

10-3 - What's Next For You & Instagram



S1: We've reached the final lesson to gain traffic using Instagram, so what's next?

Instagram & Clickable Link

- ▶ Remember your business profile - that is the only clickable link directing users to your website.
- ▶ One of the constant way to do this is to always mention your website link on every caption of your posts.



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S2: Remember how previously you could add your contact information when you've converted your normal profile into a business profile? That is the only clickable link directing users to your website.

That is why it is important to add your website to your description and thus, direct users to your desired website. So, one of the constant way to do this is to always mention your website link on every caption of your posts. Ever seen post with, 'Check link in bio', or 'Link in bio'? They are trying to drive users to their main page.

Captioning Post With Directive



The image shows a social media post interface. On the left, a landscape photo of a valley with mountains is displayed. Below the photo are icons for 'View Insights', 'Promote', and a 'Link in Bio' notification. A red arrow points from the 'Link in Bio' notification to a white text box on the right. The text box contains the following text: 'Make sure when you share a post with a 'Link in bio' caption, you've updated your URL to direct users towards your sales promotion page'. The background of the entire graphic is dark with a textured pattern. In the bottom right corner, the text 'BIG TRAFFIC FIRESALE' is visible.

S3: For example, if you are doing sales promotion, make sure when you share a post with a 'Link in bio' caption, you've updated your URL to direct users towards your sales promotion page. The process is similar if you've updated your blog or launching a new product or anything else for that matter.

Instagram & Tags

- ▶ The usage and popularity of a tag is different across social networks.
- ▶ The most popular used tag is, #love - spans across 1 billion posts in 2017 and it is commonly used by teens
- ▶ #social and #foodporn, spans around 5 million and 100 million usage consecutively
- ▶ But what if your business is not related to 'love'?



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S4: Other than captioning your post, you need to tag it. There are numerous tags going around internet at the moment. But the usage and popularity of a tag is different across social networks.

Research shows on Instagram, the most popular used tag is, #love. It spans across 1 billion posts in 2017 and it is commonly used by teens. What comes next after #love is, #social and #foodporn, both spans around 5 million and 100 million usage consecutively.

But what if your business is not related to 'love'?

Can you even maintain a tag-related post if none of your post equates to the next popular hashtags?

Get Creative With Your Tags

New strawberry milkshake recipe

Instead of
#strawberrymilkshakerecepi



Use #love #strawberry
#milkshake #new #recipe
#foodporn



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S5: Then it is time to get creative with your tags.

Let's say you have new strawberry milkshake recipe to boast about and you've updated the 'how-to' on your blog. Remember to update your link and hashtag your captions.

So, instead of #strawberrymilkshakerecipe typed without space, try individual hashtag for each wordlike, #love #strawberry #milkshake #new #recipe #foodporn. That way, your hashtag will span across differing word search, instead of one full sentence. It will be easier for user to find your post this way.

Interesting?

- ▶ This is how you generate the traffic.
- ▶ Not only to your Instagram profile but to your main page.
- ▶ The whole purpose is for you to study the pattern of your users and anticipate their needs in your future post.



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S6: Interesting?

This is how you generate the traffic, not only to your Instagram profile but to your main page. Try it out! The whole purpose is for you to study the pattern of your users and anticipate their needs in your future post.