



Enhancing your  
Digital Presence

# Instagram

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## What is Instagram?

Instagram is a photo-sharing app that allows you to post pictures to update your followers.

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## Why does MY business need an Instagram account?

89%

of U.S. adults use the Internet

79%  
of consumers **research** online prior to making an in-store purchase

60%

of users **find** new products they like on Instagram

72%  
of consumers made a **purchase** after seeing items on Instagram

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## Here's more quick facts...

Instagram has  
500mil  daily active users


Visuals are processed **60,000** times faster in the brain than text

Use engaging visuals and paid advertisements to effectively reach your audience! #TipsFromEbbie



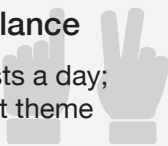
# Create an Instagram account for your business

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- 1** Download the Instagram app on your android or ios system
  - 2** Sign up with an email, phone number or link with your business Facebook account
  - 3** Input your business information: 1-2 sentences about your business, a profile picture, contact information, and address
  - 4** Verify your business account  
By doing this, you will have access to Instagram analytics and the option to boost your posts
  - 5** Upload your first photo! 
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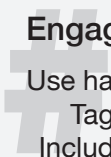
## Find your Balance

Aim for 1 to 2 posts a day;  
Pick a consistent theme



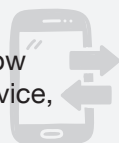
## Engage with your Audience

Use hashtags, a tracable phrase;  
Tag related accounts; and  
Include your business' location  
in each post



## Curate Content

Encourage your followers to show how they use your product or service, and repost their pictures.



## Questions?

Give EBC a call or send a message to

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