Drive Millions of Customers To Your Business Daily With .....

INSTAGRAM

Eazy Profit Sytem



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INTRODUCTION



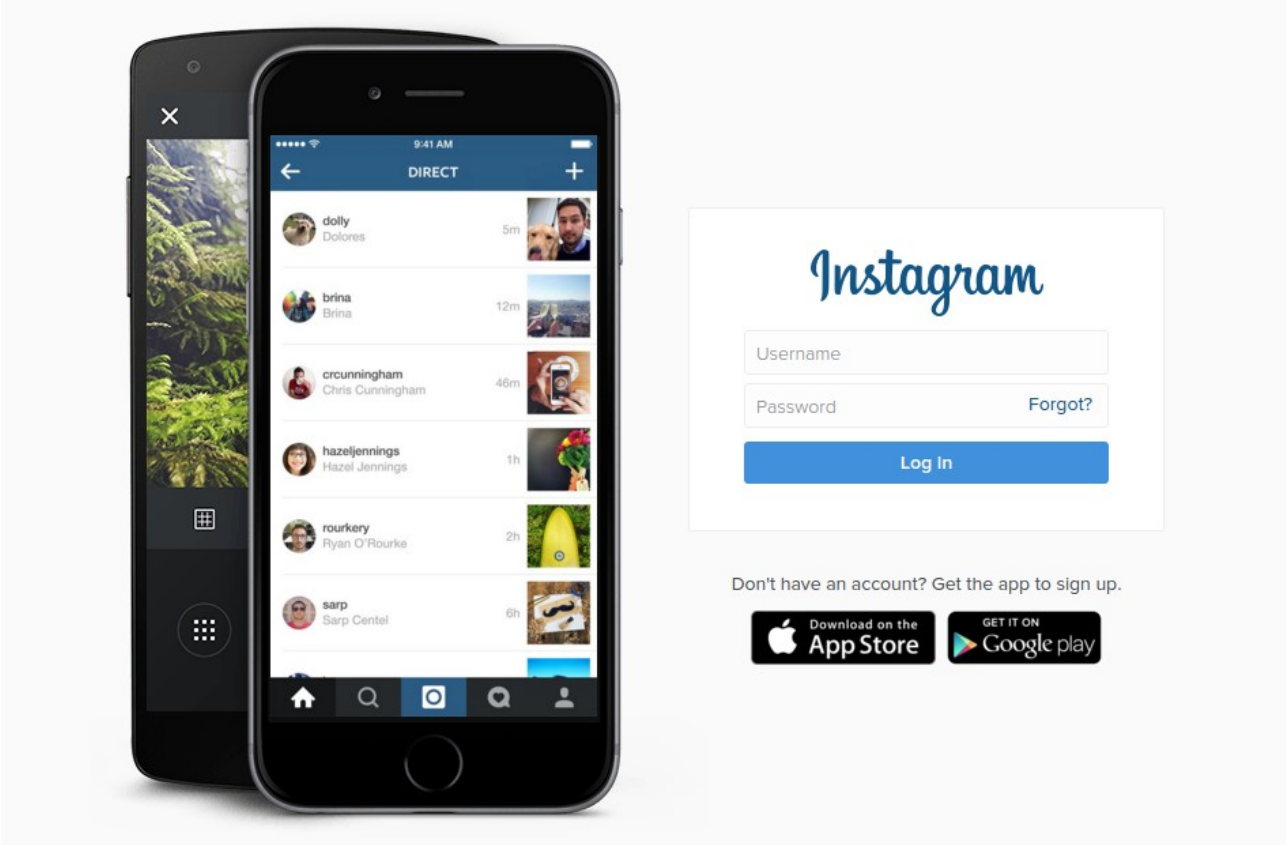
Instagram is a very powerful marketing channel that a lot of multimillion companies and big name brands now use to expose their businesses and reach out directly to their customers via posting pictures and using hash tags. It's an online mobile-based service for video-sharing, photo-sharing and social networking that enables you to take pictures and videos and applying filters to them. You can edit the photos and basically speak to customers via images. This is a great way to market your business.

The good thing about Instagram is, its a **FREE** application and can be downloaded on both your iphone or andriod tablets, and allows you to share photos, videos and even direct message your customers. This is an amazing platform to generate FREE traffic/customers to your website or business.

This e-book would show take you through a step by step process on getting started, and we would be showing you the step by step process on how you too can get started, setting up and how you too can start driving millions of customers to your business or website a few minutes from now.

Great let's get started.....

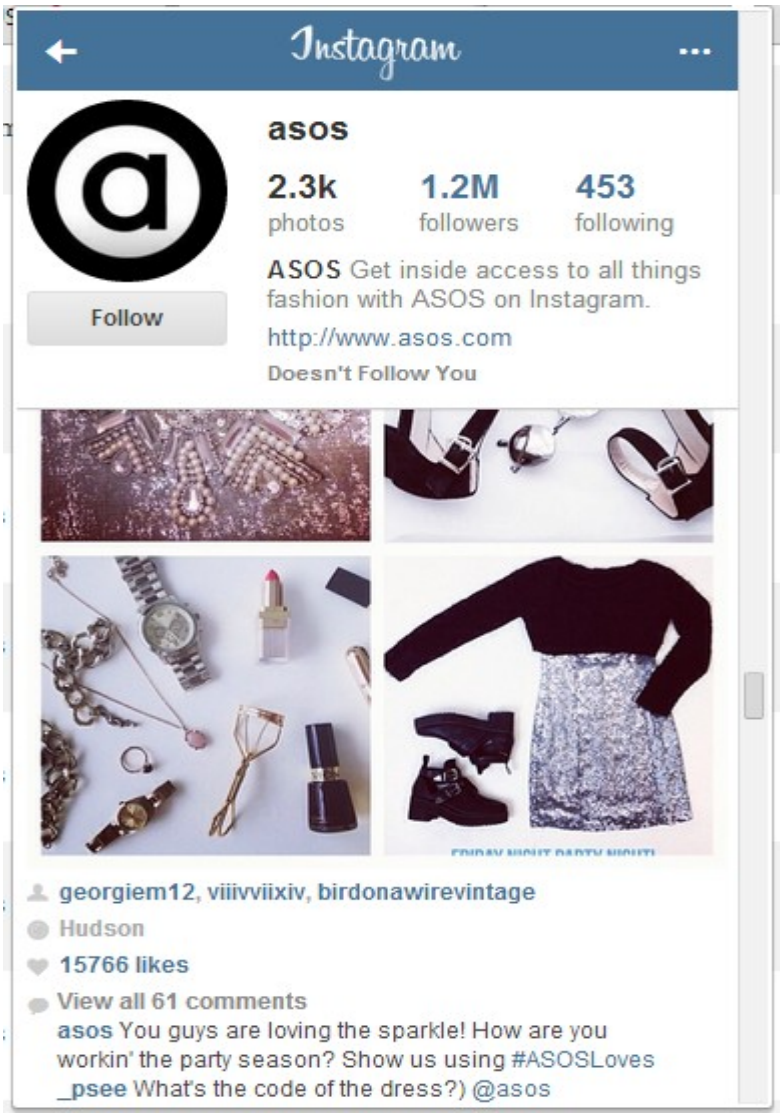
STEP 1 – REGISTER AN ACCOUNT



The first thing to do is register an account at www.instagram.com . You can register an account via your iphone or andriod. If you already own an iPhone, iPad or any other iOS or Android device, signing up for a new Instagram account is easy. Because instagram is mainly a photo sharing platform and all about uploading instant pictures from your phone or tablet, unfortunately you **CANNOT REGISTER A NEW ACCOUNT FROM YOUR DESKTOP OR PC**. It only allows new users to be registered through their Android and iOS apps. However once registered, you can access your account on your computer or desktop.

Websites such as **webstagram** and **statigram** allow you to access your instagram account via desktop or pc as though you were using it on your phone.

- Next Download and install the Instagram app from the App Store (for iPhone, iPad and other iOS devices) or Google Play (for Android powered devices).
- Come up with a User name (preferably your business name) and password and create your account.
- Key in your Bio (Summary of your business) and don't forget to add your website link and work phone number.
- Make sure your account is set to Public so people can easily reach you.
- Next Save your details to create an account.
- Below is an example instagram account for ASOS. So you would want to have a brief business description, website and some pictures which takes us to the next step.



STEP 2 – POST SOME PICTURES

Once registered you will need to start posting some amazing pictures to attract some likes to your page. When I say pictures, I don't mean pictures of your business or that directly advertise your business (we will do this later).

- You can post a picture of something relevant to the products or services you provide. Say for example you are a hairdresser, then at this point you could post some pictures of amazing pictures of beautiful hair. Usually you can get this from google searches.

- Thereafter you can put a comment like '' this hair is everything'' or ''this product is simply the best'' etc remember you don't want to go straight into bombarding to buy your products. Notice that none of the statements mention anything about your business. That way people don't feel under pressure like you are selling them stuff. You want to BUILD A CONNECTION AND RELATIONSHIP FIRST. And remember you are still new on instagram with no followers.

- **NOW THIS IS MOST IMPORTANT PART – YOUR HASHTAGS**. This is basically the only thing that will get people to locate you and draw followers and potentially get you some new followers and likes to your picture. So after your comment, you can add other comments related to your niche with a # in-front of it.

- Say you are a hairdresser based in london and you have posted a picture of some hair extensions, then your comments field could look something like this;

''Wow this hair is everything. :) :)
#hairdresser#hair#hairsalon#badhairday#hairproblems#beauty#greathair#instahair#hairfordays#hairgoals#hairbusiness#longhair#shorthair#londonhairdresser#hairdresserinlondon#london

(Copy and paste it in your phone notepad as you will need to reuse these hashtags in future posts)

- Now if you look at the comment above, there is absolutely no mention of your business name and nothing trying to sell a product to people. It is a simple but yet powerful marketing strategy which will get people with an interest in hair to buy your product. Give it about 10 - 20 seconds and you should get at-least 1 like to your picture.

TEST: I want you to go try this right now with your first picture post. Or maybe you have already received a like, Great isn't it? I strongly recommend you follow these steps as we go. This is the quickest way to put this into action in order not to forget and loose out on potential clients.

- Now repeat this process with another 4-5 pictures with different statements that are not necessarily promoting your business directly. Remember to use those same hashtags you previously used.

THE POWER OF HASHTAGS(#)

The way people locate you on instagram is through your hashtags. There is a Search field on instagram where you can key in any word and instagram will bring up every picture that has a hashtags associated with that search term on it. People actually search for things they are interested in. Say a person based in london needed a haircut, and then decided to search for london hairdresser in the ''Search tool'' then there will be 100% chances of them landing on one of your pictures and eventually on your page. ***You know why?*** Because you used that hashtag #londonhairdresser in your comments field and now a new potential customer has just found you.

They will most likely follow your page, go through your pictures, and most of all visit your website (which you left on your description field for more information) on how to locate you. Or even better, they can direct message you via instagram to find out more about your services.

So do you see how powerful the hash tag works? And remember you didn't have to pay a single penny to advertise. Great right. The secret is to use the best words and search terms in your hash tags that you know is related to your business niche and you think people are most likely to searching for. Before you know it, visitors will be visiting your page and website 24/7 without you putting in much effort.

VERY IMPORTANT: A great way to get likes and most importantly followers to your account FAST are by also adding the the hashtags **#lfl** and **#flf** in your comments.

- lfl = like for likes
- flf = follow for follow

These 2 hashtags are powerful and get you likes and followers as quickly as possible.

THE NOT SO GOOD NEWS

So we are going to keep it 100% and be open and honest to you about everything. There is a good and bad side to everything and we want to make sure you are covered on all aspects.

At this point you've uploaded a few pictures, added some comments as well as hashtags underneath them. You probably have a huge number of likes and even more coming in as you read this right now. These likes could potentially turn into paying customers because remember they are interested in hair.

However, **Not So Good News** is these likes might only bump up temporary. :(. So you might get 30 likes super fast in the space of an hour or 2, then after that you would realise that the pictures is only receiving fewer likes and is maybe only getting 2 likes per hour.

But Why? Not to worry. This is because first of all you are not the only hairdresser posting pictures on Instagram, and everytime a new picture is posted by someone else with the same hashtag you used, your picture goes down on the list. So the newly posted pictures show up first whilst the older ones gradually go to the bottom depending on how popularly used the search term is. However don't be surprised that a week or even 6 months from now, you will still get the occasional like on a picture you posted today, so no cause for concern.

Secondly, people liking your pictures might not necessarily follow you. e.g they could like your picture because they love what the picture you posted portrays but not necessarily because they are looking for a hairdresser. Sometimes you would even notice that people liking your pictures are other hairdressers which of course are not there to pay for your services. There's even people that like pictures simply because it is popular and others are liking it. Crazy Right? When people look at your pictures and notice you are getting a lot of likes, some people assume you are trustworthy or famous or something of some sort and

immediately want to follow you too to find out what's so special about your account. But hey we want followers so not a problem at all. In fact sometimes these people might not even be in your location and so your services might not even be relevant to them. People like pictures for different reasons so don't expect 30 likes on a picture to equal 30 new followers or 30 new customers. Think of it as a gamble. Out of the 30, 5 might follow your page and maybe 1 could be a potential client. So the likes are great to boost your profile.

BUT THE GOOD NEWS IS...

The bottom line is, having a lot of followers can represent your business a great deal. People judge your business based on how many followers you have on instagram. **HINT:** There are even a lot of big marketing brands and celebrities that go as fas as buying followers to boost up their businesses or profiles. Yes you can actually buy instagram followers to boost your brand and make it appear more popular than it really is. Whether or not this is legal to do, it certainly isn't illegal either. Infact this is an option a lot of new businesses on instagram follow to boost up their business as quickly as possible in-order to start attracting clients. You could get up to 1000 followers for under $10 in places like https://uk.fiverr.com/ or www.fivesquids.com. Disclaimer: But you didn't hear that from me.

Funny MEME'S and quotes are also another great way to attract clients and followers to your new page especially if you run out of non-business pictures to post. Majority of Meme's are free to use and can get you a lot of likes and potentially followers in no time. You could actually google quotes based on your niche and find quite a lot of them. e.g. if you are into a fashion business, then google ''fashion quotes'' or ''fashion memes'' and you will see a lot of images you can repost on your instagram to attract viewers.

STEP 3 – GETTING MONEY FOLLOWERS

Money followers are the followers that will most likely bring your money. Once you've posted at-least 5-10 pictures, you can start adding some business pictures too like your logo, products and services and also refer them to your website in the comments field.

As previously mentioned, you could have 100 followers none of which can bring in any money to your business. However always remember that people will trust you more as a business if you had 100 followers than say 5 followers. That's just the truth. Instagram is graded on popularity and people judge you and your business by your followers.

Now its time to get even more serious. There are so many ways of getting followers to your page and the first great way is using hashtags or buying likes as shown above. But **how do you get the right customers** that could potentially make you sales?

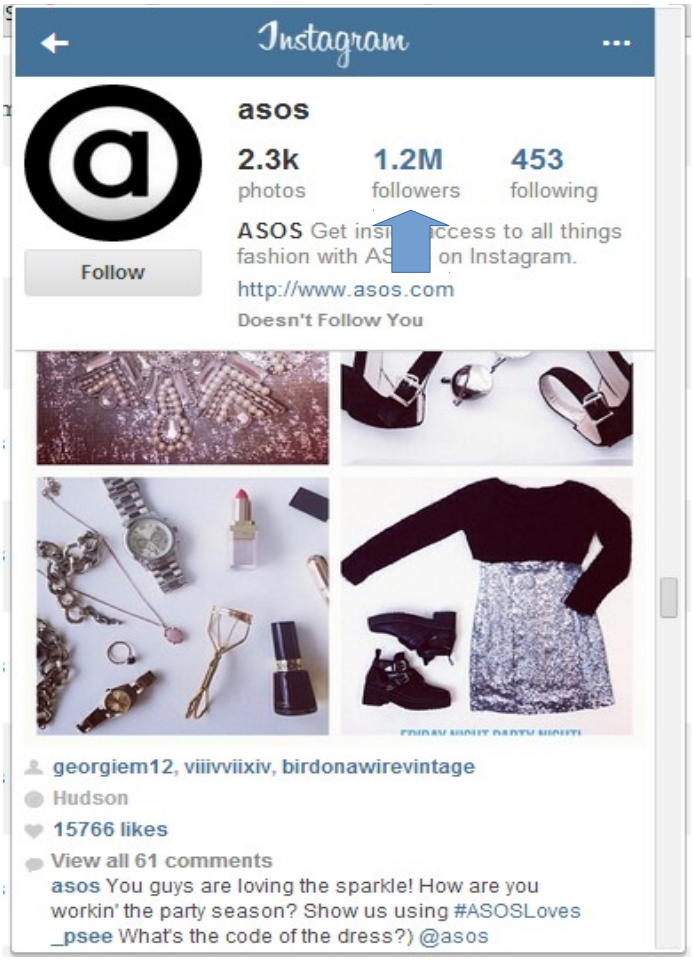
Say for example you are a hairdresser in london, the best way to get your customers is to **legally Steal them from your competitors.** Yes you heard right. Ok I know what you think, but trust me its better than you think and is all legal.

So here's what to do;

1. Do you know any popular celebrity hairstylists, hairdressers? Or do you even know a popular hair salons in your area? If you are not sure simply google celebrity hairstylists & hair salons in your area.

2. Now go back to Instagram and search for their names in the search bar. Also search for london hairstylist under hashtags and you should see pictures linked to hairdressers in london.

3. Click on their profiles and look at how many followers they have (NOT PEOPLE THEY ARE FOLLOWING) as shown below.



4. Make sure they have a lot of followers at least 5000 - 10,000 followers. (we need a popular hairdresser)

- Click on their most recent pictures and look at what comments customers are leaving underneath their pictures. Chances are you would find 3 different types of customers commenting on their pictures;

a. The ones who just tag others and leave no comment
b. The ones who WANT and are dying to have that hair style or product
c. The ones who are looking for solutions to their problem. Some even struggle to get through to the business to request for its services but can't get through to the them. This is simply because the business is so popular or overcrowded with so much work and so many followers that they fail to respond to these potential customer queries. (not an excuse for any business as customer is key)

But Guess What? This is where you come in and steal these hungry customers.

How? Click on the people commenting on these pictures (especially the ones that really need the product or services), don't worry if their account is private, just click ''Follow'' .If their account is publis, follow then and like 1-2 of their pictures too. The moment you do that, that person will automatically receive a notification on their phone (since instagram is phone based) that you are now following them/liked their pictures or are requesting to follow them (if private account).

Now this will get that person curious and the first thing they do is wonder who on earth you are, then next thing they do is go to your instagram profile only to realise you actually offer similar services to what they wanted from that popular hairdresser that failed to respond to them. Guess what they do, they follow you, click on your website and Guess what, you just got you a new customer. Not just any customer but one that is genuinely interested in your product or services. Timing couldn't be perfect.

It's like looking for an accountant and struggling to get through to the team to request for their services with no luck. And then suddenly another accounting firm with similar services reaches out to you. What do you do? Let me guess, go for the company that is actually prepared to help right?. You see how that worked? And you didn't pay a big fat check to some marketing company to get you that customer. It was all done FREE.
The truth is people are very impatient and the moment a customer feels like they are being ignored or not being attended to, they move to the your competition.

- Say you were in the **weight loss industry,** you can google ''popular weight loss products'' or ''celebrity weight loss'' to find those celebrities and weight loss products that are hot selling. Find them on instagram and steal their customers.

Another great way to steal customers is from the celebrities themselves. Ok here's how it works. Say you had a **fashion boutique** and you were trying to get customers to buy from your boutique. What you will notice nowadays is that a lot of celebrities themselves have their own online stores and boutique. e.g the kardashians own Dash and because they are the kardashians and famous, people are automatically going to want to buy their products. However the problem is because they are celebrities, their products usually tend to be EXTREMELY EXPENSIVE. I'm talking like selling a vest top for $50.

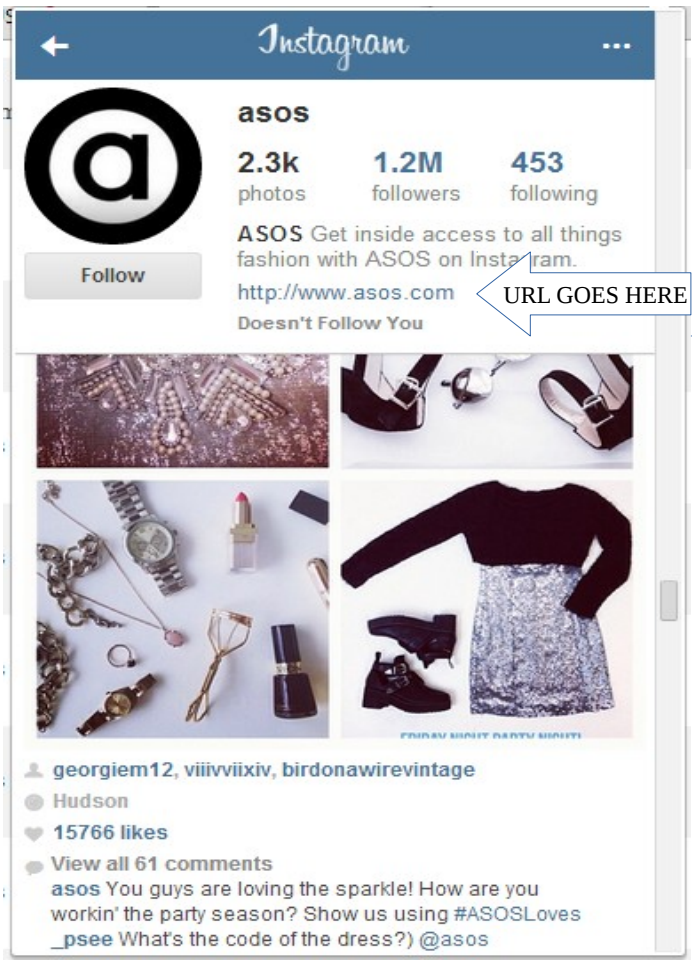
Now these are premium products that only the rich and famous can afford and an average person on an average salary wouldn't fork out such an amount for just a vest top. Chances are, you will find a lot of customers in such places who really want the products but can't afford it in most cases. So what do you do? **Steal those followers** and bring them to your own much more affordable fashion boutique. This I will say is the best way to get PAYING customers that are prepared to and solely interested in your product & services.

This is a strategy you can replicate with so many business niches in so many niches. Look for popular businesses, trending celebrities linked to the products or services you are offering and get stealing those customers.

STEP 4 – LINKING BACK

Another great way to drive traffic to your business is to link your customers not only to your website but to your blogs and affiliate businesses and vice versa. The only place on Instagram where you can place a click able link is in your bio.

This link can be to any page you like; a landing page, a lead capture page, your blog page, a product page, or other page on your website. So make sure you change your link in the bio everytime you are refering people to different websites.



BLOG & WEBSITE

Everytime you post a new article or content in your blog. Then you can copy the url link and post on the website section of your instagram profile. You can then post the picture you used in your latest blog and share on your instagram, then within the comments field, refer them to your website in description field or bio to find out more. Remember to change the link on your instagram profile everytime you have new content to match what you are posting.

Your blog and websites would usually have social media icons, so remember to add them to your blog and website to link them back to your instagram page too. That way your website and blog visitors can start following you too on instagram.

AFFILIATES

If you are promoting affiliate products, again post great pictures of these affiliate products on your page everytime you have a new affiliate product to promote, then refer customers to click on the link in your bio to find out more. Everytime you try to promote a new product, remember to change the website url to your affiliate link. However do not start posting affiliate products every single day as it could come across as spamming and could damage your business reputation . You should have a mix of useful images and pictures.

FINAL TIPS

- Don't like so many pictures within an hour (e.g liking over 100 pictures per hour could get instagram to think you are spamming and in the unfortunate circumstances might block your account)

- Don't post long-tail url's in your description field because this doesn't look professional one bit. You can shorten your links using https://bitly.com/ .

- Don't post pictures promoting products or services all the time. Mix and match both formal and informal pictures. Memes, quotes, in addition to pictures promoting your blog or affiliate products are the best way to go.

- Do search for people in your niche, see if the people you find are most likely to benefit from your services, like their pictures, and follow them.

- Be consistent! Post at-least once a day and spend a few minutes each day liking pictures of people with an interest in your niche. Even comment in their pictures to draw even more attention.

- Remember you can change the links on your website or url section everytime you post a new product that links to a different affiliate website or blog post. Change them based on what you are promoting.

CONCLUSION

Now that you are familiar with the steps involved in driving traffic and customers to your business it's time to go out there and start making some business profits.

If you are looking for additional resources to help your business succeed, then why not check visit our website at www.incomereap.com. Thank you once again for downloading this guide and we hope you found this useful, and wish you all the best in your business adventure.

To Your Business Success

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