Instagram
FOR BRANDING

80% OF USERS ARE FOLLOWING A BUSINESS

FEATURES:

✓ Photos, videos, written word (ex: "stories")

✓ Direct messaging network effect

✓ Consumer engagement leads to leads

✓ Paid ads for cheap (same as Facebook)

DO NOT:

✓ Post just to post

✓ Use 3rd party content writers (this is NOT authentic)

DO:

✓ Leverage your team & their "shows"

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