



# INSTAGRAM MARKETING ROADMAP FOR CPG BRANDS





Instagram is the second-largest social media platform based on the number of active users. Besides the sheer number of people you can reach through Instagram, it is a powerful CPG marketing tool because it is visual in nature and can also be used to post videos.

**IF YOU AREN'T USING INSTAGRAM FOR CPG  
MARKETING, IT'S TIME TO START. HERE ARE SOME OF  
THE STEPS YOU CAN TAKE TO GET YOUR INSTAGRAM  
MARKETING STRATEGY MOVING IN THE RIGHT DIRECTION:**

## 01 STEP 1: STARTING A BUSINESS ACCOUNT

Business Instagram accounts are linked to a personal account. If you do not have a personal account, you can create one from the home page. Because your primary reason for creating an account is to use Instagram for business, you should keep your personal content professional-looking and neutral.

Once your personal account is created, you can **tap** “switch to professional account” under settings. You will want to create a username or handle that starts with @ and makes it easy to identify your business, such as @YourCPGBusinessName (if it is available). You can use your logo as your profile image or use another image that strongly relates to your business.

You will need to choose a category for your business and then add your contact details if you want them to be public. If you also have a Facebook page for your business, there is an option to connect the two accounts in order to use them more efficiently.



## 02

**STEP 2: OPTIMIZING YOUR INSTAGRAM BUSINESS ACCOUNT**

There are other benefits to having a business Instagram account as well, especially if you **optimize** your account. For example, if you want followers to be able to call you, visit your shop, or make a reservation from your profile, you can add action buttons that enable these actions.

You can also add a contact button to allow people to contact you through Instagram messages, texts, or email. Your business page also has a separate section for your location and hours, so you don't have to put that information in your bio.

Adding a bio is essential. But you only have 150 characters, so it's important to focus on the most important things about your business. In doing so, you should make sure you explain what you can do for your customers.

## 03

**STEP 3: POSTING UPDATES**

Now that your account is set up and optimized, you can post on it just like you would with a personal account. But, with Instagram, a majority of your posts should have a specific purpose, such as boosting engagement to driving traffic to your website.

Business profiles can be used to post all of the following information about your business:

- new product launches
- existing products
- product news
- videos and ad campaigns
- follower reviews and feedback (positive)

**04****STEP 4: TRACKING YOUR RESULTS**

Having a business account on Instagram gives you access to useful data like demographics on those visiting your profile as well as how many visitors your profile is getting and when those visits are happening.

These are available under Instagram Insights. Make sure you are checking these insights often to make adjustments where necessary and take advantage of what is working well.

**YOU ARE NOW ON YOUR WAY TO A SUCCESSFUL INSTAGRAM BUSINESS PAGE, A VALUABLE TOOL FOR YOUR PRODUCTS THAT CAN INCREASE YOUR CPG BRAND'S VISIBILITY AND YOUR BOTTOM LINE RESULTS.**

**Hangar12 is at the forefront of CPG marketing strategy and more.**

**SUBSCRIBE TO OUR BLOG**

**TO STAY UP-TO-DATE WITH OUR LATEST INSIGHTS.**

**OR JUST SEND US AN EMAIL AT**

**INFO@HANGAR-12.COM**