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**INSTAGRAM TACTICS  
TO GROW YOUR  
SMALL BUSINESS**



**FYN**  
CREATIVE

# INTRODUCTION

A tight budget.

Small business owners, you're probably familiar with the restraints that come with these three words. A common dilemma you and your business may face is how to get your message seen by as many people as possible by spending as little money as possible, right?

If you're a visual-based company, anything from food and beverage to clothing, Instagram is the perfect platform to help you get your business noticed. With over 400 million active daily users and 4.2 billion daily likes, there is no sign of the app slowing down anytime soon, especially with the significant growth and appeal of Instagram Stories (reaching 150M daily users in 25 weeks as opposed to Snapchat's 5 years to reach 150M).

Are you convinced yet that Instagram is where the attention and engagement is? Well, here is one more for those that think Instagram is for a "younger" demographic: the second most active age range on the platform is 30-50 year olds, with 28% of usage. We want you to not only succeed on Instagram but to see the benefit of utilizing Instagram correctly and how it can help grow your business.

The following tips will help you make the most of your Instagram account to market your brand, grow your business, and make sure your product or service is being heard, even with the smallest budget.

# 1: MORE "QUALITY" POSTING EQUALS MORE FOLLOWERS

In order to get the results you desire, first, make sure you're posting enough. A common expectation I hear from clients is that they want to grow their followers or increase engagement. Then when I look at their frequency of posting, amount of content, and times they are sharing that content, it doesn't add up.

In order to get more traffic, grow your reach, and ultimately create momentum to increase the bottom line, you need to share often. I advise, no I challenge you, to post a minimum of three times a day, about 18-21 pieces of content per week. Yes, you're thinking, "Wow, that's a lot!"

**Do us a favor:** try this for 30 days.



# #1 Continued

How do I create 20 pieces of content a week, you ask?

If you're feeling stuck for content or what to post, you could think about the journey of running a small business in your particular city, or connections you might have to other small businesses in the area - document daily encounters.

You could tap into the "behind the scenes" of your organization, whether it be showing before and after shots, renovations, or teasers of new products to come.

You can feature a picture of your employees and share a short story about them. If you have 5 employees, that's five pieces of content. One better, if your employees are good with social media, you could let them take over the account and do a day in the life.



If you're struggling to create enough content or don't have enough time, this is where you should hire outside help to further develop and capture content.

## 2: THE AUDIENCE WITHIN A 15 MILE RADIUS

Next, utilize geotag searching.

Geotagging enables you to search posts that are tagged in a specific area.

Come up with a minimum of ten geotag locations within a 10-20 mile radius and explore posts and users within the scope of your location three times a week (1-2 hours of work and engagement can go a long way).

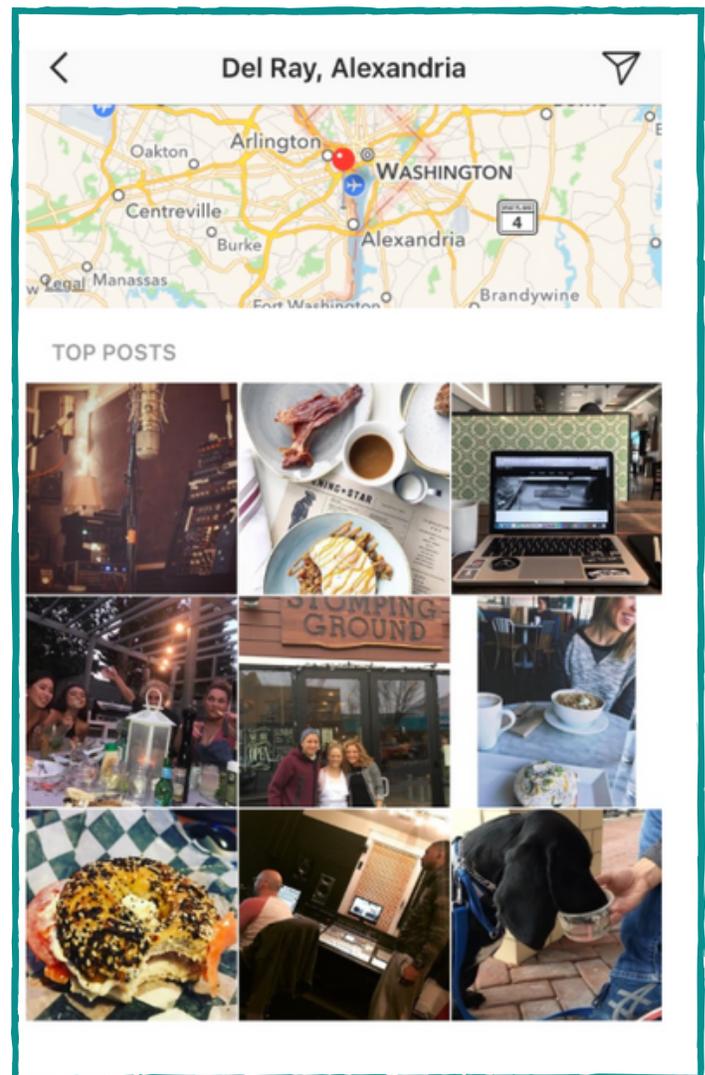
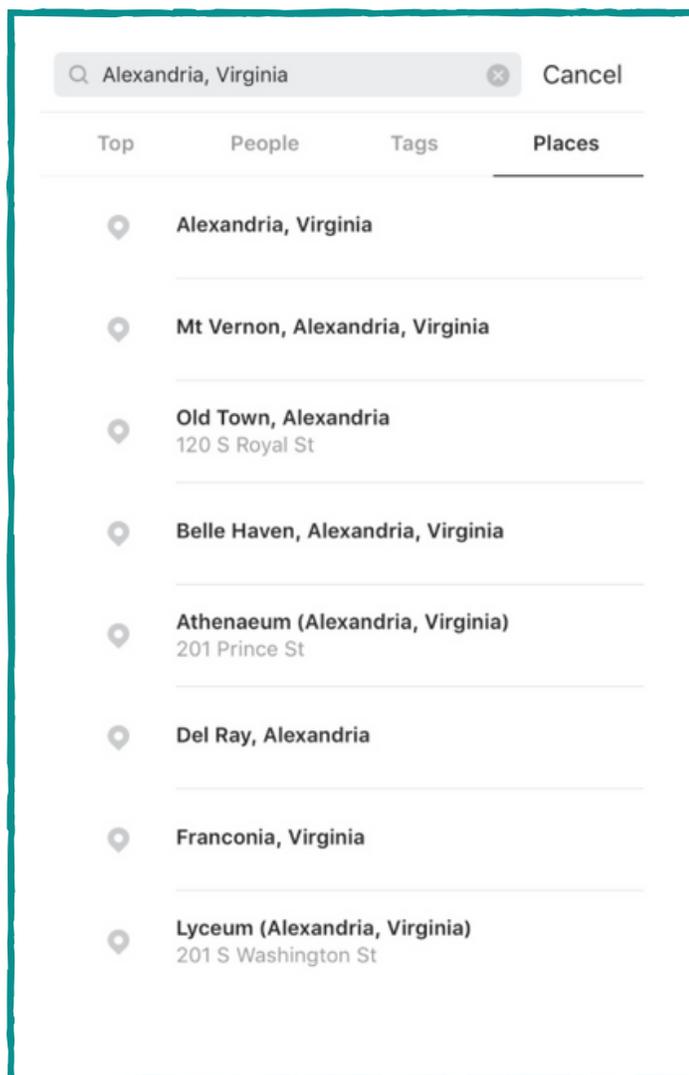
Simply reach out and engage with people in the area, whether it be congratulating them on a big event or liking their activity in your area. Make sure that your interaction is completely personal and not necessarily marketing or promotional based in order to avoid turning off potential customers. If you are going to go in the for "right-hook" make sure you call to action and message is as human and personal as possible like the example in tip #5.

Set yourself apart from competitors by not limiting yourself to only engaging with people who tag your account. By opening up your geotag search, you open your small business up to a bigger audience.



## #2. Continued...

On the explore tab, click on 'Places' and then search your city. Take Alexandria, Virginia as an example. After searching for the city, a list of nearby locations will come up. As a small business owner I could then reached out to people in Belle Haven, Del Ray, and Franconia. After clicking on a location, a list of top and most recent posts come up, allowing you to look through a large array of Instagram users in the area.



### 3: CROSS PROMOTE- ONLINE AND OFFLINE

Third, be open to cross promotions. You can start by going offline, connecting face-to-face with at least ten other small businesses both in and out of your industry. Find influencers in your area and partner with them to share each other's content when you're offering a promotion. Influencers are not necessarily the account with a million followers or even necessarily in your industry, but rather anyone active on the platform that have the attention of your customers' demographic and could potentially share information on your business or tag you and your content.

For example, a florist with a special on Valentine's Day could partner with a restaurant offering a deal on dinner. They would share each other's respective deals in order to both benefit from the exchange and grow their audiences. This could be paid or unpaid, and I encourage you to reach out to other small businesses outside of your industry that share your demographic as well.

## 4: BRING VALUE

Focus on the specific benefit your business brings to your demographic. Take a dry cleaner & tailoring business that's trying to market their alteration services for example. With your customer's permission, you could take before and after shots of the garments you tailor and post it to Instagram tagging your city and using relevant hashtags. Exchanging your Instagram username with the customer helps you to bring more people to your profile. You could ask them to repost the image as well, sharing your services with all of his/her followers and perhaps sweeten the deal by offering a discount on their next dry cleaning or alteration.

In addition, as a dry cleaner or small business in the service-based industry, you may be emphasizing the time-saving aspect of your company. Post content that highlights time-saving tips in order to maximize the appeal of your business. For example, post tips such as pre-loading the dishwasher or laying out your clothes the night before, and then find a way to incorporate your business into the list by reminding them to pick up their dry cleaning and how to avoid particularly busy times at the store. If these lifestyle hacks will save your demographic time and effort and are posted on a consistent schedule, customers will be more likely to remember you and make time for your business in their busy day.

## 5: GO ON THE OFFENSE

Lastly, don't wait for people to find you.

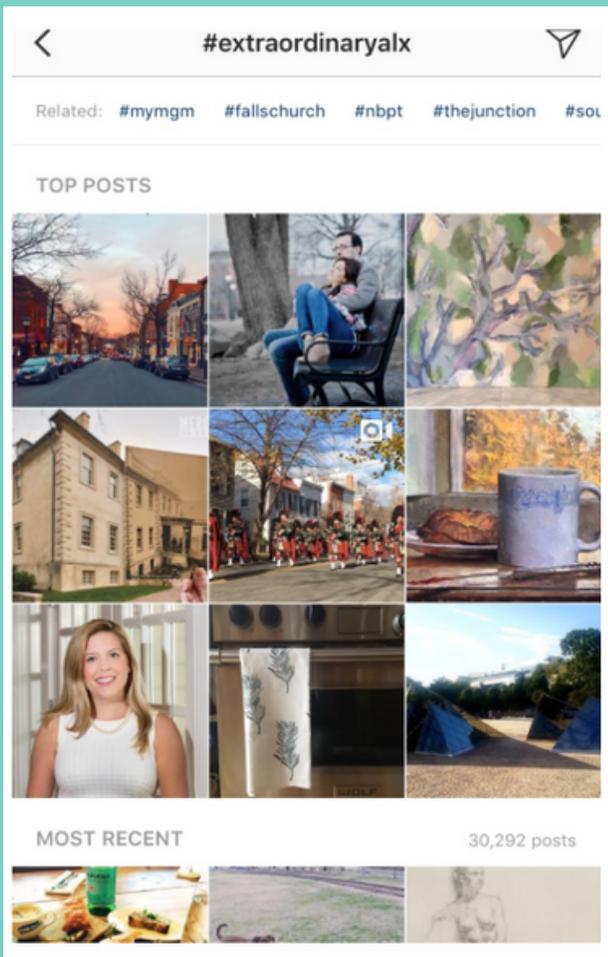
Spend a significant amount of time finding active social media users in your area and break out your direct messaging skills by introducing yourself.

Looking for a place to start?

Refer back to the geotag feature to find people in your area or search for relative hashtags-anything that has to do with your industry, city, or workspace. By finding people who use these hashtags, you automatically have access to a pool of people who are in your area, target audience, or are looking for your product/service and would be interested in your business.

## 5: GO ON THE OFFENSE

For example, the hashtag #extraordinaryalx is based on small businesses and residents in the area of Alexandria, Virginia. Searching this hashtag brings you to a variety of potential customers in the area, and you can then go through and select who you think would be most responsive to a direct message.



You can even take advantage of the 'Related' feature, clicking on other hashtags that people in your area or field are using as well. This will give you a larger group of people to select from and will even allow you to understand what your customers are interested in or are currently talking about.

## 5: GO ON THE OFFENSE

Another way to find people is by researching accounts in industries that are related to your own. If you're a landscaping business, follow all the active real estate agents in your area. When they post that they've sold a home, direct message the new homeowners and congratulate them on their purchase. Make sure to follow up a few weeks later offering a discount or promotion to your services for whenever they may need it in the future.

Personalize each message and even offer some sort of discount on your product or service to get them interested. Instead of an automated or one-way type of communication, create a conversation that the potential customer would be interested in engaging in.

# OUTREACH EXAMPLE

Below is an example from Instagram after Kevin's wife posted a picture of their dog and cat to Instagram one evening.

You will see she used five hashtags (#igpet, #petlife, #igpuppy, #blacklab #tabbycat), popular pet Instagram hashtags.

You will then see Walkpaws, a local dog walking and pet sitting service, commented with 3 personalized sentences and referenced Arlington and D.C. where they live. They then said "Feel free to contact us if you are in need of these services."

Now you may think they found us through one of the hashtags, however, those hashtags are very broad and have thousands if not millions of posts that are not from the DC metro area.

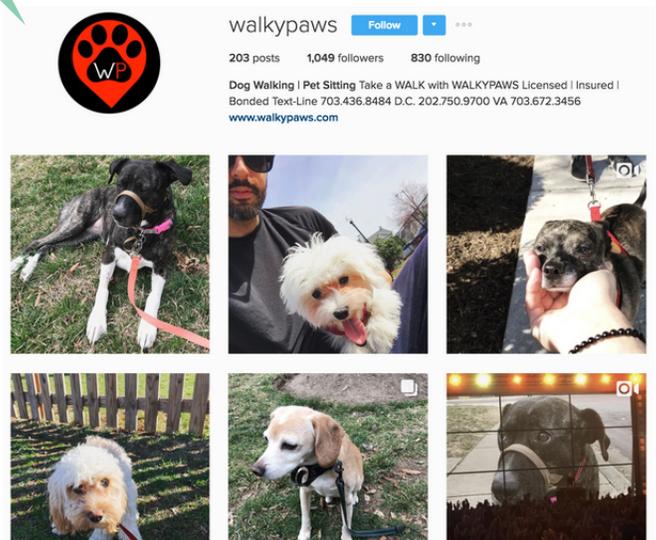
So how did they find Courtney's post? From the geotag location search of Alexandria, Old Town VA.

The next thing that is important to note is that when you click on their Walkypaws Instagram account you see up-to-date posts, concise relevant information, and nothing that is considered spam or sleazy marketing. They also utilize their Instagram account to curate the cutest pets of the DC area. That's an expert move!



Geotag

Comment



# ABOUT FYN CREATIVE

Here's what we want you to know about **FYN Creative** and our resources: when you think of the real-time, ever-changing digital landscape and how one should be using these tools to grow their brand, you think of us.

FYN Creative was started by Kevin O'Connell, after he built his knowledge and hands-on experience with digital media after working for eight years in the higher education setting, most recently at Rutgers University. In conjunction with a marketing and leadership background, Kevin is predominately self-taught and self-made learning the intricacies of each social media platform - from the both the marketer and consumer side - to the technical and creative needs of photography, videography and organic and paid media. Annually, Kevin speaks to a variety of audiences and writes for Socialnomics and Social Media Monthly on digital storytelling best practices and social media trends.

We understand audiences, the best distribution practices for a variety of budgets and business goals, and the everyday nuances of each social media platform. Because FYN Creative has worked with non-profits, small business owners, and companies in a variety of sectors we have a wide perspective. We understand how social media content and campaigns behave and how audiences consume a different messages in a variety of industries. Most importantly, we know what behaviors and types of content that will resonate with each target audience(s) we help define for our clients. Regardless of budget, we understand how to maximize ROI.

We have a small but dynamic team of videographers, social media practitioners, and interns that make up a variety of our services including:

- Consulting and strategy development
- Community management and execution
- Content creation:
  - Photography - product, event, social media, and behind the business
  - Videography - social video, documentary, event, how-to's, and behind the business
- Paid media
- Campaigns

We have the resources and knowledge to create compelling content while remaining nimble to pivot on the market changes or client's needs. If you work with us, we will work together to intimately understand your objectives, your target audience(s), and deploy the creativity and execution expertise to take your business to the next level.

