

Instagram

GROWTH GUIDE

2024 | ONECOAST

For a business owner, Instagram will be one of the greatest tools you use while growing your brand and business.

Instagram offers a platform where you can relate to your audience and build connections, and now using **product tags** your **customers can easily shop directly on the app!**

IN THIS GUIDE, YOU WILL LEARN HOW TO:

- ✓ Reach new customers with Instagram shopping
- ✓ Create a successful post
- ✓ Gain content ideas to grow your Instagram account



*Instagram is the **#1 platform** for people to discover new brands and build relationships with brands.*

META, 2022

People take more actions, including purchases and browsing a business's website, on Instagram than on any other non-Meta platform.

META, 2022





How to Communicate Your Brand

The number of consumers that use Instagram to shop is increasing rapidly!

Nearly 50% of the people on Instagram use the platform to shop weekly (Iposos, 2021).

Product tags allow businesses to make photos shoppable; your audience can quickly discover your item through the tag in real-time. The product catalog holds all the information about your product. The more information you include in your catalog, the better the shopping experience will be and a higher chance of a happy customer.

01

Assign Permissions

Set up your catalog in Business Manager and make your business the catalog owner. You can also assign permissions to others on your team who would need to edit the catalog by assigning them permission in the Business Manager.

02

Use One Catalog

Manage both your ads & shops in one catalog to manage Pixel event data efficiently. Place all the items from your website into the catalog you want to sell using Instagram shop.

03

Complete All Product Fields

Include all relevant fields when filling in your product data. Doing this will increase the chance of your shop being found. Consumers can find your shop when looking for a product that matches yours. Make your product titles and descriptions enticing and accurate to make a great first impression!

04

Set Up Variants

Include the different sizes and colors that an item is available in.

05

Keep Your Product Information Up To Date

Keep prices, availability, and product links to your product pages on your website up to date.

06

Use High-Resolution Images and Video

Upload at least four high-res images that are 500x500 pixels and show your products accurately.

07

Check & Fix Item Issues

Use Commerce Manager to check for policy violations and to edit or request a review of items.

08

Curate Your Shop

Control which products appear in your shop by hiding or unhiding them in Commerce Manager. Create collections of products to curate your Instagram shop. For example, only show the most recent collection or a particular seasonal moment.



Tips for Product Tagging



01

TAG FREQUENTLY ACROSS ALL AVAILABLE FORMATS

It's essential to reach people where they are spending time using different formats like shoppable Reels, Stories, and more. All tagged content appears in the top carousel of your product detail pages, so the more images and videos you tag, the richer the shopping experience!

02

SAVE SHOPPABLE CONTENT

Save your shoppable Stories into a highlight where other users can shop and discover your products after the story has expired. To make life easier, turn on auto-highlight in Stories so your tagged content lives on product detail pages after the story expires.

03

ENGAGE YOUR COMMUNITY TO DRIVE PRODUCT DISCOVERY ON BEHALF OF YOUR SHOP!

Empower your community to tag your products in their feed and Stories content via product tagging. Create an affiliate program to incentivize your customers to share your small business's favorite products on their Insta account!

04

USE INSIGHTS TO UNDERSTAND WHAT'S WORKING

Dig into the shoppable post insights in Commerce Manager. Examine what content your audience resonates with the most and which formats work best for your account. Use the insights as a guide to do more of what is working for your business and what your followers are engaging with the most!

05

REACH EVEN MORE SHOPPERS WITH ADS WITH PRODUCT TAGS

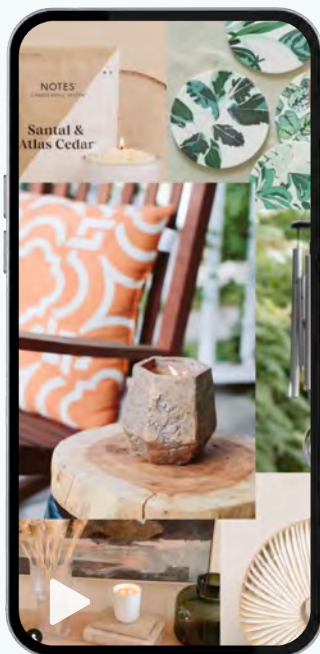
Turn your best-performing shoppable posts into ads via Boost functionality or in Ads Manager and watch your audience and sales grow!

How to Create a Successful Post That Brings Your Brand to Life



STEP ONE

Decide if a **reel**, **photo**, or **carousel** will help you tell your content story best. Using the tips below, choose the one that will highlight your content in the desired way.



REELS

Create a video that will get you discovered by a new audience. Use reels to post original and entertaining content.

- Bring your clip to life with audio

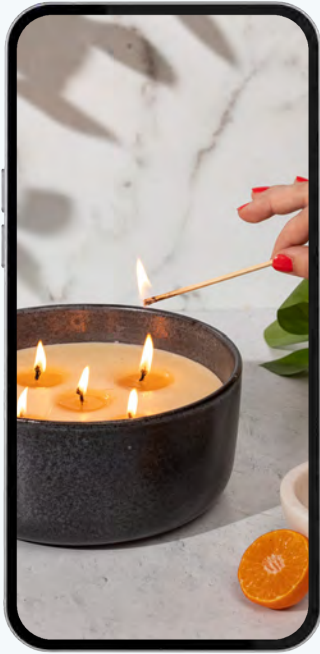
Tip: Search for trending audio on your Discover page and use the trending audio in your reel for a higher chance of getting discovered

- Use text to emphasize key points

Tip: Use timed text on your reel to have it appear and disappear at a certain point in the content

- Use transitions and effects to grab the attention of the viewers

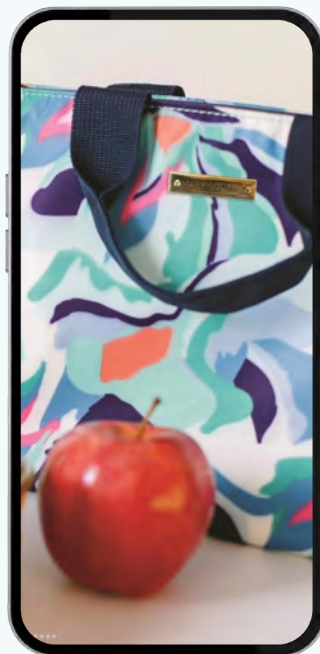
Tip: Have an eye-catching transition within two seconds of your content to grab the attention



PHOTOS

Catch the attention of your scrolling audience with eye-catching product images.

- Use high-quality images with natural lighting when possible
- Keep your colors in images on brand; if you can't use brand colors, choose colors that tell the story of the season or the collection you might be promoting
- Show products in use to highlight unique features



CAROUSELS

Tell a story using up to ten photos on a carousel post.

- Choose an eye-catching photo for the first slide
- Mix in videos with the carousel images for a more impactful user experience
- Choose images that show different angles of the product or collection that you are highlighting

STEP TWO



Write a compelling caption.

When your content is ready, it is time to craft a caption that captures your audience's attention and tells them what your post is about.

- ✓ Keep it short & sweet
- ✓ Lead with the most important information
- ✓ Use your brand tone—keep it personal
- ✓ Encourage action with simple, direct text
- ✓ Optimize captions for search visibility

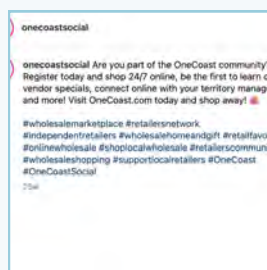
STEP THREE



Add Tags

Adding tags will help customers find you & discover your brand!

Tip: try product tags so customers can shop directly from your Instagram posts



Add Hashtags

Adding hashtags make your post more discoverable!

Tip: research and use relevant hashtags, including a mix of high and low-volume ones



Tag Partners

Tagging partners brings them into the conversation!

Tip: explore collaborative campaigns with partners, amplifying visibility for both brands



Add Your Location

Adding your location allows local customers to find you more easily!

Tip: incorporate location tags in Instagram Stories to increase visibility among local users

Content Ideas

The most important thing you will do on Instagram is to **make connections with your audience**. The best way to create connections is by **showing up as your authentic self and letting your customers see who you are**.

Below you will find ten content ideas that will help you get started making connections to your audience.

01

Try on Tuesday

Show your in-store products and how you would use them.

02

Behind the Scenes

Show your audience what it is like to be a small business owner.

03

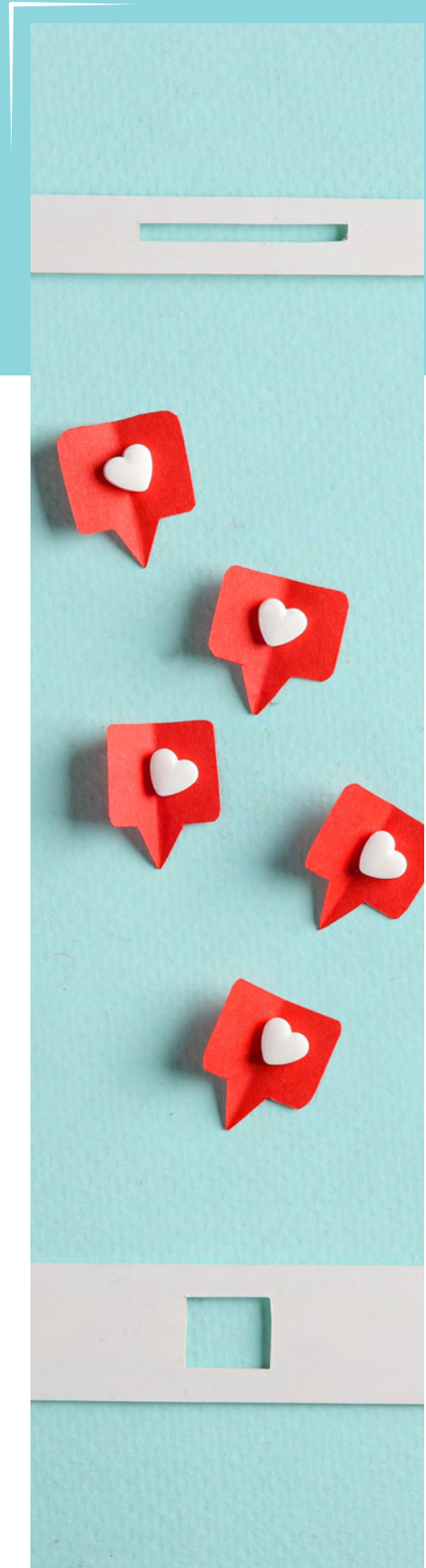
Tell your Brand Story Through Carousel Images

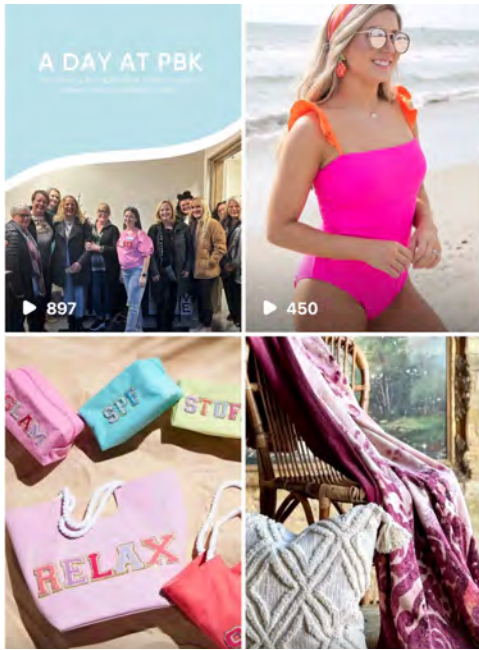
Why did you start your business?
How did you start?

04

Friday Funnies

Tell a funny story about your business, and participate in a funny TikTok trend.





05

Wear it 3 Ways Wednesday

Show your in-store products and how you would use them.

Example: How to wear a purse three ways

06

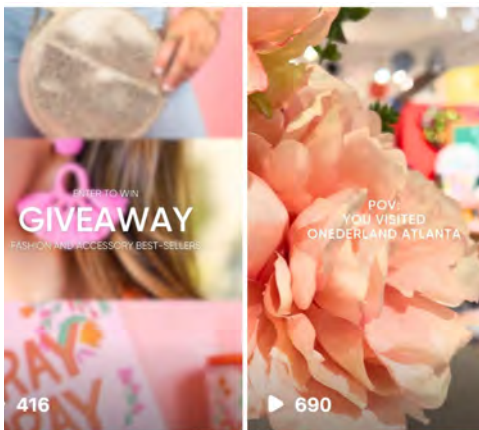
Show How Your Products are Made

Show your audience a high-level step-by-step of your process.

07

Community Engagement

Share how your products/business is making a difference in your community.



08

10 Random Facts

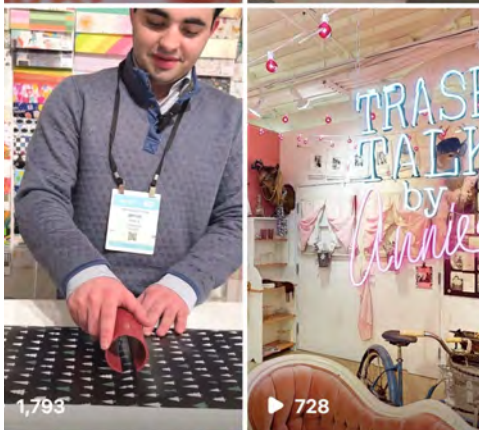
Share 10 random facts about your business.

Example: passion-driven start, family roots, first products, sustainable practices, survived challenges, life-work integration

09

Introduce Your Audience to Your Team

Using a reel or carousel post, showcase your amazing team!



10

Show Your Merchandising Process

Using a time lapse video and uploading it as a reel to your profile.

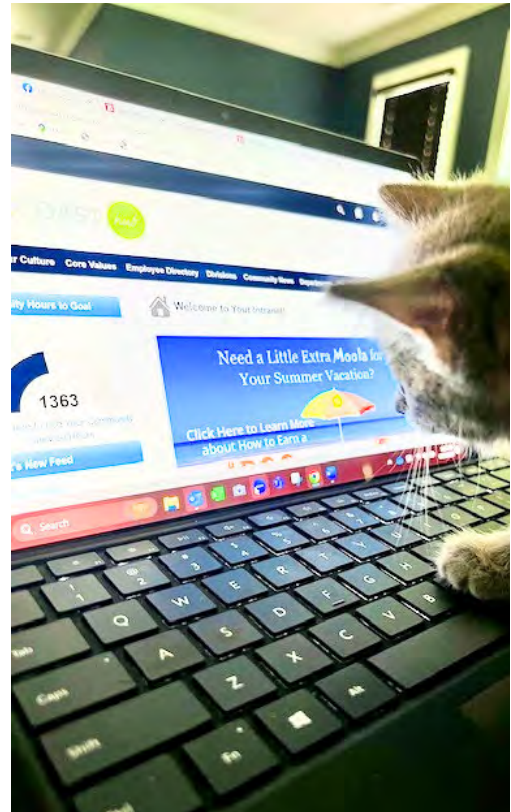


Sources

Instagram. (2022). Instagram trends for 2022 - see what's trending for gen-z in 2022: Instagram blog. About Instagram. Retrieved March 29, 2023, from <https://about.instagram.com/blog/announcements/instagram-trends-2022> Meta. (2022).

How to Start Reaching Customers With Your Shop. The Business of Instagram. Retrieved March 2023, from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://scontent-ord5-2.xx.fbcdn.net/v/t39.8562-6/298219424_301101978877533_2524171557518224533_n.pdf?_nc_cat=100&ccb=1-7&_nc_sid=ad8a9d&_nc_ohc=1L1yEuEzG_4AX-mJmq&_nc_ht=scontent-ord5-2.xx&oh=00_AfClphF_JQyPcrt3o1IGU96Rb7ky94aPVAqVye9CK5dg&oe=6428437F

Ipsos. (2021) Instagram Trends Research Study, Facebook-commissioned survey of 4,500 Instagram active users (ages 18–50 in AU, BR, DE, FR, IN, JP, KR, UK, US) by Ipsos, Nov 2021. N=500 for each market. Instagram active users are weekly IG users who create content on the platform based on stated survey data.



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