

# Instagram Marketing Checklist

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Driving sales from Instagram is no longer a marketing pipedream for brands. In 2018, successful brands turned this highly visual platform into a revenue generating marketing channel. But monetizing the hyper-engaged, highly visual platform to the best of your ability requires persistent evolution. A good marketer keeps up with the trends as they unfold, adapting to remain agile. But you're not just a good marketer: you're going to make the most of 2019 by getting ahead today.

### Big Opportunities On Instagram For 2019

- 1 Billion monthly active users as of Q3 2018 | source: techcrunch
- 35% of online adults use Instagram | source: techcrunch
- 72% of users have bought a product they saw on Instagram | source: Hootsuite



**Even if you were crushing it' in 2018, you're likely going to need to make some key changes to your strategy for 2019**



The tactics and strategies you used to monetize Instagram in 2018 will not necessarily translate into success in 2019. But there's no reason to fear, 2019 is full of potential for brand marketers.

The Instagram community, which is largely comprised of Generation Z and Millennial users, crave authentic relatable content. As this audience matures and becomes a predominant buying force, we're seeing some unique accompanying trends including mass advertisement desensitization. This, juxtaposed with the already crowded social landscape and eroding organic reach afforded by most social networks, means brands need to aim for a nuanced approach to reaching their

audience. Savvy successful brands are emphasizing customer-centric storytelling, personalized messaging, and a community driven approach to both marketing and purchasing decisions. There is an evident paradigm shift in how brands interact with their customers at play, and Instagram might just be the canary in the coalmine.

The main takeaway: even if you were crushing it' in 2018, you're likely going to need to make some key changes to your strategy for 2019. In this checklist you'll get a step-by-step guide on how to monetize this critical channel in the new year.



## MAKE CONTENT WORK FOR YOU

### Collect User-Generated Content from Instagram

Shoppers that interact with a UGC photo are 2X more likely to purchase.

[How to get started collecting UGC.](#)

### Repurpose User-Generated Content from Instagram on Your Website

One of the best ways to make your content and community go farther is to utilize the UGC you collect in other marketing channels, such as your [homepage gallery](#), and [product pages](#). The possibilities are endless!

### Feature UGC in Your Instagram Ads

Make your content go even farther by using it to convert new prospects. UGC can blend in seamlessly into the news feed because that's its origin.

### Collect Instagram Stories for Use Across Other Marketing Channels

Instagram stories are a highly interactive and deeply engaging medium that can be reused for anyone who is experiencing some #FOMO!

### Connect community & UGC with Shopping Cart Abandonment & Retargeting

If you're already using UGC in Instagram ads, this is a new tactic to try: incorporate UGC in shopping cart abandonment emails and advertisements. Also, using UGC in retargeting (especially in social feeds) can help give your brand an authentic look in a crowded newsfeed.

### Extend the Life of Your Influencer investment with Influencer Shoppable Landing Pages

If you've spent time and money cultivating relationships with influencers, make that content go further by creating curated landing pages for each influencer you work with. This helps convert the influencer's already dedicated following of loyal fans to customers.

## MAKE THE INSTAGRAM COMMUNITY WORK FOR YOU

### Encourage Your Followers to Mention Your Brand

Foster high quality engagements and get people talking to your brand, not just about it. Plus, brand mentions are four percent more likely to lead to actual ecommerce revenue. Try [running a contest](#) to get engagement around your handle, or use callouts and social signage that includes your handle!

### Enable shoppable-from-Instagram purchases

Improve the conversion rate from Instagram-to-purchase by having a [social storefront](#).

### Put Your Customer at the Heart of Your Company

Share insights of what customers post and say about your brand, and share a monthly internal UGC report to get all teams involved.

## MEASURE YOUR RESULTS

### Track Conversion Rates

The closer you can get to measuring the direct ROI of Instagram, the better. Luckily, there are [tools that make measuring this easy](#).





Pixlee is a content marketing platform that helps brands leverage the content generated by their customers to drive sales.

We work with over 100 customers, including top brands such as Kenneth Cole, Converse, UGG Australia, Mattel, Charlotte Russe, Marriott Hotels, and AMC Theatres, to drive higher online conversion, increase performance of owned media, and create a more authentic brand experience.

A graduate of the Stanford StartX accelerator, Pixlee is an Andreessen Horowitz and XSeed Capital portfolio company. As a rapidly growing startup, we are constantly looking for talented people to join the Pixlee team and help us revolutionize the relationship between people and brands.

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