

Made **of** Australia™

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a u s t r a l i a n e a r t h , s a g g a r f i r e d w i t h f o r a g e d i n d i g e n o u s f l o r a

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workshops

social media series

Instagram stats & tips



Instagram Stats

- Launched in 2010 (considered a place for filtered images of sunsets, your cat, & food)
- By 2016 had 400 million monthly active users & 75 million daily users, capturing 20% of internet users around the globe
- Instagram's brand engagement rate ranks the highest at 4.21% (giving brands 58 times more engagement per follower than Facebook & 120 times more than Twitter)
- Every second on Instagram produces 575 "Likes" but only 81 comments. (People are almost guaranteed to comment back & are 401% more likely to follow you)

Optimised Instagram Profile

- Post visually appealing content your target audience love.
- Have a short, engaging bio. Use keywords in your bio description to help your target audience identify with you.
- Have an easy-to-remember username. If you have to spell it or write it you need to shorten & simplify it.
- Create a branded profile image & don't change it! (110 x 110px)
- Use a homepage link. At the end of the day, you want your followers to visit your business website/shop, where they become customers.
- Link your Instagram account to your company's other social media profiles if you have a following there.

Tips

Don't turn your feed into a product catalogue! Filling your feed with product-oriented posts is social media suicide, but so is avoiding this type of content altogether. The end goal of Instagram marketing is to convert followers into customers, so making your work familiar to your audience through product images is necessary, but do it with flair:

- Post pictures of customers enjoying your product, even get a celebrity or a respected name in your industry to be in your pics.
- Share others images, this helps to get their attention but also allows you to draw from each other's networks.
- Post funny pictures & behind the scenes images that capture the imagination of your customers.
- Use good quality images! Use filters to enhance your pics if your photos are of poor quality.

Hashtags

- A hashtag is like a filing cabinet. If you search for the hashtag #australianceramics on Instagram, the search result will show every photo or video on the network with that hashtag.
- Hashtags provide an easy way for you to both join conversations with other artists & engage with the people who are going to buy your work.
- Industry-related terms & keywords, your company name, city or location can all be hashtagged.
- Don't shy away from generally popular hashtags if they fit.
- Make up funny hashtags, people love them!

Fact: Adding 7 relevant & engaging hashtags can boost your "Likes" by up to 23%