



Mike Marko Publishes Post on Instagram Product Promotion Tips

July 26, 2019

July 26, 2019 -

Mike Marko with IM Consultant Services in Cincinnati, Ohio has just announced the publication of his new post about advertising business through Instagram product promotion. According to Marko, reading his new post will help business owners who are planning to do product promotion using Instagram to effectively boost their businesses. He discusses important techniques business owners can use to make the most of Instagram product promotion as well as lead engagement into sales.

Marko commences his topic by talking about what is Instagram marketing first. According to him, Instagram is a popular visual avenue and social media network where users can post creative videos and photos. In addition, many business owners use their Instagram accounts to tell a story about their brands and to easily engage their audiences. Marko also says that aside from promoting or exhibiting their brand stories on the platform, they are able to use it to display new products in an engaging and appealing way. This helps them attract prospective customers.

Marko talks about the best way to use Instagram for business in his article. He mentions that Instagram has proven to be a very effective tool for reaching consumers, especially given its 400 million active users every

day. Aside from that, Instagram shows a higher engagement rate than any other platform on social media today. That is the reason Instagram has been chosen by many business owners as the best place to grow their brands and businesses.

Marko states that it is very important to have the right Instagram strategy for business marketing to achieve that. He notes that there are also disadvantages of using Instagram for business. This is why business owners are repeatedly asking the question of how they can effectively use Instagram for product promotion to their advantage.

Marko goes on to say that the first step of using Instagram for business promotion is to provide a link to the company's website in the description box. He says that this is the first thing that visitors see. If the link is present in the box, it will make it easier for them to check out the website.

“Another way to effectively use Instagram for product promotion is to link it to a Facebook account,” Marko asserts. He says that linking Instagram and Facebook can help expand a brand’s reach. By doing that, more customers will be able to learn about the products, the brand, and the business. Furthermore, linking these accounts will enable customers to go to the company’s Facebook page straight from its Instagram page.

Marko explains why linking Instagram to Facebook can give business owners a higher chance of making sales. He reminds readers that Facebook is a great platform for product advertisement with more details. Facebook has features that can educate customers about the actual benefits they can get from the products they want to buy. Customers want to know the value of what they are about to purchase, so linking these two platforms give business owners better chances of making more sales.

Moreover, using the hashtag feature of Instagram will make it easier for audiences to find posts as well as brands. Marko explains that a hashtag is a channel on Instagram where people can find content that is interesting to them.

“Posting at the right time and using hashtags are important if you want content to reach more potential customers,” Marko asserts. He says that posting content during peak hours will make it likelier to reach an audience because of high Internet traffic. Furthermore, high traffic leads to more views and eventually to potential sales.

Another tip that Marko gives to business owners about hashtags is to think about what their target customers are likely to be searching for. This can help them get an idea of possible keywords and hashtags they can use to get more engagement. Furthermore, he encourages them to post videos and photos using hashtags so that potential customers can find them easily. In addition to that, Marko advises them to avoid using hashtags that are not relevant to their post.

Finally, Marko lauds the benefits of interacting with customers. He states that more businesses should make an effort to truly socialize with their customers on social media.

?An excellent way to use Instagram brand promotion is to know customers' sentiments and opinions. This can be attained by interacting with them,? Marko asserts. He states that high engagement with potential customers is essential to convert followers into customers. Moreover, he tells business owners that followers will comment on their posts and send them direct messages if the latter are interested in the business itself. When that happens, Marko urges business owners to respond immediately to show that they are interested too.

Marko says that marketers who are not taking advantage of Instagram or who may not know where to begin their social media campaigns should read his latest posts about this topic. He mentions that the information he provides is designed to coach business owners and marketers on how they can get the benefits of Instagram and other social media sites for marketing.

Those who need the assistance of an expert in using Instagram for product promotion can contact Mike Marko or IM Consultant Services. Marko and his team have extensive experience in all aspects of digital marketing, from SEO to social media marketing. Anyone who is interested to know more about their business and the services that they offer can visit them on their official website, email them, or call them by phone.

###

For more information about IM Consultant Services, contact the company here:IM Consultant ServicesMike Marko513-580-4598info@imconsultantservices.comPO Box 62451Cincinnati, OH 45262

IM Consultant Services

Help businesses and entrepreneurs market themselves online.

Website: <http://www.imconsultantservices.com>

Email: info@imconsultantservices.com

Phone: 513-580-4598

