

\$20MM CASE STUDY

**10 Instagram
Experts Share
How they
Monetize
their Instagram
accounts to
Explode their
Business**
*(And How
You Can Do
The Same)*

foundr





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About Foundr Magazine

Foundr is a multi-faceted digital media business spreading the love of entrepreneurship through its **podcast**, **digital** magazine, **training** platform and brand.

We **feature** a suite of some of the most **famous** and **world-class entrepreneurs** living today, but we also like throwing a spotlight on entrepreneurs you may never have heard of; individuals toiling at the coalface of business on a daily basis. We live and breathe entrepreneurship, and we've managed to utilize **Instagram** to generate over **500,000 + followers** in **12** months.

If you enjoyed this guide and like what you see, you can **subscribe** to one of our weekly **Instagram Masterclasses** we run.

[CLAIM MY SPOT NOW](#)

You've heard the stories.

People going from wantrepreneur to running **successful** businesses in just a few months by leveraging social media.

Established businesses struggling until they stumble across a social platform that pulls them out of obscurity.

Even teenagers paying for college by building followings on the latest trending network.

You've probably thought about it before. Your business could use more **leads and customers**. Your content could use more **traffic, likes, and shares**. But it seems as if every time you start to look into one platform, you hear about the next latest and **greatest trend**.

So how do you know which platform will yield the most **return on your time investment**?
The answer is right in front of you:

Instagram



***Instagram** is not only one of the **fastest-growing** social platforms on the web right now, but it's also a platform ripe with **opportunity** for **audience-building**, engagement, and yes, even **revenue**.*

If you're not using **Instagram** to grow your **business**, you're **missing** out on **thousands of dollars in revenue**; thousands of **subscribers**, customers, and leads; and the **opportunity** to take your business to the **next level**.

It's not just us at **Foundr** making this case. So many of those stories you've heard are completely legit. And to demonstrate it with real world examples, we found 10 amazing entrepreneurs who have used **Instagram** to either launch or catapult their businesses forward.

We're excited to share their stories with you. We're also going to unpack exactly how you can follow in their footsteps to **start** and **grow your business using Instagram**. But first, we're going to answer that question that's inevitably on your mind...

***Why is Instagram so effective**, and how do people use it to make **money**?*

Why **Instagram** Is the Perfect Platform for **Entrepreneurs**

As of October 2015, 76% of all adult users of the web used social networking sites, with more than 90% of 18-29 year olds on at least one social media platform.

With **17 social networks** that have more than 100 million active users, which one do you use to **grow your business**?

It seems like every other week there's a **new social platform** that entrepreneurs claim to be the next best thing. We've seen this with **Twitter** when it first came out, Google Plus, and more recently, **Snapchat** and **Periscope**.

And while all of those social platforms have their merits, none can hold a candle to **Instagram**.

We can attest to this firsthand. **Foundr** used **Instagram** to **grow a follower** base of **10,000** in just **two weeks** and increase our customer conversion **rate by over 30%**. In **one** year, we reached half a **million followers**. Real followers who enjoy and engage with our feed.

And we're far from the only ones using the platform. **Instagram** has also quickly climbed the ranks of the **largest networks** overall, hitting **400 million** users in **2015** to rank **second** to **Facebook**. Not only that, but **49%** of adults use **Instagram**

daily, again second only to **Facebook**. That means it offers your business a shot at getting in front of your target customers every single day.

We haven't even mentioned yet that **52% of Instagram's** users **earn** an annual salary of more than **\$50,000**, with **26%** bringing in more than **\$75,000 a year**.

All of these statistics mean it's extremely likely that your target customers are using Instagram, regardless of what business you're in.

And because it's still a relatively new social platform, unlike **Facebook** and even **Twitter**, it is still unspoiled by spammers and droves of companies clamoring for your audience's attention. Also setting it apart from **Facebook**, the **Instagram** feed is purely chronological and not curated, meaning your posts end up directly in the feeds of your **followers**.

You might be reading this and wondering how this affects your business's **revenue**. How do people use Instagram to **boost** their brand's reach and, ultimately, **make money**?

Don't worry.
We won't leave you hanging.

How to Boost Your Revenue with Instagram

*It almost seems
too **good to be true**,
doesn't it?*

You play around on a **fun social media platform**, post a **few images** a day, and your revenue skyrockets. It almost feels like procrastinating, right?

While it's not quite that simple, it's also not that far off—and it's not too good to be true.

In this section, we'll show you how the entrepreneurs below **increase their revenue**, and sometimes earn an **income** solely using **Instagram**. We'll show you the main methods of using Instagram to **boost sales**, and even how to monetize the account itself.

Ready?

1. Promoting Products and Services

If you're already an **entrepreneur** and not looking to **launch a business on Instagram**, you probably have existing products and services that you offer as the core of your business. **Promoting** these products and services to your followers is one major way that **entrepreneurs earn revenue from Instagram**.

Foundr has used **Instagram** to increase our customer conversion rate by more than 30%, through **strong call-to-action posts** to our highly engaged **followers**:

Revenue & Conversion Rate

Revenue

New Users

107.68%



Ecommerce Conversion Rate

New Users

34.71%

10.02% vs 7.44%

A red graphic with white and black text. At the top is the 'foundr' logo. Below it, in a white box, is the text 'NOT YOUR AVERAGE'. In another white box below that is 'ENTREPRENEURSHIP'. In a third white box at the bottom is 'PODCAST'. At the very bottom, in a white box, is 'W/ NATHAN CHAN'.

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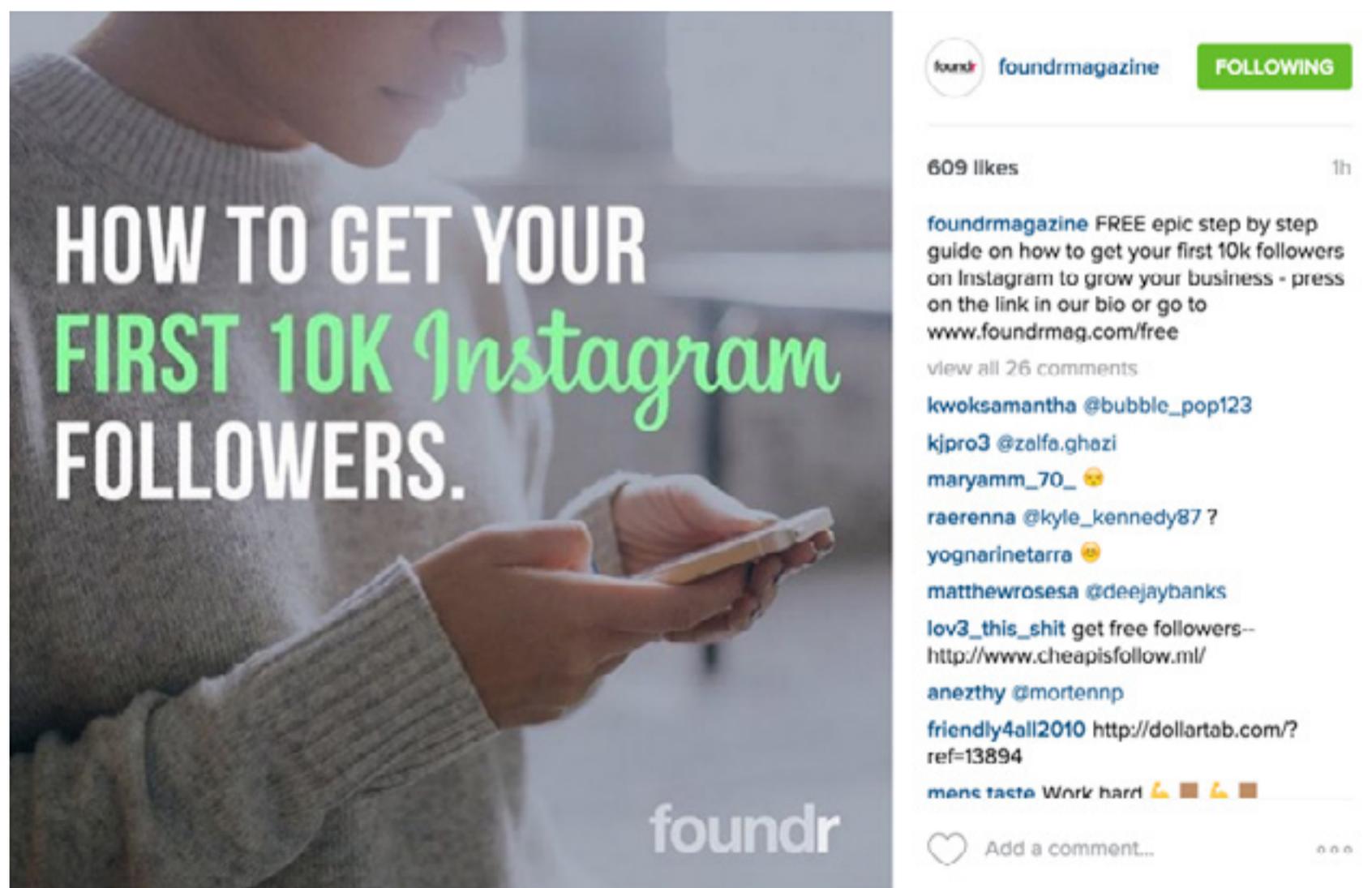
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This can be done in two ways.

First, and **Foundr's** primary *strategy*, you can use Instagram to capture leads. We do this by curating a visually appealing and highly valuable Instagram feed full of useful, **motivational content** to inspire or teach **our audience**. Just as valuable, we post calls to **action** for **our followers** to **click** on the link in our bio:



That [link](#) then sends followers to a **targeted** landing page that offers a free, highly valuable lead magnet:

foundr

HOW TO GET YOUR FIRST 10,000 INSTAGRAM FOLLOWERS

Foundr Magazine reveals in this **FREE EBOOK** their in-depth guide how they went from **0-200k followers in under 8 months**. (We even hit 20k in just the 30 days)

Here's what this 58 page step by step blueprint will teach you:

- ✓ How to create content that celebrities share
- ✓ Learn the secret to creating a post that gets 1000's of comments.
- ✓ How to rapidly build your Instagram following.
- ✓ Success case studies that you can replicate (and benefit from all their costly testing)



First Name...

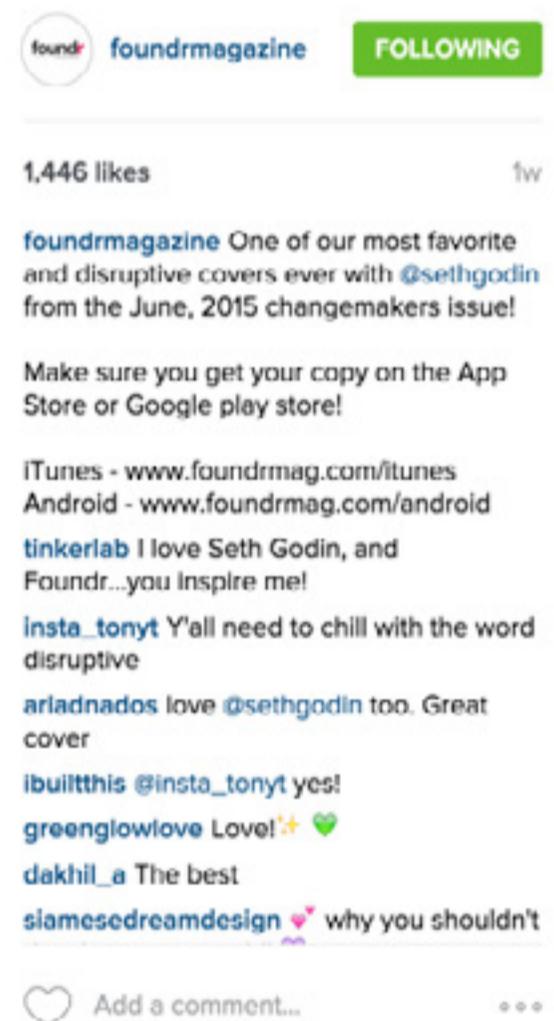


On the other hand, many businesses will sell directly from Instagram, using the social platform to showcase their products and sending followers directly to a product or sales page. The popular clothing company **Anthropologie** demonstrates this approach:



Both methods boost revenue. Which is best depends on the type of business you run.

Retail or otherwise visual product offerings are good fits to be sold directly, and Foundr uses this strategy as well, combining our inspiring and motivating content with calls to action to subscribe to Foundr Magazine:



Note that we only post this type of call to action once every 20 or 30 posts, because we've been blown away by the results from relying primarily on a strategy of first offering highly useful, free content to collect email addresses and then bring select followers through the funnel.

Sit tight if you don't have a product or service to offer just yet, or are hoping to build your business on the shoulders of Instagram—there are other ways to boost your revenue and earn money from the platform.

2. Affiliate Marketing

Instagram provides a prime *opportunity* for users to boost their revenue through affiliate **marketing**, which means drawing income by promoting other companies' products or services.

If you don't have your own product yet—or if you have found a product you want to promote because you **love** it and you know your audience will love it—affiliate marketing can boost your revenue while providing value to your followers.

One of our **Instagram** experts Jason Stone, from the popular entrepreneurial account Millionaire Mentor, uses Instagram to send his **followers** to a landing page that leads to the affiliate products he **promotes** to increase his **revenue**.

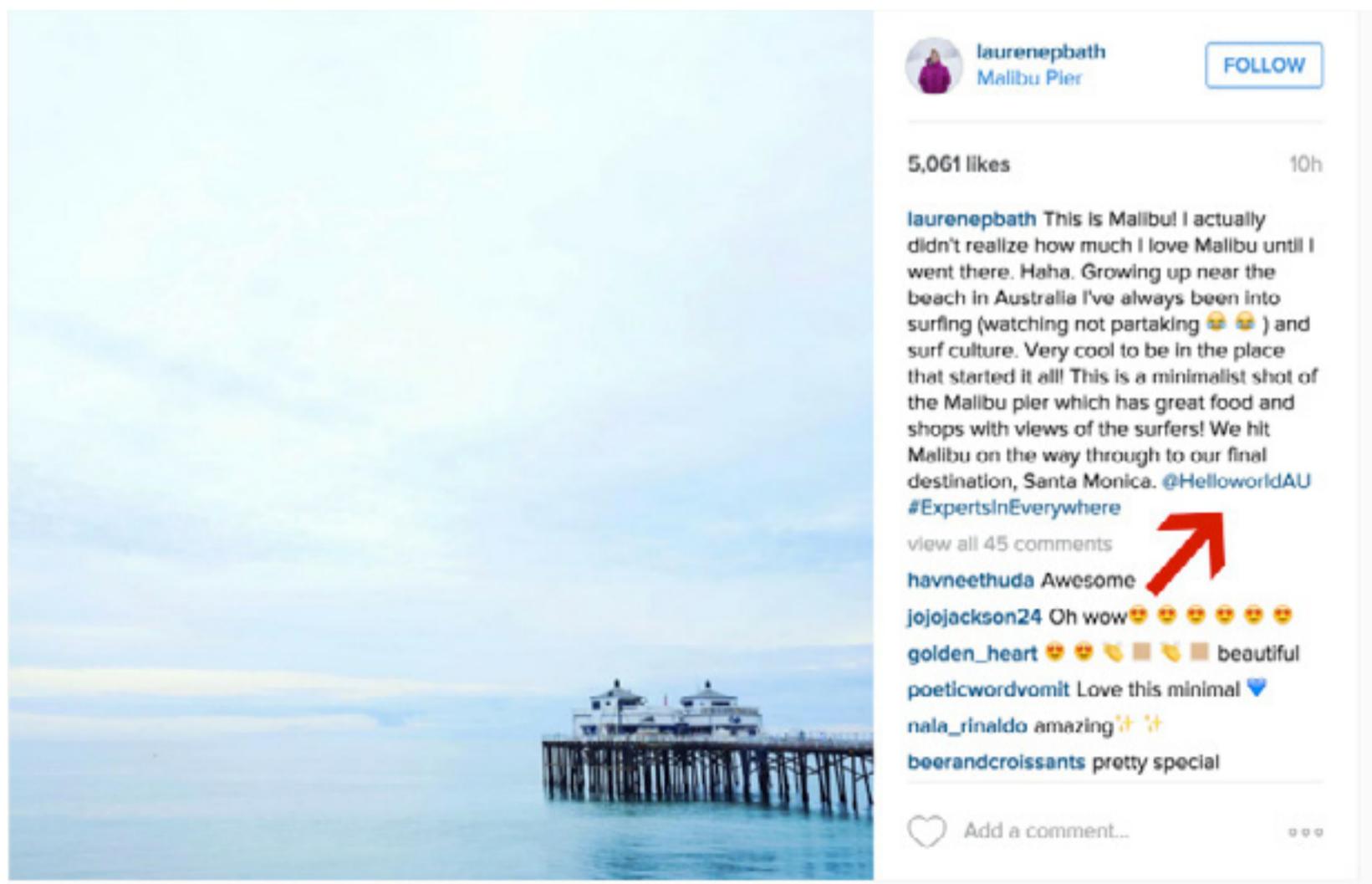
Your affiliate products can and should be treated much like you'd treat your own products.

First, curate an **Instagram** feed of **highly engaging, visually appealing, and inspiring content** for your audience. Then mix in some calls to action to either purchase the affiliate product directly from Instagram using an affiliate link, or to capture **email addresses** and direct followers through a sales funnel to your affiliate products.

3. Sponsorships

Sponsorships are a popular way many entrepreneurs increase their revenue on Instagram. Popular Instagrammers like Caitlin Turner and Lauren Bath (who you'll meet later in this guide) work with brands in a few different ways to take advantage of sponsorships.

For example, Lauren works with companies that sponsor her photography on Instagram, like her recent work with helloworld:



Many Instagrammers work with brands that sponsor their popular content, as this can be a lucrative method of increasing Instagram revenue, sometimes raking in [six figures or more](#).

Just as with almost all of the revenue generating strategies using Instagram, the more followers you have, the more money you'll be able to make, and this is true for sponsorships. Sponsorships on large accounts can result in thousands of dollars, depending on the brand.

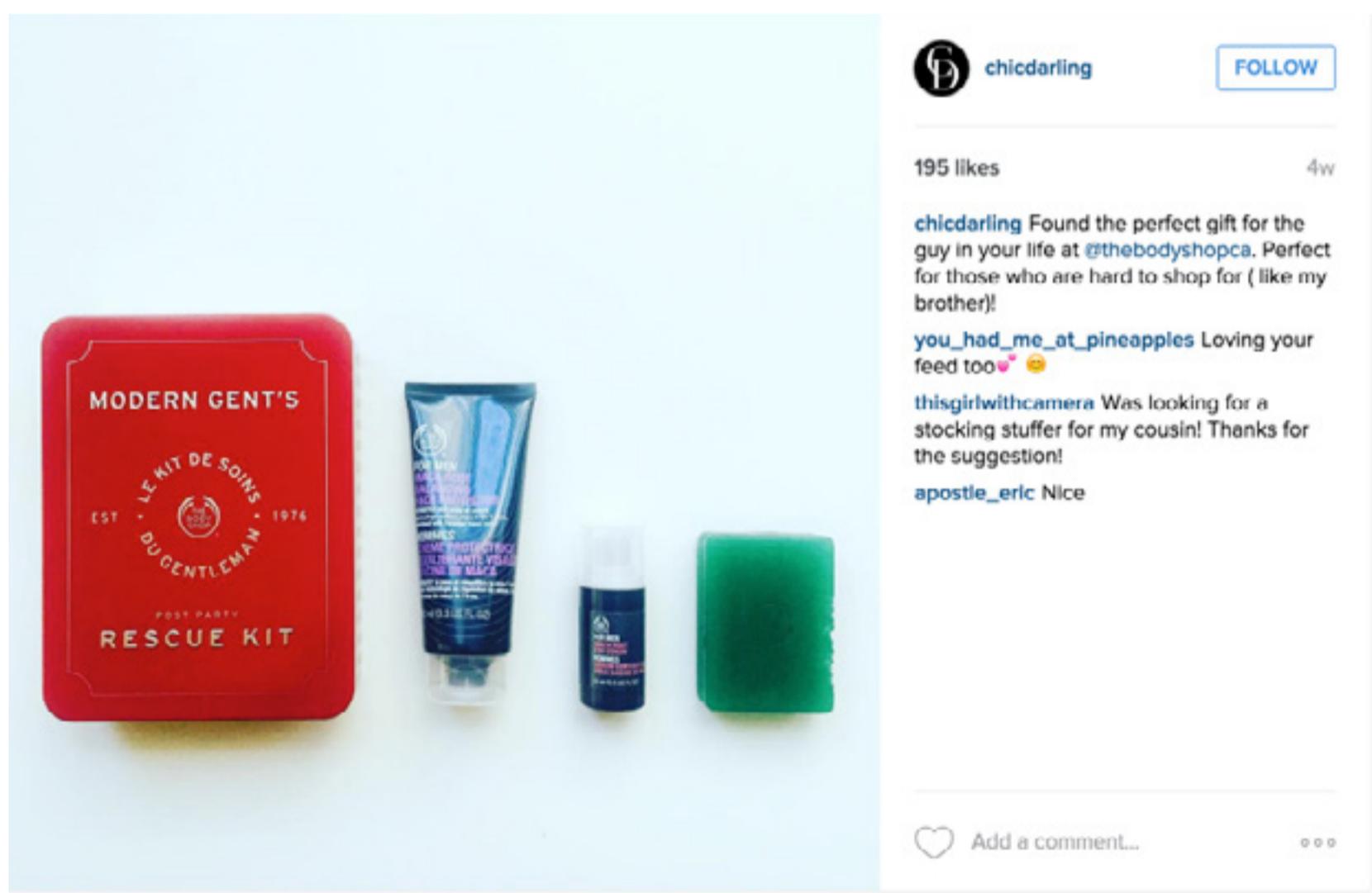
To be **successful** with sponsorships on Instagram, maintain a consistency not only with your **posting schedule**, but also with the type and feel of the content you're publishing.

As you begin to grow your account, **identify** the brands you'd love to work with that compliment your own brand well, and reach out to them for sponsorship opportunities. If you just rely on the brands approaching you, you could be missing out on thousands of dollars worth of revenue and great future relationships.

4. Advertising

As you'll learn from some of our inspiring Instagram entrepreneurs below, advertising is another way to increase your **business's revenue** through your account.

Complementary companies will often pay **Instagrammers** for exposure to their audiences. Often this will be through content featuring the brand with a caption and a call to action, like this post on **Chic Darling's Instagram**:



According to an article by **Yahoo!**,
**Instagrammers can charge anywhere
from \$700-\$4,000 for a single photo.**

Y

You can also become a brand ambassador for the companies you are working with, fostering a deeper **relationship** and usually more **opportunity for revenue** and longer-term arrangements.

So now that you have a sense of the main strategies to grow your revenue on **Instagram**, we're excited to show you exactly how 10 influential and **successful Instagrammers** used the social media platform to launch and **grow their businesses**.

Set aside your **preconceptions**. These individuals hail from a wide variety of industries. You'll hear from some who own online businesses that offer **digital products**; some with local ecommerce businesses; and some who launched their businesses directly from Instagram itself.



Marcus Harvey

@portland
Local Business

What makes **Instagram** a good platform for marketing and **growing your business?**

My dad and I used to go out and **shoot photos** as a kid so I've always just been drawn to **photography**. To me, a photo can convey more emotions and compel people to do things they wouldn't from a simple **Tweet** or an overloaded **Facebook message**.

In one photo I can show a new product, a Portland setting, the weather, an attractive and fun local person, and **feature a photographer**. To me, **Instagram** is the perfect social media because of the way you get to interact with **fans** and **followers** and put yourself on an even playing field.

What has been the one thing that you've found to be the most effective on **Instagram** for **growing your business**?

I really see interaction and **followers** increase when I stay on a consistent posting schedule. Sometimes I'll post once a day or maybe only a couple times a week, but when I post mornings from **9-10** and evenings from **5-7 every day**, I see number go through the roof.

The flip side of that, though, is staying consistent with the messaging. If you just start posting two times a day because someone told you that would work, and your captions, themes, editing are all scrambled, it can have a reverse effect. For example, it randomly snowed in Portland yesterday. I started a hashtag #snowportland and grew it to over 600 in one night. I started posting a bunch of photos, and people from all over the world loved it and started playing along by shooting content with that hashtag and sharing with their friends.

Moral of the story, stay consistent with when—and what—you post.

How have you used **Instagram to increase your profits?**

My brand @portlandgear has come entirely from Instagram. I started @portland (now **176,000 followers**) two years ago and decided since I had such a captive audience of **Portland lovers**, they'd probably rock gear to show their pride. In the last year since launching the brand through my webstore and mobile pop-up shops I've sold 7,200 pieces of Portland gear in 15 countries and 48 states. Instagram has been a huge driving force in getting those numbers to that level.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

One thing I wish I knew on **Instagram** before I started was how important and **valuable your handle name** is. I got lucky by getting @portland and @portlandgear, but when I first started I probably could have locked down a ton of **other valuable names**. It's the modern **domain name**, and those are incredibly important when you start talking **SEO** and search ability.

Another would have been monetizing it earlier on. I didn't know at what follower number I should start doing it, but in retrospect, I could have been doing it since day one. If you can convey a **solid message** that isn't too "buy everything," I think there would have been value in starting the brand earlier.



Erika Geraerts

@frank_bod
Beauty/Ecommerce

What makes **Instagram** a good platform for marketing and **growing your business?**

Instagram isn't what it used to be when we started **frank body**. There are now more users and more brands online, pushing more and more of the **same messages** (and products). It's hard to stand out. It is, however, a great way to have an ongoing **conversation with your customers** and get live **feedback** about your products or service, as well as your brand.

Don't think of **Instagram** as **purely a place to push sales**, but rather a place for your personality to be brought to life. Whether or not your **audience** is purchasing from you, it's important that they're engaged in your brand.



What has been the one thing that you've found to be the most effective on **Instagram** for **growing your business**?

User-generated content is equally important as (if not more than) working with influencers and bloggers, who are less and less appealing/lucrative than before.



When your customers do your marketing for you, spreading the word about your products and/or service, that's when you'll acquire more followers/fans/customers, as well as a bank of **imagery to use in building equity** for your brand. First you need to find a way that your customers will **create content for you**—one that's interesting and fun with few barriers to entry—and you need to communicate this to them on an ongoing basis.

For example, see: **#thefrankeffect** **#frankcoffeart** and **#averyfrankadventure** on Instagram, and how this connects to frank body's own account.

How have you used **Instagram** to **increase your profits?**

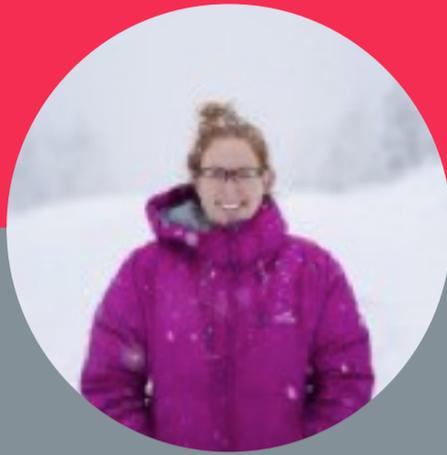
When we started frank body two years ago, **Instagram** was our primary marketing channel. We had a very **aggressive approach to our social media strategy**, posting several times a day, in addition to working with various local and international influencers and bloggers, and seeding the **idea for our customers** to post their own images using the product. This was done by sending out a **cheeky message with every online order**.

The platform allowed us to connect with consumers around the world and quickly grow our customer base.

What is one thing you wish you knew now before starting on **Instagram** to grow your **business?**

Their **terms and conditions**.

When we first **launched frank body** some of our images were a little too cheeky, literally, and our account was deleted when we had around 10,000 followers. We quickly learned what was and wasn't allowed online, and decided it was best to be safe than sorry (frank body's version of safe, of course).



Lauren Bath

@laurenpbath
Photography/Travel

What makes **Instagram** a good platform for marketing and **growing your business?**

Instagram is indisputably the best social media platform for **marketing right** now because of the highly engaged audience and chronological home stream.

Theoretically if someone is following you then your posts will pop up in their feed.

Because of the ease in **growing** a community and starting conversations, it is possible to get a lot of eyes on your business. As long as your **content is good and your messaging** organic then you can effectively “**market**” in a very natural way.



What has been the one thing that you've found to be the most effective on **Instagram for growing your business?**

Realistically, there are three very important considerations and they are:

- (1) **Content** – The better the images and videos the more people will care.
- (2) **Engagement** – The more you engage with other people the more it will come back to you.
- (3) **Consistency** – Consistent quality of content and posting habits will help with steady growth and momentum.

How have you used **Instagram** to increase your profits?

My business model is different from that of many people using **Instagram** now. I was using Instagram as a hobby more than **four years ago** and quit my job as a chef to monetize my Instagram account through destination marketing. Although Instagram isn't the sole asset in **my social media company**, it is a very important part of it, the heart if you will.

As my **Instagram** continues to succeed I can market myself as a **travel photographer**, social media expert, consultant, campaign manager, and educator. With these additional revenue streams my profit margin increases.

What is one thing you wish you knew now before starting on **Instagram** to grow your business?

My business model is very different because I didn't strategically set out to grow. Rather I grew and then strategically monetized. But I will offer some advice for those considering using **Instagram for marketing**: this won't happen overnight. To use Instagram well and to grow a dedicated audience you have to put the hard yards in. There are no weekends on **social media**; there are no office hours. You need to be online **when your audience is online** and you need to keep on top of things. Don't look for shortcuts if you want to succeed.



Jason Stone

@millionaire_mentor
Entrepreneurship

What makes **Instagram** a good platform for marketing and **growing your business**?

Instagram is the number one social media platform to reach a highly engaged audience. **Photos** are seen by your audience and can be a direct ad that the user can not help but read and see, making it highly impressed, rather than just a side banner ad, or off-to-the-side advertisement.

I grew a themed page separate from my personal and business accounts, so I went directly for the entrepreneur audience to capture them, **giving them motivation and inspiration** along their journey. I provide resources, tips and tricks I have learned, and am approached by many businesses to advertise their products (digital products, educational products), and a few accessories like jewelry and clothes.

Now that I have a huge audience, **I can promote businesses** by getting their products in front of my audience.

My main focus is providing educational resources. **My audience is the hungry entrepreneur** and I capitalize on this with affiliate marketing by directing them through my bio link which leads to resources I promote.

Since I'm fairly successful with Instagram, i'm seen as a **successful entrepreneur** and people trust my opinion. I add a personal touch to my page with pics of me and my family throughout.

What has been the one thing that you've found to be the **most effective on Instagram for growing your business?**

Instagram is great for capturing leads. It's much better (and lower cost) than advertising on **Facebook**, for example. Offer a free resource or a tripwire offer with an ad and a call to action driving traffic to a landing page. This is the strongest tool to **drive traffic to any website.**

Aside from Instagram-sponsored posts, businesses can buy ads on certain niche accounts and use the post caption to drive traffic just about anywhere.

How have you used **Instagram to increase your profits?**

With #2, comes #3—without lead generation, there are no profits.

Instagram connects with users on a more personal level. Businesses can post **“behind the scenes” images**, and even images that aren't as professional and don't make it into the blog posts. It lets the users know the brand is still alive and is doing business.

Many brands were formed because of **Instagram**, and would have never been formed if Instagram was not invented. For example, the account shredz has a business model **formed 100% from Instagram advertising.** **Daniel Wellington** has a business model that was also formed from Instagram advertising.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

Ideally, businesses should start two types of accounts:

1. A themed account
2. A brand account

Since I started @millionaire_mentor, I can create any business and promote that business through my themed page.

For example, if I wanted to open a vape store and sell e-cigarettes, first I'd start an Instagram account about vaping in general, gather a huge vaping audience, and post pics of anything and everyone vaping. I would post every 2-3 hours, which is key to growth.

Then I would start my business account (for example VapesRus). Because you created the themed account first, you already have a huge audience you can promote your own brand to.

Most businesses won't do this. Instead, they reach out to the big themed accounts to sell their own products. But this will be far more effective.

If I were to start all over again, one thing I would have done is pay to advertise sooner, and advertise with more videos. Videos drive traffic 3:1 over ads.



Farah Mehri

@inspire_me_home_decor
Design

What makes Instagram a good platform for **marketing and growing your business?**

Inspire Me Home Decor started as an Instagram page three years ago. I launched the page to share with my followers curated images of interior design inspiration posts—images that appealed to me and that I found **inspirational and beautiful** to look at.

As the account grew, people who have a passion for interior design (non-professionals) as well as professionals in the field started tagging me in their work for a chance to be featured on my page. I now make it a point to always share pictures that are tagged to #inspire_me_home_decor and share my followers' work.



Instagram, compared to other social media platforms, has single handedly made it easy for companies and businesses to promote themselves in real time. Instagram users rely heavily on visual/aesthetic cues. If they see something they like, they will either tag a friend, repost it or go ahead and purchase it!

I have learned that it's all about how you present yourself, what kind of powerful image you choose to post and how appealing you think it will be. If you hit the nail on all three, you will have created a successful post that will generate more potential clients/customers. Your post can gain more followers, which means more customers for your business. You just have to be smart with the way you push your images. Hashtags can also help you, as well as getting to the "Popular" page!

What has been the one thing that you've found to be the **most effective on Instagram for growing your business?**

The one thing that is important to always remember is: Do not post an image just for the sake of posting. Think it through and stay true to yourself and what your brand represents. That is why your followers choose to follow you and stay loyal to you.

How have you used **Instagram** to increase your profits?

I have made it a point to read through comments, which has helped gain insight on who my followers are, what they want, what they find appealing, and what their expectations are.

I take that information and make business decisions based on that. Give them what they want!

Basically, each post is like a real-time survey.

What is one thing you wish you knew now before starting on **Instagram** to grow your business?

I wish I knew that my followers always had the desire to be connected to the person behind the page. When I introduced myself to my followers on Instagram two years after starting my page, they were truly happy to finally see the person behind Inspire Me Home Decor.

I saw a difference in the comments and feedback I would get on posts. They realized it's not a robot, but rather another human being who shares their passion, desires, and their vision. They could relate to me and that made a huge difference!

Now, I make it point to always post personal comments and share pictures of my home so they feel connected to me and my company.



Deonna Monique

@boho

Beauty/Ecommerce

What makes Instagram a good platform for **marketing** and **growing your business**?

Instagram is a great platform for marketing and growing your business because you have the ability to know immediately what the consumer wants and how they want it. Your posts can be considered as though your followers are a focus group, and they will let you know if they like the product or not, and how to make your product the best and different from your competition.

What has been the one thing that you've found to be the most effective on **Instagram for growing your business?**

The most effective tool on Instagram is the entire aspect of **networking**. I get to reach out to millionaires and celebrities at the touch of a button. But I definitely don't use this tool to spam or talk about how cute their makeup is. I use it to do business and work with the best in the industry.

How have you used Instagram to **increase your profits?**

I use Instagram to increase my profits by spreading the word, using hashtags, and just really reaching out to my customers and seeing how I can make them my buy within minutes.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

I wish I knew a professional photographer, makeup artist, and digital editor when I first started so I wouldn't have had to upload iPhone pictures in the beginning!



Ilana Wiles

@mommysshorts
Parenting

What makes Instagram a **good platform** for marketing and **growing your business?**

For me, Instagram works because I genuinely enjoy it and would be using it anyway even if I didn't have a large following.

It is an authentic way for me to share my experiences, which are largely personal photos of my life and family. I am not selling anything yet (until my book comes out in the fall!) so it's just another way for me to tell my story and interact with like-minded people.

There are different audiences on each social media channel. Instagram gives you the opportunity to talk to different people than who might be following you on Facebook or who subscribe to your newsletter.

What has been the one thing that you've found to be the **most effective** on Instagram for **growing your business**?

You have to engage with your Instagram followers mainly on Instagram. You shouldn't try to send them to your blog or your website constantly. They should be able to understand your story, your message, or your product just by following your feed.

I was on Instagram for a very long time before I even mentioned my blog. After I had a pretty loyal following, I thought— well, maybe these people would actually like the opportunity to learn more about what I do.

How have you used Instagram to **increase your profits**?

I work with lots of brand partners on sponsored campaigns, sometimes to promote a larger campaign across all my channels and sometimes purely on Instagram.

I used to work as a Creative Director at an ad agency, so integrating brands in a creative thoughtful way is something I have a lot of experience with. Although now, I am much pickier about what brands I work with, because they have to be brands I use personally. They also have to give me the freedom to integrate them in ways I feel are authentic. I love the challenge of figuring out a way to make a brand fit seamlessly into my content. I do lots of creative photo contests and giveaways because I like finding unique ways to further engage my followers.

Over the last year, I started three more Instagram accounts, which now all have significant followings. In addition to @mommyshorts, I started @averageparentproblems, @insta2yearold and @pinkinnyc. Although it's definitely a lot more work, it has been great for expanding my reach and diversifying branded content so no one account feels too sponsored.



What is one thing
you wish you knew
now before starting on
**Instagram to grow
your business?**

I wish I started using Instagram the first second someone showed it to me. I didn't really get it at first. At the time, I was looking at social channels purely as promotional tools for my blog. Now I understand that you can have an entire following that has nothing to do with your blog. It still helps build your brand. It doesn't really matter where people follow you as long as they are invested and paying attention. If you have influence and you're creative, you can find a way to monetize it.





Ramy Georgy

@smiles of melbourne
Local Service (Dentistry)

What makes **Instagram**
a good platform for marketing
and **growing your business?**

Engagement and people.
Instagram is just where people are at right
now and it just simply **WORKS!**

A lot of us are making **6-7 figures** off of
just this one **platform.**

What has been the one thing that you've found to be the most effective on **Instagram for growing your business?**

Connecting with influencers.

How have you used Instagram to **increase your profits?**

Instagram is still the bulk of where we get our clients from. We launched our business from scratch off Instagram and now have a thriving client base.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

One thing I wish I knew was how to get **influencers and celebrities** as clients and what the true value of it is. Not to mention how easy instagram makes it to reach all these people!



Samantha Lees

@leessamantha
Food/Art

What makes Instagram
a good platform for
**marketing and growing
your business?**

Instagram offers a unique platform to showcase my work and brand. Features and tools such as quickly capturing moments and **sharing** them instantly in a beautiful photo feed and the ability to comment and **like** and **tag people** gives my followers a chance to interact with me casually and to tag their friends in images from my portfolio that appeal to them.

What has been the one thing that you've found to be the **most effective on Instagram for growing your business?**

I think the fact that **Instagram** is a purely visual based newsfeed is incredibly engaging and addictive to **audiences**. The ability to tag people in the comments section of **images** as well as the usage of **hashtags** allow audiences to engage at a rapid and intuitive rate, which has been how many have found my **Instagram portfolio** through simple hashtags such as **#food** and **#foodart**.

How have you used **Instagram to increase your profits?**

I use **Instagram** to tell stories through my images and by keeping a balance on **my portfolio** between fun and quirky images and images endorsed by brands and companies I'm working with.

By regularly **updating my portfolio** on Instagram and keeping my style simple with certain **images** endorsed by big brands—I have had a steady growth in followers, which continues to increase my brand presence and popularity keeps me on the radar of International brands and agencies around the world.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

Nothing really, I've been happy so far with this newfound career that was never in my plan and I am thankful for the exposure Instagram and media around the world gave me. I hope to continue learning and making people happy through the images I create.



Daniel DiPiazza

@rich20something
Entrepreneurship

What makes
Instagram a good
platform for **marketing**
and growing your
business?

It's the most organically
engaged platform out there!
I'm so shocked that even a year
after using it consistently, I still
continue to get more and more
exposure each week.

What has been the one thing that you've found to be the **most effective on Instagram for growing your business?**

Providing free courses and giveaways to my followers in exchange for their email address has been an absolute game-changer for my business.

How have you used **Instagram to increase your profits?**

Specifically, using CTA images to draw people to my bio link, then sending that reader through an autoresponder sequence made me tens of thousands of dollars last year.

What is one thing you wish you knew now before starting on **Instagram to grow your business?**

I wish I knew how low the barrier to entry was. I would have started two years ago!!

How to Put This Guide into **Action**

Now that you have learned exactly how Instagram can help you grow and scale your business and bring in more revenue, and you've seen 10 inspiring success stories proving exactly how well Instagram works, you're probably chomping at the bit to start growing your Instagram account, right?

That's what we thought.

So how do you put this guide into action and **start growing your Instagram account for your business?**

FIRST,

consider the purpose of your account. Is it to drive leads, make more sales, or establish a presence on social media? These are all worthy endeavors and **Instagram can help you get there**, but it's important to be clear on what you're working toward.

SECOND,

set a consistent posting schedule. As some of our guest Instagrammers mentioned, a consistent posting schedule is crucial for growth, **engagement and maximizing the potential of your Instagram account**. Post compelling and visually appealing content regularly to keep your audience interested and engaged with your brand.

THIRD,

grow your account both organically and through paid collaborations with influencers. This will ensure rapid growth both of your follower count and your business, as more qualified, targeted leads find about about you through Instagram.

FORTH,

Fourth, create an irresistible and compelling offer for your audience to lead them to a simple but effective landing page to capture their email addresses. When they are on your email list, you can begin to put them through your sales funnel while providing value and maintaining your relationship with your followers.

This is a simple, but incredibly effective, roadmap to dominate Instagram and grow your business using this underappreciated platform.



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