



# Instagram

## Marketing Success Checklist

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



[VAforRealEstate.com](http://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