

## HOW TO SELL EFFECTIVELY ON INSTAGRAM

### USE IMAGES THAT WILL ATTRACT CUSTOMERS

The peculiarity of sales on Instagram is that pictures are the main content. The video is one step behind and is not very popular among the users of the system.



### When choosing images, you should follow some rules:



The photo must be unique and original.



Be sure to visualize your products and services. Think about how you can present the goods the best. For example, if you are selling exclusive handmade soap, then create an original wrapper or box for it.



Do not underestimate the details. Nuances are more important than ever.

### A HEALTHY LIFESTYLE IS IN FASHION. USE THIS

Promote healthy brands. How? For example, remove harmful ingredients from products and tell your potential and current customers about it. This is a promising and modern direction that is in great demand.



### DESIGN AND PROMOTE PRODUCT COLLECTIONS



If you, for example, make handmade sweets, create sweet sets for different holidays and occasions (wedding, anniversary, International Women's Day, Valentine's Day, etc.).

If your business is beauty treatments, then offer different complexes and combinations: for one or several friends, for couples in love. You can come up with interesting combinations: face cleaning + massage as a gift or eyelash extension + eyebrow shaping for free.



## HOW TO SELL EFFECTIVELY ON INSTAGRAM





### WORK ON YOUR CONTENT STRATEGY

---

It's not enough to post a few photos or videos and wait for the audience to start taking targeted actions. You need to build an effective content strategy that performs as well as any other marketing campaign.



### Recommendations:

-  Analyze statistics and track your competitors. Find 5-10 competitors (similar brands) and analyze their best posts in the last few months. Check all the things in common: colors used, types of photos, type of content. Analyze the information collected. You don't need to copy other people's content: competitor analysis will help you to understand what your audience really cares about.
-  Create content around similar topics or ideas. This will provide you with content months in advance.
-  Try to keep most of the content unique.
-  Invest in photo editing apps. Whether it's Adobe Photoshop or VSCO, your content should grab the audience's attention.

### USE BRANDED HASHTAGS

---



According to statistics, 57% of users do not follow brands on social media because most of their branded content is advertising.

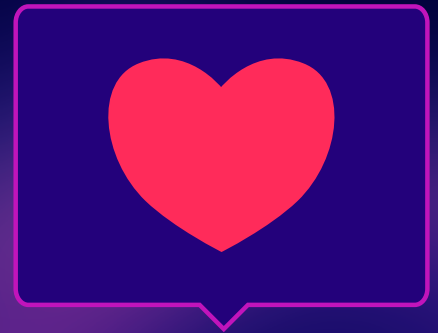
To avoid unnecessary advertising, but still promote your brand on social media, use branded Instagram hashtags. 7 out of 10 hashtags on Instagram are branded. Your hashtag should be unique, memorable, and interesting.

By the way, it is important to know how hashtags work so that you can make adjustments before it's too late. With analytics tools, you can easily get an idea of the keywords and commonly used hashtags on Instagram.

## HOW TO SELL EFFECTIVELY ON INSTAGRAM

### ENCOURAGE USERS TO TAKE ACTION

What motivates users to follow and be active in accounts? Calls to action, of course. Having good photos helps attract users, but it is not enough.










Instagram captions are very important to any successful account. They can highlight a limited number of products, thereby nudging users to buy now.

A post with the words "Be sure to leave likes and comments" or "Don't miss the opportunity, order now" will be much more successful than a post without them. Also don't forget to use CTA buttons.

### PRACTICAL GUIDANCE: SELLING EFFECTIVELY ON INSTAGRAM



-  1. Pay attention to the text of the ad. A correct description is a key to successful brand promotion. Instagram shows the most commented posts in feeds.
-  2. Meet new people, keep in touch, exchange opinions. Do everything for people to text, ask questions and comment on your posts. Dialogue is a step towards success. At the initial stage, you can comment on advertising posts from different accounts, creating the appearance of activity and interest.
-  3. When posting images, use filters for photos. Warm filters are popular, creating an atmosphere of coziness and comfort.
-  4. Before posting a post, tag thematic # hashtags. You can also create and add an exclusive hashtag to each publication, by which your brand will be recognized. For example, if you are selling cloths, you can use the #fashiondressnewyork or #crazywomanfashion tags. Experts recommend adding no more than 10 hashtags to one post and only on the theme.
-  5. Make sure that your customers can pay for goods and services in different ways. There are various online wallets for this. People often refuse to purchase when the payment methods are inconvenient.
-  6. Don't overdo it with the number of publications. Nobody likes spam. Post on schedule and not too often. For example, one or two publications a day.
-  7. Don't forget to create a scarcity effect. In posts, add phrases in the style: "hurry up, the promotion is coming to an end," "the quantity of goods is limited."