



# Visually Build Your Brand: Getting Started on Instagram

Instagram is the go-to social media site for all things photography-related. Here the posts consist of user-edited photos while commenting, and likes are the extent of social commentary. However, there is the ability to use hashtags and the @ symbol in the comment section so to link up to similar content, businesses and other Instagrammers. Here is where you can build your brand as an attorney via social media. Start by telling a story with your Instagram images, i.e. visual storytelling. Follow a historical court case from its inception to resolution using quality pictures, or detail the daily life of you as an attorney in the office. The goals are to create content that makes viewers want to follow your page, and to connect on a personal level with viewers. Instagram is an online social networking service that enables users to create [how do you get more followers on instagram](#) and share an ongoing stream of individual photos. Hire a professional to serve as your Instagram photographer, unless you have the artistic skill to capture off-beat images that are expertly edited. Instagram is all about the image, and if you present vanilla, low-quality photos, then your potential clients are going to translate that into your brand image. Keep in mind, the quality of some smart phone technology can be a huge asset in telling your visual story as well. Before going any further, any business interested in optimizing (and protecting) their online real estate should reserve their brand name on Instagram right now if they have not done so already. This assures that when you are ready – now or in the future – you can engage with your audience with the most optimal situation. To clarify, if your business name is “Awesome Company,” and someone has already claimed that ID on Instagram, your business would have to choose an alternate, and potentially less optimal of Instagram names. In turn, that could keep your audience guessing, and hinder their finding you on the platform.



## A Simple List Of Considerations To Get You Started On Instagram

This goes for presence on any social network: Reflect your brand message positively. Instagram is all about visual content, so find ways to convey ideas that tie to your brand objectives and your brand values. Also find out when your audience is most likely to be on Instagram and plan to post at those times so they are most likely to see your images, and like and comment. If you are posting at times when your audience is online, it defeats your purpose of having a presence on Instagram. Successful brands on Instagram seem to be posting a few times per week to twice a day, on average. If you [buy 500 instagram followers](#) more people will see your posts. As you get started, post at least once per week and work up to a comfortable frequency for you and your audience. Have a plan for posting and responding that keeps you consistently seen by your audience. If they do not see you for awhile, they will not be motivated to look for you, or engage with your brand when they do see your posts. Being consistent with image themes is also important. You want to build your content to a point where your audience can almost guess that visual image is yours before they see your brand name attached. Occasional off-theme posts are fine to keep intrigue and energy, but again, tie visuals, colors, and words to your brand goals and objectives.

## Using Instagram for a Small Business

Instagram is a photo-oriented social media platform that can be an effective means of promoting your business and brand without money. In a sea of so many social media platforms to choose from, Instagram is a time efficient marketing strategy to increase name recognition, online visibility and reach new customers. This post will provide five actionable tips for using Instagram to promote your small business. Instagram is a way to communicate with followers on a more personal level. By sharing pictures and videos, you are creating an approachable persona that followers will want to engage with. Looking to [should i buy](#)

[instagram followers](#) The benefit of buying our service is that we always provide active and genuine followers to purchase. Pictures can create an emotional connection by putting faces with names and showing the bones of your company. Showing your products or services in action gives customers ideas for how to interact with your brand and your company. Using Instagram for business can be a great social media marketing strategy if your brand has products to photograph. Visually appealing pictures of your products can attract new customers by increasing engagement on your social media account. Even if your business is service based, you can reach new customers through Instagram videos or behind the scenes pictures of that service. Instagram can also be used to post motivational pictures for businesses like fitness centers or consultants to brighten up your followers' days and provide inspiration.