



7 Reasons To Invest In Instagram Marketing For Your Business

There are millions of users for Instagram and it has been estimated that an individual spent about 53 minutes on every platform. At present almost all business owners.

So when talking about the social media platforms, Instagram has the highest engagement rates as compared to any other and hence more and more businesses are in the US take help of Instagram to boost their sales.

What is the exact reasons for that?

What are the benefits that Instagram are giving?

Let's just explore more to know about same.

So here are the 7 reasons that you must focus to increase sales and hence also focus on the growth of your business.

Instagram has A Huge Reach

The platform took place in 2010 the app has made its place to the third most popular behind Facebook And YouTube.

If we talk about the platform US made a huge share of Instagram users. With an estimated users India follows at 73 million, Brazil at 72 million and also Russia, Turkey, Japan.

So you can ask yourself what matters for your business and accordingly, you can make decisions.

Alternative Sales Funnel

There is much business that is doing their business online and what makes them grow is the social media platform and Instagram is the one platform.

So when we talk about the brand, Nike has been using this platform to make promotions and other engagement activities, and that helps to create a brand of trust that can allow the customer to become more engaging and hence result in more sales.

Responsive To Your Customer And Competitive

Instagram serves to be the best platform that allows users to follow their rivals and keep an eye on their day to day activity. In other words, we can say is "we can get a live feed of our competitor".

For businesses, they need to keep an eye on the market so that they can get the actual state and what customers expectation are.

When you keep an eye on other competitor then you get actual insights of their strategy and hence to keep the top developments at the line.

Much Cost-Effective

With so many [social media platforms](#) Instagram is known to be the cost-effective that allow you to implement online marketing campaigns. Like those of Facebook and YouTube where you need to put effort into creating unique content.

Now when we look at the cost of the Instagram per click varies between \$0.2 and \$2/1000 impression.

Instagram holds a 1.6 engagement rate as compared to Facebook which is 0.09.

Cultivate Loyalty

When there is customer engagement towards any business and that is the point when assurity comes that the businesses come to sustainability. All you need to do is make a personal connection with people which in turn can help you to know that people do care about your brand.

Instagram is found to be the finest platform as if for now where you can do effective marketing. You can engage with the audience by commenting on their post, posting unique content, feedbacks, and other activity that can make your brand.

Drives More Traffic

Engagements is all that you need to make your brand visible, so when the customer will know about your brand, what you do, your company, and services that you give there can be chances to make revenue by promoting your respective website.

This platform has a higher engagement rate and holds a promising value than any other brand.

Helps In Enhancing Ranking

[Social Media Marketing](#) is trending up these days and hence every business owner is making a step towards promoting their services and help in revenue generation.

In that case, Instagram is one of the prominent choices for an individual that help to flourish brand, with Instagram you can get many tools that can help you achieve the same.

So we can conclude that Instagram has found to be the most and finest choice for social media marketing where you can attract and engaged traffic.

So by considering the above reasons you can consider that Instagram is the best platform to make your brand visibility which in turn helps in business growth.



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