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DIGITAL GURU RAJEEV

Instagram Marketing



- Learn how to grow and market a business effectively through Instagram.

Learning Objectives

By the end of this session, participants will be able to:

- Optimize their Instagram business profile for visibility and trust.
- Develop a content strategy using Reels, Stories, and Highlights.
- Use hashtags and engagement tactics to increase reach.
- Collaborate with influencers and partners for growth.
- Design and schedule a one-week Instagram content plan.

Why Instagram for Business?

- Over 2 billion monthly active users
- Visual-first platform = stronger brand storytelling
- Ideal for customer engagement and product showcasing
- Supports ads, e-commerce, and influencer marketing



Optimizing Your Business Profile

Key Elements:

- Username & Handle → Keep it simple and brand-aligned
- Profile Picture → Use logo or recognizable brand image
- Bio → Include niche, value proposition, and CTA
- Link in Bio → Drive traffic to website, store, or campaign
- Contact Options → Email, phone, or directions

Tip: Use highlights to feature FAQs, products, or testimonials.

Content Types:

- Reels: Short, engaging, algorithm-friendly videos
- Stories: Time-sensitive, authentic content
- Highlights: Curated, evergreen stories
- Feed Posts: Brand aesthetic, product showcases
- Carousels: Educational or storytelling posts

Tip: Maintain a consistent theme, tone, and posting schedule.



Hashtags & Engagement Tactics

Hashtag Strategy:

- Use 15–30 relevant hashtags per post
- Mix niche, trending, and branded hashtags
- Research with tools like Hashtagify or Inflact

Engagement Tips:

- Reply to comments and DMs promptly
- Engage with followers' content
- Use polls, quizzes, and questions in Stories
- Post at peak engagement hours

Why Collaborate?

- Expands reach to new audiences
- Builds trust via influencer credibility

Steps:

1. Identify relevant influencers or micro-influencers
2. Negotiate partnerships (paid, barter, or shoutouts)
3. Track engagement and conversions

Pro Tip: Authenticity > Follower count.



Example Content Plan (Template)

- Define your goal (awareness, engagement, sales)
- Choose 3 content types (Reel, Story, Carousel, etc.)
- Write captions and select hashtags
- Use a scheduling tool (Later, Buffer, or Meta Business Suite)
- Present your plan to the group

Day	Content Type
Mon	Reel
Tue	Carousel
Wed	Story
Thu	Post
Fri	Reel
Sat	Story
Sun	Highlight update



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Thank You

Let's Get Connected!



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