



# A Beginners Guide to Instagram

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## What is Instagram?

Instagram is primarily a visual platform and has been around for a few years now, quietly picking up traction mostly thanks to everybody's obsession with mobile photography and taking selfies. In essence, Instagram is a social networking app made for sharing photos and videos from a smartphone. Like Facebook, Instagram has a profile and newsfeed. When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow.

## Creating the perfect profile!

In order to use Instagram, you have to create an account. Ideally you want to create a business account, especially if you're going to be using this social platform for business. You can have two accounts if you like, one for personal and one for business. Try to keep the two separate, as no one wants to see pictures of your nan holding a cat on your driving school business profile and posts like this are probably better kept on your personal profile.

When you create your profile, this is your opportunity to use this small bit of space as some real estate for your business. What I mean by that is utilise this space as a sales page because the idea of you having a business profile is to drive people from your posts to your profile page. You then want to state clearly in your profile what you do. It's a good idea to put things on separate lines and use a few emojis. You also want to have a clear "Call to Action" on your profile such as "Get in Touch to Find Out More" and then have a link to your website for example. You can see in the example below how I've set my profile up. It clearly states who I am, what I do and a Call to Action.

## Example of setting up your Instagram profile

Username/Handle → theadimarketingacademy

Number of profile views → 41 profile visits in the last 7 days

Profile image → [Profile Picture]

Services → The ADI Marketing Academy  
Marketing Agency  
Owner- Shaun Harrington-Lunt  
Driving School Marketing Services 🙌  
I Help ADI's to Generate More Sales  
Get My FREE e-Book on Marketing 🙌

Call to action → Get My FREE e-Book on Marketing

Lead generation → www.adimarketingacademy.co.uk/free-ebook/

Contact Me → Contact

## **Finding the right #Hashtags**

Hashtags are one of the main ways that your account is going to get discovered. Be careful when using Hashtags as you don't really want to use the most popular ones such as #lewishamilton otherwise your posts will just get lost in all of the noise and your posts will never be seen. So, choose some relevant ones and try to make sure that you include one for your own business.

Take a look at your competitors and see what tags they're using. If it works for them, then it should work for you. In regards to how many Hashtags can you use, well you can have as many Hashtags as you want but you can only use a maximum of 30 in any post. If you're posting stories, then you can only use 10 in stories.

I recommend using Hashtags as a comment as soon as you've created a post. I don't put my tags in the actual post. I personally think it can look spammy if placed in with your post. The more Hashtags you use, then the more opportunity you have to reach out to people, or put another way, the bigger opportunity you're creating for yourself to be found.

## **How to find potential customers on Instagram**

Finding the right customers can be a time-consuming process and it is very much a nurturing exercise. I always start off with using the search functionality and searching for places such as my hometown. You can navigate to this by clicking on the magnifying glass icon and then in the top right of your screen scroll across to places.

From here, I would have a look at which groups have the most posts. Try to ensure you select "Recent" as you don't want to be posting or commenting on someone's post if it was 12 months ago. Once you start commenting on some posts, that person will hopefully go and look at your profile and if you're selling what they need, then they just might DM you. It's really all about driving people to your profile page because as I've mentioned earlier on, your profile page is your sales page.

You can also look at your competitors and start following a few of their followers. As awkward as this might seem, business is business and sometimes we need to be competitive. Don't be frightened of commenting on a few of other people's posts because remember Instagram is all about reach and engagement. With a bit of luck, people will follow you back.

## What type of content to create?

Your content needs to be engaging. You really have to be thinking outside of the box here and be a bit creative. Try not to just post pictures of a pupil who has just passed, this can seem a bit boring and won't get you many followers.

Try to create content that creates value to your customer. This could be a mixture of entertaining, educational or something that makes them laugh type of posts. There is no right or wrong answer to this, just experiment a little and see what works for you and your driving school. Also look at your competitors and see what's working for them.

I try to use what is called the Jab, Jab, Hook method (JJH). My first two post will be humour or educational and my third post will be more salesy orientated which will hopefully definitely drive traffic to my profile page.

You could create competitions or perhaps create a poll. Both of these will get you engagement and if you're using the right Hashtags, you will also get some reach too.

## How to generate sales using Instagram

There are many strategies on how to generate leads and creating sales using Instagram, this document is too short for me to go through them all. However, if you're interested in generating leads through Instagram, then I've got video tutorials showing you ways how to do this. You can find my video tutorials at [www.adimarketingacademy.co.uk](http://www.adimarketingacademy.co.uk)

But the quickest and probably easiest way is to create an Ad using Facebook. Instagram is owned by Facebook so you can use Facebook Ads Manager to easily create an Ad and place it on the Instagram platform. You can then track your conversions and create lookalike audiences and a whole host of other targeting strategies. Another good way to generate leads on Instagram is by using "Stories". Driving instructors don't utilise the story functionality enough within Instagram and are missing out on great opportunities to generate leads.

You can simply create a poll in stories, this can be a simple "Yes" or "No" question such as "What's your biggest fear about learning to drive". People will respond to this type of question. You can then DM individuals from here. This also creates engagement and drive people to your profile. Not only that, but once your posts or profile is getting engagement, you can then target these people with an Ad.

Anyway, I hope I've given you some food for thought and if you need some ideas, then just simply head over to The ADI Marketing Academy.

Best regards

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