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How To Sell On Instagram: The Ultimate Guide



Synopsis

These days it is hard to believe that Instagram has recently turned 5 years old and it seems as if it has been out there forever. From being a simple photo-sharing app with a bunch of nice filters it evolved into a massive social phenomenon with millions of users from all over the world. In September 2015 Instagram's global audience had reached an impressive number of 400 million users; adding over a 100 million during this year alone. The rapid growth of this app will continue till 2020, where its user base will have reached 680 million people worldwide. According to business and marketing experts, Instagram is shaping up to be the world's most powerful selling tool. Anyone with a smartphone and access to Internet can cash in on the app's ever growing audience within a short period and with minimal financial investments. You just need to have a good plan in place and that is exactly what this book is all about – helping you get a better understanding of Instagram and its audience in order to work out a perfect business strategy. In How To Sell On Instagram I will carefully walk you through building a perfect Instagram shop - from creating an appealing selling account to launching your first Instagram advertising campaign. You will discover the tools that help automate and streamline the process, increase engagement and boost sales. Some of the things you will learn along the way include:- How to Choose the Products to Sell- How to Create Quality Product Pictures - How to Promote a Shop on Instagram- How to Use Instagram Hashtags- How to Create Instagram Advertising Campaign Information is provided in a quick and easy to read format. This book is a must-have for all current and aspiring Instagram sellers.

Book Information

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Customer Reviews

Haven't finished the book yet, but already love it. Information is well structured, easy to perceive, useful. Lots of suggestions of tools (free!) to spice up Instagram account and automate business processes.

As a Visual Communication student in the fashion industry this book has helped immensely as it is well organized and the tips and tricks are well intended for business. The book has taught me so much.

Really helpful beginners or those who aren't as familiar with Instagram or those who haven't been as involved in social media. Lots of great examples. Definitely worth giving a try even if you think you know everything.

Very informative and helpful! Really goes into detail without straying far from the topic. Even if the subject does not pertain to you, it's an interesting information to learn about and the author does an amazing job having the reader's attention throughout.

My friend recommended this book and it helped a lot. I had no idea about any of this. Good book to check out!

This is wonderful! I recommended this to one of my friends, and she loves it!

LOVE this book so FAR! Has amazing points. Would recommend it to anyone!

Very well organized, straight forward read and insightful. Would recommend to people and businesses that are looking for another way of selling their products, it is a complete package.

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