



Ready Farmer One
Book



INSTAGRAM TIPS

32 TIPS ON HOW TO EFFECTIVELY MARKET
YOUR BUSINESS WITH INSTAGRAM



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How to growing [#tip1](#)

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1

Define the goals of your account and stick to them.



2

Pay attention to which posts get **commented on, shared, and liked the most**. Focus on that kind of content!



3

Figure out what benefits you want your followers to receive— **humor, inspiration, education?**



4

Try to develop **five different categories** that will make up all of your posts.



5

Use a high-quality phone, and make sure your pictures are **CLEAR!**



6

Try the **Repost app** to repost quality content from your customers and other businesses.



7

Use a social media management platform like **Later** to schedule posts at optimum times.



8

Use stock photos if needed. **Pexels** and **Unsplash** are two sources for royalty-free images.



9

Check out free, user-friendly graphic design platforms (like **Canva**) to design and create graphics on your photos when you need them.



10

Ask yourself: Who is engaging with your content? Are these people your customers?



11

Study your competition and figure out what works 11 and what doesn't.



12

Think of your IG profile as a business card: make sure you have a **nice logo, updated contact info,** and **relevant links**.



13

Put some time into your bio: start with a strong statement— **what you do and sell, grow, or make**.



Premium Organic Honey
Sustainable Bee Farming Since 2009
Premium Organic Honey Producer
#CityBeesHoney
Montana, USA
linkin.bio/CityBeesHoney

14

Linktree (and other similar companies) allow you to link to multiple forms of content from one never-changing link in your bio.



15

Create a calendar of what kind of strategic content you want to post each day, and stick to it!



16

Regularly check and analyze your metrics and indicators to determine which posts are working. If you don't track it, you'll never know if your hard work pays off.



17

Reels are the future of Instagram. Take advantage of this and post reels to your Instagram account. Watch tutorials on how to make them effective.



18

Scroll through trending reels, and save the audio from videos you like. You can then reuse this audio in your reels, which will help them get greater exposure.



19

Look for viral posts and find a way to tweak the content to fit your brand.



20

Post higher-quality content that you feel good about rather than something quick because you feel like you have to.



21

Hashtags: Take some time to research local hashtags that could apply to your business and find out which hashtags have the largest followings in your niche.

#MarketGarden **#SmallFarm** **#OrganicProduce**

#SmallScaleFarming **#FarmHack**



22

Better to have 5,000 hyper-local, hyper-engaged followers than 50,000 national, international, not-very-engaged followers.



23

Highlight and interact with other local businesses, @ing or tagging them in posts.

@BlueGoatFarm

@RoseBudResto



24

Research the optimum number of times to post per week based on your following. Whatever it is, stick with it—consistency is the key to growth.



25

The best person to manage your social media might not be you—and that's okay! Play to your strengths and find the right person to help.



26

IG stories can add an accessible, down-to-earth feel to your channel. Shoot for three per week!



27

If you have an online store, link it with your IG account and tag products in posts to drive your sales.

#Lettuce

#Beets



28

Don't post and ghost!

If someone comments on your post, comment back and like the comments. Follow other businesses and like their posts.



29

Get in, and get out! Schedule times to check DMs, respond to comments, and like posts. Stick to those time limits, and don't get sucked in!



30

When appropriate, set your IG posts to post to Facebook 30 automatically.



31

Listen to podcasts to stay up on social media trends and tips: **Social Pros**, **The Science of Social Media**, **Social Media Marketing with Michael Stelzner**, and **The Art of Online Business** are all good ones.



32

To get in-depth social media training, consider taking a course through **Udemy**.



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