**Conformation message:**

Hello "autoresponder code here"

Thank you for your interest in the Instagram For Entrepreneurs

Crash Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

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1

Subject line: First Lesson - Instagram For Entrepreneurs

Hello "autoresponder code here",

Welcome to the first lesson in the Instagram For Entrepreneurs

Crash Course.

Over the next few days you will receive, several lessons

that will help you learn the ins and outs of using

Instagram to promote your business, products and services

online.

In this first lesson, we are going to talk a little about

what Instagram is and why you should use it as a part of

your marketing plan. Just in case, you aren’t familiar

with Instagram it is and extremely popular social network

that provides a fun way for its users to take and share

photos with friends and followers online.

Unlike other social networks you can only access instant

great from a mobile application. So, to take advantage

of this powerful network for your business you'll need

is a mobile device like your smartphone, iPod touch,

iPad, or tablet and an Instagram account. Then you can

snap, upload and edit your photos on the fly for sharing

on multiple social media sites like Facebook, Twitter,

Flickr and Tumblr.

As I am writing this, Instagram boasts over 100 million

monthly active users with approximately 40 million

photos being uploaded a day. The success of Instagram is

so massive it has images generating over 4800 likes and

thousands of comments per second.

It has taken off faster than any other app in recent

years and has quickly become the go to choice for users

that want to edit and share their photos on the go.

However, not just social users are indulging in Instagram.

Many businesses are finding ways to tap in to the massive

mobile traffic that it receives every day and using it

as a way to build their brands and market their products

and services.

Instagram reaches out to a an extremely wide audience and

allows for in depth searches on the web. With daily

updates and added features like geotagging and hash

tagging, followers can find specific products and

information much faster and easier.

Image sharing has never been so exciting and since its

conception in 2010 it is fair to say that Instagram is

still in its infancy and shows no signs of slowing down

in terms of growth and popularity anytime soon.

If you haven't considered using Instagram as a part of

your marketing strategy here are some of the main reasons

why you should.

Primarily, Instagram provides instant gratification for

its users. They snap, edit and upload. They can also

like, share and comment on photos that interest them

which makes the viral power of Instagram virtually

unstoppable.

Imagine having thousands of people comment and share

photos from your business, literally within seconds.

It really can be that easy!

Secondly, it offer users an easy set up so there is no

need to fill in a lengthy profile like other social

networks require. You simply download the app to your

mobile device create an account and get started right

away.

For marketing purposes you can use it to showcase your

products, services and increase the awareness and

popularity of your brand online. Instagram photos and

albums are extremely powerful for adding personality to

brands in a way that no other network has been able to

achieve successfully.

If you'd like a good example of how major brands are

using Instagram, try doing a search for major brands

like Starbucks, Puma or Red Bull and you can see how

their utilizing simple photos to build their online

presence.

Another powerful feature of Instagram that makes it

appealing to businesses is that it is integrated with

the Foursquare location database, which allows users

to Geotag the actual location where the photo was

taken. This instantly links the photo to the location

of your business.

Are you beginning to see how powerful this can be?

Instagram has always been an almost exclusively mobile

platform. So to use it you must download the iPhone or

Android app to your mobile device to set up your

Instagram account.

Keep in mind that all accounts are public by default,

but you can create a private account, but from a marketing

standpoint that really isn't a good idea, because the whole

point is to get your message to the massed.

If you do decide to set up a private account, only users

you approve can follow you and view your photos. You can

do this from your profile tab under “Privacy.”

Once you are registered, you change your profile picture

and edit your profile information. Be sure to take some time

to include a good bio. You only have 150-characters to do this

so make them count and don't forget to add a link to your

website.

That's it for today's lesson. We have a lot to go over

in the next few days if you want to learn how to use

Instagram for your business, so make sure you look for

your next lesson soon.

Homework: Download the Instagram app, set up your

account and do some exploring. In your next lesson we

will talk more about how you can tap into the power of

this massive social network.

Thank you again for joining, if you have any questions

or need any assistance please feel free to contact me a

t any time using the contact information below.

I will be happy to help.

Until then,

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2

subject line: Second Lesson - Instagram For Entrepreneurs

Hello "autoresponder code here",

It’s time for your second lesson in the Instagram For Entrepreneurs

crash course. I hope you found lesson one informative and now

have a better understanding of what a powerful tool Instagram

can be for your business.

Today we're going to talk more about how you can tap into that

power for your own business.

With millions of users, it is no wonder that more and more major

brands are joining the party and using Instagram to help boost

their online presence by using simple photos and effective

marketing strategies.

Although formerly reserved for iPhone users, Instagram is now

available on virtually any mobile device and allows users to

basically snap photos of just about anything, edit them cool

tools and filters then upload them to your account for instant

viewing by your followers.

As we learned in your last lesson, these photos can be shared on

multiple social networks almost instantaneously. They can also be

potentially liked and commented on by millions of users within

mere seconds of being uploaded, which makes Instagram an

extremely powerful marketing tool when used correctly.

Therefore, the big question is; exactly how are huge companies

using this incredibly easy to use mobile app to increase the

awareness and popularity of their brand personality?

When it comes to a building brand awareness, the ultimate goal

is gaining as much exposure for your business as possible. It

was once thought that Instagram didn't really hold much value

in regards to online marketing, but recently opinions have

changed and businesses big and small have begun flocking to

Instagram and successfully tapping into a massive database of

users.

Huge brand names are proving to be very successful amassing

huge lists of followers with thousands of likes and comments

a day and the good news is that it has become equally as

profitable for small businesses and sole entrepreneurs to

cash in with Instagram marketing.

This is because users quickly recognize their favorite brands

and gladly express their loyalty when it comes to clicking on

an image and sharing it with their own friends and followers.

There is no doubt that almost everyone loves strong visual

images. Therefore, it only stands to reason that businesses

that use powerful images to express the quality of their

products and services, or simply to share photos of

themselves, how their business operates or happy employees

doing their jobs can have great success on Instagram.

The reason this works is that strong visuals likely attract

attention and can have a huge impact on building brand

awareness. Keep in mind, you don't have to just upload

photos, they can be drawn images, collages, etc.

As I mentioned in your last lesson, to get a good sense of

how you can use Instagram, try searching for well-known

brands such as Puma, Red Bull, Coca Cola, etc. You should

also look for businesses closely related to your own target

market and observe how they are using it to get their

message across.

-TIP: You can do this by simply typing Instagram, plus any

topic into any search engine. For instance if you want to

know about golf you would type in “Instagram golf”. If you

want to spy on a big name brand, like Red Bull you would

type in “Instagram Redbull”.

This will return a full list of results, which typically

includes a link to the company's profile page so you can

get a good idea of the type of images they use as well as

which ones there followers like and comment on.

Make sure you jot down any ideas and inspiration you get

from the brands that are closely related to the products

and services you are selling, because odds are they hired

social media consultants to manage their brand image and

by mimicking (not copying) their campaigns it will help

you see results much faster.

That's it for today's lesson. In your next lesson we will

be talking more about how Instagram works, so you can start

using it to your advantage right away.

Until then,

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P. S. I appreciate your joining me for this short course.

If you have any questions or need any assistance please

feel free to contact me at any time. I will be glad to help.

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3

subject line: Third Lesson - Instagram For Entrepreneurs

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the

Instagram For Entrepreneurs Crash Course. I hope you found lesson

two helpful and are beginning to see the power that using

Instagram holds for your business.

Today we are going to jump right in and talk a little bit more

about how Instagram works and some of its more powerful

features, so that you can take full vantage of everything it

has to offer.

As we know, Instagram now has over 100 million active users

sharing millions of photos every day. With that type of

popularity people take notice, particularly those who

understand the power of social media and how it can affect

their business.

Any business owner from solo entrepreneurs to fortune 500

companies realize the power of content and video but, as

we are discovering photo sharing is fast becoming a dominant

force in the marketplace.

We all know the value of a good picture, but before the dawn

of social marketing photos of our products and services are

reserved strictly for print advertising catalogs and more

recently webpage's.

Not anymore! By incorporating image sharing sites like

Instagram into your marketing campaign you can actually

reach out to more consumers and establish a solid brand

following faster than any other type of media. This is

because images are visually appealing and easily consumed.

Have you ever heard that phrase a picture is worth 1000 words?

Well it's true, by using specifically targeted images you can

literally launch an entire advertising campaign that has the

ability to yield far better results than many other forms of

advertising including print, radio and sometimes even video.

One of the things that makes Instagram popular is that it's

easy to use and has built in editing tools, so you don’t

have to spend hours trying to get your photos to look good.

- Adding photos

When it comes to adding photo's there are a few ways you can

go about it. You can click the blue camera button in the center

of your Instagram navigation panel and it will automatically

activate your device's camera, so you can simply snap a photo.

One nice thing about using the camera from within your

Instagram navigation panel is that it will already be

perfectly sized and ready for sharing.

You can also add photos that you already have saved on

your device by clicking the square button in the lower

left-hand of camera screen. This will pull any photo you

choose on to your navigation panel for editing and uploading.

When it comes to adding photos from your computer, you have

to get a little bit more creative. Since Instagram was

designed as a mobile app there is no upload interface. To

work around that the easiest solution is to use a service

like Dropbox, upload your photos there and then share them

on Instagram.

- Editing photos

When it comes to editing your photos, Instagram makes it a

breeze, with several built-in filters you can make your

photos look like they were taken by a professional. Once

you have taken or selected an image you want to use the

filters will appear beneath it.

Take some time to scroll through and explore the different

filters. By experimenting with each of the filters, you will

soon get a good feel for which ones work best with certain

photos.

You'll also notice a small sun icon in the lower corner of

your editing panel. This auto enhances your photos instantly.

The little teardrop icon adds a soft blur, and the curved

arrow rotates your image.

For more tips on taking, editing and sharing your photos,

you should definitely take some time and visit the Instagram

help Center: <http://help.instagram.com/365080703569355>

- Sharing

Once your photo is ready to go click on the green button at

the top of your screen. This will bring you to the social

sharing screen. From there you can add a caption, include your

hashtags and choose all of the social networks you want to

share your photo on.

If you have location services enabled you will also be able to

tag where you took the photo and choose whether or not you want

to add it to your photo map. This is an extremely powerful tool

if you have an off-line business because it directly links the

photo to your place of business.

I hope today's lesson was helpful to you. In your next lesson

we will be talking about how Instagram can help you achieve

better search engine rankings and drive more traffic to your

website.

Until then,

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4

subject line: Fourth Lesson - Instagram For Entrepreneurs

Hello "autoresponder code here",

How are you? Well we are winding down to the end of

this short course. However, we still need to go over a few

things if you want to learn exactly how you can use

Instagram to build brand awareness, attract customers

and increase your profits.

Today were going to talk a little bit about Instagram and

how you can use it to get better search engine rankings

and more traffic for your website.

If you know even a little bit about SEO (search engine

optimization), you know how important it is to integrate

social media in your marketing plans. Actually, it's not

just about search engines but using sites like Facebook,

Twitter, Pinterest, etc. to gain exposure, build a

following, etc.

Social media is extremely powerful and if used correctly,

can make a huge difference to your business.

Something that many business owners don't realize is that

words are not the only way people can find their website.

In fact, you can get visitors from many different places

including, YouTube, social networking sites like Facebook,

Twitter and others. Another great way to attract visitors

is through Google images.

- This is where Instagram comes into play.

Many people don't realize how images effect their search

engine rankings and don't take the time to properly name

and tag their images. When in fact, images attract attention

faster than almost any other type of media.

SEO professionals and online marketers understand this and

are flocking to Instagram, because they know that the massive

traffic this powerful network receives every day won't go

unnoticed by the search engine and they're cashing in by

posting relevant keyword targeted images that not only

increase their search engine rankings may also attract

the attention of consumers.

As we have discussed before Instagram can be a very powerful

tool when it comes building a fan base for your brand. With

the constant algorithm changes from Google and other search

engines it has become much harder to keep your website ranked

high in the search engine results.

Ask anyone who had their site wiped out by one of the recent

changes and they'll tell you how it hurt or even killed their

business. Therefore, it only makes sense that people are

paying closer attention to what works when it comes to

optimizing their content.

While, content is still king, it has never been more important

to consider images when optimizing your content so that it

will rank well in the search engines. When it comes to using

Instagram to drive traffic to your website, it is more about

social media optimization, so it is important to post images

that capture and engage your audience, because the more like

and comments your photos receive the better the search

engines will rank them.

Before you begin posting images, think about how your photos

can enhance and emphasize your products or services. The same

basic rules of selling apply. You want to stand out from your

competition, so be creative and don't be afraid to experiment

with different types of images.

Try using funny, creative, intriguing, emotional and even

controversial (not offensive) images and then pay close

attention to how your viewers react. This will help you

see which type of image works best for your business.

Here are a few other quick things you should keep in mind

when posting your images to achieve better search engine

rankings:

- Be consistent

Be sure to post on a regular basis. If you've been doing

business online for any length of time you already know that

the search engine's like consistency, so just like posting

content to your blog it's important to regularly update

your Instagram feed with relevant and engaging photos.

- Use hashtags

The symbol # called a hashtag is used to mark keywords or

topics to your images. Adding tags to your photos will make

them visible on public tag pages and also make it easier for

people to find your content.

- Link it up

It's also a good idea to link your Instagram account with

your Facebook page, so that your Facebook fans can like and

comment on your Instagram photos. This way you can increase

the amount of attention in your photos receive, without

taking the time to post them on each individual site

separately.

That's it for today's lesson. Don't forget to keep an eye

out for my next email. I have some great tips that will help

you achieve the best results possible from your Instagram

marketing campaigns.

Until then,

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5

subject line: Fifth Lesson - Instagram For Entrepreneurs

Hello "autoresponder code here",

Well, we have come to the final lesson in the Instagram

For Business, crash course. I hope you have enjoyed your

lessons and learned a lot about how you can use Instagram

for your own business.

In this final lesson were going to go over some quick tips

that will help you achieve the best results possible from

your Instagram marketing campaigns.

There is no doubt that the Internet is an extremely visual

place, with millions of images uploaded daily. Much more

so, than a few short years ago when textual content ruled

the world. Now, I'm not saying that providing your visitors

with informative content isn't still important. However

strong captivating images have the ability to reach far

more people than plain text and it is for this very reason

that businesses are using Instagram to promote their

products, services and build their brand presence online.

Instagram is effective because it allows you to upload and

use images to paint a visual story about your business.

The right picture can captivate, entertain and ignite

consumer interest in your products and services, so that

they will follow you and ultimately make a purchase from

you.

When it comes to getting the best results from your

Instagram marketing campaigns there are a few things

you should keep in mind:

- The perfect username

It's a good idea to use your business or brand name as

your Instagram username. This way when people search for

your products and services it will be easier for them to

find you. Don't worry if you've already set up your

Instagram account under a different name, you can simply

log in and edit your profile. Keep in mind that it may

take some time for your new username to display.

- Share well

As we have discussed before it's important to share

compelling and engaging photos, so that your followers

will be inclined to like and share them with others. It's

also important to make sure you share frequently. Just

like with any other type of social marketing consistency

is key because your followers will leave you in the dust

if you don't keep them entertained.

- Experiment

Don't be afraid to experiment with different types of

photo's. As we discussed in a previous lesson, try posting

funny, emotional, thought evoking images and then keep an

eye on which type of photo receives the most attention.

This will help you develop a better understanding of what

visually stimulates your consumers to take action.

- Ask

One sure way of finding out what your followers want is

to ask for their feedback. Don't be shy and trying to make

the process as fun and engaging as possible for them. You

can do this by offering them something in return for their

honest opinions or by running a little contest to see who

can post the most thought-provoking comment or idea.

Remember, social marketing is all about engagement.

- Tell a story

Make sure your photos tell a story about your business.

You can do this by posting images your products or services

while they're in development, so that your consumers can

see each step of the process. You can also share images of

happy employees and customers enjoying your products. The

bottom line is be as creative as possible so that your

followers will look forward to seeing what you post next.

- Don't forget your Hashtags

I know we've discussed this before, but hashtags are an

extremely important part of your Instagram marketing

campaign, because they help consumers quickly find images

that interest them. They will also get your images listed

on Instagram's public tag pages, and in the search engine

results, which can help send your likes and comments through

the roof. Another good idea is to create a unique hash tag

for your business and encourage your followers to use it

when sharing your photos. A good example of this is

Coca-Cola. Not only did they create a hash tag for their

main brand they've also created hash tags for their other

products like #DietCoke and even for some of their

promotions.

- Geo-tagging

As we've discussed before, Instagram's location services are

an extremely powerful way to drive customers to your business.

By geo-tagging your photos you can get consumers in your local

community more involved with your business. A quick way to

do this is by adding photos to your photomap. You'll find

this option on your Instagram share panel.

- Get connected

Finally make sure that you connect all of your business

related social media accounts like Facebook, Twitter,

Tumblr, and Flickr. By synchronizing all of your accounts,

you will have a much better chance of expanding and

engaging your audience on multiple platforms.

Instagram is extremely simple to use, but don't let that

fool you because it is also an extremely powerful tool.

With a little time testing and creativity there is no reason

that you can't use it to market your business, products

and services in a way that is fun, engaging and extremely

effective.

As we close this final lesson, I would like to thank you

again for joining me for this course and I sincerely hope

that you have learned a lot about how you can use Instagram

to market your products, services and build your brand

presence online!

Just because the course is over doesn't mean we have to

part ways. Please feel free to contact me if you have any

questions about how to use Instagram effectively.

As always, I will be glad to help.

Until then,

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