



Transcript:

V-Hub by Vodafone Business - Instagram for business – getting it right

Hi everyone my name is Matt and I'm a community trainer for Facebook's Small Business team.

Today, I'm going to show you how you can find new customers by using Instagram.

So in this video we're going to cover a few things.

So first of all how to share your business' unique story and each one of your businesses is individual and special.

Next we're going to look at how you can build direct connections with your customers and also other businesses, and after that we'll look at how you can grow your business without spending, so your organic reach, and really highlight what you're offering on Instagram, and then lastly we're going to look at how you can reach more people and find new customers with ads.

So by the end of this session you should have a better understanding of how you can grow your business by using Instagram tools.

Now always keep in mind that Instagram is the home of visual expression. So you can easily share photos, you can easily share videos to really showcase your business' personality and through that you can develop relationships with potential customers.

So 80% of users on Instagram follow a business account and 83% of users say they learn about products and services on Instagram, so it shows a lot about people's browsing habits.

People on Instagram also want to dive deeper into their interests and discover new interests as well, so they're eager to learn more, connect with the community and hear from people and businesses that really inspire them. In fact two out of three visits to a business account are actually from non-followers, to people that aren't already engaged with you.

And we understand that by running a small business marketing is just one of your many responsibilities and what's great about Instagram is that you don't need to be an expert to share your business' story. All it takes is a mobile phone and also a little bit of creativity, and a business that does this really, really well is Whileaway Guides.

I'm just going to play a short video to take a look at their story.

It's important for people to go out and travel because it invokes that sense of adventure in whatever happens you take on board and experience.

When we're traveling we just take photos straight from our phone and we like to post directly on Instagram from there.

It's in our blood, that we love to get out and explore and find new things, so we've tried to make it easy for people by having a little pocket-sized guide, jump in the car and away you go.

Travel is one of those things you want to be spontaneous and exciting but we found that we need a little bit of strategy, a little bit of a plan.

Likewise with Instagram, we like our photos to be spontaneous and natural but we still have a strategy around how we post them.

We strategically take photos that we can then use at a later date.

We have a nice little library of images that we keep, so rather than bombard people with loads of different shots of that one spot, we do a range of different photographs to try and mix things up. Food, location, a landscape at mix of the guide, so people can actually see our product.

We try to make them as real as possible. Taken from a first person perspective. We want people to see what we're seeing.

I think capturing the moment as it happens, you know, so you don't have to stage the shot, and use a few filters maybe to boost the colour, so if the food just comes out onto your table and it looks beautiful, you just capture that. It whets people's appetite to be able to have those photos on Instagram.

There's a beautiful sort of marriage with words and pictures, people like to see new and different things every day, which is why it's such a great platform for us to use. So you can see how they've really analysed the appeal of their business.

So focusing on travel, adventure and experience and also they've reflected on the habit of always taking photos on their phone whilst they're out and about.

They've then refined their process to keep this spontaneous feel, but also thinking about this strategic way of showcasing their product. So they're really focusing on that importance of capturing the moment, whilst also thinking about that long-term view.

Now you may not think your business is Instagrammable, but you really would be surprised.

So Whileaway Guides focuses on travelling and you can see the broad appeal there, however you could be a tailor making a suit or even somebody fixing a bike. If you've got a video of it there's

probably a community on Instagram that's going to find it interesting. And it's important to remember that Instagram has a community of more than one billion people.

So with that free business account you can tell your story and you can also see your business grow.

You can start to build your community and then access customer insights and then once you build up that community, you can start to reach out to more customers with advertising.

But first let's go back to basics and let's talk about developing a process for exploring your business' unique personality and then that's going to drive the content that you're going to create.

So we recommend that, just quickly reflect on some of your recent posts on Instagram, when you get some extra time research how some of your other favourite businesses actually post on Instagram.

Now I want you to think about some of the following questions.

So how would you describe your business' personality on Instagram?

And to go along with that, what story are you telling through the videos and photos that you're posting.

So for now, just get a piece of paper and just put down any ideas that pop into your head and you can refine this a little bit later.

Now to start sharing your story you're first going to want to create a value proposition statement.

So what is a value proposition statement?

A value proposition is a clear and simple statement that describes the benefit a business will provide to their target market. And you break down a value proposition statement into three main parts.

So number one.

Why should the customer buy your offering?

Then secondly, what are you actually selling?

So this could be your product or it could be your service.

And then lastly, who is the target customer that you're trying to reach?

And we've got an example of what a value proposition statement could look like.

So provide healthy baked goods with gluten-free pastries for health conscious customers.

So again they've really thought about what they're offering and who they're offering that to.

The next step is going to be evaluating your content.

You're going to want to do this on an ongoing basis.

So always keep to date with evaluating how your videos and photos are actually performing and whilst you're scrolling through your profile ask yourself, you know, what is your business' personality. Maybe just write down a few adjectives that come to mind when you're looking through.

Now, does your profile actually match that personality that you've created and does your profile actually showcase your products in the way that you want to?

Those questions are going to be the foundation for your business' unique personality on Instagram.

And after thinking about your business' unique personality, let's take some time to talk about developing the look and feel of your brand.

I'm going to share with you three top tips.

So firstly be consistent. So as you think about your business' personality, think about how the photos and videos can match. For example you could use the same colour scheme or maybe use the same filters across all your photos on Instagram.

You want people to instantly recognize your posts when they see them. Also be authentic. So think about the crossover between what your audience is interested in and also your business' story. So you can post around the inner workings of your business or random behind the scenes things that you think is going to appeal to that target audience. Just think about what's going to really engage them when they see a post. Lastly create photos and videos on a regular basis.

So this might seem hard at first but work this into your routine to make it easier.

So people love to see things in real time, so think about adding that to your Stories or maybe actually you want to carve out a dedicated piece of time to actually create all your photos and videos at once. Think about your schedule and think about what works best for you but also as well think about when you want to be reaching your target audience. So on that point think about creating photos and videos in bulk and again this can help manage your time really effectively and you can strategically land those posts to reach your audience at the best time.

We've got a few tips.

So set up a place and process for shooting.

So you don't have to have a photo studio to do this, just find a place with some great natural lighting and a clear background that can really showcase your products and services.

Now we've mentioned this, so set aside time to shoot your posts.

So think about the amount of time you'll save if you shoot all your photos for just an hour on a Monday, instead of actually thinking that for at least 20 minutes a day you have to post. Again if you have all your photos, all your videos and all your captions ready, posting is going to be a lot more quick. And then finally integrate, add this content with any other marketing channels that you have, so make sure the look and feel of your post on Instagram matches the material for the other campaigns that you've got running as well. And planning your posts is hugely important and I'm going to share with you a useful tool to help you create a consistent content strategy.

So you're going to see a content calendar on your screen and you can use this template for your content planning, which is a simple table that contains the date of each post, the main theme, the format, for example like a series of photos, videos or a Story, detailed descriptions of the post and the type of visual that's going to really bring your message alive, and then finally think about that engaging caption.

In this example, you can see it's a restaurant and you can bring a friend special post and there's also a behind the scenes special and also a special Friday night meal offer, as well as, a new menu item.

So once you select that theme, you can fill in the rest on an ongoing basis and that helps you create the plan for your post.

So whatever you do in your business, you can plan these things out over time, so you're not trying to communicate everything at once to your customers.

Now once you've set your business account, you're going to have access to business insight, these are designed to help you better understand how your Instagram account is actually performing.

Now to access your insights section tap on the account image in the bottom right hand corner, then tap Insights at the top of the list.

Insights offer you the ability to access information about all of your posts, so your Stories and also your promotions.

So the benefit of this is you can quickly see if a post is performing well and again, you might want to decide to promote that post, because you can see how much engagement it's already getting and you want to get it in front of people that otherwise wouldn't have seen it.

So use your insights to help you craft content that appeals to your followers. So you can also see the time and the day of the week when people are engaging most with your posts. This should really inform you to when you should be posting on your page. Along with this you can see demographic information about your followers, things like where are they located, what are their ages, what's their gender.

So we recommend that you approach your photo and video creation process as like an ongoing test.

So first of all come up with some ideas for your content plan, post them, then review your insights and see which content performs well and based on these learnings iterate.

Now we're going to move on and talk about how you can build deeper relationships with your customers.

Remember to keep your business objective and your business personality in mind as you start connecting.

So to have a two-way conversation with your customers you can use comments and you can also use direct messages, that allow you to easily answer customer questions and also connect with more people and also you can connect with other businesses as well, maybe you're running some sort of collaboration.

As you can see on the screen we have a customer who is finding out the opening hours and the daily special at their favourite burger restaurant.

So the business is being very informative and being friendly in their response it's building up that relationship.

Also be conscientious by responding to the comments on your posts or responding to the messages in your direct messages inbox.

We talk a lot about how it's really important to post regularly on Instagram but to go along with this, it's equally important to respond to people when they engage with your content. So it's best practice to allocate a time daily or weekly to respond to messages that people send to you. So if you're really busy, you can even just like comments in the post rather than responding with that full response, again sometimes just a short thank you or that like may do the trick and build up that connection, it shows that you care.

Customers may also reach out to you with questions or feedback about your business via direct messages. As you can see on the screen Josh is reaching out due to a problem with a recent order that he's had. So hopefully this isn't a regular occurrence for your business, but you do need to think about commonly answered questions.

So for example how much something costs, what are your opening hours?

Then off the back of this, use quick replies to put the responses into Instagram.

Now it's also really important to set clear expectations with your customers about your products or about your services and let them know about, you know, your timelines that you work to and the capabilities that you have. To go along with this be organized and sort your messages, so you can separate messages from people who follow you and from those that don't. You can also mark messages from followers as really important to read, so this can help you keep really organized as you can respond to those people that need it most or maybe the highest priority for you.

Now we're going to move on to talk about how you can make it easier for people to shop with or for your products on Instagram. So this information is going to be most interesting to retailers with physical goods.

So you can share photos and videos to introduce and tease new products, offer special sales or you can showcase discounts to your followers, and a feature you can use in Instagram is Instagram Shopping to add product tags to your content.

You can see how this looks on the screen now and it's just like tagging another person or business in an image or in a video. So the moment you create your first shopping post, your business account will act as a storefront as well as just your business page.

So the shopping feature is available both in the feed and it's also available in Stories, so people who follow you will see your shopping feed post and also your Stories, just like they would see any other organic content.

So for the feed people see that shopping bag item in the corner of your post and when they tap on it they're going to see product tags and that's going to bring the name and price of your item.

So by tapping on that tag people are then going to see a product description page to learn more about that item and then they're going to make that decision of how interested they are to make the purchase.

So with shopping on Instagram you can reach a totally new audience, as well as your current one, so whenever you create a shopping post your post may be shared on the search explore part of our platform and this is where more than 200 million people visit daily.

So Instagram has also added the shop tab within the search and explore part of the platform, so again people can just look through shopping posts rather than seeing all of your photos and videos.

To go along with this you'll get a shop tab on your profile, remember earlier we said that two-thirds of profile visits are from people who are not following a business, so this shop tab is a great opportunity to do so. So using shopping on Instagram, so that people can easily discover your business and product offerings, is really going to showcase your products even to people that aren't following you today.

In addition to placing your products you can also sell your services on Instagram, so your customers can book an appointment directly from your Instagram business account, like they can reserve a table or maybe book a hair appointment. So this button is available to all businesses that have an account with one of our booking platform partners. On the screen you can see an example, so a user can directly book a table in the restaurant and as its business account has a reserve button from a partnership, with one of our booking platforms, they're able to click through. So to add a button onto your Instagram business account to allow people to book your services go to your business profile, then click edit profile, then communication and then on these options, action buttons, then check partner guidelines on how you can actually subscribe.

Now if you're posting regularly, you're responding to your community and you have your products and services listed on Instagram, then you're going to start to consider advertising.

So ads on Instagram can really help you reach more people, so you can use the promote feature to make users aware of your business, show products or actually just send them to your website, so they can get more information and make purchases there.

So once you're ready to advertise I want you to think about a few things.

So first of all think about your goal. So what are you trying to accomplish with advertising?

Next, move on to think about your audience. So who are you actually trying to reach? Along with this think about your budget, so what are you going to be comfortable with?

Top tip is, you know, at the beginning start small, learn and then extend that budget.

Also duration, so how long do you want to run your ads for and then destination where would you like to send people to from that ad.

So let's start by outlining your goal when running an advertisement.

So what are you actually trying to accomplish with the ad? Are you trying to drive awareness about your business? Maybe you're trying to drive a specific action, like driving a purchase straight from your website or maybe you want to build that communication you, want people to direct message you.

What you're going to do is you're going to choose one objective for one ad or you can choose multiple objectives by setting up multiple ads.

Now your goal should be smart and what does smart stand for?

So smart stands for specific, measurable, achievable, relevant and time bound.

So if I say that my goal is to reach new customers it's not quite specific and it's not quite measurable, however if my goal was to drive increased visits to my website by five percent over a three week period, it's smart enough for me to achieve and also to measure, so think about your smart business goal and begin to feed that into your advertising campaigns.

Next let's talk about your audience.

So when you're creating ads you're going to want to make sure the creative actually matches up to the audience you're reaching out to.

Ask yourself some of these questions.

So who are you trying to reach?

Who is my ideal customer and what are their interests?

And also what other businesses might they follow, so what are they already engaging with?

So usually when setting up ads you think about the demographics of the people that you're trying to reach, so their age, their gender, and it's even easier with the promote feature as this can actually automatically select people who are like your followers. So on this that means you don't need to select a specific audience you can let us do the work for you. So what you do is you select automatic and Instagram will advise people similar to those people that currently follow you.

Now if you don't want to do this, you're in control, you can create your own audience for more detailed targeting and you just select manual. We recommend starting with automatic placement and then you can explore manual placements, after that initial testing.

After that look at your budget and look at your duration and we're going to go into a little bit more depth now. So start with a budget that you feel comfortable with, so one way to approach your first ad is look at it like a test. An easy way to do this is actually by selecting the default budget in the ads tool but you can also spend more to get results from the test or less if you don't feel comfortable with the amount that's suggested.

Key thing to remember is you're always in control of how much you spend on ads. And you can also choose how long you'd like that to run, how you'd like to run that ad for. So it's important to remember you can pause promotions at any time depending on how they're performing, so do you want to run ads for a specific moment, like maybe you've got a sale or promotion going on and that could be for a week or two, or do you want to run an ad for a longer term goal, maybe for a month at a time.

Think about that objective that you're trying to reach but just make sure you're constantly looking at the feedback you're getting on its performance. Also think about the destination that you may want to send somebody to from that ad, so you might want to send someone to your Instagram profile, to your website or even to a chat thread with you. Again it's important that your destination is aligned to that smart business objective that you've written down.

So the next question is, which post are you going to actually want to promote?

We recommend promoting posts that have done really well in your feed or Stories that have really represented your business well to potential customers. So you can make your posts more ad friendly by describing the action you're actually asking people to take. So this is an important guide for the customer as they're going to see that caption for the ad and these people may have not actually interacted with your business before so it's really important to make a great impression.

Now don't forget about the different types of ads that you can choose, so as you can see on the screen there's a photo from Buckle and Seam showing off their premium leather bag.

You've also got a video ad from Highborn in London and you can see their co-founders Tracy Broadway and also Henry Baker explaining their inspirational story behind starting the business to actually provide natural luxury skin care so that people can look their best at all times.

You can also have a Stories ad and you can see the example is from Chupi and this is a handmade Irish jewellery and it was founded by Chupi Sweetman back in 2013.

So all of these businesses have had great success from advertising with Instagram. For example Chupi increased their online purchases by 25% compared to the same point the previous year.

And it's easy to experiment on Instagram to determine what works for the audience you're trying to target. So just do a few tests with different types of photos and videos and look at the ad format that you want to choose. Now after you've made your selection you're going to be able to review your payment options and then submit your ad. So your ad will be reviewed to make sure it complies with our advertising policies and most of our ads will be reviewed and start to run within the hour.

Now we're going to jump back and look at the posting calendar again that we were talking about.

So you can create and add the engagements that you're actually seeing from each post on your calendar, so go to your insights tab and record the number of likes, shares and comments that you're getting in this engagement column. You can also then record the reach that you're getting then once you've done this think about the performance of your ad based on the objective that you chose. So did it meet the goal or did it not meet the goal, then you can look to see, you know, what theme of post is performing best for your business, where are your audience really reacting well to them, can you repeat that.

Now you've prepared to advertise.

Now we're going to look at actually the actual process of the promotion on Instagram.

So to promote your post, first of all you're going to go to your profile, then you're going to tap the post that you'd actually like to promote, below the post's image you can actually see the button that you're actually going to click on, so there's the promote and then you're going to fill in the details of your promotion by setting things like your budget, so how much you want to spend and the duration, so how long you want that app promotion to run for.

Then tap next and once you've completed these details you're actually going to move on to completing that promotion.

So to complete your promotion I said tap promote but you don't need to complete it here and now.

So we want to show you that you've created it but you can also create ads in Stories. So to promote a Story, again slightly different process, go to your profile, tap the Story that you'd like to promote, so this could be an active Story that's running or an archive Stories or something from your highlights, then tap promote fill in the details of your promotion and tap next once you've completed these details.

Again to complete your promotion you're going to tap promote.

After running your advertisement or advertisements you may want to create many ads that run in bulk or you want to create, you know, one ad that runs at one time. So you can try promoting a post using your desktop or even using Ads Manager, which is a system to run and manage ads on Instagram.

Here you can also run Facebook ads as well by using Ads Manager. It's a fantastic way to have a great overview of everything that you're running with advertising. You can set up, make changes and see results from all your Instagram campaigns, your ad sets in one place and again Ads Manager is available on your desktop and also with an app on your mobile.

Now I'm going to move on and address a very frequent question that we get asked all the time.

How do I get my business verified on Instagram?

Here's the answer. Right now only some public figures, celebrities and brands have verified badges and our tip for business is, if your account doesn't have a verified badge, there are other ways to help let people know that you're authentic.

Three tips that we really recommend to demonstrate authenticity are, number one, complete a description in your Instagram profile bio to tell potential customers more about your business. Secondly use Stories to provide a behind-the-scenes look at your business.

Number three encourage customers to tag your business in their posts, again people can see the posts from customers that are actually using your products or services it's a great form of feedback.

So your account has got to comply with Instagram's terms of service and community guidelines and it needs to hit four criteria. So you need to hit authenticity, uniqueness, completeness and notability. To access the verification request form go to your profile, then you're going to tap on that gear icon, so in the top right, tap settings, tap account, then select request verification. So you'll need to provide your account username, your full name and a copy of your legal or business identification. Once your request has been reviewed you're going to receive a notification confirming or declining your request in your notifications tab.

So we've covered a lot there and I want to leave you with four key takeaways to go home with today.

So number one use Instagram to tell your business' unique story and do this by crafting an appealing content that really matches your brand and also matches what your audience is looking for. Next try to plan your photos and videos in advance and also use comments to engage with people once they interact with those posts. Direct messages and Stories are a great way to directly communicate and connect with customers. Also showcase your products and services and set up an Instagram Shop or use action buttons that are available on your business account to really allow customers to book with you, buy tickets and do much more. And lastly if you want to reach more people it's definitely considering investing in advertising.

Again Instagram offers you to help you get this marketing message out to more people, people that otherwise wouldn't see your content in an efficient and affordable way.

Now please visit facebook.com/business/boost/events to explore the rest of this series and from there you'll also be able to access additional free training resources.

Another recommendation is join our UK Boost With Facebook group, again there you can ask questions, interact with other small businesses and also see the latest content they're offering.

Thank you again for joining and take care.