

INSTAGRAM FOR BUSINESS BEST PRACTICES : CONTENT, SCHEDULING HASHTAG RESEARCH

BY
THE DIGITAL MARKETING TEAM
CITALDEL MEDIA

WHAT IS YOUR IG BRAND?



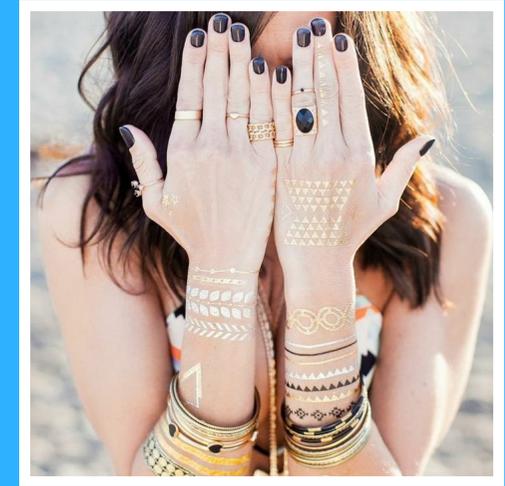
STYLE BLOGGER

Discover fashion must haves and improve your personal style



LANDSCAPE PHOTOGRAPHER

Venture into uncharted territories of this planet.



E-COMMERCE BRAND

Step up your festival style this summer with beautiful boho jewelry.



REGRAM

VIDEO UGC

COLOR SCHEMES

REUSE CONTENT

USE GRIDS

**CONTENT
TIPS**

NARROW YOUR FOCUS

You may like a little bit of everything but that won't help you sell or build your community on Instagram unless you're a celebrity.

What is your account at first glance? Fashion? Funny Girl? E-Commerce Brand? Musician? The more tightly focused the better.

WHERE DO YOU START?

- Find inspiration in other accounts you love.
- Choose a posting style or theme,
- Make a list of your product and related categories.
- Use color schemes & high quality similar images.
- Schedule your content in advance
- Refine your strategy from month to month

**SAVE TIME
TODAY**

5 EASY STEPS TO UPLOAD YOUR INSTAGRAM CONTENT

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1

GATHER YOUR CONTENT

Get all of your content together at once. If this is hard for you break your content down into categories that you will be posting. ie Quotes, Products, Food, Fashion, Events, Video etc. Choose content themes related to your brand

2

ORGANIZE BY TOPIC

Organize photos in folders by topic so you know how much content you'll have by topic. If you're posting twice a day you'll need 60 photos total. Example ...If you had 4 topics you'd need 15 photos in each folder.

3

SIGN UP FOR SCHEDUGRAM

Schedugram is the best scheduler on the market. It lets you preschedule w/o getting a push notification to publish from your phone, lets you add first comment hashtags (top 28). Use code **INSTASAVE** to save \$5.00 off your first month. Average cost \$20.00 a month

4

UPLOADING CONTENT

You can bulk upload or single upload both photos and video.

Add the top 28 hashtags as the first comment in our photos. Plan how it will look on your Instagram timeline and set queue times (reg post times)

5

SHARE ACCESS

Team access is included with your account.

Create additional accounts and give access to the IG accounts they will be working on with just a few clicks.



NOW YOU'RE ROCKING

Now that you're scheduling your content you can focus on building up your followers.

Find out how Citaldel can help you grow. Save \$20 off your first month with discount code **IGFRIENDS**

HASHTAG 101

HOW TO FIND THE RIGHT HASHTAGS FOR YOUR POSTS

[CITALDEL.COM](https://www.citaldel.com)

1

LIST YOUR POST CATEGORIES

List all of the post categories that you will be posting. ie Quotes, Products, Food, Fashion, Events, Video etc.

2

SEARCH BY TOPIC

Look for hashtags in your industry between 15K and 3 million. These tags are big enough for engagement but not so big that your post will get lost. You want to choose 29 all together and your brand tag makes 30.

3

SEPARATE BY PHOTO

Use the appropriate tags with the right photo to increase your post reach. You don't want taco tags with motivational quotes or quotes about cake and wine with travel photos.

4

BEWARE OF BIG TAGS

BEWARE of using really big tags because 1. They could be flooded with porn or content you don't want your brand exposed to . It could just also be too big for your target customers to find you
1 or 2 are okay but no more.

5

USE ALL 30 HASHTAGS

Some people hate hashtags but unless you're a million follower plus account that gets a ton of people to tag their friends...you NEED hashtags to increase your reach and increase engagement. Use 2 in the caption and put the other 28 in the first comment box. They'll disappear after people start to comment.



WATCH YOUR DATA

Use an analytics tool and see which hashtags your posts get the most engagement from and change up your strategy from month to month.

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CONTENT IS KING

CHOOSE THE BEST PHOTOS FOR YOUR PAGE
POST REGULARLY
USE A STYLE OR POSTING ORDER AND STICK TO IT



SCHEDULE YOUR CONTENT

GATHER YOUR CONTENT ALL AT ONCE
PUT 30 to 60 DAYS WORTH TOGETHER AT A TIME
WRITE CAPTIONS
UPLOAD IT AND FOCUS ON MANAGING MESSAGES FROM YOUR COMMUNITY



USE DATA TO INFORM ACTION

DO YOUR HASHTAG RESEARCH USE TAGS THAT GET LOTS OF ENGAGEMENT
USE TAGS THAT HAVE BETWEEN 15K and 250K POSTS
USE UP TO 4 BIG TAGS (MILLION PLUS) if they are solidly related
USE 30 TAGS WITH EVERY POST

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