

## 4 ways to use Instagram to market your business

Social media has undoubtedly become a powerful tool in marketing businesses both big and small. Instagram can give your business the opportunity to grow your customers, grow your sales, and encourage people to connect with your brand. Read on to find out how to market your small business on Instagram.

### 1) Follow targeted users

One of the best ways to grow your Instagram following, and therefore grow potential customers, is to follow users that would already be interested in your service or product. To do this, you can find accounts similar to your own and see who their followers are. This will allow you to follow targeted users who are more likely to follow you and engage with your brand.

### 2) Post user generated content

Photos that are posted by users, rather than businesses, perform better on social media than traditional marketing materials. If people are posting photos of your product or service, you can 'regram' their content. You can also post photos that are representative of your business aesthetic, or even inspirational quotes for your followers. Just remember to always credit the original user when posting their photos.

### 3) Use the direct message

Using Instagram's direct messaging system is a great way to form relationships with your followers. When you get a new follower, you can send them a simple message, with a short 'thank you for the follow' and maybe an offer or sale that your business has running. This will let the user know that you take each and every customer seriously and communicate with them on a personal level.

### 4) Keep a balanced approach

It's tempting for businesses to push sales and promotions through their Instagram channel. However, Instagram is a very visual platform, so it's important to keep a balanced approach to your feed. The content you post should be visually appealing, and even if the photo or video doesn't include your product, you can create a caption that does. For example, if your business sells outdoor equipment, you could post photos of the outdoors, and caption it with: "Every outdoor adventurer needs reliable camping equipment! Find yours here: [www.outdooradventurers.com](http://www.outdooradventurers.com)". By doing this, your followers won't be flooded with traditional marketing messages and will thank you for it.

These are just four ways that Instagram can help you grow your business, grow your customers, and grow your audience. If you'd like help growing your Instagram account and reaching potential customers, contact us at [REDACTED]!