

Take Your Brand to The Next Level With Instagram



With over
120
million users

from the USA logging in and

500
million people

viewing Instagram stories daily, opportunities for you as a retailer to connect with your customers and sell products are infinite!



Here are Top 4 Ways to Amplify Customer Experience on Instagram

1 Use Hashtags Effectively

Instagram posts that use hashtags gain **12.6%** more engagement as compared to those who don't.

So it really is worth creating a hashtag strategy for your brand if you want to grow your account!



What do Hashtags actually do?



Make your content easier to find



Encourage audience interactions



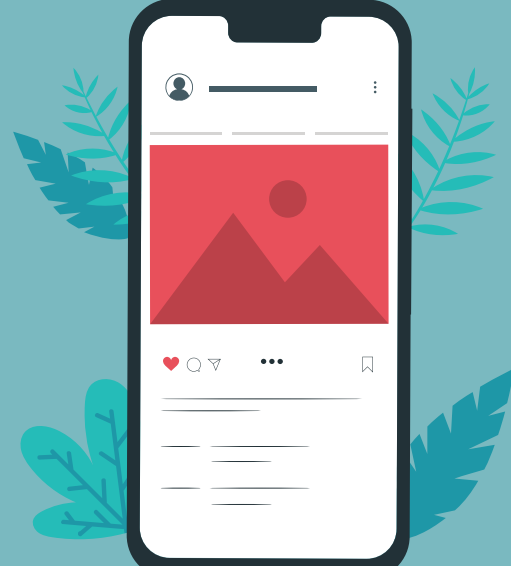
Improve your engagement rate



Build a community around your business

2 Use Stories

Instagram Stories ads are the perfect way to showcase your brand, business, and products to an already engaged audience. In fact, **75%** of Instagram users visit the brand's website or make a purchase, after looking at Instagram ads.



What can you share there?



Offers, deals, and promos



Share user-generated content



Behind-the-scenes stories



Special announcements

3 Visually Plan Your Instagram Feed

If you're looking to convert your viewers into followers, putting some time aside to plan your Instagram feed in advance is a good idea.



How do you maintain consistency?



Choose the aesthetic of your Instagram profile



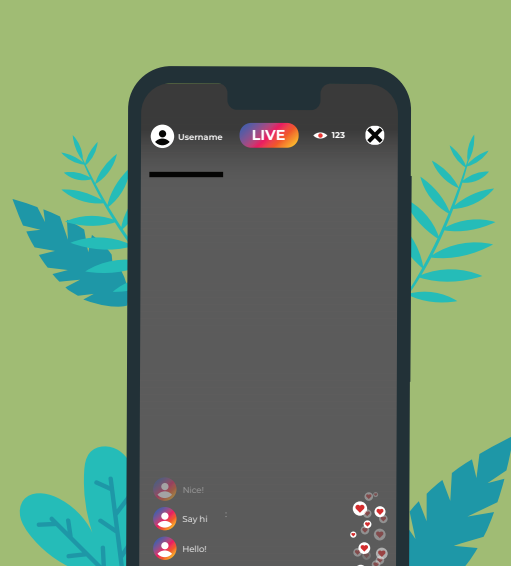
Find content for your feed aesthetic



Use similar filters to keep it consistent

4 InstagramLive

Instagram live lets you connect with your audience in a direct, transparent, and authentic way. It is an incredible channel for driving new followers, engagement, and even selling products.



How does this help?



Help followers tune into and engage with your brand



More relatable and personal experience



Helps in brand recognition

Conclusion

These tidbits of advice should get you off to a running start on Instagram.

Remember that Instagram's social nature works to increase the more intangible aspects of marketing, such as buyer loyalty, brand equity, and lifetime user value.

Happy Instagramming! 😊

Should you want to know more, get in touch with our eCommerce experts and we'll take it from there!

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