How to use Instagram for business

Standing out as a business on Instagram can be, well, tough. Use these Instagram for business tips to make it easier.

☐ **Research your audience**

A good social media strategy starts with a sound understanding of your audience.

Instagram's audience demographics give you an overall picture of who uses the platform. For example, 18-34-year-olds represent the largest ad audience on the site. However, that doesn't mean your specific audience on Instagram will be made up of 18-to-34-year-olds.

You can find demographic information on your existing audience using Instagram Insights, Meta Business Suite, or Hootsuite Analytics. But, if you're just getting started using Instagram for business, you might not have a large enough following to gain meaningful insights here yet.

In that case, take a look at the demographics of your audience on other social channels and of your existing customer base. While this won't translate exactly to Instagram, it should give you a sense of who's interested in your business and what you have to say.

Understanding your audience puts you in a better position to create targeted content and business captions for Instagram that resonate.

☐ Figure out your content mix

Now that you know who your audience is, you need to determine what to share with them. Rather than posting random content whenever the mood strikes, you need to develop a content strategy that speaks to your audience and keeps them engaged, all while contributing to real business goals.

While you should certainly post some promotional content to get people excited about your products and drive sales, you also need to provide content that builds community and sparks engagement. That might mean including user-generated content or other curated resources, sharing insider expertise about your industry, or joining in on a trending meme.

However, be careful to only join in on trends that are appropriate for your brand voice.

Look for opportunities to develop themes or regular installments that you can build into a series. "Content buckets" allow you to check certain boxes without having to overthink creation. The more planning you do upfront, the better you'll be able to produce regular content and respond to last-minute or unplanned events.

☐ Schedule your content in advance

From Reels to Stories to posts, there are many options when it comes to Instagram content.

The best way to create a unified strategy is to schedule your content across all Instagram surfaces (and other social platforms) using a content calendar. Or, take it up a level and schedule all your content to publish automatically at the right time. Yes, you can even schedule Stories and Reels in advance.

The added advantage here is that you can create your content in dedicated blocks of time and schedule it to post at the best time for your audience. Even if that time is outside business hours, on the weekend, or in the middle of the night.

☐ Tag products

When you share content about your products on Instagram, tagging makes it much easier for people to learn more or buy. You can tag up to 20 products in a photo feed post.

To tag products, create your Instagram post or Reel as usual. Then, on the final screen before posting, tap Tag products. You can tag products from your own shop or someone else's, which creates great opportunities for collaboration and cross-promotion.

In Stories, you can tag products using the Product link sticker.

☐ Track your results (and learn from wins and losses)

With an Instagram business account, you have access to the platform's built-in analytics tools to help you understand how well different types of content perform.

There are several other analytics tools available that can track longer time frames, automate reporting, and make it easier to compare Instagram metrics across other social media platforms.

No matter which social media marketing tools you use, the important thing is to check in regularly to learn what kind of content resonates best with your target audience. You'll start to see patterns about what generates the most

engagement, as well as what kinds of social media content increase views beyond your existing follower base.

Use these lessons to hone your content strategy over time.

☐ Treat Instagram as a customer service channel

Success on Instagram requires you to engage with your followers rather than just blast content out and hope someone likes it. One important component of this two-way communication is monitoring your DMs for questions, comments, and customer service requests.

Instagram business accounts have access to a couple of DM features that make managing customer service easier on the platform. First, your inbox is divided into Primary and General tabs to make it easier to keep track of your messages. And second, you can create saved replies to commonly asked questions that you can access via keyboard shortcuts.

☐ Automate content creation

The average Instagram business account posts 1.55 times per day on the main feed. That's a lot of content!

Luckily, manual content creation is now a thing of the past. These days, it's easy to speed up content creation processes like copywriting and graphic design with the help of generative AI tools. You can also leverage outside tools like ChatGPT, Dall-E, Midjourney, and more.

Always remember that content generated by AI should always be seen as a starting point, not a finished product. Be sure to check over any AI-generated content for accuracy, brand voice, style, and tone before posting.