



Free Download

The Business Owner's Guide to Mastering Instagram

*This is an extra resource to go along with the original article:
[25+ Successful Membership Site Designs and What They're Doing Right](#)*

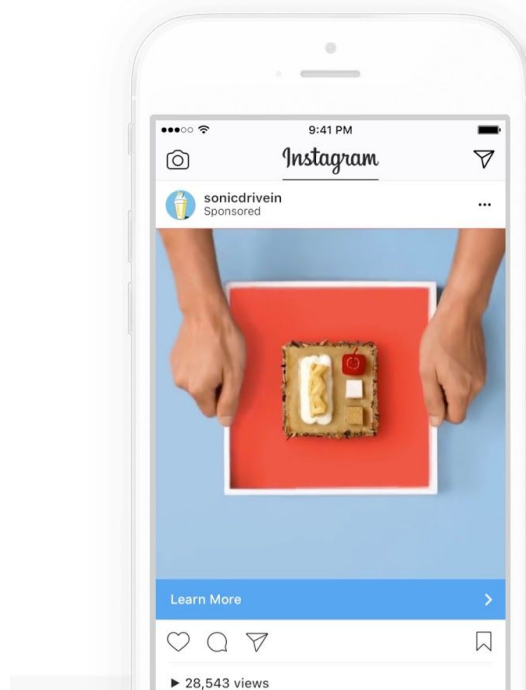
The Business Owner's Guide to Mastering Instagram

Instagram is a powerful tool for showing off your brand. Every type of subscription or membership business (yes, even SaaS!) can use Instagram to increase brand awareness, showcase a product or service, or even grow a community of loyal customers.

Here are a few tips for using and optimizing Instagram.

1. Set Up a Business Profile

Regular Instagram is fine, but you're here to do more than post hashtags. Creating a [Business Profile](#) will give you access to new features, like "shoppable" posts, sponsored posts, analytics, and more. It's free, with the exception that you have to pay for any sponsored ads. But Instagram offers free training and resources for Business users, so if you have questions about creating content you know where to go.



Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

25 Million+

business profiles worldwide.¹

2 Million+

advertisers worldwide use Instagram to share their stories and drive business results.²

60%

of people say they discover new products on Instagram.³

200 Million+

Instagrammers visit at least one Business Profile daily.⁴

80% Increase

in time spent watching video on Instagram.⁵

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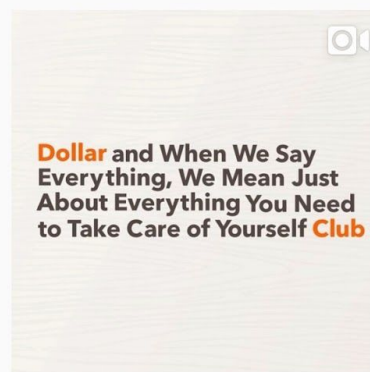
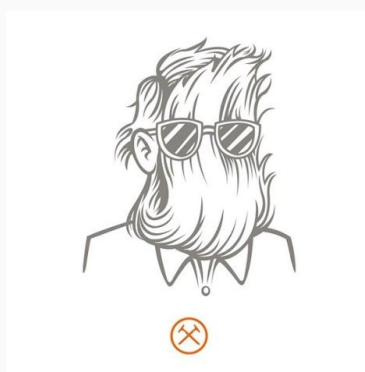
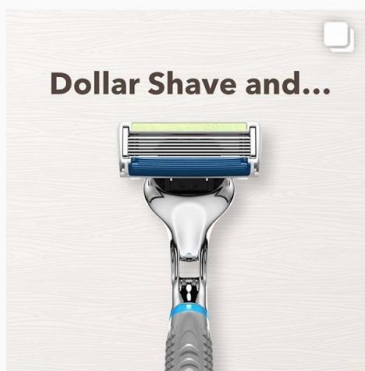
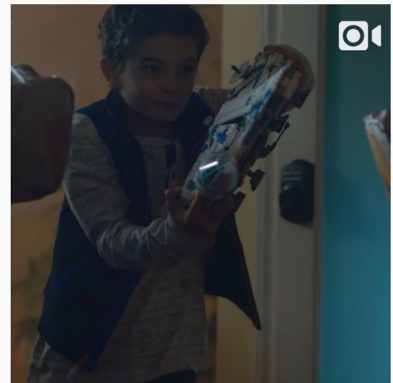
of the most viewed stories are from businesses.⁶

2. Research Other Instagram Brands

New to the world of Instagram? Try finding some inspiration with other brands. This might include those in your industry who already have a following, or it might be an entirely different industry whose posts you just love. Take some time to explore posts, search for hashtags and see what everyone else is doing. This will give you an idea of the type of content you can post.

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Amazon's aesthetic will be different than Dollar Shave Club which is different than Ipsy, etc.



3. Start Creating Content

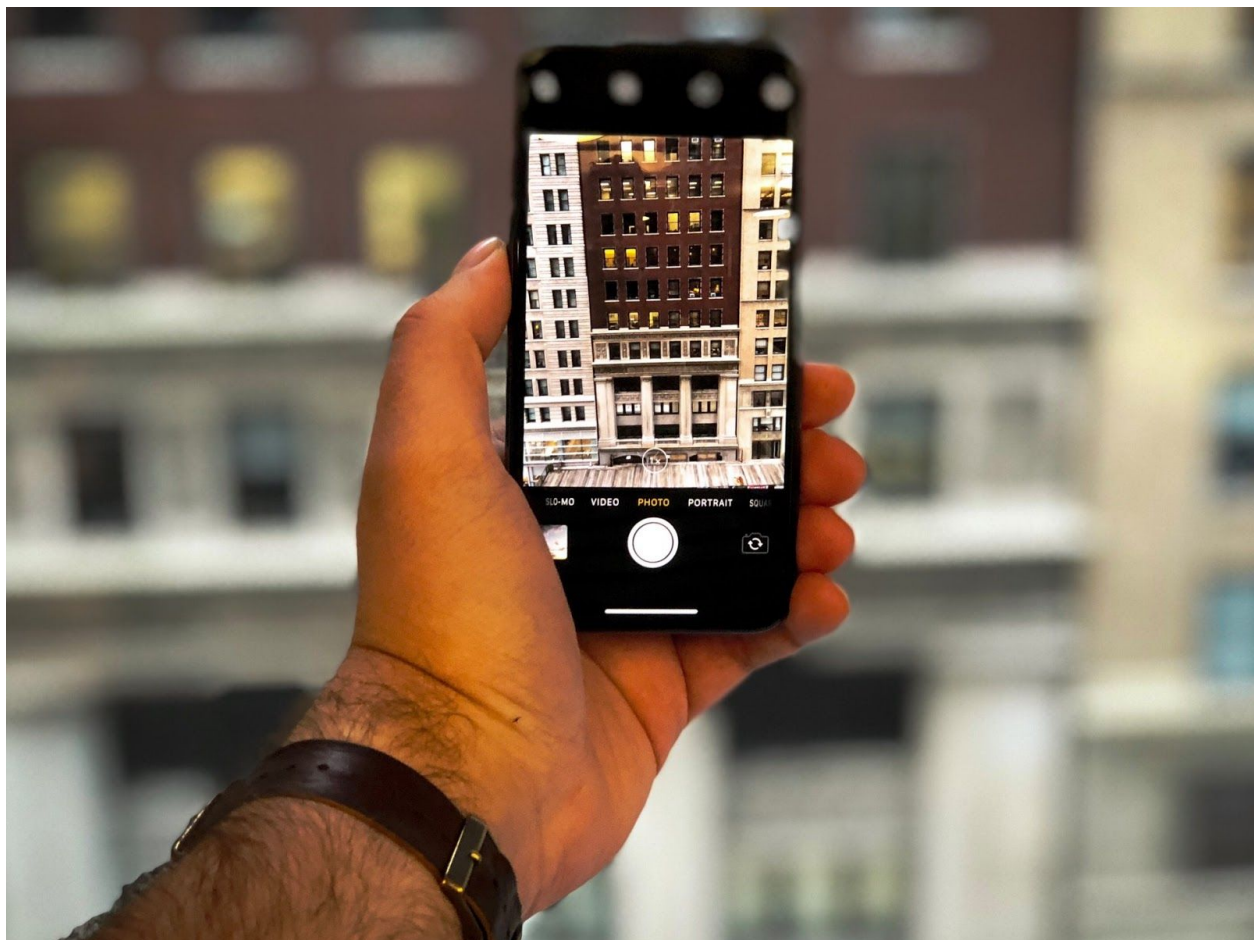
Start taking photos. You can use your phone. You can hire a photographer. Just start creating content. For ideas, consider the types of posts that your followers will most want to see. Your product, your company, quotes from people they know, short explainer videos, etc.

Have fun with it. It's Instagram, after all!

The goal is to make your visuals pop, so if you're not fluent in photography, brush up your skills a bit or hire someone to take some photos for you. Remember, you can use tools like Buffer to schedule out your posts in advance so you can create months of content up-front if needed.

Here's a [great guide for turning your phone into a professional camera](#).

Here's another post on [how to create B2B content for Instagram](#).



4. Leverage Infographics, Visual Quotes and Animations

If you're not sure where to find content to post, make your own. Infographics, visual quotes and animations are all great options that can be made relatively cheap and easy. [Canva](#), for example, will help you create an infographic or put a quote in an image in a matter of minutes and it's completely free.

If you're a B2B SaaS company with lots of data about your industry, throw it into an infographic and post away. The point of Instagram is to be visual and to stand out. This achieves both goals in a short period of time.



5. Regram User Content

If you're in a pinch for content and you're not sure what to do, consider regramming (sharing) someone else's content. This includes user-submitted content (if someone tags you on Instagram, you can regram their post and say thank you) or content from other (non-competitor) brands that fits with your aesthetic.

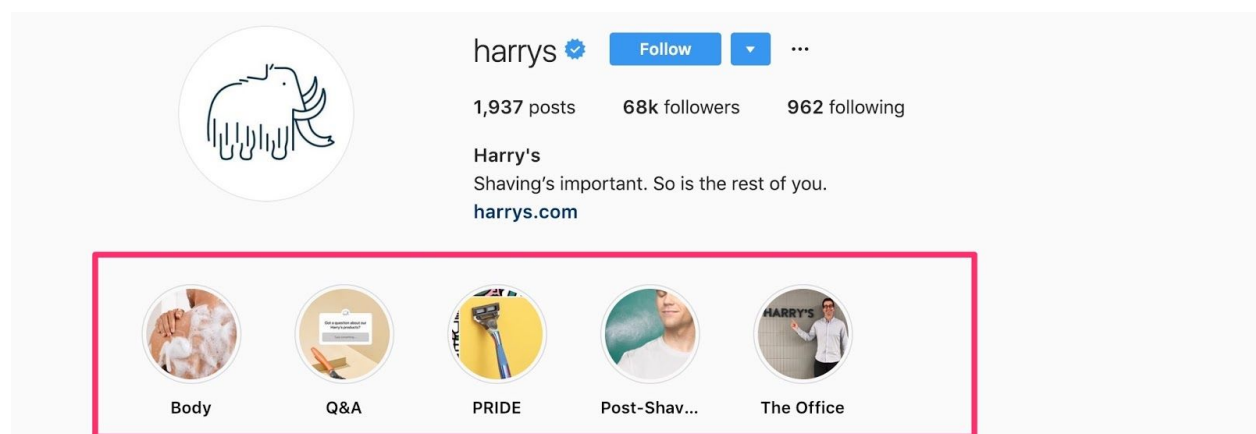
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Keep in mind that Instagram doesn't have a "regram" button, so there is some manual work involved (you can find a guide [here](#)). ALWAYS credit the source when you regram.



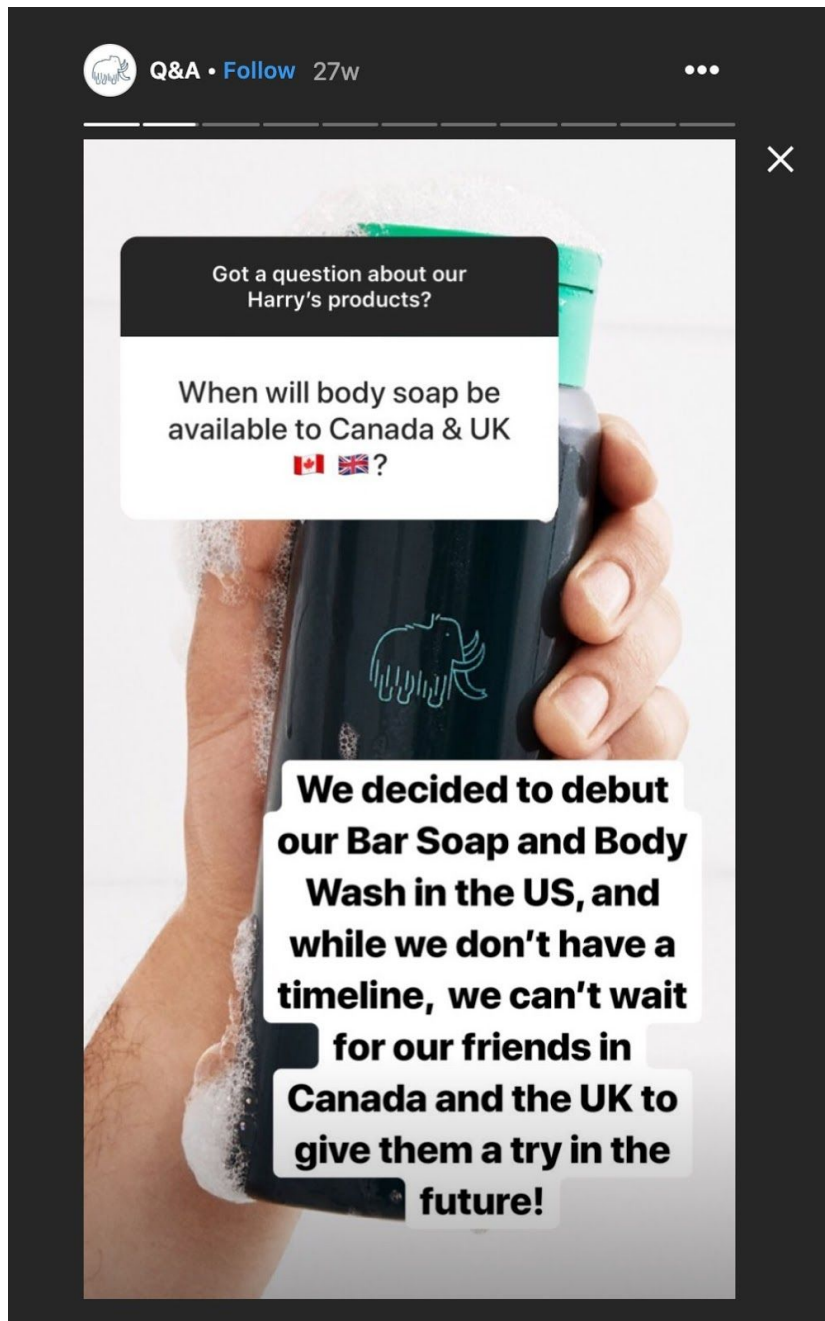
6. Create Instagram Stories

Instagram stories allow you to feature a series of posts or videos that are related to each other in one "stream." If you had a series of posts on Q&As for your product, for example, you could create a story with several answers to FAQs and feature them in your story. They appear on your homepage like this:



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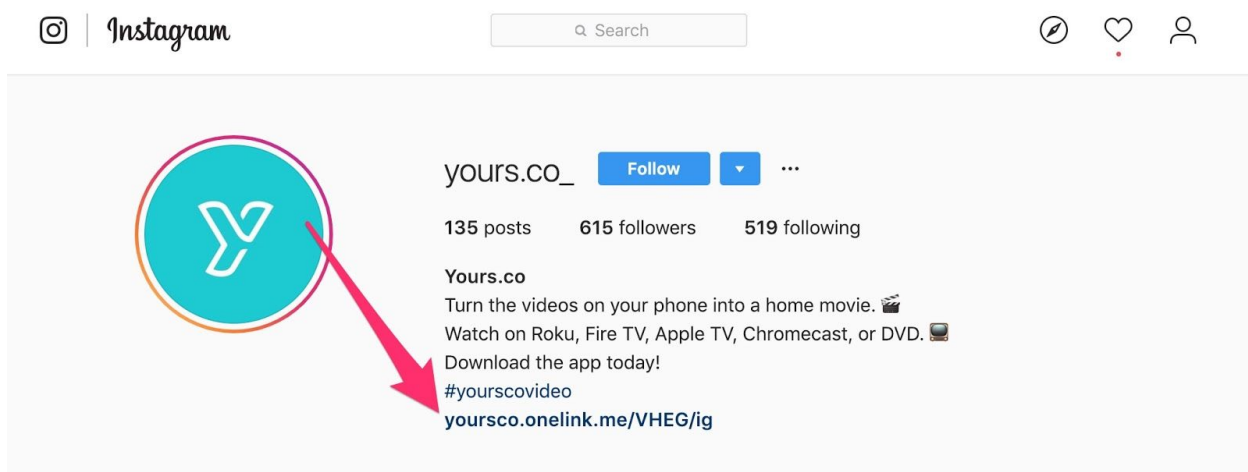
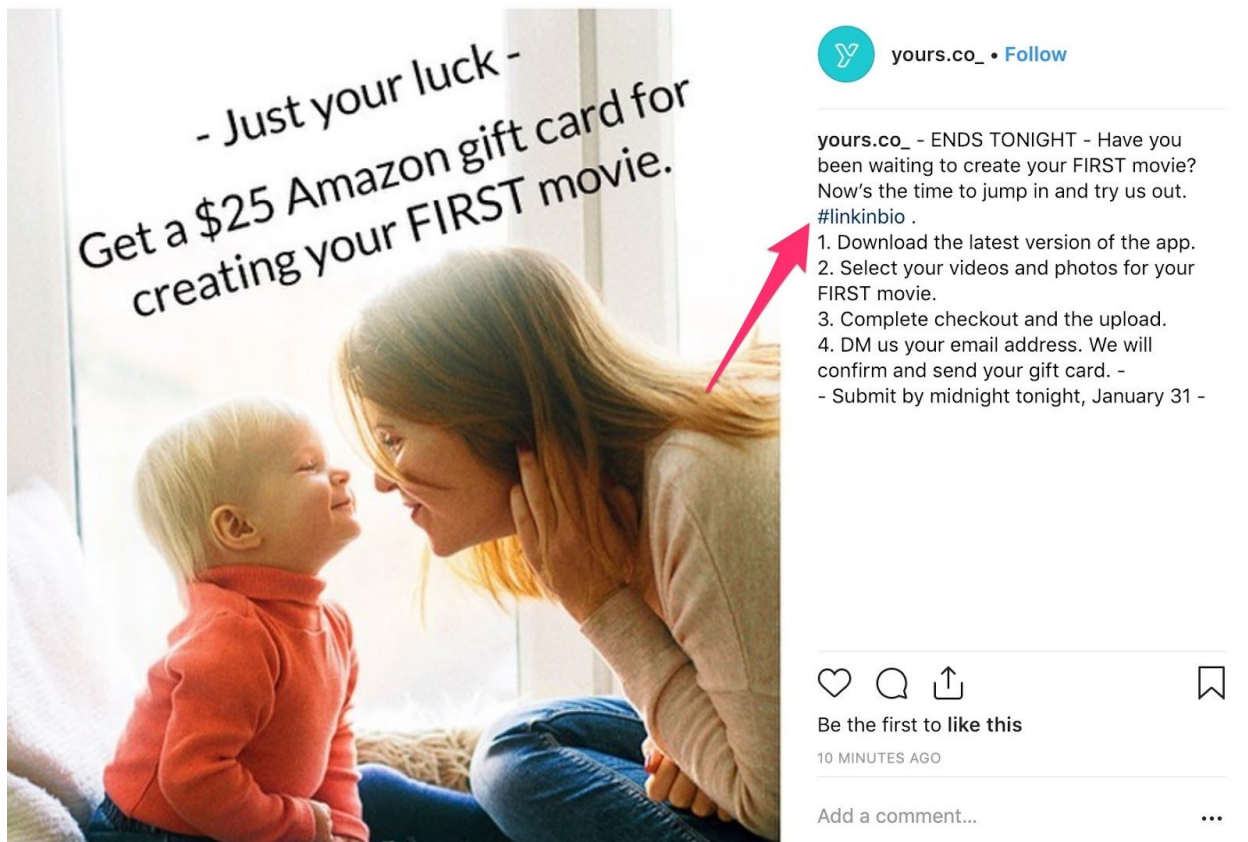
When someone clicks on a story, they'll see this:



The dashes at the top show you how long the story is (how many posts/videos are in it) and you can add clickable links as well.

7. Drive Traffic with #LinkInBio

Instagram traffic doesn't have to stay on Instagram. While Instagram isn't optimized for hyperlinks within each post, it does let you provide hyperlinks to product pages or your homepage in your profile's bio. If you have a promotion or special link, share a post with the phrase or hashtag "Link in bio" and you'll point everyone to the landing page of your choice.

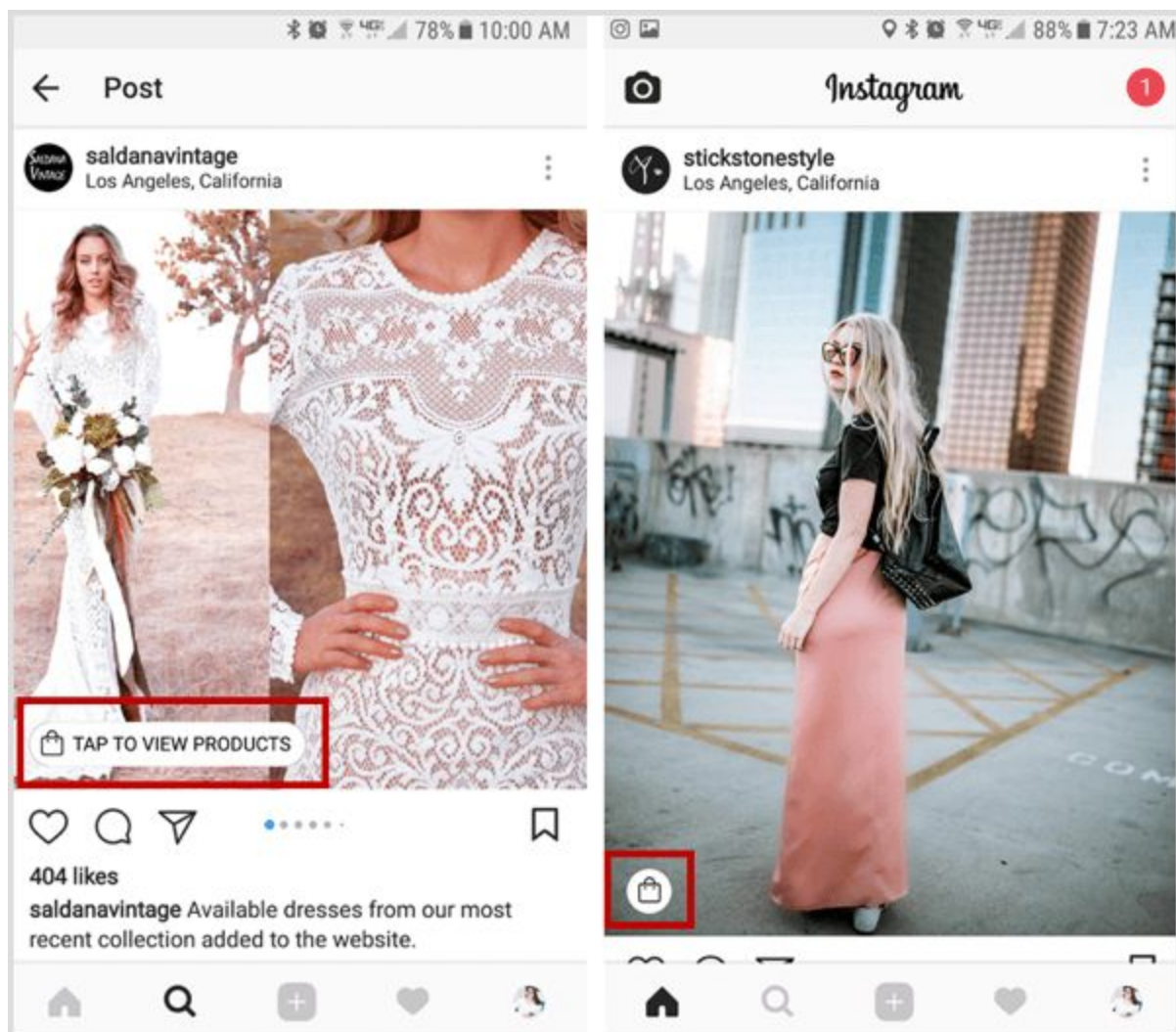


8. Use Shoppable and Sponsored Posts

Did you know that customers can buy right from Instagram? The feature allows you to create a clickable “buy” button or link to your website on any post.

Sponsored posts can also be set with a “Learn More” or “Shop” button to move social traffic to your website, and they often have a greater reach than traditional posts. In short: use both.

Remember anything you're selling on your site can be sold on Instagram, too.



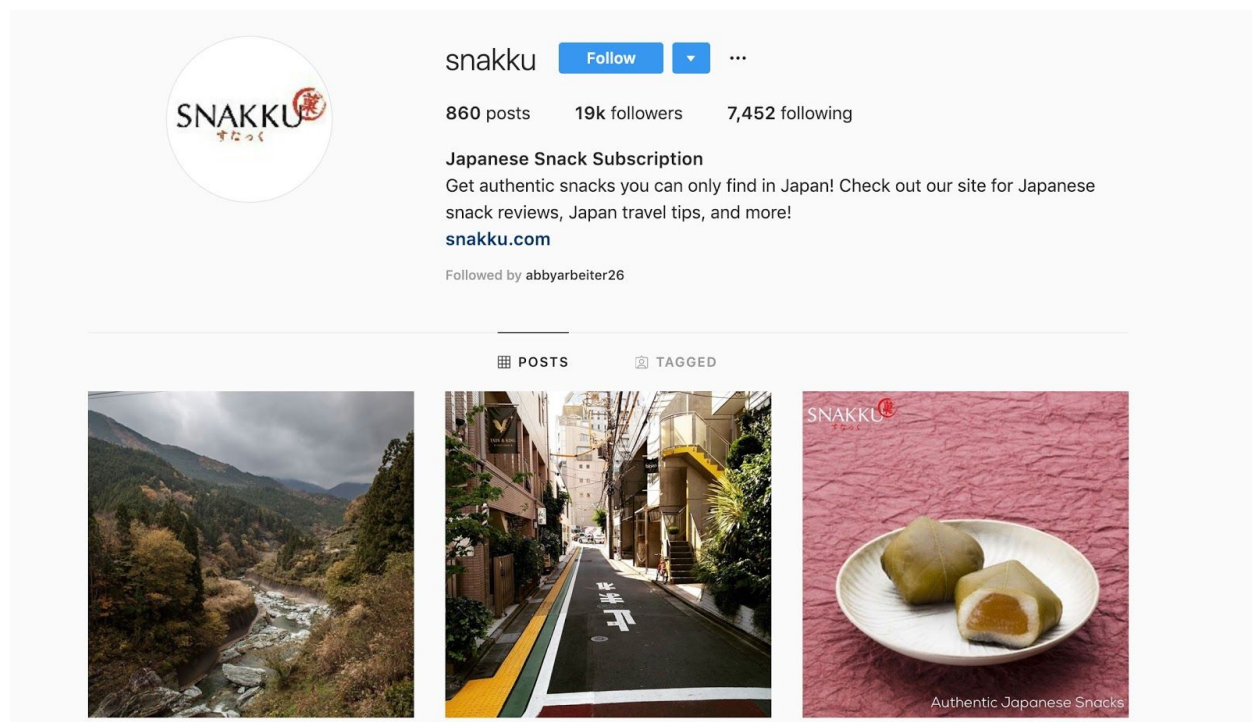
9. Commit to Posting Consistently

The best Instagrammers out there have a consistent posting schedule. Instagram's feed doesn't post chronologically, so don't worry about posting at a specific time of the day.

While your posts will be seen more often on the day you schedule them, it's not a guarantee they'll be missed thanks to Instagram's algorithm. But you should still be posting whenever possible.

[The best time to post on Instagram](#) varies depending on your industry. Food and Beverage posts often have the most success posting at 12 p.m., while the Education industry receives lost of engagement when they post at 4 p.m.

Find out what works for your audience and then commit to posting.



10. Engage Often

Posting won't be enough. You also need to engage with your users. This doesn't have to happen every minute of every day, but it does have to happen.

Schedule some time each week to respond to questions, review any comments (and delete trolls, if necessary) and like other user posts. The higher your activity level on the platform, the greater chance for success.



Bonus: Take Advantage of Instagram Tools and Resources

You don't have to do it alone. There are plenty of tools and resources out there designed to help users create eye-catching content for Instagram. Check out a few of the following:

- [Canva](#) — Free graphic, infographic and social post maker.
- [Giphy](#) (Gif Maker) — Find a gif to post or create your own using their downloadable desktop app. Record your product in action!
- [MagicSocial](#) — MagicSocial allows you to build your Instagram account using two-way engagement. You can choose who follows you and who to follow.
- [VSCO](#) — This tool lets users of all skill levels edit images and video professionally.
- [Juicer](#) — Juicer allows you to display a curated series of Instagram posts on your website.]
- [Instagram Ad](#) (Guide) — New to creating Instagram Ads? This post walks you through the whole process.
- [Find Hashtags](#) — Find trending hashtags to optimize your posts.
- [IGTV](#) — Learn how to use Instagram TV (IGTV) to feature product reviews, testimonials and more.



Need Help Building a Gram-Worthy Membership Site?

If you're stuck on how to create and market your membership website, we're here to help.

[Get a free project quote today.](#)