

INSTAGRAM GUIDES FOR BEGINNERS

Instagram Guides Are For:

- Recommendations
- Tips
- Step-by-step information
- Sharing posts
- Influencing
- Threads

Guides Are Like:

- A shopping list
- An information collection

Pros to Instagram Guides

- Algorithms sometimes reward the use of new features
- Brand new
 - Means no expectations
 - Can be a trendsetter
 - More integrated into feeds
- With an app
 - Do not have to leave for more info like third
- Use your expertise
- Present yourself as an authority
- Can use other people's content
 - Own generated content
 - Well-stuffed
- Other posts
 - Other reputable creators
- Less effort to create
 - Their videos
 - Or other informational content
- Great for promotion

How To Create A Guide

- Open Instagram
- Click plus
- Select guide and type of
 - Places
 - Products
 - Posts
- Choose content
 - Your own post
 - Or other posts
- Format your Guide
 - Add Guide Title
 - Add Description
 - Add cover photo
 - Add other
 - Add descriptions
 - To your chosen posts
 - Can modify posts
 - Adding posts at any time
 - Post it
 - Or schedule a draft
- Catchy
- Informative
- Concise

Basic Expression

- "How to..."
- Tutorials
- Recipes
- Calculators or recipes
- Inspiration
- Themes
- Information guides
- Definitions
- Link lists
- Travel
- Design
- "Essentials"
- "Must-haves"
- "My favorite..."
- Travel ideas
- Guides to other
- "Best..."
- Food recommendations
- Infographics
- Recommendations

Branding

- Present as expert
- Guides should be relevant to brand
- Brand authority

Products Guide

- Recommend a product from Instagram Shop
- Add explanation
- Detail processes
- Show benefits
- Reviews

Analytics

- Check engagement
- Run campaigns
- Check again
- Highlight on posts
- Check different characteristics and adjust

Successful Content

- Gets shared
- Yields tangible results
- Meets your business goals

Three Kinds of Guides

- Products
- Posts
- Places

Demographics

- Make sure followers will be receptive
- Depend on your relationship
- Suitable for "influencer"

Compared To Other Features

- Feedposts
 - Sell the most important feature of Instagram
 - Need to keep your theme
 - Users in Guides
 - Can promote through Guide
 - Promote content
 - Engages into the
 - Not long-form information
- Stories
 - Question boxes
 - Polls
 - Quizzes
 - Gifts
 - Locations
 - Encourage interaction
- Reels
 - Inspired by TikTok
 - Short videos
 - Highly edited
 - Transitions
 - Audio
- External links
 - Inspired by YouTube
 - Long videos
 - ASMR videos
 - Great for information
- Facebook integration
 - Instagram owned by Facebook
 - Feedposts
 - Stories
 - Can cross share
 - Engagement differences
 - Ad revenue differences
- Links in bio
 - Can be clumsy
 - Links in bio
 - Cannot display more than one
- Requires more action
 - Need 10k followers to do
 - Take users away from their feed
 - Setup up on Instagram Stories

Places Guide

- Needs to have location tagged on Instagram
- Add five related posts
- Your own or other
- Show local tips
- Great for your business
- Show more information
- Benefit

Posts Guide

- Most recently
- Up to 30 posts
- Can also recommend places or products
- Do not have to link
- Need to have a purpose for sharing

Promotion of Guides

- Easy
- High-yield
- Hashtags
- Engage posts
- Promote feed posts
- Repeat searches
- Sponsored posts
- Post at peak times
- Get featured
- Post on other user's guides
- Bring traffic
- Build relationships

Need To Stand Out

- High quality
- Relevant
- Enging

Followers Tracking

- Quality follows
- Engaging with content
- Track growth

Business Account

- Get benefits
- Postings authority to audience
- Features not available to personal accounts

Cons to Instagram Guides

- Users may not want to engage
- Brand new
- Cannot come across organically
- Promotion can be challenging
- Restricted to a few options
- Design limitations

INSTAGRAM GUIDES FOR BEGINNERS

1. Instagram Guides Are For:

- 1.1. Recommendations
- 1.2. Tips
- 1.3. Step-by-step information
- 1.4. Sharing posts
- 1.5. Influencing
- 1.6. Threads

2. Guides Are Like:

- 2.1. A blog post
- 2.2. An information collection

3. Pros to Instagram Guides

- 3.1. Algorithm sometimes rewards the use of new features
- 3.2. Brand new
 - 3.2.1. Means no expectations
 - 3.2.2. Can be a trendsetter
- 3.3. Within app
 - 3.3.1. More integrated into feeds
 - 3.3.2. Do not have to leave for more info (like links)
- 3.4. Use your expertise
- 3.5. Present yourself as an authority
- 3.6. Can use other people's content
 - 3.6.1. User-generated content
 - 3.6.1.1. Great for promotion

3.6.1.2. Well-trusted

3.6.2. Other posts

3.6.2.1. Other reputable creators

3.7. Less effort to create

3.7.1. Than videos

3.7.2. Or other informational content

4. How To Create A Guide

4.1. Open Instagram

4.2. Click plus

4.3. Select guide and type of:

4.3.1. Places

4.3.2. Products

4.3.3. Posts

4.4. Choose content

4.4.1. Your own post

4.4.2. Or others' posts

4.5. Format your Guide

4.5.1. Add Guide Title

4.5.1.1. Catchy

4.5.1.2. Informative

4.5.1.3. Concise

4.5.2. Add Description

4.5.3. Add cover photo

4.6. Add content

4.6.1. Add titles

4.6.2. And descriptions...

4.6.3. To your chosen posts

4.7. Reformatting

4.7.1. Can reorder posts

4.7.2. Add posts at any time

4.8. Post it!

4.8.1. Or save as a draft

5. Algorithm

5.1. Recommendations based on past actions

5.2. High engagement of content means higher prioritization

6. Basic Inspiration

6.1. "How to..."

6.2. Tutorials

6.3. Recipes

6.4. Collections of recipes

6.5. Inspiration

6.6. Themes

6.7. Information guides

6.8. Definitions

6.9. Look books

6.10. Trends

6.11. Design

6.12. "Essentials"

6.13. "Must-haves"

6.14. "My favorite..."

6.15. Travel ideas

6.16. Guides to cities

6.17. "Best..."

6.18. Food recommendations

6.19. Infographics

6.20. Recommendations

7. Products Guide

7.1. Recommend a product from Instagram Shop

7.2. Add explanation

7.3. Detail processes

7.4. Share benefits

7.5. Reviews

8. Branding

8.1. Present as expert

8.2. Guides should be relevant to brand

8.3. Brand authority

9. Analytics

9.1. Check engagement

9.2. Run campaigns

9.3. Check again

9.4. Insights on posts

9.5. Check different characteristics and adjust

10. Successful Content

10.1. Gets shared

10.2. Yields tangible results

10.3. Meets your business goals

11. Follower Tracking

11.1. Quality followers

11.2. Engaging with content

11.3. Track growth

12. Business Account

12.1. Get benefits

12.2. Portrays authority to audience

12.3. Features not available to personal accounts

13. Need To Stand Out

13.1. High quality

13.2. Relevant

13.3. Exciting

14. Places Guide

14.1. Needs to have location tagged on Instagram

14.2. Add five related posts

14.3. Your own or others'

14.4. Benefits

14.4.1. Share local tips

14.4.2. Great for your business

14.4.3. Share more information

15. Promotion of Guides

15.1. Share to Instagram Story

15.1.1. Easy

15.1.2. High-yield

15.2. Promote feed posts

15.2.1. Hashtags

15.2.2. Explore page

15.3. Keyword searches

15.4. Sponsored posts

15.5. Post at peak times

15.6. Get featured

15.6.1. Posts on other users' guides

15.6.2. Brings traffic

15.6.3. Builds relationships

16. Posts Guide

16.1. Most versatile

16.2. Up to 30 posts

16.3. Can also recommend places or products

16.3.1. Do not have to limit

16.4. Need to have a purpose for sharing

17. Cons to Instagram Guides

17.1. Brand new

17.1.1. Users may not want to engage

17.2. Cannot come across organically

17.3. Promotion can be challenging

17.4. Design limitations

17.4.1. Restricted to a few options

18. Compared To Other Features

18.1. Feed posts

18.1.1. Still the most important feature of Instagram

18.1.2. Need to keep your theme

18.1.3. Used in Guides

18.1.4. Can promote through Guides

18.2. Stories

18.2.1. Promote content

18.2.2. Snippets into day

18.2.3. Not long-form information

18.2.4. Encourage interaction

18.2.4.1. Question boxes

18.2.4.2. Polls

18.2.4.3. Quizzes

18.2.4.4. Gifs

18.2.4.5. Locations

18.3. Reels

18.3.1. Inspired by TikTok

18.3.2. Short videos

18.3.3. Highly edited

18.3.4. Transitions

18.3.5. Audio

18.4. IGTV videos

18.4.1. Inspired by YouTube

18.4.2. Long videos

18.4.3. Great for information

18.5. External links

18.5.1. Swipe up on Instagram Stories

18.5.1.1. Need 10k followers to do

18.5.1.2. Takes users away from their feed

18.5.1.3. Requires more action

18.5.2. Links in bio

18.5.2.1. Can be clunky

18.5.2.2. Cannot display more than one

18.6. Facebook Integration

18.6.1. Instagram owned by Facebook

18.6.2. Can cross share

18.6.2.1. Feed posts

18.6.2.2. Stories

18.6.3. Engagement differences

18.6.4. Ad revenue differences

19. Demographics

19.1. Make sure followers will be receptive

19.2. Depend on your relationship

19.3. Excellent for “influence”

20. Three Kinds of Guides:

20.1. Products

20.2. Posts

20.3. Places