

The power of Instagram is that we can sell our products online as well as building up a follower base just as we would using our own profiles. It has become the biggest selling platform, which is why we should all be jumping on the advantages of riding this wave. Here's some top tips on how to do it!

Knowing your audience

So if you have read my first guide, you will have already worked out who your audience is. If you haven't, please read as this is step 1 to help with engagement on Instagram.

- I want you to write down who your products apply to, who is your ideal customer (ICP) their age, gender, characteristics etc.
- Then, understanding when your audiences will need your products/skills, create a buzz around certain events and seasons which apply to your services.
- When you then speak to your audience, whether this be on your image captions, stories, newsletters etc., you'll know how professional to be depending on the industry, or if the use of slang words and emojis would suit your customers tone.

By now, you should already know your price range and have your imagery ready to post on the gram, so once you've worked on how to speak to your audience, you can jump straight into promoting your products.

Interaction to your page

Selling on Instagram organically can seem very slow at first. When you start posting your images and you barely get any likes or followers, it can be quite frustrating, but it is a long process to build this up. With a lot of persistence, passion for your work and pushing it to grow every day, you will get there in time. After nearly two years, I have just hit 10k followers on the gram which I am over the moon with, but I couldn't have done that without always pushing my business to the next level.



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There are so many different ways to promote your product on Instagram.

Posting on your main profile

Your profile is also known as 'the grid'. Here, you can showcase your work. This is essentially your online shop for showing off your products; it will speak for itself when your ICP lands on your page. They will see your work and, if they are interested, they will then

decide to book in by clicking on the contact us buttons. If not, they will jump off and find someone else.

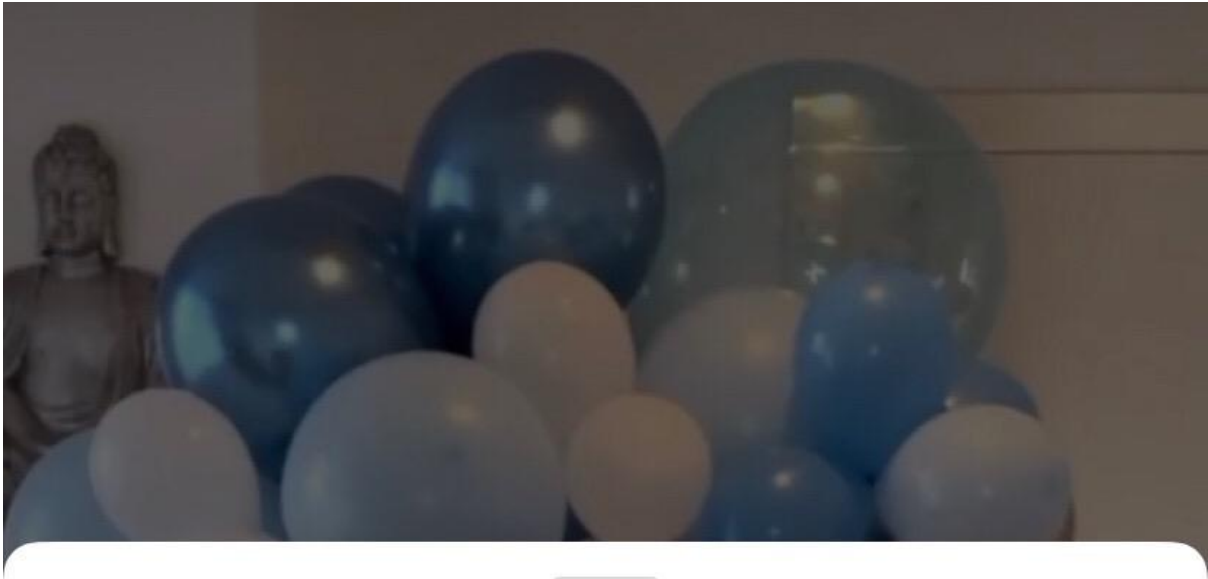
Instagram stories

Enticing your audience to your main page is what you want. The idea of Instagram stories is that customers can message straight away or click straight to your profile. What you post on your story is important in helping your audience understand what it is you do. Stories are also a great way to interact with your audience and give people an understanding of your brand, so using question boxes to interact, polls for your own research etc., is a great way to connect.

Reels

Another way to increase interaction is to make reels to show what it is you do. This could be anything from a time lapse of you making your product, the packaging stage or a challenge reel. This looks like you know what you are doing, which then puts confidence in your customer. Reels are also amazing for engagement! I find I get more likes on my reels as they can be seen more than once on the homepage and they can also go on the explore page which means a new audience will see your work. This can bring them to your profile leading to follows, likes and sales, so creating these little snippet videos can work wonders for your business.

For example, I created a reel making a baby balloon display showing step by step of how it was created. As you can see below, It had 31.3k plays. At the time I had under 10k following, so this was shared and played on the explore page for new followers to find me and then interact which I thought was amazing success.



Likes

▶ 31,300 plays

Liked by

730 likes

Interacting on other pages

Another way to engage with a new audience is to interact with other users, by commenting on other people's posts you will ensure others see your name and allow them to click onto your profile. Tagging others in your story and posts leads to them sharing you on their page, reaching other audiences.

Simply asking others to share your work is a good way to reach others. This is why doing competitions allows others to interact and share posts that's then reaching others leading to followers and maybe new customers.

I always like to share others' work, whether this is another balloon page or someone who's in the complete opposite industry to me. It always helps them and can in turn help you when they reshare your images.

It's always nice to have business besties!! I have balloon friends in London and America now just from having the same interest in what we do and sharing the same passion. It's always

nice to have this connection even in the same area as you, as you never know who can help you in a time of need!

The main piece of advice I could give is being consistent and staying on trend. If you are always improving your skills, your audience will be more inclined to order what you are putting out.

It doesn't happen overnight, it starts with the desire then one small step in the right direction.

Jade Party Starters x