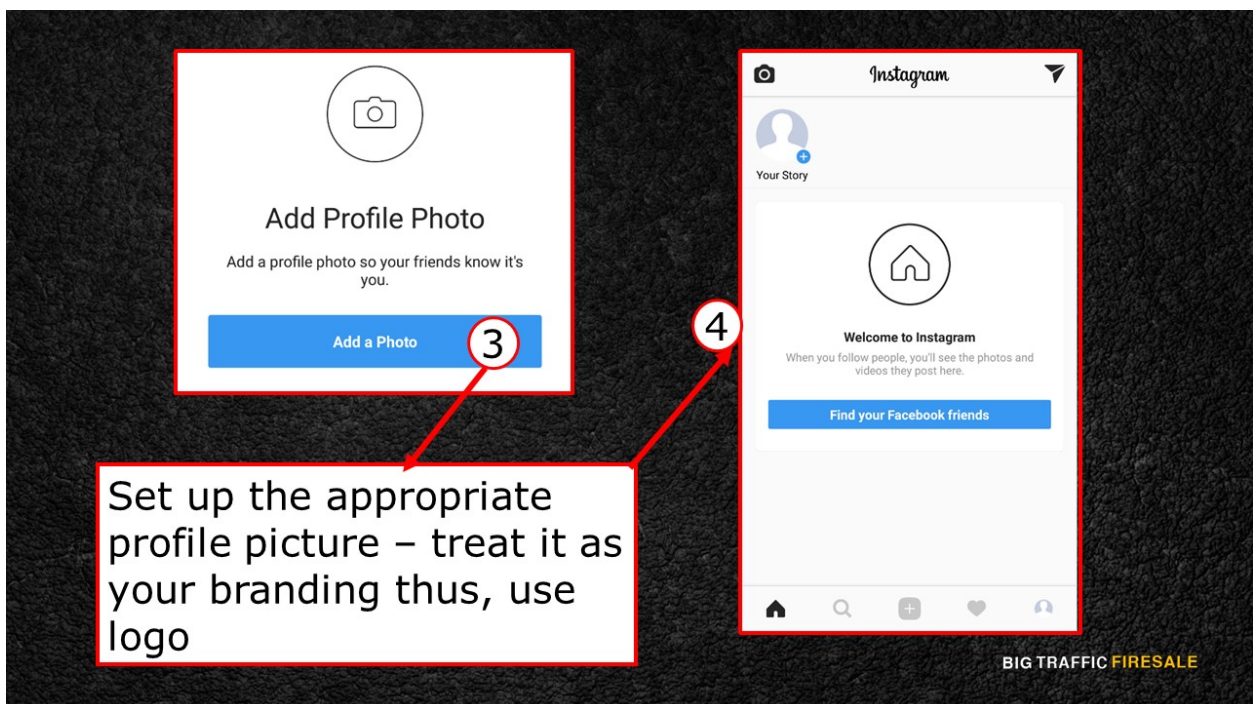
S4: Previously, you've created your Facebook Page and now you may sign up using the same email. It is advisable that you link your Facebook Page and synchronize it to Instagram, using the same account you have in Facebook.

This way, it will be easier to develop your business profile on Instagram and get higher probability of traffic from multiple platforms as mentioned in SEO for that Off-Site Optimization!



S5: Name your account accordingly and follow the sign-up instructions until you are prompted to 'Find Contacts'. Instagram will automatically search through your contacts to find those who are using Instagram as well.

This way, it will be easier for you to follow them.



S6: Set up the appropriate profile picture for your account and finally, you will

be welcomed to your homepage. Remember to treat your profile picture as your branding, so use your logo for it.

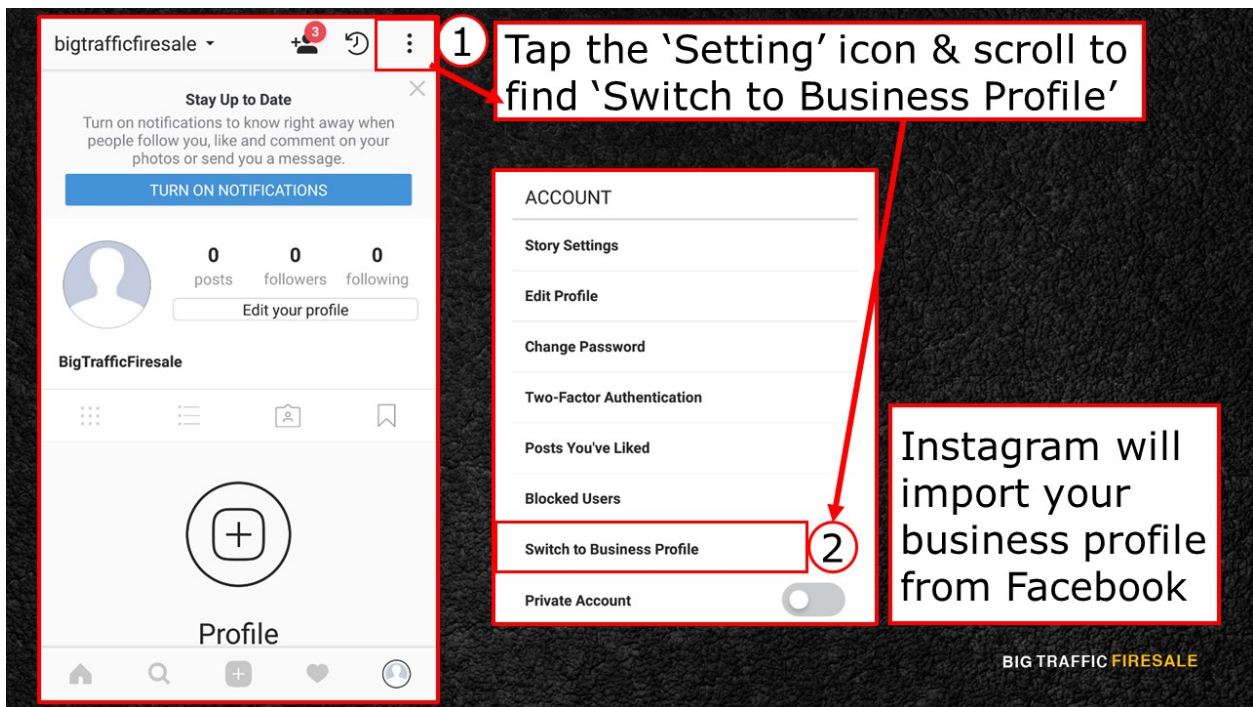
The Nature Of Your Profile

- ▶ If you are bringing a business profile to Instagram, it is necessary you turn your Instagram account in a Business account.
- ▶ This will make it easier for you declare to users that you are a business account, and people will get in touch with you easily using Instagram.

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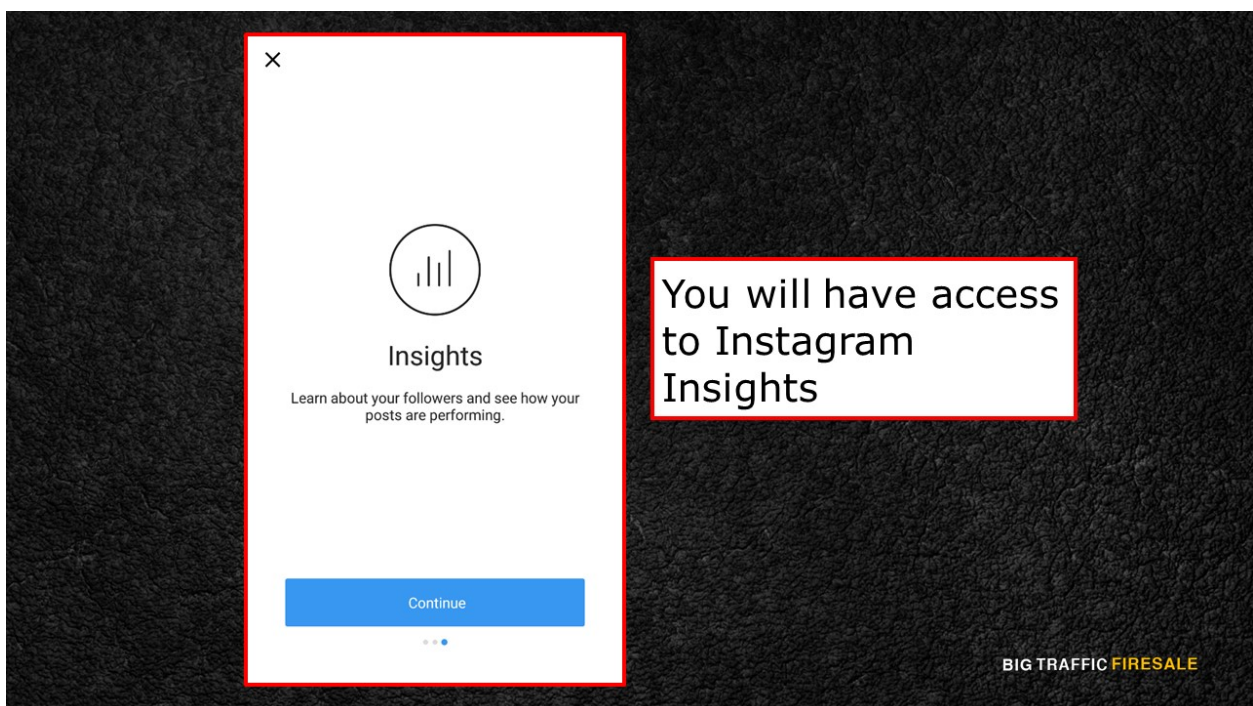
S7: Before you start exploring, consider the profile of your account. If you are bringing a business profile to Instagram, it is necessary you turn your Instagram account in a Business account.

This will make it easier for you declare to users that you are a business account, and people will get in touch with you easily using Instagram.



S8: Go to your profile and tap the 'Setting' icon on the top right corner of the screen. Scroll down to find the 'Switch to Business Profile' option. You will be opted to connect to your Facebook Page if you haven't done so.

Once it is connected, Instagram will automatically import your business profile from Facebook and set it up for you.



S9: Once finished, you will have access to Instagram Insights. It is a necessary

tool for online marketers to understand their audience's behaviour thus, creating a more relevant post based on the statistics.