

# Intro To Instagram



*Instagram*

**If nobody knows  
you exist your  
business will fail!**



# Will This Be You?



# **How Important is Marketing to Small Business?**

# 8 Out of 10 Businesses Fail Because of These Five Reasons | You Can Beat the Odds

15



1. Not really in touch with customers through deep dialogue.
2. No real differentiation in the market (Lack of true value proposition)
3. Failure to communicate value proposition in a clear, concise, and compelling fashion
4. Leadership breakdown at the top (otherwise known as founder dysfunction)
5. Inability to nail a profitable business model with proven revenue streams.

Do you recognize any trends at all in these five reasons?

*Every one of these five reasons can fit into the areas of brand story, brand position, and brand journey.*

**Why Don't More Business Owners  
Focus on Marketing?**

**...Not Enough Money**  
**...Don't Know What Works**  
**...Too Many Options**

**The BIG One**

**TIME!**



## **Our Mission:**

**Provide High Quality  
digital marketing training  
and solutions to small  
business owners.**

# Who are we?



Amanda Read  
541-977-8333  
amanda@readmobilemarketing.com  
[ReadMobileMarketing.com](http://ReadMobileMarketing.com)



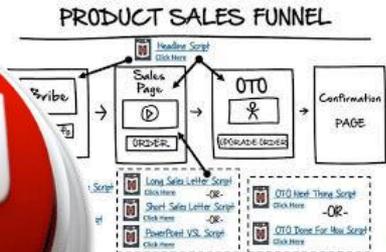
# So much noise...

Funnel Certification Program  
Presented by DIGITALMARKETER

Two circular portraits of men, likely instructors or participants in the program.

**\$3 MILLION**  
In less than 2 hours

A man with a shocked expression, holding his hands to his face, with a green dollar sign icon above him.



**SALES FUNNEL BLUEPRINT**  
REVEALING THE SECRETS OF SALES FUNNELS

**BUILDING SIMPLE SYSTEMS THAT GENERATE BIG-TIME PROFITS**

GENERATE BIG-TIME PROFITS BUILDING SIMPLE SYSTEMS THAT

The book cover features a funnel filled with stacks of money and a play button icon.

How effectively are you m. marketing funnel?  
Clear planning and direction from an experience. help you create sales.

A diagram showing a marketing funnel with stages: Awareness, Consideration, Purchase, Retention, and Advocacy. It includes various icons for social media and analytics.

FREE ONE HOUR MARKETING PLANNING SESSION AVAILABLE  
Simply email [hello@digitalmarketingcommunications.com](mailto:hello@digitalmarketingcommunications.com) or check us on social media to get FREE PLANS TO RECEIVE YOURS!

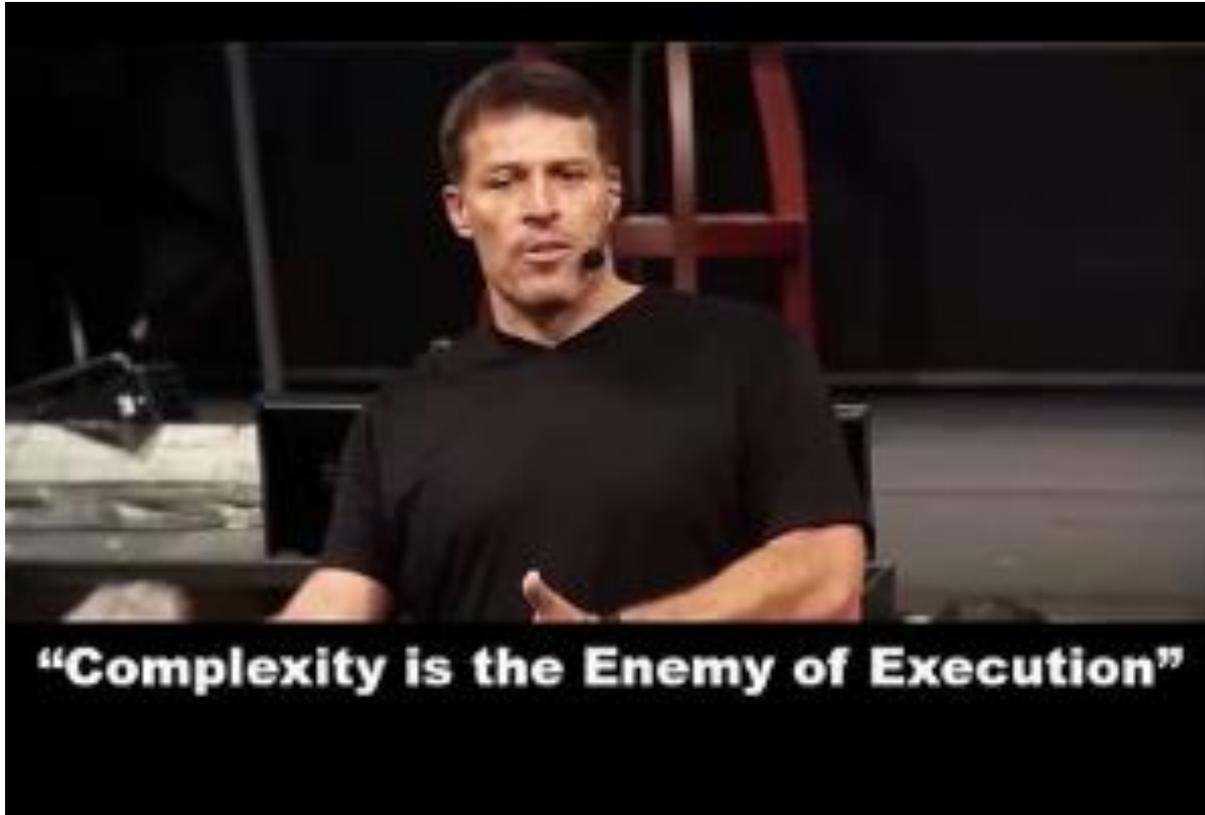


500 [Distro]

Funnel Optimization with Ryan Deiss

A man in a dark suit and white shirt, smiling, standing in front of a window.

# Let's keep it Simple!!



## **MY Big Promise to You...**

**By the end of this workshop  
you will understand Instagram  
and How to you use it to grow  
your business.**

**I want you to walk away with a simple step-by-step plan for your business.**



**STEP ONE**



**STEP TWO**



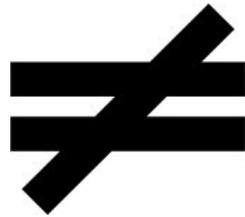
**STEP THREE**

**Sound Good?**



**Before we begin. Quick  
story...**

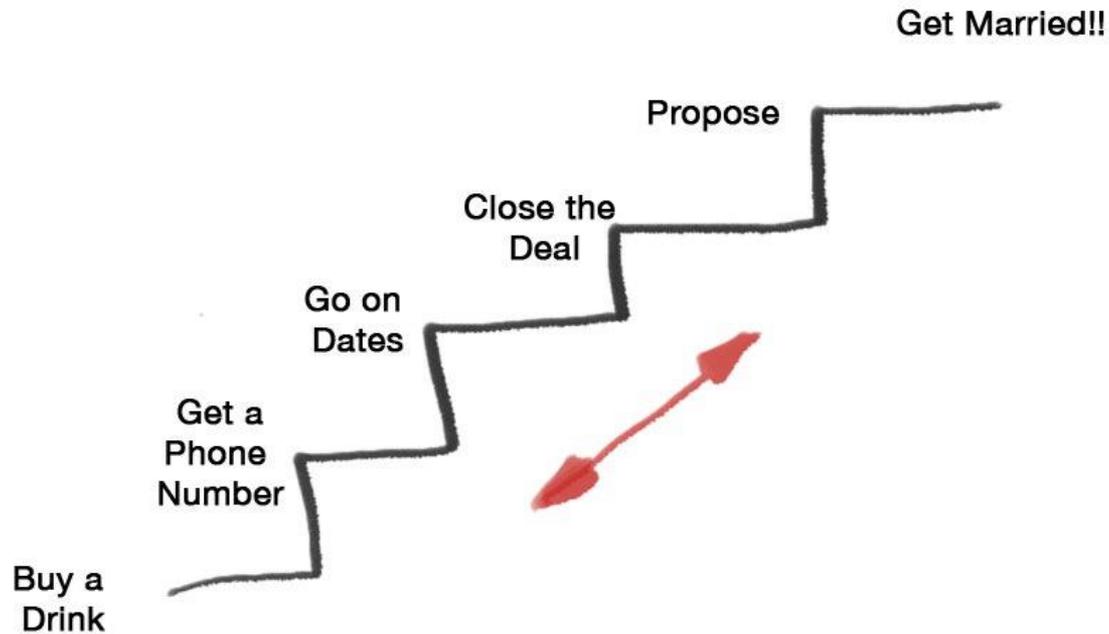
## 95% of People Do Instagram Wrong



**What is your goal with Instagram?**



**Don't propose on the first date!  
Build the relationship.**



# Instagram

- **Business to Consumer**
- **TOP 10 INDUSTRIES:** Travel and Hospitality, Fashion, Health and Wellness, Arts and Crafts, Food and Beverage, Ecommerce, Beauty, Photography, Auto, Event Planning
- **TARGET AGE: 18 – 45**

# Instagram

## Why Instagram?

- Reach Followers
- High Engagement
- 96% of marketers use Facebook  
only 36% of marketers use  
Instagram
- Average sale \$65

# **Step 1**

## **Understand Mobile!**

**Instagram is a mobile site**

**FACT: Worldwide, more people own a cell phone than a toothbrush.**



Everything on Instagram has to be actionable from a phone!

## **Step 2**

### **Your Bio**

- 1. Have a “Business” Profile**
- 2. 4 Lines or less in your bio**
- 3. Include a link!**
- 4. Include contact information**

## **Step 3**

**Its all about the look!**

- 1. Visual, visual, visual**
- 2. Make images similar**
- 3. Stop the scroll**
- 4. Captions matter**

# **Step 4**

## **Build a Following**

- 1. Hashtags**
- 2. Share**
- 3. Be Authentic, be real!**
- 4. Vary content – use stories polls  
and questions**
- 5. Engage**
- 6. Be consistent**

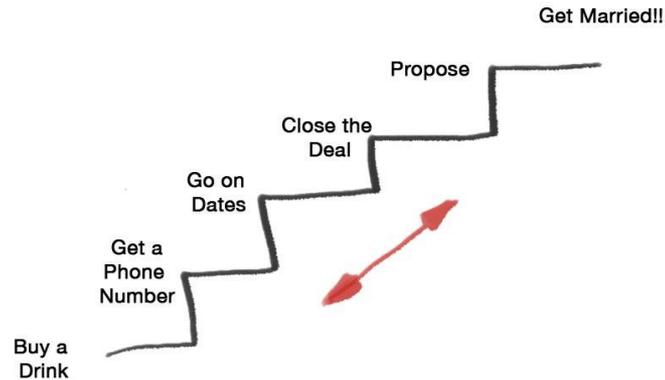
# Step 5 Connect

- 1. Respond to comments**
- 2. DM people**
- 3. Answer DM's**
- 4. Follow Up**

# What's Your Followup?

Its NOT just social media. You have to have a plan!

Email  
Texts  
Phone Call  
FB Messenger  
Coffee  
Video Conference  
Proposal  
Invite to Come in  
**\*\*Website\*\***



**Think you don't have time?**

**Think again.**

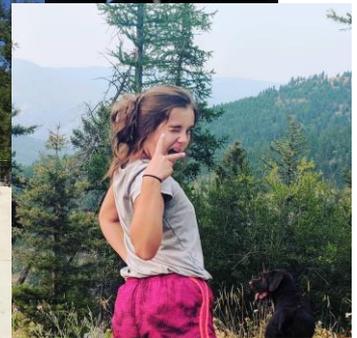
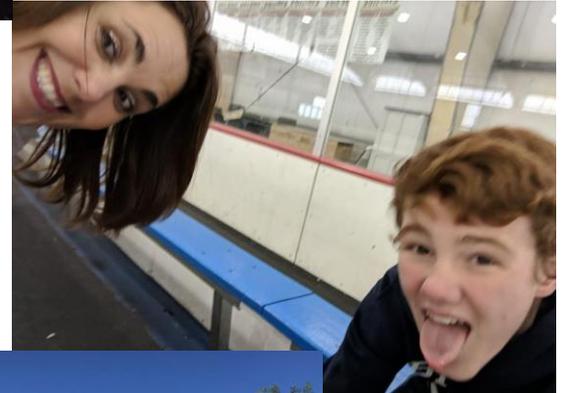
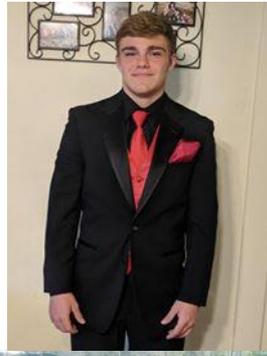
**You don't have time NOT to.**

- Don't get left behind
- Stay relevant
- Meet people where they are

# Quick Recap

- 1. Mobile**
- 2. Get Your Bio Right**
- 3. Look Good!**
- 4. Build A Following**
- 5. Connect**

# Insta @amandarread



# Questions?



# Insta @amandarread

