

LEARNING MADE EASY



2nd Edition

Instagram[®] For Business

for
dummies[®]
A Wiley Brand



Establish a profile
just for your business

Grow your audience,
your brand, and your sales

Enhance your business with
Stories, Live, and Reels

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Eric Butow
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For Dummies*



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2nd Edition

by Jenn Herman
Eric Butow
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Instagram® For Business For Dummies®, 2nd Edition

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Introduction

Are you ready to have some fun? We hope you are! Because Instagram is all about entertainment and creating exciting content. Because you've chosen this book, we know you're ready to get down to business creating an Instagram account that will not only help you grow your business but also be something you enjoy!

With more and more people joining Instagram every day, the social media app continues to grow at unprecedented rates. But with that growth comes a lot of noise and saturation from people who don't quite understand how to use the platform effectively. However, after reading this book, you'll have the tools and tactics necessary to build a successful Instagram profile.

About This Book

The purpose of *Instagram For Business For Dummies*, 2nd Edition is to help you use Instagram effectively. But as you can see by the number of pages in this book, that purpose is easier said than done!

Instagram really is as simple as uploading a photo. But for strategic business use, you should employ a number of marketing and traffic-generating tactics, which we explore in this book. And as Instagram adds more features to the platform, such as IGTV and Reels, understanding how to create this additional content is just as important.

Instagram is an interactive and community-focused platform, so we hope you are looking forward to building a community around your brand.

We take you through every step of creating and uploading content to Instagram, writing effective captions that get your audience to take action, finding hashtags that help you get more exposure, building your audience, and using all the fun features built into Instagram.

Foolish Assumptions

When writing this book, we assumed that you

- » Have a business or are getting ready to start a business
- » Have a website for your business
- » Know your target customer audience and know that they're using Instagram
- » Want to use Instagram effectively to drive real business results
- » Don't want to look like an amateur, even if you're new to using Instagram
- » Are committed to devoting time and energy to build a presence on Instagram that will reflect your brand

If these assumptions are correct, this is the right book for you! We're confident that the tactics and information here will help you achieve your goals.

Icons Used in This Book

To make things easier and ensure that you don't miss important details, various icons appear throughout this book. Here's what the different icons look like and mean.



TIP

The Tip icon is a small piece of expert advice that will save you time and make your experience on Instagram easier to master.



REMEMBER

Because we cover a lot of details and information, every now and then we throw in a Remember icon to remind you of important details we've already covered. We know you're reading every juicy detail of the book; the Remember icon just helps resurface some of those tidbits.



TECHNICAL
STUFF

Who doesn't love a little geek-fest on technical jargon? Okay, a lot of people! We've pulled out these paragraphs so you can understand the technical aspects of using Instagram without getting overwhelmed.



WARNING

Yes, this book has a few warnings. When you see a Warning icon, please take a few extra moments to understand the effect of what we're saying. You're not going to blow up your Instagram account or do anything irreparable, but we want to save you from any headaches we can.

Beyond the Book

In addition to what you're reading right now, this book also comes with a free, access-anywhere cheat sheet that provides a handy list of Instagram lingo, steps for sharing posts directly, and more. To view the cheat sheet, simply go to www.dummies.com and type **Instagram for Business For Dummies Cheat Sheet** in the Search box.

Where to Go from Here

The first few chapters dive into how to set up a new Instagram account. If you already have an Instagram account, you can skip the first chapter, but we encourage you to check out [Chapter 2](#) because it contains information on how to set up an effective profile. Don't worry, you can easily update or edit anything you've already started!

After that, we have a ton of information on creating better content and getting strategic with your Instagram content. If you want to focus on specific areas, look at the Table of Contents for guidance.

If you run into trouble, check out [Chapters 21](#) and [22](#), which are dedicated to troubleshooting Instagram issues. And if you're looking for inspiration, read [Chapters 23](#) and [24](#).

It's time to jump into all the fun of Instagram that we've been talking about! Enjoy the book.

Part 1
Creating Your Profile

IN THIS PART ...

Install Instagram on your smartphone, tablet, or Windows computer.

Set up your Instagram business profile to draw followers like moths to a flame (or whatever trite saying applies).

Prepare your business goals for your Instagram profile so you can reach the most customers.