

Instagram for Business

Apps Development & Marketing

Instagram | Business

1. Why Instagram?
2. T!PS for Getting Started.
3. Instagram as a Valuable Tool!

1. Why Instagram?

- ❑ Enhance Brand
- ❑ Rich Visual Storytelling
- ❑ Singular Focus
- ❑ Captivating Imagery



2. TIPS for Getting Started with Instagram

□ Profile/Photo

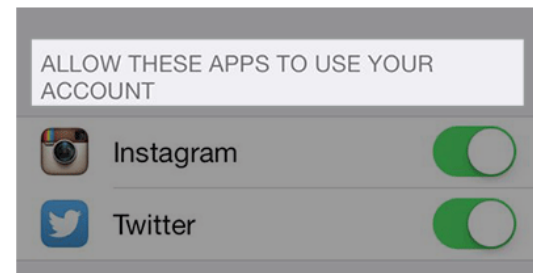


2. T!PS for Getting Started with Instagram

- Profile/Photo
- Social Sharing



4. If you've previously linked your Twitter account to Instagram, it should appear under the **Allow These Apps To Use Your Account** section. Make sure the setting is turned on.



2. TIPS for Getting Started with Instagram

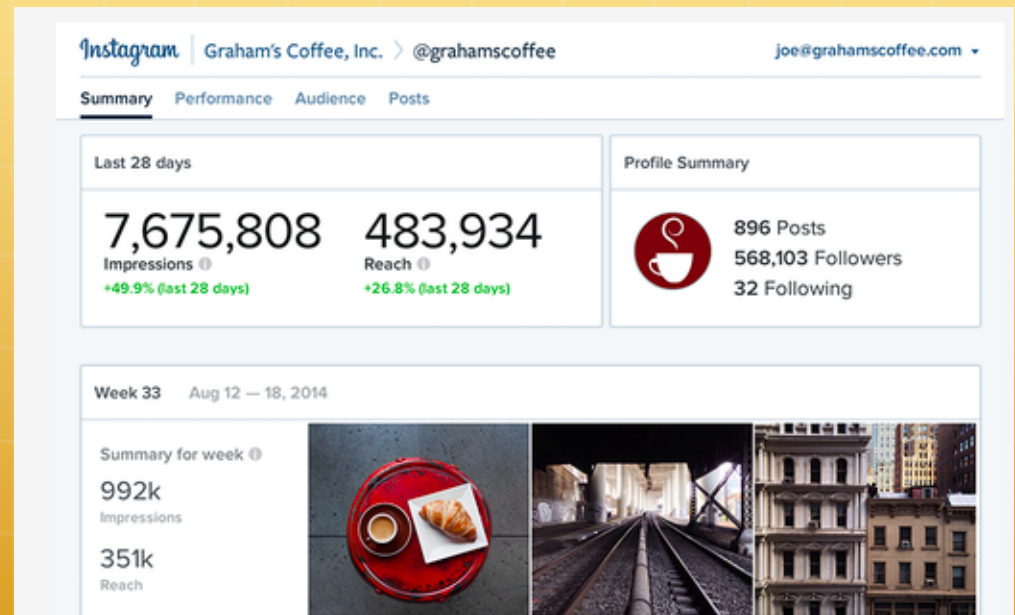
- Profile/Photo
- Social Sharing
- Comments/Tags

To tag people in your photo as you're sharing it:

1. Tap **Tag People** from the Share screen.
2. Tap on someone in the photo.
3. Start entering their name or username and select them from the dropdown menu.

2. T!PS for Getting Started with Instagram

- Profile/Photo
- Social Sharing
- Comments/Tags
- Tools



3. Instagram as a Valuable Tool

- For Business and Apps Development



Demo

3. Instagram as a Valuable Tool

- For Business and Apps Development
- Helpful Links:

<http://instagram.com>

<https://help.instagram.com/45450298125305>

<http://blog.business.instagram.com>

<http://instagram.com/accounts/badges/>

<https://www.tumblr.com/dashboard>

<http://instagram.com/inbusiness>



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Questions? Comments...