

Using Instagram as an Effective Marketing Tool

Did you know? 75% of Instagram users take action after looking at a marketing post.

Best Times to Post:

Wednesdays @ 5:00pm

Saturdays & Sundays 12:00-1:00pm

Thursdays & Fridays 1:00-4:00pm

To think about: What day are you posting? Keep in mind the hashtags that trend on that day...

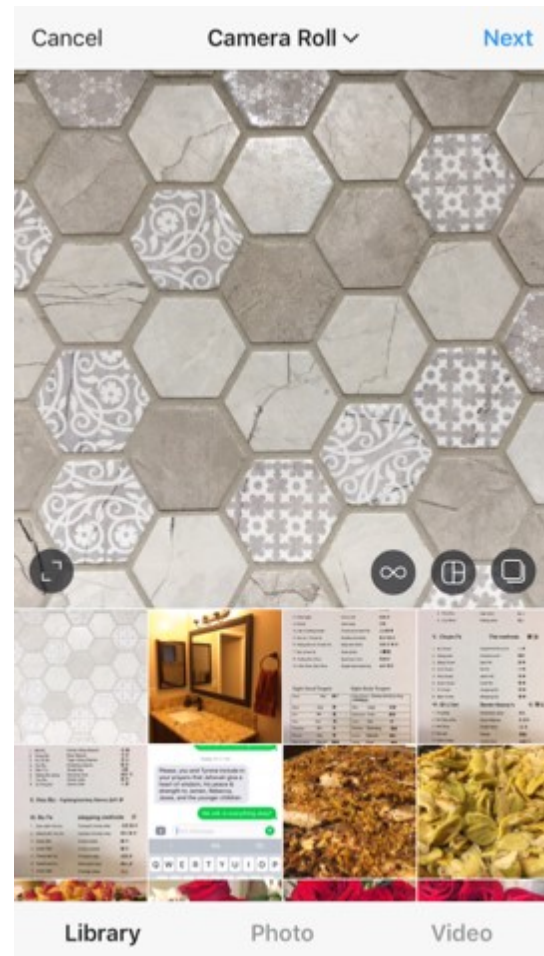
#winewednesday winesday #tbt

#throwbackthursday

#flashbackfriday #sundayfunday

How to Post to Instagram:

- 1) From the home screen, hit the plus sign in the bottom middle.
- 2) Select the photo you wish to post. Then hit "next."



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Did you know? Visual content is >40x more likely to be shared on social media.

3) Fill in as many fields as you can...

Caption: Keep it short and sweet. Remember that people's attention spans are now <8 seconds on average.

Location: Tag your winery or vineyard! Posts with a location have a 79% higher engagement rate.

Applicable Hashtags: Think about the hashtags that relate to your industry.
Wine, winery, vines, vineyard, grapes, Ramona, San Diego, California Wine, Wine tasting, etc.

Picture: Many businesses use the same filter/style/settings on every photo to give their full page a consistent look.

Tag Users: If applicable, tag users in your post—the guests, the other wineries/businesses involved, employees, etc. These posts have a 56% higher engagement rate.

Other Accounts: Link your accounts! This is purely to make your life easier. Post to Facebook and Instagram at the same time.

Hashtag	Number of Posts
#remodel	909,124 posts
#remodeling	426,179 posts
#remodeledkitchen	2,379 posts
#remodeled	27,140 posts
#remodelingbathroom	867 posts

Look at the number of posts connected to that hashtag. Use the ones that are posted to the most.