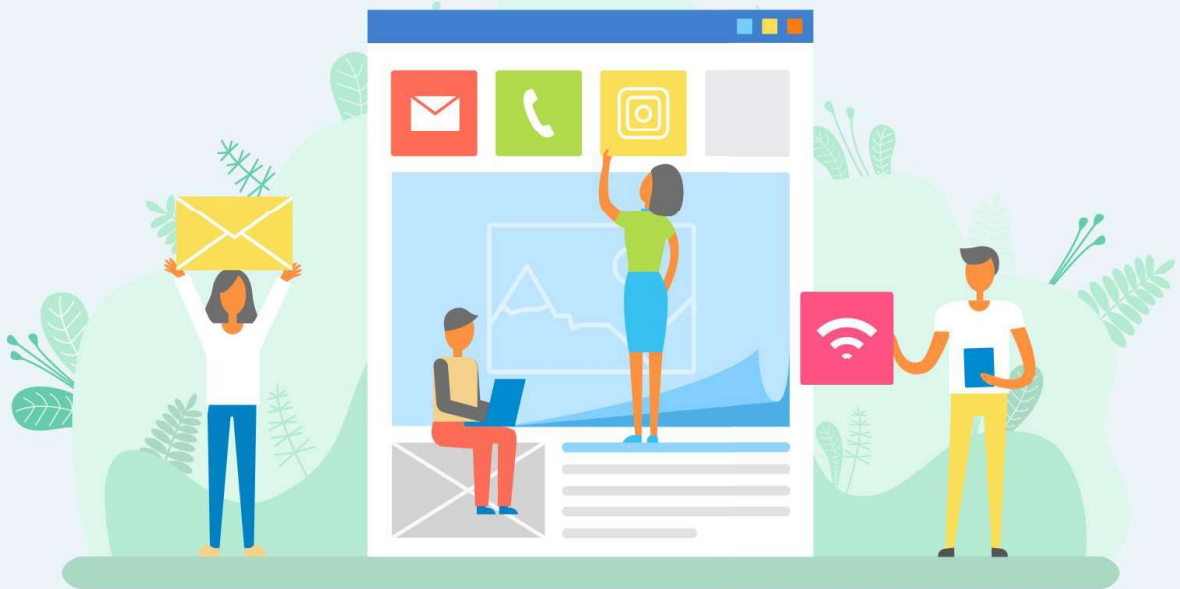




Instagram RICHES



Instagram Riches

How to Tell Your Own Success Story With Instagram

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Chapter 1: Introducing Instagram

Instagram is often described as being ‘Twitter’ with images and this is largely a fair description of what the social media platform does and how it works. But to say that that is *all* Instagram is would be a big disservice. Instagram is actually an incredibly powerful tool, a highly nuanced platform and something that deserves a big place in every single internet marketing campaign.

And now, Instagram has added to its roster of capabilities even further with its awesome ‘stories’ function. Instagram has gone from being an indispensable and highly underused tool for engaging with an audience and establishing authority, to being something even *more* powerful – an opportunity to bring your fans along with you and to let them feel like they’re really a part of your brand.

In this book, we’ll be taking an in-depth look at Instagram and at how you can use it, along with all of its most modern features, in order to build massive trust and influence and have a huge impact on your audience. At the same time, we’ll be taking a more in-depth look specifically at Instagram Riches. You’ll see why this is an *incredibly* important addition from a marketing perspective and how you can start using it right away to make the biggest impact possible.



Why Instagram Matters

Instagram will often be relegated to ‘afterthought’ in a number of internet marketing campaigns. If you have an ebook or a blog to promote, then there’s a good chance that you will have thought long and hard about how you’re going to handle your SEO and how you’re going to dominate Facebook; but won’t have given much consideration at all to how you’re going to kill it on Instagram.

This of course is a big mistake, as you will learn in this chapter.

In fact, you only need to take a look at how *other* brands are treating Instagram in order to see why it’s such a big deal...

And what you will find when you do look into this, is that an *awful* lot of money is spent on Instagram. There are countless brands that are spending large amounts of cash investing in influencers, or becoming influencers themselves. Many particularly savvy individuals have even managed to make a full-time living on Instagram by getting high paying sponsors to support their channel.