



Instagram Trend for Business

Instagram 2021 Trend Predictions

To keep up with the constant evolution of product features and consumer behaviors on social media, here are a few primers to what you can expect for Instagram in 2021

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How to Use Instagram Reels for Influencers and Businesses

Instagram Reels, aiming to compete with TikTok, may be new to the market. But just like it was with TikTok, we shouldn't overlook it to stay relevant in our social media presence

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3 Benefits of Launching an Instagram Shop and going into Social Commerce

Having an Instagram Shop is not just an additional marketing step or an optional strategy for your brand. It has real benefits that could significantly boost your performance if done well and accompanied by strategic Instagram tactics

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How to Boost Instagram Engagement with Instagram Analytics

Engagement is one of the key indicators of whether your account has been performing successfully on Instagram. Engagement measures how many interactions you have had from your followers, therefore confirming whether your content has aligned with their interests and communicated well enough

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How to Build Fast Brand Awareness with Instagram

Brand awareness is one of the most important goals of social media for most brands around the world. This enables people to choose your brand over others and to stay on the top of their minds when it comes to your products

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