



Instagram

Marketing Success Checklist

*Courtesy of
Second Self Virtual Assistance
Real Estate Support Services*



VAforRealEstate.com

Instagram Marketing Involves

Creating an Account

- Choose a bio and profile image
 - Include a link to your site in the bio. Use a link shortener.
 - Use a profile image that demonstrates the kinds of images you will be sharing through the account.
 - Or a logo
 - Be consistent with your branding and your name
- Make it a business account
- Get verified if possible
- Make sure to choose the right settings

Regularly Posting to That Account

- Posting 1-3 times per day
- Posting at the right time: 10am to 3pm or 6pm GMT for global content
- Occasionally posting stories
- Occasionally going live
 - Save this for important and interesting events
- Remember: Instagram is social, so communicate with people!
 - Respond to messages and comments
 - Write comments on other images
 - Follow people in your niche
 - Leave likes
 - Run competitions, get people to use your hashtags
 - Tag other users – but practice caution here so as not to be a nuisance

Using the Right Hashtags

- You have 30 hashtags to use per image post
- Choose your hashtags well: avoid those that are too popular or not popular enough
 - 30,000 is considered the sweet spot
- Use a range of hashtags however

Make Sure to Add Useful Content When Uploading

- Remember that good marketing is about providing free value that acts as a 'free sample'
- Write something that will benefit or entertain the reader
- You have a lot of scope here, so use it!

Top Tips for High Quality Photos

- Think about the composition, depth, and contrast
 - Have something in the foreground, background, and middle ground
 - Think about angles – can you make the item look bigger or more important?
- Try to tell a story – don't just shoot the subject flat in the picture
- Think about lighting: don't shoot into the light, try to have the subject lit from the side.
 - Consider investing in lighting equipment
 - High quality lighting can make up for a low quality camera
- Create a scene and consider what's in the background
- Learn the basics of good photography

There are Other Ways to Create Content for Instagram

- Use stock footage from sites like Envato Elements
 - You can then upload these as they are
 - Or with an inspiring quote or something similar added on top
- You can simply write quotes
 - Use a site like Font Squirrel to get good high quality fonts
- You can share content that others have shared with their permission
- You can share videos
 - Video has better engagement than photo
 - Use a good thumbnail as a still from the video

Good Editing Goes a Long Way

- Shoot in raw with flat colors
- Shoot with a flat color profile
- You can then edit in Adobe Photo Shop
- Or in Gimp for free

Good Content on Instagram is:

- Portrait in nature and will help to increase engagement by being on the page longer
- Eye catching even as a thumbnail
- Consistent – use a consistent style and even the same filter
 - This will help to make your page more appealing
 - Instagram stories are for content that doesn't fit this mold

Convert Sales by Using a Link in Your Bio to a Store Page

- Alternatively, if you are verified or have 10,000 follower, you can also link from a story
- You can also use Shopping on Instagram, but only if your account is accepted
 - And only in some territories
- Predominantly, think of this as a way to promote your brand and increase engagement
- Combine this with a broader content marketing plan

Always Remember Your Value Proposition

- Emotion is what sells
- People love Instagram because they can live vicariously, and/or feel inspired
- Share pictures that make people feel the way you want your products and services too
- Be consistent, and have a strong, authentic message
- A picture tells a thousand words – your images should turn viewers into loyal fans