



# Instagram – An easy setup for businesses

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Have you ever wondered whether creating a business profile on social media would make your business more noticeable to a new market? Well if you have, then Instagram is the one to use.

Not only is it easy to set up a business profile, it is also a good way of promoting your business.

## The facts are:

- Instagram is used by more than 600 million monthly active users
- 70% of Instagram users follow a business
- 60% of users say they discover new products on Instagram
- 75% of ‘Instagrammers’ act after being inspired by a post

## Setting up an Instagram account is quick and easy:

1. After you have downloaded and launched the app, tap ‘Sign up.

2. Enter your business name; this is the name that will be viewed when your profile is opened.
3. Enter your email address then tap ‘Next’, or tap ‘Log in with Facebook’ to sign up with your Facebook account. Instagram promotions can also be managed through your Facebook account if connected.

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4. Find ‘Settings’ and scroll down to ‘Switch to business account’. With a business account, you can add important business information such as opening hours, a business address or a phone number. You will also have access to useful business analytics using the business profiles.

5. Now the only remaining step is to start posting and following users. Begin posting what you’d like to see in your feed using relevant hashtags and start following similar accounts.

## Other ways of promoting your business on Instagram include:

- **Photo ads:** Where you take a photo of your product/s and simply upload it
- **Video ads:** Where you record a product video then upload it

