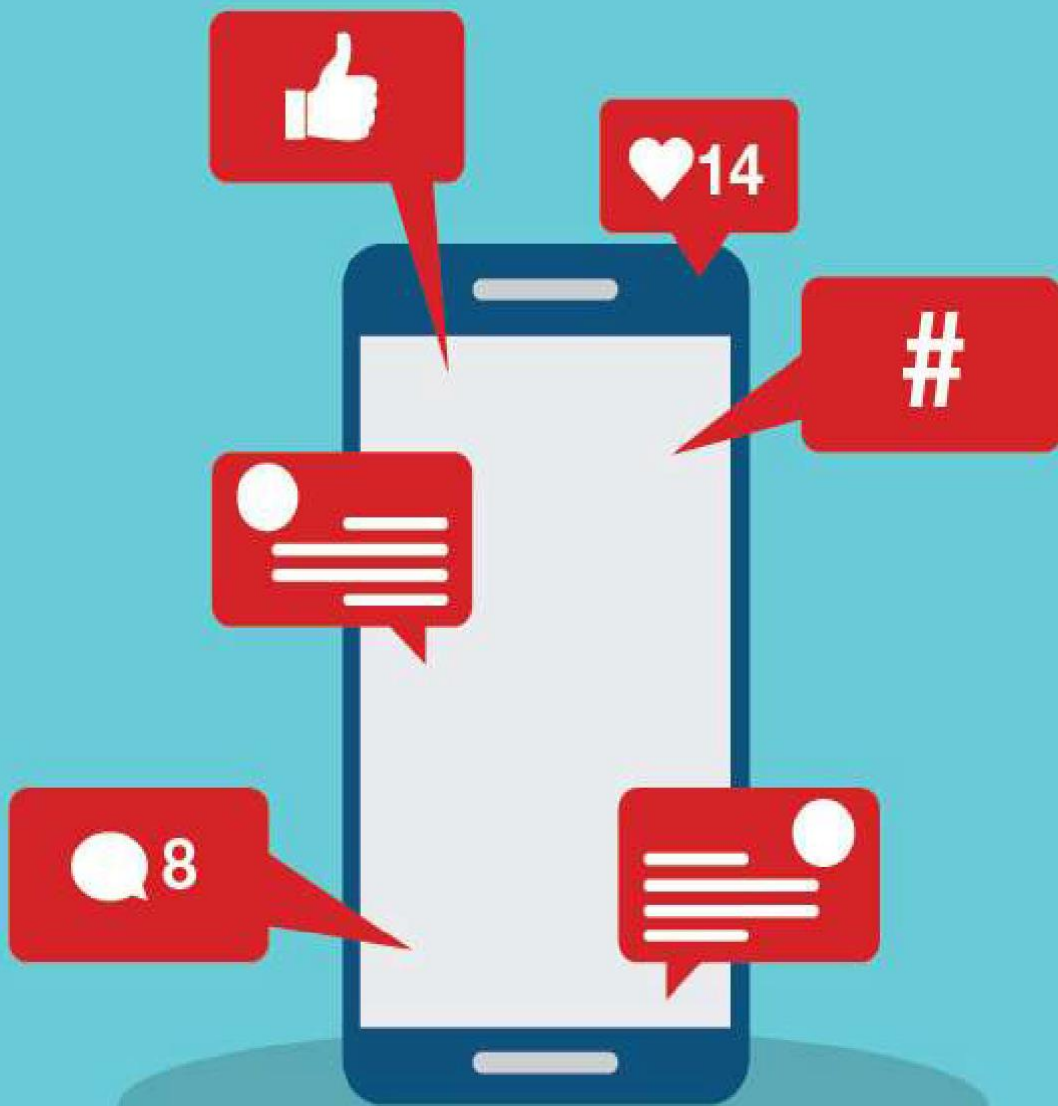


Instagram Insider Secrets



A m y H a r r o p

Succeed With Content

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Introduction

In 2010, Instagram burst onto the web, changing the way we share and view content. Since then, the photo-centric service has grown into one of the biggest social media platforms and an integral part of any effective marketing campaign.

However, consistently publishing content, building an engaged following, and staying ahead of the curve isn't always easy, especially when you also need to focus on driving sales. That's why I've put together this insightful eBook to give you all the insider Instagram secrets, hidden features, and useful tips and tricks so you can make the most of your Instagram account.

Let's get started!

Should You Set Up an Instagram Shop?

You may already know that Instagram is a great place to promote your printable and POD products. What you may not know is that it's also a great place to sell them.

Instagram shops allow people to sell products directly from their Instagram feeds. That's important because without a shop, you can add only one link on Instagram, and it lives on your profile page. That means that your followers will need to click through to your profile to buy from you.

So, let's talk about Instagram shops! What are they, should you set one up, and how do you do it? Here's what you need to know.



What is an Instagram Shop?

Instagram shops are available to Instagram users with business or creator accounts who sell their products in online marketplaces that integrate with Facebook. (The Facebook connection is there because Facebook owns Instagram.) You can find a list of integrations [here](#).

Instagram

It's important to note that Etsy isn't on that list. That's because according to Instagram's eligibility requirements, you must own the domain that hosts your products. However, you can use the mini Etsy app to link your Etsy shop to your Facebook page.

What Are the Benefits of Setting Up an Instagram Shop?

- ♦ Visual marketing drives sales. There's no denying that people are more likely to buy a product they can see. Adding products to your Instagram feed can help you show people what you have to offer and – just as importantly – how they can use it!
- ♦ Product discovery is simple. Your followers already know you, but what happens if someone new stumbles across an image of your product and wants to know how to buy it? Having an Instagram store means they can learn about you and buy your product with just a tap of the finger.
- ♦ Instagram marketing is seen as authentic. People trust social signals and social recommendations more than they trust outside recommendations. Selling on your Instagram feeds gives your products an authentic feel that people are likely to trust.
- ♦ Instagram marketing is seen as authentic. People trust social signals and social recommendations more than they trust outside recommendations. Selling on your Instagram feeds gives your products an authentic feel that people are likely to trust.
- ♦ The buying process is simple. Instead of redirecting people from your Instagram feed to your store via your profile page, you can shorten the buying journey and make it both quick and easy for people to buy your products.

- ♦ You can easily partner with influencers. You already know that Instagram influencers can recommend products to their followers. If you want to dip a toe into influencer marketing, setting up an Instagram shop makes it extremely easy to do so.
- ♦ Your sales are likely to increase. The ultimate benefit of opening an Instagram shop is that allowing your followers to buy directly from their Instagram feed is a great way to increase your sales and profits. The easier it is for people to buy your products in the moment, the more likely they are to do so.

You can see that there's a lot to be said for selling your products on Instagram by setting up an Instagram shop.

How to Set Up an Instagram Shop

Now that you understand how having an Instagram shop can help you to earn more money selling your products, let's talk about the steps required to set up a shop of your own.



1. Determine your eligibility. You must be in a marketplace that supports Instagram shops. If you're in the United States, you are eligible. Instagram provides a full list of supported markets on its website. You must also adhere to Instagram's merchant agreement and, as noted above, own your own domain.
2. Convert to a business account. If you're currently posting your products from your personal Instagram, you'll need to convert to a business account to set up an Instagram shop.
3. Connect to your Facebook page. If you don't have a Facebook page for your business, you will need to create one to set up an Instagram shop. You can create a business page from your personal Facebook profile by following these steps. Once you have a business page, you'll connect to it by visiting your Instagram profile, clicking Edit Profile >> Public Business Information >> Page and entering the URL of your Facebook business page.
4. Upload your product catalog. You can do this step using the DIY method on Facebook, which you can find here, or by following the instructions on the eCommerce provider where you host your products.
5. Submit your account for review by Instagram. After you've added your products, you'll need to go to Settings and sign up for shopping. The process usually takes a few days, and you can check the status of your review by visiting Settings >> Shopping.
6. Turn on shopping features for your account. Once your account has been approved, the final step is to turn on your Instagram shopping features. You can do that by going to Settings >> Business >> Shopping >> Product Catalog. Choose the product catalog you linked from the menu and click done.

Provided that you own a domain where you sell your products – in other words, if have an eCommerce site powered by Shopify, WooCommerce, or any of the other integrated Instagram partners, it's worthwhile to set up an Instagram shop. It's free and it makes it easy to get your products in front of a new audience and increase your sales.



How To Create Instagram Carousels To Sell Your Products

Now that you know how to set up your Instagram shop, let's move onto creating Instagram carousels so you can start selling your products.

Marketing your printables and other products on Instagram is a smart thing to do. Instagram users are accustomed to buying the products they see when they scroll their feeds and having a presence there makes it easy for people in your target audience to find you.

If all you're doing is regular posts and stories, though, you could be missing out on an opportunity to increase your profits. Instagram Carousels offer a way to display your products that is more dynamic and engaging than a stand-alone photo. Here's what you need to know.

What is an Instagram Carousel?

Instagram Carousels are multimedia slideshow posts that allow users to display up to 10 images in a format that users can swipe through without missing other items on their feed. Carousels are an ideal marketing tool for showcasing a collection of products or an array of pages from a single book.

You can include both images and videos in your carousel. If you want to give your Instagram followers a better idea of what your brand represents and which products you sell, then creating a carousel is one of the most effective ways to accomplish those goals.



Just as you can with regular Instagram posts, each image in your carousel can have a caption, alt-image text, a geotag, and account and product tags. Your followers can share, comment, and like your carousel, as well.

Carousel posts are easy to spot. When your carousel appears on someone's feed, they'll see your cover image with an arrow on the right-hand side. They can click the arrow to swipe through the images and videos. At the bottom of the screen, they'll see a row of dots to indicate how many images are in the carousel and show their progress through the carousel.

Best of all, Instagram Carousels get **1.4 times the reach and 3.1 times the engagement** of regular Instagram posts.

Instagram Carousel Specs and Formatting

Before we review the steps to create an Instagram Carousel, let's go over the formatting requirements for images and videos. We'll start with images:

- ♦ Square, 1080 X 1080 pixels
- ♦ Portrait, 1080 X 1350 pixels
- ♦ Landscape: 1080 X 566 pixels
- ♦ Aspect Ratios:
 - Landscape, 1.91:1
 - Square 1:1
 - Portrait 4:5
- ♦ Image size: width of 1080 pixels as noted above, height between 566 and 1350 pixels depending on the orientation of the image.



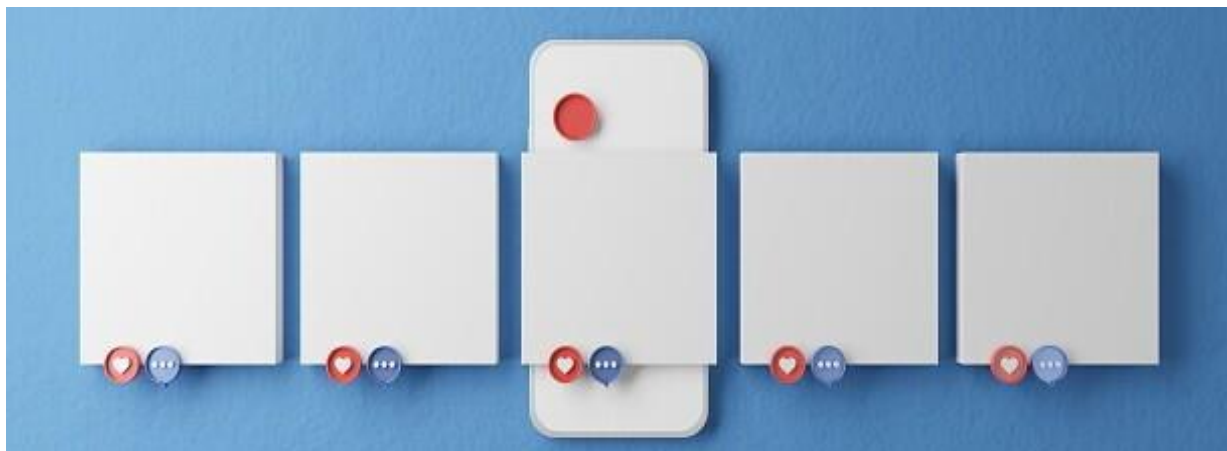
The video specs are as follows.

- ◆ Length of 3 second to 60 seconds
- ◆ Aspect Ratios:
 - 91:1 landscape
 - 1:1 square
 - 4:5 vertical
- ◆ Recommended formats are .MP4 and .MOV
- ◆ Maximum video size is 4 GB

You'll need to make sure any photos or videos you upload meet the formatting requirements before creating your carousel.

Steps to Create an Instagram Carousel

Creating an Instagram Carousel is easy and takes only a little longer than creating a regular Instagram post.



Here are the steps to follow.

1. Upload all images or videos to your photo library that you want to include in your carousel.
2. Open the Instagram app and tap the + icon on the navigation bar.
3. Tap “Library.”
4. Tap “Select multiple” at the bottom right of the preview window.
5. Select up to 10 images or videos **in the order in which you want them to appear.**
6. Tap “Next.”
7. If you want to, edit your images, or add filters to them.
8. Tap “Next.” (You can also tap Next to skip the editing/filtering step.)
9. Add your captions, account tags, geo tags, and product tags. Once you’ve added tags for one image, you can swipe through to get to the next one.
10. Double check to make sure all your images are in the right order. You will not be able to rearrange the order after you have published the carousel, so don’t skip this step!
11. Click “Share.”

As you can see, the process of creating an Instagram Carousel is easy. Once your Carousel is published, your followers will see it in their feeds and can like, share, or comment on it.

Shortcut for Creating Instagram Carousels

There's no denying that creating Instagram Carousels is easy, but I have a tip that can make it even easier. By now, you will know how I feel about [Canva](#), so it should come as no surprise that Canva provides a way to easily format your carousel posts, so they have a consistent and professional look.

Just as Canva offers an array of templates for traditional Instagram posts, they have carousel templates as well. You can find them [here](#). Simply choose the template you want and then use Canva's editing tools to experiment with fonts, colors, and formatting until your carousel looks the way you want it to look.

Carousel Ads on Instagram

Just as you can create an ad using any of your standard Instagram posts, you can advertise using your Carousel posts as well.



Source: <https://business.instagram.com/a/adsmanager>

Here are the simple steps to do it.

1. Go to Instagram Ads Manager.
2. Tap “Create a Campaign” and choose your goals and target audience.
3. Tap “Format” and select “Carousel.”
4. Tap “Instagram Feed” from the formatting toolbar.
5. Review your ad placement and tracking and tap “Confirm.”

Once your ad is approved, it will appear to your target audience on their feed.

Carousel ads are ideal for introducing new products or building brand recognition.

They can help the people in your audience gain a better understanding of your brand and products and move them to purchase your products, as well!

Instagram Carousels are an effective marketing tool for anybody who creates and sells printables or POD products. They provide a compelling way to showcase your products and attract new customers.

9 Instagram Story Hacks To Give Your Marketing A Boost

Now that you're an expert in carousels, let's take a look at other forms of Instagram content that can boost your marketing efforts, like [Instagram Stories](#), which are popular for a reason. They offer Instagram users the chance to highlight photos and videos to share with their followers. Stories have a higher profile than traditional Instagram posts and can be very useful for marketing.



The question that looms large for many of the people I know -- even for those who have been using Instagram for marketing for a while -- is this:

How can I use Instagram Stories effectively to sell my products and grow my business?

I'm always happy to answer that question because I think it's an important one. I love Instagram for marketing. So here are 9 Instagram Story hacks to help you get the biggest possible return on your marketing.

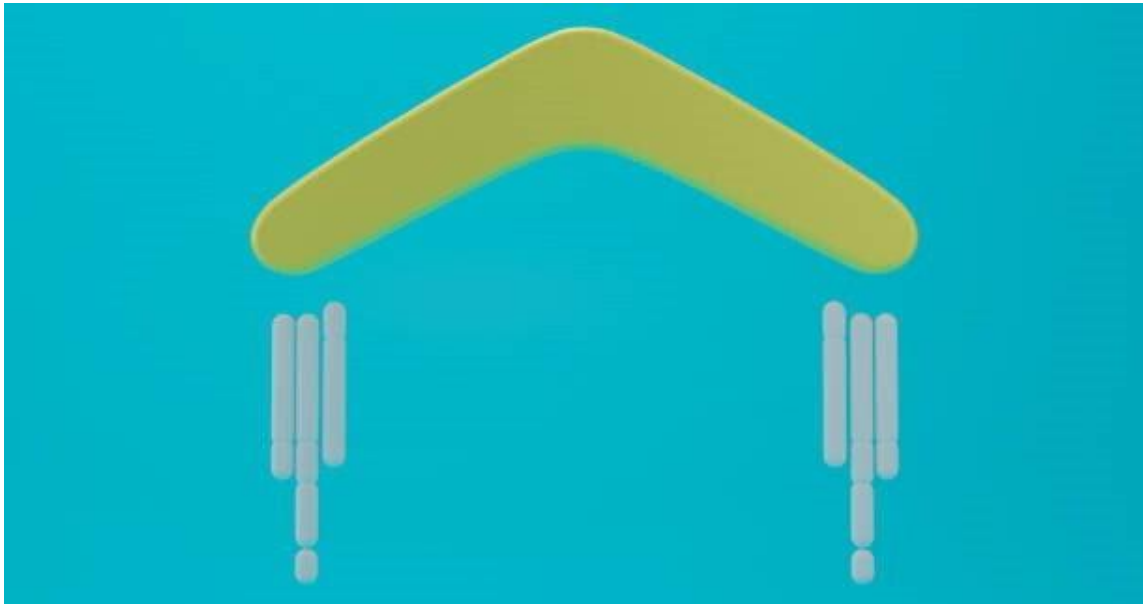
#1: Copy and Paste Images to Your Story

Creating or adding to your Instagram Story would be time-consuming if you were required to re-upload every image you wanted to use. Fortunately that's not the case, although I meet a lot of people who don't know it.

The quickest way to add an image that's already on your roll to your story is to open the image. Then, click the 'Export' button on the bottom left of the photo and then click the 'Copy' button. From there, you can go to your story and use the Paste function to copy it.

#2: Turn Your Photos into Boomerangs

After selecting a photo -- which must have been taken within 24 hours of being added to your Story -- simply hold your finger down on the screen until the word BOOMERANG appears. This simple action will turn the photo into a boomerang, which is a more engaging type of content than a static picture.



#3: Align Text Left or Right

You may have noticed that some fonts on Instagram don't allow you to choose an alignment. They simply default to the center -- something that can be deeply frustrating if you want to use one of those fonts but also want to align your text to the left or right.

It's a little known fact that you can simply place your finger on the text and swipe it to the left or right to change the alignment. I'm not sure why Instagram doesn't simply add the alignment option for these fonts -- but now you can change them if you want to!

#4: Post Instagram Stories Constantly

If you've used Instagram Stories, you know that the stories disappear in 24 hours unless you highlight them. One way to ensure that more people see your stories is to update them regularly -- even daily.

Your Instagram Story is posted on your profile page immediately next to your profile logo. Having an active story offers new visitors to your profile an easy way to get acquainted with you and your products.

#5: Use Custom Colors in Your Story

Instagram offers an array of default colors that you can use as backgrounds for the images in your Story. But, what do you do if you have brand colors that aren't included in the default options?

There's a simple hack to solve this problem. Choose the 'Brush' option and do a long hold on any one of the default colors on display. The long hold will open a color slider that will allow you to create custom colors to use in your Story.



#6: Create a Color Gradient for Text

Adding a color gradient to your text can make your stories more visually striking and memorable. To start, type your text and then highlight it.

With the text highlighted, open the color palette. Then, hold one finger on your text and the other on the color palette. Drag both fingers toward the left side of your screen. As you do, you should see the gradient colors appear on your text - and you can adjust as needed! You can also drag your finger from right to left -- or up and down -- to get a different effect.

#7: Highlight Text on a Solid Color Background

What happens if you want to share a quote or an idea -- and you want a solid background to make it stand out? Here's an easy way to do it.

Choose a picture from your roll. Click the pen icon at the top and select the color you want. Then, hold your finger on the screen for one to three seconds until the screen fills with the solid color you chose.

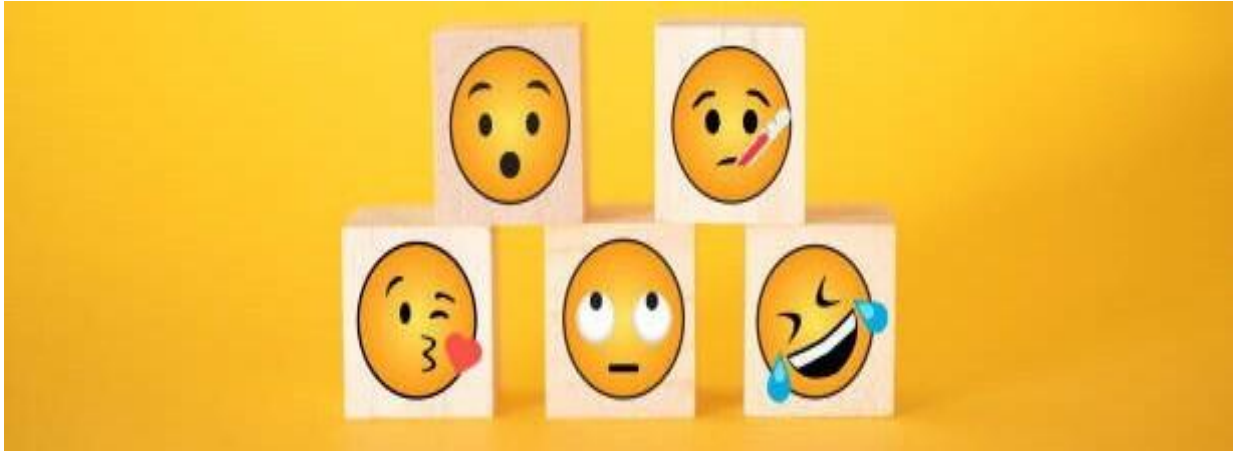
From there, you can type the text you want on top of the background and add the whole thing to your story.

#8: Let the Background Peek Through

Another hack related to the last one is that after you add a solid color background to an image, you can use the eraser function to let the original image peek through.

To do it, simply tap the eraser icon and then tap or drag your finger where you want the underlying image to shine through. I like this hack because it offers a ton of visual interest that you can use strategically, so it works in harmony with your text.

#9: Hide Your Hashtag Stickers



Hashtag stickers are a useful tool for helping people find your story. That said, you won't always want the sticker to be visible -- especially if it interferes with the aesthetics of your image.

To hide the stickers, start by pinching them to make them smaller. Then you can simply cover them up with an image sticker or a GIF. They'll be hidden from view but still doing their job!

Instagram Stories aren't complicated and they don't have to be time-consuming to create. Using the 9 simple hacks listed here can help you fine-tune your images and create memorable and impactful stories to share with your followers.

Hashtag 101: How to Use Hashtags to Promote Your Shop and Products

Now, if you use social media at all, then you'll know that alongside posting carousels and stories, you know about hashtags. Prefaced by the # symbol, they can be businesslike or playful – and either way, they're the key to people finding your shop and products on Twitter, Instagram, and Pinterest.

Are you using the right hashtags? The short answer is that you may not be – and if you're not, it could be holding you back from connecting with your target audience and increasing your profits. With that in mind, here's your guide to choosing and using the right hashtags.

Basic Hash Tagging

Let's start with a few basic rules for using hashtags before we get into the specifics of how to choose hashtags to use on social media.

1. Hashtags should have no spaces between words and contain no punctuation or symbols.
2. Shorter hashtags are easier to read and more effective than long hashtags.
3. Using too many hashtags can make your posts look like spam.

Types of Hashtags to Use



When it comes to choosing hashtags, you have multiple choices. Let's review some of the different types of hashtags.

- Community hashtags are hashtags that are widely used and accepted by social media users. These include things like #TBT (Throwback Thursday) and #picoftheday.
- Informational hashtags are hashtags that help people find relevant content. For example, if you were posting pictures of your journal pages, you might use #bulletjournal or #plannerinspiration to make sure that the people in your target audience see your images.
- Event hashtags focus on a specific event, whether it's a business conference or a holiday. Examples might be #wedding or #Christmas. Keep in mind that event words can be added to other words to make unique hashtags. Examples might include #destinationwedding or #ChristmasInJuly.
- Branded hashtags are hashtags that use a company's brand name or a specific product name to target an audience that already knows about your products.

How to Do Hashtag Research

Before you choose hashtags to use, you'll need to do some hashtag research. The good news is that it isn't difficult to do.

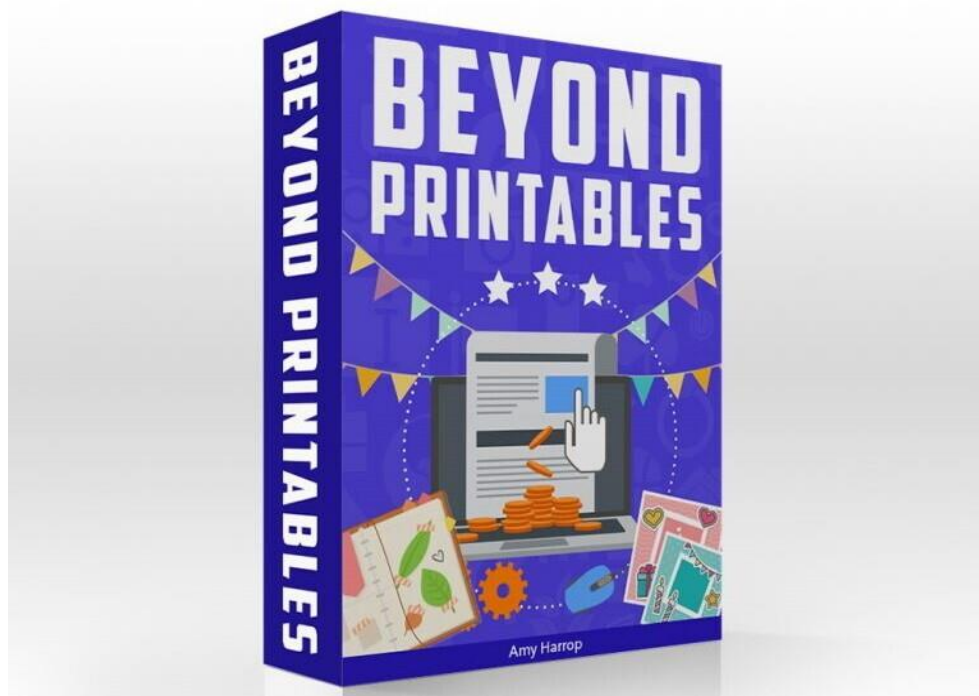
Let's start with the easiest option. If you want to find good Instagram hashtags, one of the simplest ways to do it is to use the search function to look for products like yours. For example, a quick search of wedding planning reveals that the hashtag #weddingplanning has nearly nine million results. Clicking on a post can reveal dozens of additional hashtag ideas, including fun options such as #wedspiration and #gettingmarried.



Conclusion

And that's it! You've made it to the end of this Instagram eBook, which means that you are now on your way to becoming an Instagram pro! I hope that you've enjoyed these Instagram secrets and I wish you all the success to take your account to the next level with your Instagram marketing.

If you're wanting more tips and tricks on creating online content, then take a look at Beyond Printables, which is perfect for creators who want to create low content products that require little writing.



Source: <https://amyharrop.com/go/beyond-printables-tc/>

That's all for now! Thank you for reading and stay tuned for more exciting content in the coming future!