The Complete Instagram Guide for Your Business

By Preview App

Let’s do this!

“What should I post?”, “How many times a week?”, “What hashtags should I use?”, “How do I make my feed look professional?”, “The algorithm hates me”, “How do I attract customers?”

We’re SO excited to share this Guide with you! Because we’re going to share AAAAALL our tips.

Instagram is not hard - seriously. We wrote this Guide in such way that you can **follow it step-by-step** to make your own Instagram strategy at the same time.

We’ve split the Guide into 3 sections:

- Instagram feed tips (for your posts + hashtags)
- Insta Story tips
- Strategy tips (to grow your account)

Enough talking, let’s make your Instagram awesome.

Take your time to read, don’t rush and HAVE FUN!

Preview ✌️

Content

Instagram Feed **6**

Your Goal 7

Choose a layout 8

What should you post about? 17

Choose a Hero Post (optional) 23

Choose a color palette 28

Choose a font 34

Choose a filter 39

The background of your photos 48

Is your feed looking messy? 52

Where to find photos for your feed? 57

What hashtags to use? 61

Where to find good hashtags? 66

How many times a day (or week) should you post? 76

Batch, batch, batch 77

Plan your feed in advance 79

Rearrange the order of your posts 83

Edit your photos 86
Save your hashtag groups 87
Schedule your posts 88
Work with your team 89
See your performance 90

Insta Stories 92

Insta Story ideas 93
Insta Story Highlights ideas 96
How to make Highlight covers? 100
Favorite Insta Story tricks 102

IGTV Tips 103

What is IGTV? 104
Video requirements 105
Video ideas 107
How to make covers? 111
Video editing tools 113

Instagram Strategy 114

We're very proud to say that most of the **examples** you'll see are from our very own Preview community. So if they can do it, so can you! We'll keep showing some of the same accounts, so you can see how they apply each tip on their own account.

Let's start!

Instagram Feed

Your Goal

Posting without a goal is a waste of time. What is your goal when you use Instagram?

- Build trust with customers
- Build a community
- Find your dream clients or customers
- Attract your dream clients or customers
- Showcase your products
- Make sales
- Help people
- Build a brand

Your goal will guide your Instagram content.

PS: You might not necessarily need to create the most beautiful Instagram feed in the world if it doesn't align with your goal and target customers 😉 However, if having a professional feed is necessary for you to build trust, attract customers and make it easier for people to consume your content and SEE your products… Then keep reading.

Choose a layout

A layout is how your posts are **positioned** in your feed.

You can plan your feed layout using Preview app by rearranging the order of your posts.

> We will be using **Preview app** to plan, design and manage your Instagram. If you don't have it yet, go here to get it.

There are 8 different feed layouts you can create:

- **Squares**
- **Tiles**
- **Row by Row**
- **Line in the Middle**
- **Rainbow feed**
- **Borders**
- **Puzzle feed**
- **Mix**

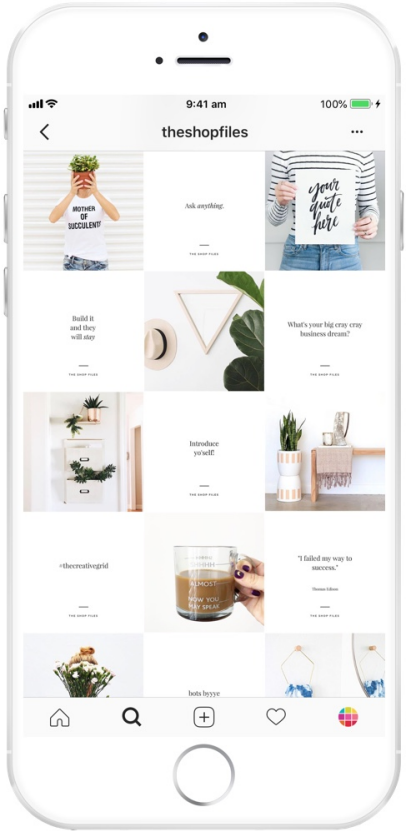
Scroll through the next pages to see the examples and tutorials.

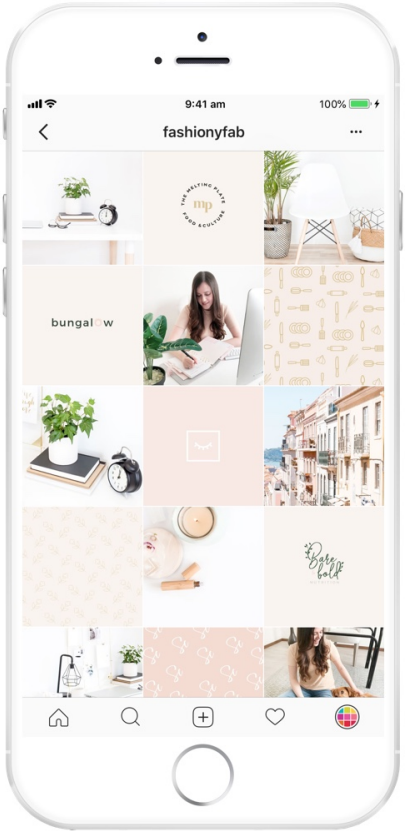
Squares

Let's start easy. Post a photo, one square at a time. There are a few **tricks** you can use to make this layout flow. For example, pay attention to the colours as well as the background of your photos. We will talk about these tricks in the next steps.

Tiles

The most popular way to use the tiles layout is by alternating between a photo and a quote (like @theshopfiles). However, you can get creative. For example, you can also alternate between a photo and an example of your work, like @fashionyfab.

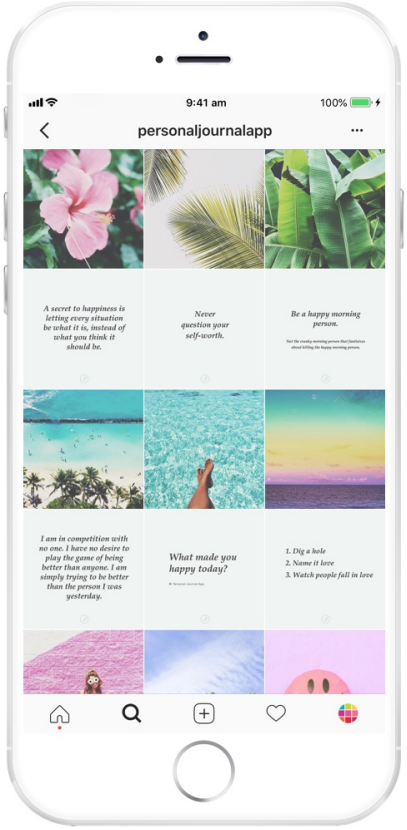




Tutorial: 3 Tools to Design Quotes for your Feed

Row by row

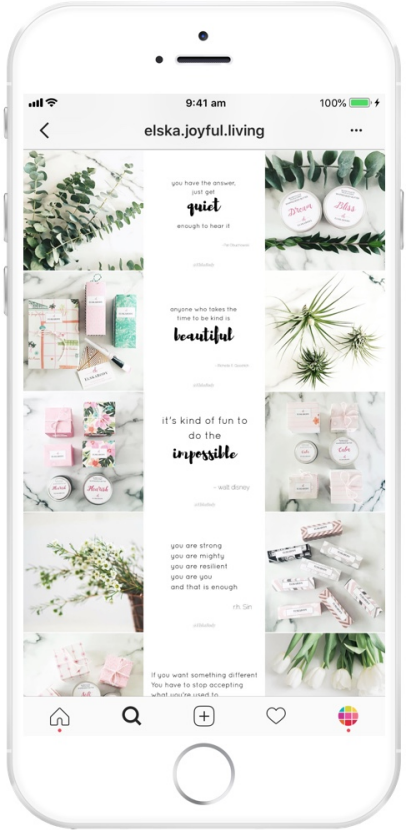
This layout looks like you are reading a magazine.
You can get very creative and tell a story, row by row.
For example, @iamteko uses one row to share photos related to one photoshoot or outfit.

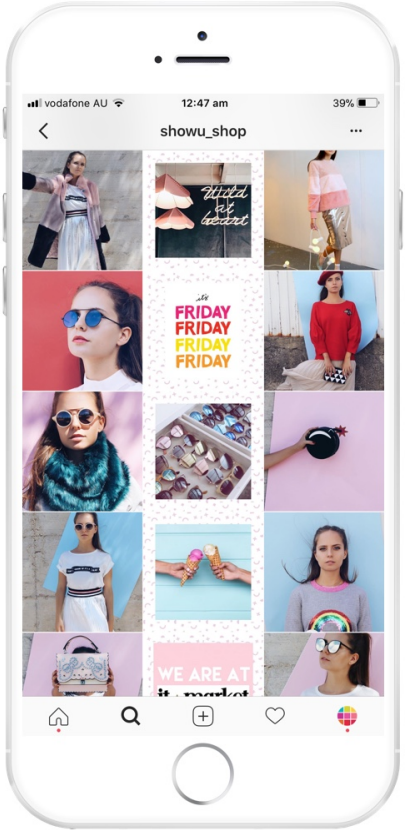


Tutorial: How to Design a Row-by-Row feed using Preview?

Line in Middle

The Line in the Middle is usually made of **quotes** on a white background. However the Line in the Middle can be another color or any other theme you want. The line will guide your viewers as they scroll.

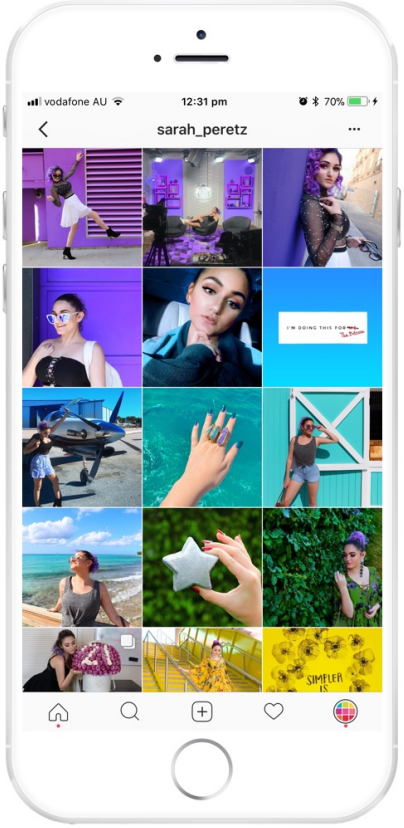




Tutorial: How to Design a Line in the Middle feed using Preview?

Rainbow

Rainbow feeds are rare. If you pull it off, your account will definitely stand out. A rainbow feed is when the colors in your feed change as you scroll down. It looks like a rainbow.

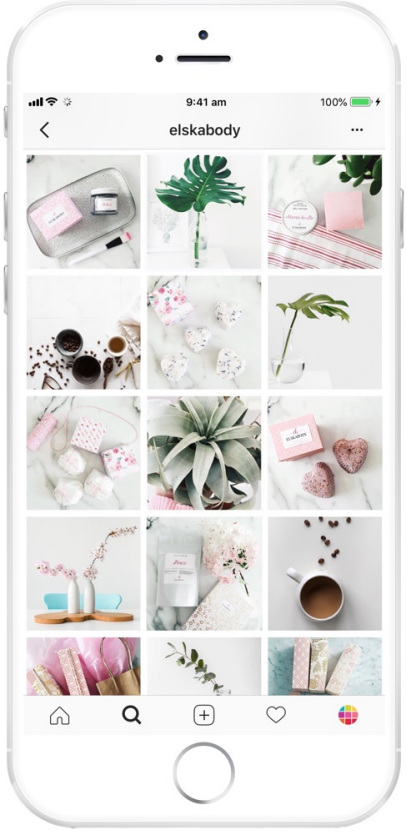


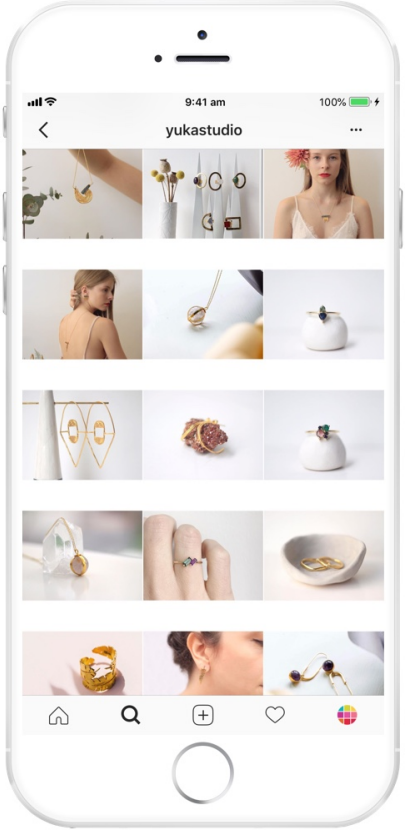
Tutorial: How to Design a Rainbow Feed using Preview?

Borders

You can also add white borders on your photos. Borders gives more **space** between your photos, which mean that people can give more **attention** to each photo as they scroll. They also make your whole feed **breathe**, which is perfect if you are taking photos of a lot of different things that might not look cohesive together.

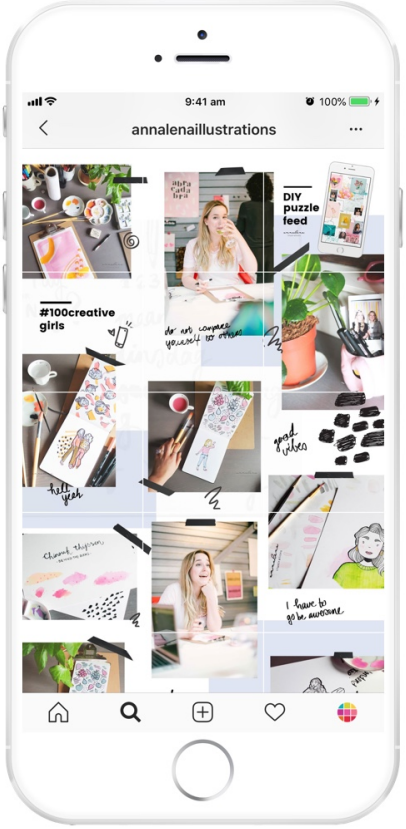
The most popular borders in Preview are: **Aura**, **Sole** and **Vela**.





Puzzle

The trickiest part of doing this layout is maintaining high quality of each single image after you split the big image. You also want to make sure that each individual photo makes sense on its own (otherwise people won't click on it).



Tutorial: How To Make a Puzzle Feed (+ Template)

Mix

Last layout idea: you can mix any of the above layouts to make your own creative feed. For example, @paperandaplan created a mix of **Puzzle** + **Line in the Middle**.

What should you post about?

Post with purpose. Every post you create should help you towards achieving your goal (re-read this sentence now).

4 tricks:

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1. Post what your customers want to see
What motivates and inspires my people? What don't they like? What are their biggest struggles? What are they trying to achieve?

---

2. Post about what YOU would want to see as a customer
Put yourself in the shoes of your customers. If you were on the market for a product like the one you are offering, what would you want to see / learn / know?

3. Post about what YOU are good at

- What do you love to do / create?
- What is your story?
- What is your flagship product or service?

4. Post about topics you want to be known for

With all the above in mind, choose between 1-5 topics and post about them regularly. This will help people understand what your account is about, and it will help you organize your content strategy.

Example: Let's say you are a hairstylist 💁‍♀️
And you choose 3 topics. These topics can be:

- Hair inspiration photos (people like to see latest trends)
- Before & after photos (because people want to make sure they can trust you with their hair AND you can show off your magic)
- Funny quotes about beauty / hair (to infuse your personality)

Done!

Your turn

	Write your ideas here
Your goal on Instagram	
Know your customers	
Who is your ideal customer?	
What inspires/motivates them?	
What don't they like?	
What do they like?	
What are their biggest struggles?	
What are they trying to achieve?	
Think outside the box	
What would **you** want to see as a customer?	

About you	
What is your expertise?	
What is your work process?	
What do you love to do?	
What is your flagship product or service?	
What is your story? Why did you start your business?	
From the list you just made, write 2 - 5 favorite post ideas:	
1. 2. 3. 4. 5.	

Posts ideas

Tips and tutorials
Expert advice
Quotes
Memes
Customer photos
Before / After photos
Album carousel (before & after, or other series of photos / tips)
Product photos
Unique / creative / fun product photos
Photos that create a vibe for your brand
Product features
DIY ideas
Giveaways
Customer reviews

Videos
Stop Motion videos
Q&As
Photos specific to your branding color (example: green = plants)
Blog posts
Favorites (examples: best of the week, best sellers…)
New (examples: new in the shop, new trends…)
Friday Introductions (introduce yourself)
Follow Fridays (examples: feature your favourite Instagrammers, customers, fellow business owners…)
Holidays and events (even fun holidays like Donuts Day)
Employee or workplace related
Stats and numbers
Throwbacks
Recipes
About yourself (your story)

Choose a Hero Post (optional)

Have you ever started scrolling on someone's Instagram page and just couldn't stop?

Chances are they probably have a few Hero Posts.

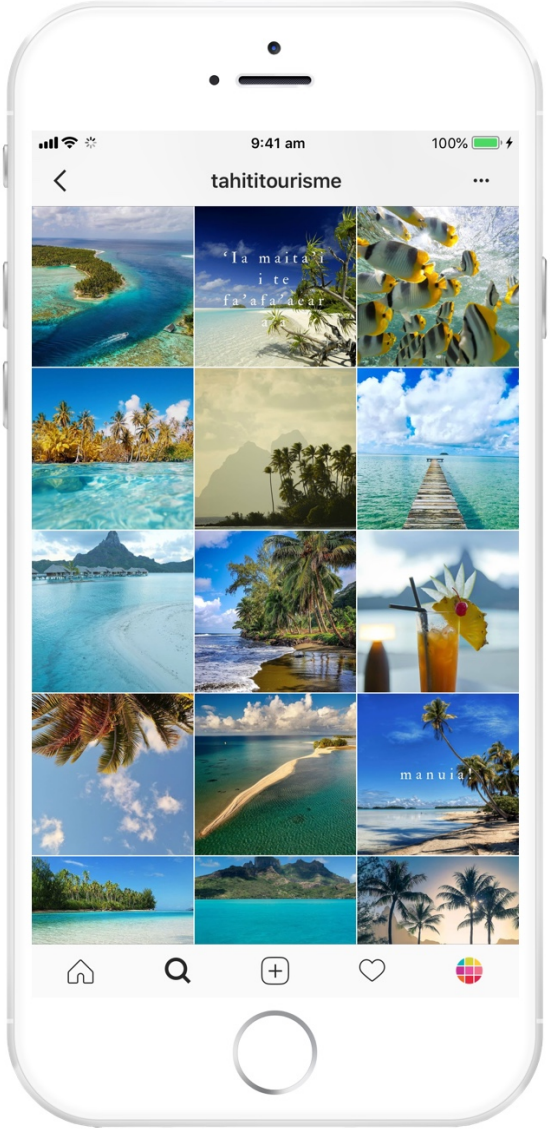
We call a "**Hero Post**" a post that captures the attention of people.

Your Hero Post is something that stands out from the other photos you usually post. But it doesn't have to be something crazy. Sometimes it can be as simple as very funny quotes.

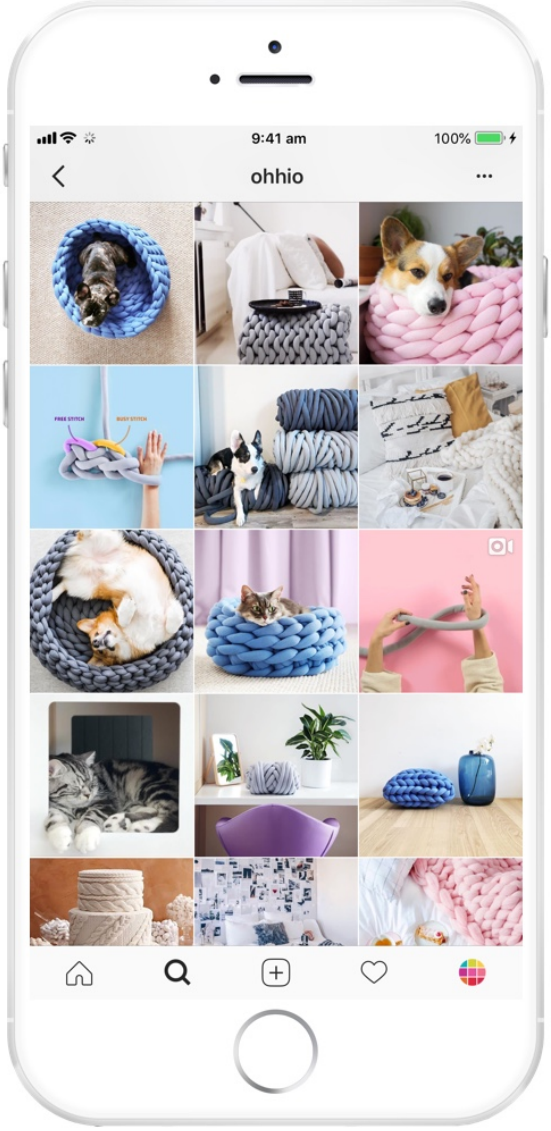
Your hero post can be **intriguing, informative, educational** or **entertaining**.

See the **examples** on the next page.

@TahitiTourisme posts a photo with a Tahitian word every Tuesday. People have to guess what it means.

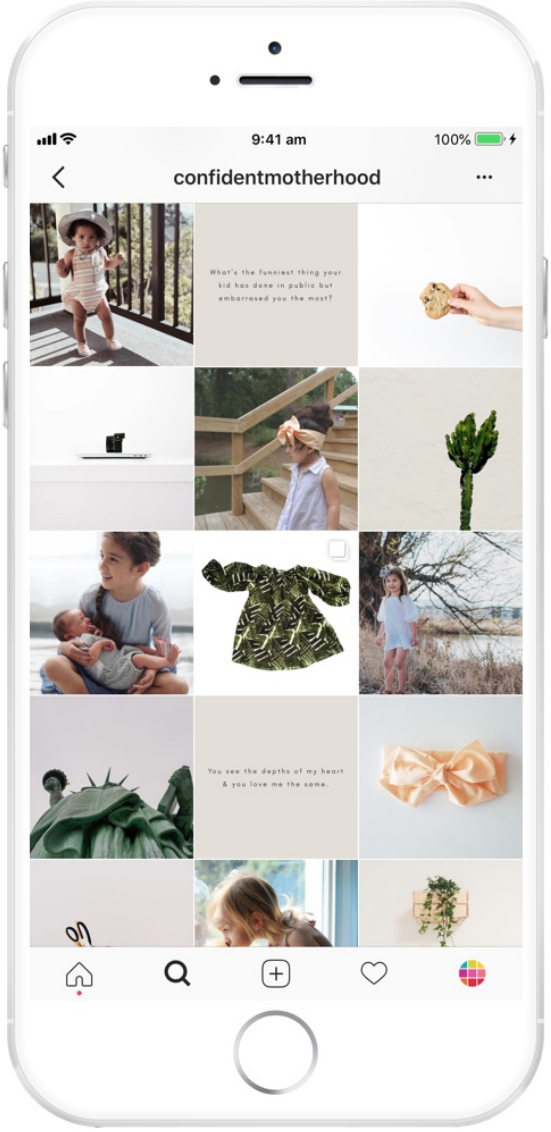


@ohhio posts photo of cute dogs and cats
who are enjoying their knitted blankets as much as
their human parents.



@laurenastondesigns shares very creative photos and edits using wool and her products (go to her account to see what we mean).

@confidentmotherhood shares fun and deep quotes about motherhood for her children clothing boutique.



Choose a color palette

A color palette = your signature look = **your branding**.

Almost all successful Instagram accounts stick to a color palette. Sometimes you might not even notice it.

It might be **one color** that pops in some photos, here and there, throughout the feed. Yet that one colour makes the whole feed flow.

Sometimes it is a **combination of multiple colours** together that create an entire vibe.

Do you already have colors for your brand?

- If so, infuse these colours in your photos and quotes.
- If not, choose 1, 2 or 3 different colors that go well together.

How to use the colors? 😊
The trick is to include the colors in some of your photos.

The colors can appear in:

- **The background**
- **The subjects / objects**
- **The quotes**
- **Even the clothes**

The color can appear in one of the above, or all of the above.

Not sure where to start? It's ok. Keep it simple. Start with one color.

For example, you can start by using the same **background color** all the time, or a **pop of color** in some of your photos (like green from plants).

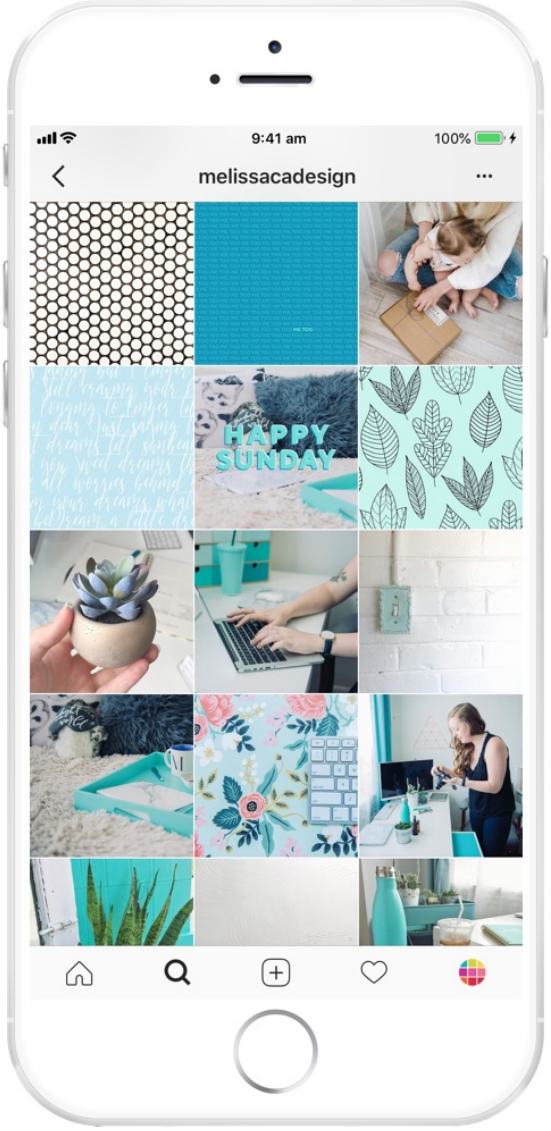
Scroll to the next page to see **examples**.

Useful Tools to find a colour palette:

- Find a color palette on coolor.com
- Search on Pinterest "color palette"
- Read this article by Elle & Company Designs

Main pop of color: Blue

Other colors: White and Black



Colors:

Pops of purple, gold, skin color,
and white background

Colors:

Brown, grey, white and
little pops of green from plants
to complement the earthy look

Main pop of color: Blue

Other colors: Green (plants for tropical look)

Background: Always white

Choose a font

Do you share quotes on your page? Or other text for your events or blog posts for example?

Fonts have the power to make your feed look put-together or messy.

Your text should be **easy to read**. An easy-to-read text stands out. For example, people will be scrolling down on the Explore page and your easy-to-read quote will get their attention in an ocean of photos and videos.

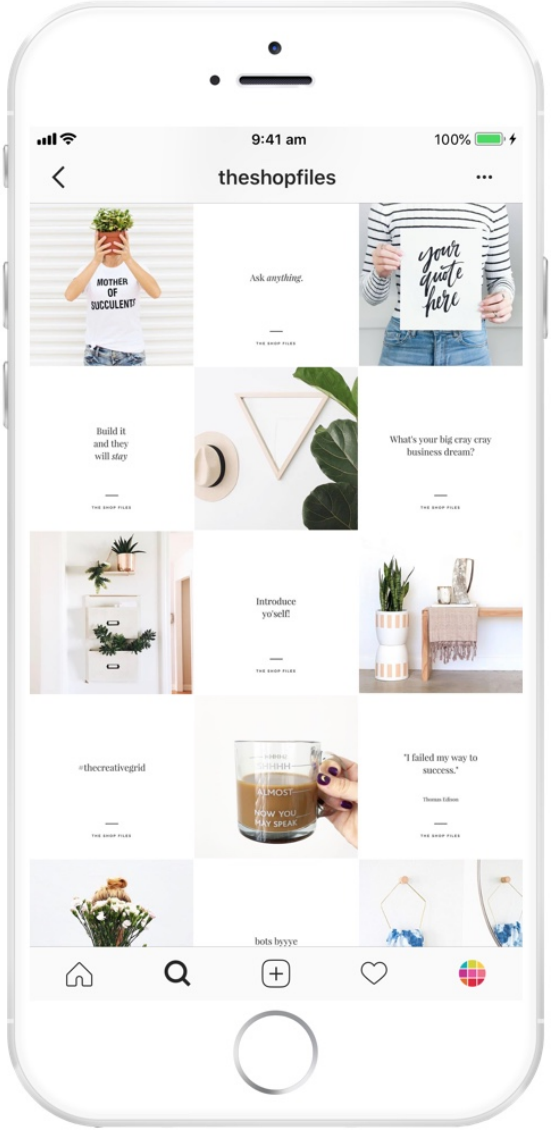
The easiest way to make your feed look **clean** is by creating **templates. Choose one font, font size and color, and stick to it**.

If you decide to use more than one font, make sure they go well together.

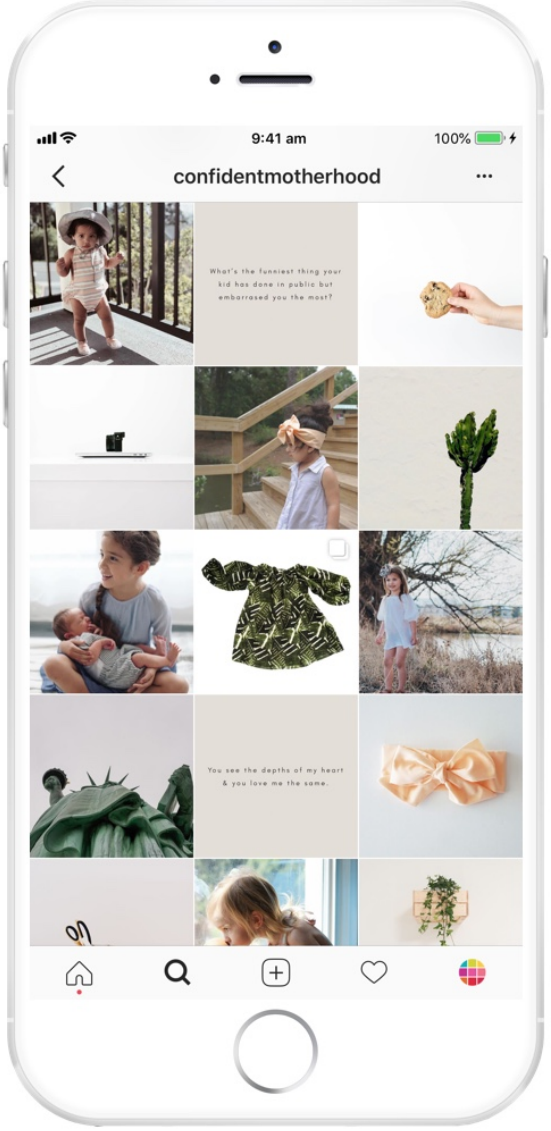
Useful tools to find fonts:

- Google Fonts (free)
- 1001 Fonts (free)
- Canva (free)
- Creative Market (paid)

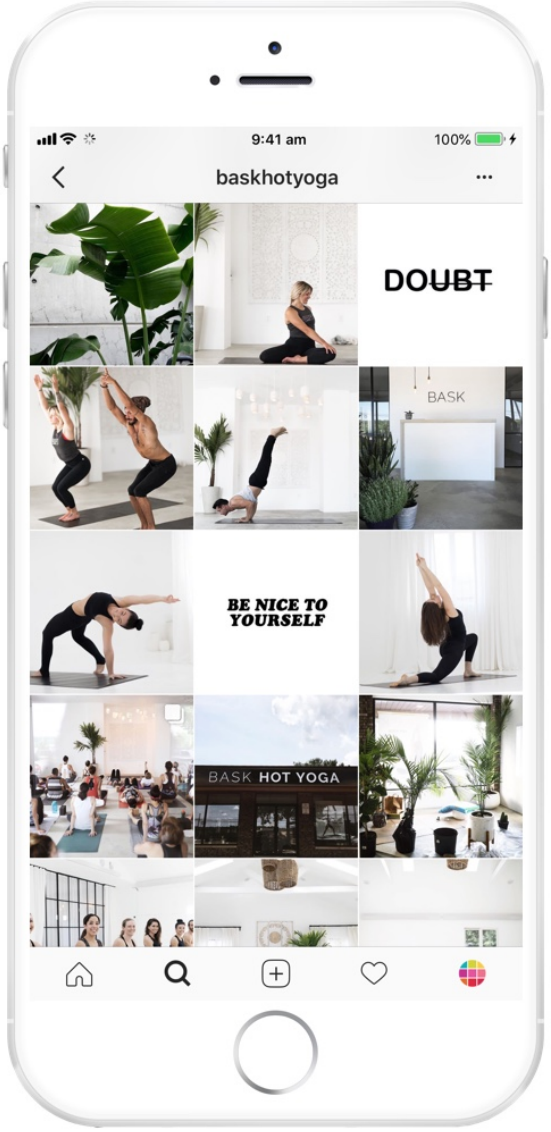
@theshopfiles uses the same font, font size, font color and template for all her quotes.



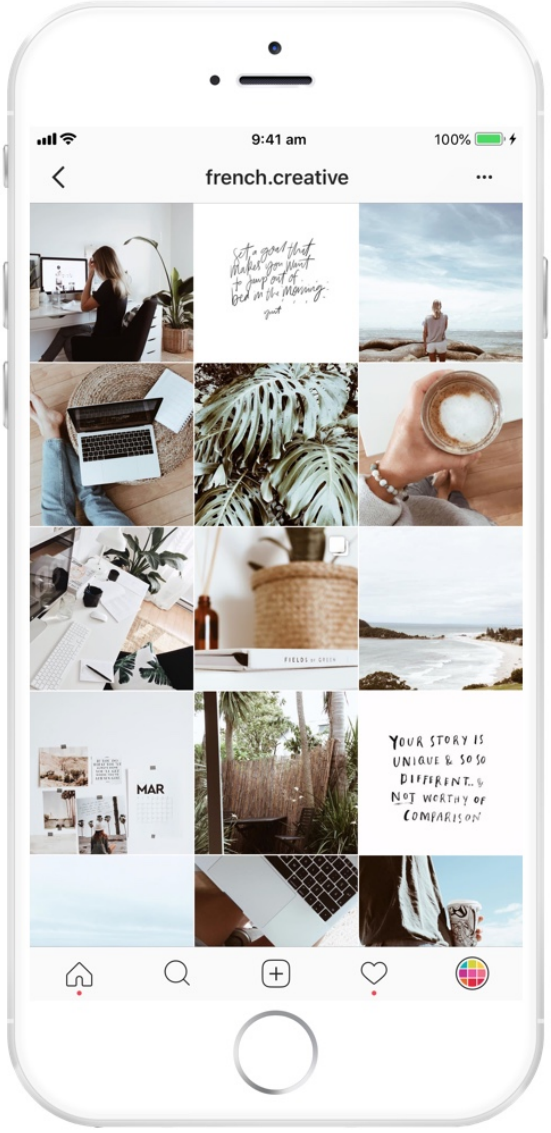
@confidentmotherhood also made
a template for all her quotes:
Black text, same font, brown background.



@baskhotyoga always uses different fonts
but they are always large and clear
and on a white background.



@french.creative only uses handwritten fonts for her quotes, always on a white background.



Choose a filter

Time to choose a filter!

Think of a filter as your **visual signature**.

A filter brings your whole Instagram feed together. People will also be able to spot your photo from a mile away because they will know what YOUR posts look like.

To start, **choose ONE filter only and stick to it**.

Using the same filter all the time is the easiest way to make your feed look cohesive, very quickly.

There are many Filter Packs inside Preview app to achieve different looks. Explore the Packs and select the one that best represents your business and the **atmosphere** you want to create.

Keep scrolling to see some **examples**.

The most popular Filter Packs businesses and bloggers use are:

👉 **Preview Filter Pack**

The most popular filters are A2, A3, A5 and A7.

👉 **Essential Filter Pack**

The most popular filters are B2 and B3.

👉 **White I & II Filter Packs**

Popular for lifestyle, homeware, fashion, jewellery accounts. The packs are versatile and perfect if you want bright, clean photos.

👉 **Colorful I & II Filter Packs**

Popular for businesses who need to keep the natural colors in their photos, like hairstylists, nail professionals, and makeup artists.

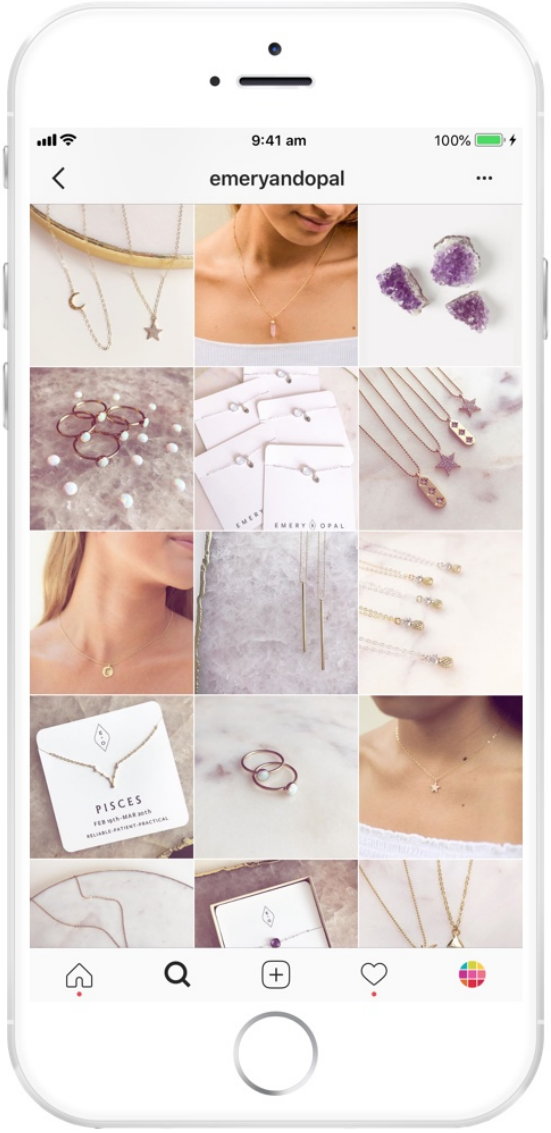
👉 **Dark Filter Pack**

Popular for strong, bold and moody feeds.
The filters in this pack will work well for wood work, earthy, fashion and strong fitness pages.

@emeryandopal

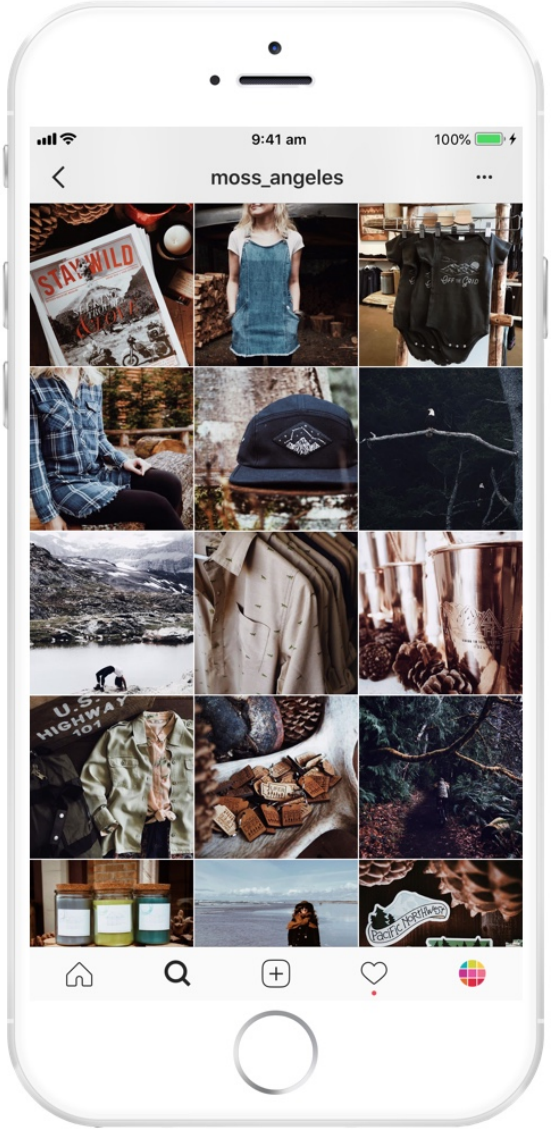
White Filter Pack

and Pink Filter Pack



@moss_angeles

Dark Filter Pack



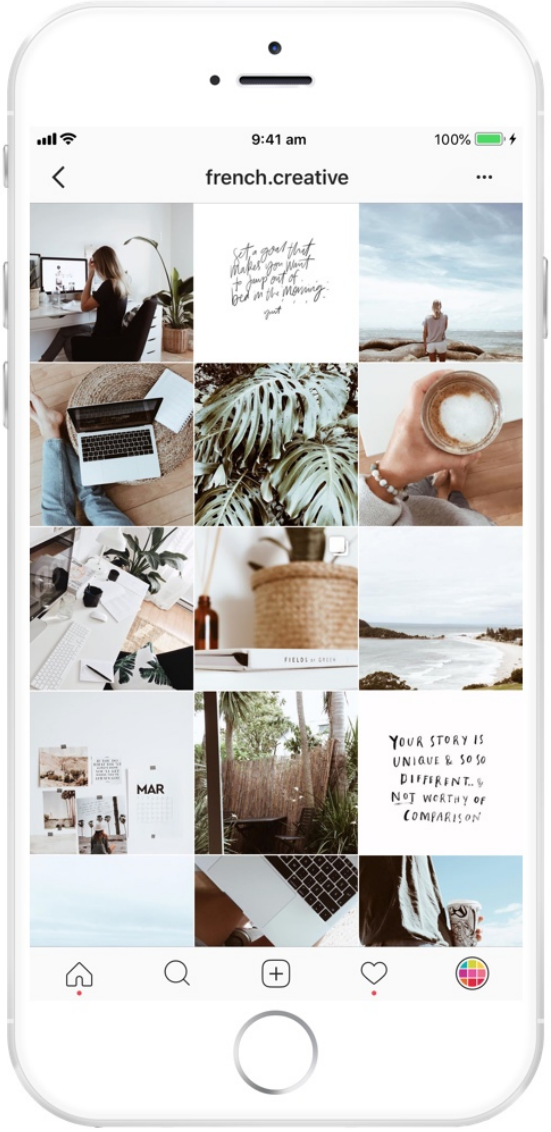
@elska.joyful.living

White Filter Pack

and White Border “Aura”

@french.creative

A3 in the Preview Filter Pack



@byhannahrose

Filter C3 in the Fall Filter Pack

@primitivish

Filter DD4 in the White II Filter Pack

@mscrystalmarie_

Filter H4 in the Moody Filter Pack

The background of your photos

Ok, now you know that you need to keep your colors, fonts, and filters consistent in order for your feed to look consistent.

Are you still struggling making your feed look cohesive? Is something not quite right yet?

This simple tip will **transform** your feed:

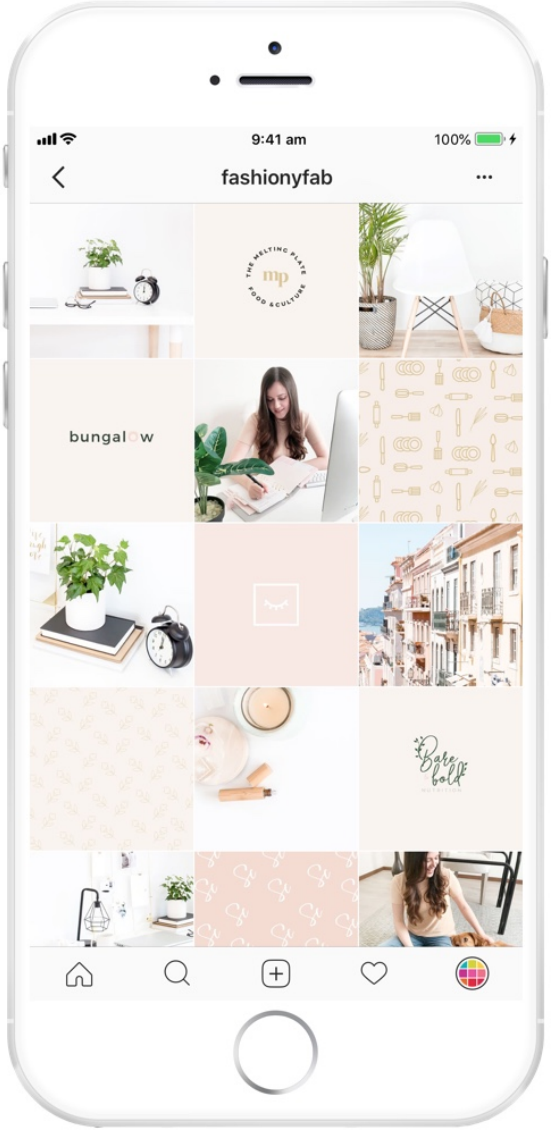
Pay attention to the background of your photos and quotes.

Keep it **clean**.

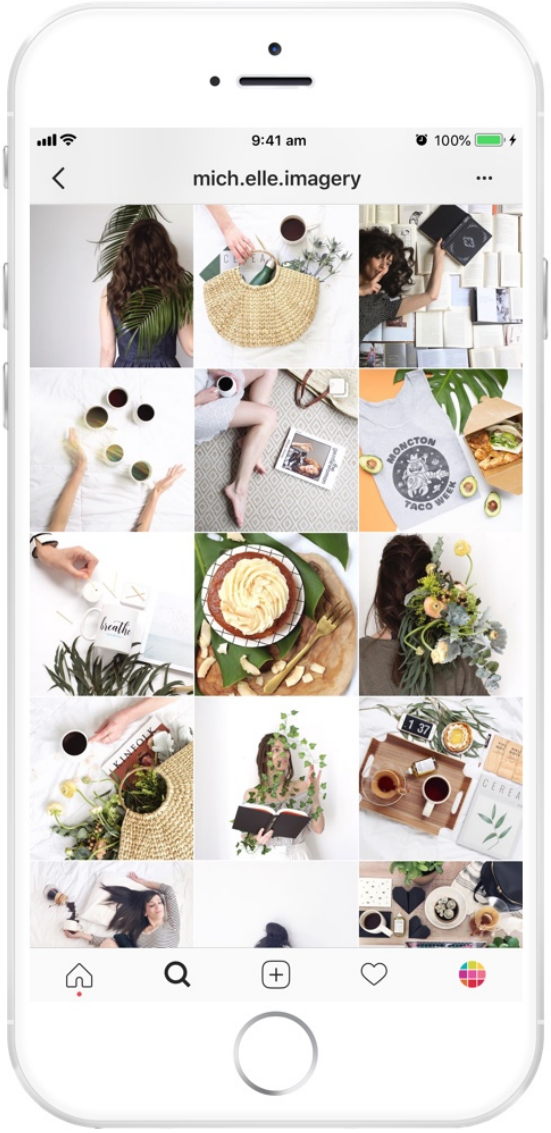
Don't let the background distract from your main subject - unless the background is part of your strategy to get the attention of people, like a cool feature wall or the Eiffel Tower 😉

@emeryandopal uses two types of background: The White background and skin. Both backgrounds make it easy to see her products.

@fashionyfab always uses a clean, white background (white wall or desk) in her photos. She also features her design work against a solid background color.



@mich.elle.imagery always uses a
white background for her photos,
using things like white bed sheets, wall or table.



Is your feed looking messy?

If you ever feel like your feed is looking too crowded and messy, **use space**. Tell yourself that "less is more".

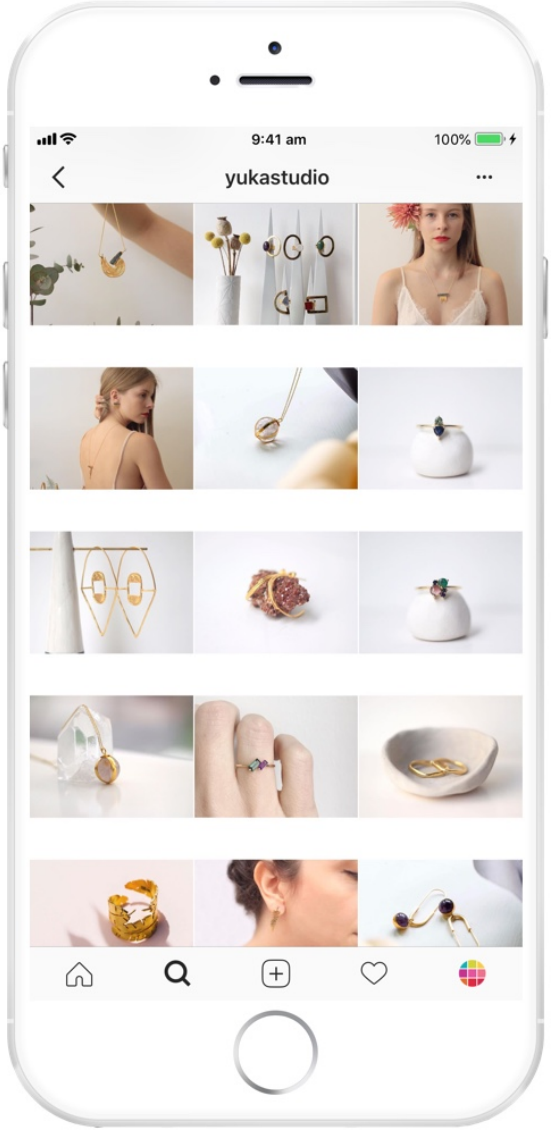
Space will make your feed **breeeeeathe**. It will also make it easier for people to scroll through your page to see your products and other posts.

Tips:

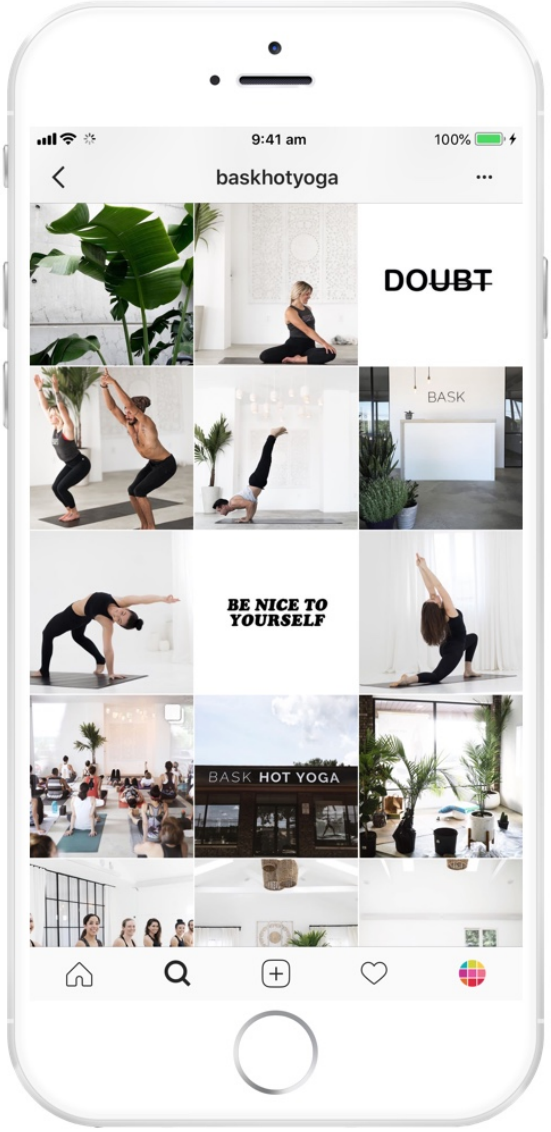
- Use the same filter on all your photos
- Use more space around the main subject when you take a photo like @pao_note
- Take your photos from far away
- Take close-ups (= simple photos)
- Take minimalist photos (= simple photos)
- Have a clean background (note = the same background = easier to keep cohesive feed)
- Use white borders = space between photos
- Use quotes to space your posts
- Use a cleaner font
- Use a smaller font size (and center your text)

@pao_note takes minimalist photos.
You can see there is a lot of white space around her main subjects. It makes her feed look peaceful and clean. Can you also see how easy it is to see the products?

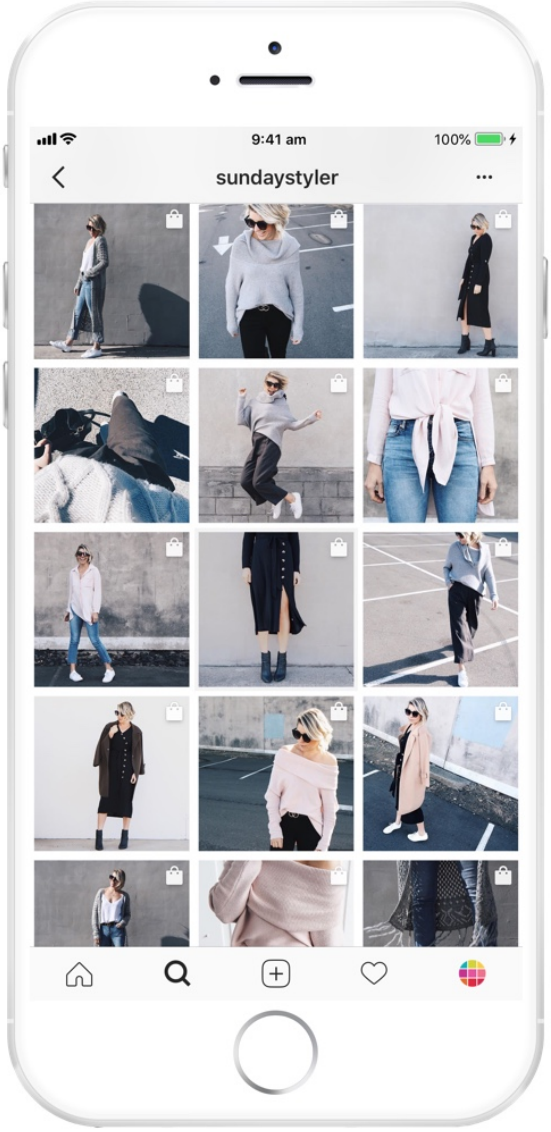
@yukastudio uses a White Border like “Sole”
and white background for all her photos.
Her photos usually are close-ups. The borders
give space between each photo. All of this combined
make it very easy to see her products
and scroll down her page.



@baskhotyoga shares quotes from time to time to break down their feed and give it more space.



@sundaystyler uses White Border "Aura".
The background of the photo is
always clean, simple, and the same color
(white and grey), making it easy to focus
on the outfits.

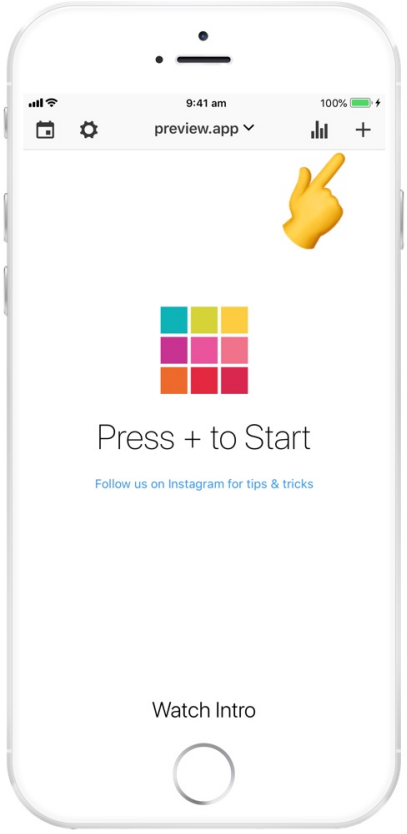


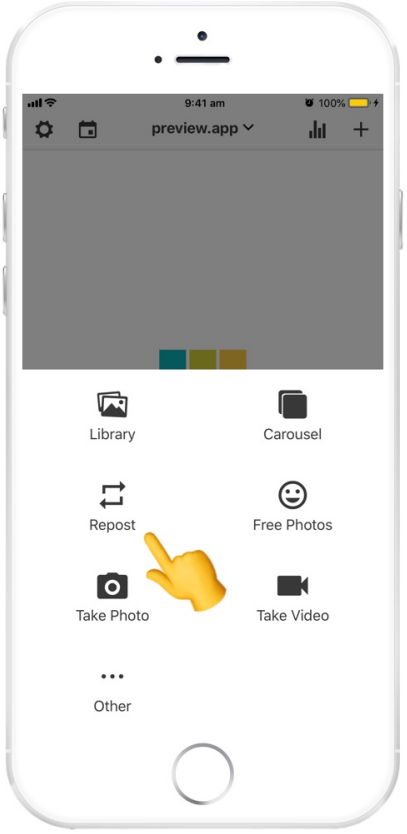
Where to find photos for your feed?

Don't have photos? Here are **4 options**:

1. Repost

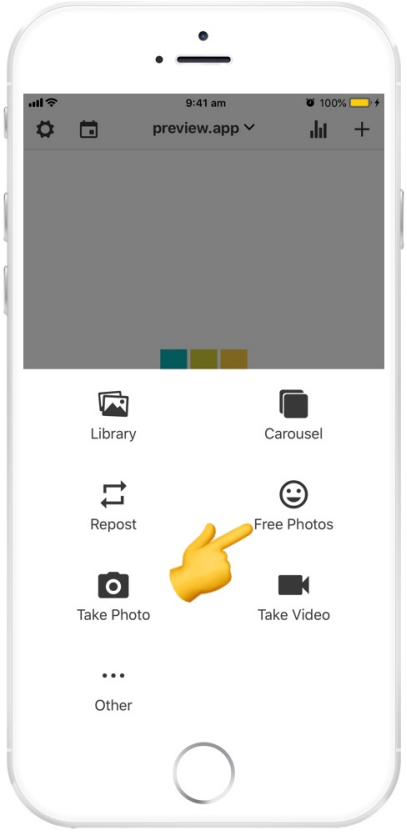
You can use Preview app to repost photos, videos and albums from other people on Instagram. See the tutorial

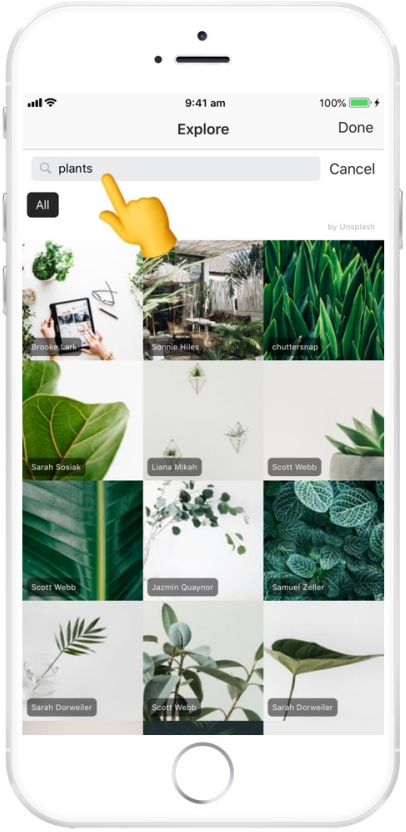




2. Use the Explore Feature

Select the "Free Photos" feature in Preview app to find beautiful free photos. Preview integrates with the amazing community of photographers at Unsplash. You can type any keywords (like "plants") to find photos. They will be added to your Preview feed, ready to be scheduled. See the tutorial.

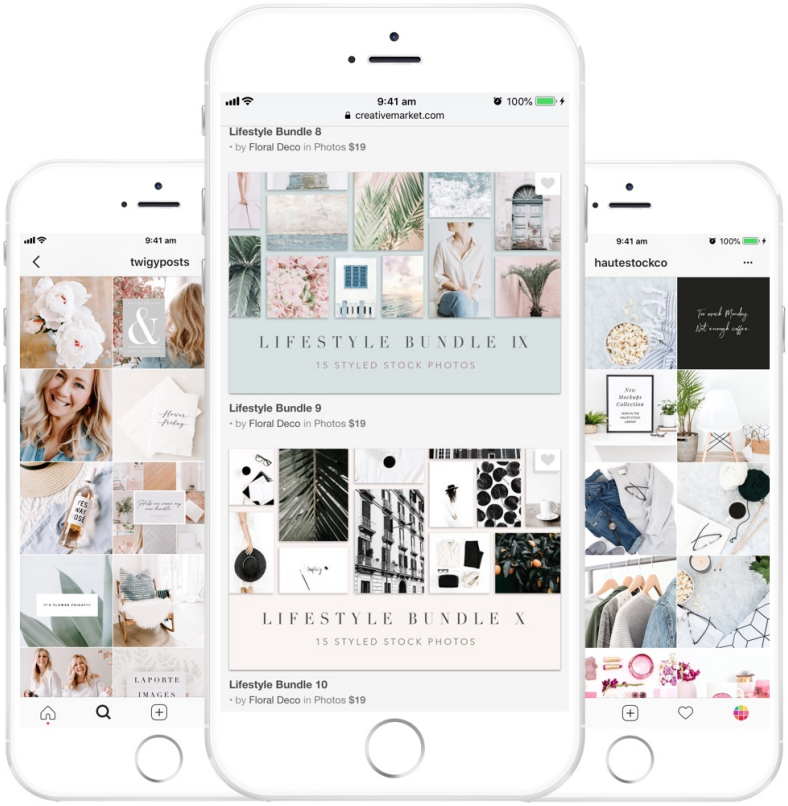




3. Get beautiful Stock Photos

Want stock photo bundles to stick to a specific Instagram theme? You can purchase beautiful stock photos. Here are some great resources:

- TwigyPosts
- Rosemary Watson Productions
- Haute Stock
- Floral Deco
- Search for photos and stock photos bundles on Creative Market



4. Work with content creators

Instagram is the home of creative people. Use hashtags like #contentcreator on Instagram to search for content creators who would be interested to work with you.

For example, we recommend Michelle Blanchard for product photography and content creation for your social media:

What hashtags to use?

Ok - now you know how to start designing your feed. Let's move on to the next step, **hashtags**, so that people can actually **find** your posts.

Hashtags = free advertising.

Hashtags are extremely powerful. Thanks to hashtags that's how:

- **Your posts can be in front of the right eyeballs** 👀
- **Your posts can appear on people's home feeds (if they are following a hashtag you are using)**
- **You connect with communities**
- **The Instagram algorithm becomes friends with you**
- **People can find you because your posts are searchable**
- **You can get featured on other people's accounts**

So which hashtags should you use?

Scroll to the next page.

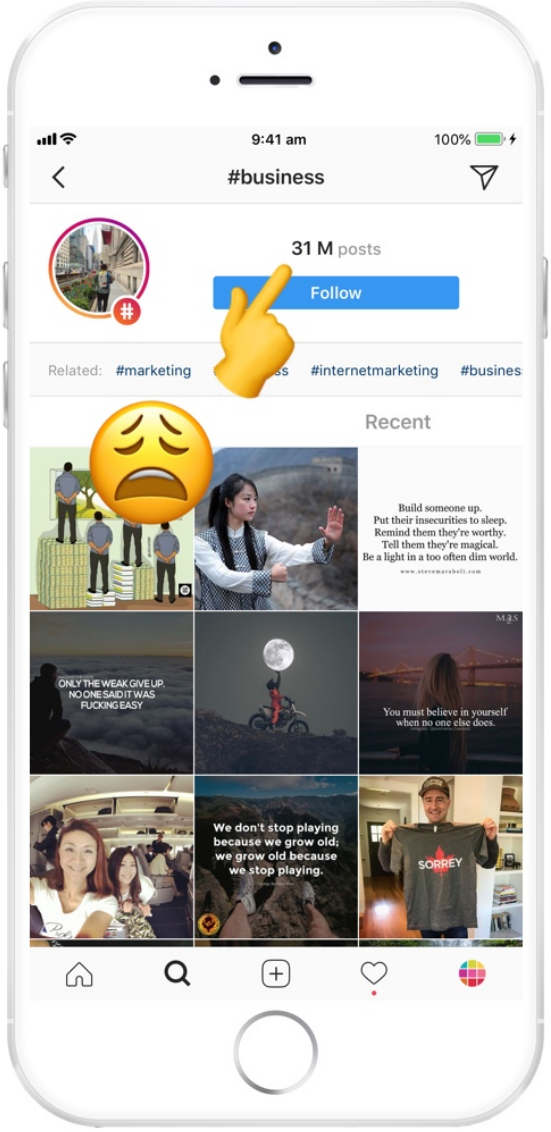
Hashtag Tips

Use all 30 hashtags 30 hashtags is the official Instagram hashtag limit per post. Why use all 30 hashtags? Because each one is an opportunity to reach more people.
Avoid using big hashtags = hashtags that have millions and MILLIONS of posts = too much competition
Use smaller hashtags = not many posts = tighter community.
Use a mix of hashtags (big and small hashtags).
Find hashtags your ideal customers use It might not be what you think. For example, if you are cute pens, think about who will want cute pens (example: women business owners #womenentrepeneurs).
Use hashtags that describe your product / service This will help people find you directly when they are looking for something specific.
Use hashtags people would search for to find a product or service like yours.
Use location hashtags Are you a local business? Use location hashtags.

Big Hashtag:

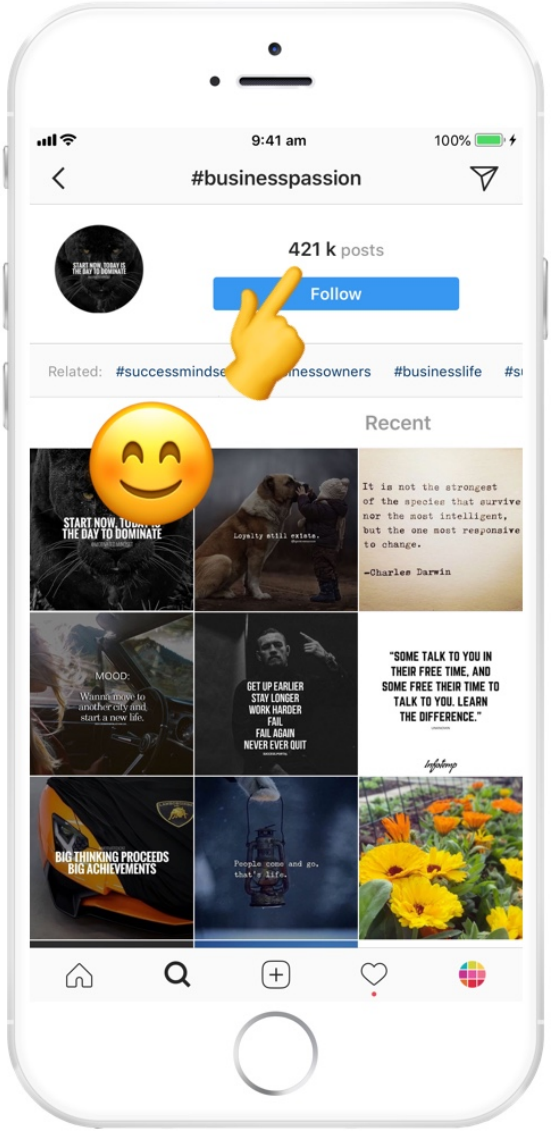
#business has 31 million of posts.

It is crowded and competitive. Your posts will be buried in the ocean of other posts fast.



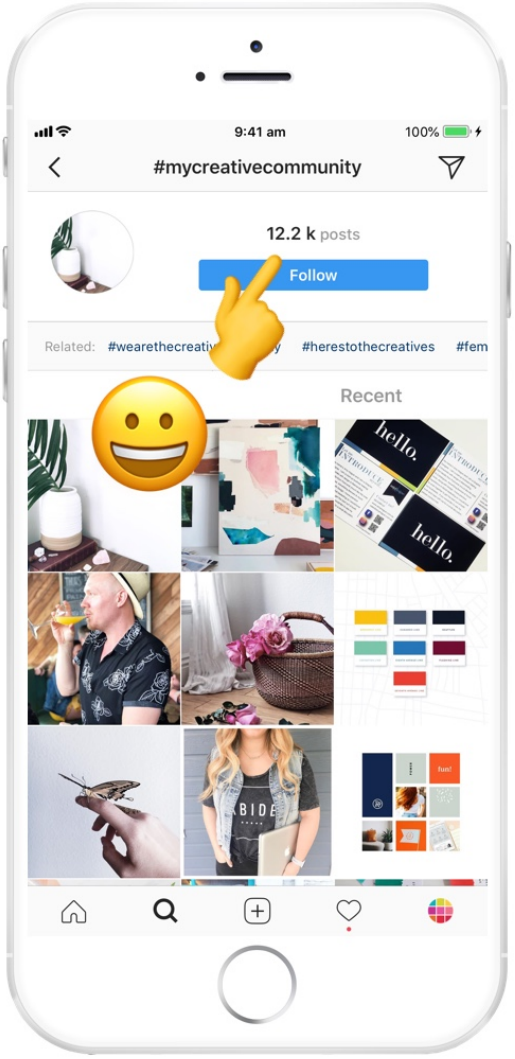
Medium hashtag:

#businesspassion has less posts.
This hashtag is less general and gathers
a passionate business community.



Community Hashtag:

#mycreativecommunity is an example of a community hashtag gathering specific people: business owners from creative industries.

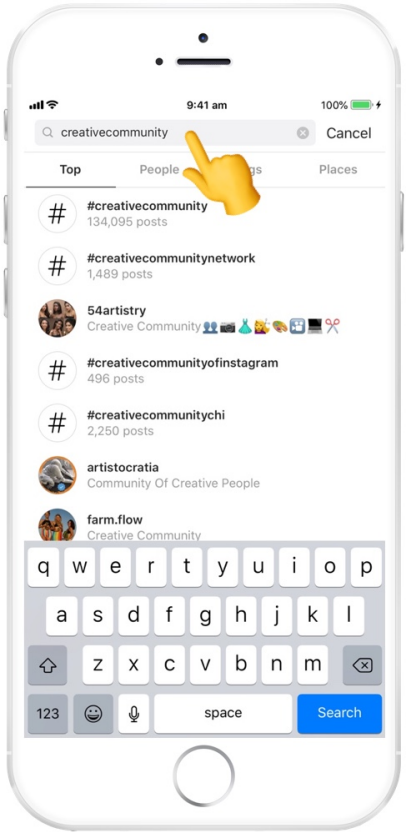


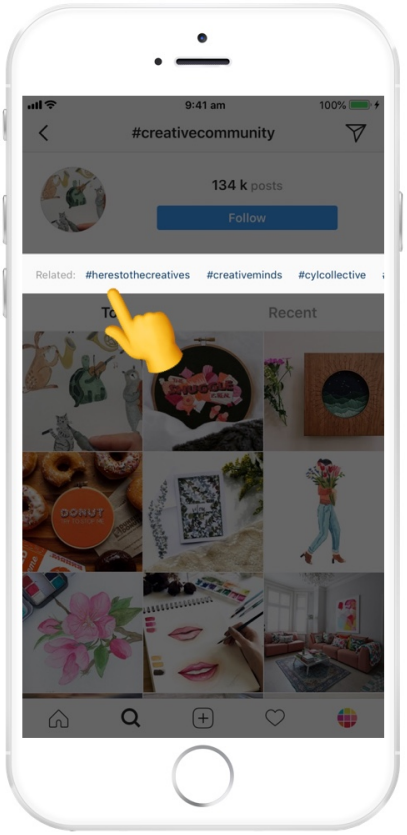
Where to find good hashtags?

4 main places:

1. Related hashtags

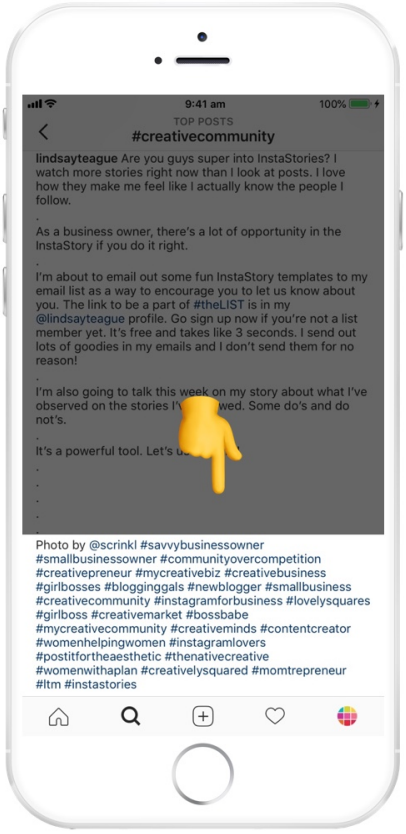
- Search a hashtag on Instagram
- Look at the "Related" hashtags





2. People's hashtags

- Find people who are leaders in your industry
- Or who are attracting people like your ideal customers
- Or who are in the "Top Posts" section on the Hashtag Pages
- Look what hashtags they are using
- Write down the ones you want to use



3. Hashtag Finder in Preview

Your Preview app comes with a Hashtag Finder to help you find the best Instagram hashtags by category, country, city and even Instagram community.

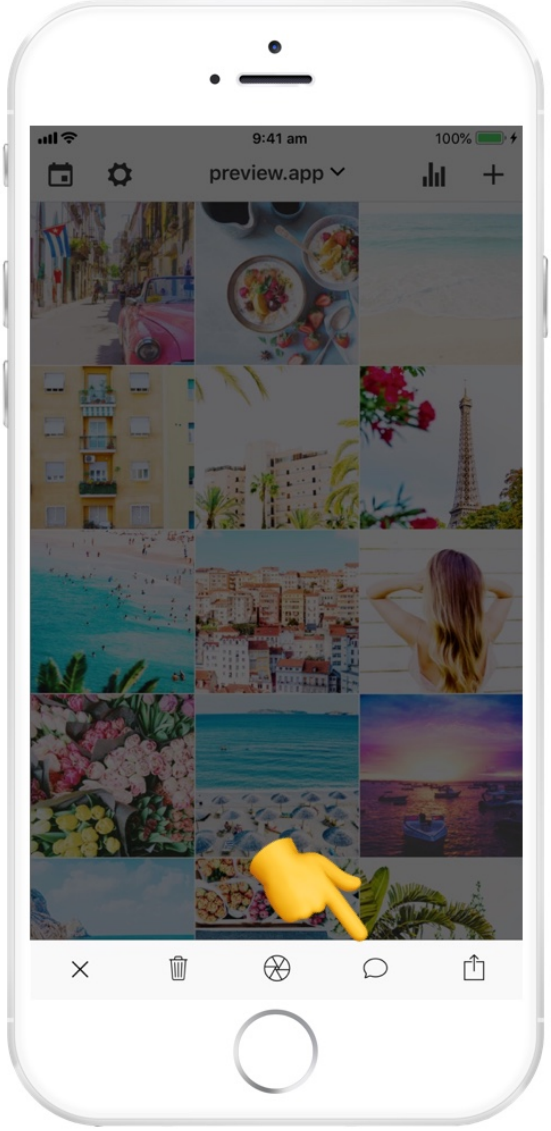
There are many different hashtag groups for:

- **Entrepreneurs**
- **Creative businesses**
- **Etsy businesses**
- **Handmade businesses**
- **Jewellery businesses**
- **Women business owners**
- **Spiritual business owners**
- **Business coaches**
- **Hairstylists**
- **Makeup artists**
- **Bloggers**
- **And MUCH MORE**

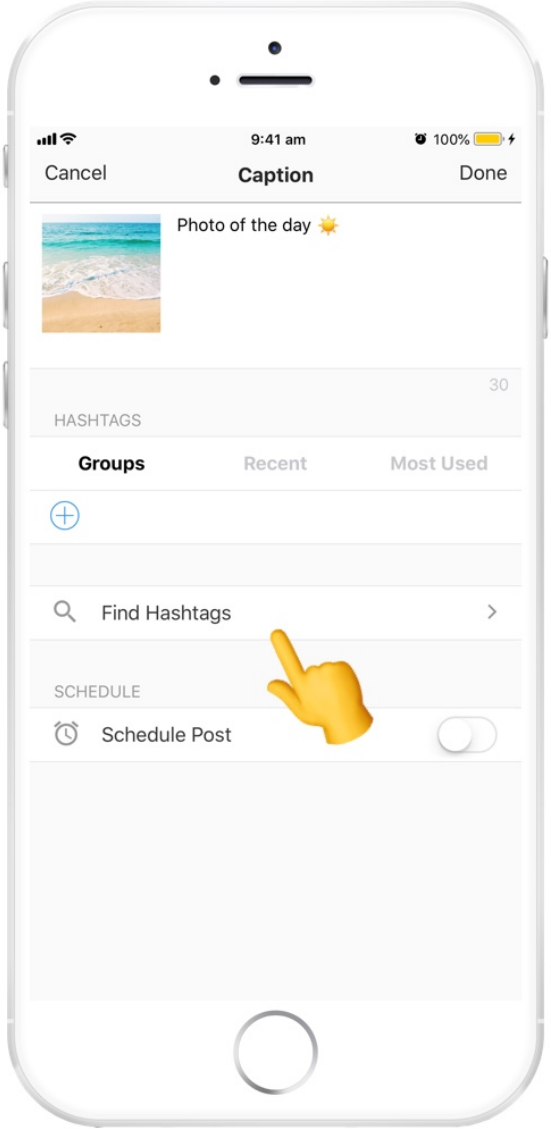
So where is it?

Keep scrolling 😊

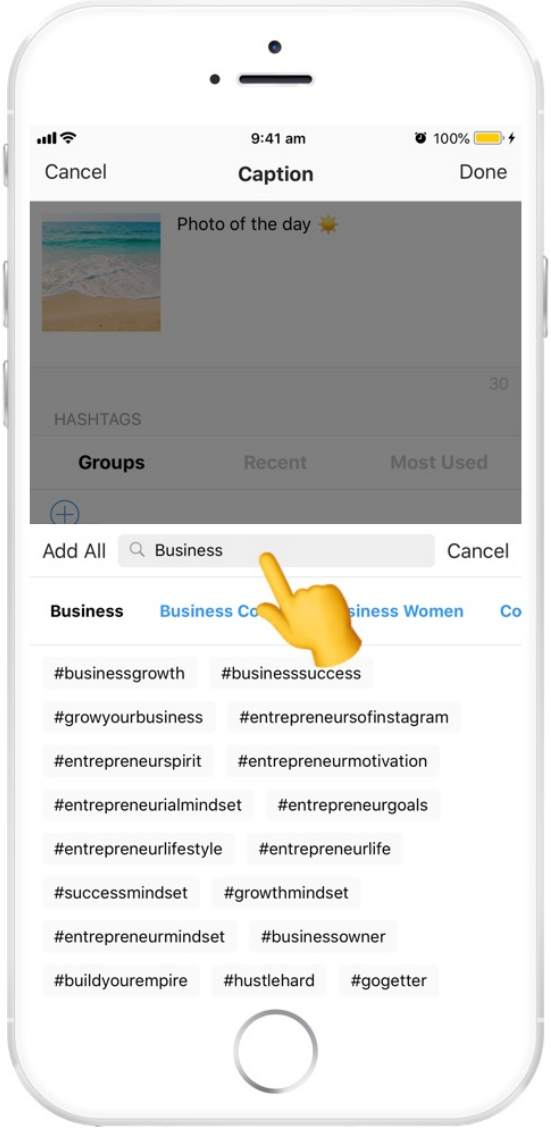
Open your caption in Preview after you upload a photo:



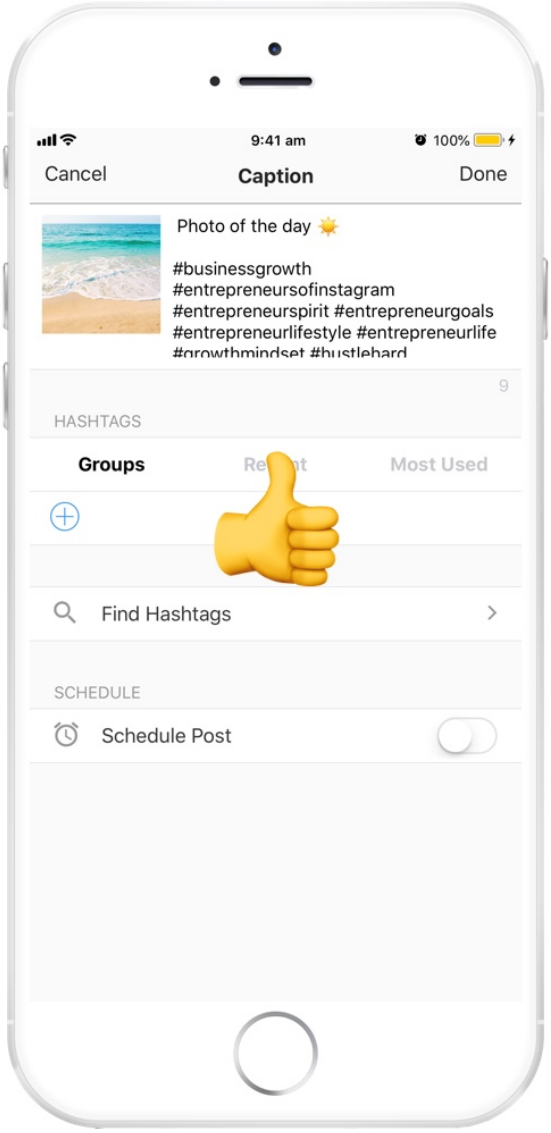
Press “Find”:


9:41 am
100%
Cancel
Caption
Done
Photo of the day
30
HASHTAGS
Groups
Recent
Most Used
Find Hashtags
SCHEDULE
Schedule Post

Search for a category:



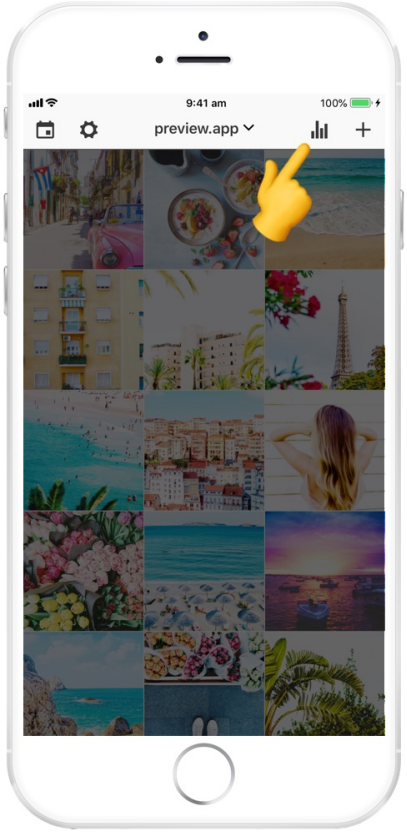
Add any hashtags you want in your caption:



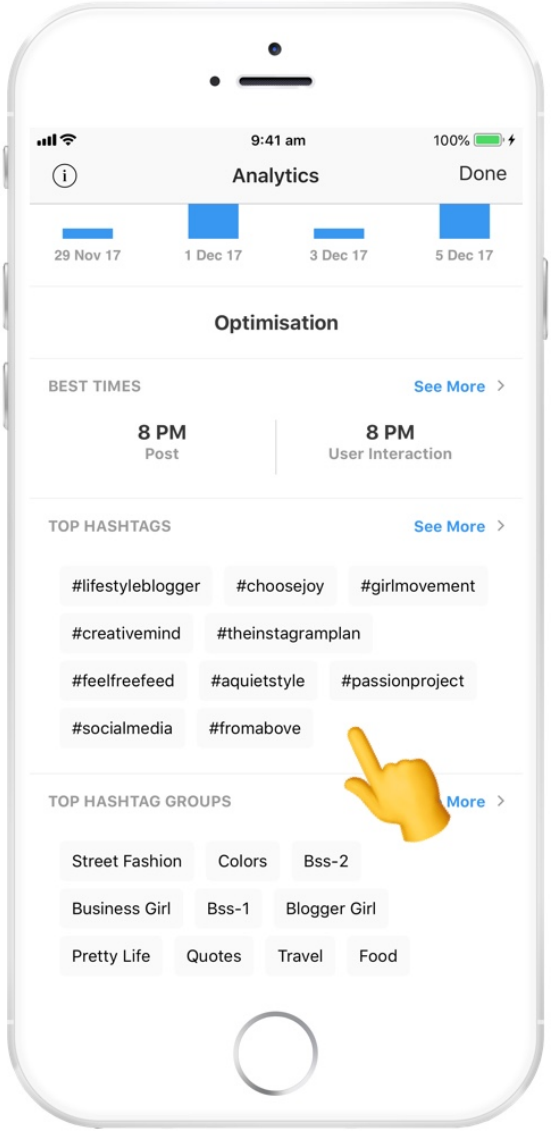
4. Top Hashtags in your Preview Analytics

Hashtags = Instagram growth.

Preview also comes with a personalised Instagram **Analytics** section. You can see your Top Hashtags and know which ones give you the most **likes**, **comments** and **engagement**.



Preview automatically tests all your hashtags using its own algorithm:



Ok, now you know how to start designing your feed, what hashtags to use and where to find good ones for your account.

Now, let's talk **strategy** and **scheduling** to save time and stress.

How many times a day (or week) should you post?

There is no right or wrong answer.

Our recommendation is to pick a schedule that works for you. You can post everyday if you want to. And you can also post every 2 days if you want to. The key is to be **consistent**.

Choose a routine.

Examples of routines:

👉 Post everyday
👉 Post every 2 days
👉 Post every 3 days
👉 Post everyday of the work week (weekend off)

Batch, batch, batch

Ok, now you know how many times a week you want to post. It's time to prepare your content.

Choose a day (like Monday) to prepare a bunch of content in advance - this is called "**batching**".

For example, prepare a bunch of quotes, photos and videos. This way you won't have to worry about what to post when it's actually time to post. This will save you so much time and stress.

Let's say you want to schedule your feed ONE WEEK in advance.

If you decided to post every 2 days, then you need to prepare 4 posts for the week.

4 posts doesn't seem too bad, right? 😊

Keep scrolling to see different Instagram routines. Choose one that fits you.

Routine	How many posts to prepare for the week
Post everyday	7 posts
Post everyday of the work week (weekend off)	5 posts
Post every 2 days (Monday, Wednesday, Friday, Sunday)	4 posts
Post every 3 days (Monday, Thursday, Saturday)	3 posts
Post once a week	1 post

Plan your feed in advance

Ok friend! You're ready to schedule your feed!

Let the fun begin!

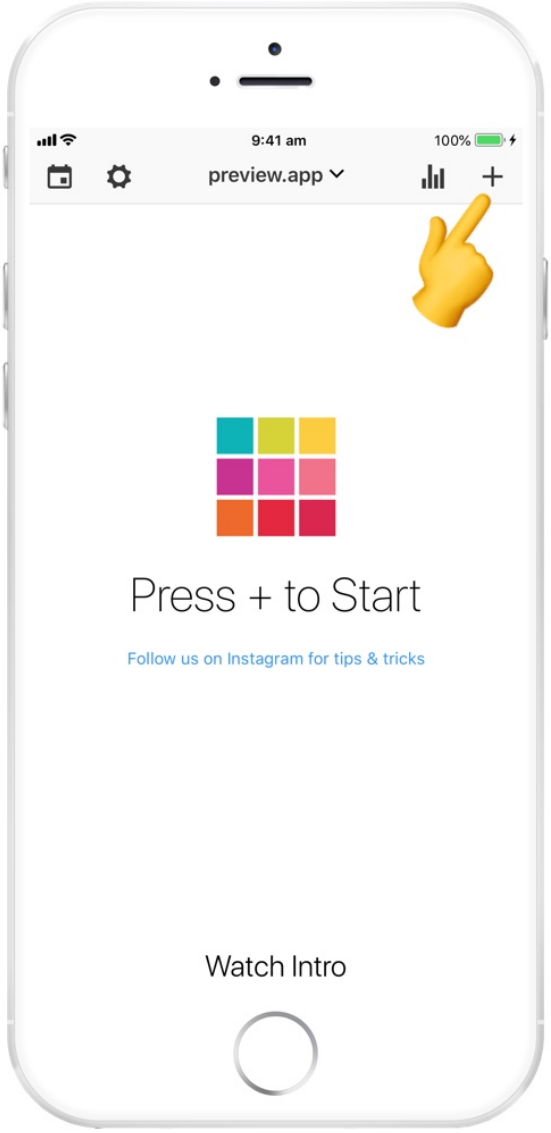
Let's put everything in action.

Let's plan your feed in your Preview app.

We recommend you plan your feed a week in advance (or more if you want). This way, you will **spend less time worrying about what to post and more time interacting with people** 👍

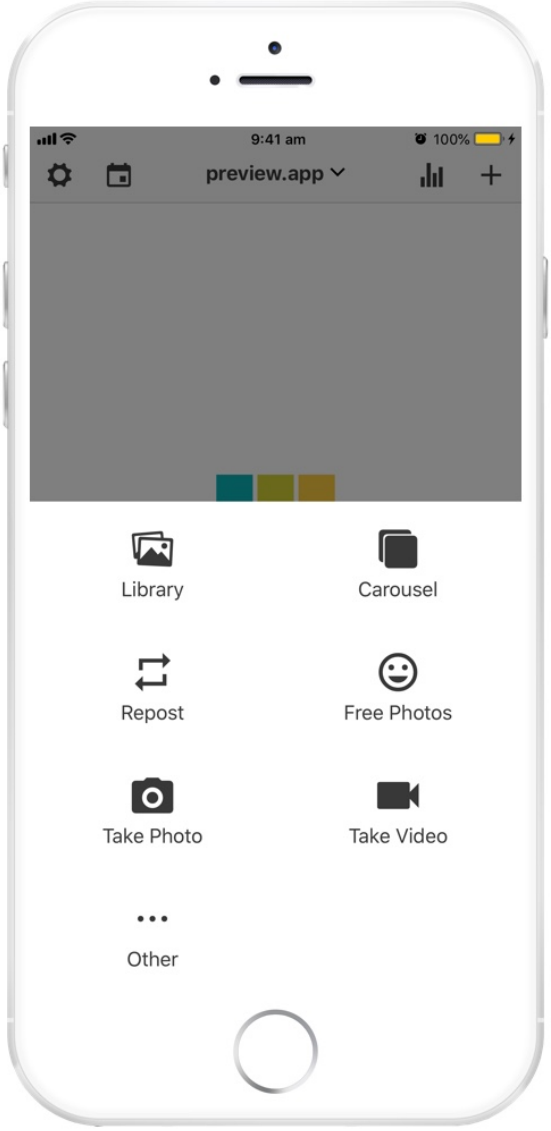
To start, you need to upload some photos, videos or albums in the app.

Press the "+" button:

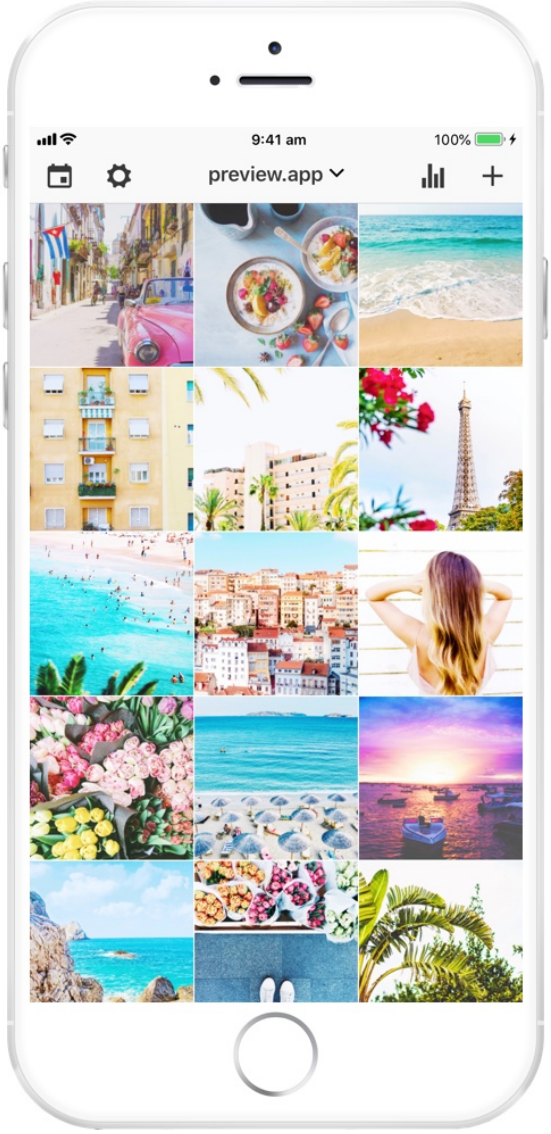


You have a few options:

Library: Select photos / videos
Carousel: Create an album
Repost: Repost Instagram posts
Explore: Free photos



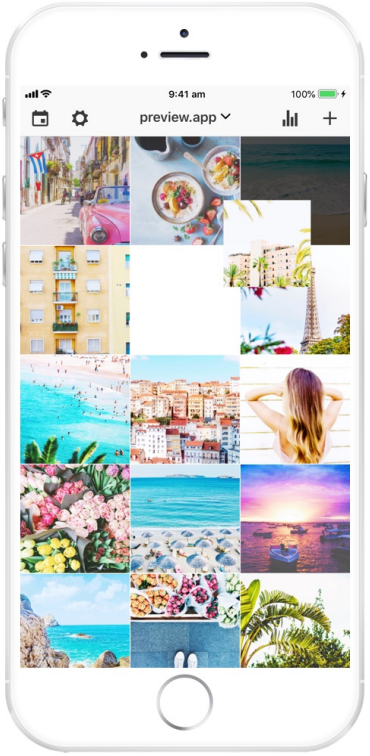
Your photos will appear in your Preview feed:



Rearrange the order of your posts

Now you can move your posts around to create the feed layout you want. There are **3 ways** to move your posts:

- **Drag and drop:** Hold your finger pressed on one photo and drag it to move it somewhere else.
- **Swap**: Select 2 photos and press the "swap" button.
- **Shuffle**: Select more than 2 photos and press the "swap" button.



"But what photos should I put next to each other?"

🤔

Generally, people avoid putting very similar photos next to each other (unless you only take photos of the same thing all the time - which is totally fine).

There are no strict rules. Take your time to move photos around until you are happy with the look of your feed.

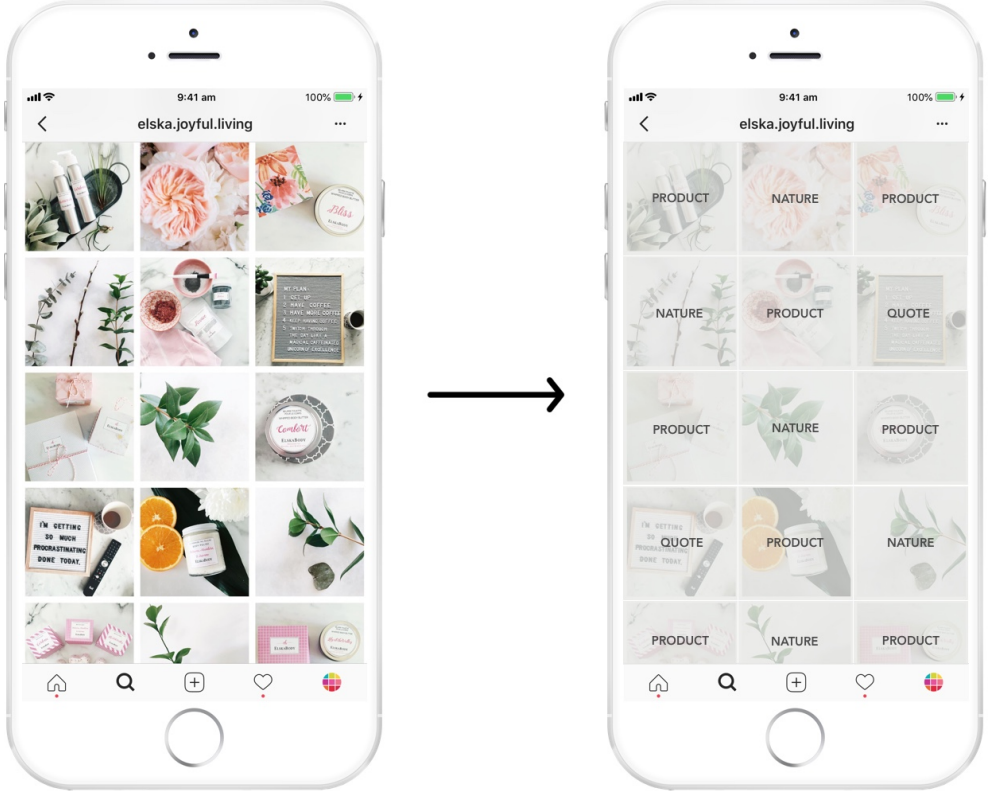
The goal is to **balance your feed**.

How?

Here are a few tricks:

- **Alternate your photos based on:** the topics you chose (in step 3 of this Guide), or even the colors, subjects, and backgrounds of your photos.
- **Space out photos** that are too similar to each other.
- **Create a pattern** in your feed.

Here are some examples:


9:41 am
100%
elska.joyful.living
PRODUCT
NATURE
PRODUCT
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QUOTE
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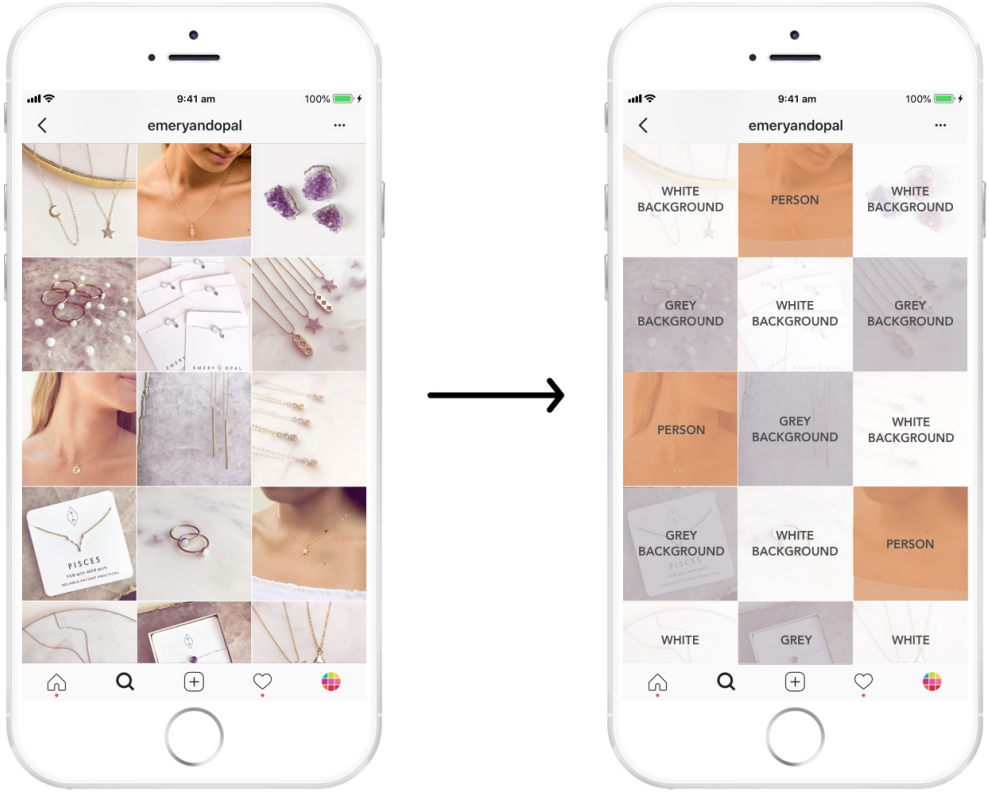
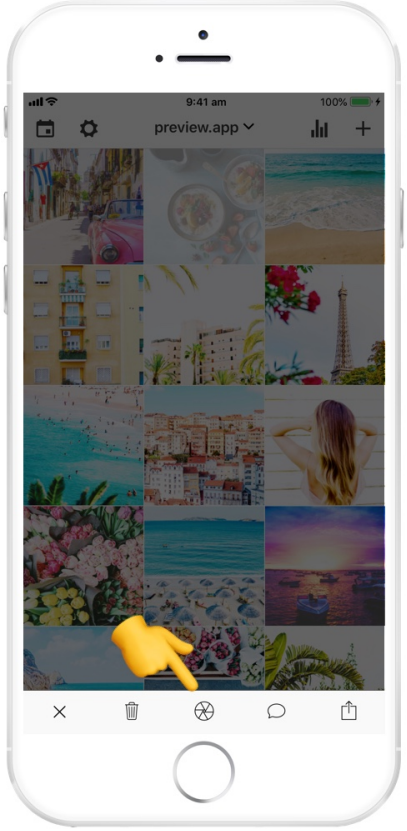
PRODUCT

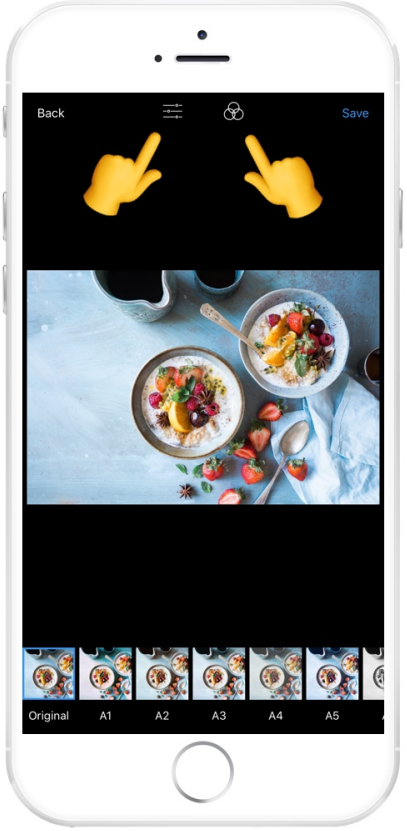

9:41 am
100%
emeryandopal
WHITE BACKGROUND
PERSON
WHITE BACKGROUND
GREY BACKGROUND
WHITE BACKGROUND
GREY BACKGROUND
PERSON
GREY BACKGROUND
WHITE BACKGROUND
GREY BACKGROUND
WHITE BACKGROUND
PERSON
WHITE
GREY
WHITE

Edit your photos

Want to edit your photos too? To edit your photos:

- Select one photo
- Press the "**circle**" icon
- Editing tools = the top left button
- Filter Packs = top right button

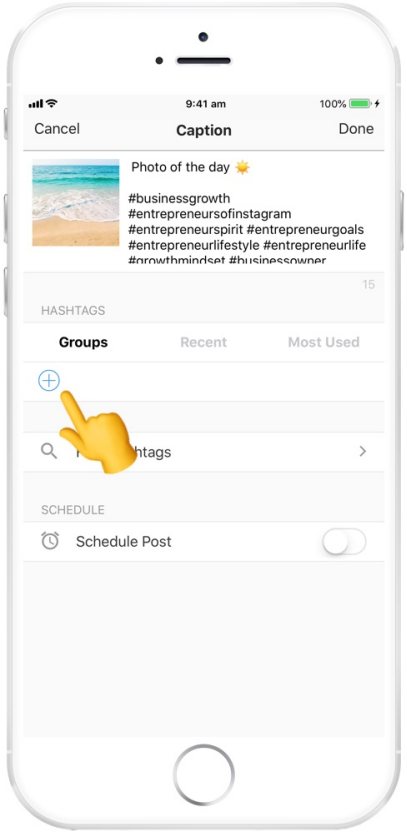




Save your hashtag groups

Let's come back to hashtags. It's time to organize them.

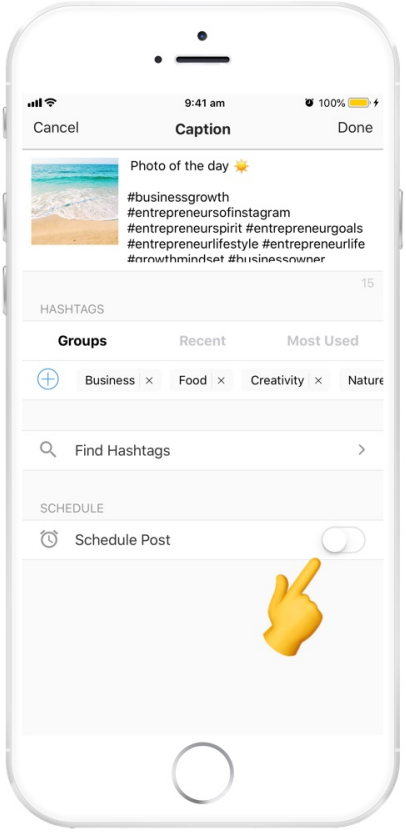
You can save your favorite hashtags in Preview as a "hashtag group". This way, you can add them to your caption, in one tap, whenever you need them.
See the tutorial



Schedule your posts

To schedule a post in Preview:

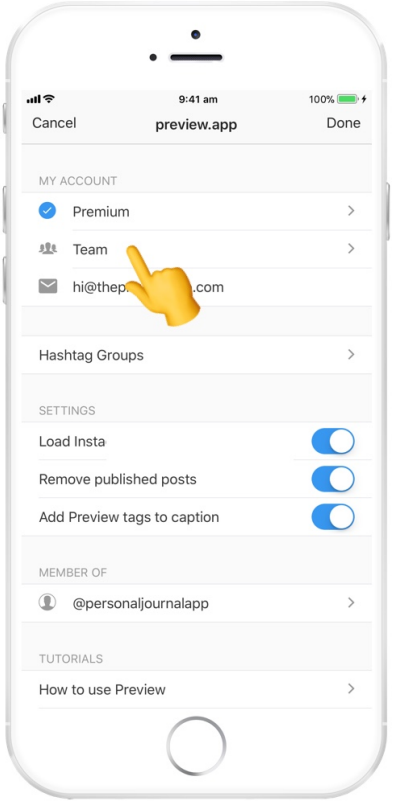
- Select the post
- Go in the caption
- Turn on the "Schedule Post" button
- Choose a day and time



Work with your team

If you have a Premium plan, you can share your Preview with **as many people as you want**. This way, you can work together, at the same time.

Tell your team mates to **login** to your Instagram account on Preview. Or, if you want to keep your Instagram **password private,** go in your Preview settings and add them as "Team members". See the tutorial.



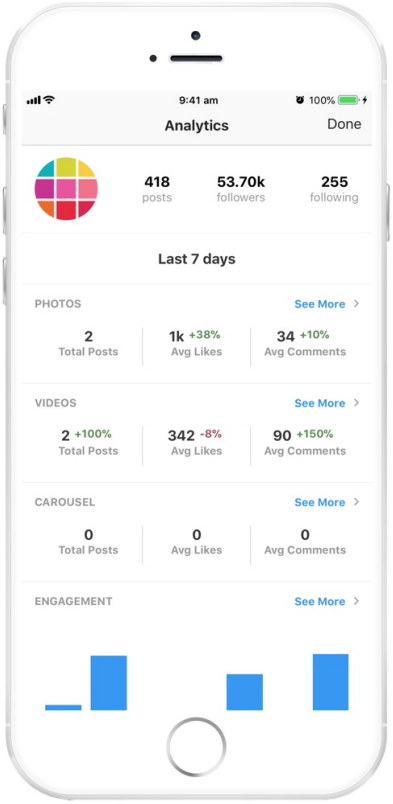
See your performance

Analytics are amazing! You can check in a few seconds what works and what doesn't.

In your Preview app, you can check:

- What types of posts people like the most
- What hashtags get you the most engagement
- Your best time and best day to post, and much more!

Want the details? Click here.



Summary

First part of the Guide completed! 🎉

Now you should have an idea about:

- Your goal
- What feed layout you want to use
- The importance of colors for your brand
- What filter you want to use
- What font (if any) you want to use
- What to post about (choose 1-5 key topics)
- How a Hero Post can keep your followers engaged
- What hashtags to use
- How many times a week you want to post
- How to plan your feed using Preview
- How to save your hashtag groups (#savetime)
- Where to check your analytics

You are doing awesome!

Are you ready to talk about Insta Stories? 😊

Insta Stories

Insta Story ideas

Let's now talk about Insta Stories.

Are you new to the Insta Story world? Quick intro:

Insta Stories are different from your Instagram posts. You could almost treat them as 2 different platforms that need 2 different content strategies (read this). Your Insta Story is an opportunity to let your followers see what you're up to, in real-time. It's a moment to bond with them or even immerse them in your universe through video, photos, sounds that only last… for 24 hours.

That's right. Your Instagram posts last forever and are searchable. On the other hand, your Insta Stories will disappear in **24 hours.**

If you don't want your Insta Stories to disappear you can save them in "**Highlights**". Highlights are the circles that appear under your Instagram bio.

Before we talk about Highlights, let's have a look at some **Insta Story ideas for your business.**

Insta Story ideas

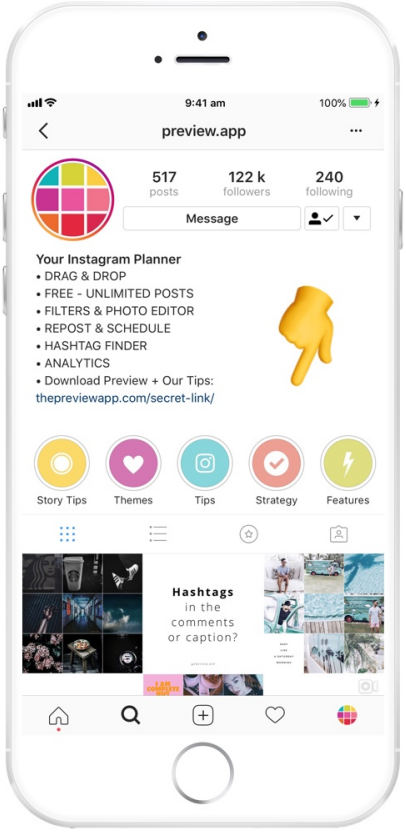
Your day-to-day activities
Behind the Scenes
Your office
Quotes
Before and Afters
Featuring and celebrating your customers
Featuring accounts you are currently enjoying
Your products
Ideas of how to use your products
Creating Stories that complements your brand *Example: you are a bikini brand, you can create a tropical getaway in your Insta Stories by sharing photos and videos of the beach, from sunrise to sunset.*
New post alerts *When you have a new post on your feed*
Tutorials and tips

Insta Story takeovers by your customers *Example: One of your customers takes over your Insta Story to share their day or tips or review your product*
Customer reviews
Q&As
Polls (using the Insta story poll feature)
Collections *Example: spring, fall and summer outfits*
Freebies
Insta Story Templates
In-Store
Your new blog post alert
Something fun *Example: Celebrating a fun holiday like #donutsday*

Insta Story Highlights ideas

Never created a Highlight before? Read this first to set up your Instagram settings properly.

Ready? Keep scrolling for a list of **ideas** and check this blog post to see **real examples** from other businesses.



Highlight ideas

Welcome message
Meet the team / About us / Our Story
Behind the scenes
Categories *Examples: Blog, How To, BTS, Podcast, Reviews…*
Wishlists
Sales
Editor's Pick
Best sellers
New Arrivals
What's next / Coming Soon!
Customer reviews
Your Hashtag *Do you have a hashtag for your brand?* *Feature people who are using your hashtag*
One Highlight = One Customer Story *Example: Insta Story Takeovers*

One Highlight = One Color *Examples: nail polish, hair, lipstick, clothes…*
One Highlight = One Product
Collections
Recipes
Your Favorites
Freebies
How To (tips, guides, tutorials, resources)
Gift guide
Before & Afters
Quotes
Seasons
Countries
Unboxing videos
In-Store
Blog

Giveaways

Events

Pricing

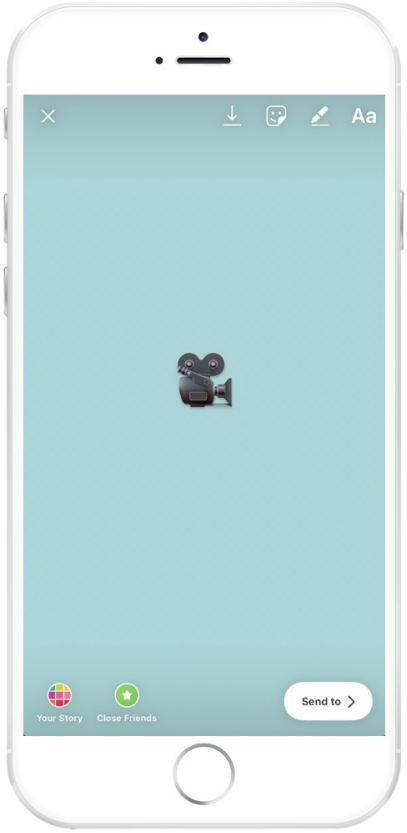
Q&As

How to make Highlight covers?

2 easy ways:

1. Use your Insta Story

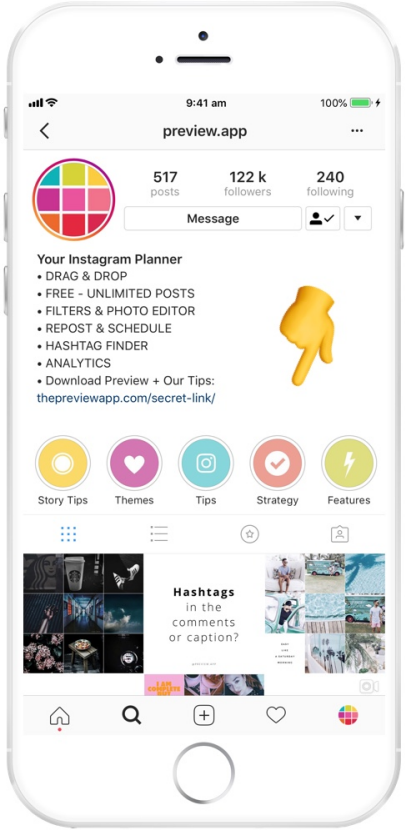
You can use a photo or a background color, and then add text, emojis, or GIFs:



2. Use the Canva app

Canva is available on your computer and on your phone through the Canva app. The Canva app has pre-made Insta Story templates.

You can use their templates or design your own covers (like we did - See the tutorial).

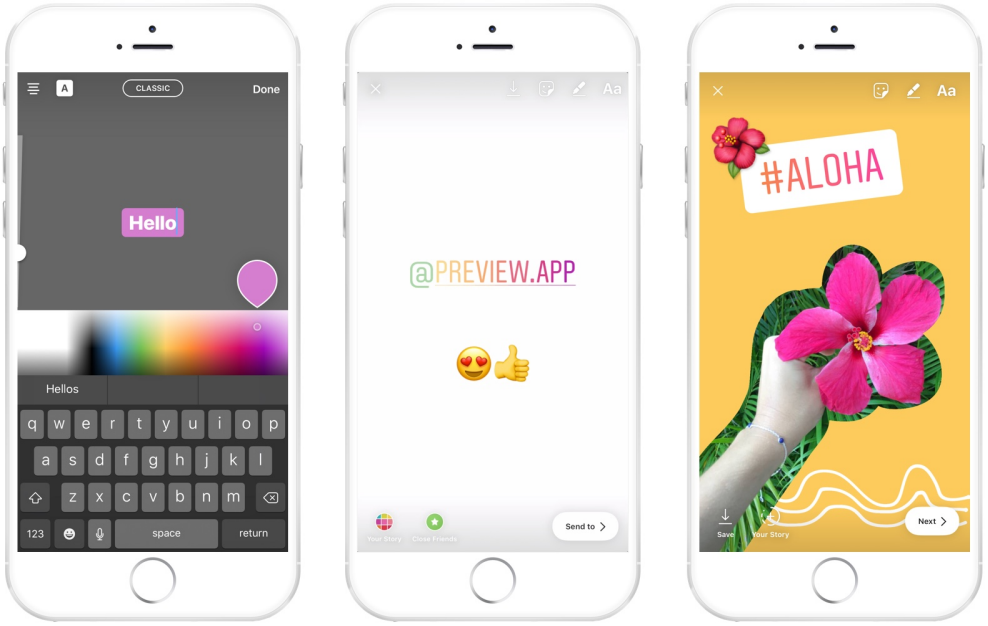


Favorite Insta Story tricks

Transparent background color? Rainbow text? Screen recording? Eraser tricks? We've got you covered.

3 useful blog posts:

- This blog post to see our favorite Insta Story tricks
- This blog post to see the best Insta Story editing apps
- This blog post for easy tricks to stand out



IGTV Tips

What is IGTV?

IGTV is a separate Instagram app. It is not the same as Insta Stories.

IGTV is like **YouTube**. You can create your own channel and upload **long videos**. Videos can only be vertical (at the moment).

The awesome thing about IGTV? You can focus your effort on growing your following on Instagram and people can consume all your content in **one place**.

How to use IGTV?

At first, IGTV looks weird and overwhelming. See this tutorial to learn how to use IGTV.

Video requirements

Requirements and tips to optimize your IGTV video:

👉 **Videos only**

You can upload videos only. No photos.

👉 **Upload videos on the app or computer**

You can upload videos from the IGTV app or the Instagram website.

👉 **Vertical video**

Videos are vertical only (not landscape).

👉 **Video size / resolution**

Minimum aspect ratio of 4:5 and maximum of 9:16.
Example: 1242 x 2208 pixels or 1080 x 1920 pixels.

👉 **Video file size**

The maximum file size for videos that are **10 minutes** or less is **650MB**. The maximum file size for videos up to **60 minutes** is **5.4GB.**

👉 Video length

Videos can be between **15 seconds** and **10 minutes** long. People who have a large following or a verified account can post up-to **one hour** long videos (Note: this feature will be available to everyone as the app grows).

👉 Save draft

At the moment, you can only save a draft of your IGTV video from the Instagram website. After you upload a video on the computer, select "Save draft".

👉 Links in the video description

You can add links in the description of your video! 🎉 People can click on them and go to your shop, website, blog, or wherever else you want your audience to go.

👉 Hashtags and tags

Hashtags and tagging people in your video description also work.

Video ideas

IGTV videos are different from Insta Stories. Don't duplicate your content, unless it makes sense to share a longer version of your Insta Stories on IGTV.

👉 Turn your Insta Stories into IGTV videos

If you already archive your Insta Stories to make Highlights, you already have videos ready for your IGTV 🙌 You can save your Insta Stories as videos in your camera roll and upload them on IGTV.
See the tutorial here.

👉 Video introduction about you

Make a welcome video about yourself, or your brand / team / company / story.

👉 Your own Show or Series

Examples: Cooking show, business show, music show, motivational talks show, educational show, etc…

👉 Blog post videos

Do you blog? How about introducing your new blog post in a video format? Then link your blog post in the video description?

👉 Vlogs

"Vlogs" are video blogs. You essentially record your day/holiday/event, edit it and post it. **Vlog ideas**: A Day in the life, Travel Vlog, Event-related vlog

👉 Timelapse videos

Timelapse videos are videos that are fast-fowarded. This is great to capture the attention of people and show your process and progress when you are doing or making something (perfect for handmade businesses).

👉 Product-related videos

You can make beautiful videos to show your products. One video can be to showcase one product only. Let's say you have a clothing boutique or fashion blogger, you can make "Outfit of the Day" or "Outfit ideas" videos.

👉 People-related videos

Are there people who are important to your business, brand or blog? You can introduce them to your audience.

👉 Video collabs

You can collaborate with other Instagrammers and content creators. This is how video collabs usually work: shoot a video with this person for your channel, and then shoot another video with this person for his/her channel.

👉 Tutorials / Tips / Guides

The opportunities are endless.

👉 News and trends

Are you a leader in your industry? Do you have the latest tips, tricks, trends and scoops? Share what is new in your very own news IGTV show.

👉 Q&As

Answer the most frequently asked questions, or ask your audience to send you questions that you will answer in your upcoming IGTV video.

👉 Unboxing videos

Unboxing videos are videos of you (or other people) unboxing your product and catching their reaction on camera. These kinds of videos very popular on YouTube. No doubt people will love them on IGTV too.

👉 Gaming

Gaming is becoming increasingly popular on the Internet. If you have a technology or gaming channel, now is the time to be the first mover on IGTV.

👉 "Best of" or "Favorites"

Favorite of the month, favorite of the week.

👉 Challenges

Challenges are very popular on YouTube. You can bring these very popular (and fun) videos on IGTV. Examples:

- For hairstylists: The 2 minute Hairstyle challenge
- For makeup artist: The 5 Minute Makeup Challenge

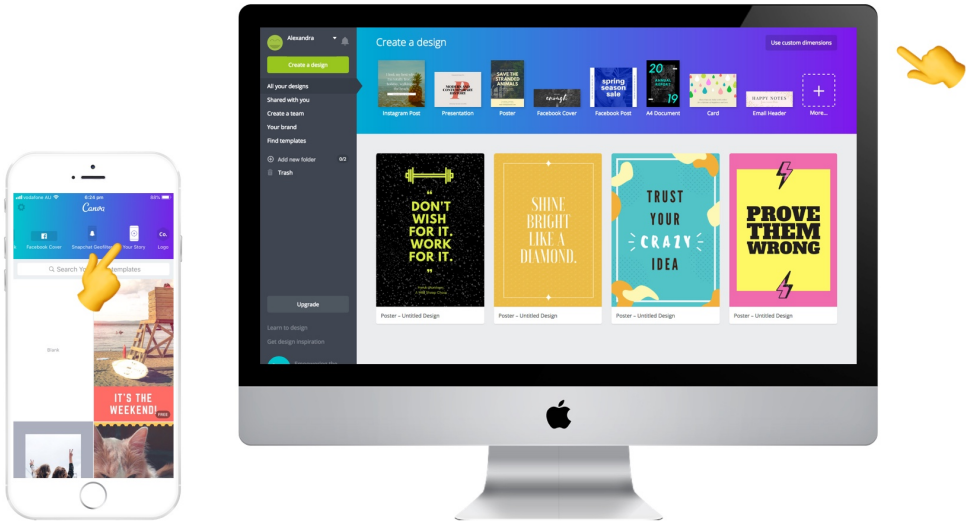
How to make covers?

IGTV allows you to upload your own video covers.

You can design covers on your computer using your favourite software, or you can use Canva.

What size should your covers be?

- If you are using Canva app, use the "Story" templates.
- If you are using Canva on your computer, use "custom dimensions" (example: 1080 x 1920 pixels).



Here is an example of a cover for @preview.app:

Video editing tools

👉 **Videos editing apps**

- VideoLeap
- iMovie (for iPhones)
- Splice
- inShot
- VivaVideo
- Magistro

👉 **Edit on your computer**

- iMovie (free - Mac)
- Final Cut Pro (Mac)
- Movie Maker (Windows)
- OpenShot (Mac + Windows)

Instagram Strategy

You've made it to the end! Get ready for our final tips.

These tips will help you promote your page and control the Instagram algorithm. Yes you can control the algorithm and make it **work FOR you** (not against you).

Before you dive in, please remember this:

- Instagram allows you to be in **direct contact** with your ideal customers. This is a luxury you need to take advantage of.
- Instagram is a **social** media platform. The algorithm is heavily based on the "social" aspect. As you will see, interaction is key.
- It will look like a lot of work. Don't feel overwhelmed. On the contrary, **get excited**! You will be equipped with all the Instagram tips, tricks and wisdom.
- **Take your time.** Put the strategies in practice at your own pace. Make your own Instagram **routine**.
- **An Instagram routine will help you grow your account.** Choose a day / time to interact with others on Instagram. Don't let Instagram run your life; you have a business to run.

Are you ready?
Let's do this.

👉 Your profile photo

It can be a photo of yourself or your logo. If you are the face of your brand, use a professional and friendly photo of yourself.

👉 Keywords in your Instagram name

The keywords in your Instagram name (the one in bold in your bio) are searchable. So if you are a hairstylist in New York, write "Hairstylist New York" in your Instagram name.

👉 Have a call-to-action for your bio and captions

To convert, you need people to go out of Instagram. What do you want people to do? For example:
Click the link in your bio? Shop? Go on your blog? Send you a message? Download a freebie? Tell them what to do: "Click the link to shop" or "Click to read my latest blog post"

👉 Your Instagram bio

Your Instagram bio is your elevator pitch. Within a few seconds people should know who you are, what you do and what they should do next (like go to your website). You can write a long bio or keep it short and sweet. **Tips and ideas**:

- Infuse your personality: Write about 3 words that best describe your account / product / yourself.
- Use your tagline or slogan.
- Who are you? What do you do? What is your specialty? What is something fun or unique about you or your company?
- Do you have your own hashtag people can use to join your community?
- How do you want people contact you?
- Give a call to action (Shop? Read your blog?)
- Add a link in your bio (see next)

👉 Link in your bio

Links don't work on Instagram, unless it is the link in your bio. Use it wisely. **Tips**:

- Don't change it too often so that people discovering your feed today can still access the tips/products you were promoting a month ago.
- Make your own Instagram landing page on your website. Examples:
  www.yourwebsite.com/**instagram**
  www.yourwebsite.com/**shop**
  www.yourwebsite.com/**clickme**
- Don't want to create a landing page? Use LinkTree
- Track clicks using Google Analytics or bit.ly

👉 Promote your Instagram outside of Instagram

Promote your Instagram on your website, blog, in your shop, email signature, freebies, business card, etc…

👉 Follow hashtags

Follow hashtags your ideal customers use in order to interact with them more frequently.

👉 **Interact more than you post** (VERY important). Instagram changed. Now, you don't need to post too much too often because posts last much longer than before. This means that you can spend more time interacting with people rather than posting non-stop. Interaction is one of the pillars of the **algorithm**.

👉 **Interact with people who already follow you**.

👉 **Follow people like your ideal customers.**

👉 **Interact with people who don't follow you** and who are like your ideal customers.

👉 **Comment** on other people's posts (VERY important).

👉 **Tag relevant accounts on your photos** (not in your caption - ON your photos) to catch their attention and for a chance to be featured on their account.

👉 **Local business**
Add location tags and hashtags to your posts so people can find you.

👉 Send DMs

Be proactive. Don't be afraid to send Direct Messages (DMs). You are one message away from your ideal customer. This is a luxury.

👉 Giveaways

Giveaways are a great way to increase your brand awareness and connect with more people who love what you do.

👉 Collaborate with other Instagrammers

Example: give shoutouts, send your product, let them take beautiful photos for you, and in return promote them on your account too, do Insta Story takeovers.

👉 Look at the right numbers

Pay attention to the right numbers. Depending on your account and industry, "likes", "comments" and "followers" don't necessarily equal to sales, conversions or customers.

👉 Consistency, consistency, consistency

The holy grail of Instagram. The algorithm loves you more and shows your posts to more people when you are consistent.

👉 **Test, test, test**

Don't be afraid to change your Instagram strategy. Instagram is your playground. Be flexible. See what works and what doesn't, and do more of what works.

👉 **It takes time**

Don't feel down if your account doesn't grow immediately. It is not a race. Instagram is about connecting with people, not collecting people.

👉 **Your goal**

Keep your eye on the target. Every post you create should be helping you towards achieving your goal and helping your people.

👉 **Have fun**

This is the secret sauce of Instagram. Instagram is an app, not a torturing device. So have fun!

Done!

And that, my friend, concludes the Instagram Guide for your Business (*HIGH FIVE*).

Congratulations!

We truly hope you found it useful and look forward to see what YOU create.

Come over on our Instagram page @preview.app and drop a comment saying #instagramguidecompleted.

See you over there! 👋

Alex & Andrew

Founders of Preview

Notes

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