



#SheMeansBusiness



**Instagram & Business: Inspiration to Action**

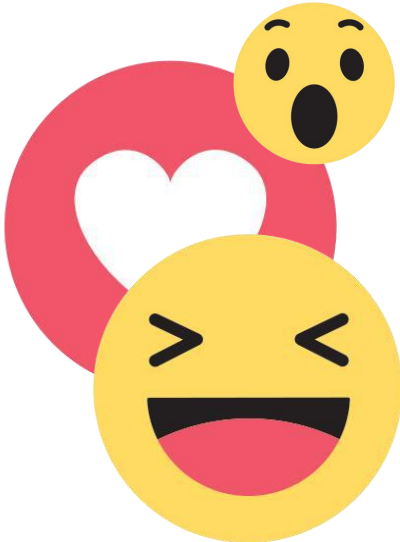


Jennifer Corcoran



My Super Connector

Croydon / London





# My Journey with Enterprise Nation





**facebook**





The background is a split-screen image. The left side shows a woman with tattoos on her arms, focused on working with a hammer on a wooden object. The right side shows a man with glasses cutting the hair of another man who is wearing a black barber cape. The text "SOLUTIONS FOR PEOPLE & BUSINESSES" is overlaid in the center in a white, sans-serif font.

# SOLUTIONS FOR PEOPLE & BUSINESSES

## OUR GLOBAL COMMUNITY



800M  
ACTIVES



500M  
DAILY



80%  
OUTSIDE  
THE US



2M ACTIVE  
ADVERTISERS



25M  
BUSINESSES



300M DAILY  
ON STORIES



WHY DO PEOPLE COME TO  
INSTAGRAM?



Visuals are  
**THE Universal Language**



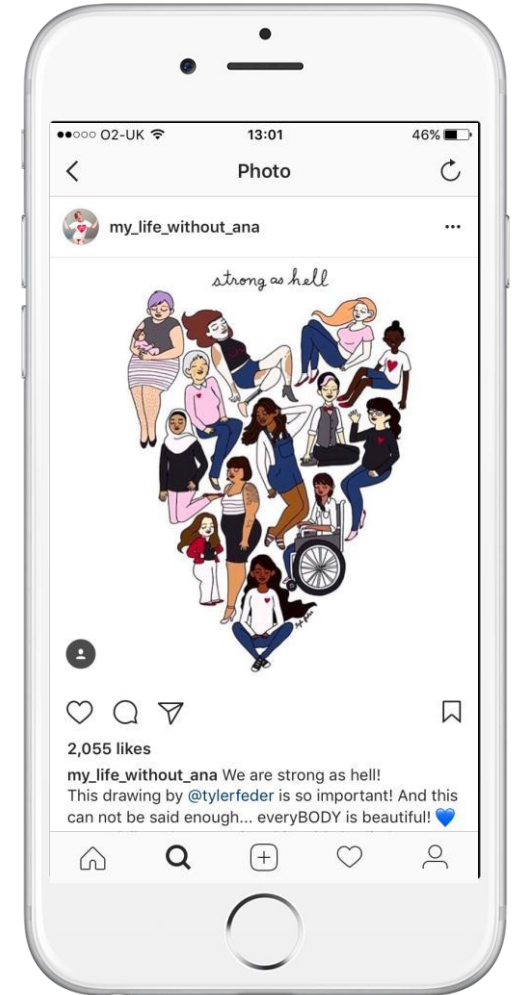


The Human Brain Processes visuals  
**60,000 times faster**  
than words



PEOPLE SPEND  
**5X LONGER LOOKING AT VIDEO**  
THAN STATIC IMAGES

CONNECT  
WITH THE  
THINGS  
THEY CARE  
ABOUT







# INSTAGRAM INSPIRES ACTION

75% PEOPLE Search, Share & Shop  
After being inspired by a post



# IN THIS PRESENTATION, YOU'LL LEARN HOW TO:

SWITCH TO  
A BUSINESS  
PROFILE

CREATE  
AN  
INSTAGRAM  
STORY

CREATE  
AN  
INSTAGRAM  
SHOP



# Best Practices



GETTING  
STARTED



CREATIVE TIPS



INSTAGRAM  
STORIES



SHOPPING ON  
INSTAGRAM



STAND OUT  
WITH ADS

# Best Practices



GETTING  
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CREATIVE TIPS



INSTAGRAM  
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SHOPPING ON  
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STAND OUT  
WITH ADS

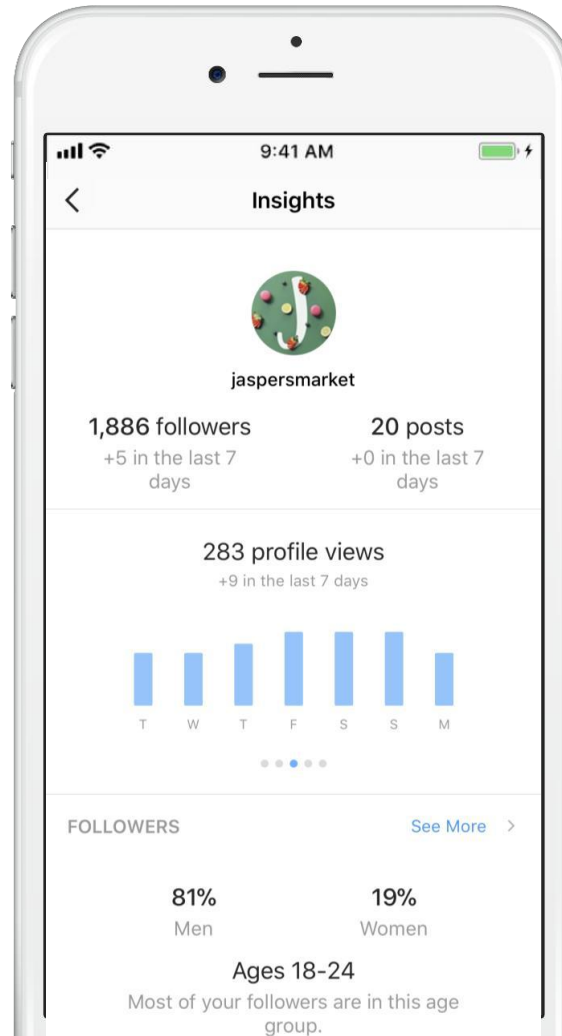


# THREE tools at your Fingertips

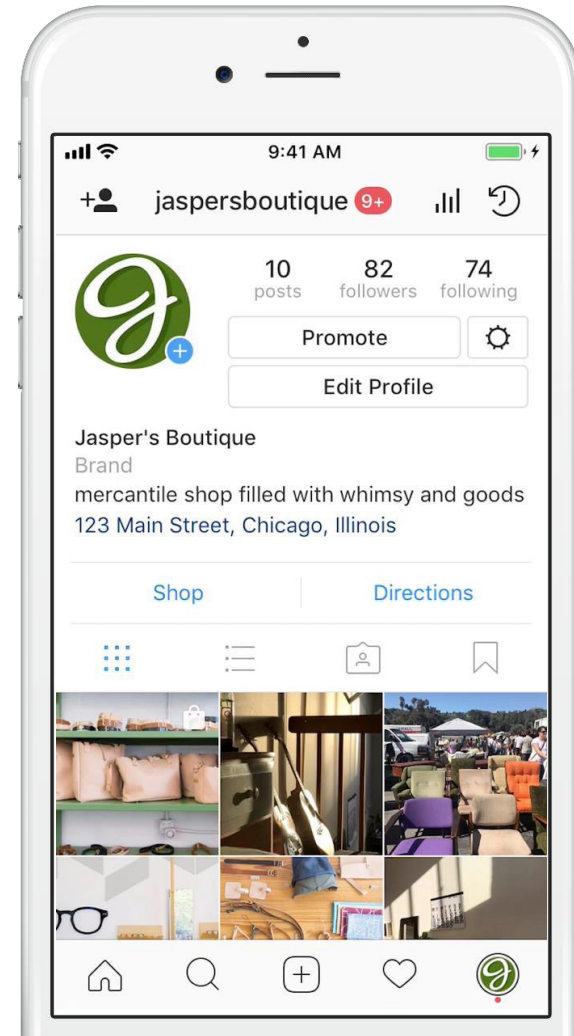
## BUSINESS PROFILE



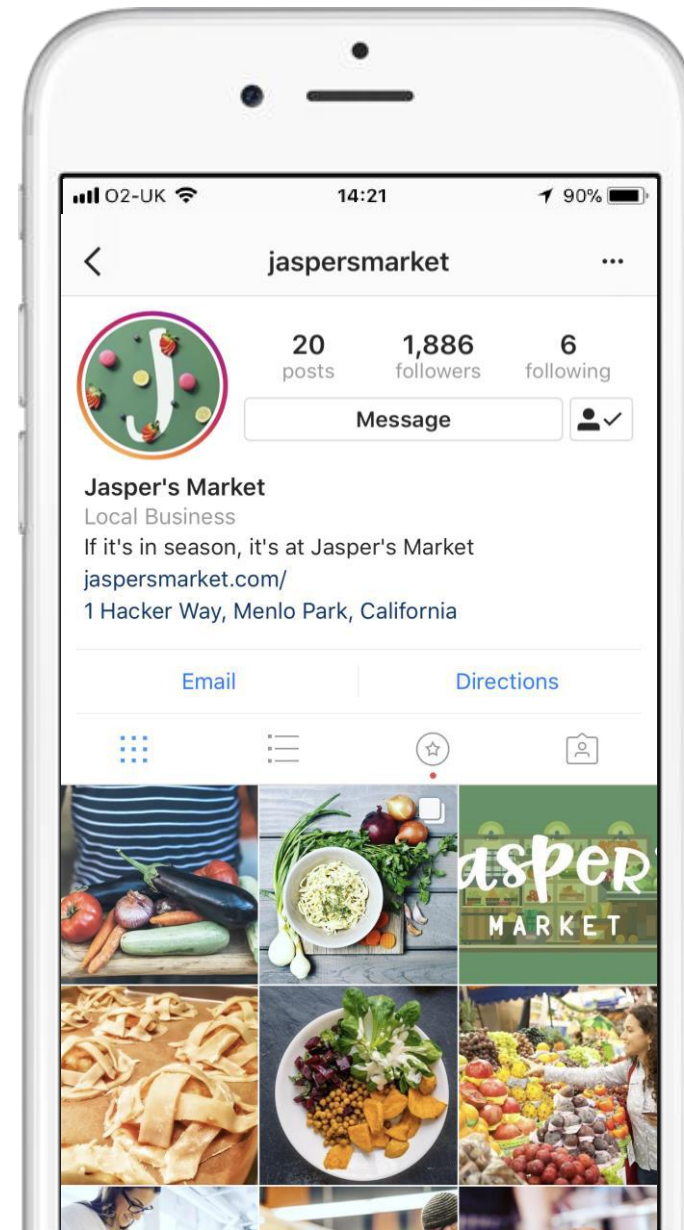
## INSIGHTS



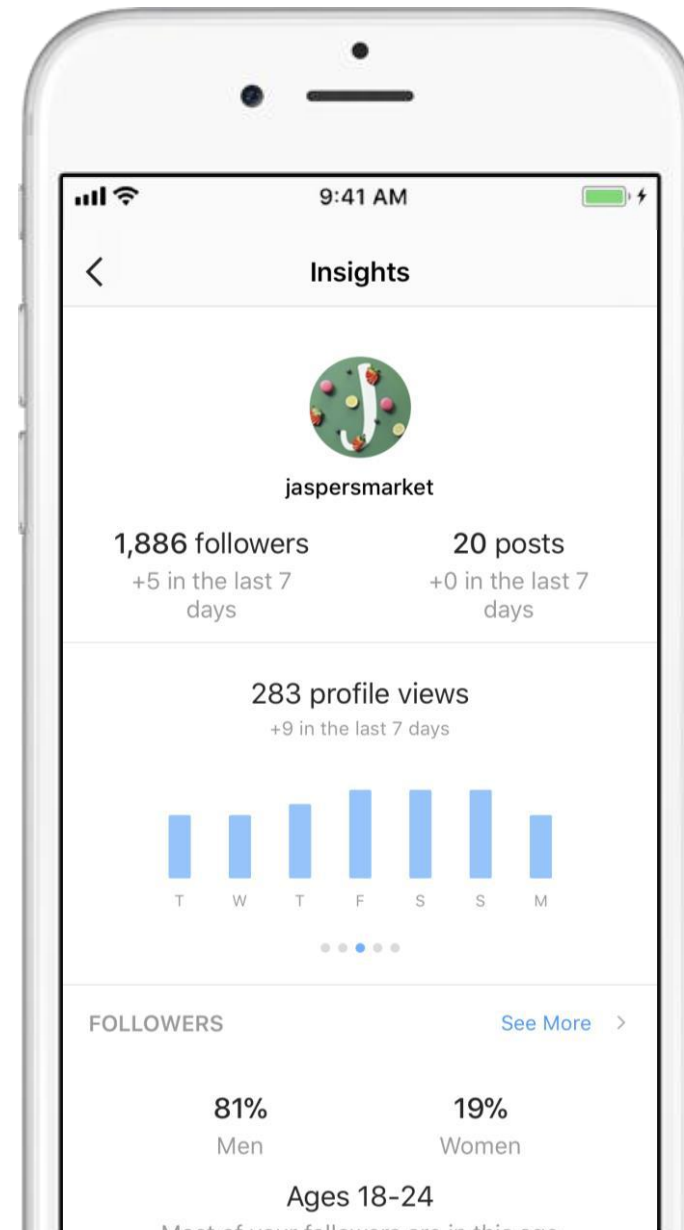
## PROMOTE



# BENEFITS OF A BUSINESS PROFILE



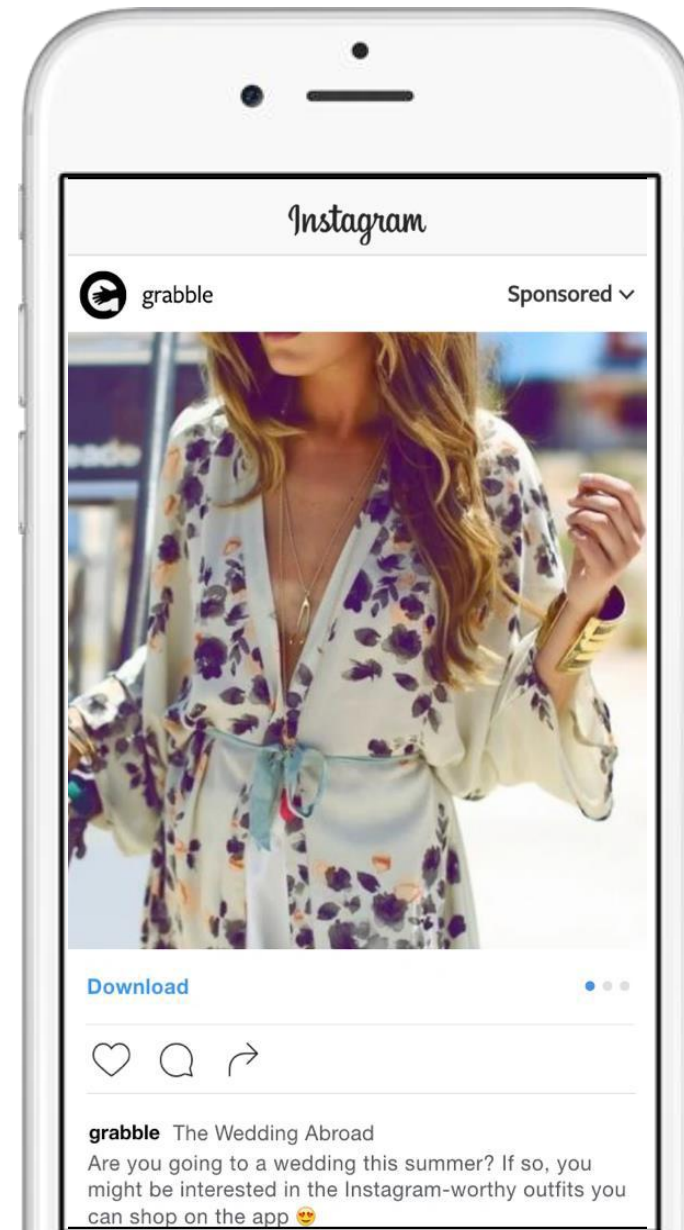
# BENEFITS OF INSIGHTS



*“We’d always thought the majority of our audience was female...*

*The insights in Instagram Business Tools have shown us 21% of our followers are in fact male.”*

Jack Rogers, Head of Marketing, Grabble





# Best Practices



GETTING  
STARTED



CREATIVE TIPS



INSTAGRAM  
STORIES



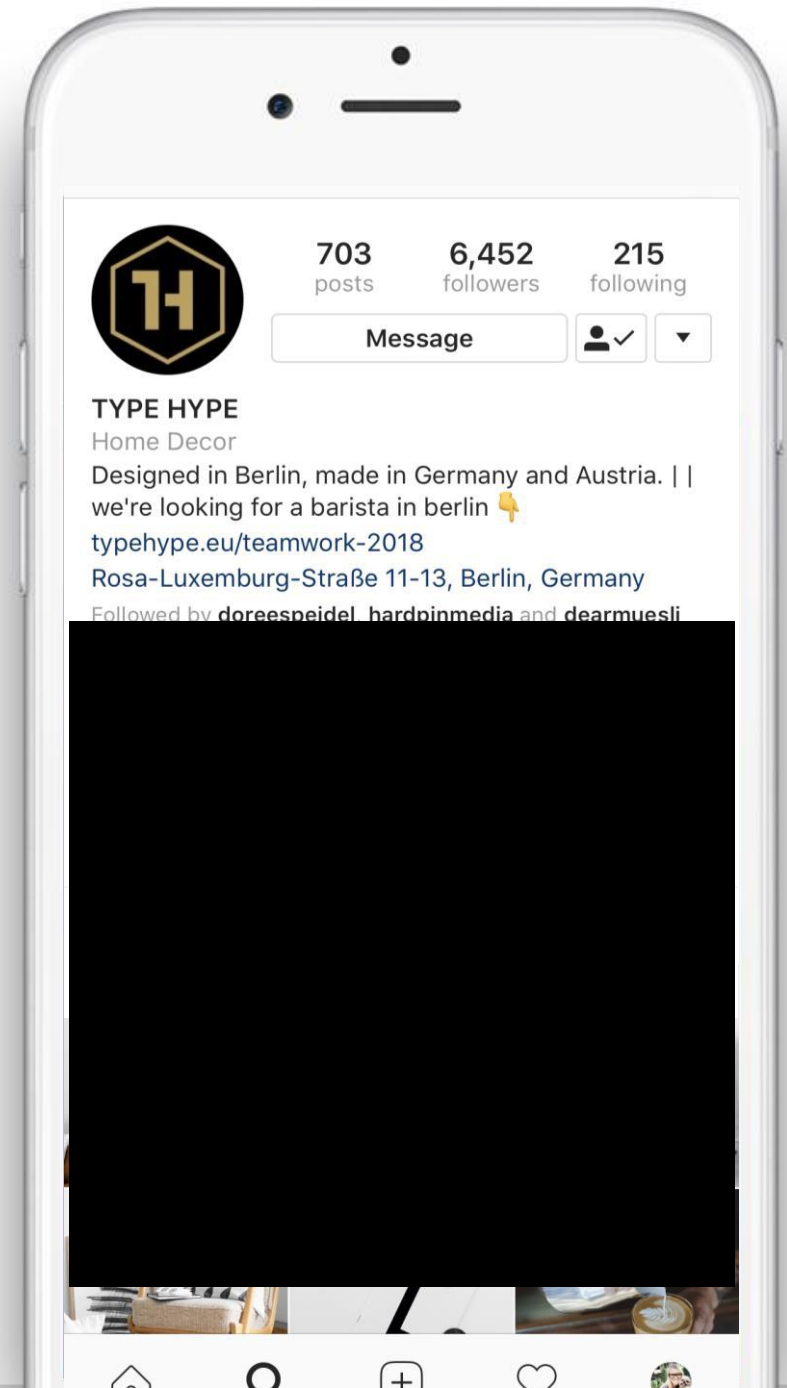
SHOPPING ON  
INSTAGRAM



STAND OUT  
WITH ADS

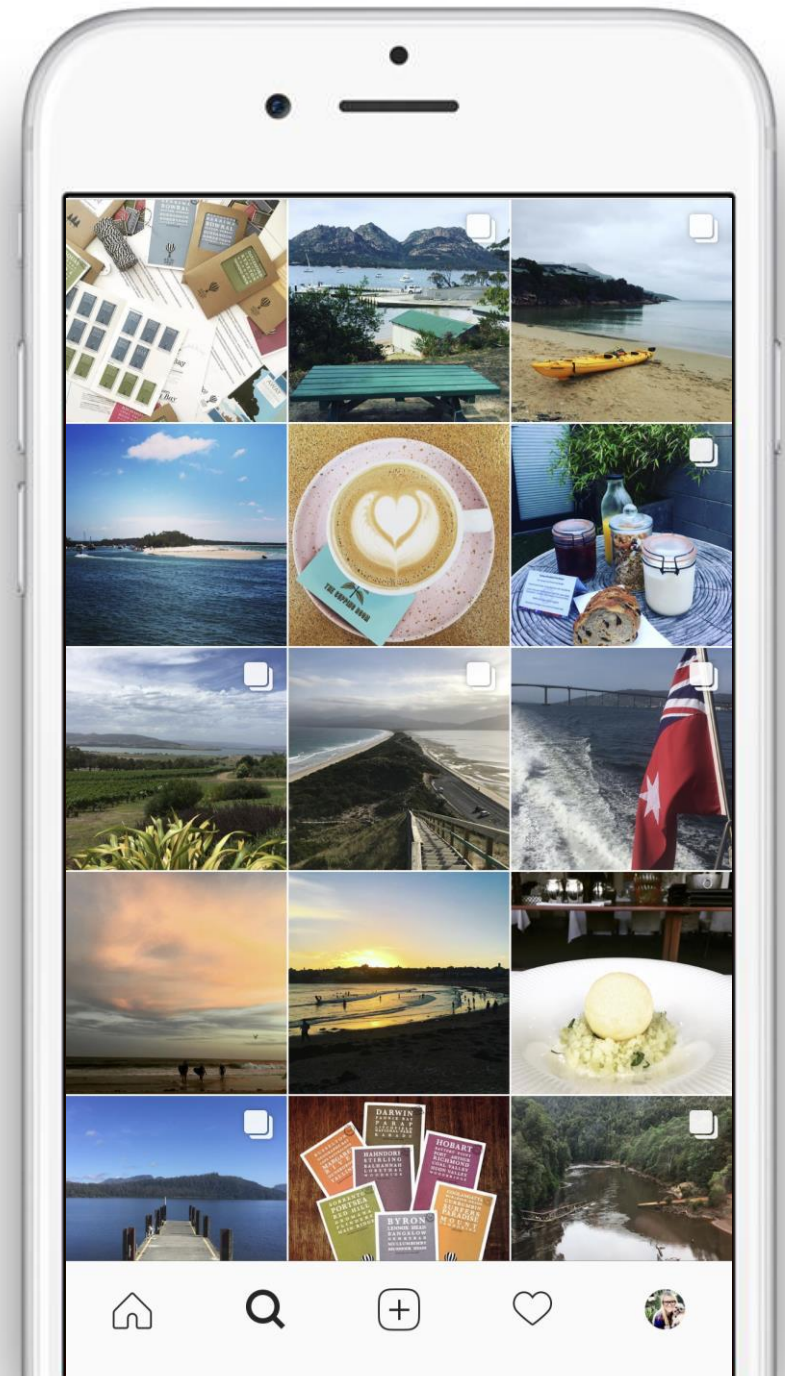
# GET CREATIVE WITH WHAT YOU HAVE

- Use your mobile phone to take photos and videos
- Use natural light to make products pop



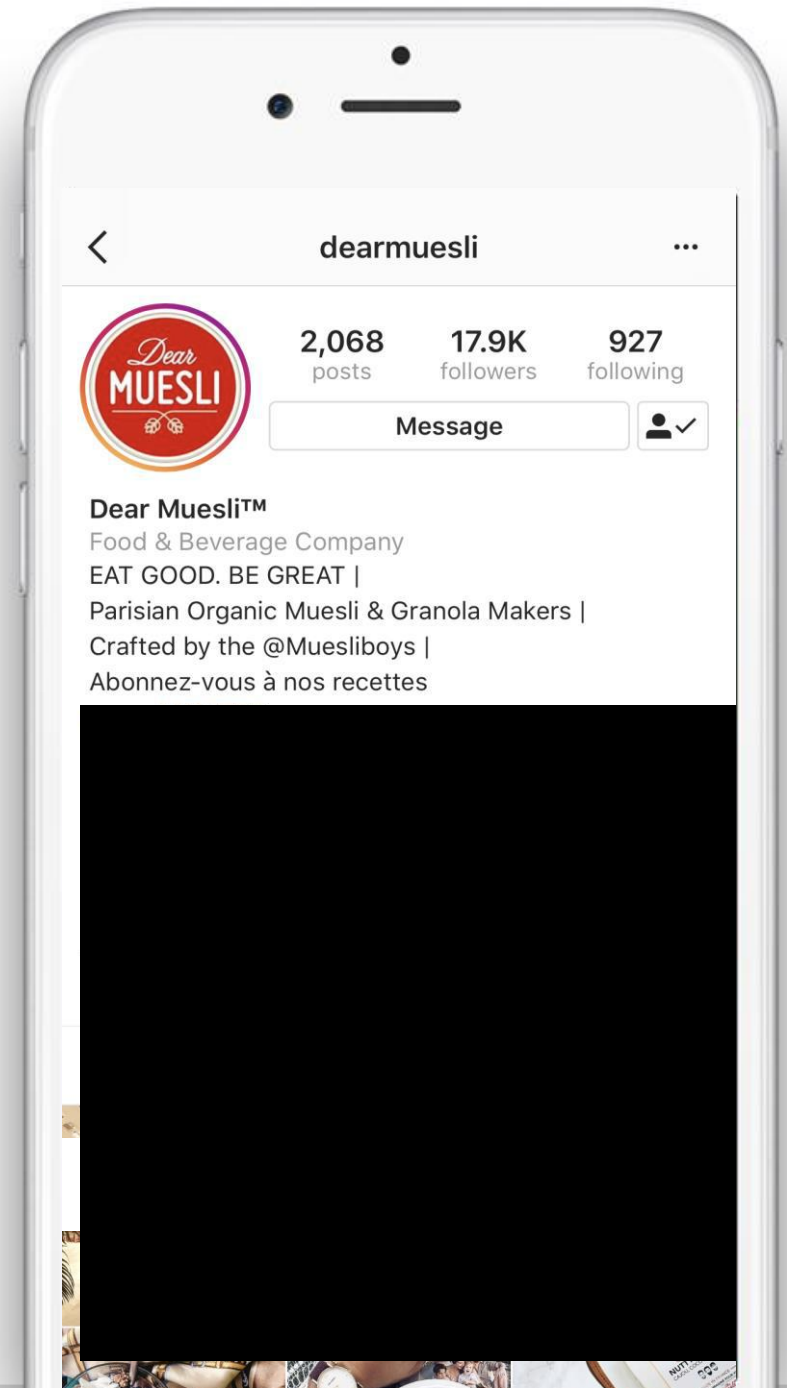
# DIVERSIFY YOUR CONTENT

- People like to see new and different things every day so mix things up
- Use photo, video, multi post and Stories to share variations of your business



82%

OF CONSUMER INTERNET  
VIDEO IS THE NEW PHOTO  
TRAFFIC WILL BE VIDEO BY  
2021





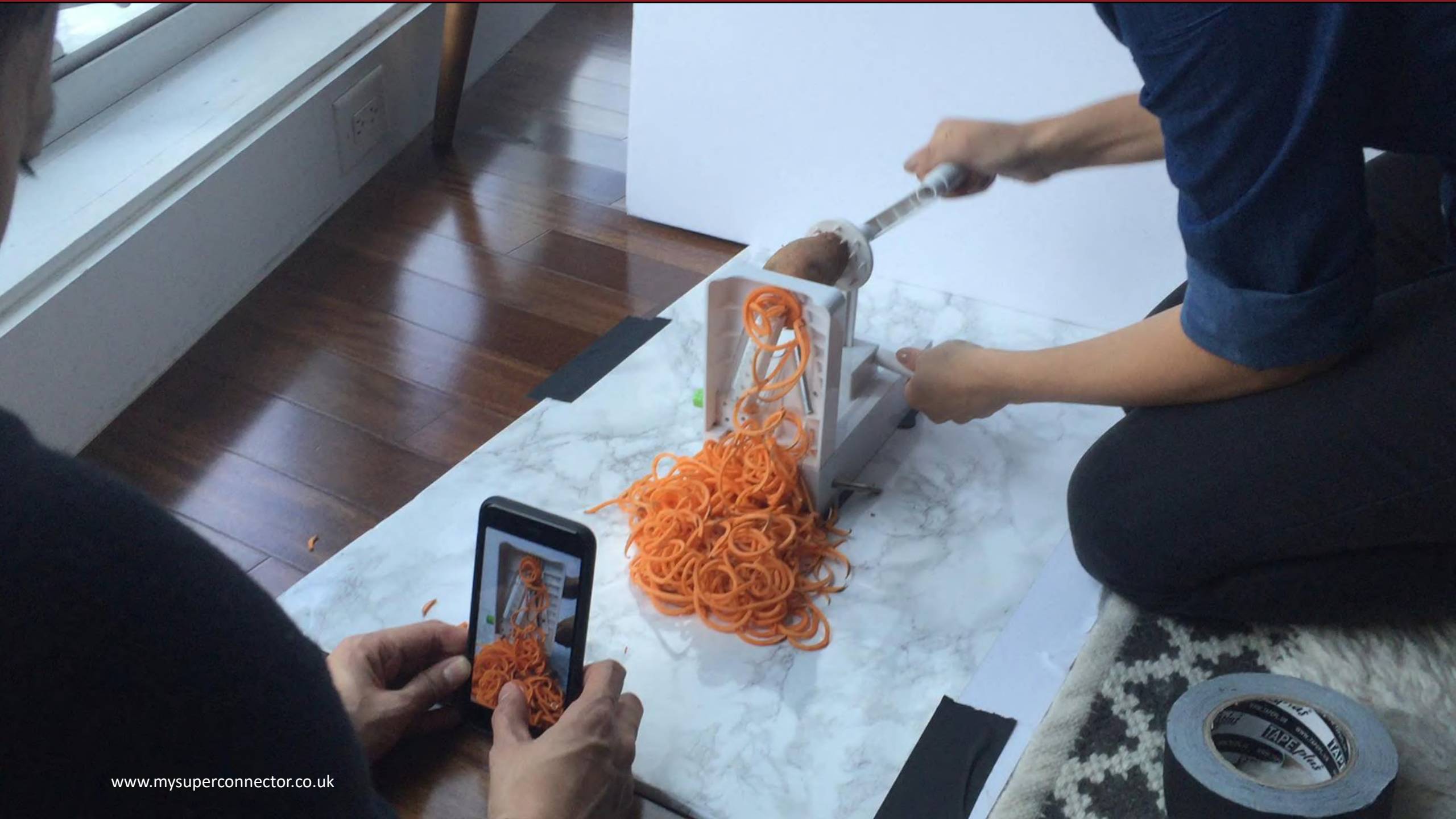
# PLAY AROUND WITH CREATIVE APPS



Boomerang



Hyperlapse



# Best Practices



GETTING  
STARTED



CREATIVE TIPS



INSTAGRAM  
STORIES



SHOPPING ON  
INSTAGRAM



STAND OUT  
WITH ADS



# GET creative with INSTAGRAM stories

Boomerang



@ Mentions



Stickers



# BUSINESSES + STORIES

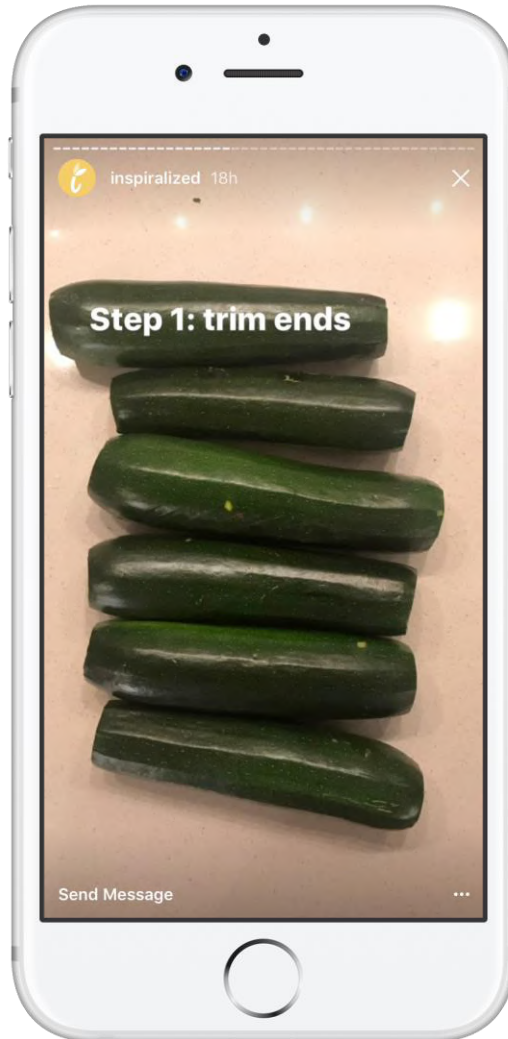
1/3

of most viewed  
Stories are  
from businesses

1/5

stories on  
Instagram gets a  
direct message

@inspiralized



@riflepaperco

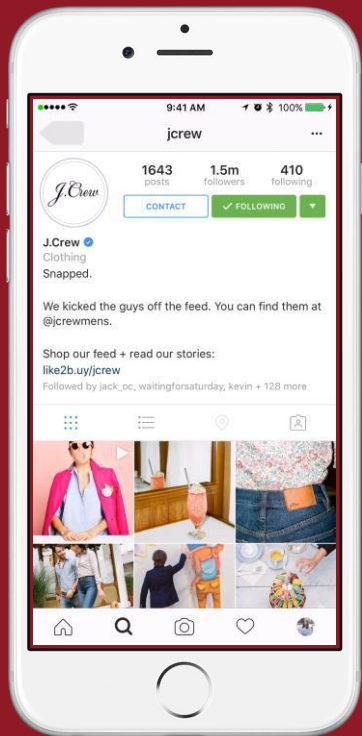


@livefashionable





# USE Stories in different ways



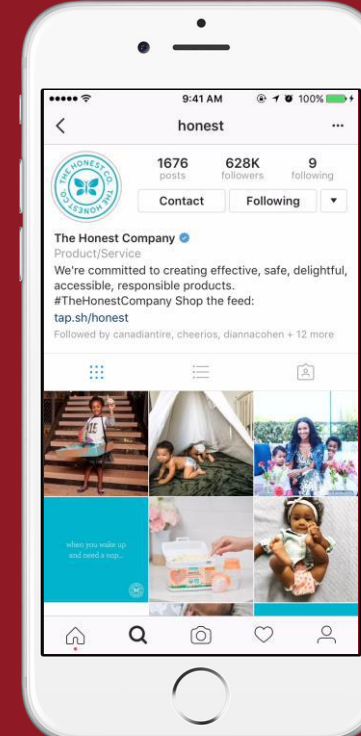
SALES  
& PROMOS



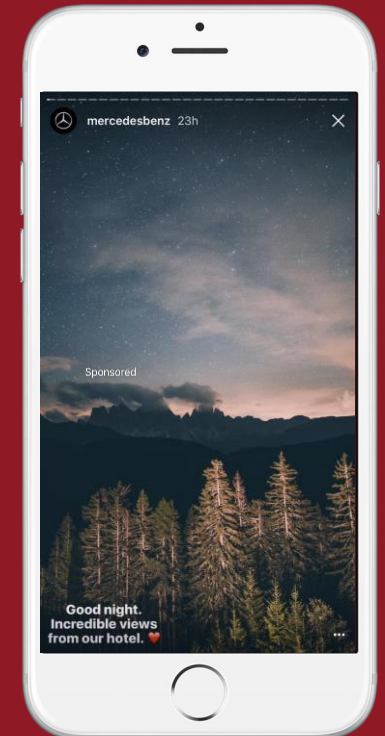
LAUNCHES



EXCLUSIVES



TUTORIALS



BEHIND  
THE SCENES



# Best Practices



GETTING  
STARTED



CREATIVE TIPS



INSTAGRAM  
STORIES



SHOPPING ON  
INSTAGRAM

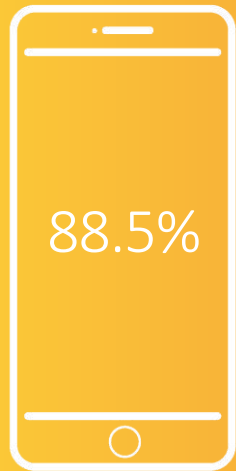


STAND OUT  
WITH ADS

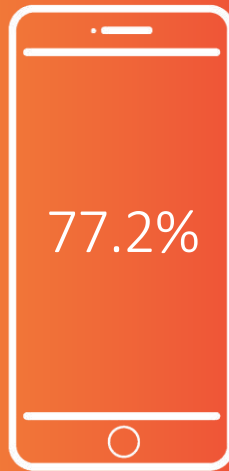
A young couple is walking on a city street. The woman, in the foreground, has long dark hair and is wearing a maroon leather jacket over a white turtleneck. She is holding a smartphone and looking at it with a smile. The man, standing behind her, has a beard and is wearing a light blue sweater. He is also looking at the phone and smiling. The background shows a city street with buildings, trees, and parked cars, slightly out of focus. The overall lighting is warm and sunny.

THE WAY WE SHOP IS  
CHANGING

# SHOPPING = MOBILE



DIGITAL  
SHOPPERS —  
ARE —  
MOBILE  
SHOPPERS



DIGITAL BUYERS  
— ARE —  
MOBILE BUYERS



OF ALL US  
RETAIL  
SALES  
INFLUENCED  
BY MOBILE



# BUSINESSES SHOULD PRIORITISE THEIR CUSTOMERS

MOBILE

PERSONALISATION

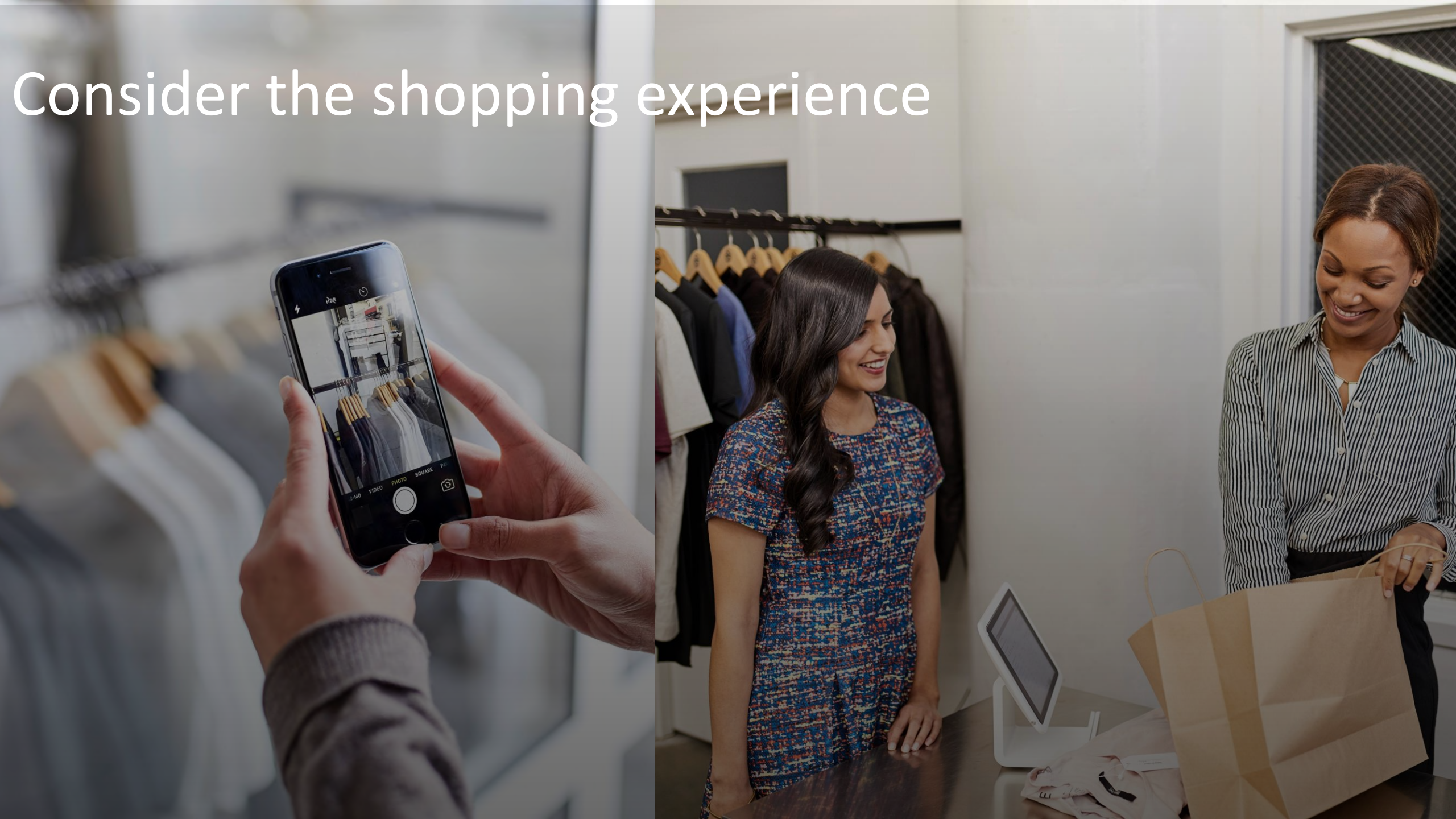
CONVENIENCE

EXPERIENCE





# Consider the shopping experience







SPACE TO SHOP





ENCOURAGE  
DISCOVERY

SPARK INTEREST

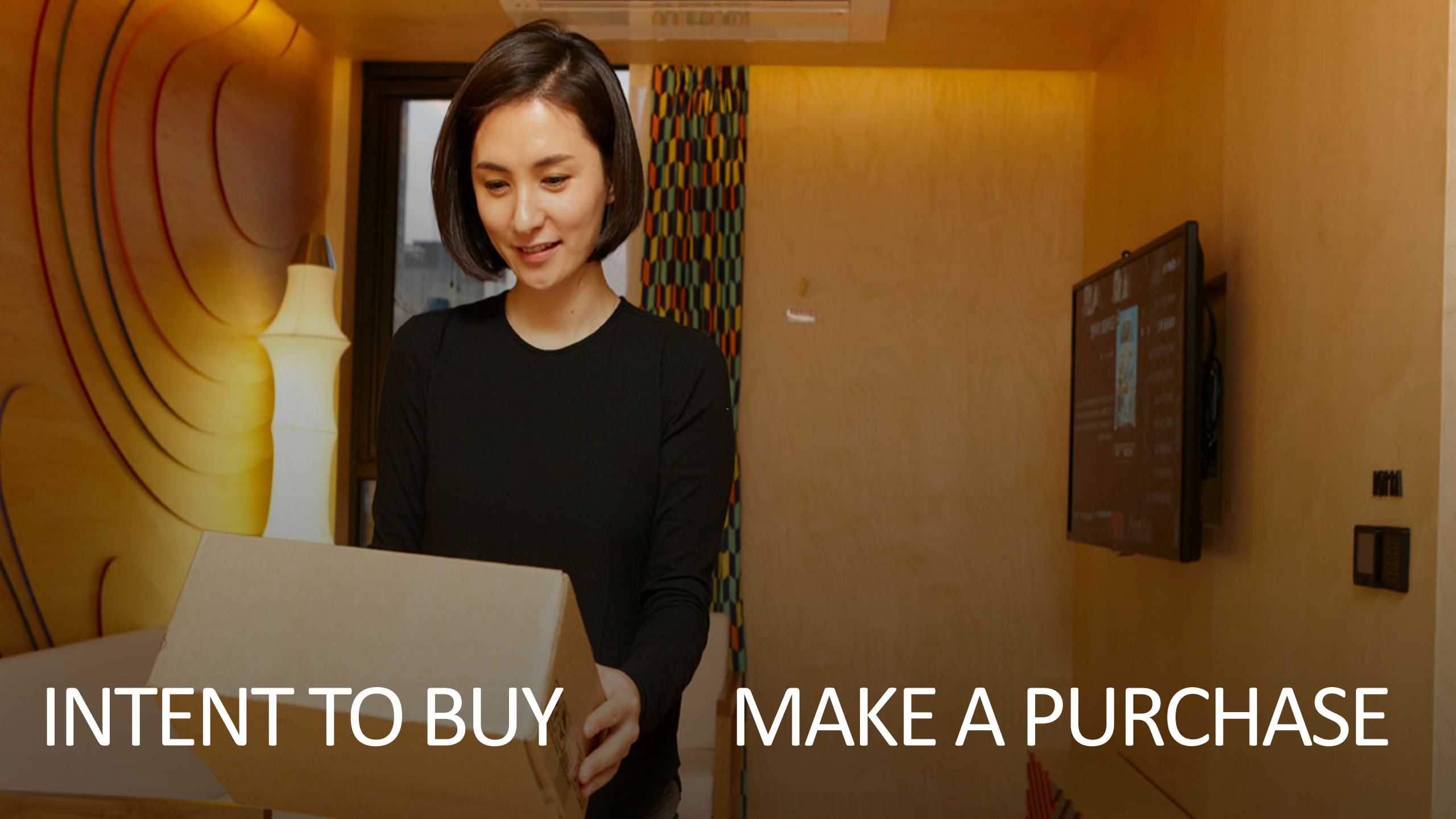


# INSTAGRAM IS MORE LIKELY TO BE USED FOR DISCOVERY AND PURCHASE INSPIRATION

Source: Instagram commissioned research through Kantar, US November/December 2016.





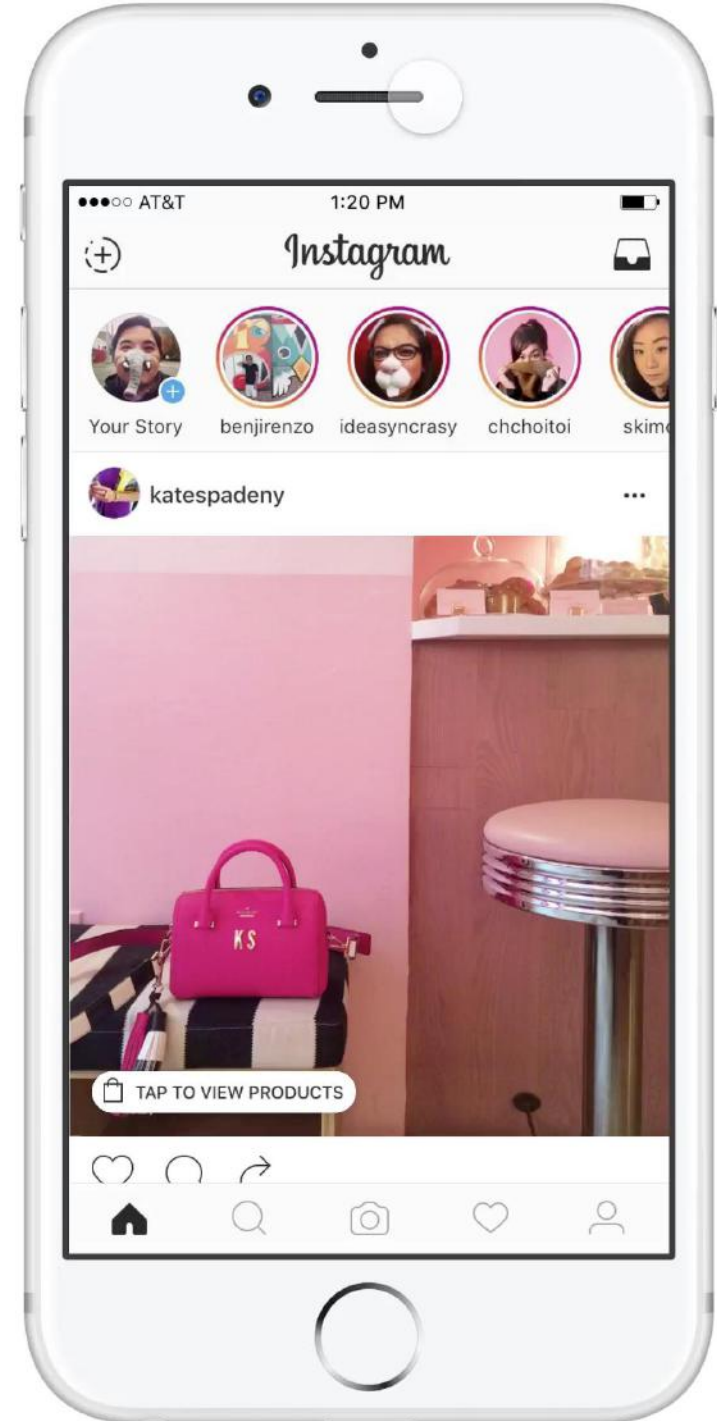


INTENT TO BUY

MAKE A PURCHASE



ALLOW PEOPLE TO EXPLORE  
WITHOUT LEAVING  
INSTAGRAM



# Best Practices



GETTING  
STARTED



CREATIVE TIPS



INSTAGRAM  
STORIES

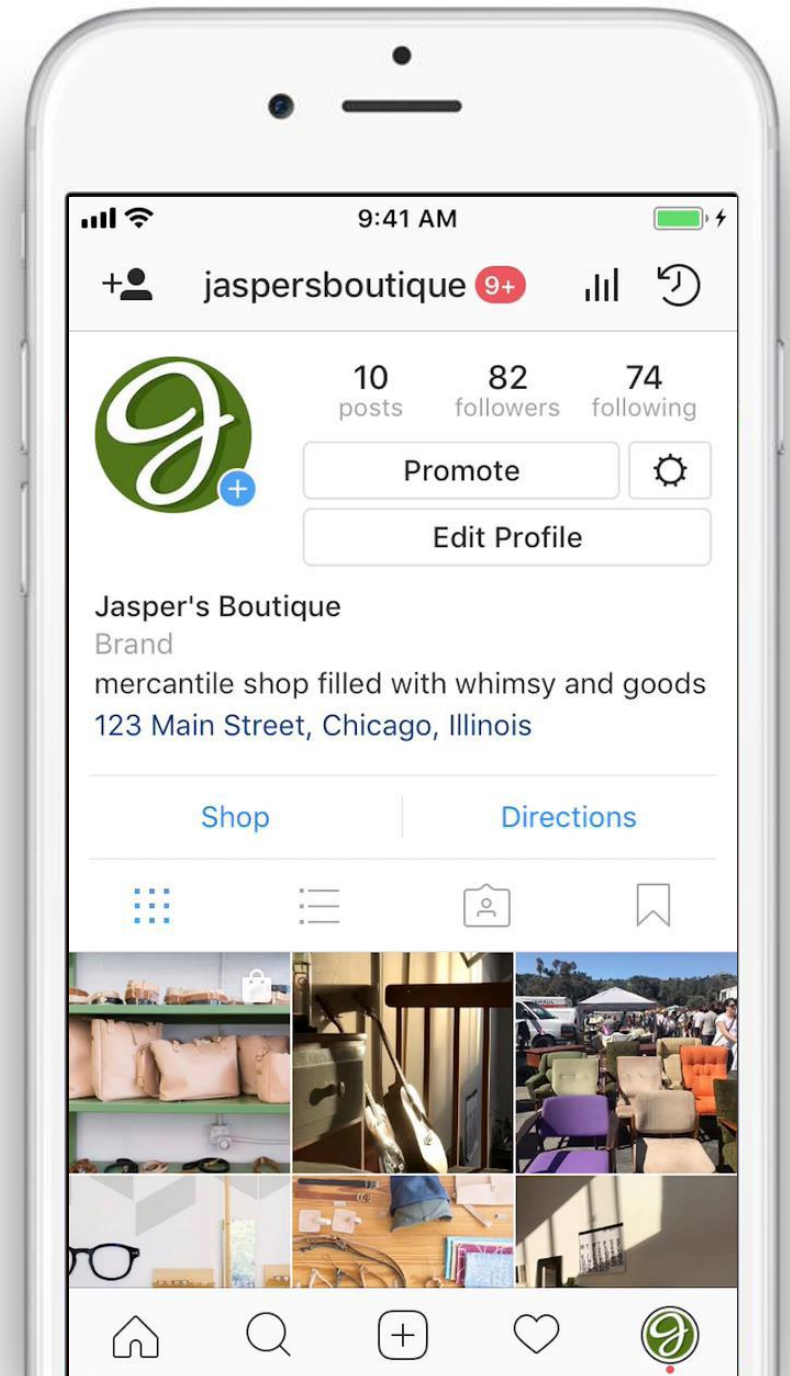


SHOPPING ON  
INSTAGRAM



STAND OUT  
WITH ADS

# PROMOTE DIRECTLY FROM INSTAGRAM



# ADS IN INSTAGRAM STORIES



# WHAT'S NEXT?



GET  
STARTED



PLAY  
& CREATE



TRY  
INSTAGRAM  
STORIES



TRY  
INSTAGRAM  
SHOPPING



STAND OUT  
WITH ADS

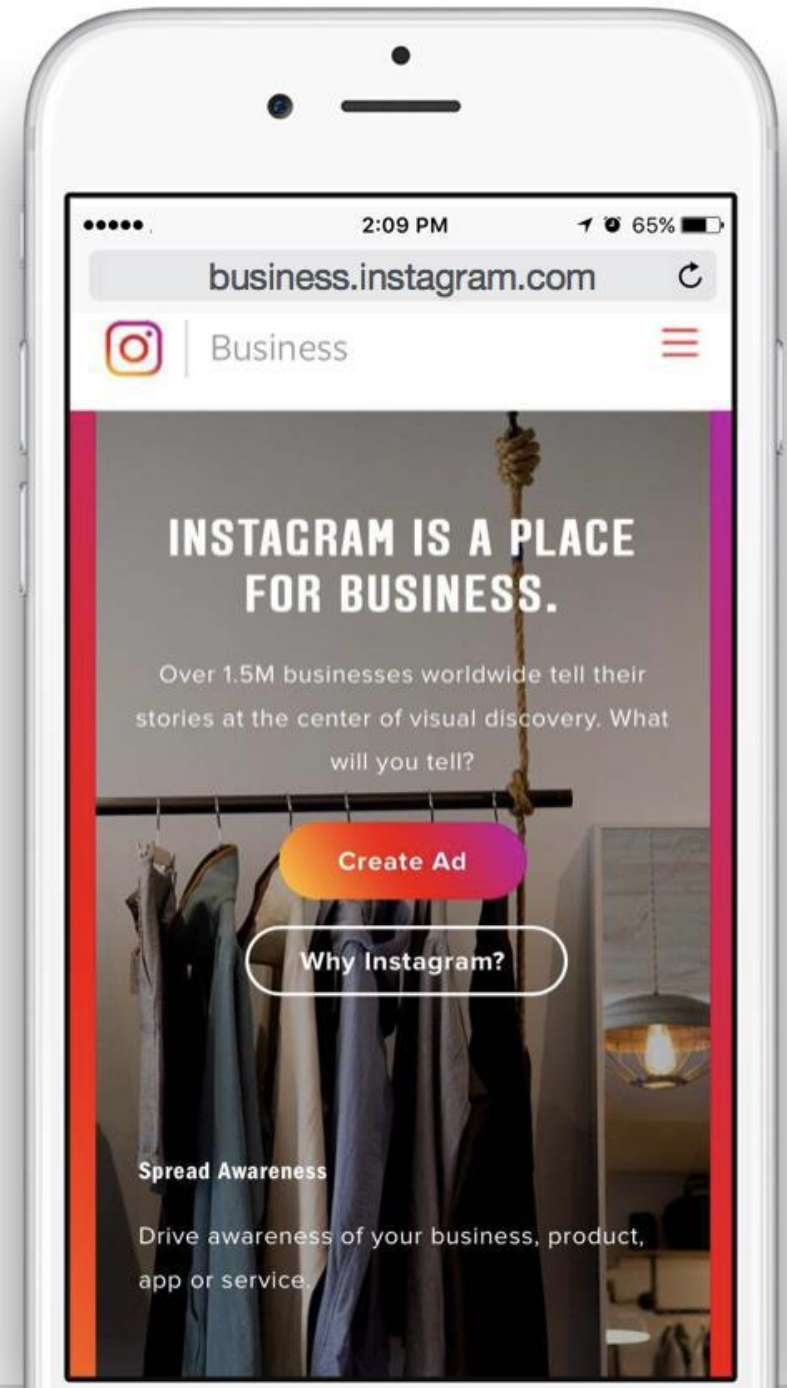


# NEED MORE HELP?

[business.instagram.com](https://business.instagram.com)

# NEED INSPIRATION?

[@InstagramForBusiness](https://www.instagram.com/InstagramForBusiness)



# Thank you!

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[www.linkedin.com/in/jennifercorcoran1](https://www.linkedin.com/in/jennifercorcoran1)



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My Super Connector



@SuperConnector