

# Guide to Instagram & Facebook Marketing

The most infamous social media platforms I.e. Instagram and Facebook. These are the two social media platforms which were the first to be owned by a single person and thus shares a lot of things in common.

Commonality between them does not and will never guarantee that same marketing strategies will work for both. In terms like User Demography, Use-cases and more these both platforms are very much different.

Where groups are more dominant on Facebook, hashtags works better on Instagram and so on.

Coming to the point of this blog, I have made It clear that both of these platforms have commonality in their foundation (policy, algorithms up to an extent, content types etc.) and as this blog is meant for both we will just talk about those common parts.

Stay tuned for detailed blogs on individual platforms revealing secrets of Instagram and Facebook marketing that agencies like us use to grow their clients which you can use.

Before going anywhere into discussing about what and how of Marketing on Instagram or Facebook, let's talk about that 'why' of Instagram and Facebook marketing.

As we know, Social Media Marketing is every business's favourite today. Every business today wants to appeal their target customers through social media. What makes Instagram and Facebook so special is about the users.

Facebook has 3.5 Billion Users, which is highest of all social media platforms and Instagram has most number of online spending youth which makes it super favourite for consumer oriented brand.

If you are a business owner owning a B2C Business, you are just few clicks away from 3.5 Billion potential consumers for your product/service. Isn't that amazing?

Step one is to Integrate your business's Facebook and Instagram Page.

Integrating your business's Facebook and Instagram page unlocks a lot of features which comes with good benefits for your Marketing strategies for your business.

You will no more have to take care that if you posted in both the platforms or not, post in one and other will automatically catch it up. Even if you don't have time to post at the time, just schedule it in Facebook Creator's Studio, yes! Facebook has its own creator's studio.

What should you go for : Facebook or Instagram?

In the urge of building a brand and growing numbers on Social Media, we forget to fulfil the real purpose of benefiting the business. Just followers or number of likes and comments is not taking your business profit anywhere.

It is very crucial to plan, strategies and more over choose that what should be go for. Should we go all in on Instagram or Facebook or should be split our efforts (Time & Money) for both of these platforms.

Now this thing depends mainly on two things as follow :

### 1. Your Business Purpose

Speaking of Business Purpose, it is suggested that if you are clear about every strategy and every other thing to go on social media but don't have a clear purpose then don't go!

On the other side, if you have a clear purpose and no clear strategy or plan, just start now and everything will be clear on the journey.

But what do I mean with Business Purpose?

To give a context, a ice cream seller in Ahmedabad, so confident about the product can have a purpose of 'Spreading awareness to the people about my physical presence here at Shivranjani Cross Road'

On the other hand a fashion show owner can have a purpose 'To sell their garments to the people online so they don't have to visit physical store in the mid of a Pandemic'

Depending the purpose your whole strategy and selection of platform can change upside down. So make sure you have a clear purpose before starting and stick to it for long term to get good results.

### 2. Your Target Audience

The other thing is target audience. You have to define your target audience first. No business can say 'Everybody is my target audience' never and those business who says this will be soon 'Out of business'.

Let's take the recent ice cream seller example again. Now if the ice cream sells ice cream which are more traditionally flavoured or promote as healthy ice cream including original flavours then he might be charring more.

Now his/her target customer will be a upper than middle class person who cares about health and hygiene and prefers traditional flavours like Rajbhog, Vanilla, Badam Pista etc.

To the contradictory side, if that seller sells liquid nitrogen garnished ice cream which looks more modern, have chocolate and fancy things then he might have target youngsters and not old people.

Once you are clear of your business purpose and your business's target audience you have aced 50% of social media marketing. You are above 90% of your competitors!

Let us quickly see some do's and don'ts to Market your business on Facebook/Instagram

### Don'ts

- Do not play around with short term plans. Always and only keep the vision and plan for long term. Remember, social media growth is just like doing business. It will eventually grow only if you don't give up. So stay intact and have a long term vision.
- Another thing to not do is 'Just Posting' on social media. If you are just doing posts on social media page doesn't mean you are active. No, you have to do a lot of other activities also.
- One follower is equally important to 1 Million Followers. Never think if you only have 100 followers that you can take them for granted and never think that you have 1 Million followers losing 1-2 followers doesn't makes a difference.

### Do's

- Never miss a chance to interact with your audience. Posting is a one way communication. Engage in DMs, Comments, Story replies and a lot more ways.
- Design your posts (creatives) using your brand colors and make a aesthetic look. This way if anybody sees your post in explorer or feed they can know in a single glance that it belongs to your brand.
- Do preplan. Schedule your content a week prior. You never know when a creative block struck or an important client meeting heads you. Be prepared for a week, before a week.
- One last do, if you want your brand to thrive on social media then do get in touch with digipple to [bd@digipple.com](mailto:bd@digipple.com) or visit our page for Social Media Marketing Services here.

