



# Definitive Guide to **Instagram**

Everything you need to get  
the most out of the social  
network for photos



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## Authors



**Sara  
Mateos-Aparicio**

Head of Marketing  
& Content en Cool Tabs



**Patricia  
Carmona Pulido**

Research and  
Insights Analyst



**Sergio  
Cuesta Mares**

Freelance trainer  
Specialist in Digital  
Marketing, Social Selling  
and Social Networks

## Collaborators

**Ana Alonso**

**Alicia Burrueco**

**Nerea Díaz**



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# 1. Introduction: Instagram: the fastest growing social network

## A) The advantages of Instagram

Instagram has become **the social network with the highest growth rate in recent years** and, therefore, one of the most promising in the coming years. It is essential that brands consider the leading social network for images within their social network strategies and, ultimately, as part of an overall digital marketing strategy.

The main **features of Instagram**, which differentiate it from other social networks, are:

- ✓ **It is mobile:** it is intended to be used on devices of this type. Therefore, users can upload their images and videos from anywhere and at any time.
- ✓ **High engagement:** the high visual component of this social network means that the publications that are shared on Instagram tend to have a greater impact.
- ✓ **It's fun and attractive:** Instagram has become the fastest growing social network because it is not only practical, but fun, which attracts many users. Its numerous options allow you to use different filters, add hashtags or geolocations to stories, use gifs...

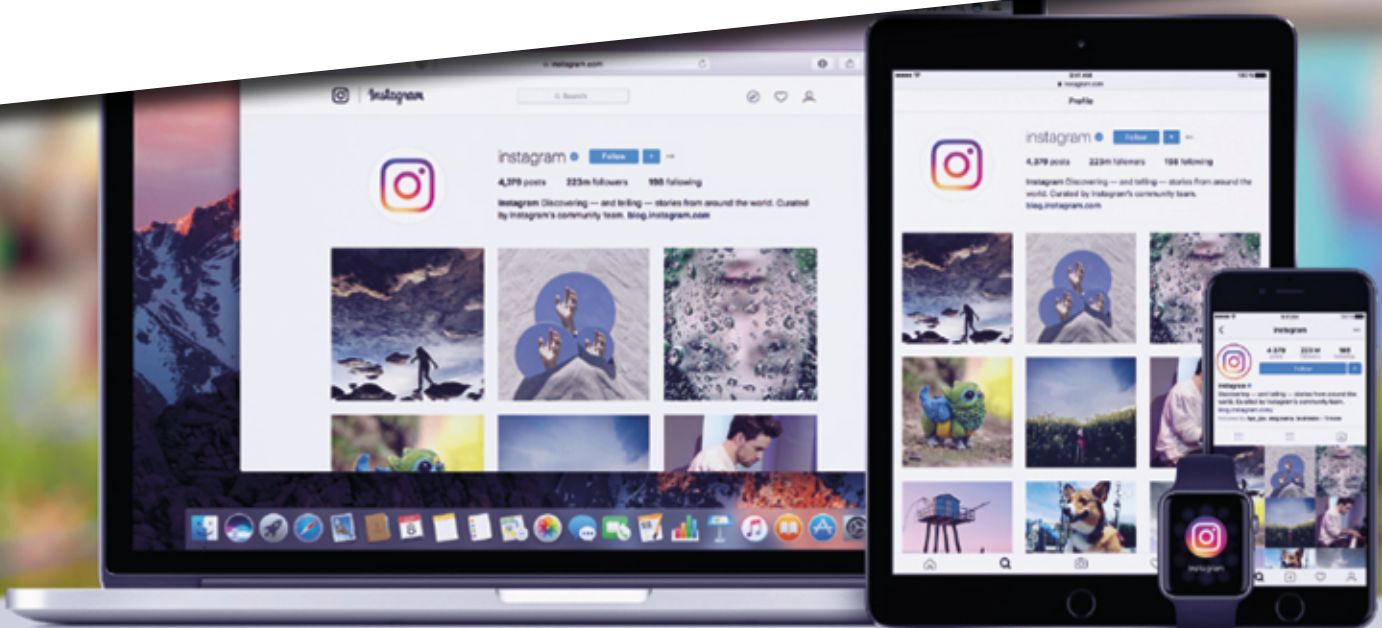
Instagram, therefore, must be an essential social network when it comes to **achieving our brand objectives**: increase our social audience and branding, position our brand, attract new customers or retain existing ones are just some of them. Then, we will see more in depth what the main objectives you can set yourself are when it comes to carrying out your Instagram strategy and how to get them.

## B) Instagram use in Spain

The growth of Instagram, as we have seen previously, has been surprising and unstoppable. And, **Instagram already has 815 million active users per month (in April 2018) and, at this rate, will soon reach 1 billion.** 300 million people also use Instagram Stories daily.

According to the [\*Annual Study of Social Networks 2017 prepared by IAB Spain\*](#), Instagram is **the social network third most present in the minds of Spanish Internet users (at 63%)**, behind Facebook and Twitter, clearly increasing their notoriety in the last three years. The age range for which Instagram is most popular is among young people between the ages of 16 and 30, and preferred by women. Instagram is, therefore, a social network essential for attracting a young audience. In addition, it is one of the most valued social networks, after WhatsApp, YouTube, Spotify and Telegram; and occupies the third place among the most liked social networks, after WhatsApp and Facebook.

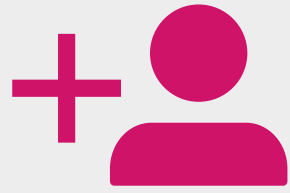
According to the study, it stands out as **the social network with the third highest frequency of use (52% of users use it several times a day**, compared to 25% who only use it once a day and 18% who do so less often). The average number of hours a person spends on Instagram is 1.13 hours per day. In addition, it stands out for being the social network in which the frequency of visits increased the second most with respect to the previous year, and obviously, due to its characteristics, **the devices from which most access to Instagram are mobile (41%) and tablet (21%), compared to PC (10%)**. The remaining percentage corresponds to other devices.





# Instagram

## NUMBERS



**800**  
MILLION  
Monthly users



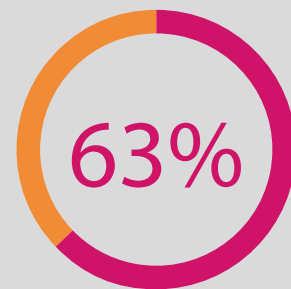
**4.2**  
BILLION  
Daily Likes



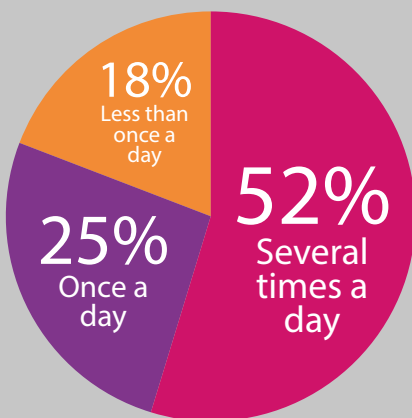
**250**  
MILLION  
Daily users of  
Instagram Stories



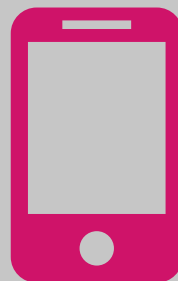
**18-24**  
YEARS  
Age of use



NOTORIETY



FREQUENCY  
of use by users



41%  
Mobile



21%  
Tablet



10%  
PC



28%  
Other

DEVICES  
used by users



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## 2. Instagram and brands. Why use instagram in your social media marketing strategy?

### A) Reasons for having an IG profile

According to the IAB study mentioned above, **83% of users in Spain claim to be a fan or follow brands on social networks**. The most followed sectors are usually those that provide a more relevant or updated content: entertainment, culture, media or travel, communication... For 25% (especially the youngest), brands that have a profile on social networks inspire more confidence. **52% also admit that they have been influenced by social networks when making a purchase.**

**53% of social network users usually look for information on a social network before making their online purchases.** Specifically, 13% do it through Instagram, especially women from 46 to 45 years old. 66% positively view comments about a product made on the networks. The rate of advertising clicks on social networks is high (29%) and increases among women.

If we focus now on the social network that concerns us, Instagram, we find that **70% of Instagram hashtags have been created by brands**. And, on the other hand, **65% of the publications with the best performance of the platform are products**.

- ✓ Instagram **enjoys a higher rate of engagement than other social networks**. The level of interaction with other brands is greater, since the audience of Instagram is very active: users look for new content every day at any time of the day.
- ✓ Instagram **allows you to reach the user visually**. Users respond better to content with a visual component than content that does not. So, in spite of video being the content king on other social networks, on Instagram images still work better. Specifically, images generate 36% more interaction than videos.
- ✓ Instagram **humanises your brand**. It brings you closer to users and potential customers, helping them to discover your brand from angles that are not possible on other social networks. For example, you can show them how a day is at your company, who is part of your team or how your products get into stores. Interacting with your followers, on the other hand, will make them feel part of and speak well of it. That is, it is a way to get ambassadors in a simple and transparent way.

- ✓ **Instagram has a fast reach.** Instagram images arrive relatively quickly to users.
- ✓ **Instagram helps you reach new audiences.** Users of certain sectors are always on the lookout for news and, of course, in search of brands. Take the opportunity to follow certain users or brands with influence to help you get known, and use specific hashtags to amplify your content and reach a larger target audience.
- ✓ **Instagram allows us to reach a young niche of our customers,** especially women between 16 and 30 years old. If your buyer person has these characteristics, you should not miss the opportunity.
- ✓ **Instagram is cheap,** so it will allow you to generate sales at a low cost. You can find images in free banks or create and edit them yourself.
- ✓ **Instagram is the preferred channel for influencers,** especially those from sectors such as fashion, beauty and lifestyle. Take the opportunity to carry out your campaigns in collaboration with influencers in this network.



## B) Instagram, influencers' preferred social network

There is no doubt that influencers are fashionable, especially in sectors such as fashion, beauty, lifestyle or travel. Instagram is also the social network preferred by many of them.

The opinions and comments we see on social networks about the product or service of a brand influence our purchasing process more and more. And the data speaks for itself: **72% of the so-called "Generation Z" (those born between 1995 and 2010) and more than half of millennials say that influencers affect their purchase decisions in a definitive way.** Digital advisers can increase our confidence or interest in a certain brand or even encourage us to make a purchase.

Según [\*Business Insider\*](#), 51% of brands say that they **achieve a greater conversion of leads and that these are of higher quality when they are acquired through campaigns with influencers.** For every euro invested in influencer marketing, there is an average ROI (Return on Investment) of 7 euros.

Social networks management as well as influencer management, specifically, for Instagram, is usually given special care and attention. Here is an example of the [\*most followed Spanish fashion influencers on Instagram during 2017\*](#) what management of the social network for photographs is.

## How to work with influencers in your Instagram campaigns?

Making a campaign with influencers on this social network can be synonymous with success, but only if you follow a series of guidelines. Keep in mind that not every influencer can become the protagonist of your campaign, and that **a greater number of followers does not always imply achieving better results**.

In this sense, you should not consider only the big influencers. **The figure of the microinfluencer is usually very good at achieving the objectives of this type of campaign**. These have less followers than the influencers (between 10,000 and 100,000) and, therefore, a possibility of minor influence, but they usually bring another series of advantages such as **specialisation in a given niche**, which usually means that their level of engagement between followers in this sector is greater, as well as the closeness they have with them.

Before choosing the influencer, you must, therefore, check and know how he/she manages his/her social networks, how he/she interacts with his/her followers, the engagement generated by his/her publications, etc. In addition, you must **plan your campaign**, following the following steps:

1. **Define your marketing plan.** Set the goals you want to achieve through your campaign with influencers. It is not the same if your objective is brand recognition as if it is purchase conversion. In addition, depending on the budget you have, you can decide which one will be destined for your brand ambassador. Define, in addition, the message you want to convey through Instagram, as well as the hashtag, the associated creative content...
2. **Choose the influencer(s) that will be part of your campaign.** Depending on your target audience, certain brand ambassadors will be more appropriate than others. Analyse your profiles, publications and interactions to decide if your audience corresponds to this target audience.

As we have indicated before, you should also check data such as the engagement that these influencers get in their publications, if this is good or bad or if their followers are loyal. Also keep in mind that, although the user is free to make publications in the way that best suits their nature, they must always respect the agreed message, as well as the hours and days agreed to generate a greater response.

3. **Measure and analyse the results.** What would a campaign be without measuring results? It is, of course, essential to know if we are on the right track with our strategy.

Observe and analyse whether the goals you have set for your campaign have really worked. Some of the **parameters that you can measure** are:

- ✓ The **evolution of the number of followers** of your account.
- ✓ The **reach of the publications** that the influencers have made.
- ✓ The **number of times hashtag chosen for the campaign has been used**.
- ✓ The **engagement** or interaction of the audience with the posts.
- ✓ The **best performing publications**.
- ✓ The **traffic directed to our website** through the link in the influencers' bio, as well as those included in the publications they made in Instagram Stories.
- ✓ The **conversion**, that is, the percentage of users that made the action set within the marketing strategy for the campaign, whether the number of visits to our page, sales made... It is essential to discover if our campaign has been effective and we have connected with our target audience.
- ✓ The **ROI or Return on Investment**. Has our campaign been profitable? You can calculate it through the formula:  $[(\text{Revenue}-\text{Investment})/\text{Investment}]*100$
- ✓ The **influencers that get better results**.

4. **Implement your campaign results.** Have we managed to meet our objectives? Which actions worked better and which ones worse? What results does the competition get? All this will be very useful when planning our next campaigns with influencers on Instagram..

Now, you have all the keys to launch your campaigns with influencers on Instagram.



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or services.



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brand or product in your **marketing  
actions and campaigns**



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# 3. Instagram objectives: how to define them through the SMART model

How does our brand's Instagram management work? Are we doing a good job or a bad job? Are we increasing our sales numbers or improving brand image? To check this, it is necessary that we establish a series of **objectives for the social network of the photographs that really tell us if we are achieving the goals that we propose. For this, we recommend that you use the SMART model.**

## A) Metodology

But, what is the SMART model? To carry it out, we must define **intelligent, possible and effective objectives** based on the following guidelines that make up its name. Each of our objectives, therefore, must be:

- ✓ **Specific:** our goals on Instagram should be as defined as possible. You must describe exactly what you are going to do and how.
- ✓ **Measurable:** to check if our strategy is appropriate and really works, our objectives must be measurable, quantifiable.
- ✓ **Achievable:** Although we are ambitious, we must also keep our feet on the ground and set ourselves some goals that are really possible. If any circumstance or condition varies, you can always readjust them.
- ✓ **Realistic:** in this sense, your goals on Instagram must be within your means. Consider the state of the management of your brand on your social network, as well as the human and material resources you have to meet these objectives.
- ✓ **Time-related:** divide your objectives into time frames, in such a way that they make up stages that will lead you to a goal. The normal thing is to set a monthly and annual deadline for fulfilling your goals on Instagram, depending on what they are.

## B) Examples of objectives in Instagram

Below we go through a practical example using the SMART model, so you can see how you should approach your goals. The first of the options would not be correct, since the objectives do not meet the SMART guidelines. How far do you want to go with your brand?

- ✓ ~~Increase the number of interactions or engagement for my publications:~~ **Get 50 more comments and 100 more likes a month for my publications.**
- ✓ ~~Get more followers on my Instagram profile:~~ **Increase the number of followers on my Instagram profile by 25% in 6 months.**
- ✓ ~~Increase the number of visits to my website through Instagram:~~ **get 15% more links to sale through the link in my biography and 20% more through those included in Instagram Stories.**

Other objectives or KPIs that you can set with your brand on Instagram are, for example, **increasing the number of publications, mentions by users of the hashtags chosen for your brand** or conversion to sale through the links included in your bio, Instagram Stories or the products tagged in the new Instagram Shopping functionality.

In the last section of our guide, the measurement of results on Instagram, we will talk more about the **different KPIs** that you can establish to analyse the evolution and operation of your brand on Instagram.



## 4. Get the most out of Instagram: tips and tricks. Positioning

Positioning yourself as a brand on Instagram requires **adapting to the algorithm of the social network** and following a series of guidelines and tips that will help you to make your profile to not be forgotten about.

What does the Instagram algorithm prioritise? The social network shows the content in the feed of each user based on their preferences, taking two factors into account: **the relevance (calculated by the profiles and posts with which the users have more interaction)** and **the engagement (number of likes, comments or regrams)**.

That means that, to stay in the top positions, your brand has to get more interactions with users. **The more engagement we have, the more visibility we'll get in the Instagram feed.** Therefore, we must consider several factors when positioning ourselves, such as content, optimisation, the hashtags we use ... Keep reading to discover how to get your Instagram profile to be a winning one.



## A) Profile and biography

You already know the saying: first impressions count, and they really count. And more when it comes to social networks. The image that your followers, customers and potential customers have of your brand or company on social platforms will depend on certain details that you must consider. And it all starts with your profile's biography.

This is even more important for the social network that we are looking at in this guide: Instagram. **Being the most visual network, brands take special care of their image on it.**

Whether you already have a brand profile on Instagram or if you are thinking of creating one, it is essential that, as a first step, you **create a biography that attracts users' attention**. Take note of these guidelines to create an effective yet attractive biography on Instagram.

### Keys to creating your biography on Instagram



#### User name

It seems like common sense advice, but **the name that appears in your Instagram biography should contain your real name or your company name**. If someone does not know your user name, they will search for you by the name of your brand and, if it is not easy to find you, you will be losing opportunities to gain followers and, therefore, customers.



#### Description

**In the 160 characters that you have available, you need to explain who you are and what your brand does. You must highlight your skills, sector, etc.** Also, do not forget to include contact information such as location. A biography structured into lines will be more attractive than a single paragraph.



## Hashtags

On Instagram, unlike what on Twitter, hashtags or keywords that you include in your Instagram biography will not link to anything. Therefore, **we recommend that you do not waste space by including them in your biography.**



## Originality

Instagram has a great advantage, and that is that it allows you to be more original than on other social networks. Although, of course, you follow a visual and homogeneous path for all your creative content, on the social network for images you can allow yourself certain creative license and **use an image that attracts users' attention.**

Also, under no circumstances reuse the biography that you have included in other social networks for Instagram. Show something different. Another of the tips that you can use (although this will depend more on your brand's editorial line of and the seriousness you want to convey) is to **add emoticons and symbols to attract attention.** That way, you will create a more visual biography.



## External link in the bio

It is essential that you decide **what use you make of the link that Instagram allows you to include in your biography.** Remember that this social network does not allow links to be included in the posts themselves and only some profiles can add them to stories. Therefore, consider your social media strategy on Instagram and the goals you want to achieve when **including this link to another social network, your website, your blog, a specific product...** How often you change it depends of you.

On the other hand, it is always interesting to **tag that web address to know how many people have reached the link that you have included through Instagram.**

## B) Images

You already know that the images occupy the throne on Instagram, instead of videos, but **how do you get your brand's images give a good impression and get more engagement?** Here are a series of tips to help you achieve it:



### Style

Your brand image is very important, and even more so on Instagram. Define your style and try to be **consistent, always using creative content that fit it and your identity.**



### Quality and simplicity

Instagram users look for images that are visually pleasing. Go for **images and photographs that are well lit, and clean and simple.** Less is more! On the other hand, simple copies can help you highlight what you want to represent but including a lot of text in an Instagram image is usually not a good idea.

A **balanced composition** is also key. There are two basic rules that you can take into account. The first is the **two-thirds rule**, which divides the photo or image into 9 equal parts. This division focuses attention on the vertices of the central square, since they are the points that catch the eye.



Another very useful rule is the **Law of the Horizon**. In a photograph, for example, of a landscape, we divide the image into three equal parts. If we want to highlight the sky more, we occupy the two upper parts. We will do the opposite if we want to emphasize the ground more.



## Colours

Your corporate colours will be a very good asset when making the creative content and compositions that you post on Instagram. .



## Variety

Users do not want to always see the same type of images, as it is boring and uninspiring, even more so if you use Instagram as a tool to sell brazenly. **Alternate, for example, images in which you show your products and services with others in which you inspire engagement** or invite users to interact with your brand. You can also include positive messages, games ...





## Size

Instagram, like any other social network, recommends using images of certain sizes to be displayed optimally. If you want to get the most for your brand, **follow these instructions in terms of sizes when making your creative content:**

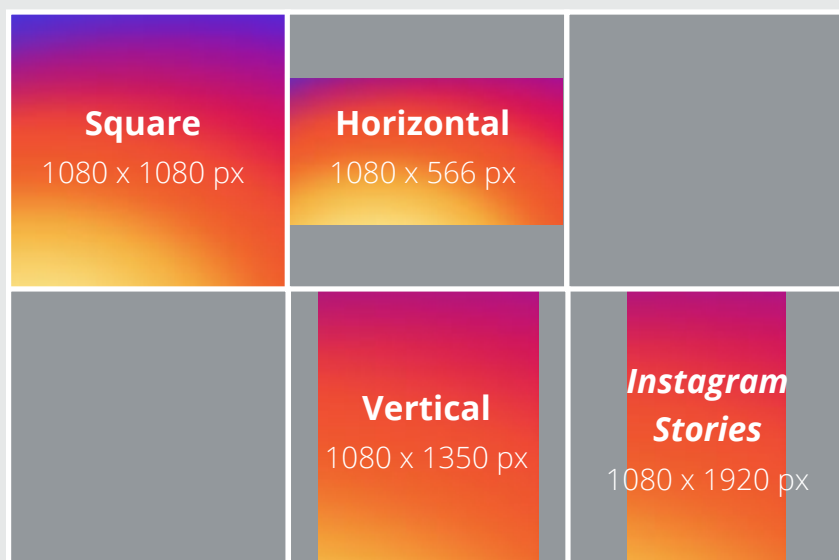
- ✓ **Profile picture:** 110 x 110 px.
- ✓ **Square:** the square image is the most used, 1080 x 1080 px, although it will be displayed in 510 x 510 px.
- ✓ **Horizontal:** 1080 x 566 px, but it will look at 600 x 400 px.
- ✓ **Vertical:** 1080 x 1350 px, although it will be displayed in 600 x 749 px.
- ✓ **Instagram Stories:** here the recommended measures are 1080 x 1920 pixels.



## Size of images on Instagram



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## C) Videos

Although images continue to get more Instagram engagement than the videos, it is true that **this type of content is gaining more and more supporters** and, therefore, you should not forget about it when it comes to establishing your Instagram strategy. In addition, they are a fun and original way to give your profile a vibe. Videos are attractive and, in addition, **generate emotional connection with users**.

Remember that **you can upload videos up to 60 seconds long and use filters to customise them to your liking**. There are up to 24 different filters. You can also edit each segment and choose the parts that are most representative or interesting for your audience and **add hashtags to increase its reach**. Also, you can choose the video's frame and whether it will be placed as a cover on your timeline and share it on other social networks such as Facebook (you already know that the two social networks are perfectly integrated). You can record them live or upload them from the gallery or reel of your phone.



## Tips to get the most out of Instagram videos

- ✓ **Set some objectives.** Your video marketing strategy should have specific, definable and measurable goals through the SMART model that we explained above. It is not the same to aim to increase the engagement that, for example, attract more traffic to your website as to generate sales.
- ✓ **Choose videos that really fit your brand philosophy.** Choose what types of videos you want to show and make a content plan. Some tips? Entertain and have fun, but do not forget to answer questions your customers may have about your product (videos are an excellent way to answer them), create demos, give offers...
- ✓ **Viralise your videos.** It is true that we can never know when content will go viral. However, it is true that fun and entertaining content tend to be more shared by users and, therefore, become more viral. You can keep this in mind when you make your video marketing strategy.
- ✓ **Take care of the appearance of your videos.** Remember: it is better to have 1 quality video than 5 poor quality videos that do not provide content to the user. This maxim is simple, but very effective, and more on a social network as visual as Instagram. Follow the visual style that you have established for your images also for videos and establish an aesthetic.
- ✓ **Take advantage of hashtags.** Both with the use of specific hashtags related to your brand or sector, and through calls to action for users to use your hashtag to upload their own content. For example, you can create a video competition on Instagram to increase your branding and attract new users.
- ✓ **Create specific videos for Instagram.** Remember that in the social network for photographs, 60 seconds is all you have to capture the attention of your audience, so you have to create concise and very, very attractive content that captures the user from the first second.

## D) Hashtags

What would Instagram be without hashtags? **These keywords with which a publication is tagged help to classify it in a specific topic** and for users to find publications related to their interests through their searches.

You already know that hashtags are formed by a # followed by a word or a group of words without spaces between them. **When you click on a specific hashtag or perform a search for this tag on Instagram.** That way, any user can get to see a publication from your brand coming to it through one of the hashtags that you have used. That is why to **using hashtags correctly in the social network for images is fundamental for a good brand strategy.**

**The tags you use in your posts must always be relevant to the content of the publication.** Although Instagram allows a maximum of 30 hashtags per publication, **there are rumours that its algorithm is already penalizing those who use more than 10 or continuously repeat them**, especially if these are not relevant, so keep an eye on this. Also, mix hashtags that have a broad, medium and narrow range.

Keep in mind the following tips when choosing the right hashtag for your publication, or even create a specific one for your brand or event:

- ✓ **Original and unique:** if the hashtag is exclusive for your event or brand. Keep in mind that a very common label will have already been used for other actions, so users will not associate it with you. Create a new hashtag that has not been used on other occasions to ensure that the conversation generated around the tag does not mix with others.
- ✓ **Contextualised:** it is important that the hashtag makes sense within the context of the message and the campaign you want to launch. That is, even if you think that your hashtag is very original, if it is not related to the message you want to give it will be confusing for the audience.
- ✓ **Standard characters:** Instagram distinguishes, for example, between hashtags with and without accents on letters. That is why we recommend that you avoid using these in your hashtags, as well as symbols or, for example, the letter ñ. This way, you make sure that your tags work well and you will avoid duplicating data.

## Monitoring of hashtags

If you want to know which hashtags are the ones that work best for you, we advise you to [analyse your Instagram profile](#) in general. But, **if you have created a specific hashtag, it will be more useful to get a report of this specific tag.**

If you create a hashtag about your business, you can use it **to get to know your potential customers better, find inspiration for your campaigns, see what comments users and customers make about your brand** and what they value most and least about it, discover other brands related to yours and create a benchmark, know how many publications have been made, the reception that the hashtag has had, what day and at what time they were... This will be very useful when launching your next promotion or creating another hashtag related to your brand or event, since **you can make improvements and corrections in your marketing plan.**

Remember that **you also have the option of installing a [Social Wall](#) in your establishment or event.** In addition, you can use the content that is generated with that hashtag either by sharing it, integrating it into the minisite dedicated to your campaign, or on the post/page dedicated to your event.

Later, we will see in depth the different possibilities offered by analytics on Instagram.

625 PUBLICACIONES

1,64K  
HASHTAGS  
77 por foto



## E) Geotags

Geotags are probably, along with hashtags, **the most important way for your images to get the visibility you're looking for**. Therefore, using the Instagram map correctly is very important for your brand.

These geotags that you add to your photos **record the location in which you took it through their coordinates**. This way you can include your photo on the map.

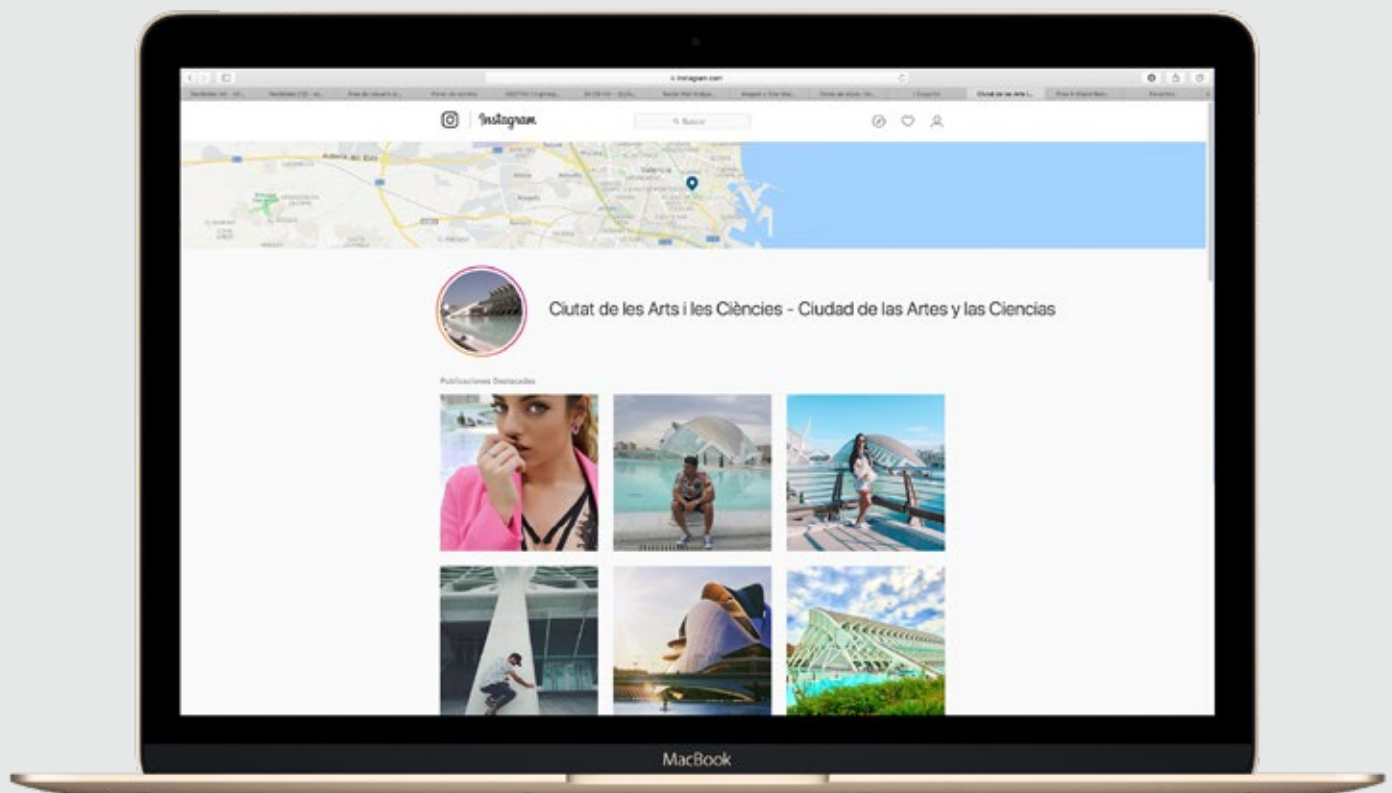
As with hashtags, users who click on a geolocation on Instagram can see all the publications associated with this geotag, so they will easily find your brand's publication.

### Ways to take advantage of geotags on Instagram

- ✓ **Show your products and services** through a post with geotags on Instagram.
- ✓ **Reach new customers.** For example, if you have a restaurant and geolocate it, if there are tourists in the area looking for where to eat, you will have more opportunities that they choose your establishment.
- ✓ **Encourage users to create their own UGC** (User Generated Content) on your site and add their geotags. Thus, your potential audience will be able to see what your customers think about your services. You already know that potential customers consider the opinions of other users when making purchases or choosing specific places. Take advantage of this potential! You can also see what is more and less liked and act accordingly, and share it by regramming.
- ✓ **Create a gallery from a specific geotag.** If you have created a customised geotag to geolocate your store or business, when someone clicks on it, you can see all the images that you have tagged with that geolocation. This way you can create a gallery to share with your audience..

Remember that, as with your hashtags, it is very interesting to carry out an analysis of the geotags that you use. These are some **cases of use** in which geotag monitoring will be very useful:

- ✓ **Businesses with one or several physical shops.**
- ✓ **Hotel chain.** This way you will be able to know about the publications that are being made in each hotel.
- ✓ **Restaurants or coffee shops.**
- ✓ **Events** that we have held in a certain place.



## F) Instagram Stories

While it is true that Instagram Stories emerged as an alternative to Snapchat, it is also true that the social network for images has been able to **take advantage of the full potential of these 24-hour mini stories**.

At present, many users do not even stop to look at the feed of publications, but **they opt for the stories to keep abreast of what other users publish**, as well as the latest news and brand updates. You have the option to take a normal photo, a live video, use boomerang mode, record a video in backward mode, use stop motion animation, hands-free or super zoom, and also upload it directly from the gallery.

One of the main advantages that Instagram Stories has for brands is that users' feed is not invaded. **If someone wants to see a story created by your brand, they will do it voluntarily or they will give it a miss**. This generates a great loyalty and interest from the audience.

Another thing that Instagram users demanded was **more natural and fun content**. We are used to seeing profiles of brands, influencers or even other users time and time again, impeccable and very well taken care of, and even retouched. In addition, **transience is taken into account** with Instagram adapting to the times by renewing its functionalities.

Seeing the results that your stories are getting is easy since **Instagram reports the statistics of the people who are interacting with your content, as well as the reach, impressions, un-follows and replies**, as well as other data. This gives you the possibility to discover which of your stories arouse greater interest, test content, reinforce some and get rid of others. And it's free!

### Basic tips for Instagram Stories

Take note of these tricks to move like a fish in water through Instagram Stories.

- ✓ **Customise your publication.** In stories you can retouch the images with filters. To apply them, once the photo is taken, slide the screen to the left. You can also customise it with text, animated gifs, stickers, emoticons and drawings, and open a custom colour palette, in addition to the ones that appear by default. Delete elements, change the size, includes hashtags... the possibilities are endless!

- ✓ **Create polls.** One of the possibilities that Instagram allows is to create a poll, which you can access by clicking on “poll” from the stickers option. Users will be able to vote in one of the two options presented to them. This is very useful when it comes to see what your preferences are regarding your brand, in addition, you can see the choice of each user and know the percentage of result.
- ✓ **Mention other users.** You can include a maximum of 10 mentions, and Instagram will notify these users about your story. It is very useful, for example, to announce the winners of a draw, congratulate your best users or thank them for creating UGC about your brand...
- ✓ **See the stories of other users without their knowledge.** You just have to access Instagram and let them load the previous stories you’re interested in. For it to work, it is important that it is not in first position. Quickly, and before arriving at the Stories that you are interested in seeing, put the mobile in airplane mode. What can you use this functionality for? For example, to benchmark without the other brands finding out.
- ✓ **Include your stories in your profile or save them in your account.** If you do not want your story to be forgotten after 24 hours, you can publish it as a post on your profile or save it as a featured story, since Instagram also allows this option. Your highlighted stories are displayed at the top of the profile.



## G) Instagram Shopping

It is one of the novelties of the social network for photographs that more benefits and advantages for both brands and the audience. Keep in mind that more than 200 million users visit brand profiles daily, so it's an opportunity you cannot miss. Thanks to this function, **companies can label one or more products (up to five) in a publication**, just as a person is tagged.

Do you want to start using Instagram Shopping? You must **meet the following requirements**:

- ✓ Have a **company profile**.
- ✓ Have a **Fan Page on Facebook**.
- ✓ Have published at least **9 posts**.
- ✓ Have **downloaded the latest version** of Instagram.
- ✓ **Sell physical products on an official website**.
- ✓ **Integrate your catalogue on Facebook** through an application such as [Shopify](#).

**Users can directly click on a tagged publication or click on the publication** and, in this way, obtain more information about the price and details of the product in which they are interested. Afterwards, and simply by **clicking on "Buy"**, they will **access the brand's website or eCommerce page**.

Do you want to learn how to set up Instagram Shopping? Here is a [full tutorial](#) for you. In summary, the steps you have to take are:

1. Click on "Account settings" in Instagram.
2. Click on products.
3. Select the product catalogue.
4. Now you have it set up.

What is the main advantage of Instagram Shopping for your brand or company? **It eliminates entry barriers for users when buying**. These will no longer have to leave Instagram or go to the link that is in the bio and look for the product that has interested them in your website to buy it, but they can do it directly with a single click. **You will increase traffic from Instagram to your website, generate more organic positioning and, of course, increase sales**.

## H) Instagram campaigns

We have already seen the main advantages, features and tricks of Instagram to get the most out of it. However, it is essential that, to maximise their potential and reach the top, you also perform specific campaigns on Instagram. **The competitions, promotions and online draws on this social network are a strategy that should not be missing from your marketing plan.**

What are the advantages that these campaigns will give you? You can **get to know your target audience better, generate leads and accompany them throughout the purchasing process**, generating new customers for the brand. They are promotions with a low entry barrier and therefore users often find it very easy to participate in them. You can also integrate them into your website, blog, social networks...

### Choose the goal for your campaign on Instagram

Depending on the objective you want to achieve with your campaign, you should choose one type of promotion or another. These are the **main objectives that you can plan to achieve with your Instagram campaign**:

- ✓ **Enhance your brand.**
- ✓ Increase the **number of followers**.
- ✓ Increase **interaction and engagement**.
- ✓ Generate **user content and monitor** it through a specific hashtag.
- ✓ **Generate leads** to then nurture and work through specific segmented campaigns.
- ✓ **Know your target audience** better on Instagram.
- ✓ **Make your profile known** to new users by having followers that they already know you.



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# SOCIAL CAMPAIGNS



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## Types of campaigns on Instagram

Now that you have defined the specific objective(s) you want to achieve with your campaign, you can choose what type of promotion you want to carry out.

### Direct draws

These campaigns are super simple. Through them **you can attract target audience through the diffusion of your brand, increase your social audience or get it to interact more with your publication**, generating more engagement and energising your community. You can promote your products or services through the post you publish, gain visibility and expand your database.

Although Instagram previously allowed you to make draws directly between all your followers or choose those who had given you a like, the [changes they made to their API](#) no longer allow this type of draw. But you can get great engagement including the **requirement that users comment your post (which will give you great clues about what they like or do not like if you ask them for their opinion about something related to the brand)**, and viralise your draw if you ask them to mention one or more friends in this comment. Also, to keep abreast of all your news, other promotions and know if they have been winners of this draw, you can recommend that they follow the brand. This, in our experience, usually works very well.



## Photo competitions and hashtag competitions

As we have already said, images and hashtags are the kings of Instagram. Therefore, when creating a campaign, a very good option is to **choose those in which users have to upload their own photos and videos under a specific hashtag that is connected to your brand.**

We have already discussed User Generated Content earlier in this guide. Well, **this type of competition specifically promotes users generating their own content, making them part of the brand.** You can measure their level of satisfaction and the content of your audience will attract a new one. **When you are going to launch this type of draw, remember that the call to action should be very clear:** Encourage them to upload photos or videos related to your products or services, and reward them with a prize commensurate with the effort they have had to make.

Another option is to create the **competition based not so much on the content itself, but on a specific hashtag, which can generate a lot of virality.** You can monitor them to see the results. This type of draw is especially suitable for events, in which you can project the publications that have been generated with this hashtag on a social wall.



## Campaigns or competitions with influencers

We've talked before in depth about how to make sure that your campaigns with influencers on Instagram are successful and the steps you must follow to carry them out and monitor them. In relation to the competitions and draws, a tactic that will go very well is that **the influencer you have chosen holds a draw for a product from your brand on social networks or show the products of your brand that you are using.**

Below, you can see an **example of a Halloween campaign** that the Juguettos brand, a very famous Spanish toys brand, carried out in collaboration with the maternity influencer @unamadremolona.



## Promotions through social login

The social login is in fashion! The thing is that **users find it very easy to be able to access content such as exclusive draws through this simple option**. They will leave a series of data, which will give you new leads that you can segment and target with personalised offers.

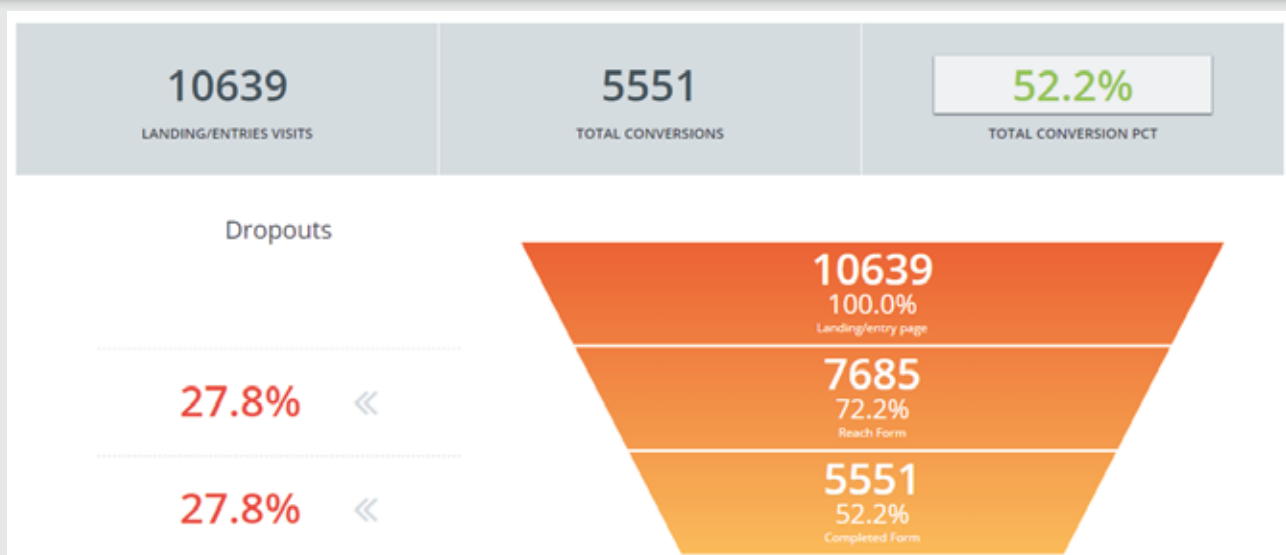
These are some of the campaigns through social login that you can carry out on Instagram:

- ✓ **Opinion polls** in which you ask users what they think of your brand or opinion surveys about certain trends, like this one:
- ✓ **Forms** in which you include certain questions or an open question.
- ✓ **Fun personality quizzes** with which you will know more about their tastes or the type of user interested in your brand.
- ✓ **Net Promoter Score (NPS)**, with which you measure the loyalty of your users based on the likelihood that they recommend your brand to others.
- ✓ **Promotion using QR codes** through personalised discount codes for all users who have participated in a competition with social login on Instagram.
- ✓ **Instant win draw** with social login on Instagram, in which users have the opportunity to win prizes instantly. They usually work very well, since they keep the audience attentive and participatory. This ALSA campaign worked very well:



## Tips and good practices for your Instagram campaigns

- ✓ **Encourage social login.** You will improve the participation rate and lead generation.
- ✓ **Choose the right prize** for your brand (samples, products related to your brand, discounts...) and the effort of the users.
- ✓ **Take advantage of certain dates**, such as Christmas, Valentine's Day, Halloween...
- ✓ **Choose simple set ups** so there are low barriers to entry.
- ✓ **Spread your campaign** through all the channels you have available: newsletters, other social networks, banners, advertising ... Make reminders to have more reach and communicate with your audience, answering all of the queries about the draw.
- ✓ **Include the link to the campaign** in the Instagram bio and your Stories. Create fun and adapted content: videos, dynamic images...
- ✓ **Make access to your draw easy** from any device.
- ✓ **Establish legal foundations** adapted to Instagram, taking into account its regulations.
- ✓ **Use a specific hashtag** for your campaign to monitor it more thoroughly and allow users to identify it.
- ✓ **Optimise publications** by analysing what times and days may have more reach.
- ✓ **Measure your campaign and make reports.** Observe the increase in followers, engagement, conversions, objectives... Keep in mind that a conversion below 20-25% in a campaign of this type is rather weak, while a percentage from 50% is considered excellent . Everything in between that is considered average.



## G) Instagram Ads

Instagram is one of the social networks that allows sponsored content and, in addition, **has in fact very good conversion results in relation to its costs**. Many of the users follow brands to keep up with news and special promotions or competitions, so promoting this or other content on Instagram can be a very good idea. There are already **more than 2 million monthly advertisers on this social network**.

You already know that the **management of Instagram ads is done through Facebook Business**, a social network with which it shares advertising campaign settings. This means that **you can choose if you prefer that an ad be promoted through one or both of them**. That's why you need to have a Facebook Fan Page to create ads on Instagram, as well as link the accounts.

Do you want to know step by step how to launch an ad on Instagram? Here is [a tutorial](#).

Once this is done and when you are ready to create and launch your ad, you should bear in mind that you can launch **different types of ads**:

- ✓ **Photos:** they are simple, but very visual.
- ✓ **Videos:** you already know that they can last up to 60 seconds.
- ✓ **Carousel:** you can include up to 10 videos or images, which the user will see one after the other.
- ✓ **Produced content:** it's a mix between video and images. You will get the effect of a video, but with the convenience that you can upload images to which you can add text or audio.
- ✓ **Stories:** As we have explained before, stories are increasingly used, so choosing this type of ad can be a very good option, despite the fact that it is available temporarily.

In addition, you must consider **the objectives you pursue when choosing the type of campaign**:

- ✓ **Brand recognition:** if you want to play up to the recognition of your brand or your product, this is your goal.
- ✓ **Reach:** While the previous option is usually focused on a target audience more consistent with the values of your brand and that will remember it, this goal usually reaches a greater number of people.
- ✓ **Traffic:** the objective is usually to direct traffic to a specific campaign or directly to your website.
- ✓ **Installation of apps:** as the name suggests, they are campaigns that aim to get users to download your app. They tend to be very effective, since Instagram is, above all, an application that is used on mobile devices.
- ✓ **Interaction:** increasing engagement is another option when launching your ad on Instagram.
- ✓ **Video views:** promoting your video content.
- ✓ **Lead generation:** it is the best choice if you want to swell your database
- ✓ **Conversions:** these campaigns pursue not only the objective of users visiting your website, but also the fact that they carry out some specific action, such as completing a quiz, making a purchase, subscribing to a newsletter, downloading content...

Once you have established the type of campaign you want to carry out, it's time to **segment the audience you want to reach**. Instagram Ads has the same options as Facebook when it comes to segmenting, so you can choose between **segmenting the audience demographically, by language, age or gender**. We also find other segmentations such as **interests or connections**. You can also let Facebook decide on the best way to segment your campaign on Instagram.

If you choose to segment by **custom audiences** (audience groups that have already connected with your brand before, for example, by converting into a campaign or making a purchase), you will increase the chances of return and conversion. .

After choosing your goals and segmentation, you just have to **choose the budget that you will allocate to your ad and the bid**. Go ahead!

You can **see all the results for your ad** or even create A/B tests and see which one works best according to your analysis. Remember to review it every so often to make the appropriate corrections.

## Tips to succeed with your advertising on Instagram

- ✓ **Innovate and offer valuable content.** Do not only choose commercial content or content in which you promote your products, publish content that is fun and new and that has some value for the potential consumer.
- ✓ **Take care of the image and follow your corporate guidelines.** Also, the copies should not be too long. In fact, if you go too far with the text, your ad will have less reach.
- ✓ **Use hashtags.** You already know that they are fundamental on Instagram.
- ✓ **Be brief and direct and use clear call to actions.** Also, encourage, participation through questions.

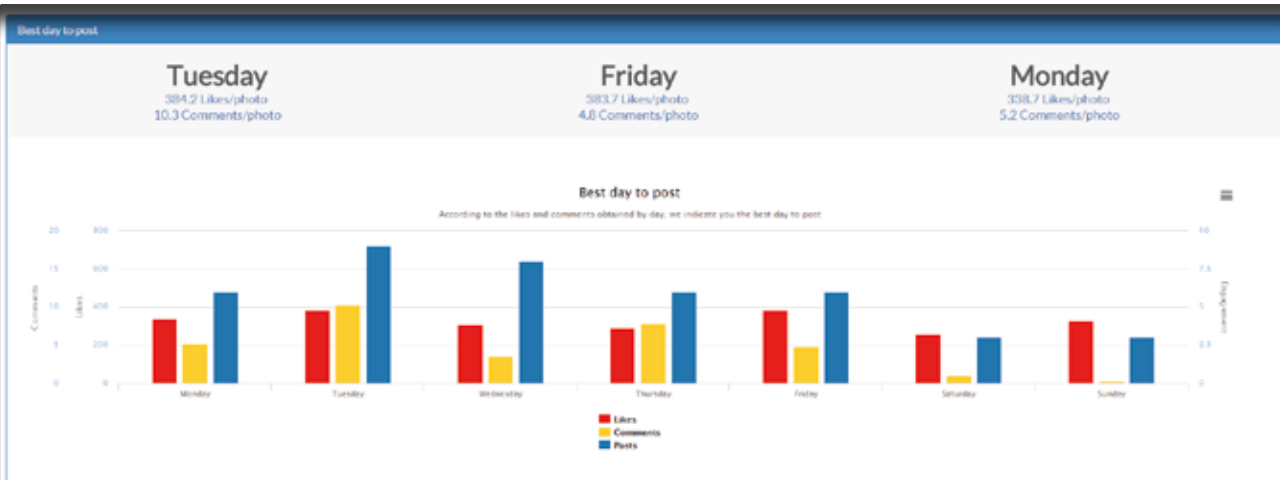


## I) Other tricks for getting the most out of Instagram

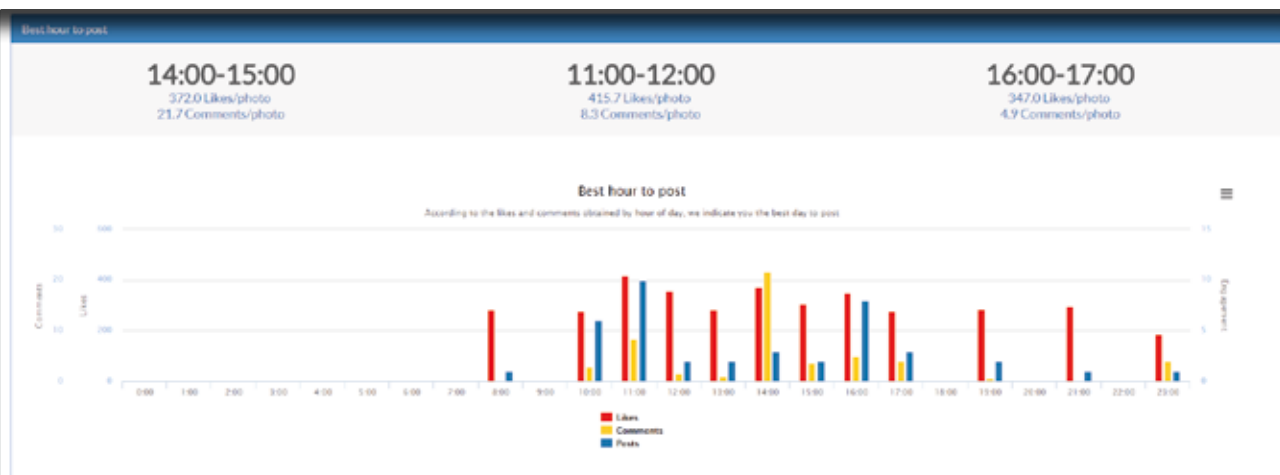
We have already reviewed the main practices you can follow when it comes to getting the most out of Instagram through this guide. But it never hurts to point out the **little tricks that we are going to explain for you below so that your strategy in this social network is optimal**:

- ✓ **Publish daily.**
- ✓ **Do not forget the important dates.** As we have told you before, choosing on publications or specific campaigns related to relevant dates for your brand is a sure bet.
- ✓ **Be active with followers.** Interact with them, make calls to action, answer their questions... be interested in them and they will be interested in you. Follow other users and brands, comment on their posts...
- ✓ **Define your own style,** you will be recognised for it. Be original and authentic.
- ✓ **Do not bore your users.** It is true that having a consistent image is very important, but it is also not about always publishing the same type of images. Your audience will get bored and look for other accounts to follow!
- ✓ **Do not be too promotional.** The audience does not just want to see your products and be told how good they are. They also want advice, motivational phrases, content related to the sector... don't be too obvious!
- ✓ **Search for quality followers.** They are those followers that really have an interest in your brand and are going to become faithful customers and followers, which is what really interests us. The number is overrated! Your ultimate goal may be to sell, but you must humanise your brand and get close to the consumer to achieve it.
- ✓ **Don't misuse hashtags.** We repeat: hashtags are very important, but you should not misuse them, and you always have to adapt them to your style, sector and brand. It is also proven that with the [changes in the Instagram algorithm in 2018](#) it is not good to use the same block of hashtags again and again. You should vary them.

- ✓ **Optimise your publications.** Analyse what are the best hours and days to publish are according to how well your posts do and also check how the competition works. For Instagram, the times that tend to be most effective are on weekdays are between 18:00 and 20:00, since there are more people using the application. During the weekend, and with the changes of routine, the morning becomes the most optimal period to publish, in particular, from 10:00 to 12:00. In addition, weekends tend to work worse, especially on Sundays. Also keep in mind that, if your profile is aimed at markets in different countries, you should take into account the time differences. Of course, each sector is a world unto itself, so measurement is the key.



- ✓ **Engage your users with attractive publications** that generate emotions, that are real and with which they can feel identified.
- ✓ **Mix images and videos** and do not forget stories.
- ✓ **Choose campaigns with social impact.** Make sure they are causes that your brand really identifies with. You will improve your brand reputation, in addition to contributing to a good cause.
- ✓ **Test, test and test!** Trial and error is the best way to succeed.





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### CONTENT CURATION

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the content generated around your  
brand or product in your **marketing  
actions and campaigns**



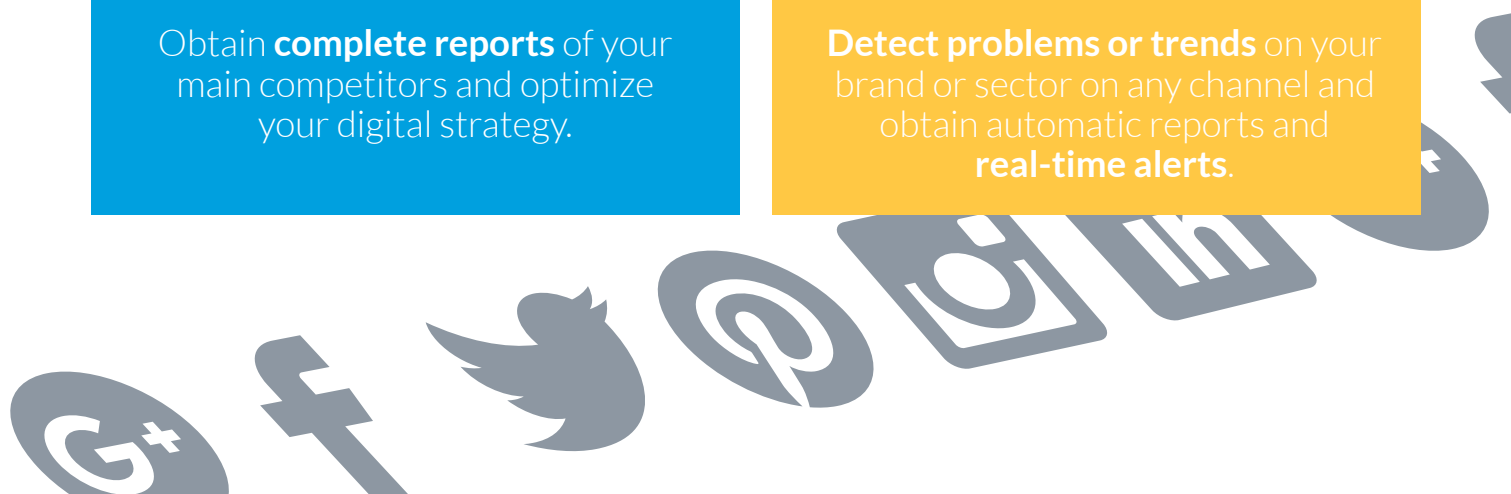
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## 5. Introduction to monitoring and analysis on Instagram

To be or not to be on Instagram, plan some objectives, have a content plan or follow an action plan are the steps that are basic for a brand if you want to have your digital presence under control. Instagram as one of the channels where brands have a presence, it is a social network with an important visual component and as a digital channel it has an advantage and a disadvantage at the same time. **Everything can be measured.**

Without a prior planning of content and actions, measuring can be a bit complicated because we will not know what to measure and analyse. **The objective of this measurement is to improve the presence of the brand and the relationship it has with users. Measurement helps to optimise all actions and to find out what is successful and what fails to keep improving the digital presence.** So, once we have established the objective of the brand's actions on Instagram, we only have to select the metrics that will help to know if this objective is met.

The presence of a brand on a digital channel is nothing more than having another way to reach users in the target audience so that they know about the brand. Do not forget that **the objective of the digital presence is, among others, the sales conversion,** the purpose for which your brand is in the market and has active communication.

### A) How to measure the ROI in Instagram

**The ROI is one of the most important indicators in digital analytics and helps to give an idea of the relationship between the effort made by the brand in each channel and the gains obtained.** As a brand, the objective is in the conversion and from there you get a gain which, in most cases, is financial.

The gains from Instagram are not obtained directly from the measurement on this social network, since being a channel that is very specialised in branding and engagement, **conversion or sales are produced outside of Instagram.** Therefore, it is very important that Instagram content is measured properly by extracting the metrics that help you know if users are converting.

But **there are metrics on Instagram that will help you know if this network is contributing in terms of the effort** your brand is making.

- ✓ More important than the number of followers, is the **number of active followers with your brand**, because of the importance of the engagement you are looking for in the channel.
- ✓ More important than the number of users who watch a video, is the **percentage of users in your community who have invested time in watching the video**, which you have so lovingly prepared.
- ✓ **More important than the number of likes and comments is the engagement of the community**, which shows what real part of your followers are interested in what you post.

If you add to these main metrics that help you assess the effort you make on Instagram, you add the tracking where the conversion action is carried out, for example, the web or landing page for your biography where you expect users to click, you will have a full analysis that will help you measure the ROI on Instagram.

As we have said before, **you cannot redirect users directly to a website from Instagram**. The links in publications are not clickable. For this reason, many brands choose to indicate to the users “link in the bio” so that they have a reference.

With a verified account, **you also have the ability to insert a CTA in Instagram stories**. A more direct action that will allow you to redirect users easily.

Once these CTAs are inserted in your posts or on Instagram Stories, you can start tracking the traffic on the website.

The steps are very simple and will **allow you to obtain information from users once they are visiting the website**.

- ✓ To start, **define the goal in your web analytics tool**.
- ✓ Within these objectives, **monitor the sources** from which the traffic originates.
- ✓ Finally, analyse the **fulfilment of the objective and assess the traffic** that comes from Instagram towards this specific objective.

With this data **you can measure the ROI for Instagram** and assess the effort made by your brand on Instagram compared to the results obtained via other channels.

## B) Instagram KPIs

KPI is the abbreviation for Key Performance Indicator and is a **set of metrics that help to know if the established objectives have been met.**

It is advisable to define an objective for having an online presence. To know if this objective is met it is necessary to have a **measurement system. In the field of business, KPI is what we call this measurement system that helps us to know if the objectives defined at the outset are being met.**

They are no different metrics, nor will you find them named as KPIs in any tool. They are simply a **selection of the metrics that you can find in the analysis tools for the channels or in external tools and that have been selected at the beginning of the definition of objectives.** The means that next to each objective the KPI that will help to know about our performance appears (and it is recommended to make a numerical prediction for objectives to know if what has been proposed is fulfilled, which means that the KPIs make more sense).

In Instagram we can analyse the engagement and obtain the following data:

- ✓ Likes
- ✓ Comments
- ✓ Engagement (hard, real or potential)
- ✓ Engaged users

If the objective is to increase the real engagement on Instagram by 10% in the next quarter, **we will select “real engagement” from among the previous metrics and we will continuously measure** it to know whether we fulfil this objective.

## C) Branding and visibility total publications, new followers, publications reach and hashtag impressions

Instagram is considered the best social network right now for the development of branding and brand visibility because of its visual and momentary nature. Because of its characteristics, your brand should not disregard the planning of brand awareness and for this it is **important to continuously measure the factors that will allow you to know how your branding evolves.**

- ✓ **Planning must be well measured** to not saturate content, to know how to differentiate yourself from other brands in the sector and reach the group of users from your target audience.
- ✓ Brand notoriety is measured by the **impact that a brand is capable of generating in a group of users.**
- ✓ Start knowing about the **evolution and the number of follower**, new followers, how many have decided to stop following you.

Of all the group that your brand is able to reach, not everyone is sufficiently interested in what your brand is currently talking about. **That's why we differentiate between active (or committed) users and passive users.** The number of active users is important, because it is the group with which our brand can communicate directly and from which we will receive some results from Instagram.

Once you know about the community it is important to **know the reach of publications and impressions.** Not only your followers receive your publications, but **through the good management of hashtags it is possible to reach other users who search for Instagram content.** It is even possible that an active user from your followers directly shares your post with a friend. Among the hashtags you use, analyse your impressions to know which ones get the best impact.

And most importantly, **send the appropriate content to the users:** the best days, at the time they are willing to dedicate a moment to your brand and without saturating them. **The number of publications is important so that the results are in line with the effort made by your brand.**

## D) Engagement: No. of likes, No. of comments, % engagement, No. of mentions and clicks

Engagement is defined as **the interest that a group of users shows in a publication**. Although there are many formulas for calculating engagement, it depends on the data you have available.

In its Insights application, Instagram does not take into account the number of followers, the reach or the number of people it interacts with. **Add the number of likes and comments to calculate the engagement of each publication.**

Here are variables that are interesting to consider evaluating the performance of each publication. And **it's complicated to compare it with the engagement of other social networks**, but if you have your own formula, you only need to collect .



Outside of the traditional engagement formula, **there is other data that can help you qualitatively assess your brand's engagement with your community**. The number of **mentions** your brand receives or the **direct sharing** from a mention in a comment, helps you to find out the involvement of a user with your brand on Instagram.

Finally, although it is not part of Instagram engagement, **the click rate is a key** indicator of user interest, as users are sometimes redirected to obtain more information in the link that accompanies the biography. **You can obtain data on the number of clicks in the last 7 days to find out how many users have gone to your website by clicking on the biography.**

## E) Lead generation: traffic from instagram to my website, No. leads, conversions

Although Instagram is a social network very focused on branding and publicising products and services, as well as the company, it is still a channel where **the relationship with the user that it ends in a conversion begins.**

Among the users who follow you and the users who find your content thanks to hashtags or mentions, there is a small **group of users interested in knowing more about your brand and who knows, maybe interested in buying, consulting or hiring.** Instagram can be the first step for many interested users.

Instagram allows you to insert some type of CTA, as we noted earlier, so that users can find more information. Sometimes **these CTAs are focused on specific actions to obtain more information from the user or to begin their route to conversion.** In this step, in which the user leaves information about their profile and interests, they become a lead. That is to say, a user who has gone from being in the target audience to potential buyer of your services.

And to complete the action **it is important that you provide the user with the route he/she must take or where to find more information to complete that action.** Instagram does not allow the direct insertion of URLs or direct conversion buttons in publications, so this action that the user complete is done outside of Instagram.

**Your brand can develop a specific landing page for an action or the conversion can be done on your own website, but everything starts on Instagram when the user clicks on the biography link.** This link is editable and you can constantly change the URL you show to users to redirect them to where brand actions should take them.

Once on your landing page or website, **filter the traffic from the Instagram source and measure the conversion goals have been achieved.** If you have set goals for your website, in your conversion calculation you only have to filter the traffic coming from Instagram.

You can **analyse this segment of traffic more thoroughly to know the objective has been achieved or if they have stopped at any of the intermediate pages.** In the second case, you will be able to obtain information about the behaviour of the user that comes from Instagram and you will be able to adapt the content plan according to the information that you are interested in or that the user needs to start his/her first steps towards Instagram conversion. .

## F) Instagram measurement tools: Instagram Insights, Google Analytics, Cool Tabs

To analyse your digital presence, the actions your brand carries out and the performance of your effort on Instagram, it is important to have a measurement plan, but also with the necessary **tools to obtain the data**.

### What tools do you need and what tools do you have available?

The answer to the question is very simple. To start with you have the **Instagram statistics** tool available, which has real data on interactions, reach and content impressions and community.

For a more advanced analysis of communities and content, you have many tools that monitor Instagram pages, **others that monitor Instagram content and others that monitor everything, such as Cool Tabs**.

For the measurement to be complete and reliable, **you must measure the entire process: from the beginning (in this case Instagram), where the users connect with your brand, until the end, where users perform an action or conversion**. As we have seen, generally, users are referred to the website or to a landing page that is specified in the bio. For this, Google Analytics is necessary if you have set conversion actions on your own website.

### Instagram Insights

Instagram has an analytics section called Instagram Insights that is available for Instagram pages.

**If you already have an Instagram page, you can see that at the bottom of each publication you have a link to Insights with a brief summary of interactions, engagement, saves, impressions and reach.**

The analytics of Instagram can be extended in the specific section that you can find in the upper right part of your page. The Instagram tool provides you with a **weekly summary with the following information:**

- ✓ Visits to the profile
- ✓ Number of followers
- ✓ Impressions
- ✓ Reach
- ✓ Clicks on the bio link
- ✓ Clicks on action button (sending e-mail or similar)

Below each metric **shows you the growth compared to the previous week.**

Instagram has a specific section of publications where you can filter them by:

- ✓ Impressions
- ✓ Reach
- ✓ Engagement

Even filtering photo, video or both and publications for a particular time period: last month, last quarter, last semester and last year.

Finally, **Instagram devotes a section to the community** where you can obtain data on the size of the community, gender, segmentation by age, countries and cities.

For the optimisation of the publications by time and day of the week, Instagram offers **graphs where you will be able to know the best days and the best time to publish through the intensity of the colour.**



## Google Analytics

Google Analytics is one of the most powerful analytics tools. It offers many possibilities for **analysis and measurement of your website, of the acquisition, behaviour and results of the users that pass through it.**

Google Analytics makes it easy for you to know **which segment of users come from Instagram.** Depending on the established objectives and the campaigns carried out, you will be able to know which users have started the route on Instagram. **You can compare it with other sources of traffic where you carry out complementary actions** and assess the performance of the effort you make.

To start, Google Analytics allows you to specifically **analyse the traffic from Instagram to the website and which pages users consult from this network.** This will help you to know what content is most interesting for these users and will help you with the strategic planning for Instagram.

Red social	Adquisición			Comportamiento			Conversiones	
	Usuarios	Usuarios nuevos	Sesiones	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Tasa de conversión de comercio electrónico	Transacciones
	833 % del total: 2,35 % (25,43%)	459 % del total: 2,24 % (74,81%)	993 % del total: 2,24 % (44,23%)	35,45 % Media de la hora: 26,89 % (32,28 %)	4,84 Media de la hora: 3,35 (-12,76 %)	00:04:08 Media de la hora: 00:05:20 (20,60 %)	0,40 % Media de la hora: 0,87 % (62,47 %)	4 % del total: 0,04 % (4%)
1. Facebook	352 (43,25 %)	151 (32,90 %)	432 (43,30 %)	44,21 %	4,14	00:02:51	0,23 %	1 (25,00 %)
2. (not set)	234 (28,20 %)	129 (28,10 %)	301 (30,21 %)	29,57 %	4,98	00:04:42	0,23 %	1 (25,00 %)
3. Instagram	238 (28,89 %)	155 (33,77 %)	228 (22,96 %)	22,81 %	6,25	00:04:19	0,88 %	2 (50,00 %)

On the other hand, if you are carrying out a specific action, it is important to define the objective in Google Analytics, **detailing the pages through which the user must navigate and the final page where the user completes the conversion.** Within each page you can analyse the user's behaviour, the time of stay and the bounce rate, as well as if you decide to leave or go to another page.

When analysing this objective, you will be able to **filter by the traffic coming from the Instagram source and so you will know results of the content that you have published** on Instagram, as well as the users for whom this social network has been key to begin the conversion.

Do not forget that it is not only important to know how many users have made this conversion, but also the **quality of this traffic and the group of users that has stopped part way through this funnel.**

## Cool Tabs

If you do not want to lose touch of the digital brand presence and monitor the contents of a hashtag on Instagram, Cool Tabs offers you a social media analysis tool.

### One-page analysis

In the Instagram section, **you can monitor your brand's page without fear of restricted measurement by dates**, as in the Instagram Insights tool, you will have the following data available:

- ✓ Community
- ✓ Posts
- ✓ Optimisation

You will know your followers better and the evolution of the growth of the community.

As for the publications that the brand has made, we can find out the **detailed publications, the number of interactions received and the engagement**.



Finally, Cool Tabs makes it easy to know how to **optimise your publications to reach the greatest number of users and obtain better interaction ratios**. For this you can find out the best days of the week and times to publish your posts.

## Content analysis

Cool Tabs also makes it easy for you to analyse content connected to a hashtag or geotag. In this analysis you will find out:

- ✓ A **summary of the activity**
- ✓ The **evolution of publications by day and time**
- ✓ The **evolution of publications and impressions**
- ✓ Most used **words and hashtags**
- ✓ **Filters** used

With this you will know the type of publications that users make, the impact it has on second grade users and an **idea about the significance of publications**.

This is basic data about the community that will allow you to have an **overall vision of the users that are participating**.

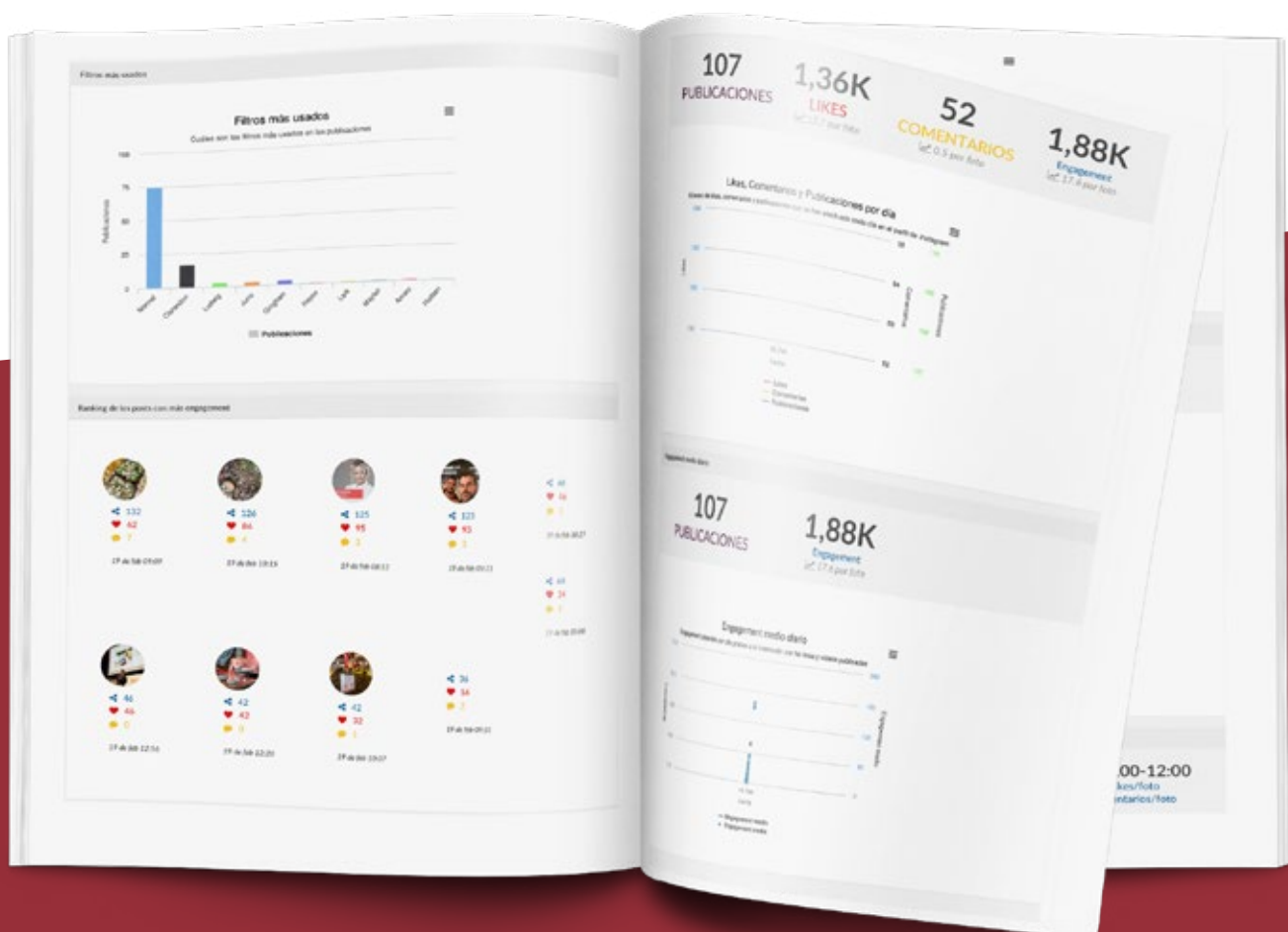


## G) Reports

A report is a **document that reflects information of interest about an analysis carried out** and that helps to know the state of the brand and its community, to be able to make decisions based on the information collected.

Cool Tabs easily helps you **generate reports for the different active monitoring you have**: page, hashtag or geotag. Just by clicking on the “Download reports” button, which you can see on the left side, Cool Tabs generates a report automatically on the page or content you are analysing.

**This report can be downloaded in 2 different formats: public link to share where you need it or in PDF.** In this report you will have all the information available about the sections that you can see on the platform .



**Now that you have all the necessary information about Instagram in this complete guide, what are you waiting for to optimise your strategy on the social network for photographs?**

Now there are no excuses!



# Contact



**Alfredo Solano**

[alfredo@cool-tabs.com](mailto:alfredo@cool-tabs.com)



**Javier Gil**

[javier@cool-tabs.com](mailto:javier@cool-tabs.com)



**COOL-TABS**  
Your Social Media Marketing platform

[www.cool-tabs.com](http://www.cool-tabs.com)