

GUIDE

Instagram Master Tactics

How to Get More Customers
in Less Time with Hootsuite



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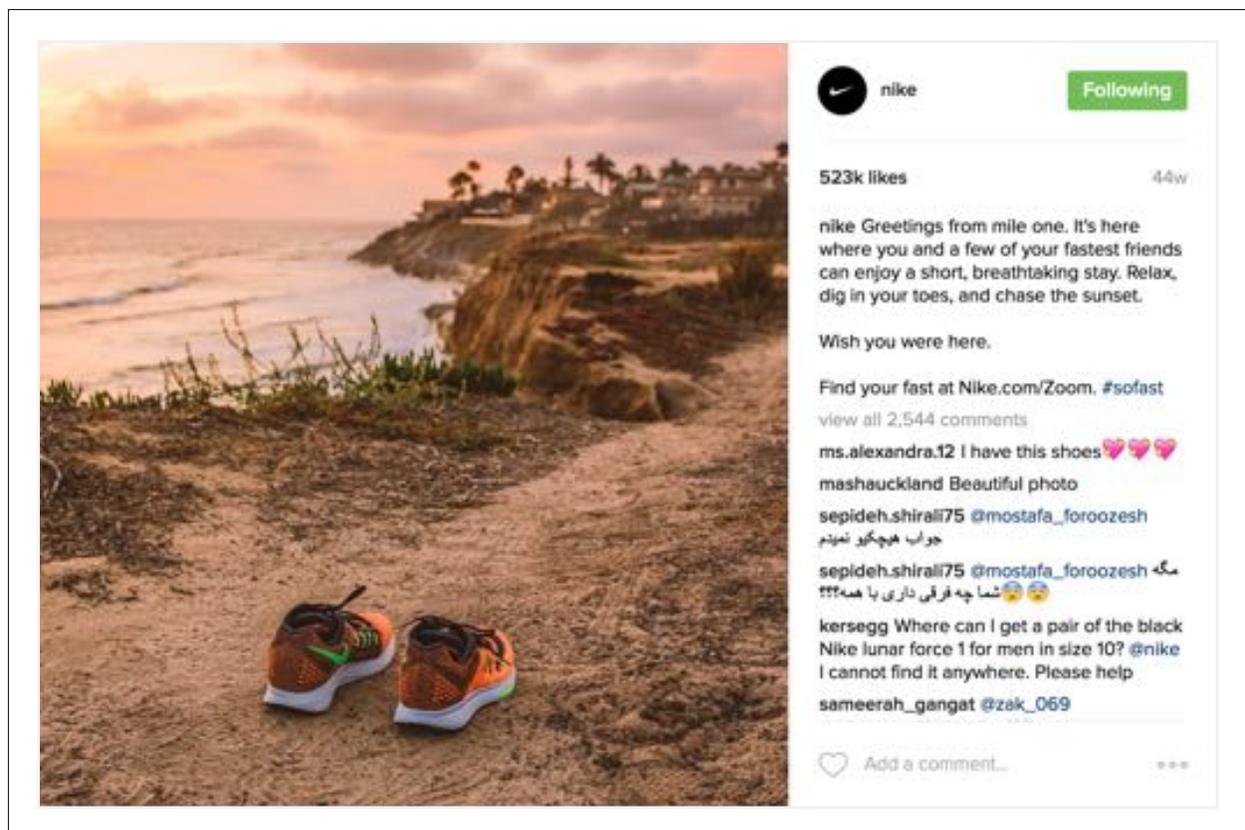
With 400 million monthly active users and 58 times higher engagement than Facebook (and 120 times higher than Twitter) for popular brands, Instagram is filled with creative opportunities for companies of all sizes.¹ In this guide, you'll gain creative ideas to help you acquire and retain customers with Instagram.

You'll learn how Hootsuite helps you:

- Schedule Instagram content and save time
- Add employees and influencers to your Instagram strategy
- Find content to share on Instagram that works for companies of all sizes

Instagram's opportunity for your company

- The average Instagram user spends 21 minutes per day on the network, according to Econsultancy.²
- Top brands get 58 times higher engagement than Facebook and 120 times higher than Twitter, says Forrester.³
- The visual format offers a natural fit for promoting branded campaigns, lifestyle and retail content, and increasing employee and customer loyalty.



How Hootsuite helps you get the most from Instagram

- 1. Schedule Instagram content with Hootsuite.** You can schedule photos and videos and manage multiple Instagram accounts within the Hootsuite platform. Save time by scheduling batch posts (such as a month of Throwback Thursdays).
- 2. Save time with team work.** With Hootsuite, you can securely set up team workflows for assignments and approvals, along with the ability to create multiple search streams for quick monitoring. For example, you can set up a stream in Hootsuite to monitor comments on your brand's Instagram content. It's easy to assign different messages—such as routing customer service posts on Instagram to your support team. This saves time and offers a secure way to share access with team members. Note: you can set up assignments in Pro or Enterprise but approvals are only available in Hootsuite Enterprise.
- 3. Bring employees and influencers into your brand's story.** With Hootsuite Enterprise, team permissions make it easy to allow influencers, employees, and external agencies to contribute content. They submit Instagram content. Your brand team approves for publishing.
- 4. Do even more with Hootsuite's Ecosystem.** Our app integrations give you more ways to use Instagram right from the Hootsuite platform. Use [TrendSpotttr](#) to find content trending related to your brand, industry, or campaign, and find local customers and fans at events, concerts, or in your local area with [Vidpiq's](#) geo-located search features.
- 5. Give customers one unified experience.** From an intern capturing moments at a live event to a brand manager approving content at your head office, it's simple to scale your Instagram activities and ensure consistency across teams, external agencies, and contributors. Note: team approvals are only available in Hootsuite Enterprise.

Why Hootsuite makes Instagram even more powerful



	with Instagram	with Hootsuite
Publish Instagram content	✓	✓
Monitor and engage with your Instagram audiences	✓	✓
Search across users, hashtag, or location	✓	✓
Schedule Instagram content in advance		✓
Manage multiple Instagram accounts	✓	✓
Share access and assign tasks securely across teams		✓
Save Instagram searches for easier insight into customers and competitors		✓
One unified platform: manage Instagram, Facebook, Twitter, LinkedIn, Google+, and YouTube in one place		✓
Extend Instagram: use apps and tools in Hootsuite's Ecosystem to do more with Instagram		✓

3 Instagram marketing ideas

(and how to put them into action)



Show me how it's made

Do you have an interesting product? Show the process. Whether you sell skateboards or jet planes, customers are always interested to hear how their favorite products are created. Brands and craftspeople that reveal their product stories can win loyalty with passionate consumers.



Show me the people behind the product

Regardless of your industry, make the story about your employees, customers, and culture. From a photo taken by a crane operator in Shanghai to an architect's napkin sketch of a new project, Instagram can boost employee retention, industry interest, and category leadership.



Show me something I'd never get to see

Whether you are sponsoring extreme athletes or are trying to increase tourism, Instagram can reveal the world in new ways. With Hootsuite's different permission levels, you can easily invite photographers, artists, and influencers to share their perspective on your brand's Instagram account.



Idea #1

Sell more products by showing your work

If you want to sell, **share your product's story on Instagram.**

Take the surfer Gabe Willis, for instance. As reported in Instagram's blog, this surfer moved from the ocean paradise of San Diego to the flat concrete streets of Oklahoma for college. Missing the ocean, he decided to try skateboarding. One day, he snapped his board and was too broke to buy a new one. To save money, he decided to make his own.⁴

He documented his process on Instagram. Unlike modern skateboards, his resembled old-fashioned wooden boards. He shared his new work as he went, gathering followers and interest in his skateboards.

Soon, his Instagram followers began asking where they could buy these unique skateboards. He started fulfilling orders right from his Instagram account.

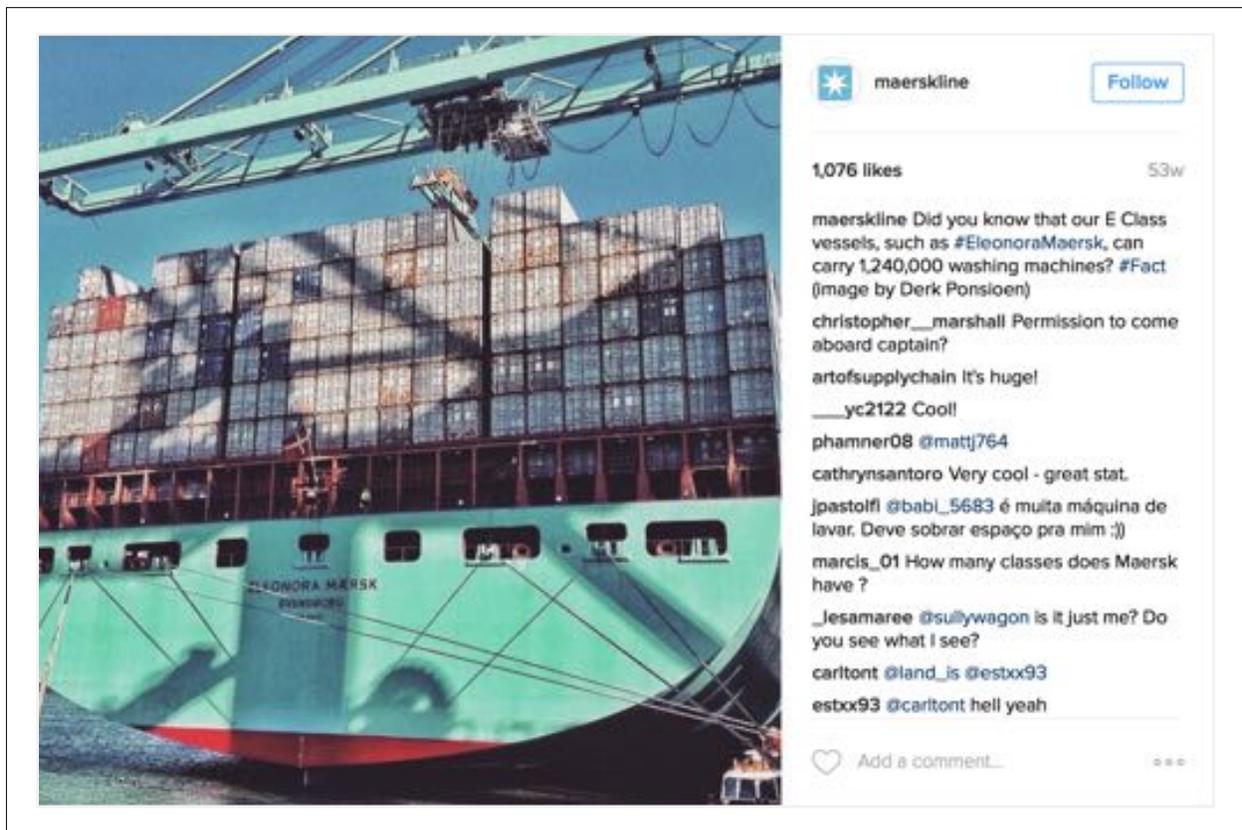
Now, he has expanded to four full-time employees and is selling through physical and online retailers. He also asks customers to include the @strght account when they take photos of their boards. This has built a little customer community and visual showcase of his products.



How to do this with Hootsuite

1. Use the Instagram scheduling and publishing features in Hootsuite to save time. Take pictures or videos in the morning. Schedule them to go out throughout the day.
2. Create an Instagram listening stream in Hootsuite. You can monitor customers, competitors, or popular industry terms. [This video explains how to set up listening streams in Hootsuite.](#)
3. Work (securely) as a team. You can work as a team, without ever sharing your Instagram account password with employees. This is done with Hootsuite's limited permissions.
4. Grow your Instagram followers with [Hootsuite Campaigns](#). You can create a beautiful product gallery, ask fans to vote, and collect email addresses for follow-up promotions.

For example, a junior employee can assign customer service posts (such as an unhappy post) by using assignments. They assign the post. You (the manager) review.



Idea #2

Increase trust by sharing the perspectives of employees

Regardless of your industry, focus on what actually makes your company special: **the people that do the work.**

It's a perspective that people want to see, too. According to Edelman's study of 33,000 consumers in 27 countries, 52 percent of the international public consider employees extremely credible or very credible. The study also found that the general public wants to hear directly from employees as "ambassadors for the company."⁵

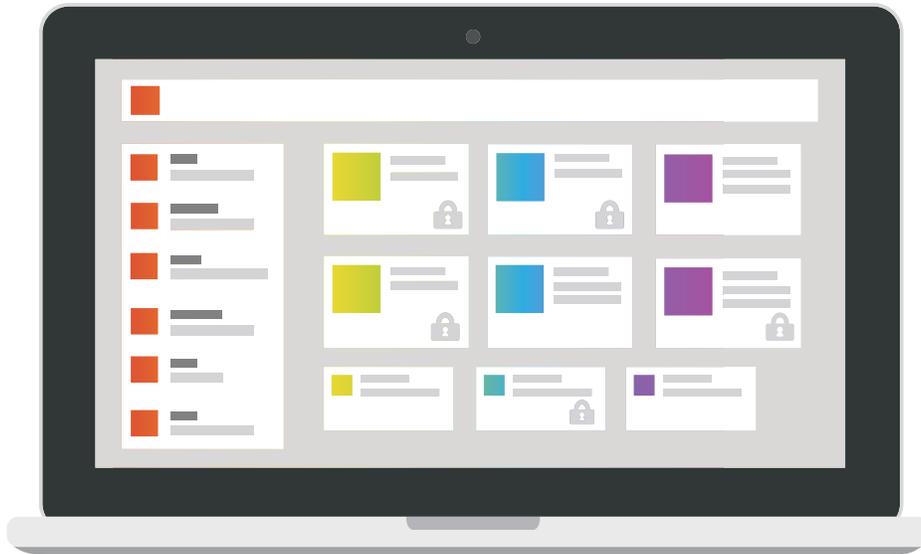
Maersk Line, the world's largest shipping container company, surprised people when they started using social media. How would posting pictures of big ships earn them new B2B business?

They first approached social media as a way to get closer to their customers—but soon realized that opportunity was much broader.

As they explain in their social strategy, "we realise that there's much more to gain from it, such as better press coverage, higher employee engagement, more brand awareness and even bringing in high-level insights and intelligence from shipping experts around the world."⁶

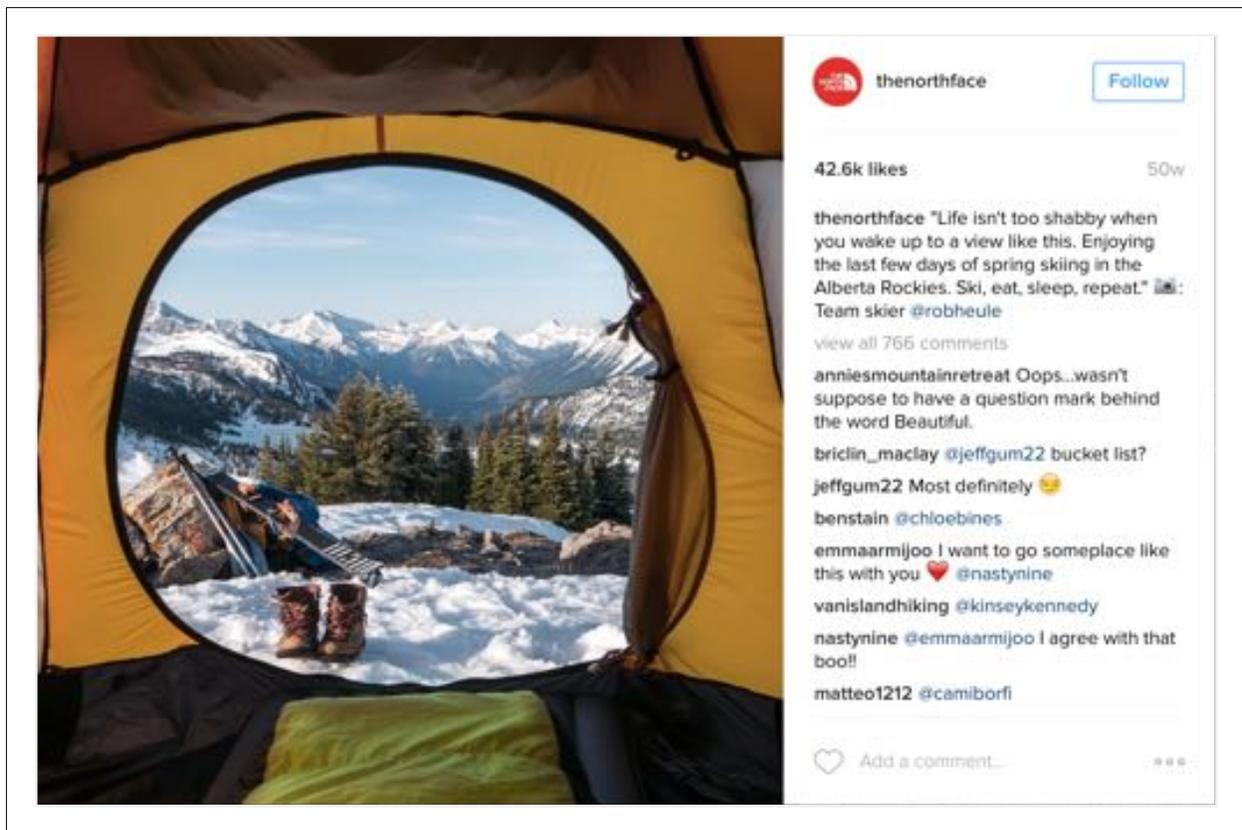
Every day, Maersk Line shares photos of the company at work. Giant ships, the bright Maersk logo, the shipyards and freeways—these are all scenes that make employees proud to work at the company.

Use Hootsuite to allow employees all around the world to source content for your official brand channels. This opens a new angle: you'll capture your brand from many different perspectives, making employees and customers proud to be part of your global story.



How to do this with Hootsuite

1. With Hootsuite Enterprise, employees can securely be given limited permissions. They can't publish Instagram content. They can only submit it. This means that employees all around the world can share their perspective at work and submit Instagram content from their mobile devices. Your brand team or head office can then review, schedule, or edit this content.
2. Schedule photos and videos submitted from employees in the field. Employees can snap a photo at work—such as the view from a crane in middle of Shanghai—and then submit it via Hootsuite. A global brand manager will be notified about the photo, can approve or edit it, and your company will be creating content that is authentic and on-brand. Note: this approval functionality is only available in Hootsuite Enterprise.
3. If you have thousands of employees, ask your global workforce to tag their photos or videos with an official company hashtag. You can then easily find these photos with a listening stream in Hootsuite.
4. Amplify across your company. Use [Hootsuite's Content Library](#) to give employees access to approved social content that they can share. For example, employees can share photos and videos about a new product line that you want to get picked up by the press. This makes it easy for global companies to empower thousands of employees on social media. Note: the Content Library is only available in Hootsuite Enterprise.



Idea #3

Inspire customers and grow your followers

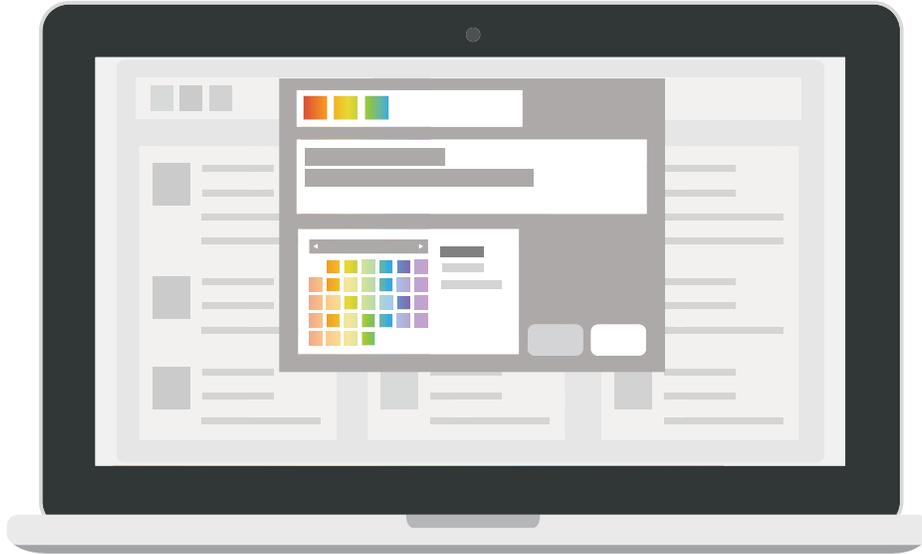
You don't need to bungee jump from space to inspire customers on Instagram. Whether you sell outdoor gear or wind turbines, **share new perspectives that a customer wouldn't see in their everyday life.**

The North Face, a popular outdoor wear company, has an Athlete Instagram Field Team. This team contributes photos from remote places around the world. These are incredible spots that the average person would never get to see. They have 758,000 followers.

For General Electric, this vision is about showing the unexpected beauty in technology—giant machines, wind farms, and the wonders of science. They inform and inspire. General Electric has 185,000 Instagram followers.

Canadian retailer Herschel Supply Co has shown that Instagram is more than a place to show pretty product shots of their travel gear. They curate photos from their customers and fans, sharing thousands of different perspectives on what the brand's mantra of #WellTravelled means to them. The brand has 567,000 Instagram followers.

"When we look for photos to feature on our Instagram account, we're looking for photos that fit into our overall brand story," says Herschel Supply Co's social media manager Allison Butula. "We're looking for photos that tell that story in a single image."⁷



How to do this with Hootsuite

Influencers, athletes, and artists have a proven ability to create content that reaches a broad audience on Instagram. With Hootsuite, you can work with these influencers to inspire customers while staying on-brand.

1. Use Hootsuite to schedule Instagram content sourced from your fans or influencers throughout the week. You can manage and edit your scheduled Instagram posts within Hootsuite's Content Calendar.
2. Run an Instagram takeover campaign, which involves you inviting a famous athlete or artist to share photos and content on your official account. Use limited permissions in Hootsuite so that the influencer submits content from their mobile phone. A brand manager can then review and publish.
3. Save search streams in Hootsuite to monitor hashtags to source new content ideas. You can also view your Instagram streams to monitor and respond to audience interactions.
4. Use [TrendSpotttr](#) to find top trending photos, videos, and influencers for any tag, topic, or hashtag. This app is a part of the Hootsuite Ecosystem, helping you easily listen and find what's resonating on Instagram.
5. The [Vidpig](#) for Instagram app in Hootsuite allows you to monitor and engage with users that are posting in a specific city or location. Use this app to find local ambassadors that can create Instagram content for your brand.
6. Use [Ow.ly](#) to shorten your links for Instagram. That way, you can track how Instagram is driving traffic and purchases. Expert Tip: In your image caption, tell your audience that you've included a link in your Instagram bio. That way, people will instantly be directed to your website as URLs in captions do not hyperlink in Instagram.

A checklist: Make your Instagram day easier

Let's say you are a brand manager and need to coordinate a big PR event. You are managing a lot of moving pieces. Here's how Hootsuite can help.

You wake up and check your TrendSpottr feed in Hootsuite.

A famous athlete is the official spokesperson of your campaign. In just a few hours, she will be at the event, endorsing your new line of running shoes. [TrendSpottr](#) shows you the most popular conversations about the event, all right in Hootsuite.

You schedule a photo that is starting to trend.

An inspiring quote from the athlete is starting to trend on Instagram. You use Hootsuite to schedule the quote. As London wakes up, they'll see it in their Instagram feed. You also schedule the photo for Facebook, LinkedIn, Twitter, and Google+, all from the Hootsuite platform.

On the subway, you get a notification.

It's from a junior employee at your Paris office. This employee has limited permissions in Hootsuite and has flagged an Instagram photo for you to review. It's of the athlete's mother, a shot they took this morning. You make a quick edit to the description and schedule the photo to go out on Instagram this evening. Note: this approval functionality is only available in Hootsuite Enterprise.

Someone complains about their shoes.

You are monitoring your Instagram campaign hashtags in Hootsuite and see a few customer complaints. Their orders didn't arrive and they've posted comments on the athlete's Instagram quote that has just gone out. You assign the post to your support team. This is all done from the Hootsuite platform.

A questionable selfie arrives.

You've given the famous athlete limited permissions in Hootsuite. She has been submitting photos and little updates as she travels to the press event. You open Hootsuite to approve. One photo has typos and is off-brand. You reject that photo but post the others on your brand's Instagram, Facebook, Google+, LinkedIn, and Twitter accounts. Note: approval functionality is only available in Hootsuite Enterprise.

The event is packed. You find local influencers.

As the famous athlete talks to the press, you monitor your [Vidpiq](#) stream in Hootsuite, tracking the response of fans, journalists, and influencers within 20 miles of the event. Outside of the event, fans are complaining on Instagram that they can't see anything. You post a photo from backstage to reward the fans for waiting, showing them your insider perspective.

The next morning, you amplify across channels.

After the event, you analyze the best performing content. You upload the most popular photos into [Hootsuite's Content Library](#). These will be shared by your global teams and employees. You also create a visual gallery of fan-generated content with [Hootsuite Campaigns](#).

That afternoon, you analyze your success.

As you've been using [Ow.ly](#) to shorten your links for Instagram, you can easily create a report in Hootsuite Analytics, showing how Instagram is driving traffic, engagement, and purchases.

Next Steps

We've covered how Hootsuite helps your business get the most out of Instagram. The next step is to add your Instagram account to the Hootsuite platform.

Endnotes

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About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation

Social Marketing



Social Selling



Employee Advocacy



Social Customer Service



Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

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