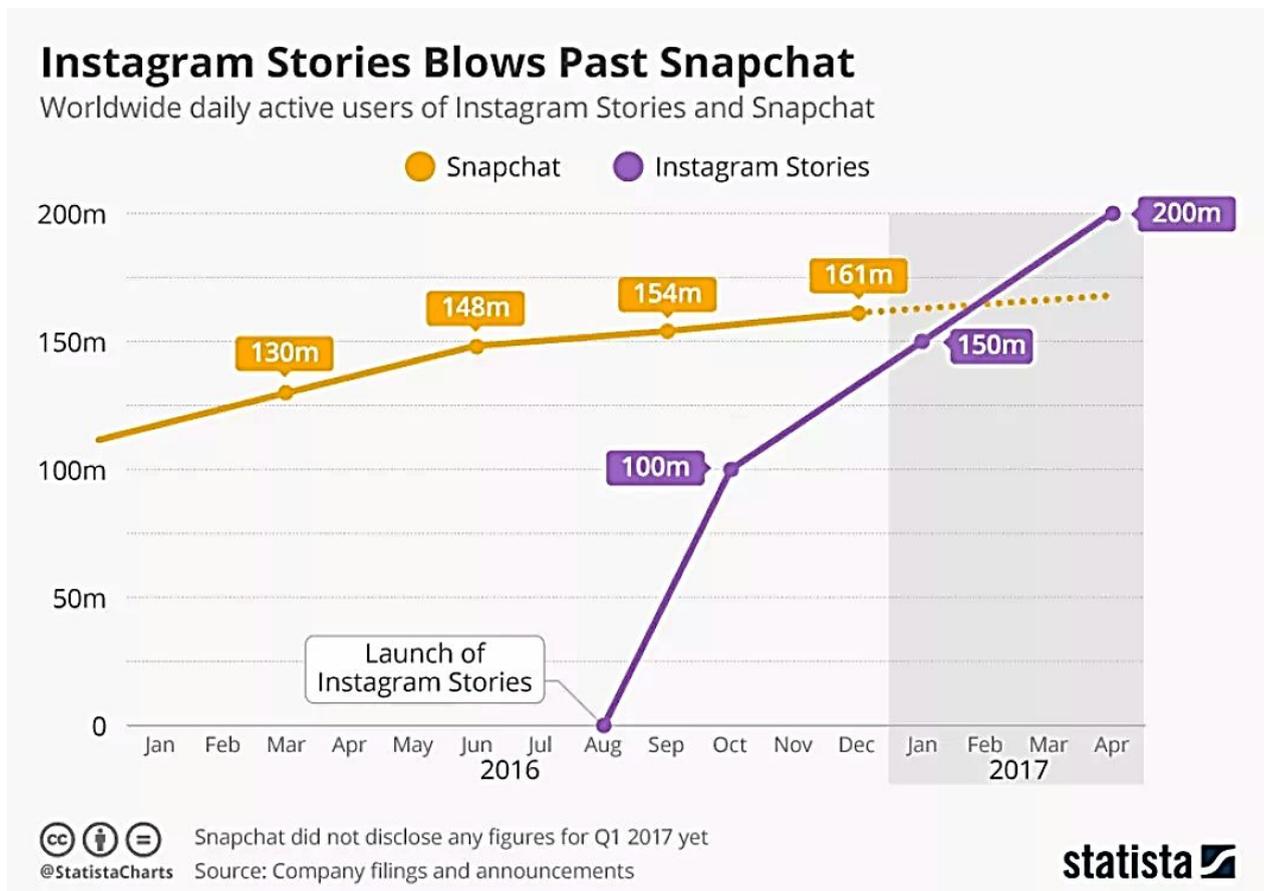


How To Generate Leads With IG Stories

Instagram Stories was launched in August 2016, and since then, there have been a huge rise in the time spent on the app every day from 24 minutes to 32 minutes. You might think an extra 8 minutes is not that much, but when you multiply it by 800 million users, well, that IS much! This makes Instagram Stories an awesome tool to generate leads, drive loads of engagement and value to your brand.

So, what exactly is Instagram Stories?

Do you know the concept of Snapchat's disappearing pictures? It is somewhat similar to that, but even better. It allows you to add pictures and videos to a dashboard, and then you can edit your media (photos and videos) with text, drawings or icons. Finally, you can arrange your media in the order that you want people to view them, and then you publish them for people to see. You can also add photos and videos to your published stories if you wanted to lengthen it. Your Instagram Story is published separately from your tiled gallery of photos and videos and it lasts for 24 hours before it disappears.



The basic steps to creating your Instagram Story

Now that you know what a vital tool the Instagram Story is to get more exposure and grow your brand, let's get on with actually creating your Stories.

1. In your Instagram home screen, tap the circled "Plus" button at the top left.
2. Swipe up on your screen to browse your gallery for the photo or video that you want to share.

Alternatively, if you want to capture a photo or a video in the app, then tap the circle button at the bottom of your screen.

3. Edit your photo or video with texts or drawings.
4. Tap "Done" to save your story.
5. Tap the "Add Your Story" button to publish and share your story.

5 ways to optimize your stories for generating leads

Anyone can create Instagram Stories; they're made to be simple for that reason. However, if you want to generate more leads, then you need to look beyond the average Story and apply methods that would optimize your use of Stories.

1. Frequency of posting

Unlike Instagram posts which are subject to the changeable Instagram algorithm, Instagram Stories have a better chance at being viewed. Regarding the frequency of posting Stories, that would come down to your content and what your followers expect from you. Make sure that when you post several Stories, you do check the feedback and the effect they have on viewers to enhance your future Stories accordingly. Usually, Instagram Stories are posted bearing in mind the magic number of 5!

5- 15 stories per day, 5 days a week!

2. Create a theme

Much like the vibe you want to send with your feed when setting a certain design, style and theme, Stories can also have the same theme. This makes them look more professional and relatable to your brand.

3. The power of Swipe UP

The "Swipe Up" feature initially was released exclusively to major influencers. However now, it is available to most business pages which are actively using Instagram Stories (with 10,000 + followers). The "Swipe Up" feature in a Story allows the viewers to access a link upon swiping up.

To create a Swipe Up, first create your photo or video, and then click on the "link" icon at the top of your screen. Insert your link in the given URL space and preview it to make sure it's correct.

The possibilities with this feature are endless, from directing viewers to your blog posts and articles to taking them to your brand's shopping platform or giving them free offers. Simply said, it will cause a dramatic surge in your traffic and lead generation.

4. Creating high quality stories

What is a successful Instagram Story without having quality content? It's the essence of your story!

- **Animate your designs**

Some apps, like [Adobe Spark Post](#) allow you to create animated 4-second videos. Take some time to explore the app's features and the range of animations it provides and make use of them in your Stories.

- **Animate your texts**

Other apps allow you to create animated words over your images, which make them more attractive and engaging than the plain old text. Among those apps, the [Hype Type app](#) leads the way.

5. Respond to those who engage

Since it is all about socializing and engaging, respond to viewers of your Stories who leave comments or send you messages as soon as you can. This will make them spread the word that you are personally and actively involved with your followers, which will naturally generate more leads!

4 Secrets to creating awesome Instagram Stories

Lastly, to put the cherry on top, we would like to share with you the secrets that would add a unique touch to your Stories and make them stand out among others.

1. Use stickers

Add a sticker to your Story to spice it up! Once you've captured your photo or video, access the stickers by tapping the "smiling sticker" icon on the top right corner of your screen or swipe up from the bottom of your screen.

Stickers not only make your Stories more appealing, but they can be highly functional as well, such as location sticker, temperature sticker, time sticker and the 2 following stickers:

- **Poll stickers**

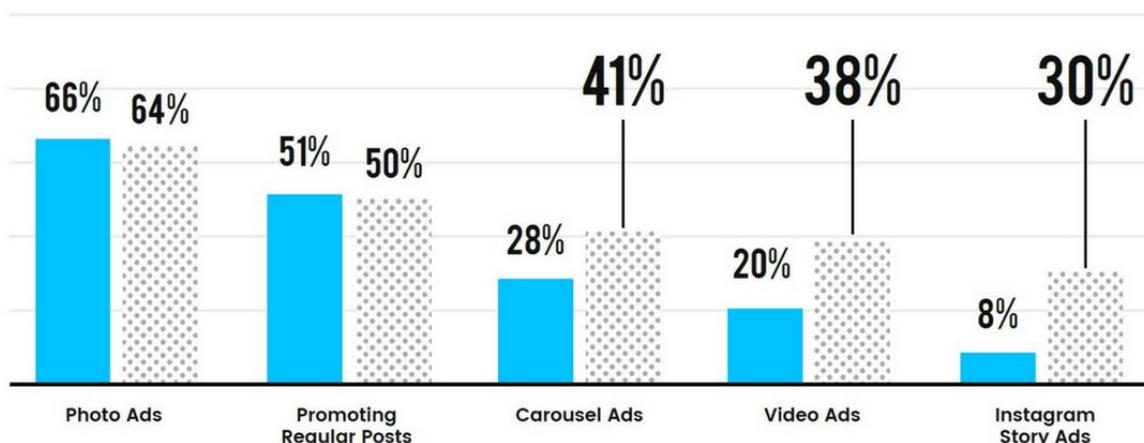
The poll sticker is a great way to know your viewers' opinions and to increase engagement, and thus increase and generate leads. It allows you to add a two-option poll to your Story. You can even customize the choice of answers to something other than the traditional "Yes" or "No".

- **Hashtag stickers**

Add the hashtag sticker, and then type in a hashtag and your Story will appear in searches for that hashtag. It's a simple technique for a better and an increased exposure to your Stories.

What kind of ads do you currently run?

What kind of ads do you plan to run in 2018?



2. Allow viewers to share your Stories

People can share your Instagram story once they view it via Direct Messages, which would increase views and engagement of your Story. To make your Stories sharable, go to your profile and tap the "gear" icon, then navigate to "Story Settings". Locate the "Allow Sharing" button and toggle it on. Now, your viewers can DM your Story to their friends!

3. Mention other accounts

When you give a shout-out in your Story to another Instagram account, this would create more leads as people like to see engagement happen in front of their eyes, especially if they have a chance to be featured and given a shout-out as well in future Stories. For that reason, Instagram allows you to tag up to 10 accounts in your Story's photo or video.

To mention an account in your Story, shoot a photo or video and then tap the square "A" icon at the top left corner of the screen. You will see a horizontal list of "suggested accounts", scroll through them until you find the account you want to tag. Once your story is posted, the tagged account will receive a notification of your shout-out.

4. Check who viewed your Instagram Story

Navigate to the homepage of Instagram on your phone and tap the circle icon referring to your story. Once your story is open, swipe up from the bottom. You will then see a list of all the accounts who viewed your Story; of course you can only do that during the 24 hours when the story is still published.

This can give you an insightful look to know what your followers are interested in by noticing which viewers view which Stories. This would act as a guide so that you can figure out what type of photos and videos to keep posting.

In conclusion, Instagram Stories have shown to boost conversions by 30% when directly used to answer customer questions. Moreover, 62% of B2B marketers rated Instagram Stories as an effective content marketing technique. So, it's about time that you start using this vivid, exciting and engaging technique!