THE BUSINESS OF INSTAGRAM

HOW TO GROW AND SCALE YOUR SMALL BUSINESS

INSTAGRAM IS WHERE COMMUNITY, CREATIVITY AND CULTURE HAPPENS.

With a vibrant community of more than 1 billion people[1], a business presence on Instagram is like being on one of the busiest street corners in the world. This guide will help your business stand out on that busy street corner with advice from successful small businesses, like you, along the way.

Meet your small business guides!

NATÁLIA CAMARGO, FOUNDER OF @ESTILO4OLHOS

Natália Camargo struggled to find affordable, quality eyewear for herself until she founded Estilo 4 olhos and started importing frames. In just 4 years, she and her husband Leandro were running the business full-time.

Since joining Instagram in 2016, she's established relationships with people from across Brazil and built a strong reputation in her industry. It's not only glasses — above all, it's about self esteem.
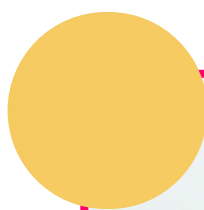
TRINITY MOUZON WOFFORD, FOUNDER OF @GOLDE

Trinity Mouzon Wofford is the co-founder and CEO of Golde, a Brooklyn-born health and beauty brand powered by superfoods. Its mission is to make wellness accessible, easy and fun through approachable products — from face masks to matcha lattes — that fit seamlessly into any daily routine.

Since launching the brand at age 23, Trinity has been named one of Forbes' 30 Under 30 and landed Golde on the shelves of Target stores across the country.

MIMI STRIPLIN, FOUNDER OF @THETINYTASSEL

Mimi Striplin launched the The Tiny Tassel, a jewelry, clothing and accessories brand inspired by the vibrant colors of Charleston, South Carolina online in 2015. By 2021 Mimi had launched The Tiny Tassel's flagship store, located on Charleston's bustling Spring Street shopping destination.

The Tiny Tassel is a one-stop shop for handmade earrings, bracelets, necklaces and garments. Clothing and headbands are designed and crafted by Keiko, Mimi's mother, and tassel earrings are made in-house.

DRIVE AWARENESS AND BUILD COMMUNITY

"**44%** of people surveyed **strongly associate** Instagram with **discovering local/small brands.**"[2]
On Instagram, you can create posts, videos or stories to engage with your existing followers and then turn content into ads that can help you get discovered by the people that will love your brand.
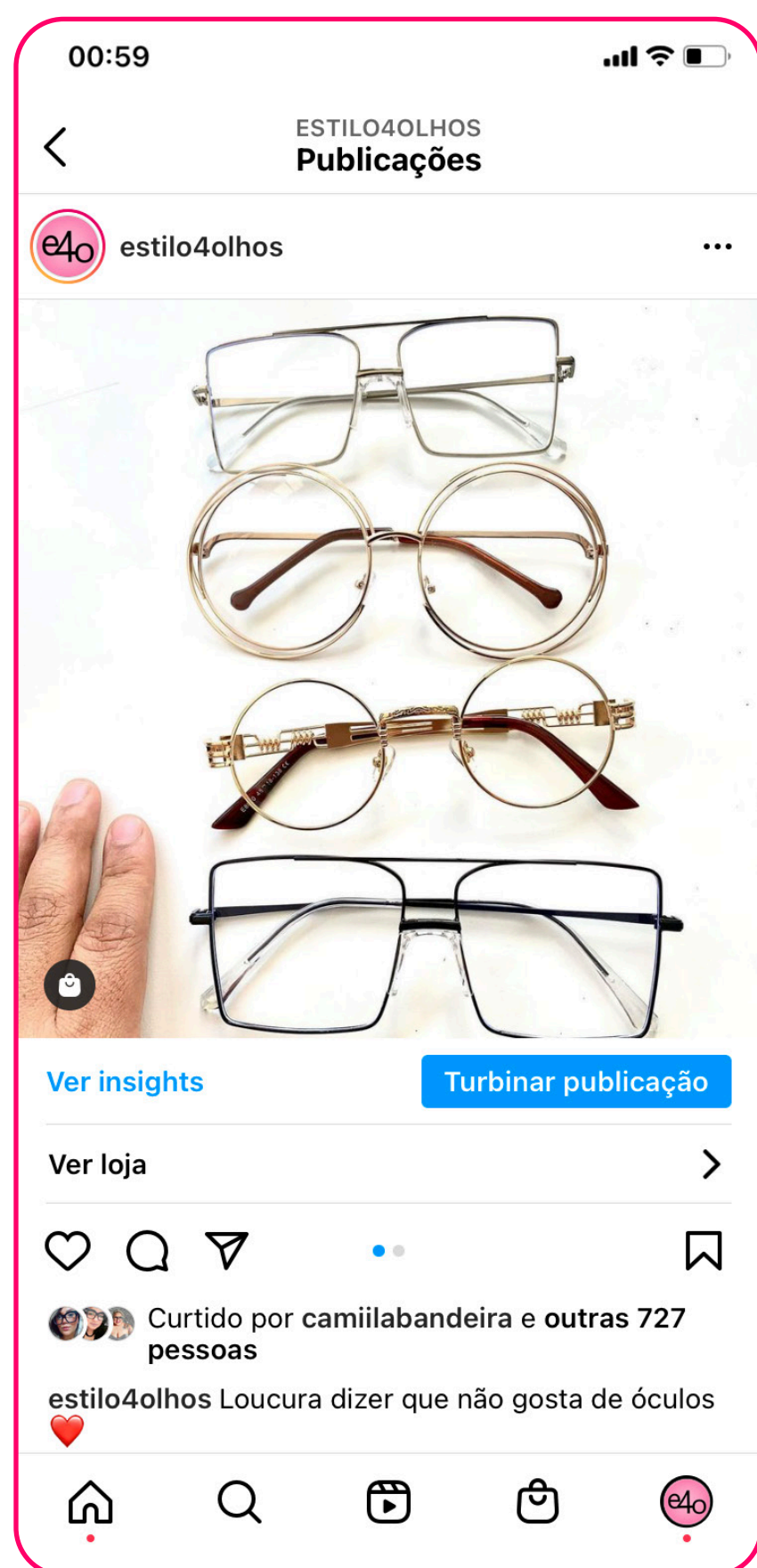
TIP 1

Sign up or convert to an Instagram Business account to unlock exclusive features like **Professional Dashboard**, a hub of resources and inspiration, as well as in-app ad creation and on-platform shopping tools. With an Instagram Business account, you have early access to new tools.
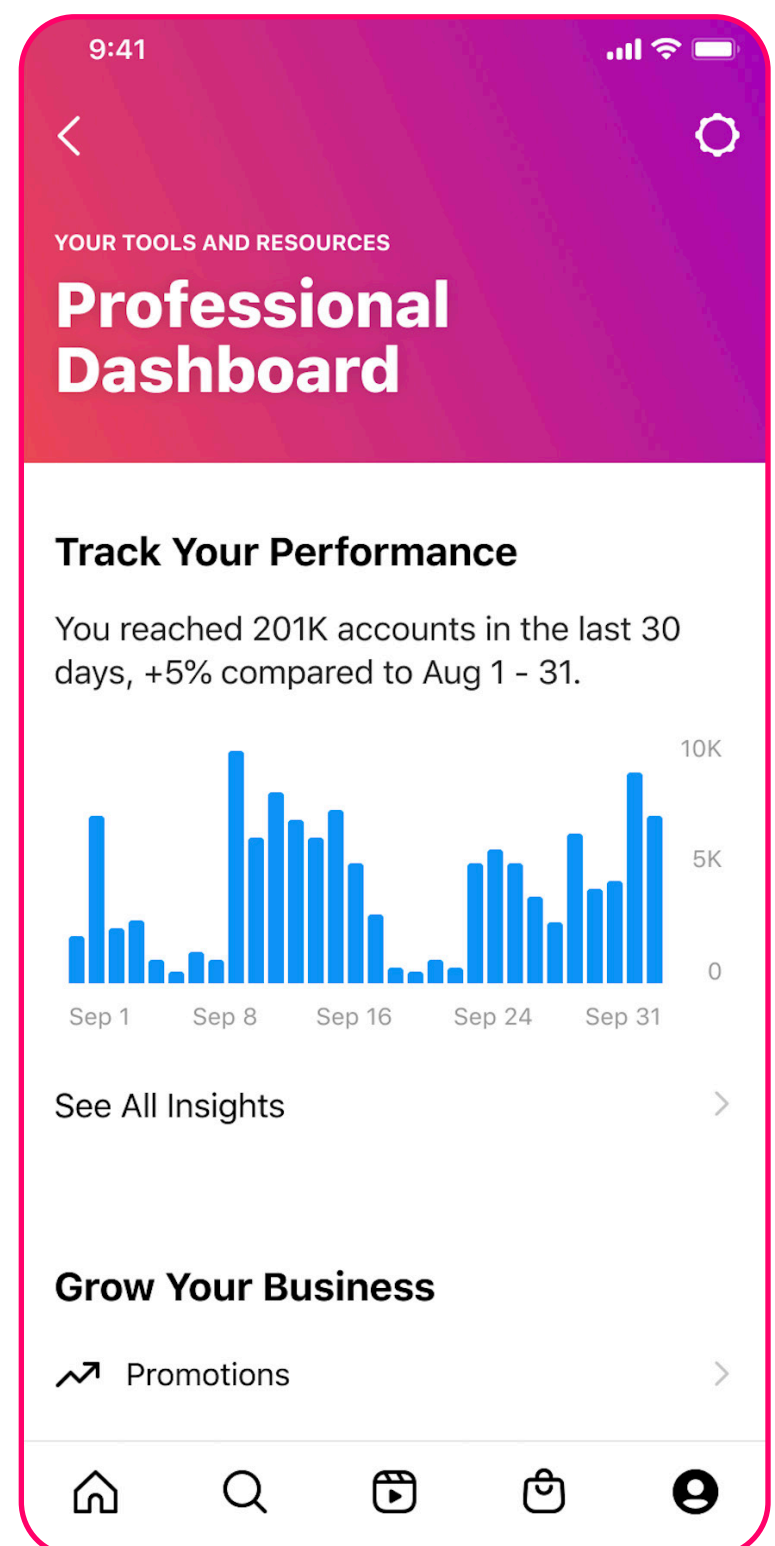
TIP 2

Ask your community to **share how they're using your products** by giving them a hashtag to add to their posts. For feed posts, use 3 or more hashtags that describe your business, product or service to reach people who may be interested in your business but haven't yet discovered it.

9:41

YOUR TOOLS AND RESOURCES
Professional Dashboard

Track Your Performance

You reached 201K accounts in the last 30 days, +5% compared to Aug 1 - 31.

Sep 1   Sep 8   Sep 16   Sep 24   Sep 31

See All Insights

Grow Your Business

Promotions

00:59

ESTILO4OLHOS
Publicações

estilo4olhos

Ver insights | Turbinar publicação

Ver loja

Curtido por camiilabandeira e **outras 727 pessoas**
estilo4olhos Loucura dizer que não gosta de óculos ❤️

TIP 3

Turn your top-performing content into ads by **boosting a post**. Ads use audience information like location, interests and more to reach the people most likely to love your business. Consider using the "More Profile Visits" or "More Messages" objective for your ads if your primary goal is to grow your Instagram community.

TIP 4

Instagram is a place where you can…

Get inspired. Even if you're shy, try following accounts that inspire you — it could result in a follow back! Reach out to express how much you love a brand or ask them specific questions.

Inspire others. Engage directly with your followers by responding to comments and reactions and replying to direct messages. This can help you build trust with new customers and encourage people to start conversations with your business.

TIP 5

Show off your creativity with entertaining **Reels!** Tap into what's trending and share what makes your brand unique. Or, start a trend of your own! Play with humor, transitions, audio or text to entertain your audience and keep them watching.

PRO TIP

"A key to success with stories is to see what's trending THAT day. You need to look out into the world and see what's happening so you don't fall behind on your message, or say something insensitive. A split of 60% scheduled and 40% spontaneous stories is a good balance."
— Natália Camargo, @ESTILO4OLHOS

GET YOUR NEXT CUSTOMER

People use Instagram to shop, and 44% of surveyed users do so on a weekly basis.[3] Help people discover your products and inspire them to make a purchase by showcasing them in different formats. And don't forget! You can make all of your content shoppable by using product tags.

TIP 1

Give your audience what they love most. **Stories** are a great place to understand what type of content your audience wants — simply ask them what they want to see with tools like question stickers and polls. Use **Instagram Insights** to better understand what's working with your audience. Learn what content and formats perform best, then optimize.
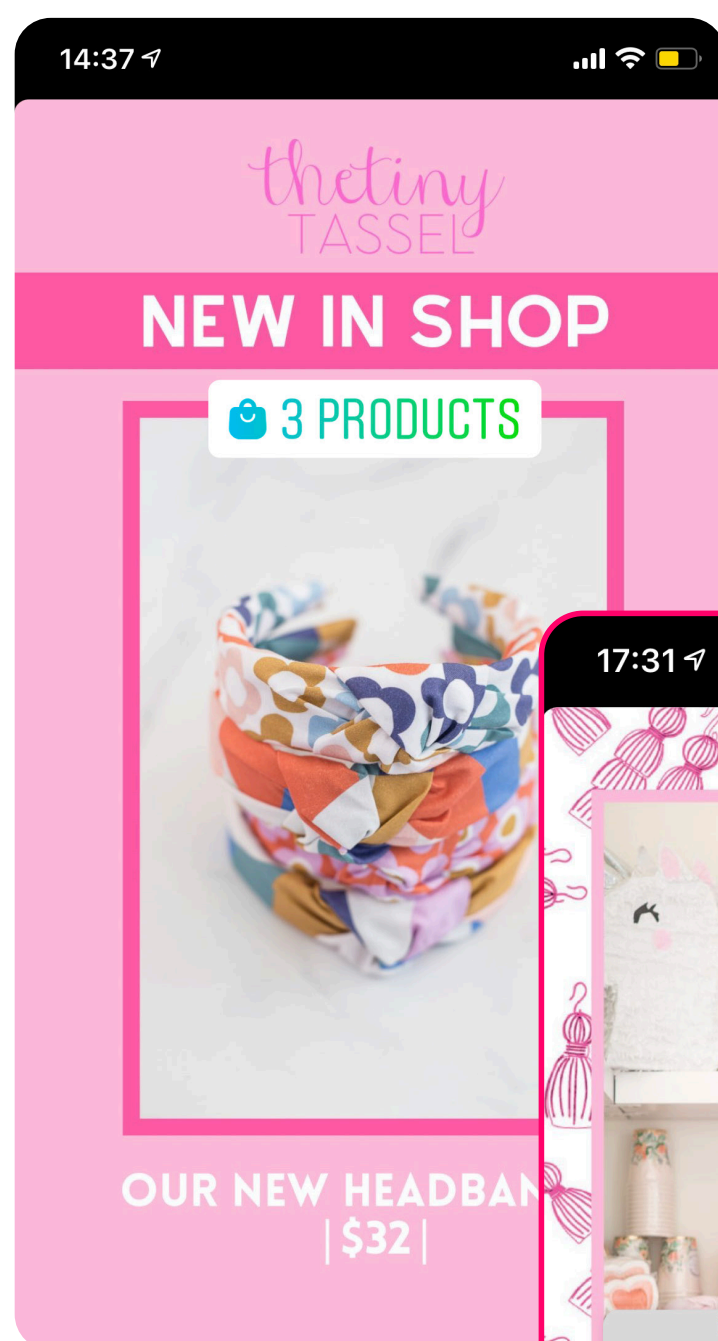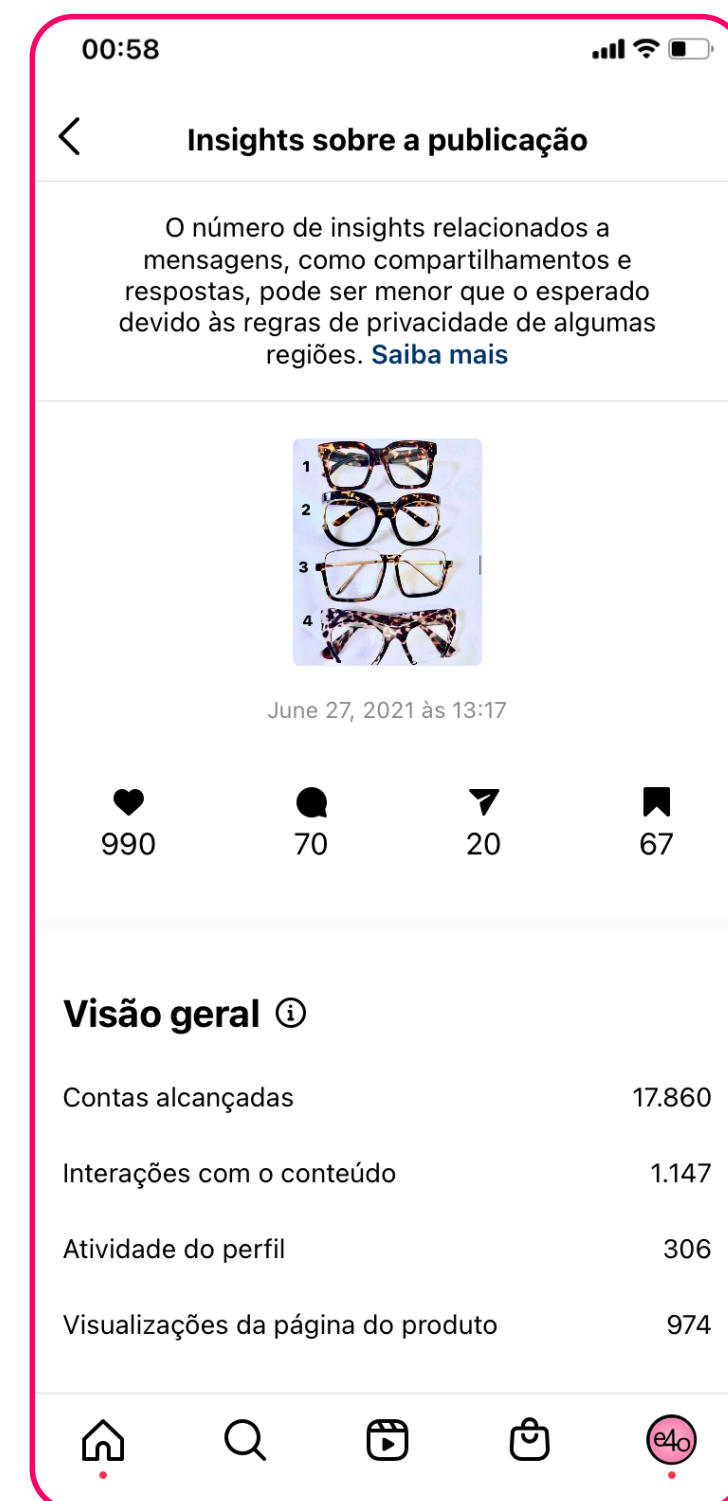
TIP 2

Use your brand's personality to **educate your customers** and tell them what they need to know about your products and services. Share you, your team or influencers using your products to help your customers envision themselves using them.

TIP 3

Stickers can encourage users to take a desired action. Use link stickers to drive people to your website or shopping stickers to drive people to your products in-app.
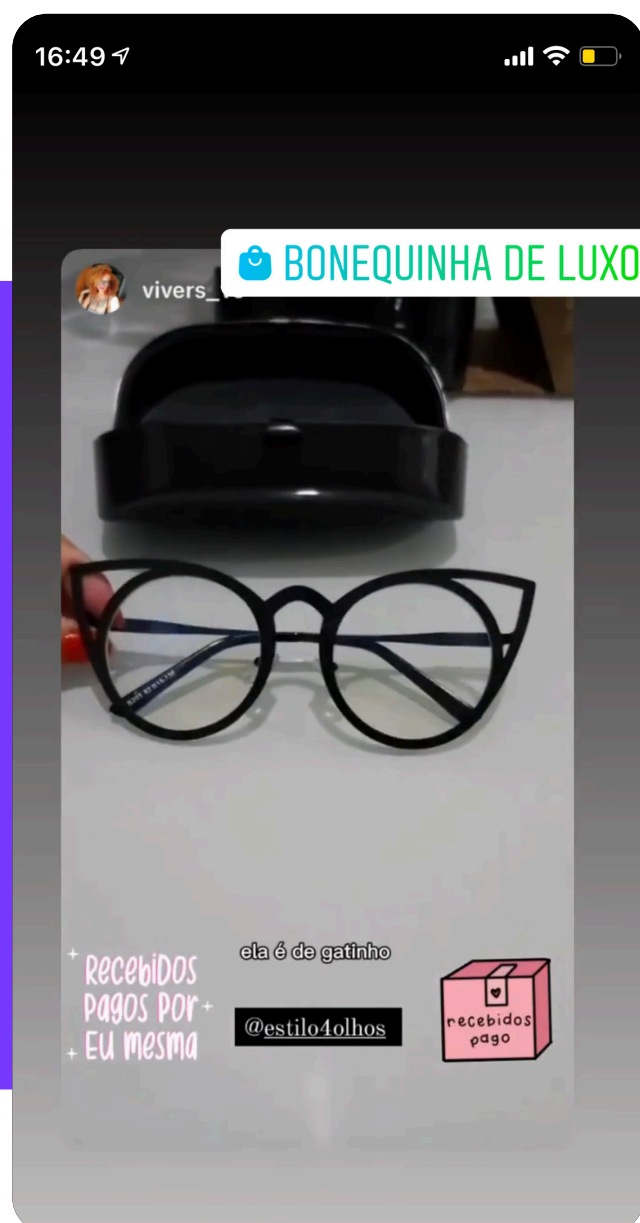
TIP 4

Each one of Instagram's creative surfaces presents a different opportunity to tell your story. **Here are some ideas:**

STORIES

Use Instagram Stories to repost organic user-generated content that your business gets tagged in or try out the "Add Yours" feature to encourage users to show off how they use your product.
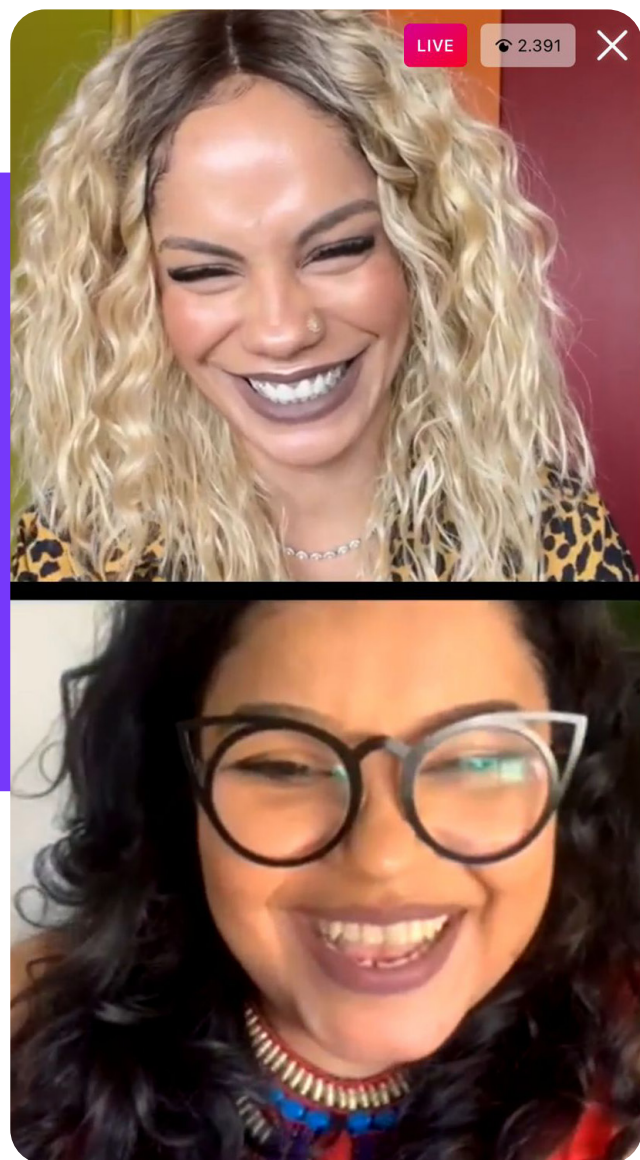
REELS

Show behind-the-scenes content or give your audience an "in-store" shopping experience.

Keep your followers engaged with a how-to product tutorial.

LIVE

Go live and host an interview with a brand that you and your customers love. Use the countdown sticker to build excitement around the event.

"Some of the highest performing content on Instagram tends to be this user-generated content style. So at the end of the day, it doesn't have to be super perfect. It can just be something that feels authentic, something that helps people understand what your brand is all about."

— Trinity Mouzon Wofford, @GOLDE

TIP 5

You can also **boost posts to drive traffic** to your physical store. "When we opened our flagship store, we [boosted posts] about our grand opening to reach more people in the area. We set [our target audience] to a certain location radius to reach more local customers. And we were so happy to hear that so many brand new customers that never followed us online, never heard of us before, made an effort to come in for our grand opening because they got the Instagram boosted posts."

- Mimi Striplin, @THETINYTASSEL

PRO TIP

"When you hit plateaus, take a second to just reevaluate. Dig into your insights. Are your followers seeing your content? Does the content need to be refreshed? And then use the different Instagram tools to make adjustments. Encourage your customers to sign up for post notifications, or go live to share what's new or what's coming soon to create some excitement and get them reengaged. Just continue to be consistent."

— Mimi Striplin, @THETINYTASSEL

EXCITE CUSTOMERS AND INCREASE SALES

People want to build meaningful relationships with brands, and nearly 2 in 3 active users say Instagram allows them to do just that.[3] On Instagram, you can excite an audience with captivating content and entice them to make another purchase simply through quality customer service.

TIP 1

Build trust with your community by using **Instagram Direct** to respond to story interactions or questions. Create automated responses for FAQs that will save time while easily providing great customer service. A positive customer experience with messaging has the potential to generate additional sales opportunities.

TIP 2

Have a product that people might have questions about before purchasing? **Ads that click to WhatsApp** or Ads that click to Instagram Direct could be a great way to educate your customers. Select the app destination based on where you and your customers prefer to connect. You can improve customer satisfaction by guiding customers throughout their purchase process and providing a consultative experience by answering their questions one-on-one.
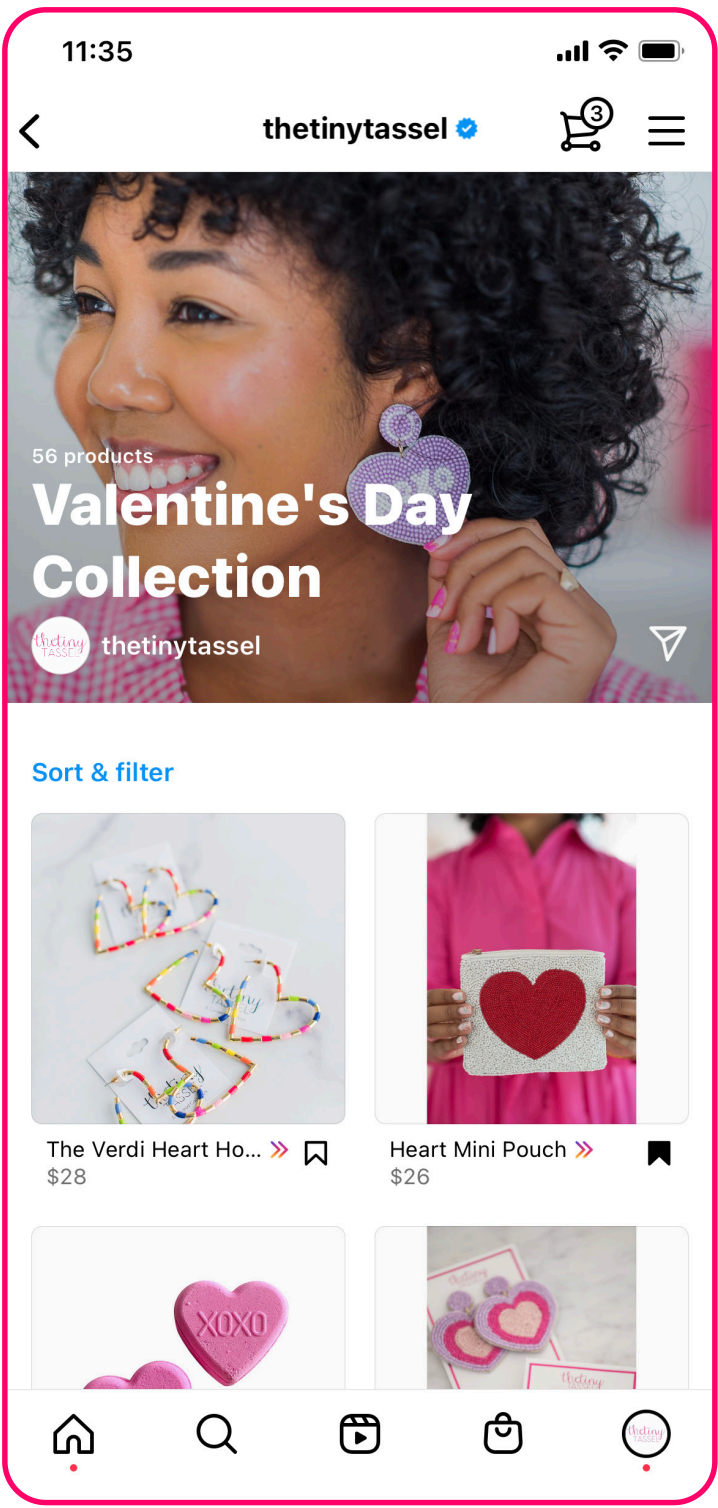
TIP 3

Enhance communication with your customers by taking advantage of features like voice messaging and document sharing in **WhatsApp**, or ice-breakers and photo-sharing in **Instagram Direct**.

"As soon as this feature became available, we linked our WhatsApp to Instagram. We've always used WhatsApp. And it's responsible for about 80% of our sales." 11:25

TIP 4

Keep your existing customers and followers exploring with your very own shop on Instagram. With **Instagram Shopping**, people can browse and purchase products without leaving the app. Set up collections to help your customers find products that they'll love.

TIP 5

If you're not a business that's actively using product tags, consider giving them a try. Upload your **Product Catalog** and use **Product Tags** in feed, stories and Reels so people can discover your products in different formats.
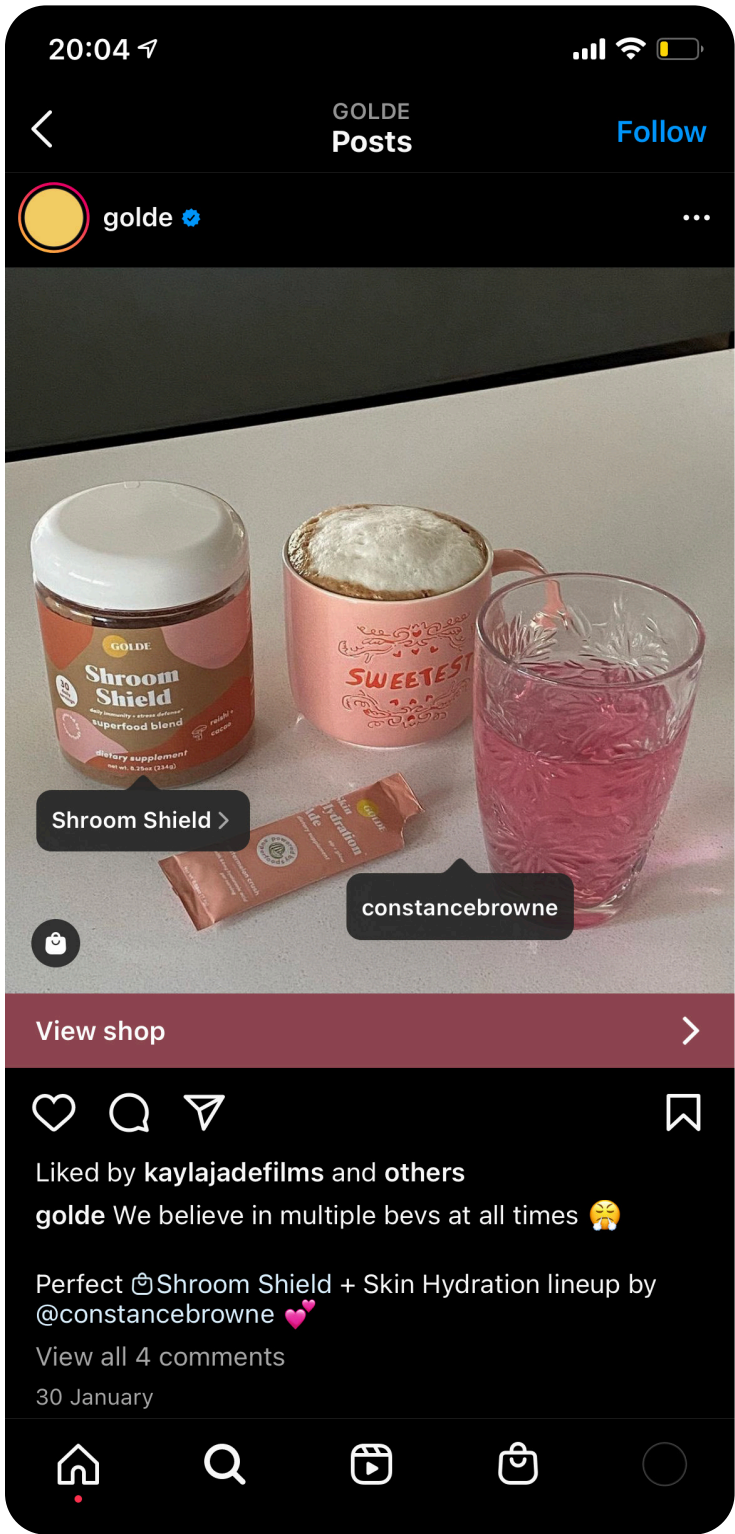
PRO TIP

"Pay attention to user-generated content to understand what products your customers love. Then save yourself time by using that user-generated content to build your product catalogs. Once you have the users' approval, tag the product and provide your customers with information about the product that will help them making a purchasing decision in the description."

— Trinity Mouzon Wofford, @GOLDE

FINAL WORDS OF WISDOM

"I always tell everyone to just stay consistent with what you're doing. So even if you are super busy and you're wearing all the hats of your business, just pick a day where you can create [all the content that you can at once]. And also, take time to connect with your audience because even if you don't have beautiful posts ready to go up, if you hop on and talk to your followers and ask them questions to understand what they want to see from you and from your business, most of the time, they'll answer. They want to engage and enjoy that."

Mimi Striplin, Founder of The Tiny Tassel

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