



# How To Make Sales With Instagram

Social media in general and Instagram in particular are a valuable method to spread the word of your business and boost the rates of your sales. Some people and businesses have been using Instagram for quite some time yet they haven't seen a noticeable effect on the level of their sales, and that would be because they simply are not aware of the techniques and methods that would give their business a boost, or maybe they are aware of it but they haven't been using it properly. Sales is an art, and the successful art of sales is rather a subtle one, one that doesn't send a direct message of marketing, but it is rather a smooth one that allows your business to speak for itself and thus draws in genuinely interested customers.

In this guide we will be discussing some main aspects that would help you make sales from Instagram, and if you are already making sales, then these pointers will help you boost your sales even higher than they are!

## **Aspects relating to your account & feed**

### **1. Switch from personal to business**

Your Instagram account can be set to be either a personal account or a business account. For a marketing-oriented and a professional profile, then you need to make that switch and turn your account into a business one. This type of account also gives you an insightful look on the number of clicks and impressions that your posts receive on a weekly basis.

To make the switch, go to the account "settings" then click on the option "Switch to Business Profile". Now we're officially taking business!

### **2. Make good use of your bio link**

Think of your bio link as the main entrance to your shop or business place. Be it your own website or other selling platform, this link should take your customers directly to your place of business, which is not just about browsing but more about ordering and buying right away!

### **3. Quality & consistent content**

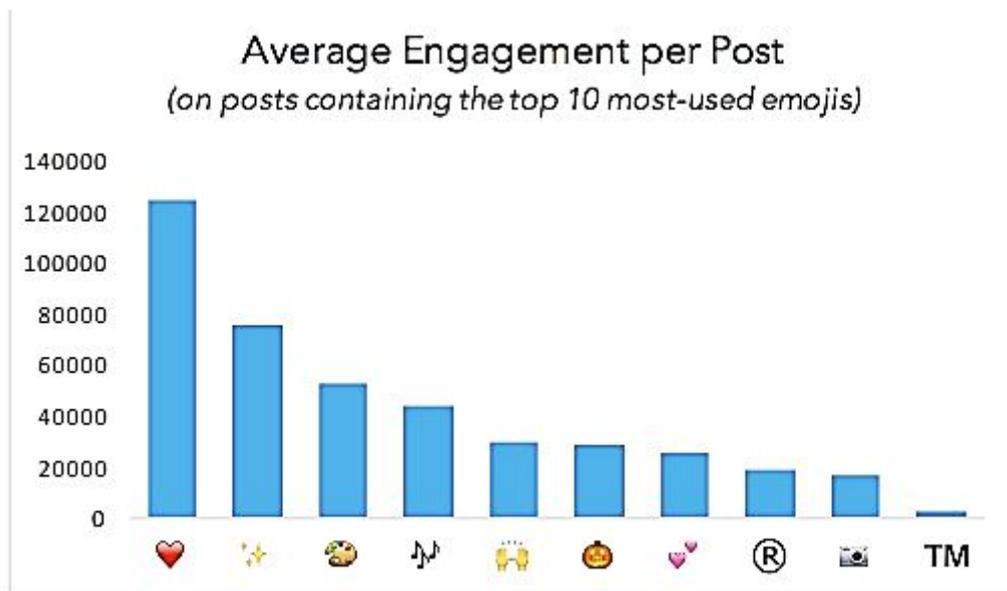
It's all about the awesomeness of your content to reel in casual viewers and turn them into customers. It's the simple things in your posts that matter, strive to make them visually appealing, be consistent with your style and try to have a pattern to your posts or a trend related solely to your business.

Also, frequently post user-generated content, not only will it grow you more followers, but it gives you more time to work on your next post so that it would be of high quality that you seek to maintain.

### **4. Use the current internet language**

People will relate to your posts and follow them more intently if you speak their language, and the internet language is constantly changing, so stay up to date with it. By internet language, we don't mean the "lingo" that would give your profile an unprofessional look, but something more like the ever used "emojis". It's a common internet language that has

the power to directly reach out to people's minds and hearts, yet at the same time maintains an image of integrity and professionalism.



## Aspects relating to public relations

### 1. Socialize with influencers

From Youtube celebrities to famous tweeps (Tweeter users), the internet is now full of people who have become icons of their own. Reach out to some of them and ask them to review your products or services. By posting the review they made on their feed, and you posting that review on your feed, not only would you be marketing your product/services in parallel ways, but you'll be also using the effect of influencers, which let me tell you, it has a huge marketing power of its own!

### 2. Socialize with your customers

Respond to their comments as soon as possible, and if you notice a customer sharing something about your brand, engage with them and keep the ball moving. An easy way to follow up on your customers and see if they share content related to your brand, is to create a unique hashtag to your brand, promote that hashtag and encourage your audience to use it when they share their experience with your service or product.

### 3. Understand your customers' needs

Make frequent polls and surveys to listen to your customers. Take frequent feedback from them so that you'd be able to provide both content and services that meets their liking and needs. Allow them to know that they have a say in the process of evolution of your brand. Knowing that their opinion matters, they will simply love you for that!

## Aspects relating directly to sales

### 1. Optimize your use of the sales funnel

The process of sales is one with 4 analytical steps called the sales funnel, as illustrated in this image. First, you start off by *promoting awareness* of your brand to the people. Next, you *capture their interest*, then they *make a decision* and finally, they take the *action of purchasing your services*. If you look at it, it technically sounds like too many steps, but truth is, with smart promotion of your business, you can make these steps happen in a matter of minutes. Combine the awareness step with the 'grabbing their attention or interest' step, and if your marketing is really awesome, you can actually skip the decision step, so that the customers would make a split of a second decision by making them feel that they simply NEED or MUST HAVE your product! Which brings you to the final step...



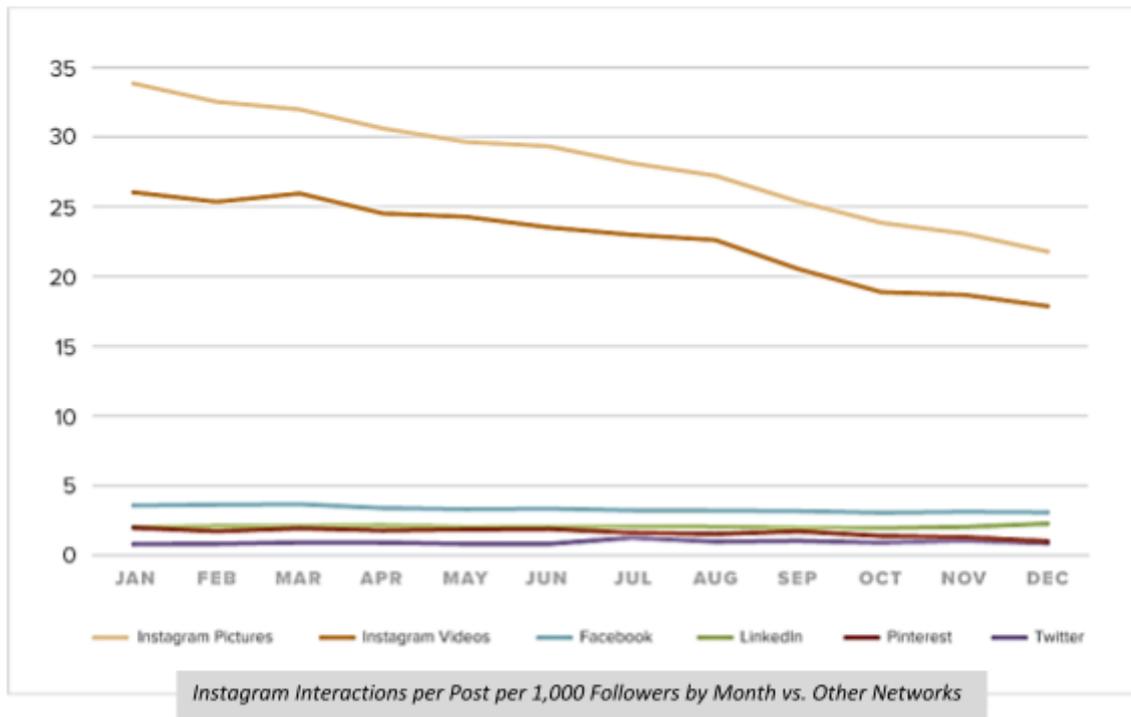
### 2. Call to action / "Buy Now" button

Make use of selling software tools, such as [Yotpo](#) that have been created to help you sell more easily. These work by converting a single link into a clickable storefront, displaying all your products in once place. [Yotpo](#) allows you to connect several products to just one image. Always use wording that calls to action and makes your customer immediately press the link that would allow them to make the purchase. The easier the sale process is for the customers, the more sales you make as a business owner.

### 3. Offers, giveaways & contests

Nothing brings more sales like occasional offers, giveaways and contests. Make it themed or occasion-related to spike up your sales even higher! Make use of such seasonal times when sales are already spiking up to spread awareness of your brand and double the rate of your sales.

The following image shows how strong of a marketing tool Instagram is compared to other social media. It also shows you that Instagram pictures generate more interactions compared with videos. It doesn't mean that you shouldn't post videos though, on the contrary, videos make your brand more real, authentic and bring it closer to your audience, so create quality videos and use them every now and then.



Finally, upon following the steps explained throughout this guide, you can sit back and watch the curve of your sales take an upward direction as your business starts to bloom!