

# Instagram Marketplace

## Marketing



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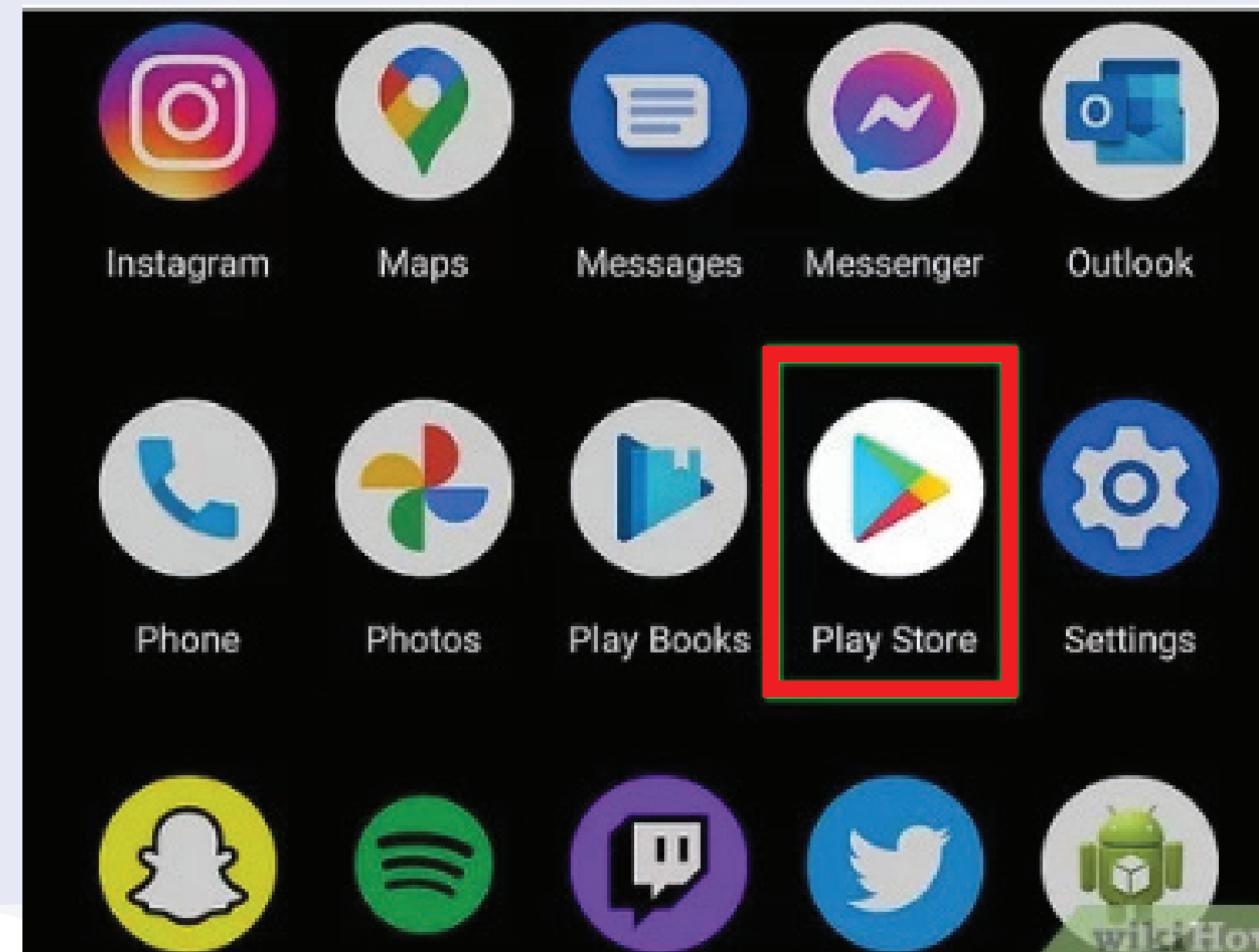
# What is Instagram

Instagram is a free photo and video sharing application available on iPhone and Android. People can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.



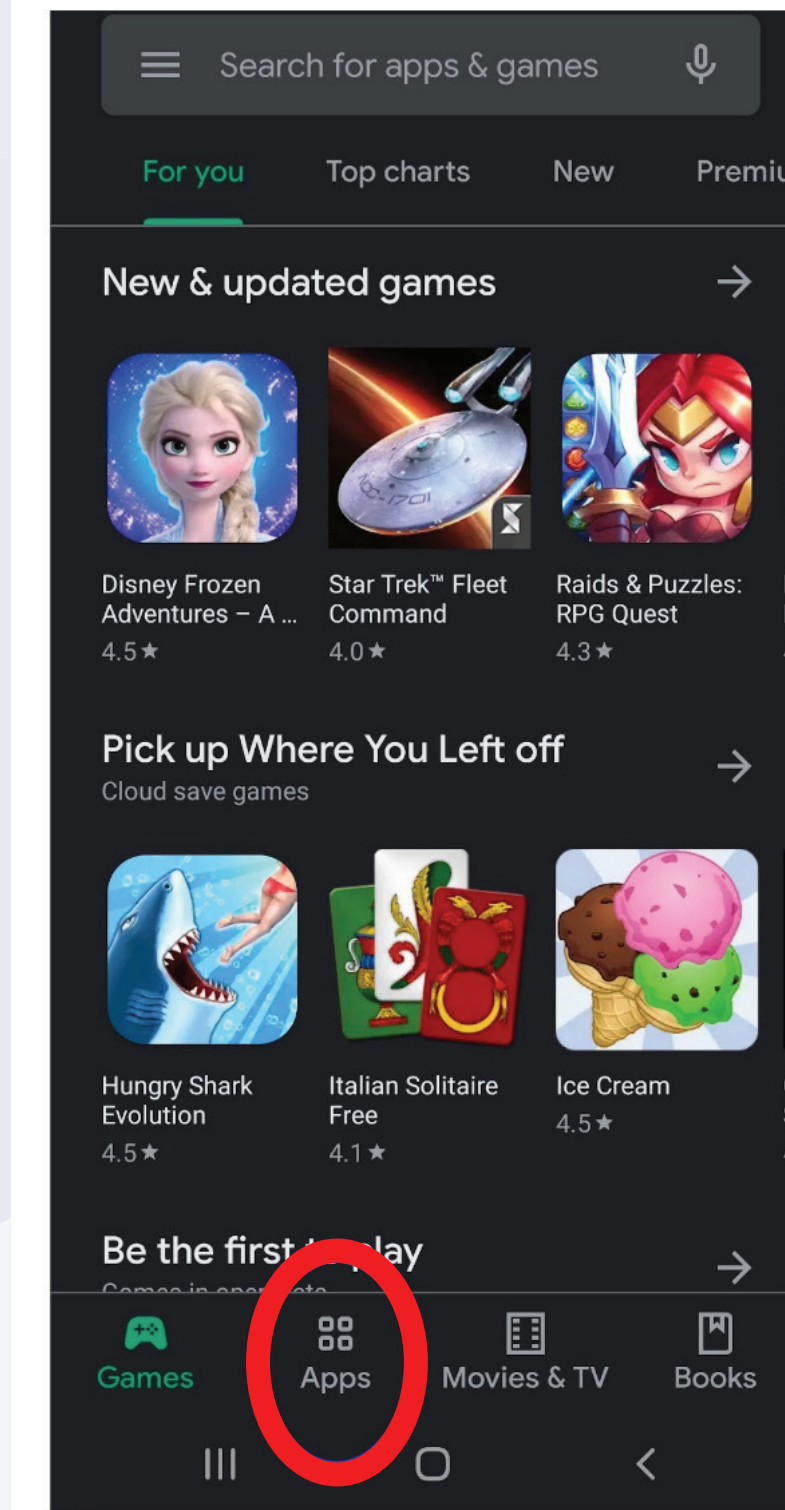
# Installing Facebook Application(Android)

- Step 1: Tap on the Google Play store icon



# Installing Facebook Application(Android)

➤ Step 2: In Google Play, tap on Apps.



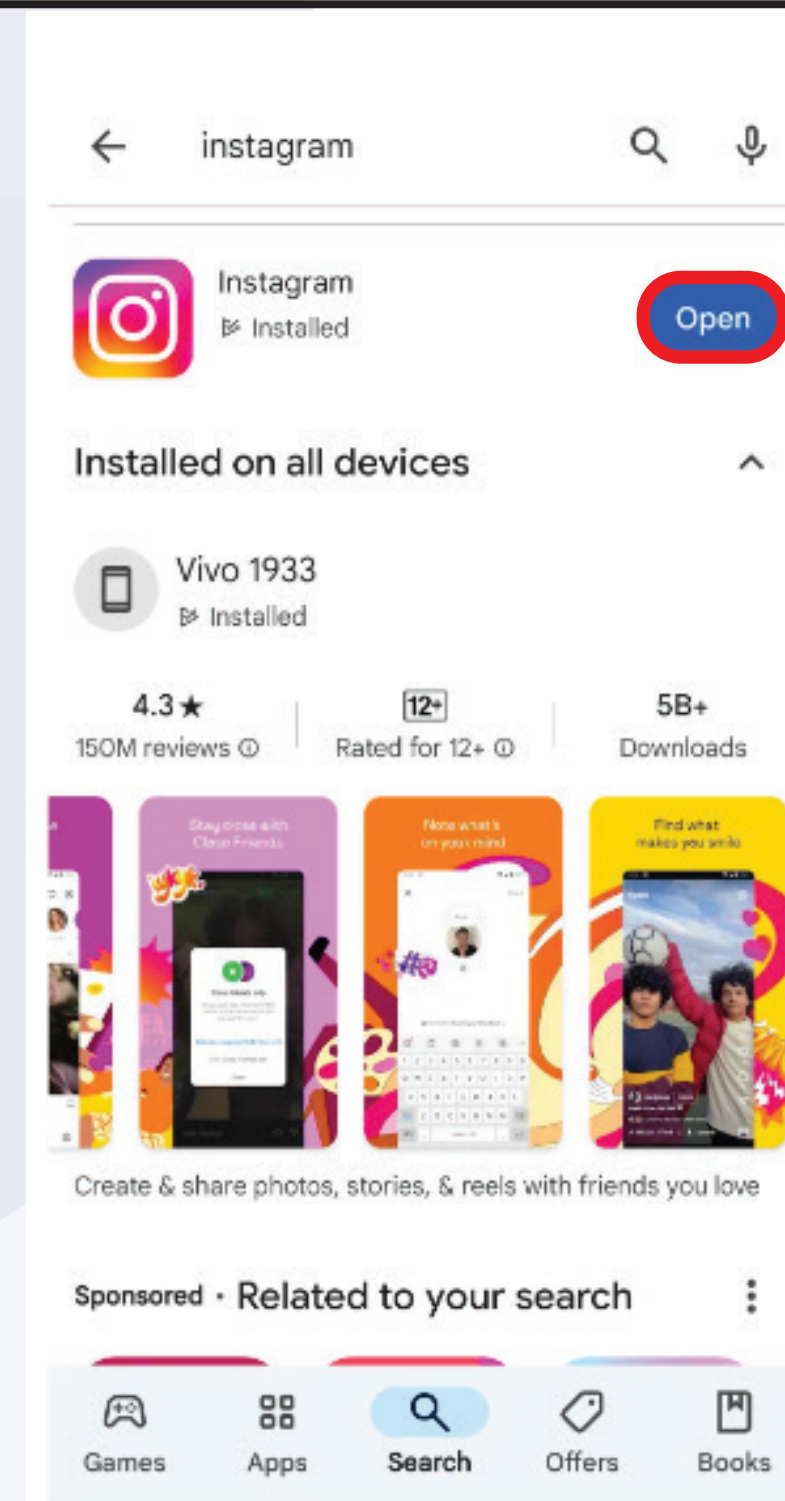
# Installing Facebook Application(Android)

- Step 3 : n the Play Store screen, Tap on the Search icon (magnifying glass) located either below or on top on the screen



# Installing Facebook Application(Android)

- Step 4: Enter *Instagram* in the search text area, and then Click On Install



# HOW DO I SIGN IN ?



## Create a Gmail ID if you don't have one

Gmail ID or a google account is created in Google.

## WITH A GOOGLE ACCOUNT, YOU CAN DO THINGS LIKE:

- Send and receive email using Gmail
- Open Facebook and Instagram Account
- Find your new favorite video on YouTube
- Download apps from Google Play and much more.



# Introduction to Instagram Marketplace x

Instagram Marketplace refers to the use of Instagram's platform as a virtual space where businesses and individuals can showcase and sell products directly to consumers.

## Key Features

**Shoppable Posts:** Businesses can tag products in their posts, allowing users to view product details and make purchases directly from the post.

**Instagram Stories:** Shoppable stickers can be added to stories, making them an interactive way to showcase products.

**Instagram Reels:** Businesses can also tag products in their short-form video content, making it easier for users to shop directly from Reels.

# Introduction to Instagram Marketplace



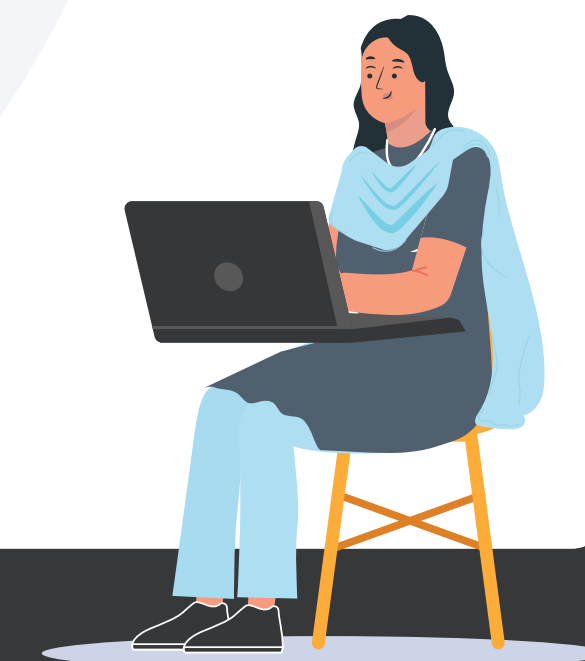
## Benefits

- **Global Reach:** Instagram's massive user base provides businesses with the opportunity to reach a global audience. With over a billion active users, Instagram is a prime platform for brands to expand their market reach.
- **Visual Engagement:** Instagram's focus on visual content allows businesses to showcase their products in a more engaging and appealing way. High-quality images and videos can significantly enhance product visibility and appeal.
- **Integrated Shopping Experience:** Instagram's seamless integration with e-commerce platforms (such as Shopify) allows users to browse and purchase products without leaving the app. This integration simplifies the buying process, and potentiall increasing sales.

# Introduction to Instagram Marketplace x

## Benefits

- **Audience Targeting:** Instagram's advanced algorithms and advertising tools allow businesses to target specific demographics, ensuring that their products are seen by the most relevant audience.
- **Building Brand Loyalty:** Instagram's community-oriented platform allows businesses to engage with their audience, building stronger relationships and fostering brand loyalty.
- **Enhanced Brand Awareness:** By consistently posting and engaging with followers, businesses can increase their brand awareness on a global scale.



# Introduction to Instagram Marketplace



## Benefits

- **Direct Customer Interaction:** Instagram allows businesses to directly interact with customers through comments, direct messages, and live sessions, providing an opportunity to offer personalized customer service and build stronger relationships.
- **Analytics and Insights:** Instagram provides business accounts with detailed insights into their posts, stories, and audience. This data helps businesses understand what content works best, allowing them to refine their marketing strategies.
- **Cost-Effective Advertising:** Instagram Ads offer a cost-effective way to reach a large and targeted audience. With options like story ads, carousel ads, and shoppable ads, businesses can create tailored campaigns that suit their budget and objectives.

# Introduction to Instagram Marketplace x

## Benefits

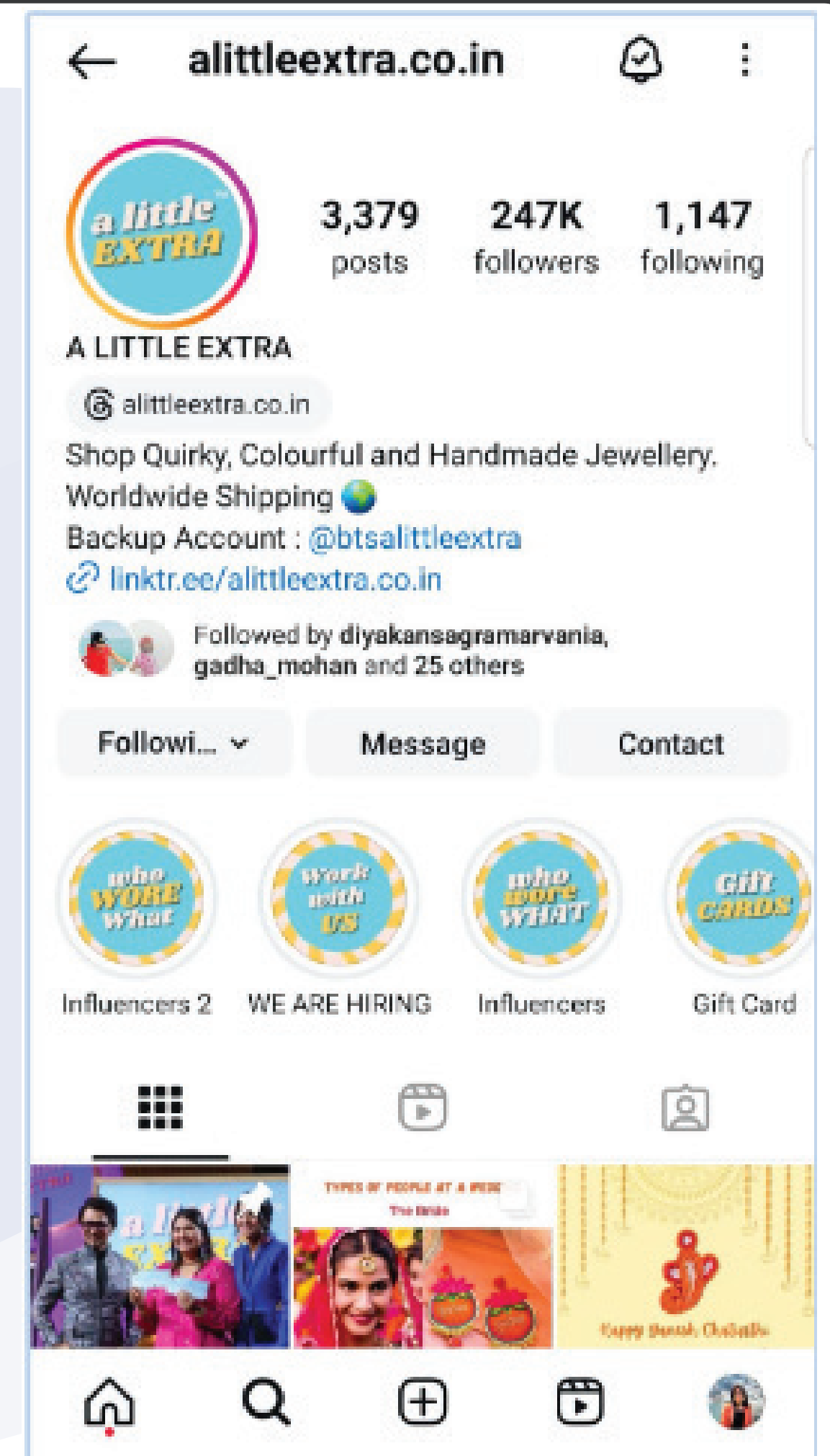
- **Local Reach:** Facebook Marketplace connects you with buyers in your area, making it ideal for small businesses and local sellers.
- **Ease of Use:** With its user-friendly interface, even those new to online selling can easily create listings and manage transactions.
- **Cost-Effective:** Listing products on Facebook Marketplace is free, providing an affordable way to reach new customers without upfront costs.
- **Trust and Security:** Facebook's integration with Messenger allows for secure communication between buyers and sellers, fostering trust and transparency



# Let's see some inspiring stories of customer success of using Instagram

## 1. A Little Extra (Jewelry Brand)

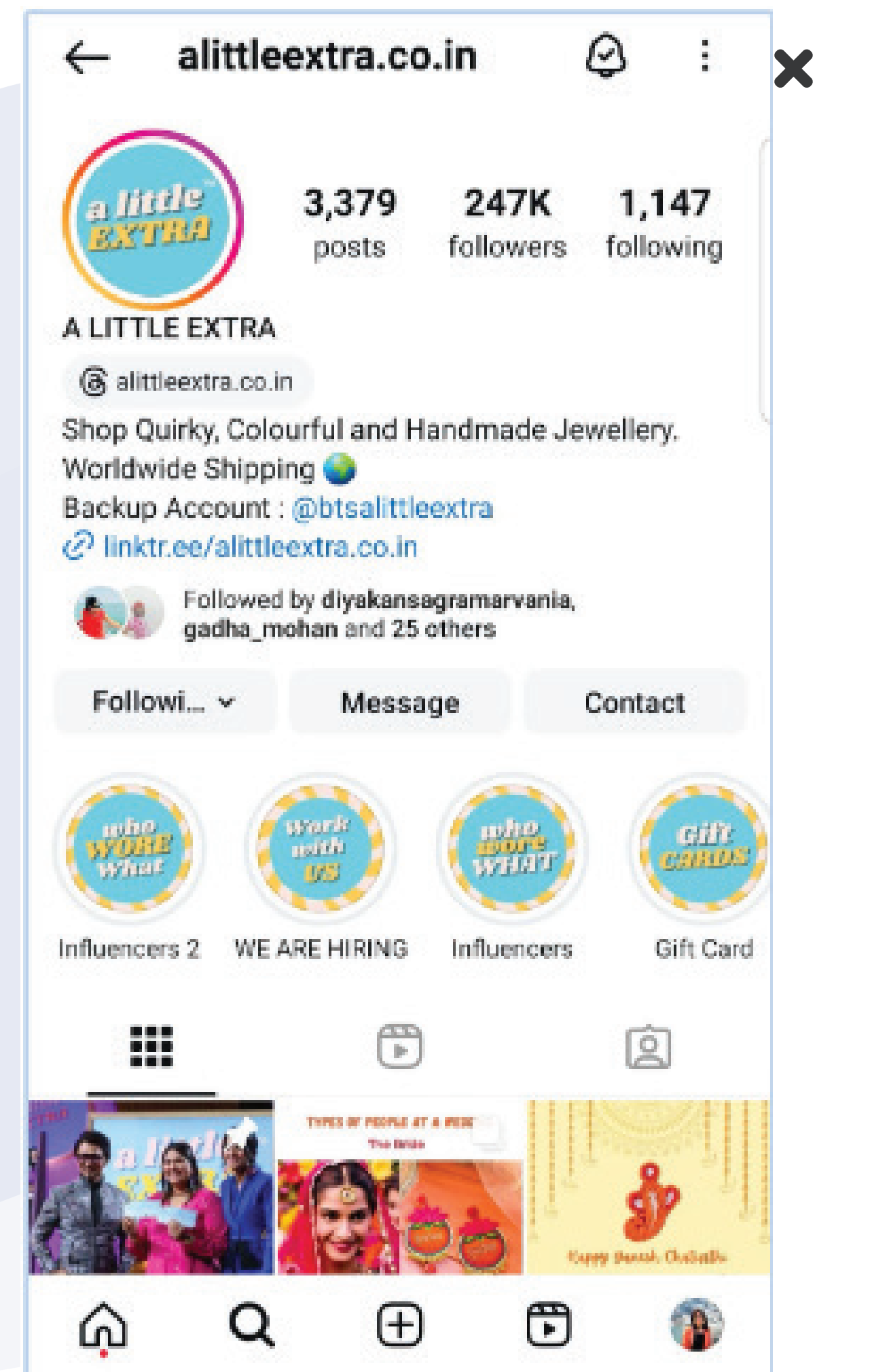
- A Little Extra is an Indian Jewelry brand that makes different kinds of jewelry for all occasions. It caters women of all age groups.



## 1. A Little Extra (Jewelry Brand)

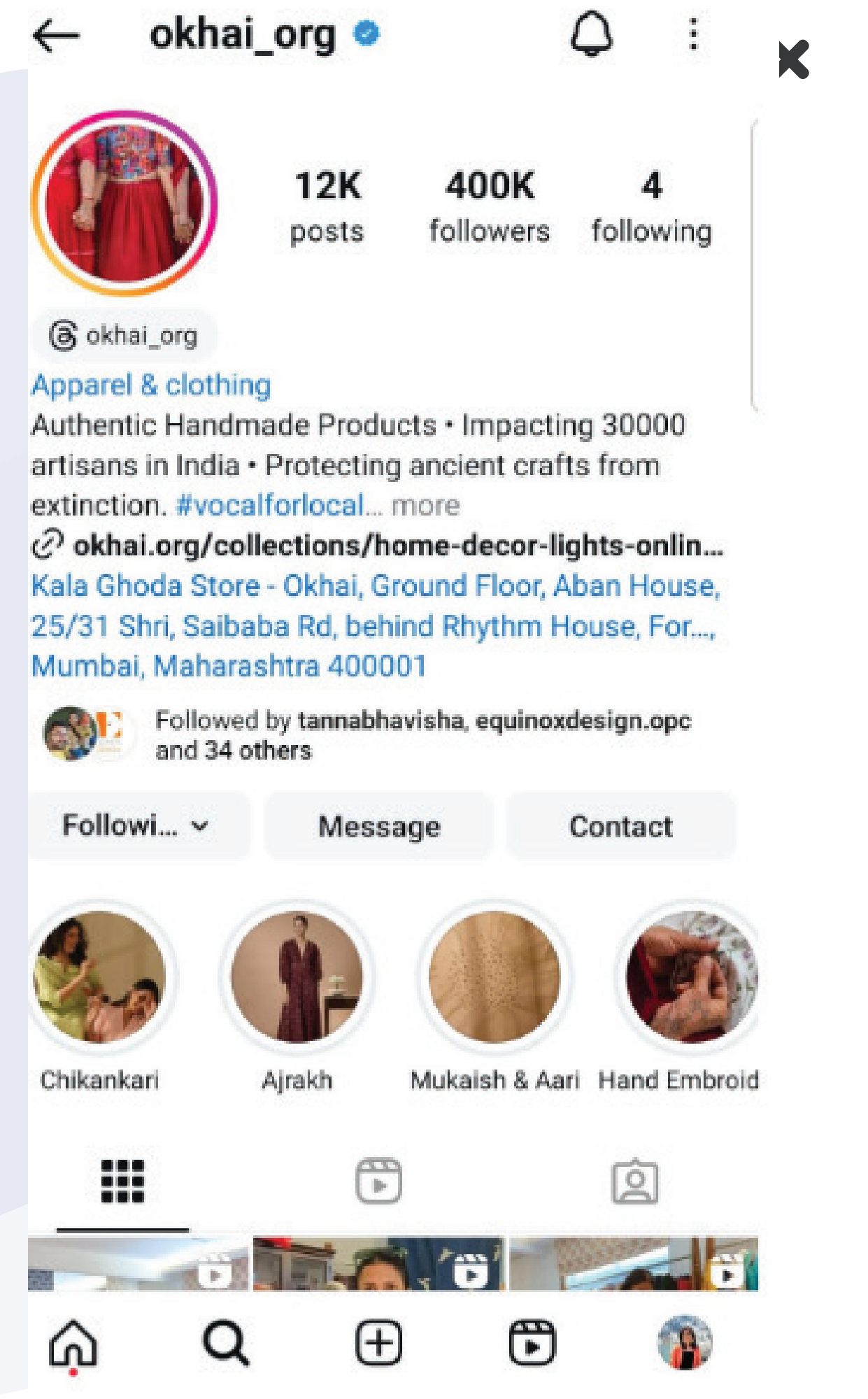
### Instagram Strategy:

- **Direct Customer Interaction:** The brand's Instagram content is a mix of product showcases, humorous memes, and message from the founder. They use Instagram Stories and Reels to showcase new collections, limited editions, and behind-the-scenes content.
- **User-Generated Content (UGC):** The brand encourages customers to share photos wearing their merchandise, often reposting these images on their official Instagram page. This UGC strategy not only builds community but also acts as authentic marketing, showcasing satisfied customers enjoying their products.
- **Influencer Collaborations:** They collaborate with influencers who align with their brand's ethos. These collaborations help amplify their reach and connect with new audiences who might not have discovered the brand otherwise.



## 2. Okhai: Weaving Tradition with Modern Aesthetics

Okhai is a contemporary fashion brand that blends traditional Indian textiles with modern designs. It is known for authentic handmade products, well-known name in the Indian fashion industry for its handwoven sarees, dresses, coord sets, blouses, and other clothing items.



## 2. Okhai: Weaving Tradition with Modern Aesthetics



### **Instagram Strategy:**

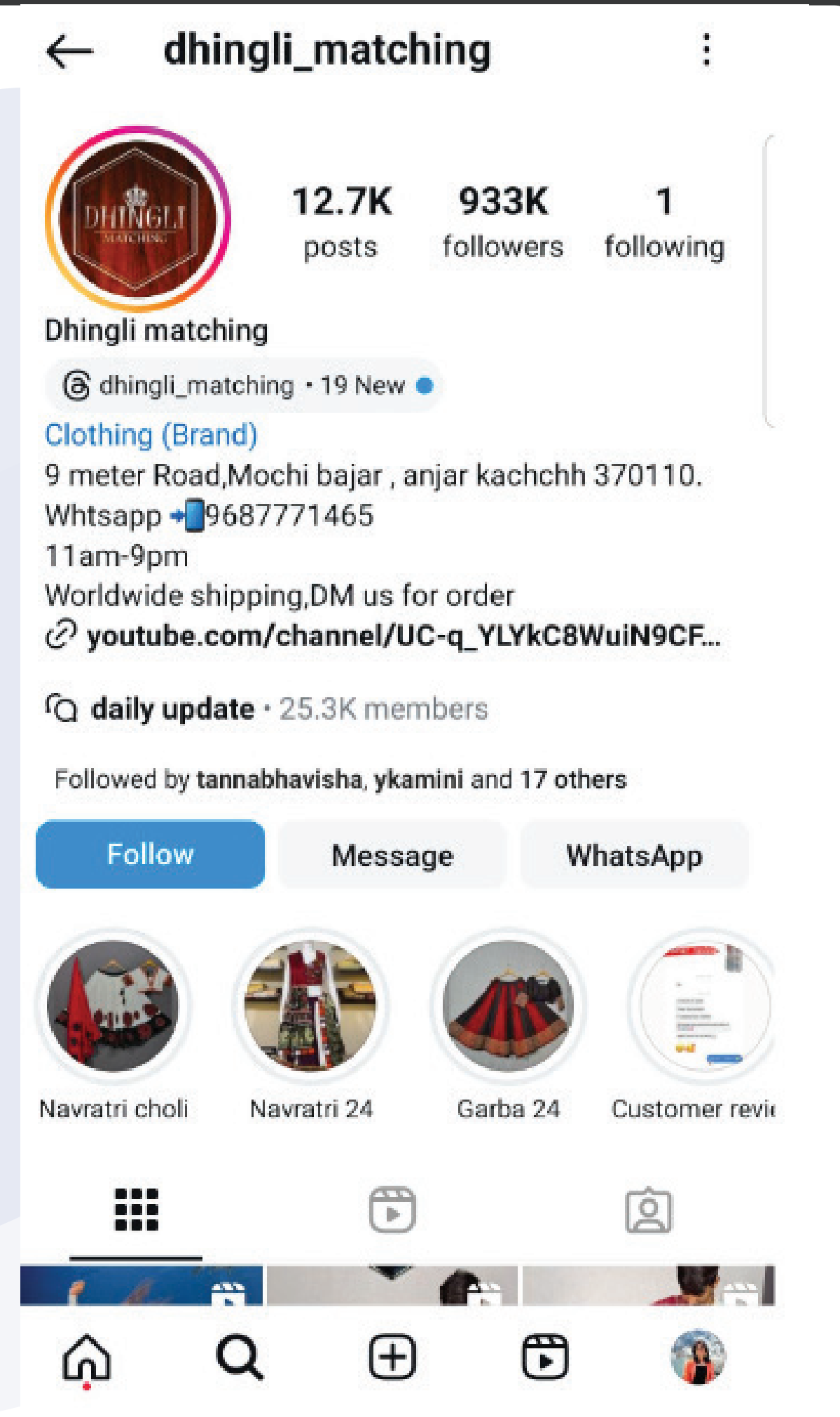
- **Visual Storytelling:** Okhai uses Instagram to tell the stories behind their products, often highlighting the artisans who create their handwoven saree. This focus on storytelling not only adds a personal touch but also helps educate their audience about the rich cultural heritage of Indian textiles.
- **Shoppable Posts:** Okhai has effectively utilized Instagram's shopping features, making it easy for users to explore and purchase products directly from their Instagram feed. Each post is carefully curated with high-quality images that showcase the intricate details of their products.
- **Instagram Stories:** Okhai frequently puts up stories where they showcase new collections, share styling tips, and engage with their followers in real time.
- **Collaborations with Influencers:** Okhai collaborates with fashion influencers and industry experts who resonate with their brand values.

### 3. Dhingli Matching

Dhingli Matching is a small shop in Bhuj, Gujarat which sells kutchi handwork clothing such as dupattas, kurtas, dresses, clutches and much more.

Product post: They are posting every product be it dupatta or lehenga choli by making a video. One man opens the product and shows you how the product looks. Their content is simple but easy to understand as they have mentioned price in majority of the reels.

So if anyone wants to shop, they can decide their budget and shop from them.



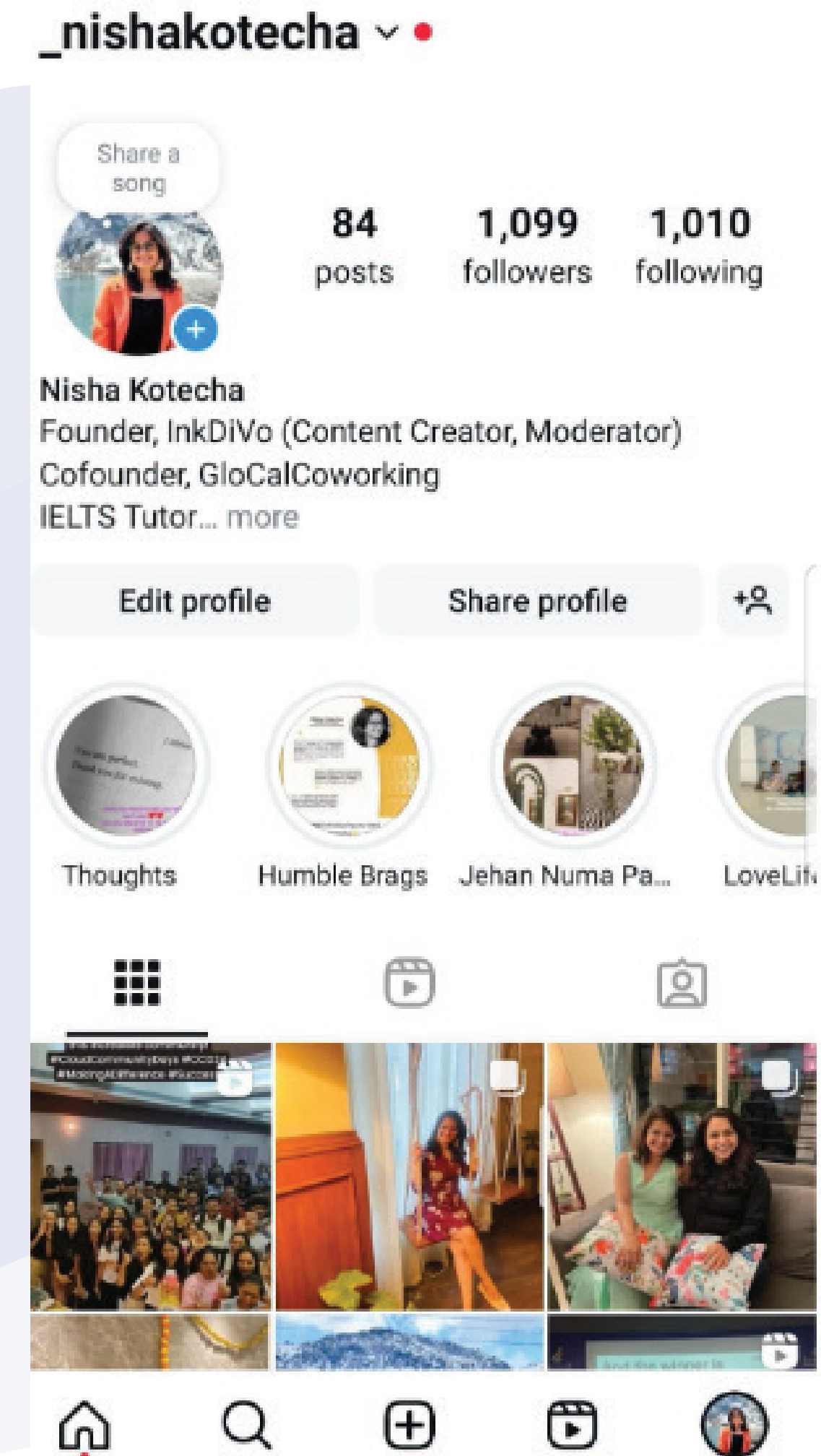
## Steps to Set Up a Professional Instagram Profile

Put in your email id and password and Log in.

Facebook email id can be used.

Once you log in, tap on the profile icon located at the bottom right corner of the screen.

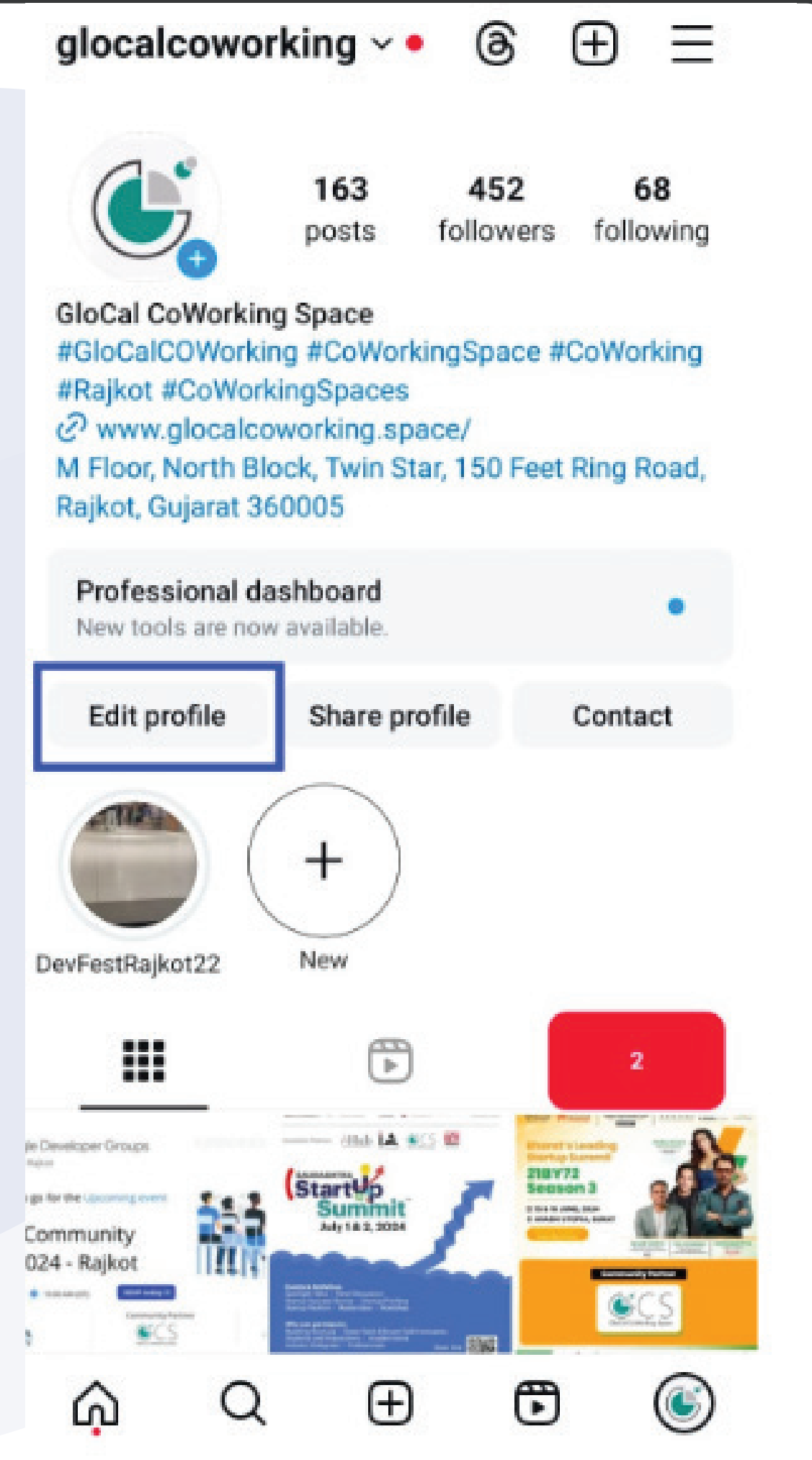
This will take you to your personal profile page.



# Steps to Set Up a Professional Instagram Profile

## 1. Editing Your Profile

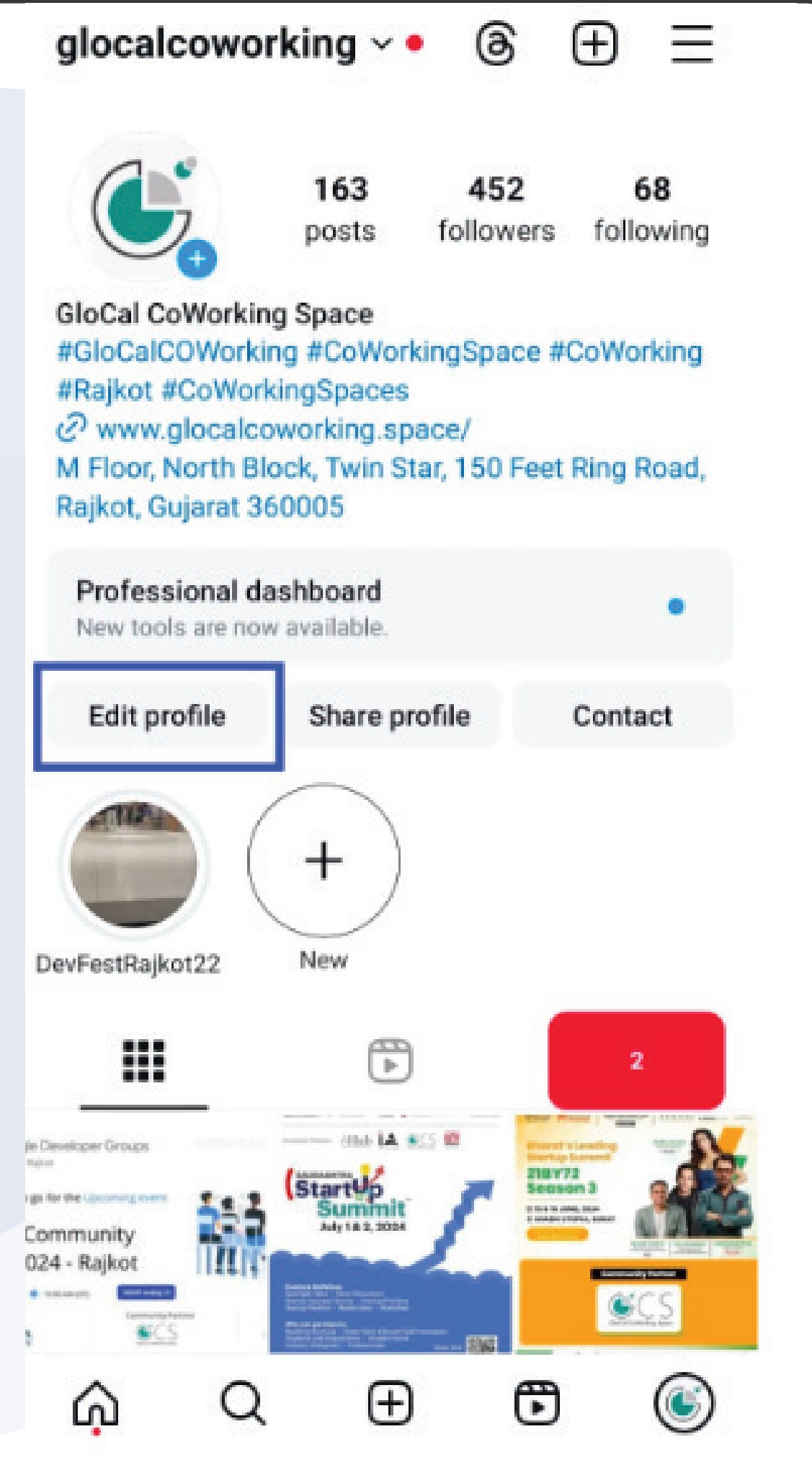
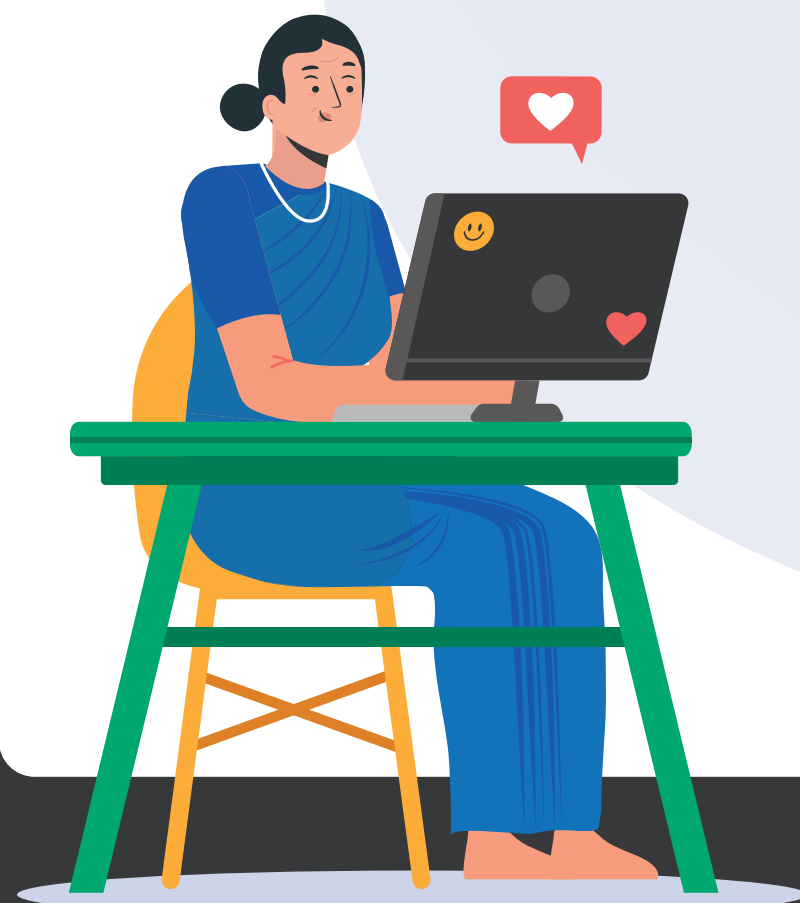
- **Step 1:** Once on your profile page, tap the “Edit Profile” button located just below your bio and profile picture.



# Steps to Set Up a Professional Instagram Profile

## 1. Editing Your Profile

- **Step 1:** Once on your profile page, tap the “Edit Profile” button located just below your bio and profile picture.



# Steps to Set Up a Professional Instagram Profile

## 2. Editing Your Profile

**Step 2:** On the Edit Profile page, you'll see various fields where you can input or update your information

A screenshot of the Instagram 'Edit profile' page. The page is titled 'Edit profile' and has a back arrow in the top left. It features a profile picture and a cover photo. Below these are several input fields: 'Name' (Nisha Kotecha), 'Username' (\_nishakotecha), 'Pronouns', 'Bio' (years in Oman Startup ecosystem enabler), 'Add link', 'Add banners', 'Gender' (Female), and 'Show Threads badge' (toggle). At the bottom, there are two blue links: 'Switch to professional account' and 'Personal information settings'. The page is styled with a clean, modern aesthetic.

## Steps to Set Up a Professional Instagram Profile

### 3. Switching to a Business Account

**Step 1:** On the Edit Profile page, scroll down and look for the option “Switch to Professional Account.”



← Edit profile

Name  
Nisha Kotecha

Username  
\_nishakotecha

Pronouns

Bio  
years in Oman Startup ecosystem enabler

Add link

Add banners

Gender  
Female

Show Threads badge

Switch to professional account

Personal information settings

## Steps to Set Up a Professional Instagram Profile

### 3. Switching to a Business Account

**Step 2:** Tap on this option. And select what profession suits you best.

Click on Done and Next and follow the other 3 steps

A screenshot of the Instagram account setup screen. At the top right is a close button (X). Below it is a back arrow. The main heading is "What best describes you?". Below this is a sub-heading: "Categories help people find accounts like yours. You can change this at any time." There is a search bar with a magnifying glass icon and the word "Search". Below the search bar is a list of categories: "Suggested", "Artist", "Musician/band", "Blogger", "Clothing (Brand)", and "Community". Each category has a radio button to its right. A blue button labeled "Done" is at the bottom of this list. To the right of the categories is a section titled "Are you a creator?". Below this is a sub-heading: "Based on the category you selected, you may be a creator. You can change this anytime." There are two options: "Creator" and "Business". Each has a radio button. The "Business" option is selected and is highlighted with a blue border. Below this section is a blue button labeled "Next".

# Steps to Set Up a Professional Instagram Profile

## 3. Switching to a Business Account



← Review your contact info

These contact options will be displayed on your profile so people can contact you. You can edit or remove them anytime.

**Public business information**

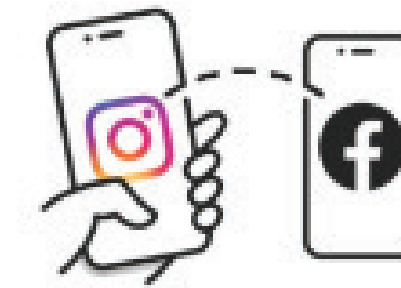
- ✉ abc@gmail.com
- 📞 IN +91 9999999999
- 📍 Business address >
- 📺 Instagram audio calling >

Display contact info

Your contact info makes it easier for people to email, call or take an action from buttons that will appear on your profile. You can display or hide these anytime.

Next

### ✕ Connect a Facebook Page



### Connect to Facebook

Connecting to a Facebook Page is optional, but doing so will allow you to share Instagram posts on Facebook and use features such as ads and shopping tools.

Login to Facebook

Skip

# Steps to Set Up a Professional Instagram Profile

## 4. Filling Out Profile Information

**Step 1:** Begin by adding a Profile Picture that represents your brand, such as your logo or a product image.

Your profile picture is the first visual element people notice.

It should be easily recognizable and align with your brand identity.

A screenshot of the Instagram 'Edit profile' interface. At the top, there is a back arrow, the text 'Edit profile', and a close 'X' button. Below this are two circular profile picture options: a logo on the left and a person's face on the right. Underneath is the text 'Edit picture or avatar'. The main form contains several fields: 'Name' with the value 'GloCal CoWorking Space', 'Username' with 'glocalcoworking', 'Pronouns' (empty), 'Bio' with '#CoWorking #Rajkot #CoWorkingSpaces', 'Links' with a count of '1', 'Add banners', 'Gender' with a dropdown menu set to 'Prefer not to say', and 'Show Threads badge' with a toggle switch that is currently off.



## Steps to Set Up a Professional Instagram Profile

### 4. Filling Out Profile Information

**Step 2:** Next, create a Username.

Next write a concise and informative **Bio** that clearly states what your business is about. Include relevant keywords and a call to action.

Your bio is a brief summary of your business.

It's where you can tell visitors who you are, what you offer, and what action you want them to take (e.g., visit your website, contact you, etc.).

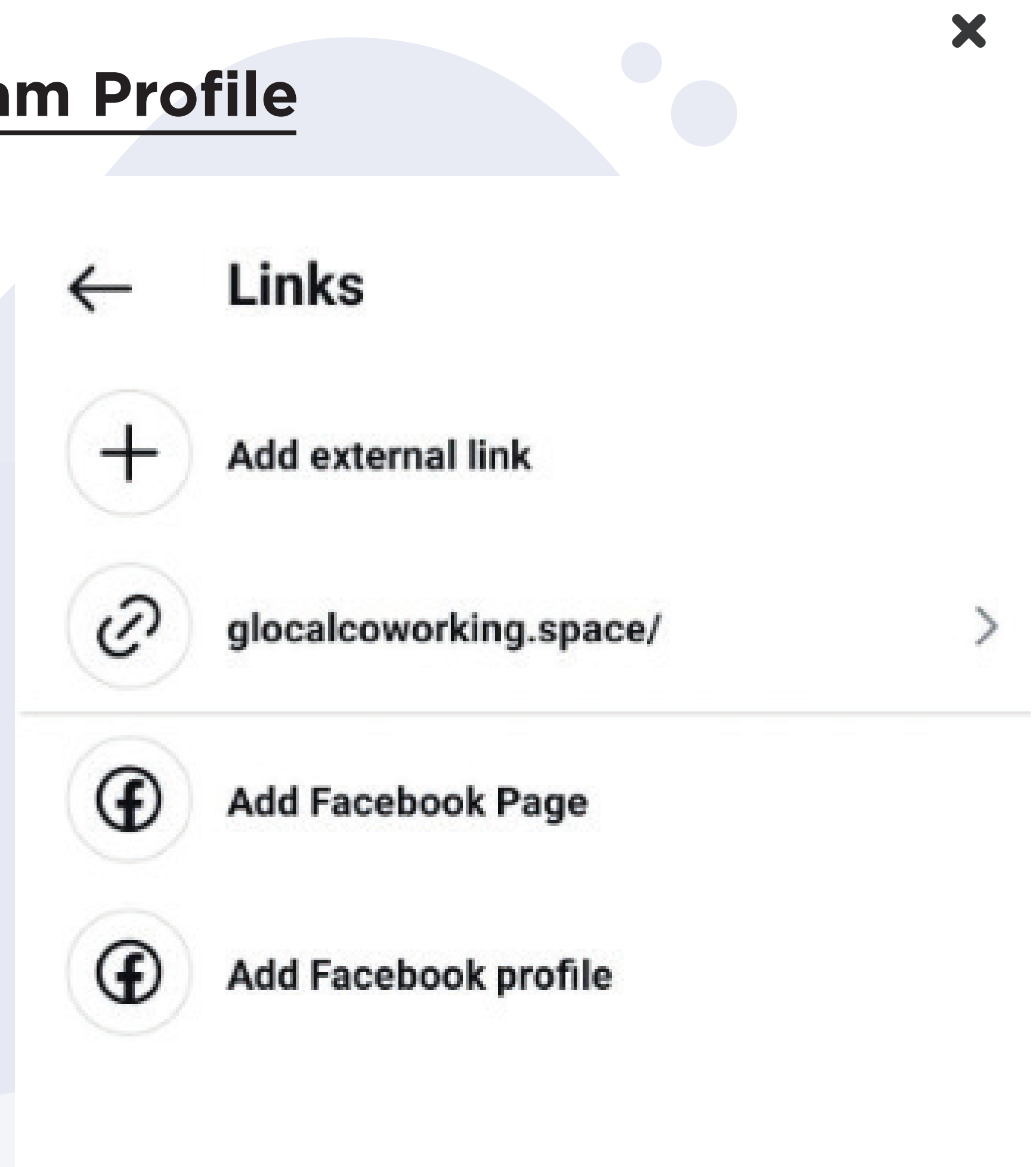


## Steps to Set Up a Professional Instagram Profile

### 4. Filling Out Profile Information

**Step 3:** Click On Links and add any links that you have.

You can add facebook page link as well

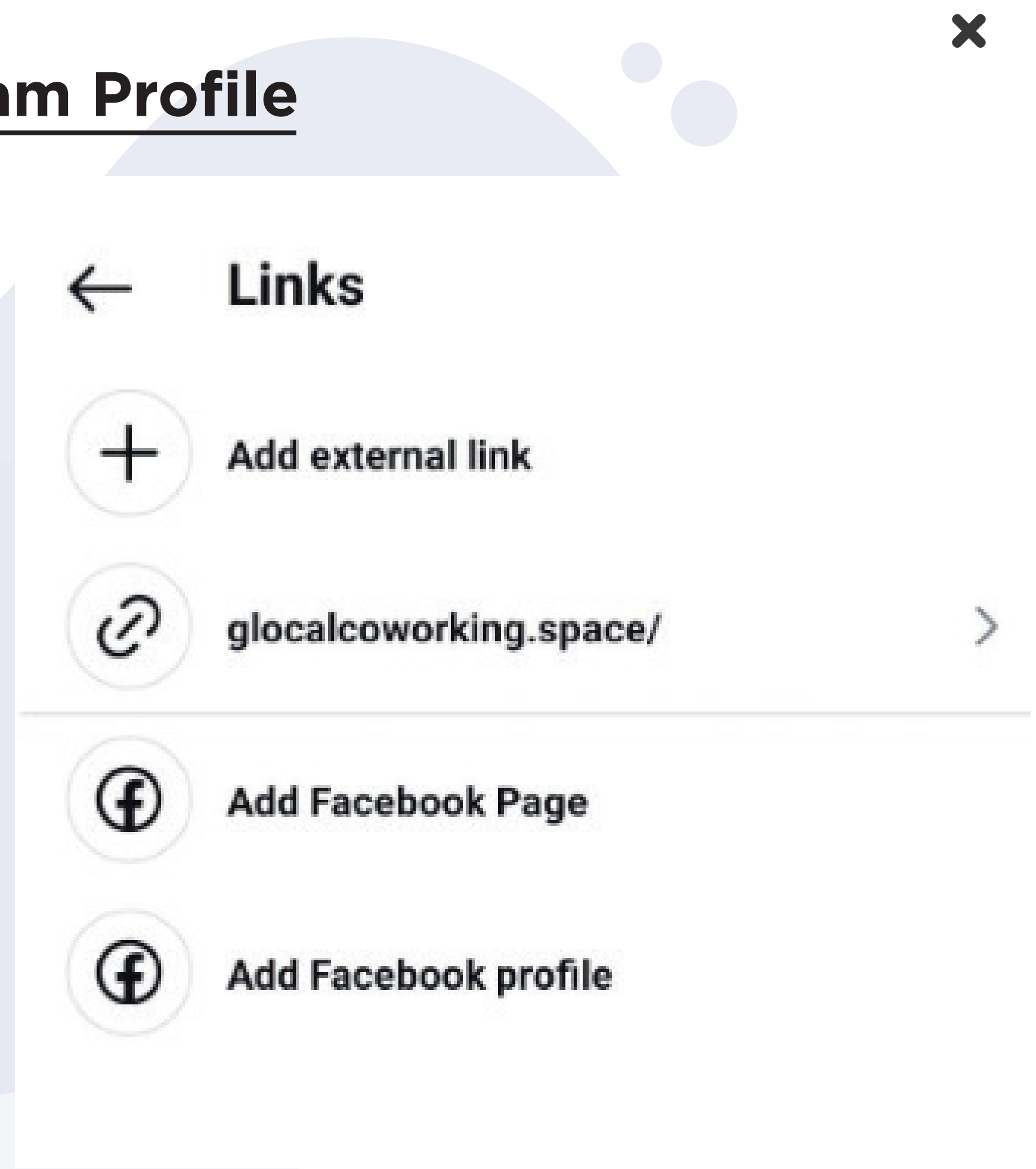


## Steps to Set Up a Professional Instagram Profile

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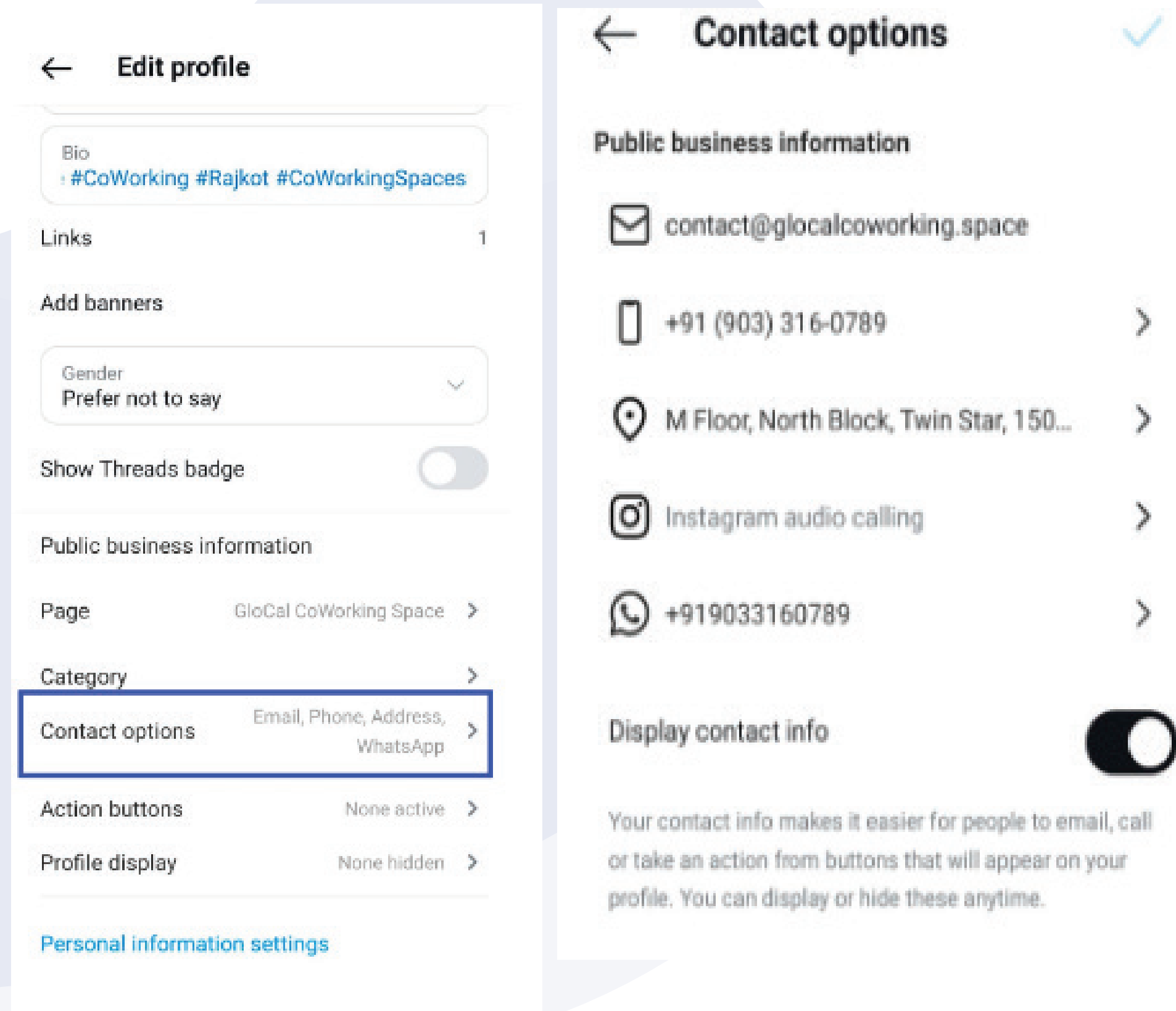


# Steps to Set Up a Professional Instagram Profile

## 4. Filling Out Profile Information

**Step 4:** Add your Contact Information by filling out the fields for email, phone number, and physical address if applicable.

This section makes it easy for customers to reach you directly through Instagram, which can help build trust and encourage more direct engagement

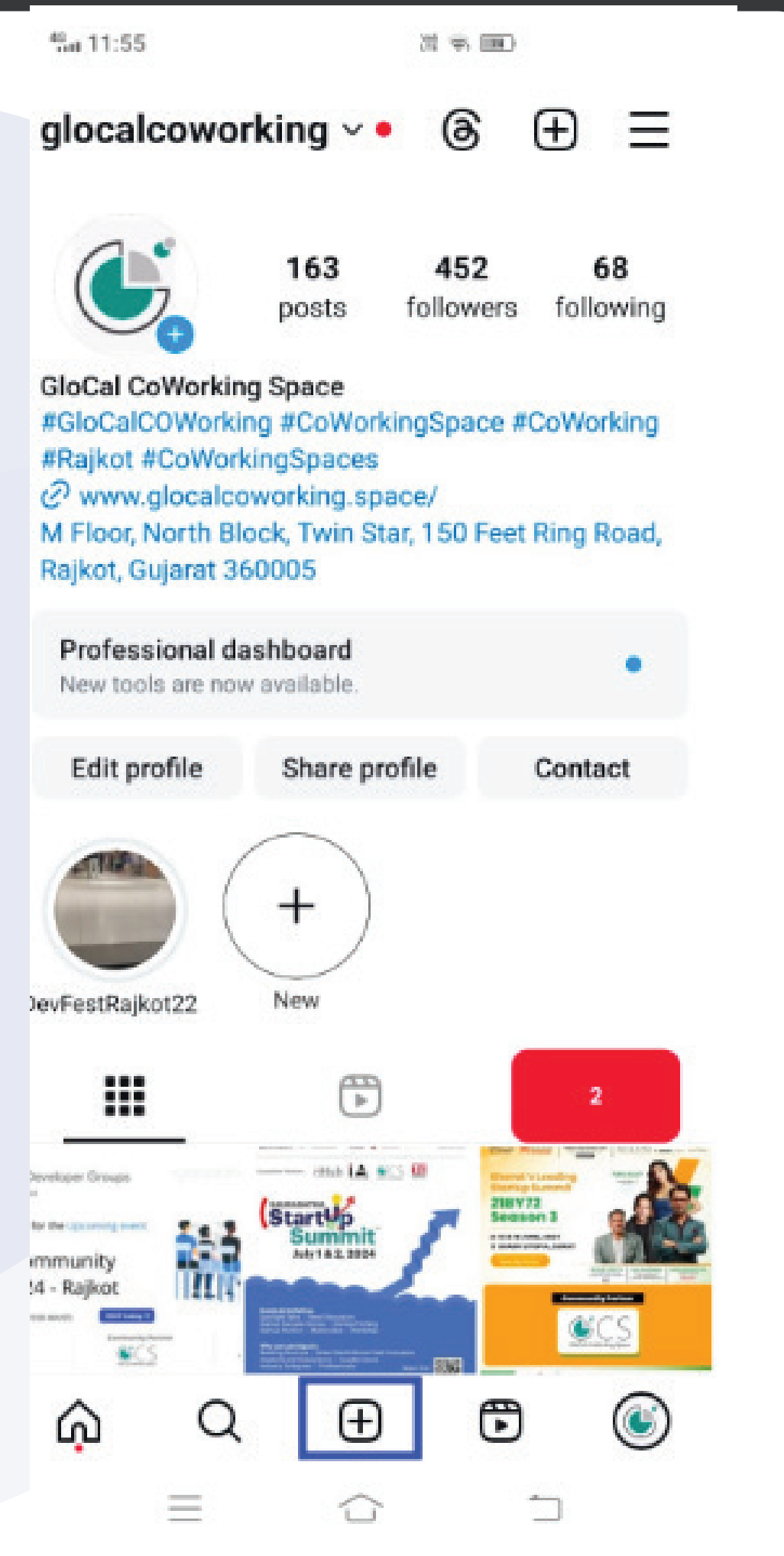
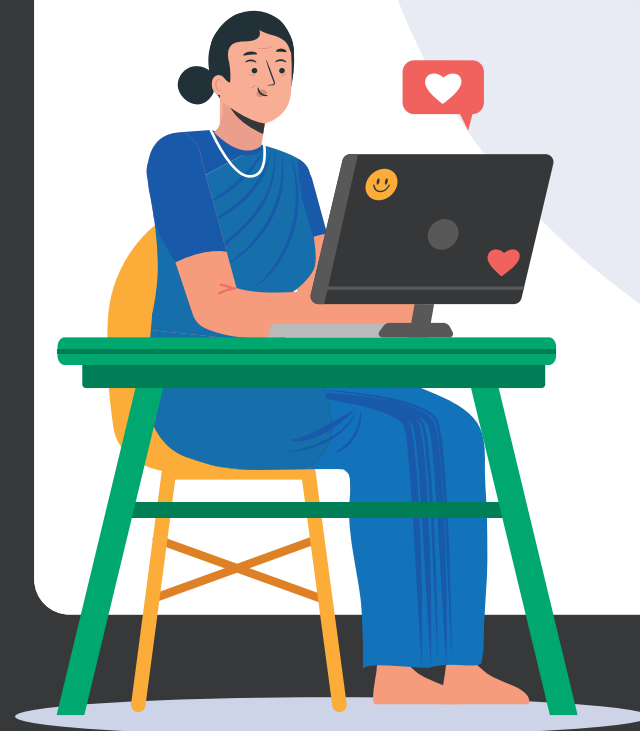


# Creating Engaging Posts and Stories

## 1. Tap the "+" Icon to Create a New Post

**Step 1:** Open the Instagram app and go to your home screen.

**Step 2:** Tap the "+" icon located at the bottom center of the screen. You can choose to create a post, story, reel, or more.





## Creating Engaging Posts and Stories

**Step 2:** Tap the “+” icon located at the bottom center of the screen. You can choose to create a post, story, reel, or more.

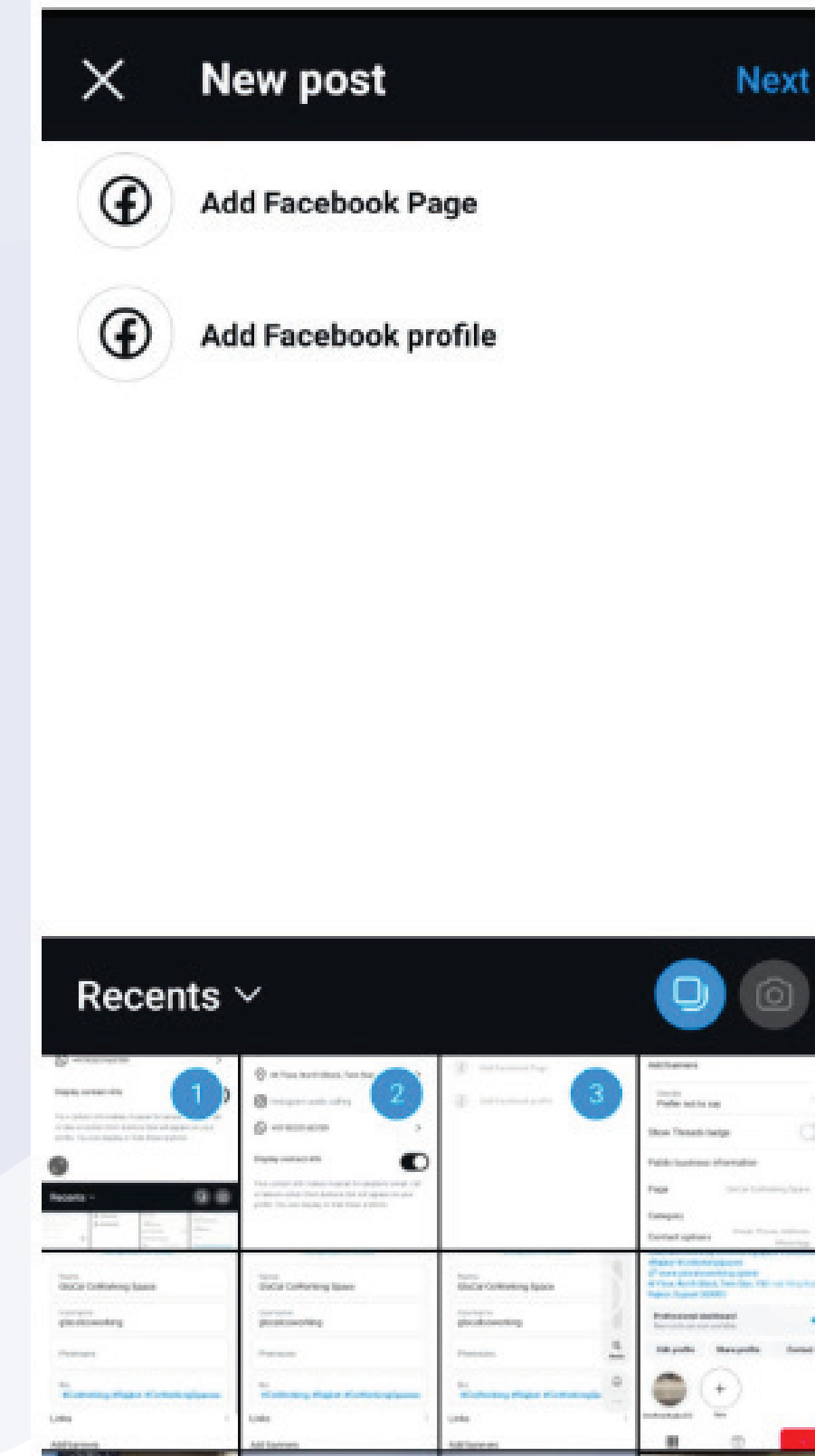
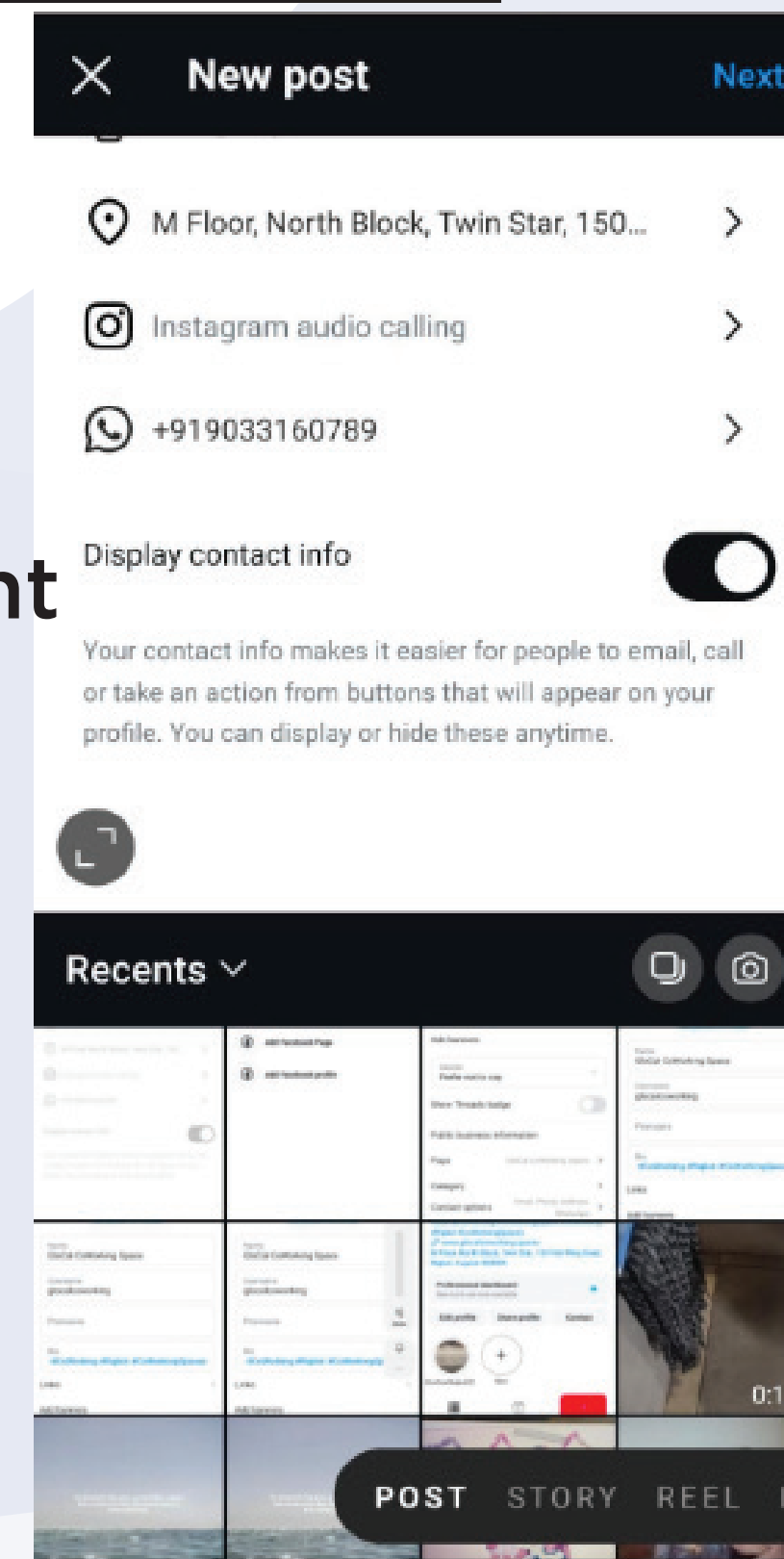


# Creating Engaging Posts and Stories

## 2. Select Photos/Videos, Add Filters, and Write a Compelling Caption

**Step 1:** Select the photo or video you want to post from your gallery.

You can also take a new photo or video directly within the app.

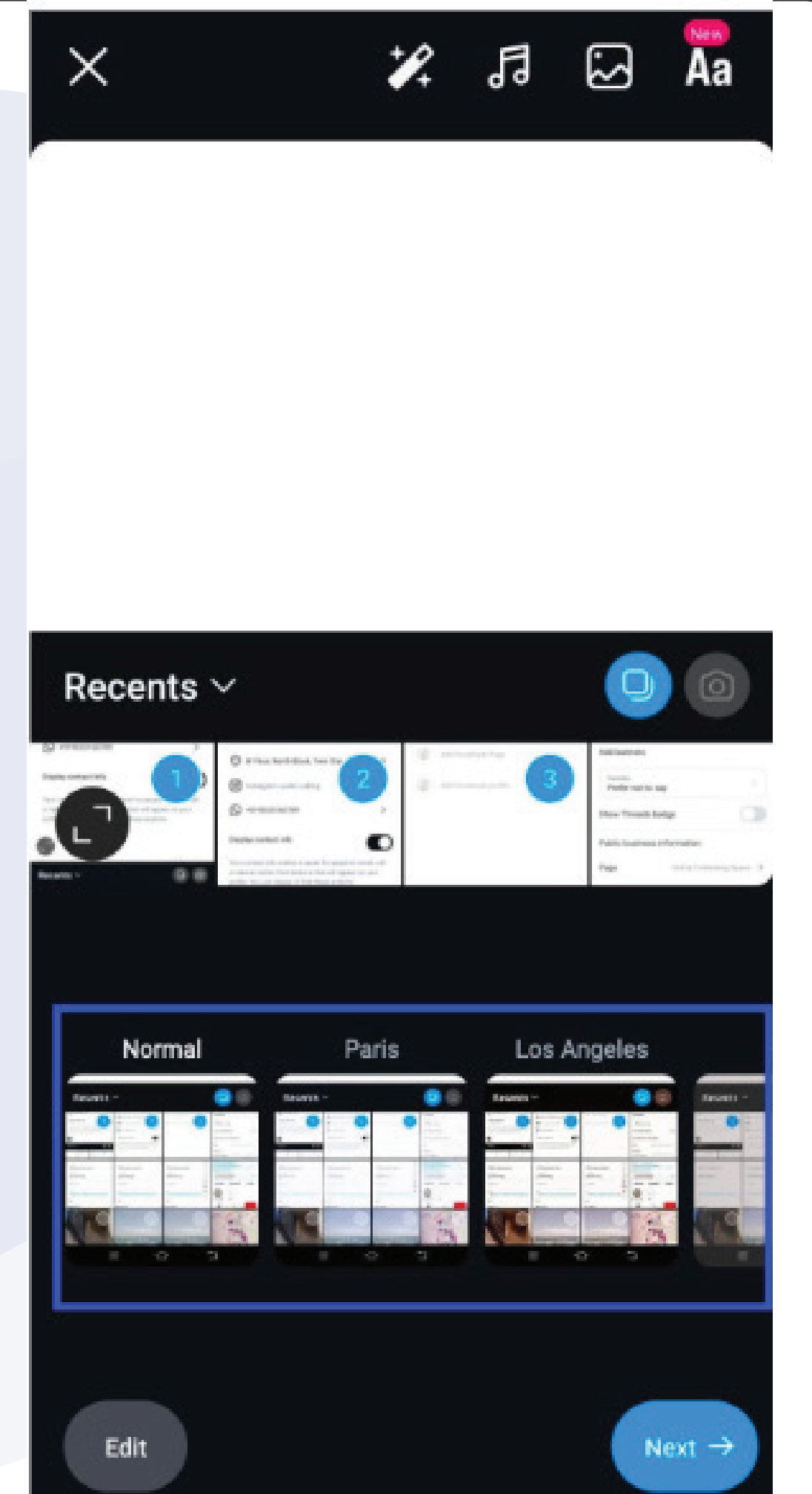


## Creating Engaging Posts and Stories

### 2. Select Photos/Videos, Add Filters, and Write a Compelling Caption

**Step 2:** Apply filters to enhance the visual appeal of your content.

Instagram offers a range of filters and editing tools to adjust brightness, contrast, and more.



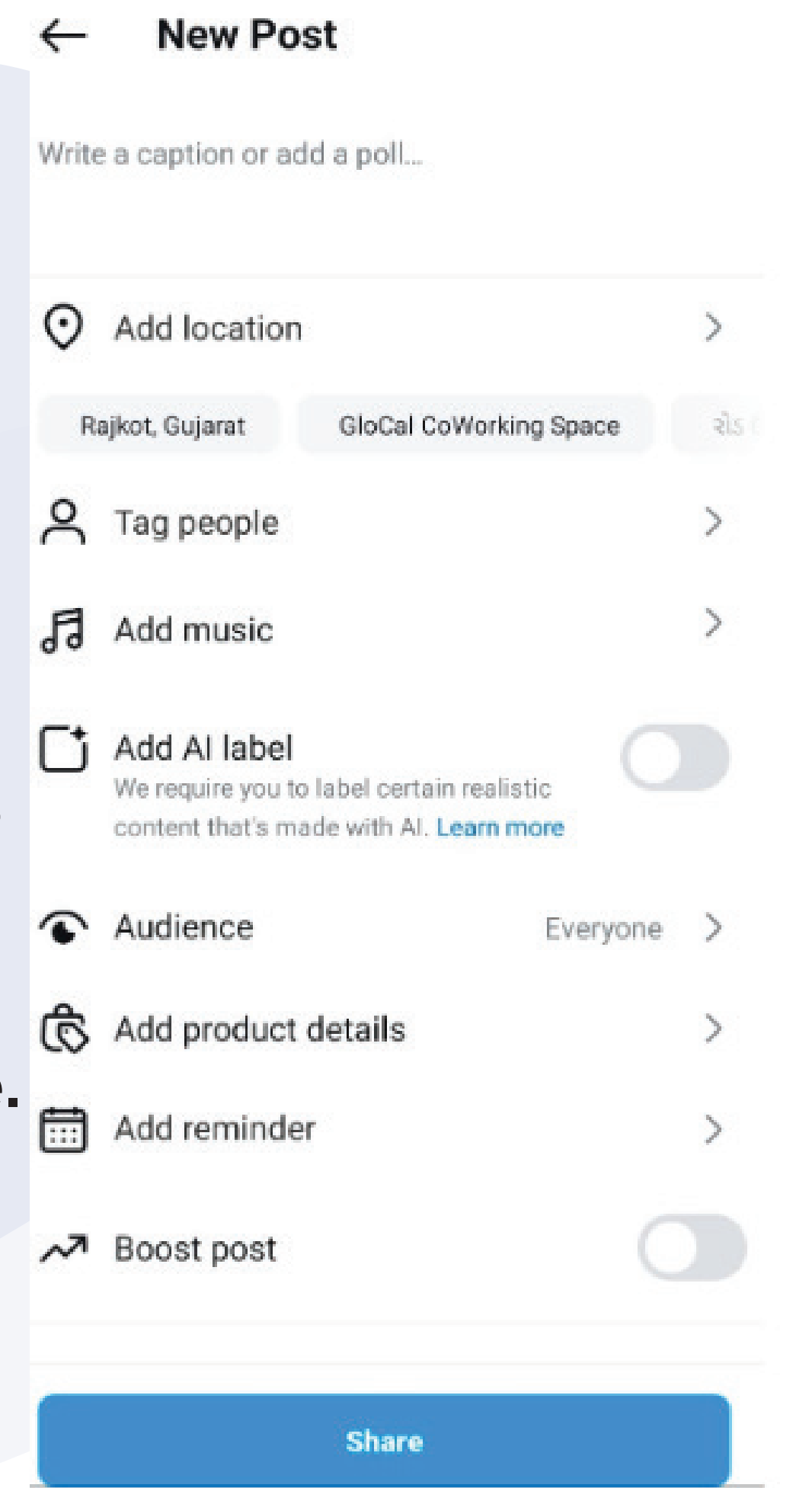
# Creating Engaging Posts and Stories

## 2. Select Photos/Videos, Add Filters, and Write a Compelling Caption

**Step 3:** Write a compelling caption that complements your visual content.

Captions can include calls to action, storytelling, or questions to encourage engagement.

Make sure to keep it aligned with your brand voice and message.



# Creating Engaging Posts and Stories

## 3. Use Instagram Stories to Showcase Behind-the-Scenes Content

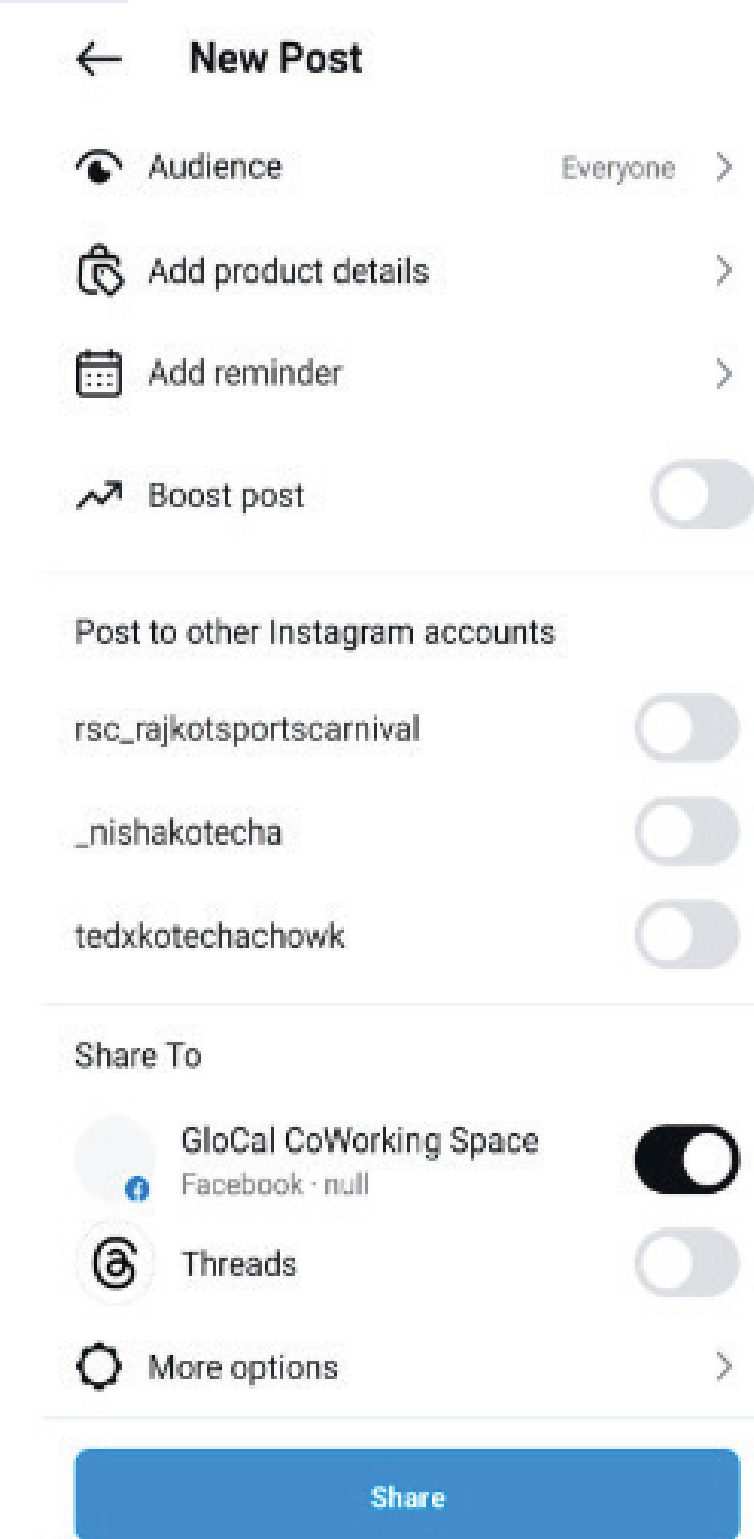
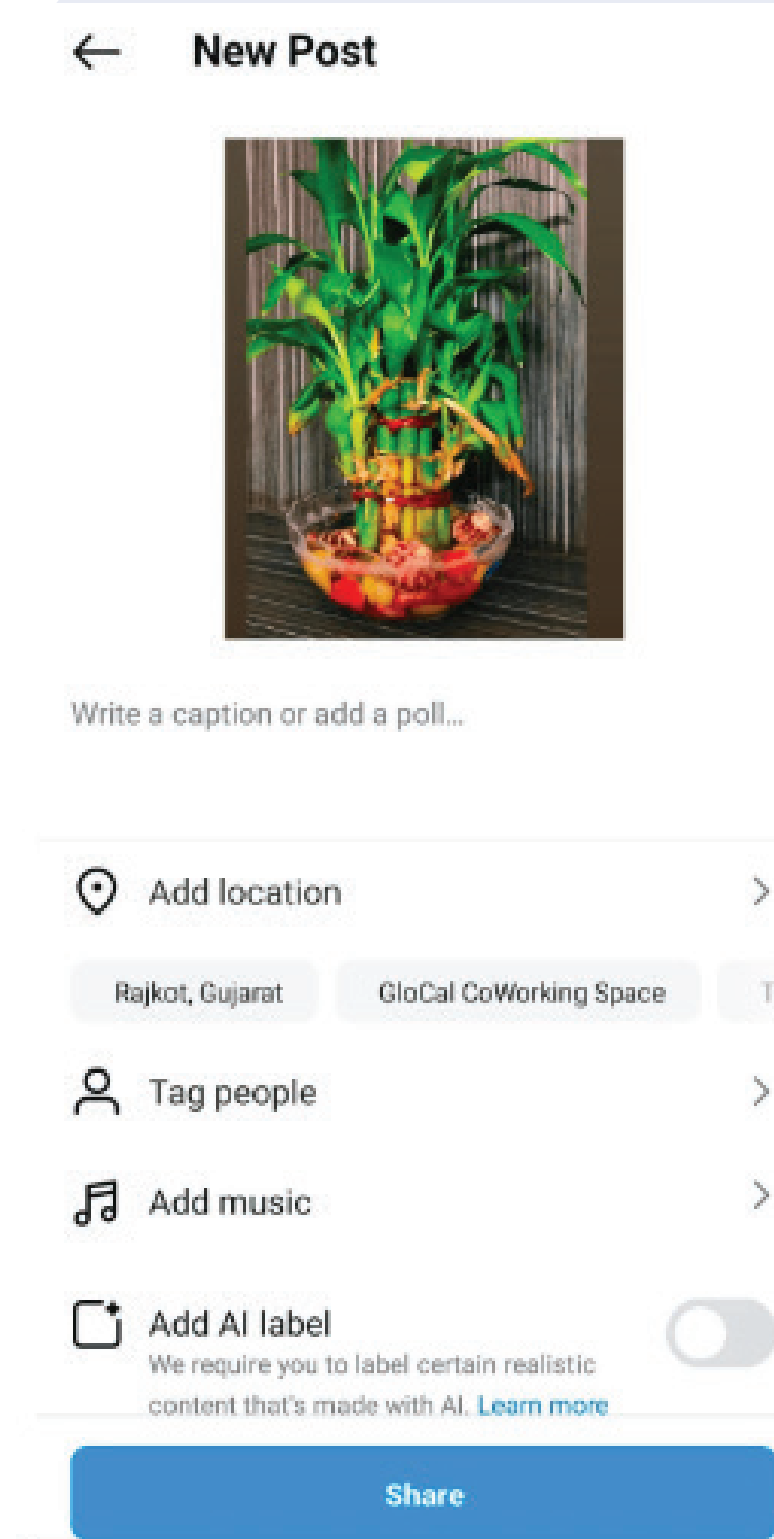
**Step 1:** Tap on Plus sign on your profile picture at the top left to open the Stories camera.



# Creating Engaging Posts and Stories

## 3. Use Instagram Stories to Showcase Behind-the-Scenes Content

**Step 2:** Capture a photo or video, or select one from your gallery. Use Instagram's creative tools like stickers, text, and GIFs to add context and make your story more engaging.





## Creating Engaging Posts and Stories

**Step 3:** Post behind-the-scenes content, product teasers, or daily updates to connect with your audience on a more personal level.

Stories disappear after 24 hours, making them ideal for timely content.



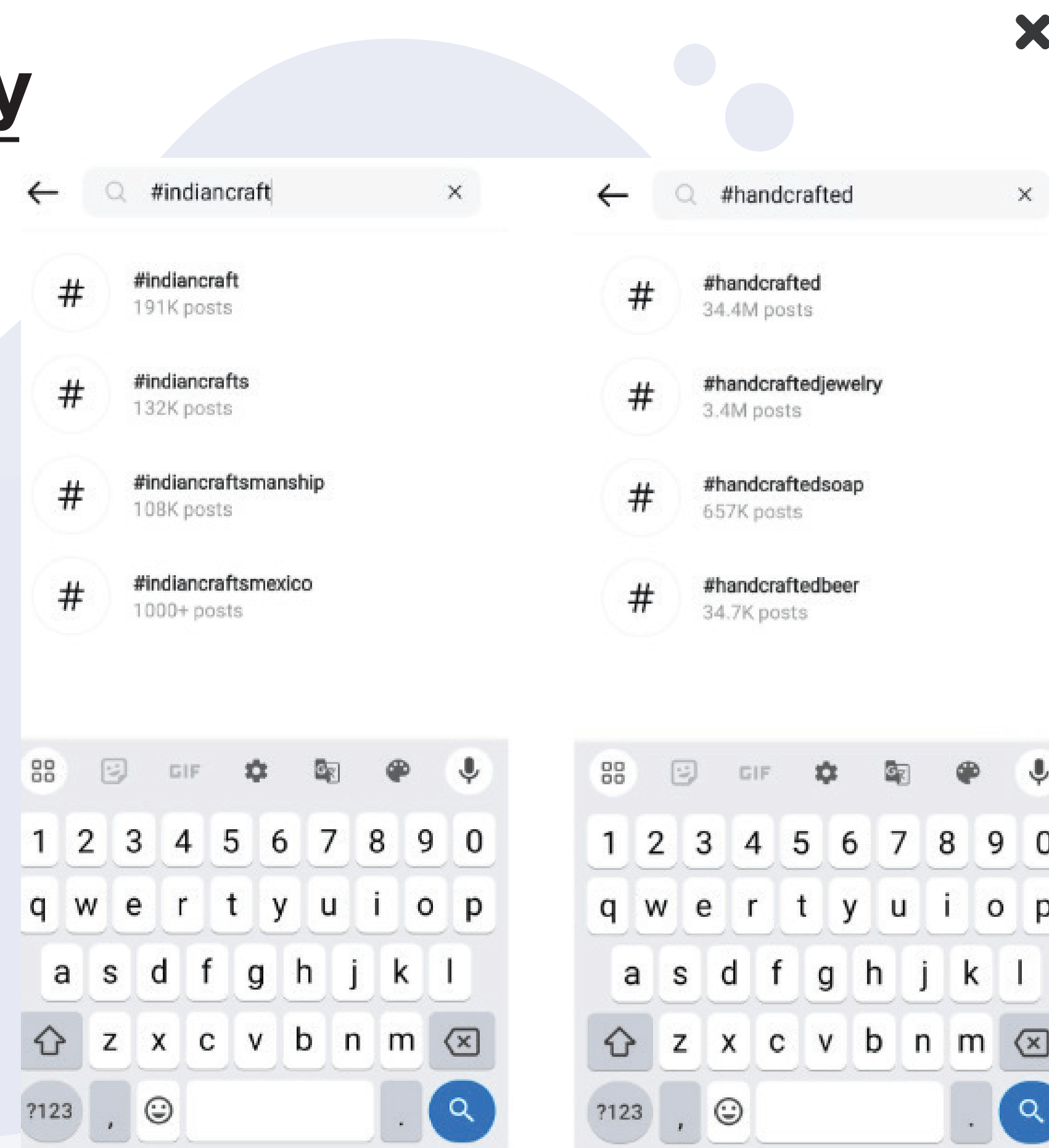
# Utilizing Hashtags Effectively

## Steps:

### 1. Research Trending and Relevant Hashtags

**Step 1:** Use Instagram's search feature to find trending hashtags related to your industry. Look at what competitors or influencers in your niche are using.

Consider Instagram's own suggestions when typing a hashtag to discover related or popular hashtags.



# Utilizing Hashtags Effectively



## 2. Add a Mix of Popular and Niche Hashtags to Posts

**Step 1:** Create a mix of popular, trending hashtags (e.g., #fashion) to maximize reach and niche-specific hashtags (e.g., #handmadejewelry) to target a more specific audience.



# Utilizing Hashtags Effectively



## 2. Add a Mix of Popular and Niche Hashtags to Posts

**Step 2:** Instagram allows up to 30 hashtags per post, but it's generally recommended to use 5 to 10 relevant hashtags.



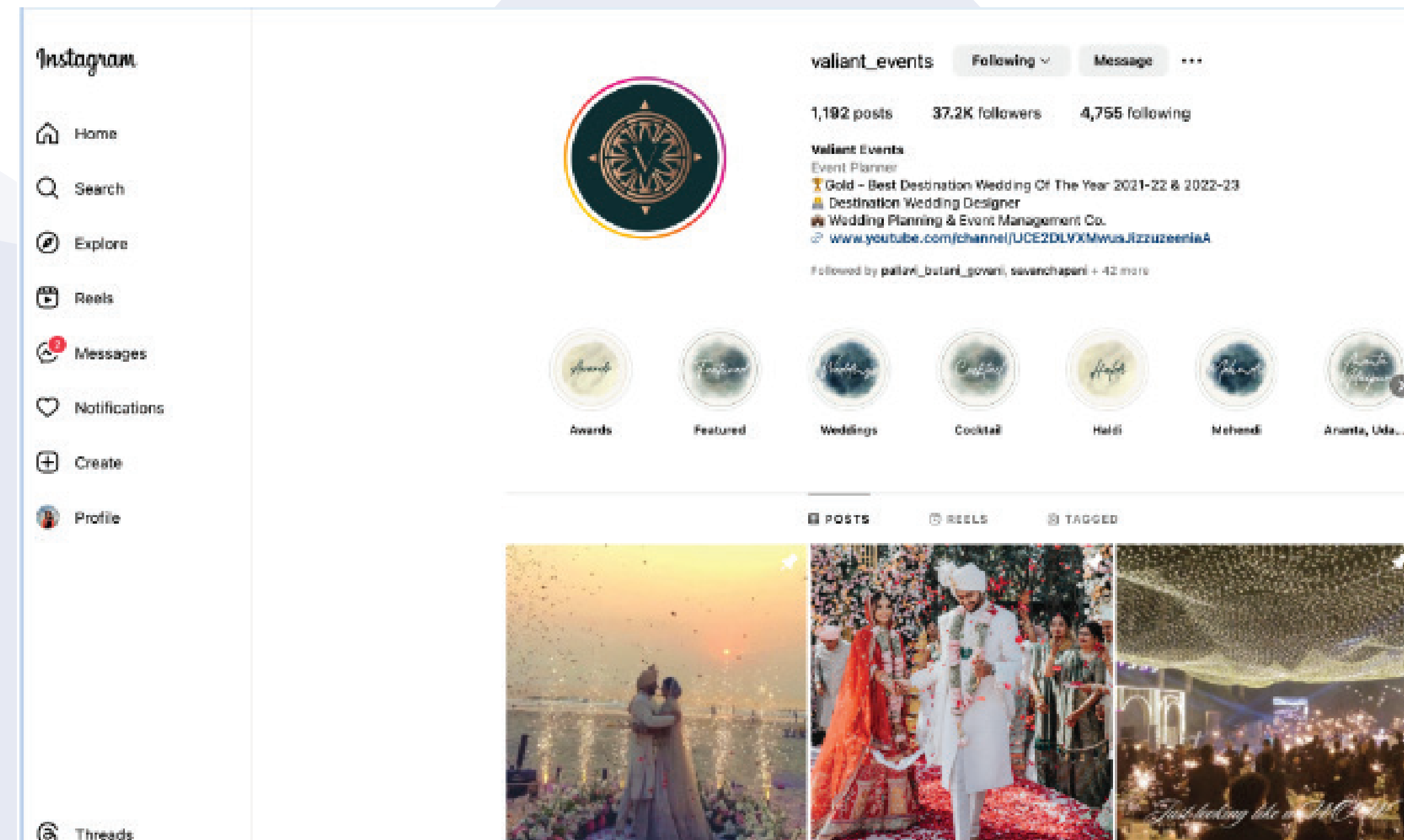
# Optimizing Profile for Marketplace Visibility

## 1. Use Keywords in Your Bio

**Step 1:** Edit your profile and write a bio that includes relevant keywords related to your business or industry.

This helps Instagram's algorithm understand your niche and recommend your profile to users interested in similar content.

**For example:** Fashion Brand, Hand made Jewelry, Wedding Planner.



## Optimizing Profile for Marketplace Visibility



**Step 2:** Include a clear call-to-action in your bio, such as “Shop Now,” “Explore Our Collection,” or “Contact Us.”





# Optimizing Profile for Marketplace Visibility

## 2. Include a Link to Your Marketplace or Shop

**Step 1:** In your profile settings, add a clickable link to your marketplace, website, or specific product page.

This is your primary method of driving traffic from Instagram to your sales platform.





## Optimizing Profile for Marketplace Visibility

### 2. Include a Link to Your Marketplace or Shop

**Step 2:** Consider using link-shortening tools like Bitly to track clicks and performance of the link shared in your bio.

**<https://bitly.com/>**





## Why consumers should choose your products over competitors

### 1. Talk about Quality and Craftsmanship:

**Attention to Detail-** Emphasize the care and precision that goes into crafting your products

**High-Quality Materials-** Highlight the use of premium materials that ensure durability and longevity.

**Handcrafted or Personalized-** If your products are handmade or personalized, emphasize the unique touch and attention to detail that sets them apart.





## Why consumers should choose your products over competitors

### **2. Unique Selling Proposition (USP):**

Identify and define what makes your products different and better than competitors and explain how the uniqueness or special features or qualities about your product can benefit the customers and solve their problems.





## Why consumers should choose your products over competitors

### **3. Customer Satisfaction:**

Ask for testimonials from customers. Share positive feedback on your page from satisfied customers to build trust and credibility.

Emphasize your commitment to providing exceptional customer service and support. Offer fair and transparent return and refund policies.





## Why consumers should choose your products over competitors

### **4. Ethical and Sustainable Practices:**

If your products are made from sustainable or eco-friendly materials, highlight this as a selling point.

Explain your commitment to ethical sourcing and fair labor practices.





## Why consumers should choose your products over competitors

### **5. Competitive Pricing:**

Value for Money. Demonstrate how your products offer excellent value for the price. Offer limited-time promotions or discounts to attract customers.





## How to capture effective images

- Use a smartphone with a good camera to click pictures and take videos. Post high quality images only on your page.
- Show how your products can be used in real-life scenarios to give customers a better understanding of their benefits.
- Focus on details by capturing close-up shots of unique features, textures, and craftsmanship.
- Ensure your product images align with your brand's aesthetic and style.
- Utilize natural lighting whenever possible for a more authentic and appealing look.

# Basic Templates for Communication



Here are some basic templates you can use to guide your communication when responding to online comments:

- 1. positive Comment:** "Thank you for your kind words!  
We're glad to hear you had a positive experience with [product/service]. Your satisfaction is our top priority."
- 2. Negative Comment:** "We're sorry to hear that you had a negative experience.  
We value your feedback and would like to learn more about your concerns. Please reach out to us on 9999999999 so we can resolve the issue."
- 3. Neutral Comment:** "Thank you for your feedback.  
We appreciate you taking the time to share your thoughts. We're always working to improve our products/services and will take your suggestions into consideration."





## Strategies for Handling Negative Comments on Instagram

**Respond Promptly:** Address negative comments quickly and professionally. A timely response shows that you care about your customers' experiences.

**Acknowledge the Concern:** Acknowledge the customer's feelings and apologize if necessary.

**Offer a Solution:** If possible, offer a solution to the problem or provide additional information.

**Take the Conversation Offline:** If the conversation is becoming heated or personal, politely suggest moving the discussion to a private channel.

**Learn and Improve:** Use negative feedback as an opportunity to identify areas for improvement and make necessary changes.





## Additional Tips for Online Reputation Management

**Monitor Your Online Presence:** Regularly monitor your brand's online mentions (Tagging)

**Encourage Positive Reviews:** Ask satisfied customers to leave positive reviews on your website and social media.

**Build Relationships with Influencers:** Collaborate with influencers in your industry to promote your brand and generate positive buzz.



## Additional Tips for Online Reputation Management

**Create High-Quality Content:** Share valuable and engaging content to attract and retain your audience.

**Engage with Your Community:** Respond to comments and messages, and participate in relevant online discussions, participate in small exhibitions.



**THANK YOU**

