



**Instagram Followers**  
*Lead Gen & Direct Sales*

## Key Elements

On Your Site  
Landing pages  
Video

On Your Feed  
Events  
Contests  
Exclusive Content  
Special Offers

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[www.centersq.com](http://www.centersq.com)



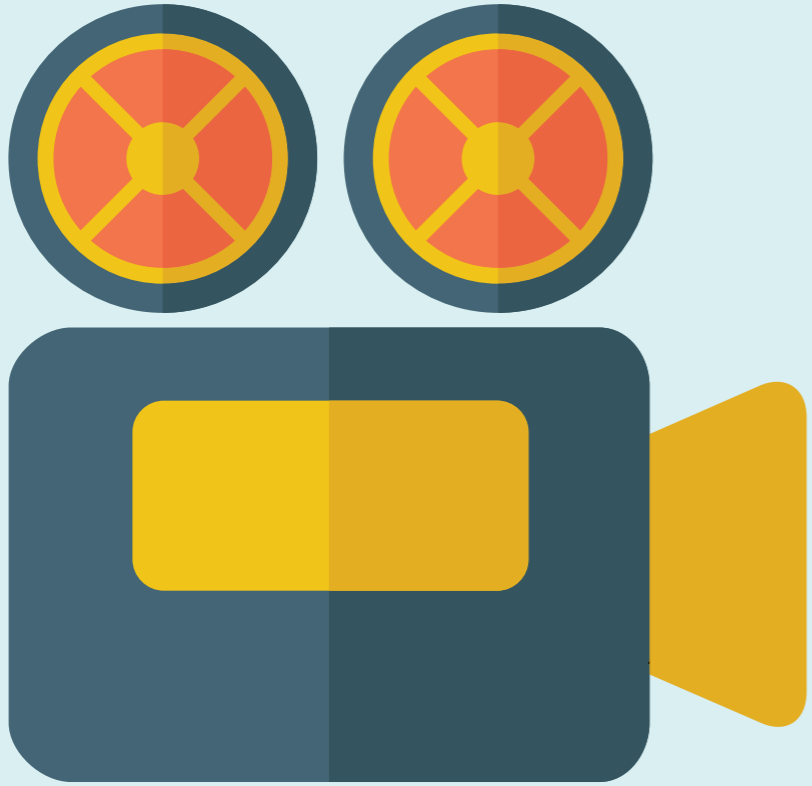
Create a dedicated welcome page for your Instagrammers

Use text wisely - a picture's worth a thousand words

Be social - include opt-ins for newsletters / blogs, social "follow me" buttons

# Aloha, Bienvenu or Konnichiwa

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Video welcomes drive engagement

Keep it short

No selling!

Be authentic



In-person or virtual

What are the benefits of attending?

Drive registrations with discounts and other special promotions



Fun, easy, social, and smart

Immediate incentives and longer term rewards

Drives lead gen or direct sales



Generate prospects

Drive sales

Share content

Don't expect something for nothing



Snippets of exclusive content

Post a chart or infographic to your Instagram account

Teasers for new content releases

Promote upcoming events

# Need Help Getting Started?

[business.instagram.com](http://business.instagram.com) has helpful discussions of the key content strategy elements. They also have examples of brands who've expressed their identities on Instagram.



## We're Here to Help

You're wearing a lot of hats.

We understand – we're a small business too.

Contact us to find out how we can help.



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Your Business, Amplified™