Explore Digital Entrepreneurship With

eUsahawan

INSTAGRAM

Digital Commerce - E-Commerce

Let's Get Started

FOLLOW

Copyright MDEC

Types of Instagram Accounts

Personal Account

Business Instagram Account

Business Name

Website Link

Call to Action Buttons

SSM Business Registration Number

Brief Description about Business

Address Tips:

If you have a business premise, include business hours

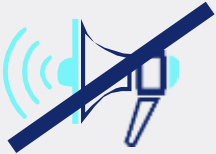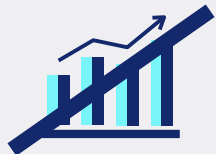# Difference between Personal and Business Account

Personal

1. Posting of personal related media

2. Cannot create advertisement & promotions

3. Does not have data insights

Business

1. Showcase your product and services, include CTA: address and contact info to enable easy engagement

2. Ability to promote post and create paid advertisement

3. Access to Instagram Insights to analyze the efficiency of your account
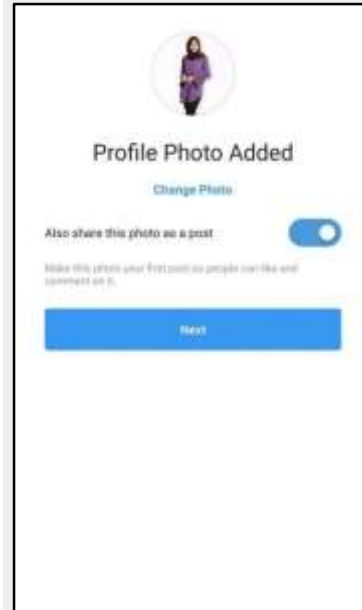
Setting Up an Instagram Business Account

You can set up your Instagram account by registering it under your Facebook account or your email.

1 Open Instagram application and click **Next**. You can sign up via phone or email. Here we are using email
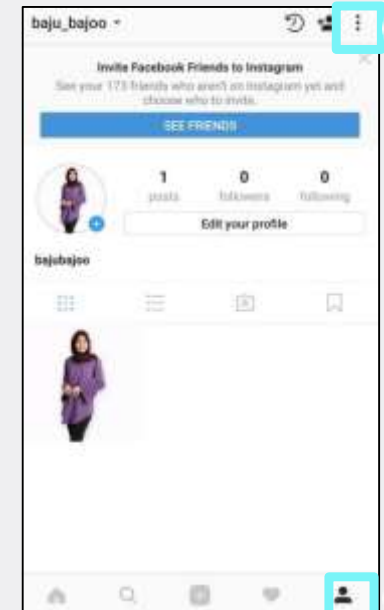
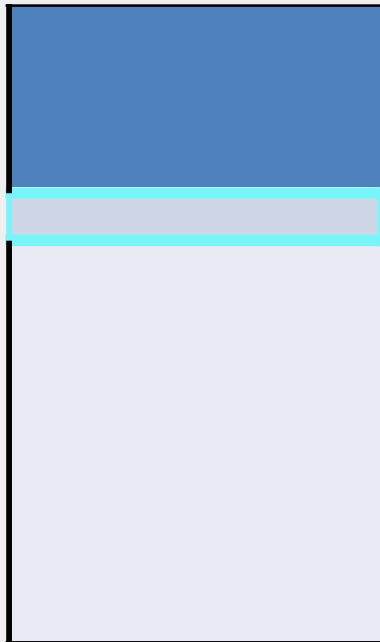**2** Add a Profile Photo

3 Your personal account is ready

4
A) To switch to a business account, click on the **Person** icon
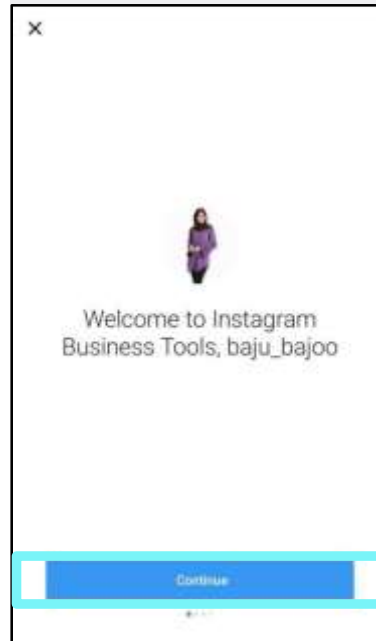B) And then click on the **Options** icon
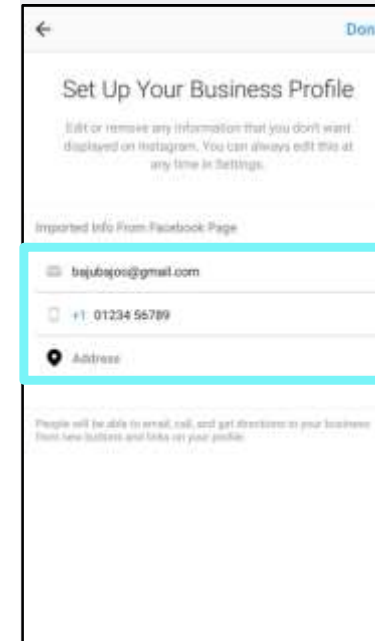
Setting Up an Instagram Business Account

5
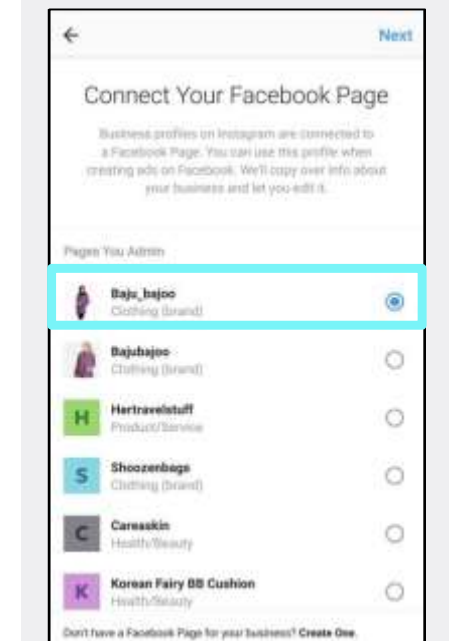
Choose Switch to Business Profile

6

Welcome to Instagram Business Tools, baju_bajoo

Continue

Click Continue

7

Set Up Your Business Profile

Edit or remove any information that you don't want displayed on Instagram. You can always edit this at any time in Settings.

Imported Info From Facebook Page

bajubajoo@gmail.com

+1 01234 56789

Address

People will be able to email, call, and get directions to your business from new buttons and links on your profile.

Fill in the details as requested

8

Connect Your Facebook Page

Business profiles on Instagram are connected to a Facebook Page. You can use this profile when creating ads on Facebook. We'll copy over info about your business and let you edit it.

Pages You Admin

Baju_bajoo
Clothing (brand)

Bajubajoo
Clothing (brand)

Hartravelstuff
Product/Service

Shoozenbags
Clothing (brand)

Careaskin
Health/Beauty

Korean Fairy BB Cushion
Health/Beauty

Don't have a Facebook Page for your business? **Create One**

Link your Instagram Business account with your Facebook page

Setting Up an Instagram Business Account

9

Options
Contacts
ACCOUNT
Saved
Story Settings
Edit profile
Change Password
Two-Factor Authentication
Posts You've Liked
Blocked Users
BUSINESS SETTINGS
Payments
Switch Back to Personal Account
SETTINGS
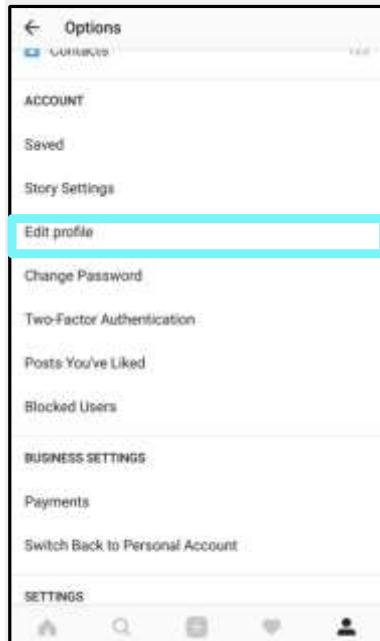
Go to **Options** and click on **Edit Profile**

10

Fill in the details

11

baju_bajoo

Invite Facebook Friends to Instagram
See your 173 friends who aren't on Instagram yet and choose who to invite.

SEE FRIENDS

1	0	0
posts	followers	following

Edit your profile

bajubajoo
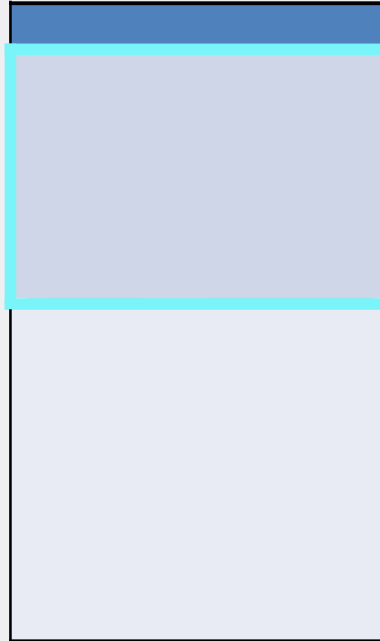
Your Business Profile is ready for business

Types of Instagram Posts

Photo

Instagram Stories

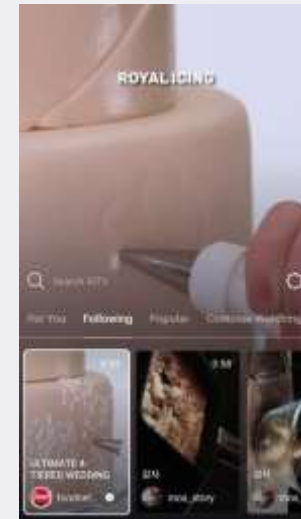**Video (Until 60 Seconds)**

Video – IGTV

Video - IGTV

- Users can Like, Comment and Share the videos

- Entrepreneurs can utilize IGTV to showcase their product and interact with customers .

To view videos, click on the IGTV icon.

You can select the channel.

Types of Instagram Posts *(Continued)*

Photos

Props

To make photos look more alive and interesting. Include accessories such as flowers, cutleries and stationeries.

Lighting

When shooting indoors, find a spot by the windows and try to avoid artificial lighting.

Soft lighting

Safe to be applied on all photos since it eliminates shadows and glare.

Hard lighting

Creates shadows, contrast and results in a dramatic photo.

Natural Lighting
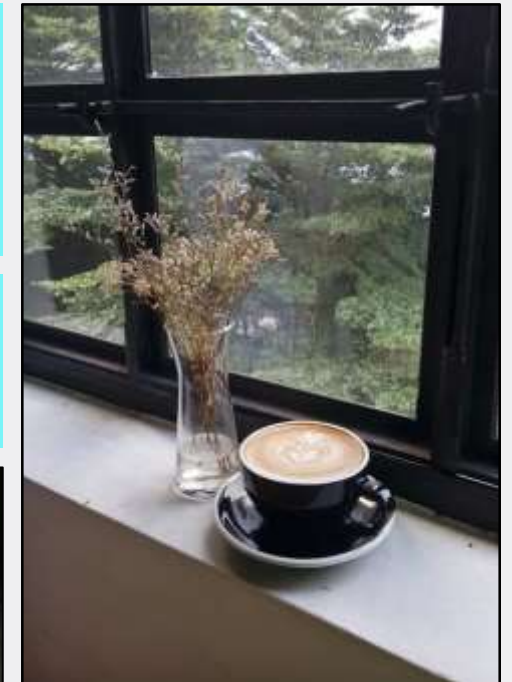
Early Morning   Before Sunset

Good Indoor Lighting   Window Light
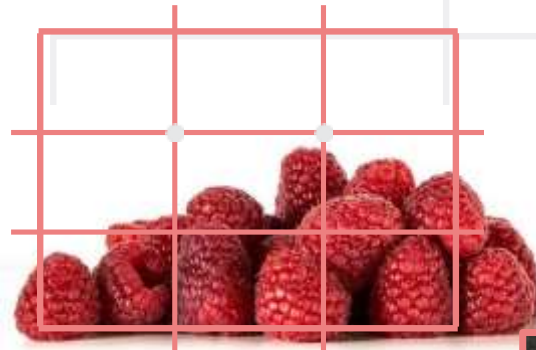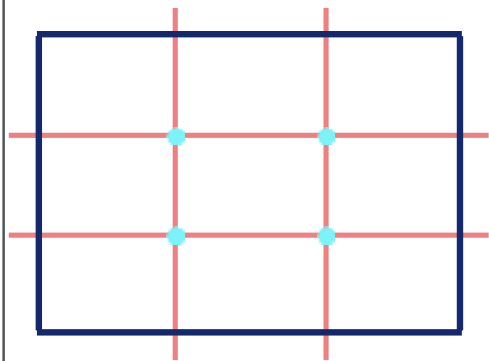
Hard Lighting

Soft Lighting

Types of Instagram Posts *(Continued)*
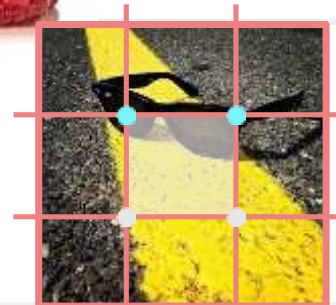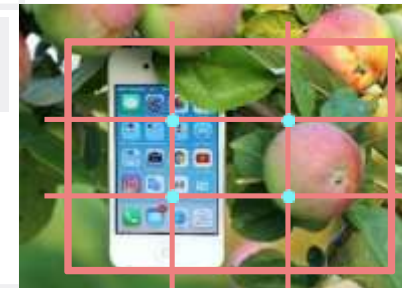## Photos 🖼️

Rule of Thirds

Break your photo into 9 segments. Use this grid as guidance to compose your photo.

Along the red lines

Inside the boxes

At the intersection of the grids (Blue dots)

FUNDAMENTALS OF PHOTOGRAPHY

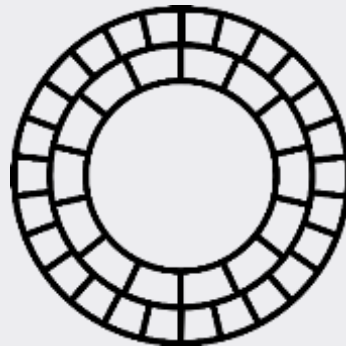## MOBILE APPS

Snapseed

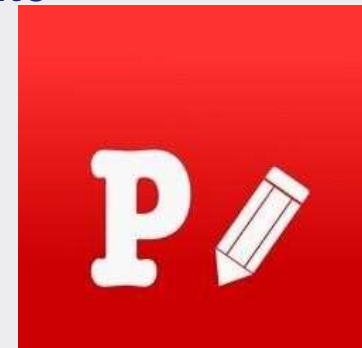**Lightroom**

PixelLab

Picsart

vsco

Phonto

Types of Instagram Posts *(Continued)*
Videos 🎬

Tutorials

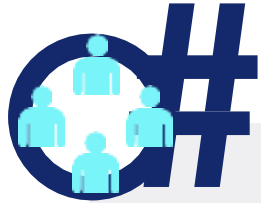How to use/style/wear your product and portray the lifestyle of users using it.

Creative Process and Quality of Product

Videos of sketches of your upcoming product, visiting the manufacturer and a sneak peek of the final product.

Types of Instagram Posts *(Continued)*

Videos 🎞️

Use Hashtags

Liked by janiquemichelle, lolabell and **149,151 others**
danielwellington Congratulations to @rodzinka2plus2 on being our #DWPickoftheDay! Make sure that you tag your photos with #DanielWellington for a chance to get featured, and visit danielwellington.com to find your favorites and local stores.
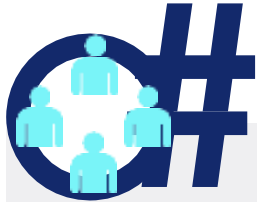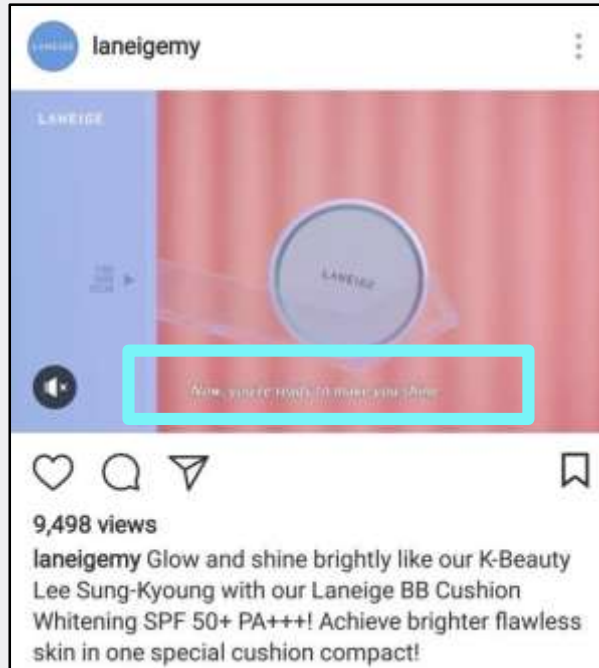
Show Motion

Include motion in the first few seconds so it won't be mistaken as an image.

Types of Instagram Posts *(Continued)*
Videos ▶️

Subtitles

Include subtitles as Instagram videos will play automatically on mute

9,498 views

laneigemy Glow and shine brightly like our K-Beauty Lee Sung-Kyoung with our Laneige BB Cushion Whitening SPF 50+ PA+++! Achieve brighter flawless skin in one special cushion compact!

Call to Action (CTA)

hm
Sponsored

Shop Now

Add Call to Action (CTA)

▶ Book Now

▶ Sign Up

▶ Contact Us

▶ Shop Now

Install Now

MOBILEGRAPHY EDITING - VIDEO

MOBILE APPS

VivaVideo

Inshot

Adobe Primiere Clip

Quik

KineMaster

Vlogit

Types of Instagram Posts *(Continued)*
Instagram Stories

The feature also include filters and can be enhanced with drawing.

Share current events, sales or promotion.

Share a new product or a sneak peek of your upcoming product.

▶ Customers buying product at premise

▶ Process of creating a new product
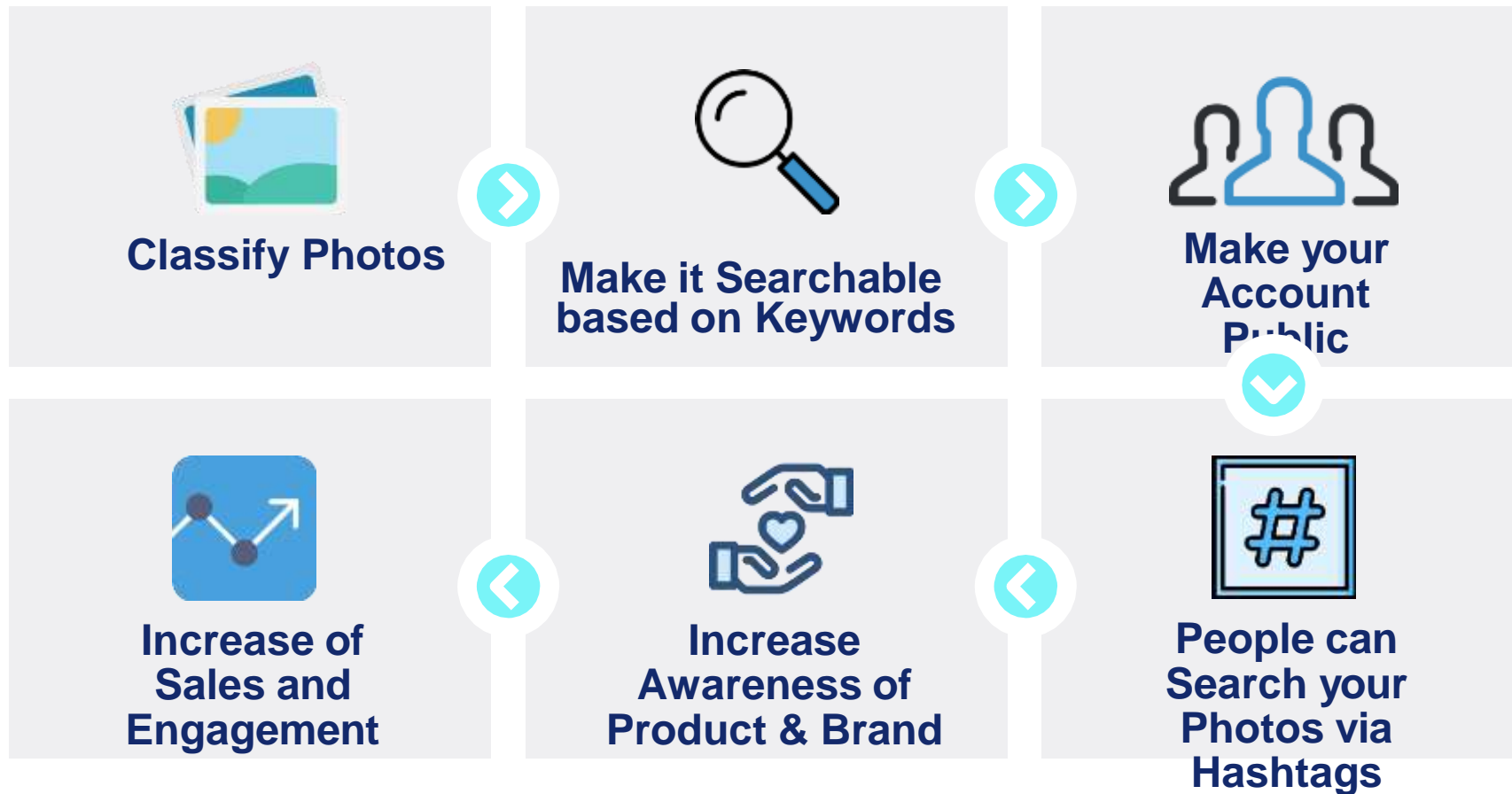
▶ Teaser of upcoming colours of new products

Tips: Best Posting Time
▶ Before Office Hours
▶ After Office Hours

@blouse.cahayayati

Material selesa
Warna cantik
Best seller uolss

#Hashtags

which were made popular by Twitter are now being used by other social networks including Instagram.

Classify Photos

Make it Searchable based on Keywords

Make your Account Public

Increase of Sales and Engagement

Increase Awareness of Product & Brand

People can Search your Photos via Hashtags
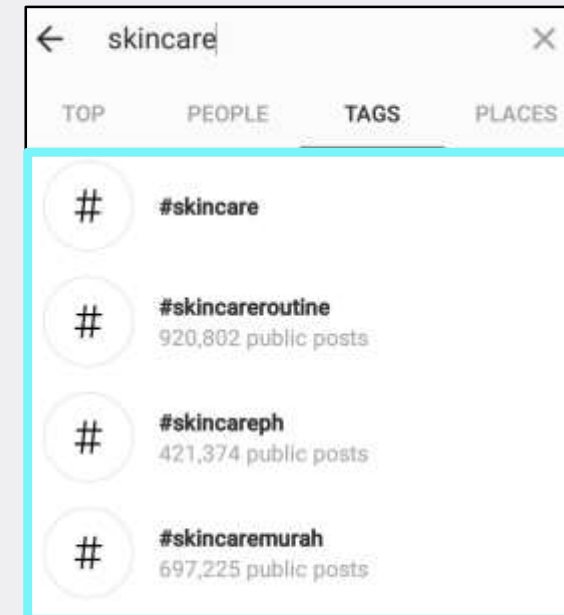
#Hashtags

Use hashtags :

1

Brand Positioning

Create your own unique hashtag for your business and encourage your followers and customers to use it

2

Get Potential and New Followers

Instagrammers search for posts that contain hashtags related to their interest
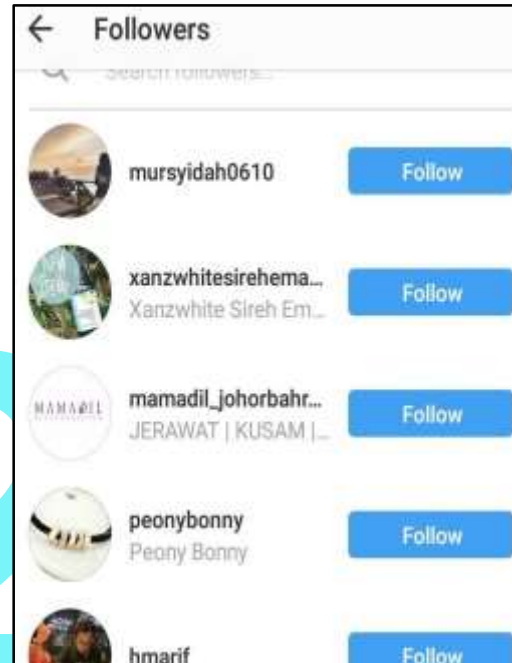
Types of #Hashtags

Brand
Unique to your business

Community
Connects people with the same interest

Trending
Related to current events

[Instagram post from airasia showing night cityscape of Taipei with 2,297 likes]

2,297 likes

airasia If you're always racing to the next moment, what happens to the one you're in?
.
Here's @_zheng_hui capturing moments at the busy streets of #Taiwan with its iconic Taipei 101 on the background. Hope you're taking it easy this Monday afternoon!

#FlytheWorldChampion #AirAsia #travel #traveling #socialenvy #PleaseForgiveMe #vacation #visiting #instatravel #instago #instagood #trip #holiday #photooftheday #fun #travelling #tourism #tourist
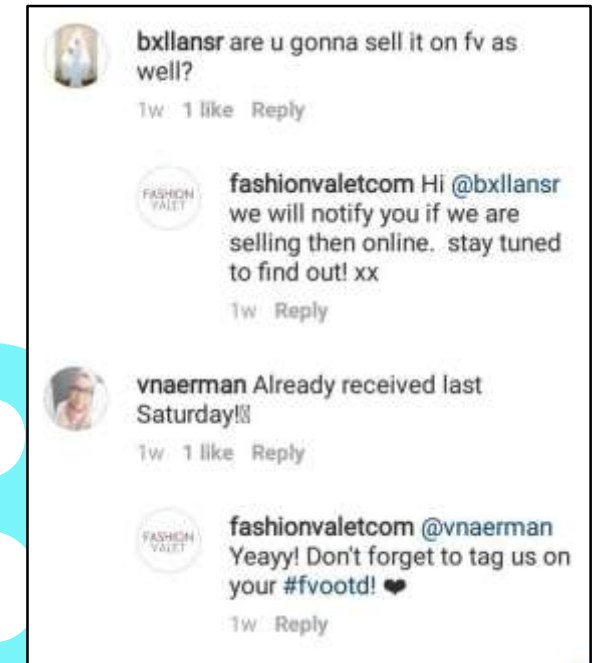
How to Gain More Followers on Instagram

1 High quality content

2 Follow other People, Groups or Associations on Instagram

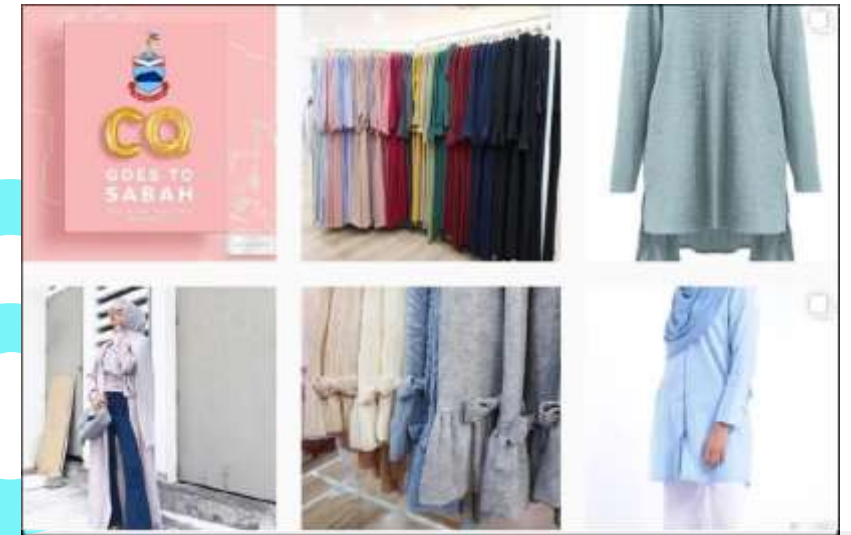**3** Interact with other people on Instagram

How to Gain More Followers on Instagram *(Continued)*

4

Run a contest to increase awareness

5

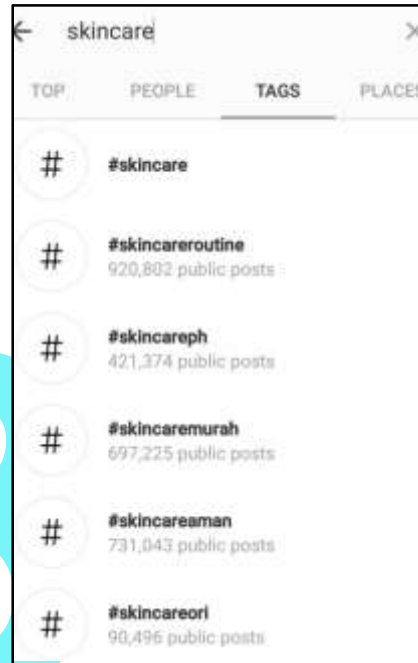**Repost customer's post** especially if it is related to your product

6

Schedule posting so that followers can anticipate the next post and look forward to it

How to Gain More Followers on Instagram *(Continued)*

7

Follow competitors' accounts and study their followers

8

Use the Tags function to find related and trendy topics that you can use.

9

Work with influencers and come out with a collaborative post to get attention from more followers

WhatsApp Direct Chat

A direct chat enables you to connect your Instagram business account with WhatsApp.

WhatsApp Direct Chat *(Continued)*

1 / 4
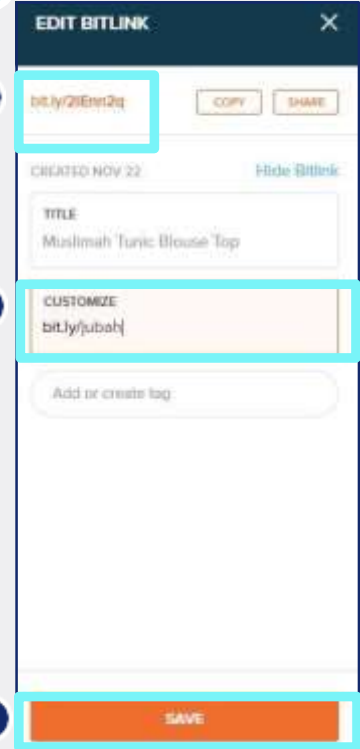

Insert you phone number in this link : **https://api.com/ send?phone=**6010400016c

2

Go to **bitly.com**

3

CREATE BITLINK   O_7HB

Unlock Enterprise   SEP 06 - OCT 06

Click on **Create Bitlink**

Paste the WhatsApp link in the **Paste Long URL**

5

EDIT BITLINK   ✕

A bit.ly/2IEnrt2q   COPY   SHARE

CREATED NOV 22   Hide Bitlink

TITLE
Muslimah Tunic Blouse Top

B CUSTOMIZE
bit.ly/jubah

Add or create tag

C SAVE

A) You will receive a Bitly link.
B) Edit to customize the link
C) Click **Save**

6

✕ Edit profile   ✓

Change Photo

Name
bajubajoo

Username
baju_bajoo

Website
bit.ly/jubah

1 2 3 4 5 6 7 8 9 0
q w e r t y u i o p
a s d f g h j k l
⇧ z x c v b n m ⌫
!@# ⚙ / EN(UK) . .com Next

Paste the link in the Website section of your Instagram business profile