



Instagram Training | Session 1

Understanding the Platform, Setting Up A Business Profile, and Identifying General Marketing Goals

Presented by: LocalHop – Hanna Shemke





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Instagram versus Facebook: What's the Difference?

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Social Media Content

Many social media content creators simply publish the same content to each of their social media channels. But unfortunately, channel strategy isn't that easy. If you're familiar with social media marketing, then you understand that different mediums require different messages and delivery.

Facebook: Top Tiered Competitor?

Over **80%** of frequent internet users open FB regularly, and there are 1.8 billion people logging in multiple times a week, and **65%** of users open Facebook once per day. In a virtual sense, every kind of user is on Facebook, which means that your customers are surely to be found there, regardless if you're a global consumer brand or B2B small business.


However, stats aside, many digital marketers (myself included), argue that for visual branding success, Instagram is the front runner, especially now that Facebook engagement is at an all time low.



Instagram versus Facebook: What's the Difference?

Why Should Instagram be Used Differently than Facebook?

Simply put, there are a lot of people using Facebook and Instagram. **One in five minutes spent on a smartphone is to use either Facebook or Instagram**, which is a huge audience ready for all of you to tap into. So, why should Instagram be treated differently?



Facebook

On average, users spend **35 minutes** a day on Facebook

There are **2.5 billion** monthly active users


74% of users visit the site daily

Demographics

54% 46%

Age (%)

Age Group	Percentage
18-29	86
30-49	77
50-64	51
65+	34



Instagram

On average, users spend **53 minutes** a day on Instagram

There are **1 billion** monthly active users

42% of users visit the site multiple times a day

Demographics

51% 49%

Age (%)

Age Group	Percentage
18-29	67
30-49	47
50-64	23
65+	8

Graphic's courtesy of Kyle Weber at B2C.com

Instagram versus Facebook: What's the Difference?

Testimonial from Facebook IQ's Vickie Molina-Estolano

"People love both kinds of wine, but there are times they choose one over the other, such as when eating seafood versus steak. In the same way, people use both Facebook and Instagram, **but each fulfills their needs to a different extent.**"

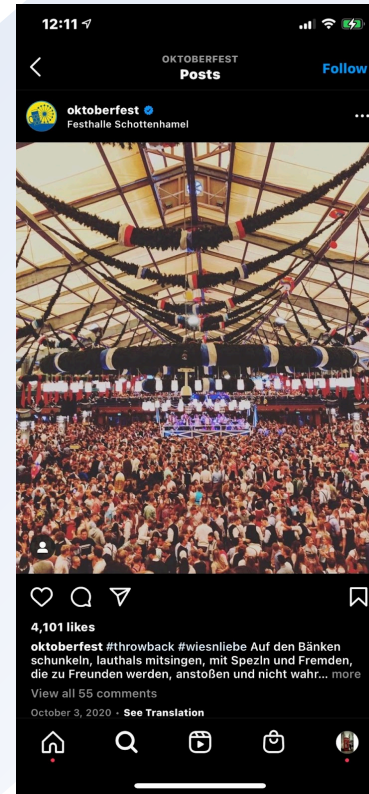


Graphic courtesy of Shine 365

Instagram versus Facebook: What's the Difference?

Cultural Events and Social Media

For example, during a big cultural event such as Dia De Los Muertos, Germany's Oktoberfest, or Rio's Carnival, **Instagram** is where users want to see **inside looks** and **real-time content** with **beautiful imagery**.



Graphic's courtesy of @Oktoberfest, @dia_de_los_Muertos, and @carnivalriotour on Instagram

Remember where the message lies.



Align Your Brand With People's Expectations

Based on the previous examples, you can better align your branded content with people's social media expectations. Content for **Facebook** should tell a story but also be designed to stand out on a loud newsfeed.

Instagram is also a less noisy platform. Your goal is to grab the user's attention as they are scrolling through similar images.





Ten Ways Instagram Can Distinguish Your Business on a Digital Scale

Ten Ways Instagram Can Distinguish Your Business on a Digital Scale

1. Put a face to your brand and give your business a digital personality.
2. Boost your sales.
3. Tell interesting stories.
4. Build connections with like-minded people
5. Stay up to date with consumer trends,
6. Provide values and show appreciation to your followers
7. Get feedback and collect data
8. Spark a call to action.
9. Go live.
10. Drive traffic to your page.



Graphic courtesy of newsfeed.org

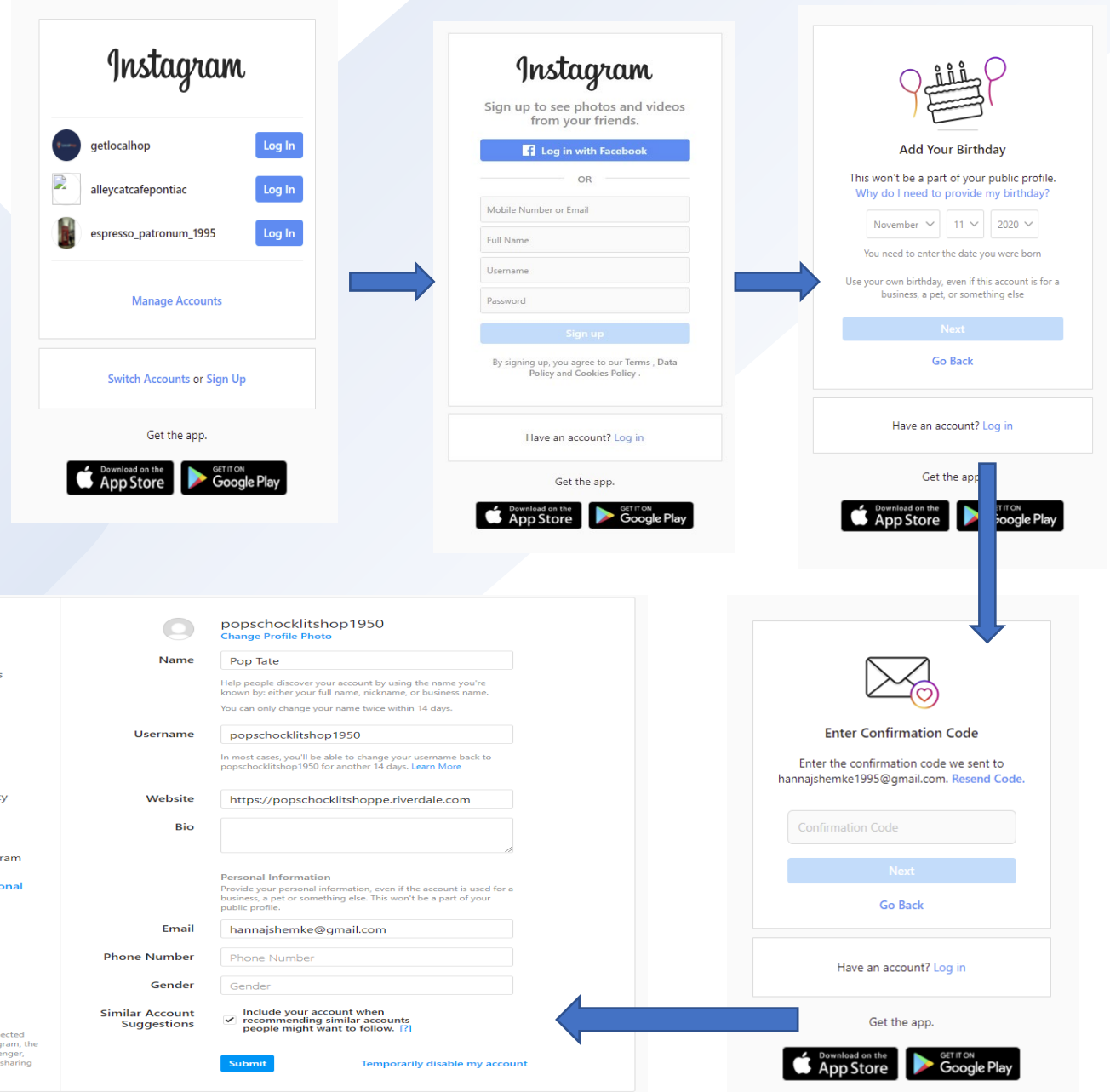


Creating a Business Account/Converting a Personal Profile to a Business Account

Creating a Business Account/Converting a Personal Profile to a Business Account

Signing up for a Business Account

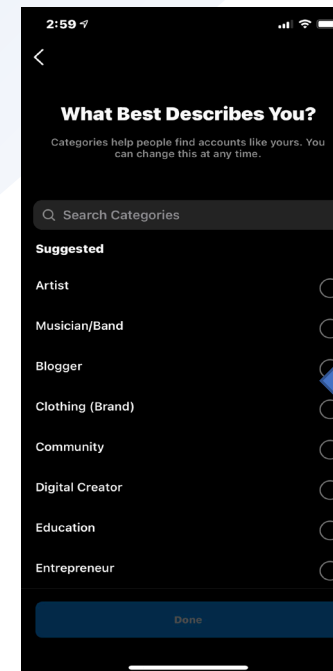
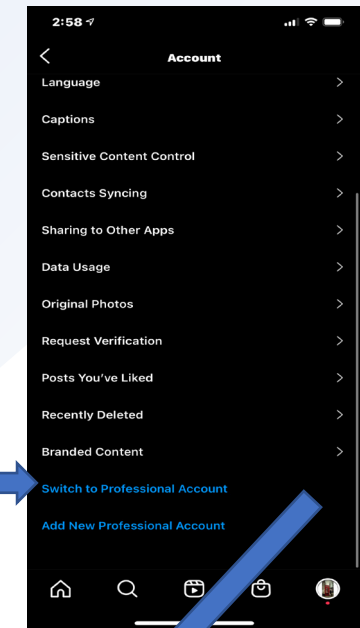
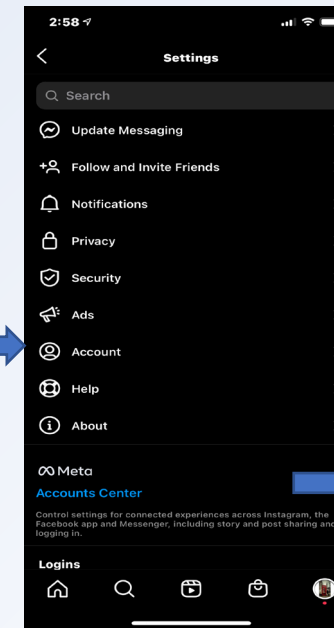
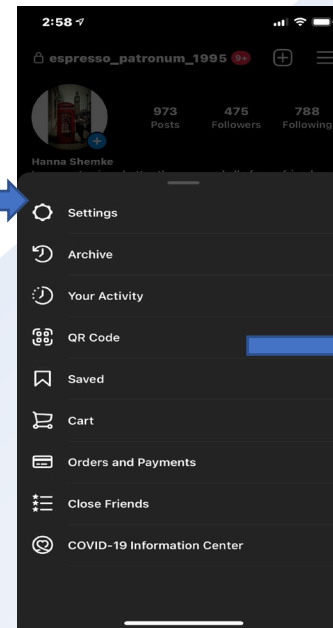
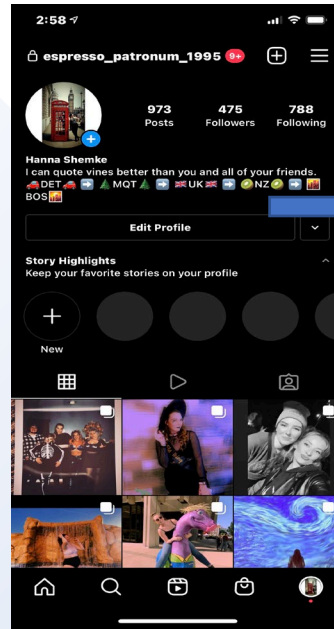
1. Download the Instagram app for iOS, Android or Windows.
2. Open the app and tap sign up.
3. Enter your email address and necessary information.
4. Fill out your birthday (can be fake).
5. Fill in confirmation code
6. Congrats! You're ready to start filling out your profile.



Creating a Business Account/Converting a Personal Profile to a Business Account

Converting a Personal Profile to a Business Account

1. Tap the hamburger menu in upper-right hand corner.
2. Tap Settings.
3. Tap Account.
4. Choose "switch to a professional account."
5. Follow prompts.
6. Choose what best describes your business.
7. Congrats! You now have a professional Instagram account.



Creating a Business Account/Converting a Personal Profile to a Business Account

Tips for Creating a Successful Bio

The people who are reading your bio were curious enough to visit your profile. So, **hook them** in and show them **why** they should follow you.

- ❖ **Describe** your brand and showcase your brand voice.
- ❖ Cut straight to the point.
- ❖ Use line breaks.
- ❖ Include **emojis**.
- ❖ Add a **call to action**.



pops.chocklit.shoppe.1950

6 posts

0 followers

1 following

Welcome to Pop's! 🍫

RIVERDALE 📍

Open 24 hours 🕒

Est. 1950

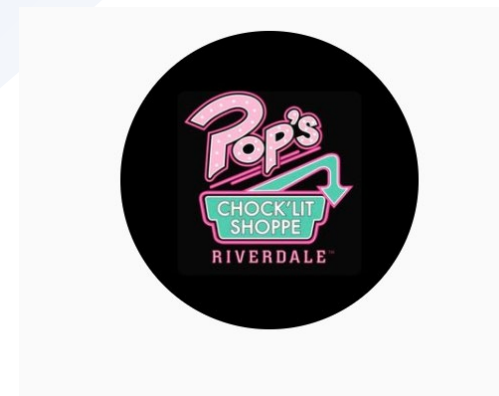
Best burgers and shakes in town 🍔🥤

popschocklitshoppe.riverdale.com

Creating a Business Account/ Converting a Personal Profile to a Business Account

Optimize Your Profile Image

When using Instagram for business, most brands use their logo as a profile picture. Make sure to keep your profile imaging **uniform** across all social media platforms to aid in recognition.

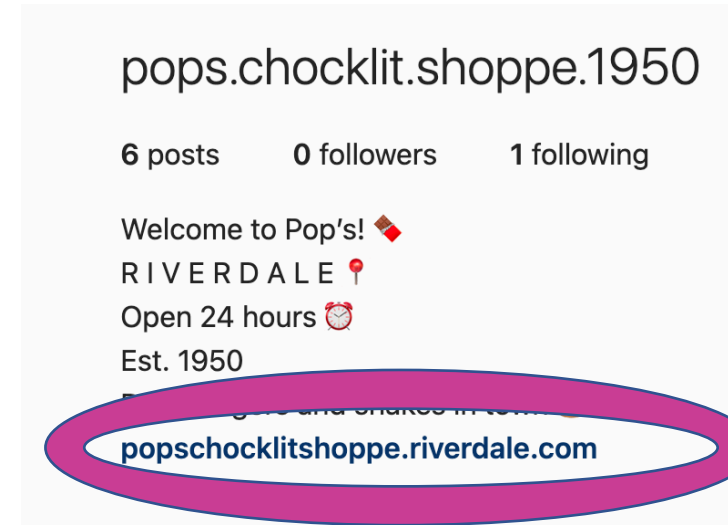


Creating a Business Account/Converting a Personal Profile to a Business Account

Use Your One Link in Bio Wisely

For accounts with **less than 10,000 followers**, this is the **only** spot within the Instagram platform where you can post an organic, clickable link.

i.e. link to a website, blog post, current campaign or special Instagram landing page.



Add Relevant Contact Information

If you're using Instagram for business, it's essential to provide potential consumers with a way to contact your business **directly from your profile**.

This can include an email address, phone number or physical address.



Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel

Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel

How to Set Social Media Goals in Three Steps

1. Conduct a social media audit.

- ❖ Audits should give you a clear picture of what purpose each of your social media accounts serve.

2. Decide what's important.

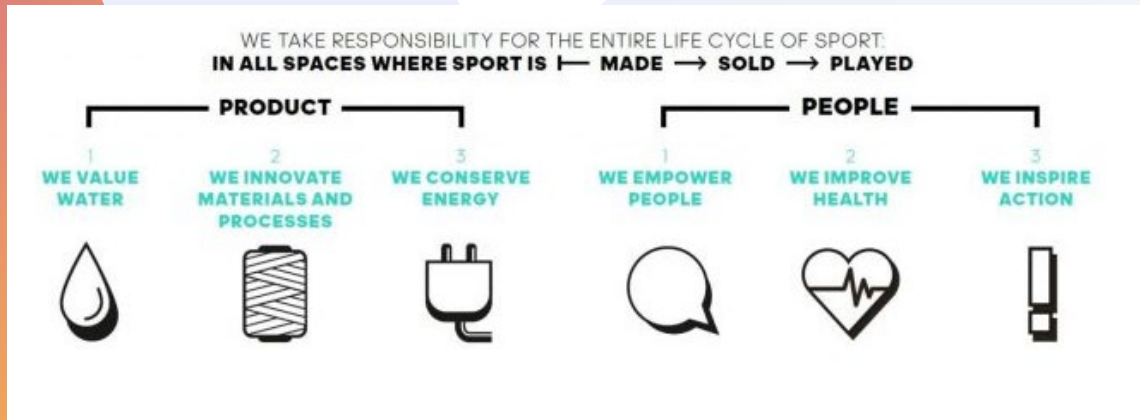
- ❖ Once you determine what kind of growth or improvement can help improve your business, then you can deep dive into social media goals.

3. Choose your goal-setting framework.

- ❖ S.M.A.R.T. Goal framework
- ❖ OKR goal framework



Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel



The S.M.A.R.T. Goal Framework

This framework is all about creating **relevant, achievable goals** that help support your overall business objectives.

- ❖ Specific
- ❖ Measurable
- ❖ Attainable
- ❖ Relevant
- ❖ Timely

Adidas Water Goals and the S.M.A.R.T. Goal Framework

“We value water. Water is essential for life. It is also a key resource for our industry.” By 2020, Adidas aimed to achieve:

- ❖ **20%** water savings at strategic suppliers
- ❖ **50%** water savings at apparel material suppliers
- ❖ **35%** water savings per employee at their own sites

Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel



The S.M.A.R.T. Goal Framework and Pop's Chock'lit Shoppe

- ❖ **Specific:** Increase monthly revenue by 10% by the end of the third quarter.
- ❖ **Measurable:** Pop's makes (on average) \$30,000 per month in revenue. If increased by 10% by the end of the third quarter, Pop's should make \$33,000.
- ❖ **Achievable:** 10% increase over a three-month period is doable.
- ❖ **Relevant:** Promote milkshakes with VIP flavors every two weeks with strategic incentive promotion to boost sales.
- ❖ **Timely:** Meet goal by the end of the third quarter.

Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel

The OKR Goal Framework

OKR stands for **Objectives** and **Key Results** and are not meant to be 100% achievable like its S.M.A.R.T. goal counterpart.

- ❖ Where do we want to go?
- ❖ How do you know you're getting there?
- ❖ What will you do to get there?

ANATOMY OF THE OKR FRAMEWORK



OBJECTIVES

Goals that inspire and set direction

Where do I need to go?



KEY RESULTS

Steps that measure progress towards an objective

How do I know I'm getting there?



INITIATIVES

Tasks required to drive progress of key results

What will I do to get there?

graphic courtesy of Intuit Mint Life

Tips on Creating a Social Strategy That Fits Within Your Established Marketing Funnel

Nine Most Common Social Media Goals

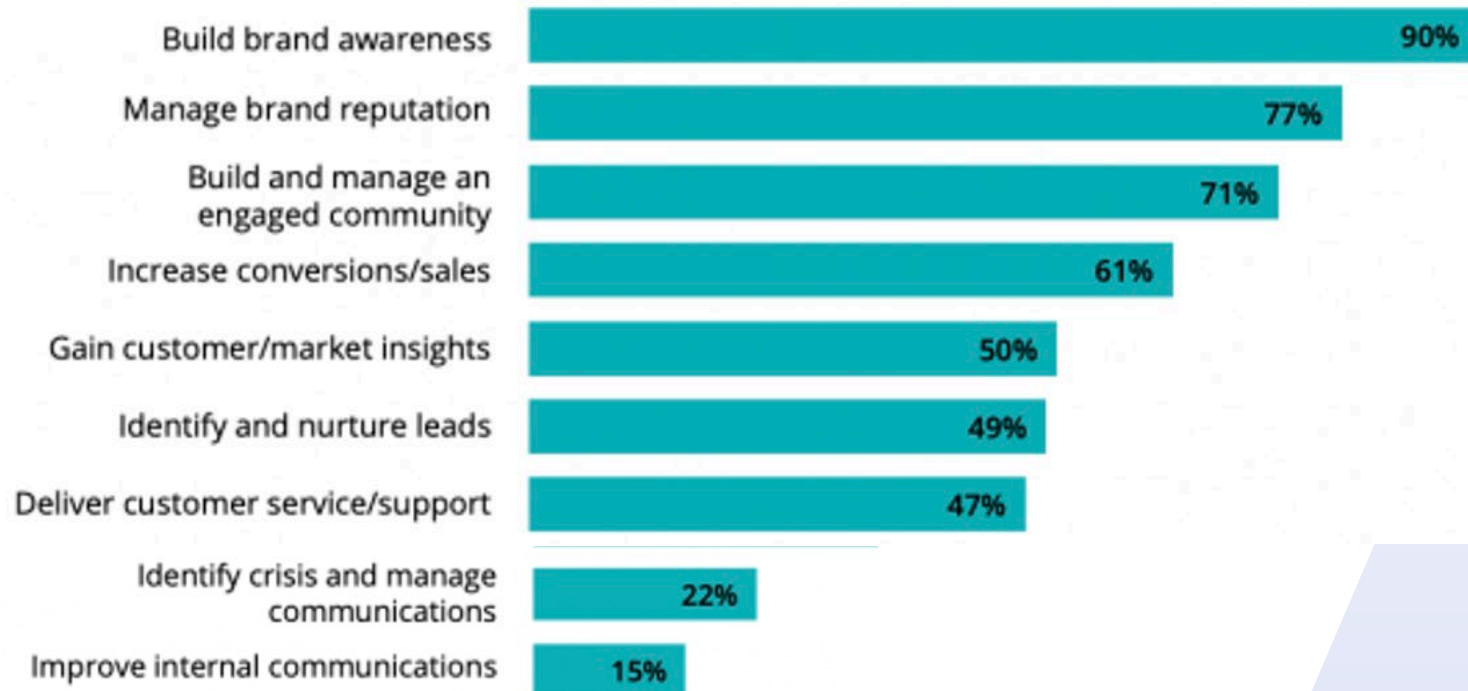


Chart courtesy of Hootsuite



Local Businesses That Successfully Use Instagram

Use Your Favorite Brands as Inspiration

Who do you enjoy following on social media? What do they do that compels people to engage and share their content?

- ❖ PLUS Skateboarding
- ❖ Dearborn Music
- ❖ The Vines and Garden Flower Shop



graphic courtesy of Venngage

Local Businesses That Successfully Use Instagram



pluskateboarding [Follow](#) [▼](#) [...](#)

6,096 posts 14.7k followers 868 following

PLUS Skateboarding [they/them/theirs](#)

We ♥ Skateboarding! 🚚🚚🚚🚚 Michigan Skateboarding since 2003

[pluskateboarding.com](#) 📍

33335 Grand River 📍

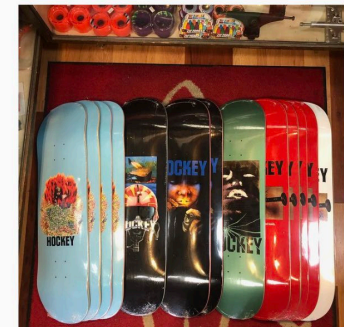
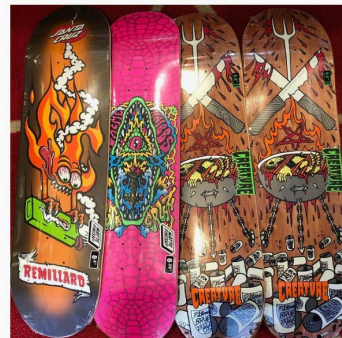
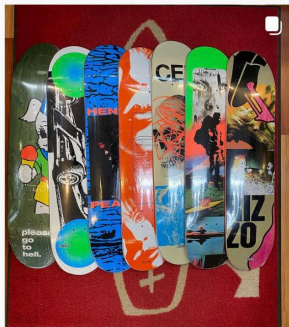
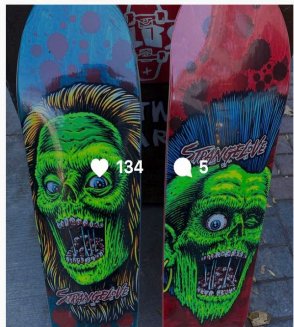
Farmington, MI 48336 📍

248.426.0899. #plusfam 🚚🚚🚚

[plus-skateboarding-co.square.site](#)

PLUS Skateboarding

PLUS Skateboarding opened in 2003 and their mission statement reads: “We strive to be the best skate shop and make Michigan skateboarders proud. Stop by to experience the best customer service you can get. We love what we do and appreciate every person who walks through our door. There are many options for your skateboarding, footwear, and clothing needs. We hope you choose PLUS. Once you experience the store, we don’t think you’ll need to go anywhere else!”



Local Businesses That Successfully Use Instagram



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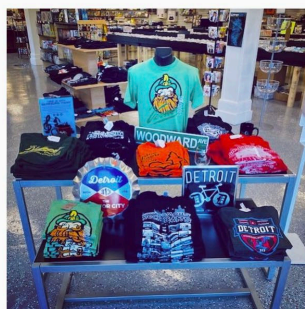
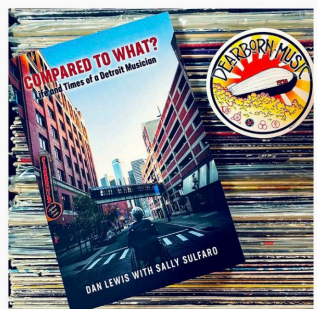
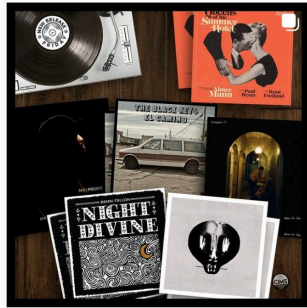
139 posts 807 followers 18 following

Dearborn Music - Farmington

We have been providing exceptional music products and services to the Metro Detroit area since 1956.

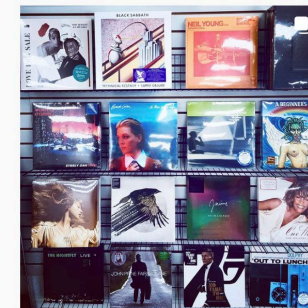
Visit our website <http://www.dearbornmusic.net/>

[linkin.bio/dmfarmington](https://www.linkedin.com/company/dmfarmington)

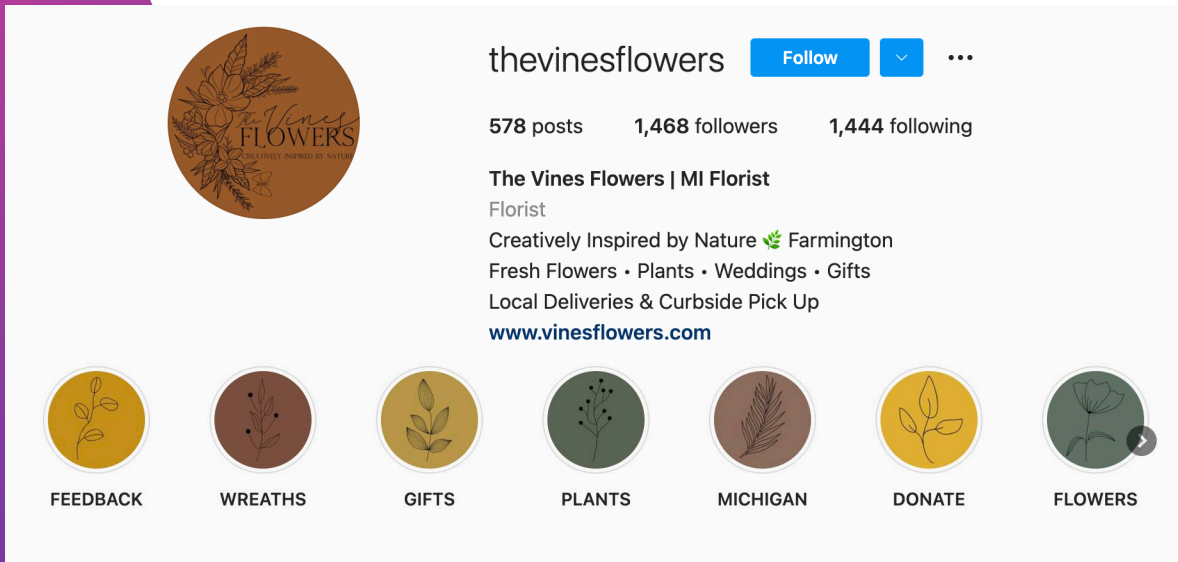


Dearborn Music

Mission statement: "We are a record store located in Dearborn, Michigan. We have been serving the Detroit area since 1956 and have always **provide exceptional service and products**. We carry the finest selection of new & used CD's, DVD's, Blu-ray's & LP's that cover a wide selection of Rock, Jazz, Classical, Blues, Indie, R&B, Country, Folk, Bluegrass, Soundtracks, Religious, Electronic, Rap, Reggae, and much more. We keep stock on over **50,000 different titles daily**, and we can order a much greater selection of music that we are out of stock on. If you're looking for a specific item, please ask us and **we will find it for you.**"



Local Businesses That Successfully Use Instagram



thevinesflowers [Follow](#) [v](#) [...](#)

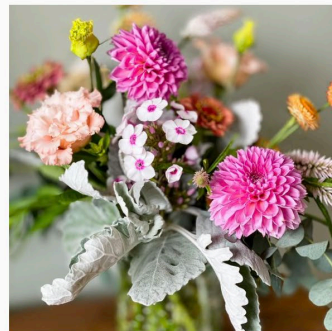
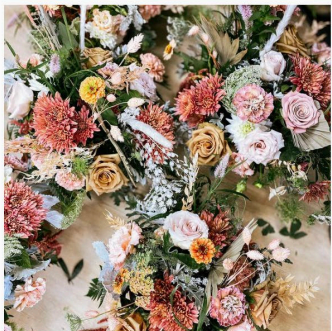
578 posts 1,468 followers 1,444 following

The Vines Flowers | MI Florist
Florist
Creatively Inspired by Nature 🌿 Farmington
Fresh Flowers • Plants • Weddings • Gifts
Local Deliveries & Curbside Pick Up
www.vinesflowers.com

FEEDBACK WREATHS GIFTS PLANTS MICHIGAN DONATE FLOWERS

The Vines and Garden Flower Shop

Our goal at The Vines is to **produce** beautiful flowers that you will **never forget**. Because we're not just passionate about flowers we are passionate about our amazing customers. Every arrangement that we make is **unique**; corporate events, weddings, sympathy, just because, and everywhere in-between. We take great pride in using fresh, premium flowers and plants, many are from **local Michigan growers**.



Thank You



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Questions?



STRATEGIC INSTAGRAM MARKETING: UNDERSTANDING THE PLATFORM AND IDENTIFYING GENERAL MARKETING GOALS

SESSION ONE

PRESENTED BY: LOCALHOP SOFTWARE

SPONSORED BY: FARMINGTON DDA AND OAKLAND COUNTY MAIN STREET

11.16.21

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Overview

In this strategic marketing session, LocalHop will discuss the following: how Instagram functions as a platform, how it should be used differently in comparison to other social media outlets, ways Instagram can successfully distinguish businesses on a digital scale, and common goals to keep in mind when developing a social strategy that fits within established marketing funnels. By the end of this session business owners and affiliates will have a comprehensive understanding of the Instagram platform, can successfully construct and develop a visually intriguing and textually engaging business profile, and build attainable marketing goals specific to their business by using one or more goal frameworks.

Instagram versus Facebook: What's the Difference?

Many social media content creators simply publish the same content to each of their social media channels. But unfortunately, channel strategy isn't that easy. If you're familiar with social media marketing, then you understand that different mediums require different messages and delivery. For example, TikTok and YouTube are video based platforms, Twitter is popular for minute-by-minute updates and live news, Facebook generates important conversation and monitors events, while Pinterest and Snapchat are a mix of video and imagery-based platforms. Out of all of the social media outlets today, Facebook and Instagram are the most popular. But, how are they different?

While Facebook and Instagram are owned by the same company, they each have different uses and user expectations, which is why businesses and brands need to have an organized strategy and optimized approach for each channel. Over 80% of frequent internet users open FB regularly, and there are 1.8 billion people logging in multiple times a week, and 65% of users open Facebook once per day. In a virtual sense, every kind of user is on Facebook, which means that your customers are surely to be found there, regardless if you're a global consumer brand or B2B small business.

However, stats aside, many digital marketers (myself included), argue that for visual branding success, Instagram is the front runner. While Instagram is well behind Facebook from a user perspective, as are all other social networks, it is surely superior in all other regards. Simply put, there are a lot of people using Facebook and Instagram. One in five minutes spent on a smartphone is to use either Facebook or Instagram, which is a huge audience ready for all of you to tap into. So, why should Instagram be treated differently?

Presently, winning brands are about building relationships with the right people using the right message in the right place at the right time. So how do we decipher what kinds of content work in each place? A recent Facebook insights study of Facebook and Instagram accounts found that there are varying differences in the way people use each platform. In this testimonial from Facebook IQ's Vickie Molina-Estolano, she compares Facebook and Instagram to that of red and white wine. "People love both kinds of wine, but there are times they choose

one over the other, such as when eating seafood versus steak. In the same way, people use both Facebook and Instagram, but each fulfills their needs to a different extent.”

The Facebook IQ team found that Instagram is a platform people go to, expecting inspiration and an insider’s perspective, while on FB, people are seeking opinions and real-time content.

Large Cultural Events and Instagram

For example, during a big cultural event such as Dia De Los Muertos, Germany’s Oktoberfest, or Rio’s Carnival, Instagram is where users want to see inside looks and real-time content with beautiful imagery. If we look at Facebook content regarding those same events, the audience will be looking for up to the minute updates or a critic’s review, or even a strong opinion/discussion that is occurring. Of course, this is just one instance and it’s likely that your business isn’t covering any live events in Rio or tracking a celebrity at Oktoberfest. However, it’s a crucial distinction to be aware of as businesses that are wanting to harness their digital presence. Remember where the message lies.

Based on the previous examples, you can better align your branded content with people’s social media expectations. Content for facebook should tell a story but also be designed to stand out on a loud newsfeed. It should more closely line up with timely events, relatable moments, and lifestyle and cultural commentary. Your instagram content, then, should inspire and insight emotions and themes of adventure, unique perspectives, and craftiness. Hit people’s creative nerves. Instagram is also a less noisy platform. Your goal is to grab the users attention as they are scrolling through similar images. For reference, Rignite refers to social media noise as “superfluous information captured by your social media that aren’t beneficial to businesses and their ability to accurately draw conclusions” (Rignite 2020). In a nutshell, noise is all of the posts on your newsfeed that you don’t care about.

Ten Ways Instagram Can Distinguish Your Business on a Digital Scale

1. Put a face to your brand and give your business a digital personality

Instagram is a visual platform to help you form a more personal connection with customers. You can share pictures and videos of your team and happy customers to engage your

audience. A visual feed can reflect your brand's uniqueness and differentiate you from the competition.

2. Boost your sales

You can use Instagram to update your followers about sales and special promotions. For example, you may run a promotional ad campaign to create awareness and drive more traffic to your website. If you are launching a new product or service, use Instagram to provide a sneak peek into your latest offerings and stocks.

3. Tell interesting stories

Instagram is the perfect place to be creative when marketing your brand, regardless of how large or small you are. Instagram stories in particular (which we will delve into next week) is designed to boost audience engagement. Whether it's to offer a discount, flash sale, or run a contest or do a poll with your followers, it will keep your audience interested and engaged.

4. Build connections with like-minded people

Social media is all about networking, which is why businesses need to make themselves known on a digital scale. Instagram is the perfect platform to find like-minded people who share similar interests, which will allow you to expand your social network and collaborate with a brand or influencer to reach more people.

5. Stay up to date with consumer trends

Another reason why Instagram is a front runner is because it can help you make the most of new trends. You can use it to promote causes or simply generate interest by posting holiday specific content.

6. Provide value and show appreciation to your followers

Engage with your followers by posting high quality picture and video content. Offer useful tips to eventually turn them into loyal customers. Make sure to post daily to develop a highly engaged audience.

7. Get feedback and collect data

Encourage conversation by using the "poll" feature in the stories section. Ask a question and collect data to gain insight into consumer opinion. Business profiles also have access to analytics that show helpful stats such as impressions and demographics and followers.

8. Spark a call to action

You can add your favorite links in your “Stories” to direct viewers to your website, blog posts, and other social media outlets. These links can provide added value to your audience and more content for them to consume at a greater scale.

9. Go live

Give your followers real time information and updates about your business. Easily spread your brand identity by showing them behind the scenes of your day to day activities. You can even invite special guests for a split-screen broadcast.

10. Drive traffic to your page

Help users find your account easily by using effective hashtags and location tags. You can create branded hashtags and monitor their use. This allows users to follow your hashtags to have content delivered to them daily.

Creating a Business Account/Converting a Personal Profile to a Business Account:

Step-by-Step Guide

Below is a step-by-step guide to creating a business account on a *mobile device or laptop*.

1. Download the Instagram app for iOS, Android, or Windows
2. Open the app and tap “sign up.”
3. Enter your email address. If you plan to grant access to multiple users or you want to connect your Instagram business account to your Facebook Page, make sure to use an administrative email address to sign up or tap “Login” with Facebook.
4. Choose your username and password and fill in your profile information. If you logged in with Facebook, you may be asked to sign in.
5. Tap “Next.”
6. Fill in the provided confirmation code.
7. Congratulations! You’ve created a personal Instagram account. Instagram automatically creates personal accounts, so follow the next steps to switch to a business account.

Below is a step-by-step guide to converting a personal Instagram account to a business account on a ***mobile device or laptop***.

1. From your profile, tap the hamburger menu in the upper right corner.
2. Tap “Settings.” Some accounts may see “Switch to Professional Account” from this menu. If you do, tap it. Otherwise, proceed to the next step.
3. Tap “Account.”
4. Choose “switch to a professional account.”
5. If you plan to connect your Instagram and Facebook business accounts, follow the steps to connect your account to your Facebook page.
6. Follow prompts.
7. Select your business category and add relevant contact details.
8. Tap “Done.”
9. Congrats! You now have a professional business Instagram account.

Tips for Creating a Successful Bio

The people reading your bio were curious enough to visit your profile. So, hook them in and show them why they should follow you. In 150 characters or less, your Instagram bio should describe your brand (especially if it’s not obvious), and showcase your brand voice. Cut straight to the point. Short and sweet is the name of the game. Use line breaks. Line breaks are a good way to organize bios that include different types of info. Include emojis. The right emoji can save space, inject personality, reinforce an idea or draw attention to important info. Make sure to find the right balance for your brand. Add a CTA (call to action). Want people to click on your link? Tell them why they should. For reference, a call to action is the aspect of your digital marketing that tells your audience demographic what they should be doing once they click on your link. An example of a call to action is “buy now,” “click here,” “check it out below,” or “link in our bio.”

Optimize Your Profile Picture

When using Instagram for business, most brands use their logo as a profile picture. Keep your picture uniform across social media platforms to aid recognition. Your profile photo displays as 110 x 110 pixels, but it's stored at 320 x 320 pixels, so that's the size you should aim to upload. Like most profile icons, your photo will be framed by a circle, so make sure you take that into account. We suggest using a stacked version of your logo for these profile images.

Use Your One Link in Bio Wisely

For accounts with less than 10,000 followers, this is the only spot on Instagram where you can post an organic clickable link. So be sure to include one! Link to your website, your latest blog post, a current campaign or a special Instagram landing page. For those who aren't sure, a landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, Google ads, YouTube, Facebook, or in this case, Instagram.

Adding Relevant Contact Information

When using Instagram for business, it's important to provide a way for people to contact you directly from your profile. Include your email address, phone number or physical address. When you add contact information, Instagram creates corresponding buttons (call, text, email or get directions) for your profile.

Creating a Social Strategy That Fits Within Your Established Marketing Funnel

Setting social media goals is a key step toward proving (and improving) the value of your social media work. Goals help your business chart a course for improvement and success; they allow you to see how effective your efforts are; they give you purpose and direction, in a documented way that you can share with others.

Setting Social Media Goals in Three Steps

1. Conduct a social media audit

Before you can start thinking about what you want to achieve with your social media goals, you need a clear picture of where you stand right now. That means you need to conduct a social media audit. A social media audit will help you record all your existing social media accounts and programs in one place. You'll also get a sense of your current level of performance, which you can use as a baseline.

If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:

- ❖ What's working, and what isn't?
- ❖ Who is engaging with you?
- ❖ Which networks do your target audience use?
- ❖ How does your social media presence compare to the competition?

Once you collect this information, you can start thinking about ways to improve. These audits should give you a clear picture of what purpose each of your social media accounts serve.

Make sure to ask yourself:

- ❖ Is my audience here?
- ❖ If so, how are they using this platform?
- ❖ Can I use this account to achieve my goals?

This information, along with more details on conducting social media audits, can be found on Hootsuite's [blog](#).

2. Decide what's important

Once you've completed your audit, look through the information you've gathered. You'll start to see which social channels are performing well, and which might need a different focus. Next, start to think about what's really important for you to achieve with your social media goals. Sure, vanity metrics are fun to track. But can you tie these simple measures directly to business goals? Will increasing your likes lead to real business value? (In some cases, it very well might. But put in the time to really think about this upfront). Take a look at your overall business strategy and your social marketing plan and look for ways to better align the latter with the

former. Once you decide what kind of growth or improvement can really help improve your business, it's time to start crafting some specific social media goals.

3. Choose your goal-setting framework

Anyone can pull a lofty goal out of thin air, but that won't help you improve your business results or even measure progress. For your social media marketing goals to be useful, they need to be realistic and trackable. They also need to be tied to clear objectives that will help you make progress. Established goal-setting frameworks help you put in the work upfront to create meaningful social media goals that will support your business in the long run.

The S.M.A.R.T. Goal Framework

The S.M.A.R.T goal framework is all about creating relevant, achievable goals that help support your overall business objectives. The acronym stands for:

- ❖ **Specific:** Be clear. Does "increase engagement" mean you want 100 new followers or 1,000? Making your social media goals specific helps you track progress and measure success.
- ❖ **Measurable:** Every goal needs some kind of metric. "Improve customer service" is a great concept, but it's not a goal unless you have a way to measure that improvement.
- ❖ **Attainable:** Your social media goals should absolutely require you to stretch, but they should be within reach if you put in the required work.
- ❖ **Relevant:** This is the piece that ties your goal-setting back to larger business objectives. If your goal involves increasing Facebook likes, for example, make sure you understand how that will benefit the business.
- ❖ **Timely:** Deadlines keep everyone accountable. Include a timeframe for completion of your goal so you know when to check in on your success. You might also want to include some milestones along the way for incremental check-ins.

Adidas Uses the S.M.A.R.T. Goal Framework

An example of a business using the SMART framework is Adidas. Adidas has set several goals relevant to making their business more sustainable, based around a set of six priorities. Let's look at their water goals specifically. Their sustainability plan starts with a value statement: "We value water. Water is essential for life. It is also a key resource for our industry."

Here's the associated set of goals:

- ❖ "By 2020, we will achieve:
 - 20% water savings at our strategic suppliers (baseline 2014)
 - 50% water savings at our apparel material suppliers (baseline 2014)
 - 35% water savings per employee at our own sites (baseline 2008)"
 (Adidas 2020).

Here's how the goals align with the S.M.A.R.T. framework:

- ❖ **Specific:** They don't just want water savings, they want specific percentages of water savings in various contexts.
- ❖ **Measurable:** Identifying a clear baseline and percentage for improvement means Adidas can measure their progress year by year. The sustainability plan itself refers to "tangible and measurable goals."
- ❖ **Attainable:** It's hard to judge this from the outside, but the Adidas sustainability plan suggests they've calibrated their goals to be challenging but attainable: "It is about being prepared, setting the right pace and having both the drive and stamina to go the distance."
- ❖ **Relevant:** The chosen goals "have a direct impact on the world of sport we operate in."
- ❖ **Timely:** The goals have a set deadline: 2020.

Applying the S.M.A.R.T. Framework to Fake Small Business Pop's Chock'lit Shoppe

Pop's Chock'lit Shoppe is a fictional twenty-four hour diner located in the small but bustling town of Riverdale. Established in the fifties, Pop's specializes in classic American

burgers, fries, onion rings, and their top secret family owned milkshakes. Below is an example of how the S.M.A.R.T goal framework would apply to Pop's Chock'lit Shoppe.

- ❖ **Specific:** Pop's wants to increase monthly revenue by 10% by the end of the third quarter
- ❖ **Measurable:** For example, Pop's makes (on average) 30,000 dollars per month in revenue. By setting our specific goal of increasing our monthly revenue by 10% by the end of the third quarter, Pop's should make 33,000 dollars by the end of the third quarter.
- ❖ **Achievable:** For restaurants, goals are meant to push the business and its employees a bit harder without being completely daunting. Setting a goal such as a 1,000% revenue increase in one month is unrealistic. By breaking that 1,000% into smaller, more manageable pieces, such as a 10% increase over three months, that's achievable. Once the initial 10% goal is met, Pop's can add another 10% until its final goals are reached.
- ❖ **Relevant:** Any goals that Pop's has should be related to the overall success of the restaurant. For example, focusing on serving the best pancakes in town wouldn't be nearly as relevant or applicable if Pop's is known for their burgers and milkshakes. A relevant goal could be to promote their milkshakes with a new VIP flavor of the week and strategic promotion to boost sales. If customers order the VIP milkshake, they get an order of fries with a 20% discount (enough to entice but not enough to lose revenue).
- ❖ **Timely:** The end of the third quarter.

The OKR Goal Framework

OKR stands for Objectives and Key Results. It's best known as the goal-setting framework favored by Google. Unlike S.M.A.R.T. goals, OKR goals are not meant to be 100 percent achievable. The objectives are meant to be very ambitious, and reaching 60 or 70 percent success is considered a win. As re:Work by Google explains, you can start developing OKR goals by asking three questions:

1. Where do we want to go?

This question addresses the goal-setting element covered by the “relevant” component of S.M.A.R.T. goals. What do you want to achieve and what is the impact on your business? These are your objectives.

2. How do we know we are getting there?

This covers the “specific,” “measurable,” and “timely” aspects of S.M.A.R.T. goals. What are the specific results that will indicate progress or success? What will you track and measure? You should have about three key results for each objective. Remember that the “achievable” aspect of S.M.A.R.T. goals doesn’t align with the OKR framework, as OKRs are generally meant to be stretch goals, which is why 100 percent achievement is not the aim.

3. What will we do once we get there?

This is when you can put your plans into action. You’ll know your business has reached this point when you’re able to implement your initial objectives from question one into place.

Applying the OKR Framework to Fake Small Business Pop’s Chock’lit Shoppe

1. Where does Pop’s want to go/do?

Pop’s Chock’lit Shoppe wants to be able to successfully adapt to a changing environment (using COVID-19 as an example). Pop’s wants to achieve:

- ❖ Make online orders 30% of total revenue.
- ❖ Average cleanliness audit/self assessment compliance exceeds 85%.
- ❖ Maintain twelve months of financial runway.

2. How will Pop’s track its progress?

- ❖ Bi-weekly reports.
- ❖ Staff check-ins.
- ❖ Refurbish Pop’s website.
- ❖ Establish Pop’s on Doordash and Grubhub.

3. How will Pop’s get there?

- ❖ Install plexiglass around cash registers and separate booths.
- ❖ Check staff wellness at the beginning of each shift.

- ❖ Perform daily cleanliness self-assessments in employee app database.
- ❖ Keep track of sick employees and customers with documentation.
- ❖ Riverdale Bulldogs and Vixens host annual car wash events to raise money for additional funds.

Nine Most Common Types of Social Media Goals According to Hootsuite

According to Hootsuite, these are the nine most common types of social media goals that were identified. Remember, though, that these are general goal categories, rather than goals themselves. You'll need to use one of the goal-setting frameworks above to develop these concepts into specific goals for your company. For each type of goal, choose the metrics most relevant to your objective. Then, aim for a percentage improvement within a set timeframe. For detailed explanations of the metrics, including how to track them, Hootsuite has written an article on [social media metrics that really matter](#). We will also be covering analyzing metrics in session three of these strategic instagram marketing seminars.

1. Build brand awareness

Brand awareness indicates how many people on social media know your business exist and understand what kinds of products and services you offer.

2. Manage brand reputation

Brand reputation can mean different things to different companies. For B2C organizations, it might be all about your popularity and customer satisfaction. For B2B brands, it might be industry perception and thought leadership.

3. Build and manage an engaged community

Building an engaged community means you have a ready audience that wants to hear about the latest developments at your company. That's a huge asset when you launch a new product, and to ensure regular ongoing sales.

4. Increase conversions/sales

This is a great social media goal for marketers because it directly relates to the business's bottom line. When your social media efforts bring in sales, it's easy to show the value of your

work. While conversion is not the same as a purchase, every conversion has a real, measurable value for the company, even if there is no revenue involved.

5. Gain customer/market insights

Social media is a powerful market research tool. Rather than tracking key social media metrics, for this you could use internal milestones such as building out or updating your buyer personas.

6. Identify and nurture leads

It's unusual to make a sale the first time a potential customer encounters your product or business online. So, bringing in leads is a key way to use social media to fill your sales funnel and produce value for your brand.

7. Deliver customer service/support

Social channels are an increasingly important platform for customer service and support. Social messaging is actually the most preferred customer service channel in the United states.

8. Identify crises and manage communications

Your social media response to a crisis can make or break your brand reputation, so this goal is very closely related to goal number two.

9. Improve internal communications

Social is an important channel for building and communicating with your internal teams.

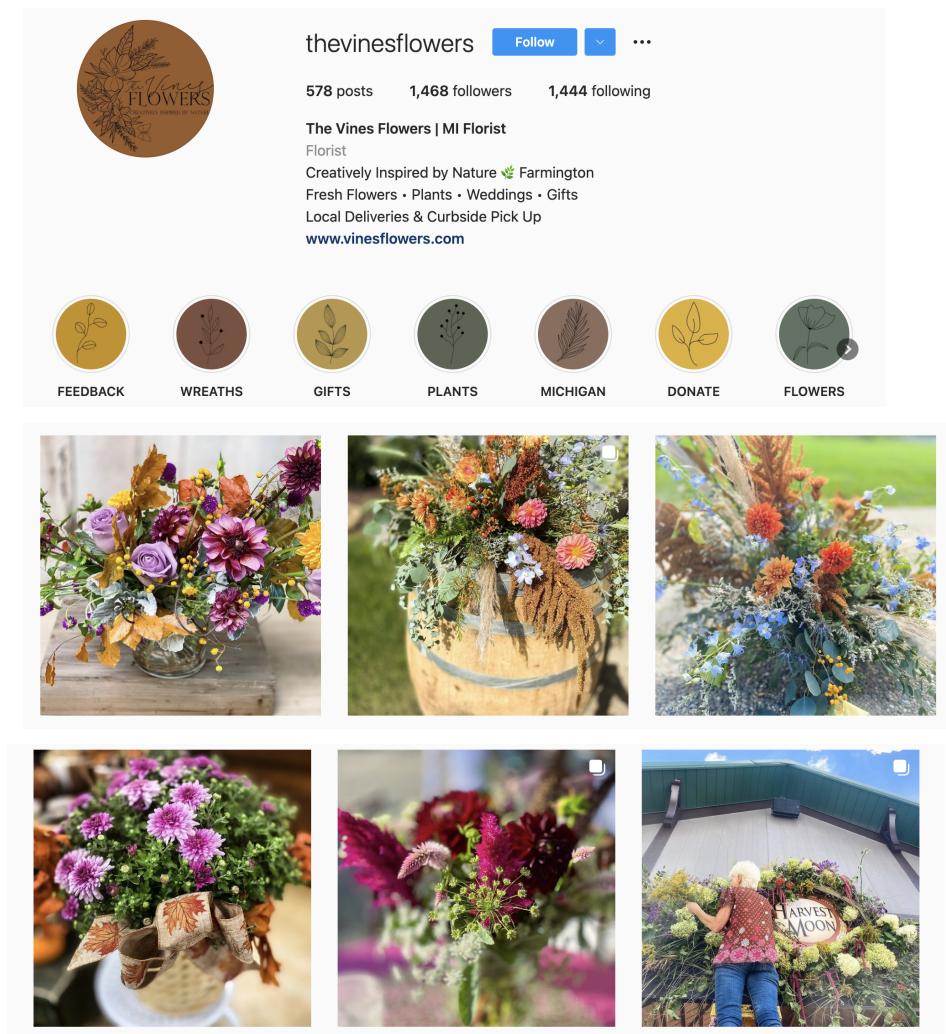
Local Businesses That Successfully Use Instagram

Using your favorite brands on social media as inspiration for your own Instagram is a great way to get acquainted with Instagram's platform. Ask yourself the following questions:

- ❖ Who do you enjoy following on social media?
- ❖ Who do you follow on social media that has a similar business to yours?
- ❖ What do these brands do that compel people to engage and share their content?


National Geographic, for example, is one of the best on Instagram, combining stunning visuals with compelling captions. But let's look at a few local businesses that are successfully marketing themselves on Instagram.

The Vines and Garden Flower Shop



The Vines and Garden Flower Shop are very cohesive with their visuals and color palettes. They solely post photos of their flower arrangements, shop, and events in which their services are being used (i.e. weddings). Bright filters make the flower arrangements pop, and this business is taking advantage of their highlight section below their bio by using uniform graphics. While their bio doesn't use spaced line breaks or a lot of emojis, the periodical spacing and "to the point" verbiage gives consumers everything they need to know. Combined with a great profile photo and organic website link, The Vines and Garden Flower Shop are optimizing their digital presence on Instagram.

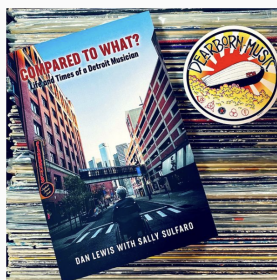
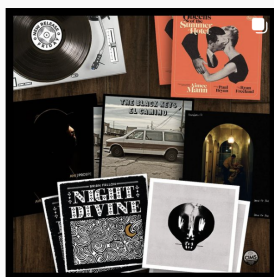
Dearborn Music



dmfarmington [Follow](#) [▼](#) [...](#)

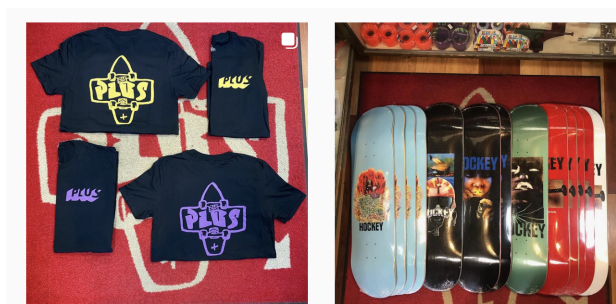
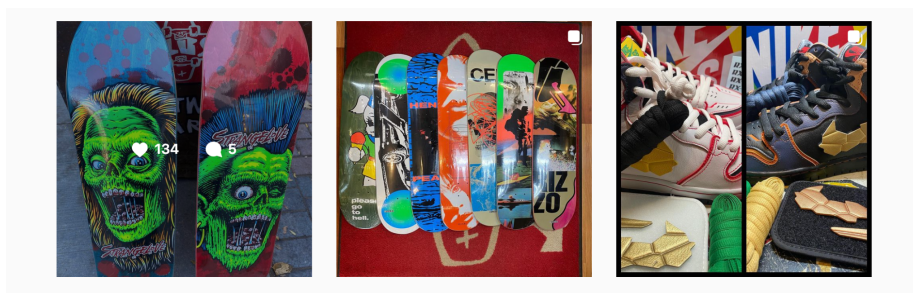
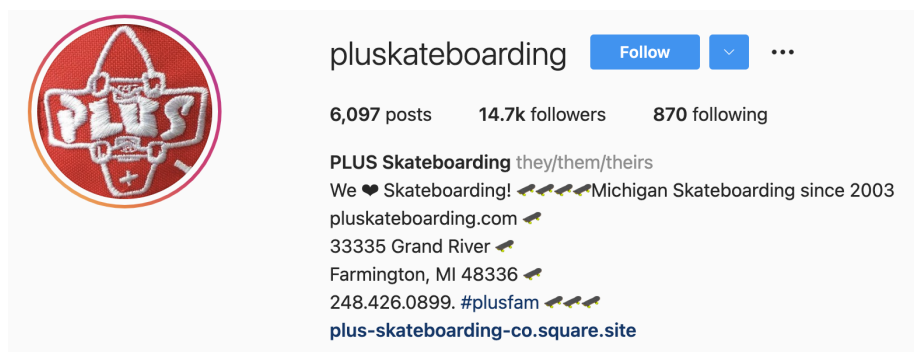
139 posts 807 followers 18 following

Dearborn Music - Farmington
 We have been providing exceptional music products and services to the Metro Detroit area since 1956.
 Visit our website <http://www.dearbornmusic.net/linkin.bio/dmfarmington>



Similarly to the Vines and Garden Flower Shop, Dearborn Music uses their visual branding to its advantage. Brighter filters make their products pop off of the screen, their profile picture is uniform with their website, and they have a short yet informative bio. Additionally, Dearborn Music uses their one organic link for a hyperlinking platform called LinkIn, which allows followers to click on a post that they are interested in, and LinkIn will take them to the correlating event/web page. This is a great tactic for cross promotion on various platforms as well as taking advantage of CTAs.

PLUS Skateboarding



PLUS Skateboarding has a great following on Instagram and uses their platform to visually advertise and build their brand. For example, their mission statement discloses how much they care about their Michigan skateboarders: their bio has the perfect balance of a personable tone, combined with relevant emojis that tie in the overall message. They also include their business address, phone number, organic website link, as well as the branded hashtag, “#plusfam.” The slang term “fam” is another way to describe a community on Instagram with younger audiences, which is working to their advantage here. Their photos are visually appealing and all showcase the same filter colors, edits, and aesthetic to give the brand uniformity.

Instagram Glossary Terms

Algorithm: The algorithm is a procedure that helps make calculations. Instagram algorithms decide where and to whom to display a certain post. Many factors are considered by the algorithm before displaying a certain post to someone. Every time you make an action on Instagram (post something, like comment or share contents, do research), the algorithm records it and uses the information to customize your feed. In the same way, analyze the behavior of your followers and decide IF and in which position shows your contents to them.

App: Abbreviation for “application”. It is a software application downloaded to your mobile device that provides access to the Instagram site.

Archive: Hiding old posts without deleting them. By “archiving” a post, you can take an old post of yours off of your profile without deleting it. You’ll be able to see the archived post by tapping “Archive” (found under the three horizontal lines at the top right-hand corner of your profile), but no one else will be able to see it.

Audience: The followers of a page are the audience. A good audience has common interests in specific topics (usually the main topic of the Instagram profile) and the analysis of the audience is the most important part of the digital marketing strategy. Knowing your audience allows you to create content interesting and suitable for your audience, using a tone of voice close to them. Your audience is your potential customers.

Bio: Every user has the opportunity to create a personal bio. This is a section wherein you may describe yourself or business and also link to a website of your choice. This is the only place on Instagram that allows for active links. So, be sure to include your website link or a link to a product you are highlighting. It can be wise to swap this link out periodically, using it to highlight a recent blog post, a specific page on your website, or any specific link you want people to view. If you aren’t able to regularly update the link, then it should remain a link to your primary website.

Boomerang: A story feature which is a burst of photos that loops backward and forwards.

Bot: Instagram Bots are automated actions that make actions like press the like button, leave copy and paste comment, follow and unfollow profile, to get your attention. If you come across random comments on your posts or a slew of likes seconds after you post a picture, a bot was

probably involved in the process. The best thing to do is to ignore the bots. If they're posting spam or inappropriate content, you can report and block them as well.

Branded hashtags: Hashtags that are unique to a brand, often using the company name. Belk uses the hashtag #BelkStyle so customers can post photos of Belk products all in one place. Another popular hashtag is by Aerie: #aeriereal. Branded hashtags are a good way to source user-generated content.

Brand Representatives: People who represent a brand on social media. Small companies often put out a call for brand reps — regular people (not big influencers) who get a discount or free merch in exchange for posting about the brand. This can help expand a company's reach and is also a good source of user-generated content.

Business/Creator Profile: Instagram offers 3 different types of profiles: personal, business, and creator. The main difference is that a personal account doesn't show any statistical data, while the statistics are available for business and creator profiles. Business Instagram accounts are meant for brands and other businesses and offer the possibility to add additional Call-to-Action buttons like book an appointment, contact customer service, make reservations, or buy a product. Creator Instagram accounts instead are for influencers and content creators show some slightly different statistics and have the specific button to declare the contents created in collaboration with a brand. We recommend setting the Instagram profile of your company as a Business profile and work with Influencers that have a Creator profile, avoiding the ones that still have a personal profile, since they won't be able to provide you a report of their marketing activities.

Caption: Instagram Caption is the description that appears underneath a photo. It might include a call to action, a funny quote, or explain the story behind the picture. Captions are almost 2,000 characters long and up to 30 hashtags can be included here. The wittier the better. It is best to keep these short and sweet as only the first few lines of the caption will be visible when scrolling. Remember, any links posted in captions will not be live, so it is best to post links in your bio and reference them in captions.

Comment: A comment is when someone posts a reply or response to your photo. A comment is considered a Level Two engagement, meaning that users have chosen to actively participate in

your page. The more comments you have, the more quality engagement you have on your site. But watch out for spam and robot comments!

Community: When referring to the audience, Instagram uses the term “community”. It means that the followers of a profile are really close-knit and a strong relationship between the brand/influencer and the followers is established.

Direct Message: Instagram DM’s are private messages between invited users. DM’s don’t apply to your engagement rate, but they are a great method of building engagement and trust with your followers; conversations over DM can make users more likely to come see your other posts. Responses to your Instagram stories also come to you via direct messaging.

Double Tap: The term double tap or double tapping is simply another way to refer to “liking” a post, since double tapping an image on Instagram is a method of liking it. Inviting people to double tap a photo you posted is a method of increasing engagement.

Emoticons/Emojis: Any various small images, symbols, or icons used in text fields in electronic communication (as in text messages, email, and social media) to express the emotional attitude of the writer, convey information succinctly, communicate a message playfully without using words, etc. The function of emoji, as [emoji developer Shigetaka] Kurita describes it—adding subtle emotional emphasis to a sentence in text—isn't too different from that of emoticons, the frown and smiley faces that people have been making out of punctuation since the mid-1990s.

Engagement: Engagement simply refers to people interacting with each other on social media. These interactions are what makes social media social. Replying to comments and doing an Instagram live Q&A, for example, are methods of engaging with your audience.

Engagement Rate: This ratio is defined by calculating the total number of likes and comments received on a post and dividing it by the number of followers of the account that posted. There are also some marketing tools that analyze Instagram profiles and include in this ratio all the actions made by followers, like sharings and savings. A good engagement rate indicates a strong relationship between the Instagram account’s owner and followers and is one of the indicators of effective power to influence the audience.

Exits: The number of people who left your Story. Exits refers to the number of people who left your Instagram Story without watching it to the end, either by skipping to the next person's story, going back to their main feed, or closing Instagram altogether.

Explore page: A section of Instagram that recommends posts for you. The Explore page can be found under the search tab and offers up a curated collection of fresh posts for each user based on the type of posts you typically interact with. From a business standpoint, the Explore page can be very helpful — if your posts have geotags and get a lot of engagement, they might appear on that page for some users, giving you more exposure.

Filter: Instagram's filters are one aspect that makes the network unique. Filters give users the opportunity to automatically enhance their photos and even add frames to them. Currently, Instagram gives users 20 filters to choose from.

Fake Followers: Fake followers are fake social media profiles that were set up with the intention of mass-following other social media accounts for money. These accounts are usually inactive, meaning they don't engage with your content. On rare occasions when they do get active, they often spread spam-ridden posts ranging from silly memes to fake news. If a digital marketing company promises you to increase your followers in a short time, they are probably going to buy you fake followers. Sure, your number of followers will grow, but not the number of your potential customers and you're going to reduce your engagement rate and lose credibility. If you want to really grow your Instagram channel, avoid this type of service, and choose an honest digital marketing agency that offers you an Instagram strategy customized for your business.

Follower: A follower is someone who is "friends" with you on Instagram and could potentially see your posts in your feed. The more followers you have, the larger your audience. It is extremely important to work on growing the number of followers you have, but you need to do so in a way that attracts genuine followers, not those who would have no interest in your business or products.

Follower Growth Rate: The percentage of new followers an account gains. Your follower growth rate is simply a way to track how many new followers you receive over a certain time period. You can find this growth rate by comparing the number of new followers (i.e. 200 in the last week) to the number of existing followers. This statistic can help you figure out whether you're

doing a good job of attracting new users (which is something you should actively be working on).

Following: The people that an Instagram user follows.

Gallery: A method of sharing up to 10 photos in a post. When you post an Instagram “gallery,” you create a post with multiple photos and/or videos. Your followers will be able to swipe through the images.

Geotags: The tagged location of the post. When you geotag your post, you select a location, and that location shows up just under your account name. Geotagging posts is a good way to help more people find them.

Handle: An Instagram handle or IG handle is another term for username — the name used on Instagram to define a specific profile. On your profile, your Instagram handle can be found at the very top in black lettering. When you sign up for Instagram, choosing a username is one of the very first things you’ll do. Sometimes Instagram usernames are an actual name or business, such as @harrystyles or @nike, while other times a username does not relate to someone’s actual name.

Hashtag: A word or phrase with the # symbol placed in front, making it searchable. When you type the pound symbol (#) and then add a word or phrase immediately after, that’s a hashtag. Hashtags are searchable tags and a way to categorize posts, so it’s important to use relevant keywords that will help more people find you.

Highlights: Instagram Stories saved to your profile. On your Instagram profile, there’s a section for highlights in between your feed and the “Follow” button. You can save photos and videos that you’ve posted to your Stories to these highlights.

Home: The Home screen is the list of activity of all the users you follow. Also referred to as your news feed.

IGTV: A video service where users can upload videos up to an hour long. Great for tutorials, seminars, and recorded sessions. IGTV, often called Instagram’s answer to YouTube, is a video service that allows videos up to 15 minutes (or up to an hour for accounts with more followers). You can access IGTV by tapping on the small TV on the top right-hand corner of your Instagram feed.

Impressions: The total number of times your post has been viewed. Impressions are a little trickier, because they can occur multiple times per user. Reach measures how many unique users have seen your post; impressions count the total number of times the post has been seen. That means one person could look at your post three times, resulting in one number added to your total reach and three added to your impressions.

Influencer: Someone who produces content for a large audience, often in a specific niche. An influencer creates engaging content for their follower base; most influencers are focused in one specific domain, such as fitness or beauty. Generally, influencers have over 10k followers.

Influencer CPM: The cost and value of an influencer. CPM stands for cost per mille, or cost per thousand. So influencer CPM is a way to measure the cost of an influencer plus how much value they bring. If someone has 200,000 followers and a CPM of \$20, it would cost \$4,000 to create a sponsored post.

Influencer Marketing: A form of social media marketing where influencers promote products or services. Companies will often partner with influencers and have influencers promote a product or service on Instagram so that person's followers will learn about the company.

Insights: A section of statistics that helps you learn about your audience, your content, and how it's performing. Instagram Insights help you see where your posts are going, how people are discovering them, and even little details such as the time of the day when the most people interact with your content. These insights can help your content strategy become more focused.

Instagrammers: What you call people on Instagram also known as the Instagram community.

Instagram live: A live video for your followers to watch. With Instagram Live, you can livestream a video and then download it and save for later. Live videos are a good way to further connect with your followers and keep them updated. If using this feature, be sure to allow a bit of lag time at the beginning of a video so that people will have time to join your stream. Make sure that no major announcements are made at the beginning of the video since people will not be able to go back to the beginning or to replay the video.

Instameet: A gathering or meeting of local Instagramers to take Instagram photos.

Instavideo: Often used to describe the Instagram video feature.

Story Interactions: The number of interactions in the statistics of stories indicates all the actions made on this single story. Could be a profile visit, a tap on a hashtag or geotag, or a reaction to the story.

Latergram: A post that doesn't make it to Instagram until days after the event happened. A latergram occurs when you post a photo of something at a later time than when it actually happened; these posts are commonly hashtagged #latergram.

Like: Tapping the heart button to acknowledge a post. Liking a post is the same thing as double-tapping it. You acknowledge that you see and appreciate the post, and whoever posted it gets a notification that you liked it.

Memes: A humorous image or video that spreads quickly across the Internet. You probably already know what a meme is, but did you know memes can be hugely helpful for engagement on Instagram? Meme Monday posts (or memes any day of the week) can add some flavor and personality to your feed and often get more engagement than typical posts.

Nametag: A way for people to immediately follow your account. You can find your Instagram nametag by tapping the three horizontal lines in the upper right-hand corner of your profile and then clicking "Nametag." This nametag is scannable, so people can find your profile by simply scanning the tag instead of typing in your username and searching.

Newsfeed: Your home screen, where you can view posts from people you follow. By tapping on the house icon on the bottom left corner of the app, you'll reach your newsfeed, where new posts from the people you're following will collect. This is the page that automatically opens each time you open the app.

Notifications: Alerts that announce new social media activity. Notifications keep you updated on how many likes and comments your posts have received, plus anywhere someone has mentioned your handle. It's important to respond to messages and comments quickly when you get a notification — that increases engagement. If you go to your settings and click 'notifications', you can turn notifications on and off for your profile.

Organic Reach: The number of unique users who find and view your content without following a paid promotion. Your organic reach consists of people who find your page by themselves,

from a webpage, or through friends. For small businesses who don't have the budget to create a promotion, focusing on organic reach can be a great strategy.

Paid Reach: The size of the audience reached by a sponsored post on Instagram. Paid reach is the opposite of organic reach; your paid reach is made up of the user views you received through a sponsored or paid post. With paid reach, you can target a certain demographic.

Pod Groups: An Instagram pod is a group of users who all agree to comment on and like posts created by the other members, with a goal of mutual growth. Instagram pod is rarely a valuable long-term strategy. The central involvement you'll get will be from people that you're asking to interact with your posts. This means that the results of your campaigns will be skewed, people that interact with your post just because they HAVE to but are not really interested might raise your engagement rate but are not potential customers and you'll receive a lot of comments all similar that look like spam and make your trustability fall down.

Polls: A multiple-choice question in your Instagram story. You can create polls on your Instagram story to engage with viewers. They're fun and effective because not all interaction on Stories is visible to viewers, but the results of a poll are.

Popular hashtags: Commonly used hashtags that may reach a wider audience. Popular hashtags (such as #love, the most commonly used hashtag on Instagram) might be helpful, but be careful, because your post could easily get lost in the shuffle. If you use popular hashtags, make sure they're relevant instead of just including them for the heck of it.

Post: Any video or image content uploaded to an Instagram profile.

Product tags: An image tag that lets users view a product. You can create shoppable posts on Instagram by selecting a product tag when you upload the photo — the process works just like tagging a person. Then post viewers can tap the product tags to see more details about the product and purchase it from your online store. (Note that, in many cases, products need to be available in your Shopify store and your Facebook catalogue.)

Profile: This is your account information on Instagram. Your profile consists of your name, username, bio, profile photo, and your photo gallery.

Reach: The number of unique users who find and view content. Organic reach consists of people who find your page by themselves, from a webpage, or through friends. For small

businesses that don't have the budget to create a promotion, focusing on organic reach can be a great strategy. Paid reach is instead the people reached by a specific advertising campaign.

Regram: Reposting someone else's post. When you regram somebody's post, you can either screenshot it and post it again, or use an app to repost it. Don't forget to ask permission, and then include the hashtag #regram and give the original user credit.

Rewind: Is a feature you can use to record your story video in reverse.

Saved Posts (Archived posts): A way of keeping posts you want to look at again. You can save a post by tapping the banner icon at the bottom right, just above the caption. This will save the post to your library, accessible on your profile. As you scroll through your Instagram feed, you may want to save posts that you can draw inspiration from later.

Shopify: Shopify is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems. The Shopify platform offers online retailers a suite of services including payments, marketing, shipping and customer engagement tools.

Sponsored Ads: A paid promotion that shows up in users' news feeds. Instagram ads might look like a typical post at first glance, but if you look more closely, you'll see the "Sponsored" mark. Sponsored ads show up in users' news feeds just like any other post, except these types of posts are actually a paid promotion instead of being an organic post.

Stickers: Fun little images you can add to highlight or give character to your stories.

Story: Twenty-four-hour posts found at the top of the Instagram news feed. Stories can be pictures or videos; they appear at the top of the Instagram newsfeed and, unless you save your Stories as highlights, they'll disappear after 24 hours. Instagram Stories have several interactive features such as polls and reactions.

Superzoom: An Instagram Stories feature that zooms in and creates sound effects. Superzoom is a fun way to make a dramatic, silly video on Instagram stories.

Tag: To attach someone's username to a post. The term "tagging" generally refers to tagging someone directly in an Instagram post — i.e. their username shows up on the photo — instead of simply mentioning them in the comment section. When you tag someone in a post, the picture will show up in a designated section on their profile.

Theme: Visual consistency on your Instagram feed. Many Instagram accounts choose a certain theme to follow as they post images and graphics — that might be pastel colors and lots of flowers for one brand, or a darker theme with lots of black and grey for another. Staying consistent with a theme can help your feed look more appealing to potential followers.

User-generated content: Content (photos or videos) created by fans of a certain brand or celebrity. As a brand, you either make products or provide a service. When your customers post pictures of themselves using that product or service, that's defined as user-generated content, or UGC. Often, brands will look for user-generated content and ask permission to repost it, like Aerie did here with this photo from a follower.

Website Traffic: A metric that tracks website visitors who come from your Instagram. One of your big goals with Instagram should actually be to get people off Instagram and onto your website, where the sales happen. By using Google Analytics to track the number of website visitors you're getting from Instagram, you can see whether or not you're doing a good job of this. Get web traffic through either pointing people to the link in your bio or adding a swipe-up link to your Stories like Starbucks did here.

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