

Increase Your Facebook and Instagram Audience

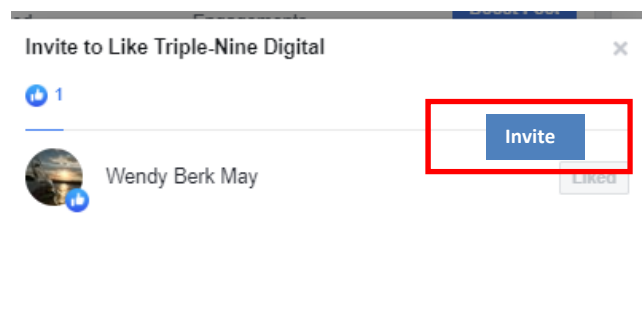
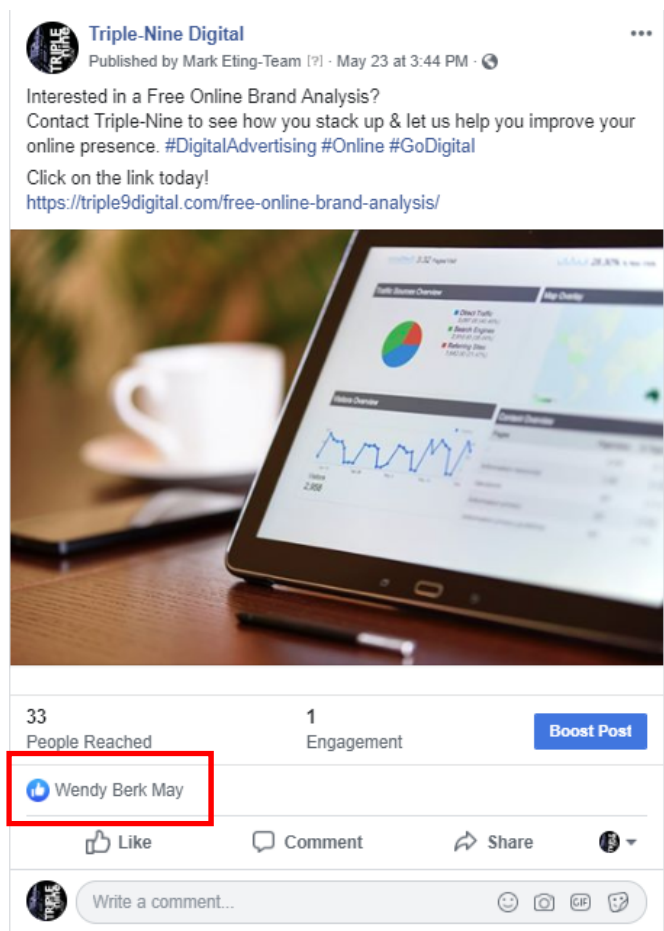
Facebook:

When someone likes, comments and/or shares a post on your business page, click on their name to invite them to like your page.

- Click on the user's name
- Click on Invite

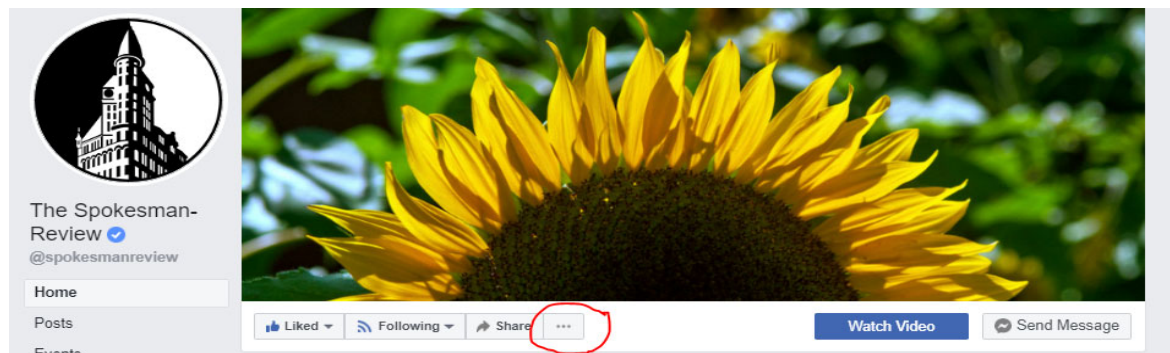
The user will receive a notification that they've been invited to like/follow your page.

You will receive notification once they accept the invitation.

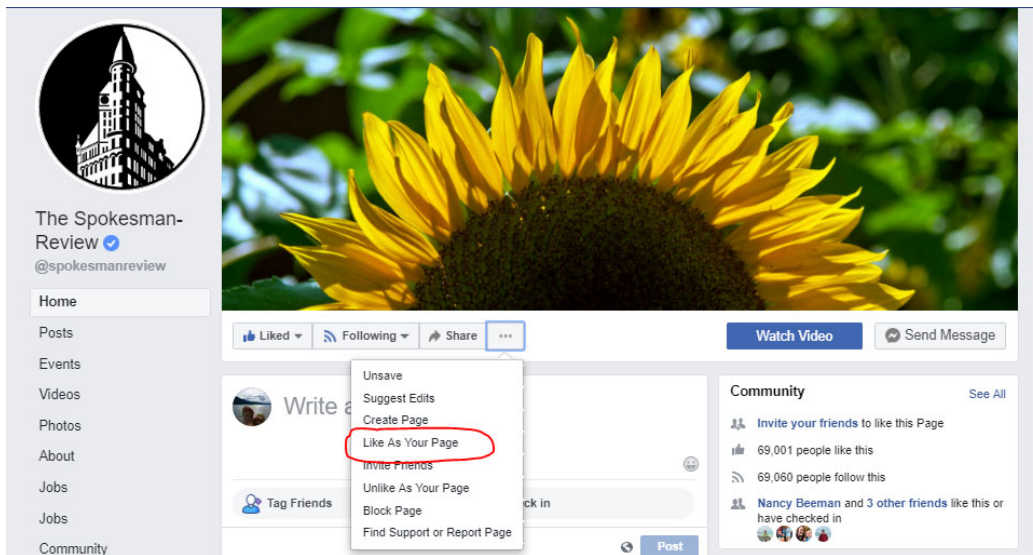


Don't forget to like and follow your customers – as your business.

- Go to the business page you wish to like/follow
- Click the 3 dots next to like | Follow | Share



- Select Like As Your Page from the drop down and select your business page from the selection.



Instagram

The best way for a business to grow their audience on Instagram is via #Hashtags. The right hashtag can get your message in front of a targeted audience – even those that don't follow you.

You can use up to 30 hashtags in a post but it's important to use them properly. Hashtags can be any word you choose or a phrase relevant to your message. If using a phrase, however, it is important not to include spaces – for instance, # I Love Digital Marketing would not work. The correct format would be #ILoveDigitalMarketing.

When a hashtag is present in a post and is clicked on by a user, a new screen is presented that displays all instance of other people using that hashtag – including other businesses. This is a great way to find new customers as well as keep tabs on competitors by the way. For instance, let's say you sell sunglasses. Do a quick search for #sunglasses. You're going to be presented with people talking about sunglasses and other companies marketing sunglasses.

Bottom line is this, if you post photos of your products and/or services, add a few related hashtags and you're off on building your audience.

