

INSTAGRAM TRAFFIC RUSH

HOW TO DRIVE TARGETED INSTAGRAM
TRAFFIC TO YOUR WEBSITE



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If you've no clue what Instagram (<https://www.instagram.com>) is all about and why you should consider using it for your business, don't worry. In this guide, you're going to be learning a lot of things about Instagram and why having a presence on this social media platform is going to help your business grow!

Instagram is primarily a mobile phone app that people download from the Google Play Store, Apple App Store, and the Windows Store. It does have a web version that you can access on your computer by typing in Instagram.com on a web browser. However, it's feature limited.

On the non-mobile version, you can only view posts. You can't upload new photos or videos. If you want to do that, you're going to have to go to the mobile app and upload from there.

It's important to mention this fact here because when you start building your Instagram profile, you're going to need to consider how your images and videos look on mobile.

Instagram is a visual platform, so you do need to decide what kind of look you want to achieve for your brand, and what your overall goals are for being on the platform.

Why Your Business Should Be On Instagram

There are many reasons why your business should be on Instagram even if you don't think you're servicing a niche or industry that's visually appealing. You probably think Instagram works best for fashion stores and such, but the truth is that the platform will work for any business in any industry.

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If you can take a photo or video of your products and services, then you can certainly use Instagram. You just need to think outside the box so you can crush the platform!

Instagram is the third biggest social platform right behind Facebook and YouTube

If your brand is already on Facebook and YouTube, then you shouldn't leave out Instagram. The platform has over 800 million active users logging in each *month*, with the number of daily users reaching over 500 million!

Even if you get just a small fraction of that traffic, it's still going to bring significant growth to your business.

And that's not all. Instagram users are some of the most highly engaged social media users on the planet. On average, people spend an average of 25-30 minutes per day on the platform.

In fact, billions of Instagram posts are liked each day by users and over 95 million posts are shared on the platform daily.

There are over 25 million business profiles worldwide

If you don't go on Instagram, then chances are your competitors are going to steal your customers from you. They can demonstrate their trustworthiness. They'll be able to show people the 'human' side of their business.

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If that doesn't scare you yet, how about the fact that over 200 million Instagrammers visit at least one *business* profile every day? And that a third of the most viewed Instagram stories are from businesses?

Think about how much money you're leaving on the table just by *not* being on Instagram!

Instagram will help expand your brand's reach to bring in more leads and sales

More and more people are turning to social media to check out a brand's social media profile before making a purchase decision.

With over 800 million users (and growing every day!), your potential clients and customers are searching for you on Instagram. If they don't find you on Instagram, but they find your competitors there, then that's going to count as a loss for your business.

The amazing thing is that once people follow you on Instagram and they see you provide plenty of value through your posts, then they're going to be easier to persuade to buy from you.

If you run a clothing business, you can have regular and normal people wear your clothes and then take pictures of them. Your followers will then be able to decide whether they want to buy from you or not.

With the use of hashtags, you can expand your reach even further. So make sure you use hashtags with every post you make on Instagram.

Instagram is a business-friendly social media platform

With the introduction of Instagram business profiles, businesses are able to stand out from personal accounts. This is because a business profile will allow you to add a contact button to your profile.

You can put your business hours, telephone number and even add directions to your business location if you run a brick and mortar shop.

Additionally, you can even get insights about your followers to see where they're from. You'll know their demographics. You'll even know how they interact with your Instagram posts and stories, so you can further improve your presence and engage more of your followers!

No hard selling required – your photos and videos speak for your brand!

As a visual platform, there's no need for you to write thousands of words to describe how your product or service works, and how people can benefit from it.

Instead, you can let your photos and videos speak for themselves. You know the saying, "A picture paints a thousand words." Well, on Instagram these are the words you need to live by!

Tell your stories by capturing special moments. Put your products front and center in your feed. You don't need to invest in an expensive camera, you can simply use your smartphone's camera and add a filter for some nice, visual effects.

You don't have to be afraid to show your fun side

Yes, even businesses have fun sides to them. For the most part, the business stereotype is formal, serious, boring, and all that non-fun stuff. Instagram, however, is a platform designed to bring out the fun side in everyone – individuals and brands alike!

Instead of showing photos of your team wearing business suits typing away on their computers looking like they'd rather be elsewhere, how about you capture them in a less formal environment?

Show your fans what your team is like on an off day. Take random photos during breaks at work when they're more likely to goof off and play around.

Candid and random photos will make your brand appear more approachable and more human, something regular people can relate to.

They'll be more likely to engage with a fun-looking business, so keep that in mind if you want to get more leads and sales from your business Instagram profile.

How To Use Instagram To Drive Targeted Traffic To Your Website

Using Instagram to drive traffic to your website is an excellent idea. Now, before you start driving traffic to your site, it's very important to make sure your site is mobile friendly. A huge percentage of your fans and followers are going to be clicking through to your website from their Instagram apps.

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A non-mobile responsive website will be a huge turn off for your potential customers. Even if you post the most amazing photos, if your site is not optimized for mobile phones, then you may just as well not have posted anything because you're not going to get any conversions!

With that said, here are the top tips you need to follow to make the most of your Instagram account.

Set up a free business profile

With a business profile, you can add your contact information, business information, as well as your business address. This makes it easy for people to get in touch with you directly instead of clicking on random things on your profile.

Note, however, that you will need to have a Facebook business page set up first so you can finish setting up your business Instagram. Instagram will then import the data you've saved on your Facebook page. If you want to edit some details, however, you'll be able to edit it easily on the app.

Edit your Instagram bio

Your bio is one of the first things people see when they land on your profile. Write your bio in such a way that people won't be confused by what it is you do – spell it out for them.

Don't write like a robot! Add a bit of humor or a touch of personality – that's one way to get people to follow you!

Make sure you add a link to your website in your bio. This is where people will be clicking through to your site so if you're promoting some new products, then you may need to change up the link from time to time, so people go directly to where you want them to land on your website.

Post creative and visually-pleasing photos and videos

As mentioned earlier in this guide, there's no need to hard sell on Instagram. When you hard sell, you're only pushing people away. No one wants to follow an aggressive marketer or seller on Instagram.

Upload awesome photos on your feed and let people's imagination take over! Let them imagine how they'd feel if they were wearing your brand's clothes, how nice it would feel to wear one of your hand-made bags.

You can make your photos look fun and exciting by color coordinating your products, for example. Or by taking a panoramic shot and then dividing it into three images so that when you upload it to Instagram, they'll appear side-by-side and will still look like a panoramic shot.

Offer exclusive discount codes and promotions to your Instagram followers

I know I mentioned earlier you shouldn't hard sell on Instagram. But there's absolutely nothing wrong with uploading a high-quality image with some stylish text overlay on it letting your followers know you're running a special just for them!

You can announce your bonuses and product or service updates using this method. Your followers will love it, and they would appreciate the gesture.

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Right before you announce your huge sale, you can post teasers letting them know something big's going to be happening in just a few days and to stay tuned to their feeds!

Oh, and don't forget to edit your bio and swap out the link to your promo landing page. After all, you don't want people to get lost on your website – you want them to land directly on the correct landing page!

Use hashtags in your posts to make your brand discoverable

Hashtags are used to make your posts discoverable by people who are not yet following you. You can use trending hashtags, or you can create your own. When people click on a hashtag, all the posts that use that hashtag will appear on their screen.

The downside to using trending hashtags is that your post can quickly get buried among hundreds or thousands of posts. But if you time your post just right, you can get plenty of new, potential followers to come check your profile out.

Again, this is why being creative is important in Instagram. People are going to be judging you based on the quality of your photos and videos – the better the quality, the higher the chances that new people are going to follow you!

Connect with Instagram influencers

Influencers already have a ton of followers. Engage and build a relationship with them. You can do it the organic way by commenting on their posts,

joining their contests, using their brand hashtags. Basically putting yourself in front of them and getting their attention.

Once they recognize you as an avid fan and follower, they'll be more willing to give you a shoutout to their followers which could result in more people following you.

Are You Ready To Start Getting Highly Targeted Traffic From Instagram?

Instagram is the top social media platform when it comes to the level of engagement among users. Encourage your existing customers to follow your brand on the platform and to let their friends know about you as well.

Show people the human and fun side of your brand. The tips we've outlined in this guide will help you jumpstart traffic from your Instagram to your website so make sure you follow all the suggestions listed in this guide!