



5 Ways to Increase Sales With Instagram

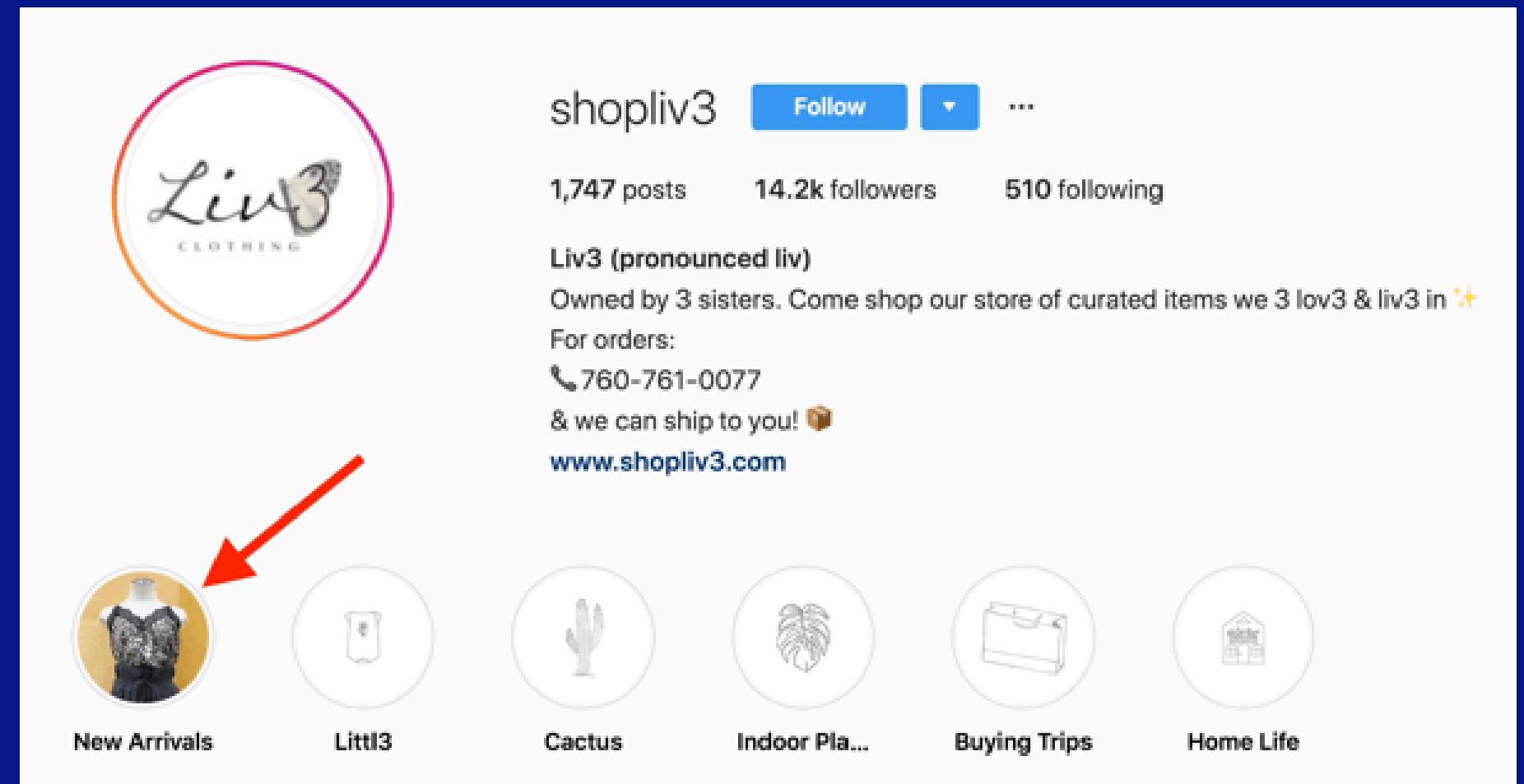


#1: TURN YOUR INSTAGRAM PROFILE INTO A STOREFRONT

The first step to turning your Instagram followers into customers is to build a creative profile that's geared toward capturing a shopper's attention.

In your bio

- WELCOME CUSTOMERS TO YOUR STORE IN BIO
- INCLUDE A CLEAR CALL TO ACTION BUTTONS
- USE EMOJI'S IN BIO
- INSTAGRAM STORIES
- CREATE HIGHLIGHT ALBUMS
- CREATE PROPER COVER IMAGE FOR HIGHLIGHTS





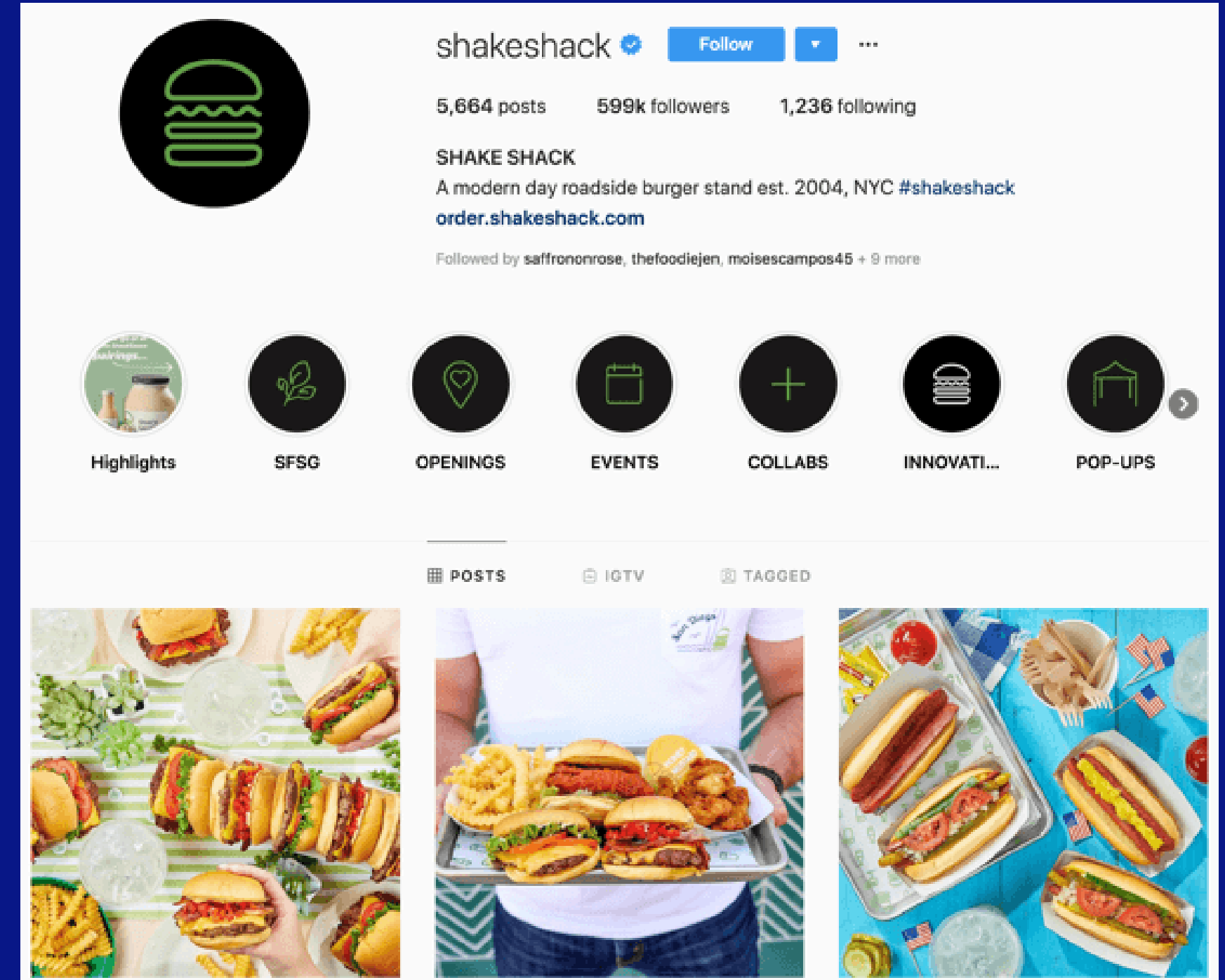
#2: BRAND YOUR INSTAGRAM PROFILE AND POSTS FOR EASY RECOGNITION

To stand out from the crowd, you should have a consistent brand message. Branding your profile is an essential part of your Instagram presence.

Shake Shack's Instagram account is well-branded. Note the color patterns for each highlight album and the unique style of the product photos.

Here are some ways to brand your profile and content for easy recognition.

- Develop a Signature Style With Your Photos
- Use a Branded Color Scheme
- Incorporate Brand Elements in Your Instagram Content
- Choose Hashtags That Represent Your Brand
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#3: ENGAGE SHOPPERS WITH PERSONABLE INSTAGRAM CONTENT

An Instagram content strategy and branded profile make it easier to build relationships with future customers. Because shoppers are bombarded with so many different messages, you don't have much time to grab their attention, much less to make them comfortable. Why should they choose your business over others?

The relationship between your business and shoppers is essential to making a sale. To establish rapport, you want to make them feel at home. Your Instagram content and reputation are your best sales tools.

Here are some ways to

- Develop a Unique Brand Voice
- Share Your Company Philosophy and Passion
- Support and Reward Influential Brand Advocates



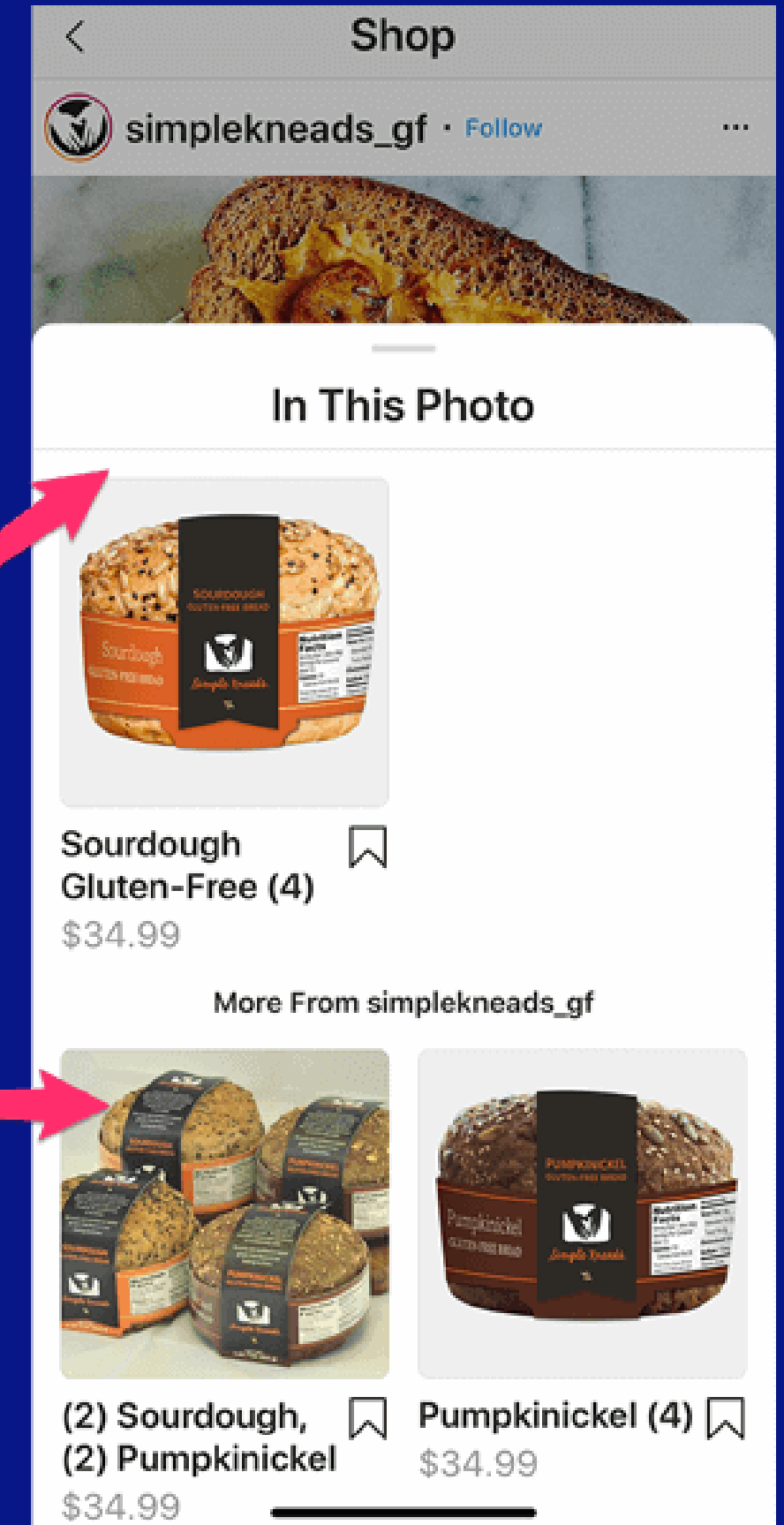
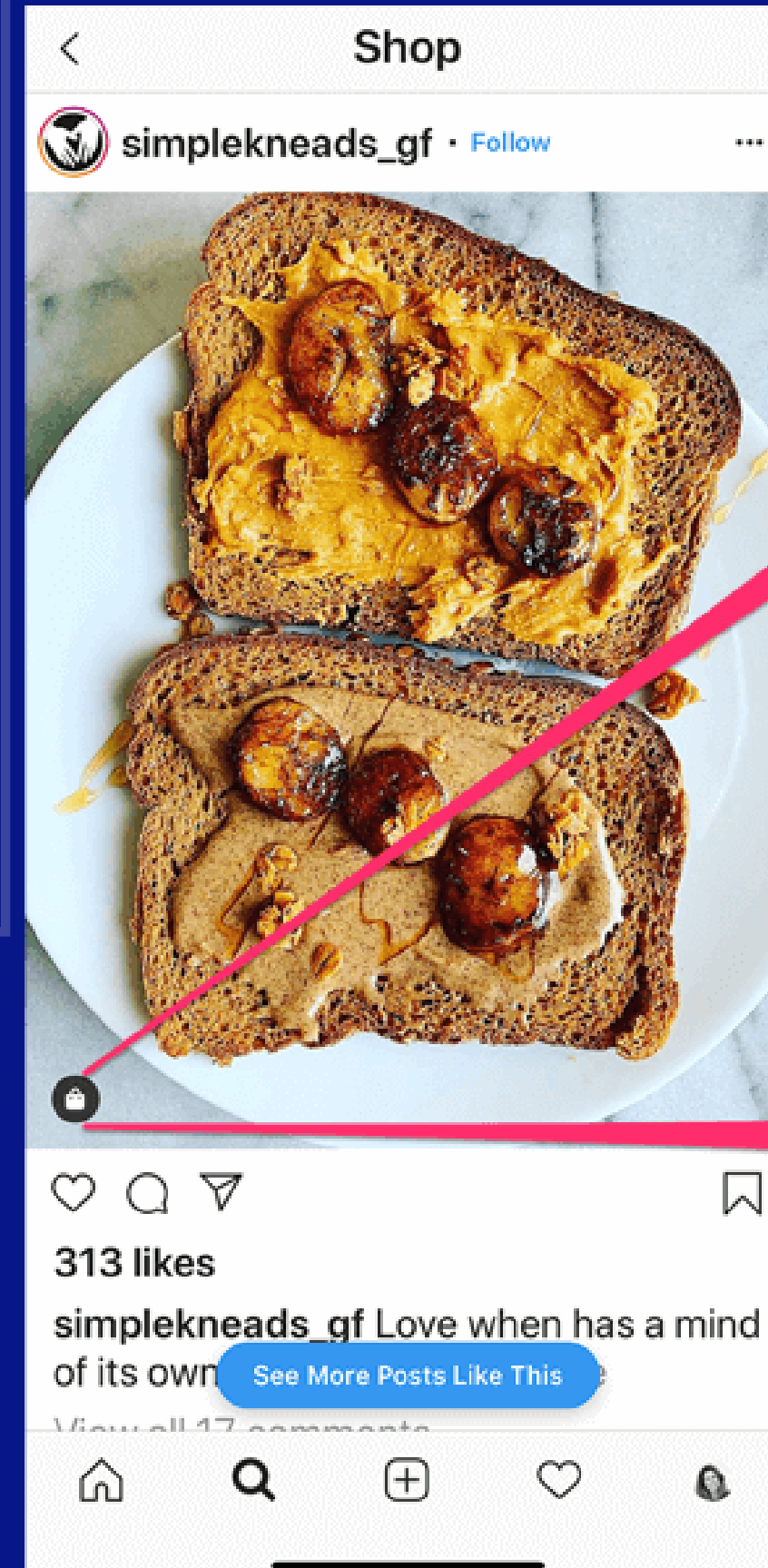


#4: MANAGE THE SHOPPING EXPERIENCE ON INSTAGRAM

- When your shoppable post appears in your followers' feeds, all they have to do is tap the shopping bag icon on an image to reveal more info about the product.
- If a user taps on the info box, they'll be able to checkout directly on Instagram or they'll be directed to a URL where they can shop and purchase the product!

Here are some ways you can manage the shopping experience on Instagram to turn interest into a sale.

- Tag Products in Your Instagram Posts
- Close the Sale
- Provide Contact Info



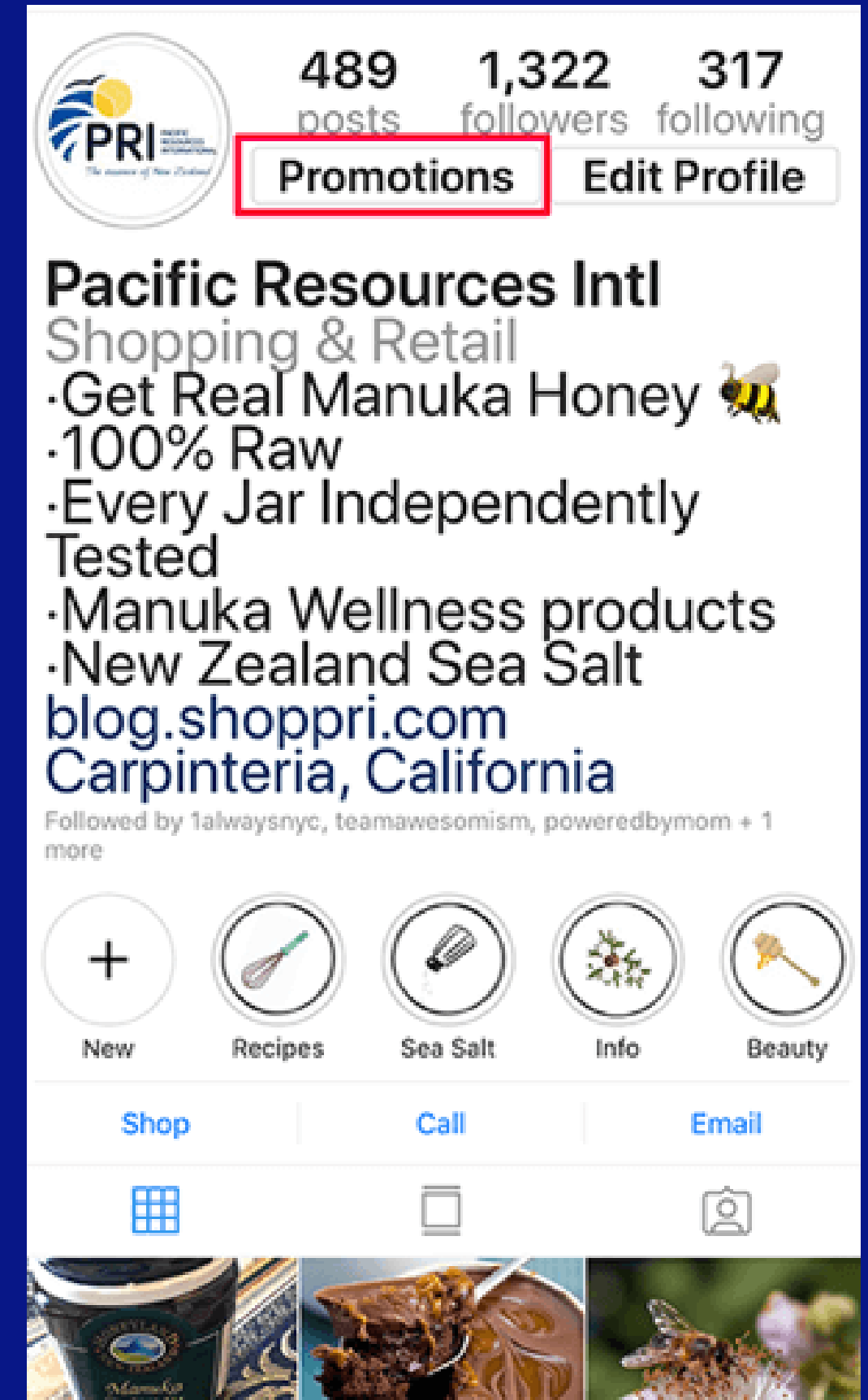


#5: PROMOTE PRODUCTS WITH INSTAGRAM ADVERTISING

Once you've developed your Instagram content strategy, you'll want to market your store with Instagram ads. While you can attract buyers organically, let's be honest: You need to pay to play!

To promote an Instagram post

- Open your profile and tap Promotions.



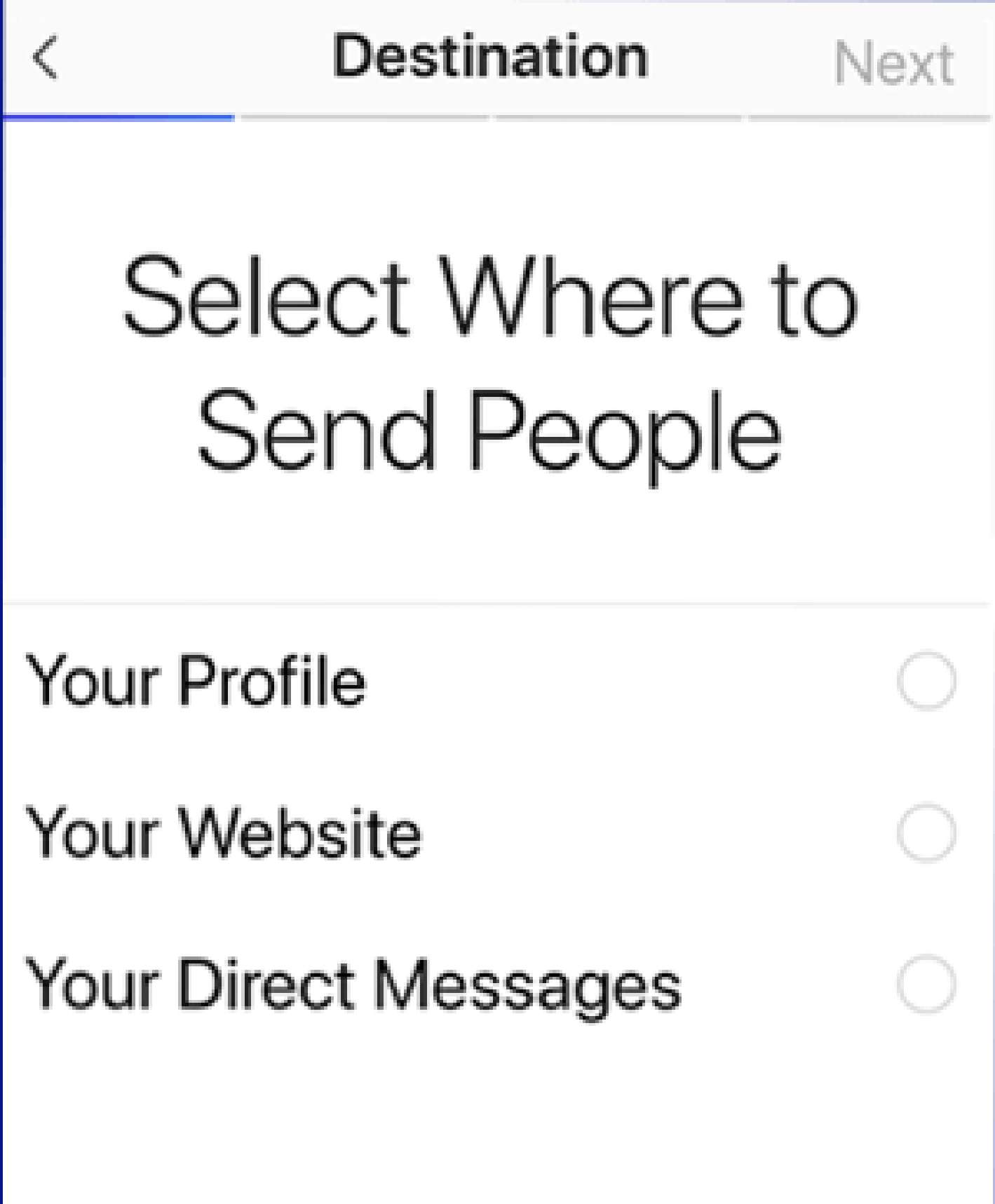
To promote an Instagram post

- On the next screen, tap Create Promotion and pick the post you want to promote.



To promote an Instagram post

- You're then prompted to choose your destination. If your store is on your website, choose the Your Website option.

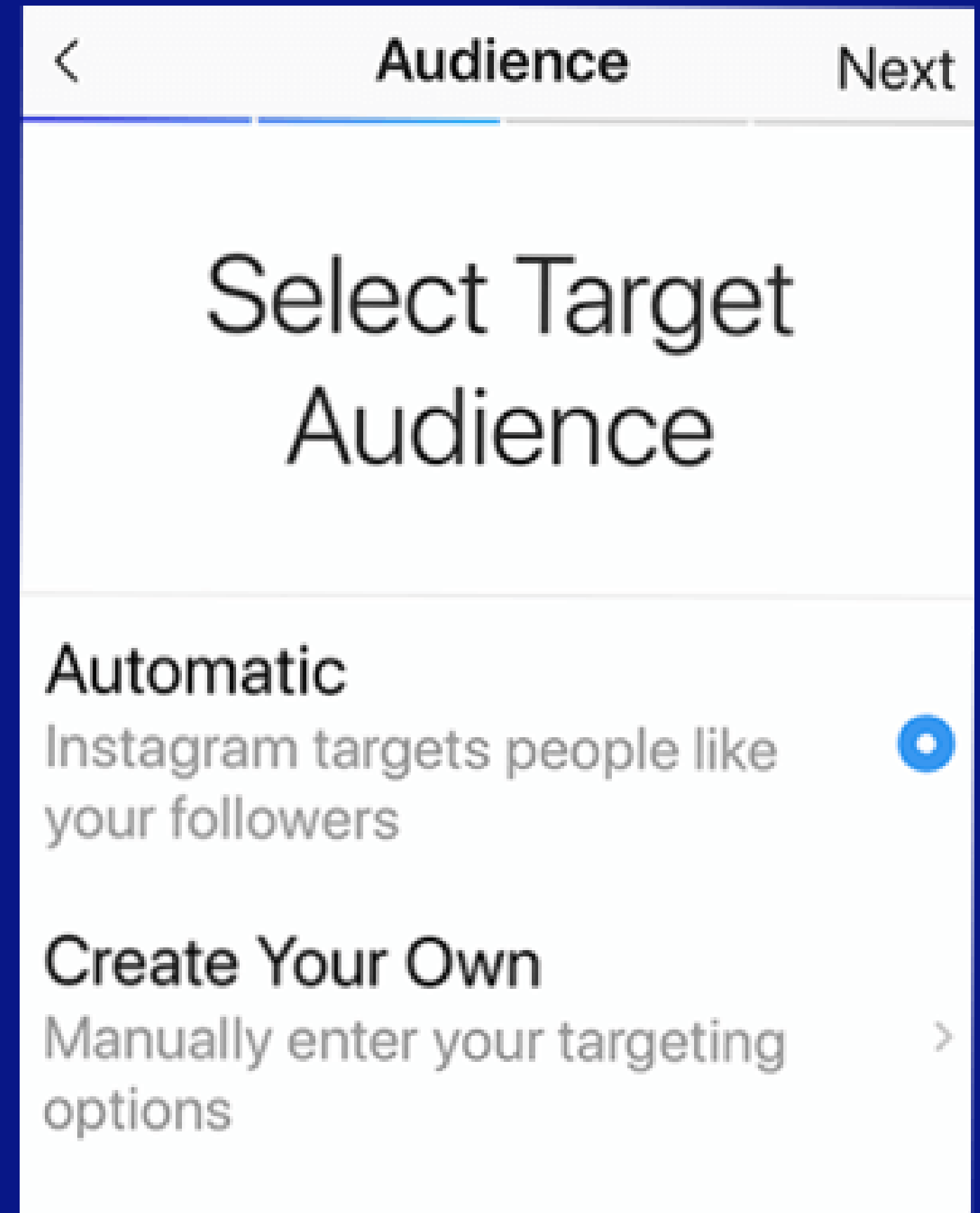


The screenshot shows a mobile interface for selecting a destination. At the top, there is a navigation bar with a back arrow on the left, the title 'Destination' in the center, and a 'Next' button on the right. Below the navigation bar, the main heading 'Select Where to Send People' is centered. Underneath this heading, there is a list of three options, each with a radio button to its right: 'Your Profile', 'Your Website', and 'Your Direct Messages'. The 'Your Website' option is the one being highlighted in the original image.

Destination	Selected
Your Profile	<input type="radio"/>
Your Website	<input checked="" type="radio"/>
Your Direct Messages	<input type="radio"/>

To promote an Instagram post

- On the next screen, select your target audience. You can have Instagram select your targeting automatically, but I prefer to set my targeting manually.



To promote an Instagram post

- Finally, set your ad budget and duration. If you're a small store, start with a campaign budget of \$500–\$1,000 to test what merchandise your followers react to. I usually pick six posts, run the campaign for a full month, and spread the budget evenly across all posts. Instagram gives you the option to run ads for a week as well.


[<](#) **Budget & Duration** [Next](#)

Your Total Spend is
\$30 Over 6 Days

2,100 -
5,400
Est. Reach


Budget

\$5 Daily



Duration

6 Days



Conclusion

- To turn an Instagram follower into a loyal customer, it's important to create content that speaks to potential customers in your own unique brand voice. And your products will better appeal to consumers if they can visualize using those products in their own lives.
- Here's a quick formula to remember when building your Instagram store:
Good Content + Trust + Ease of Purchase = Sale
- If you know your audience, you can cater to their wants and needs and make an emotional connection that's critical to making the sale.