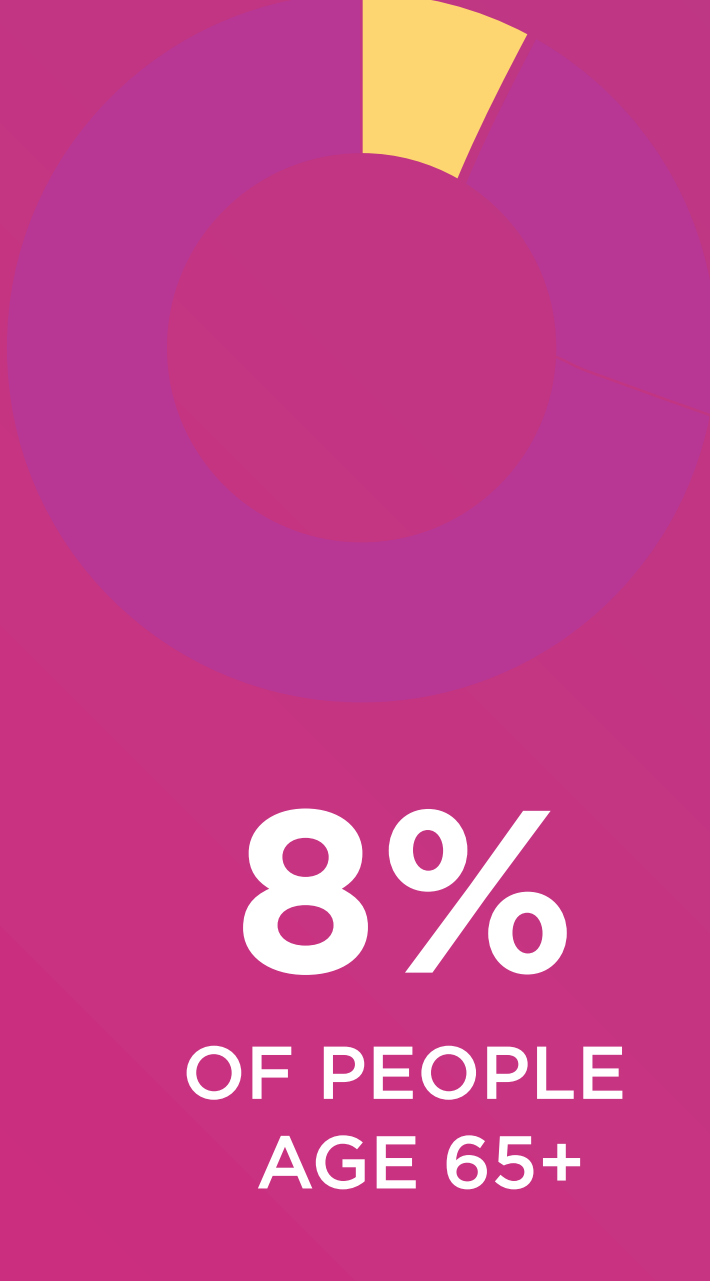
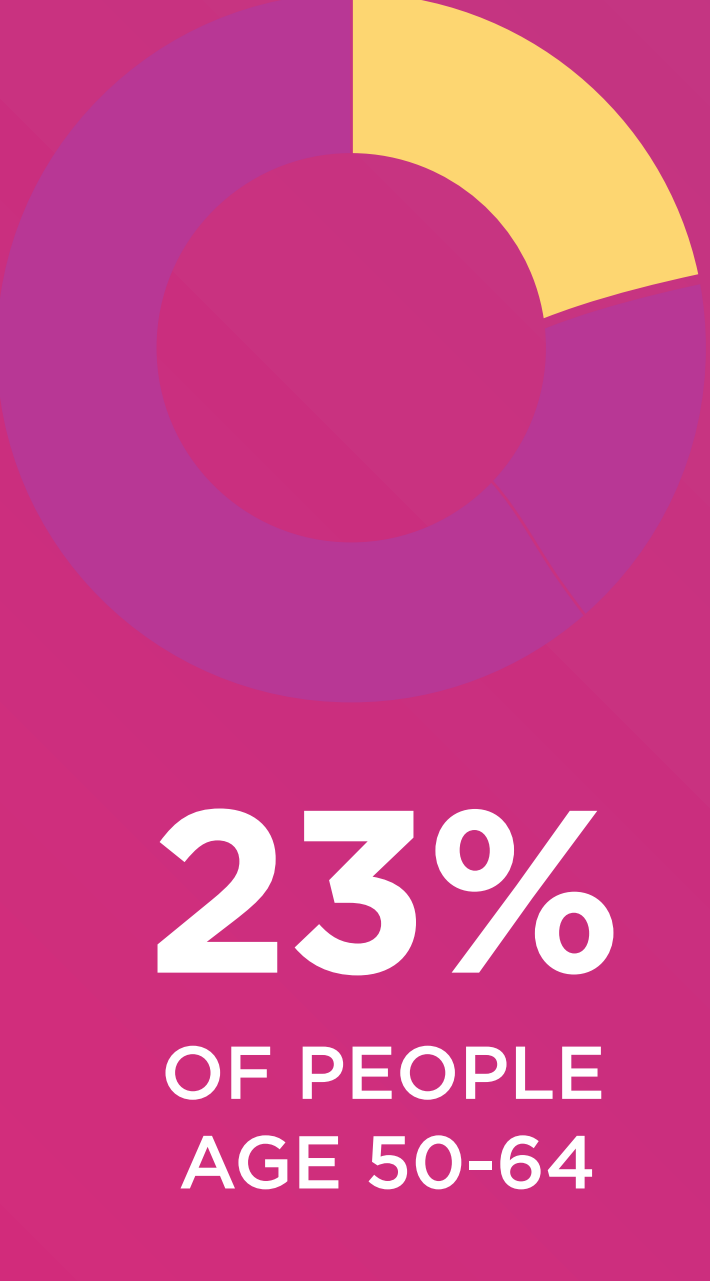
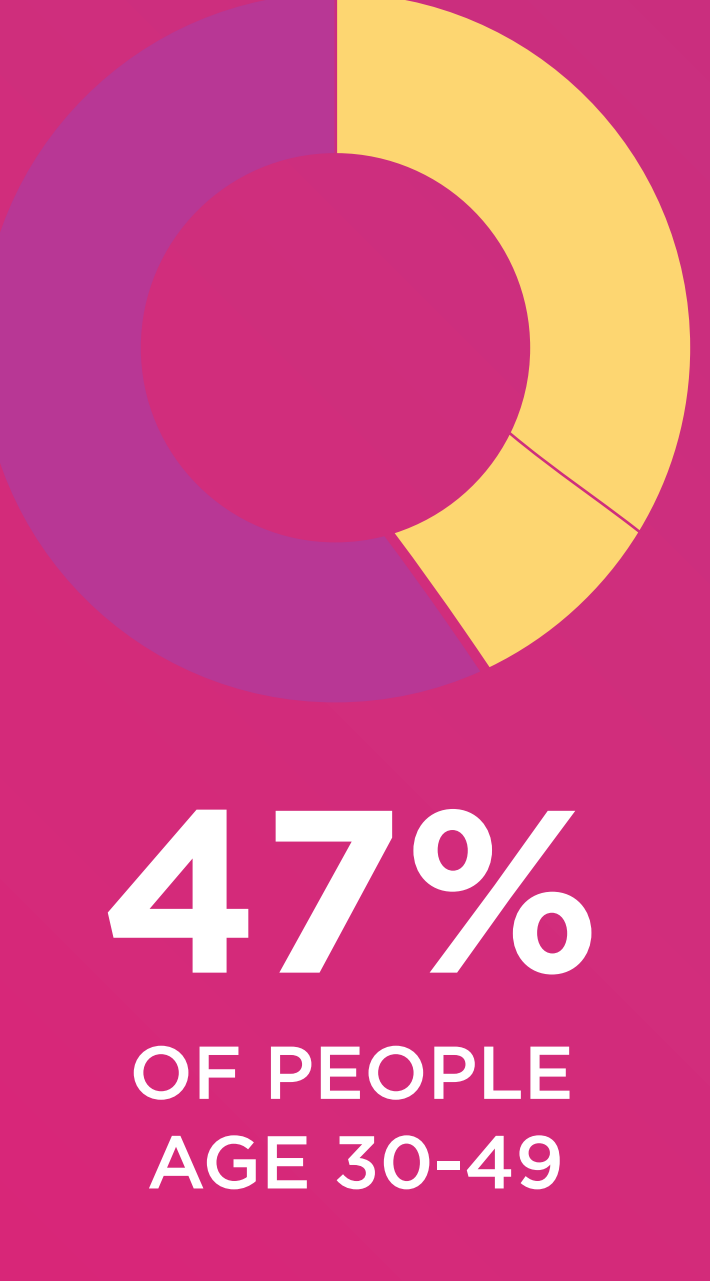
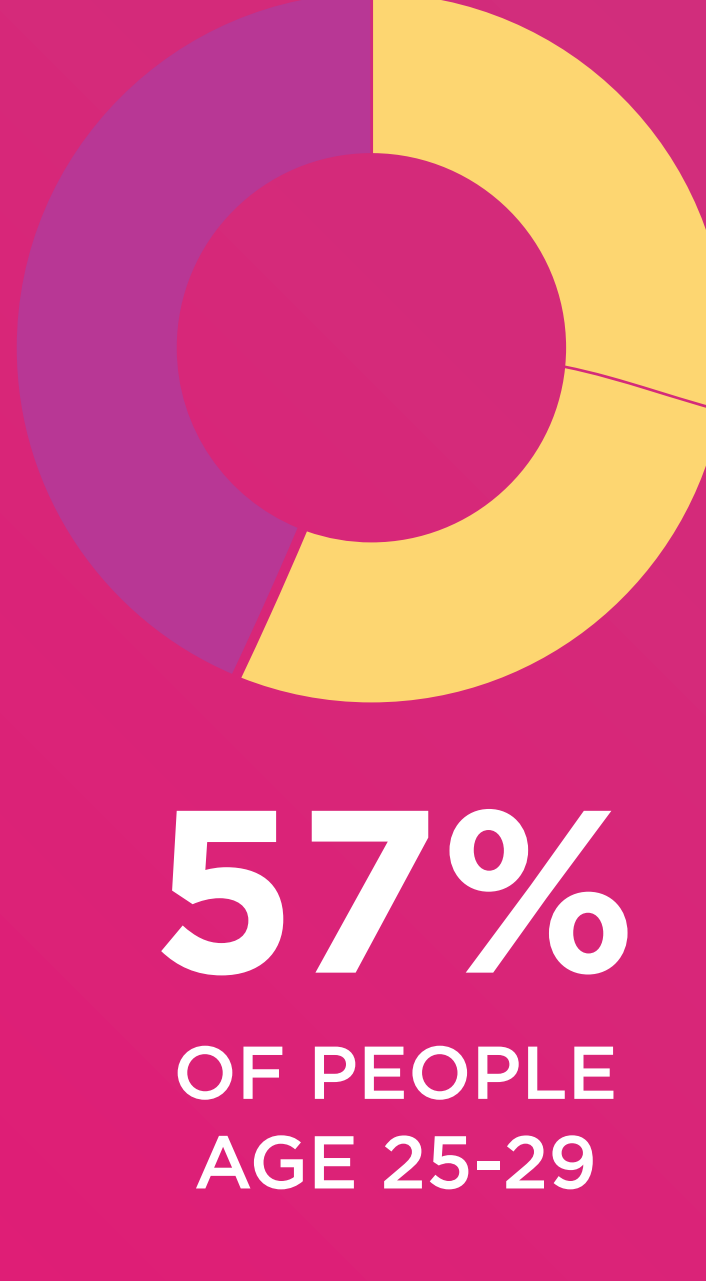
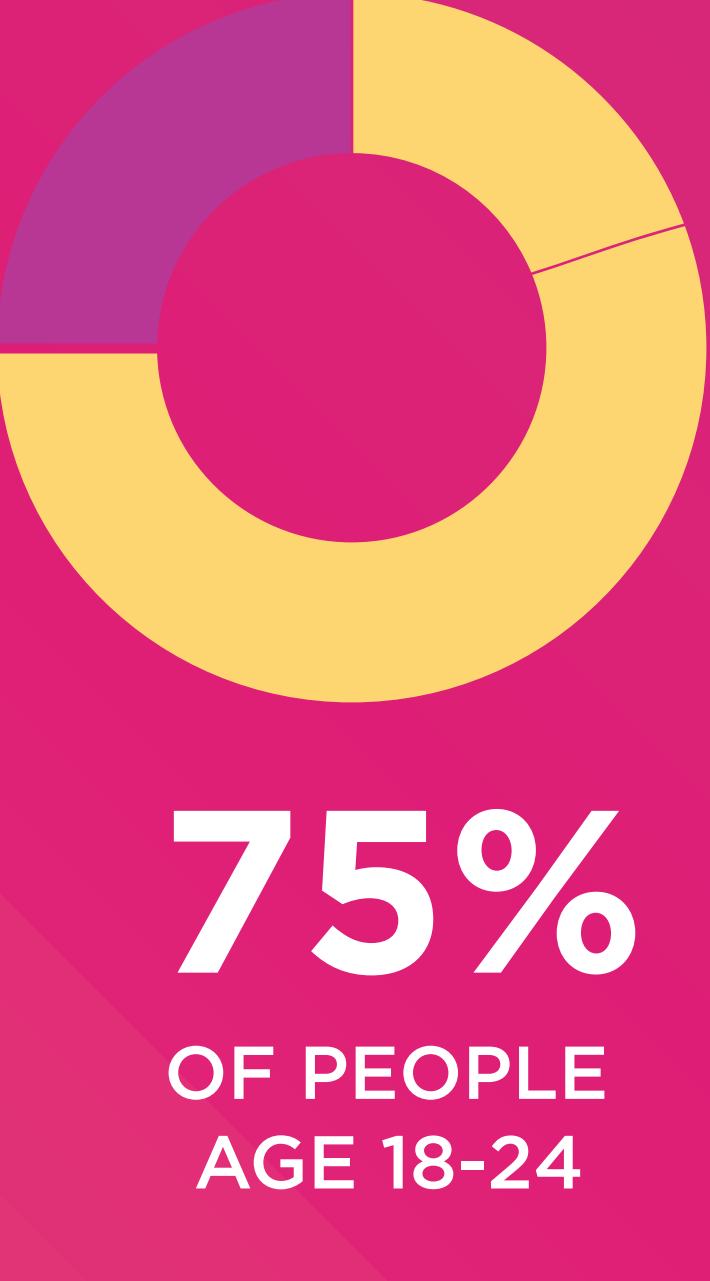
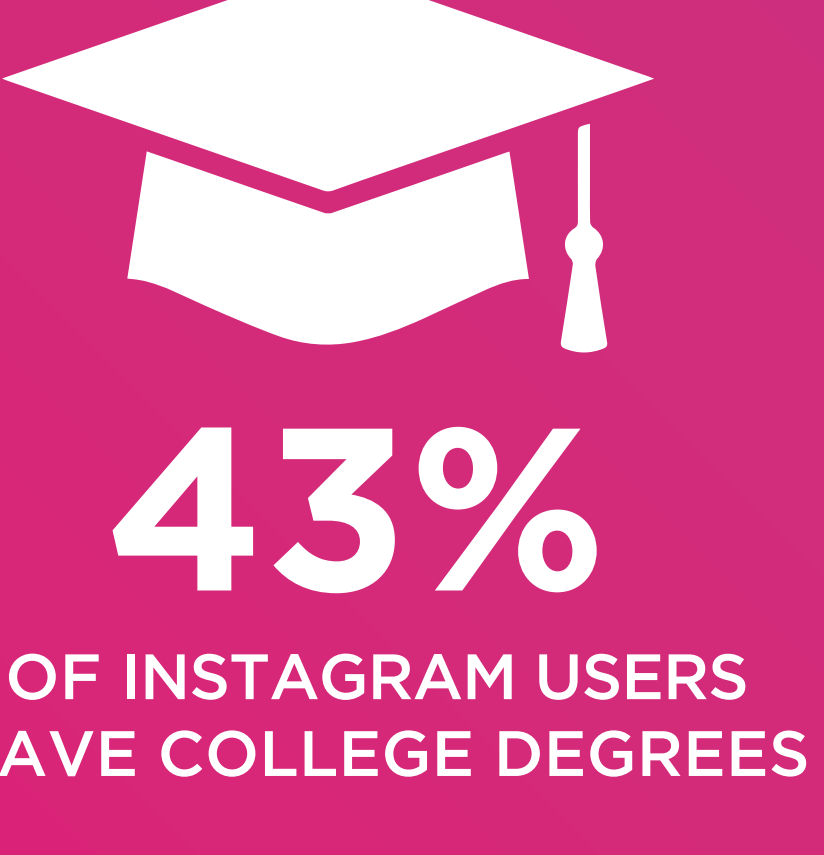
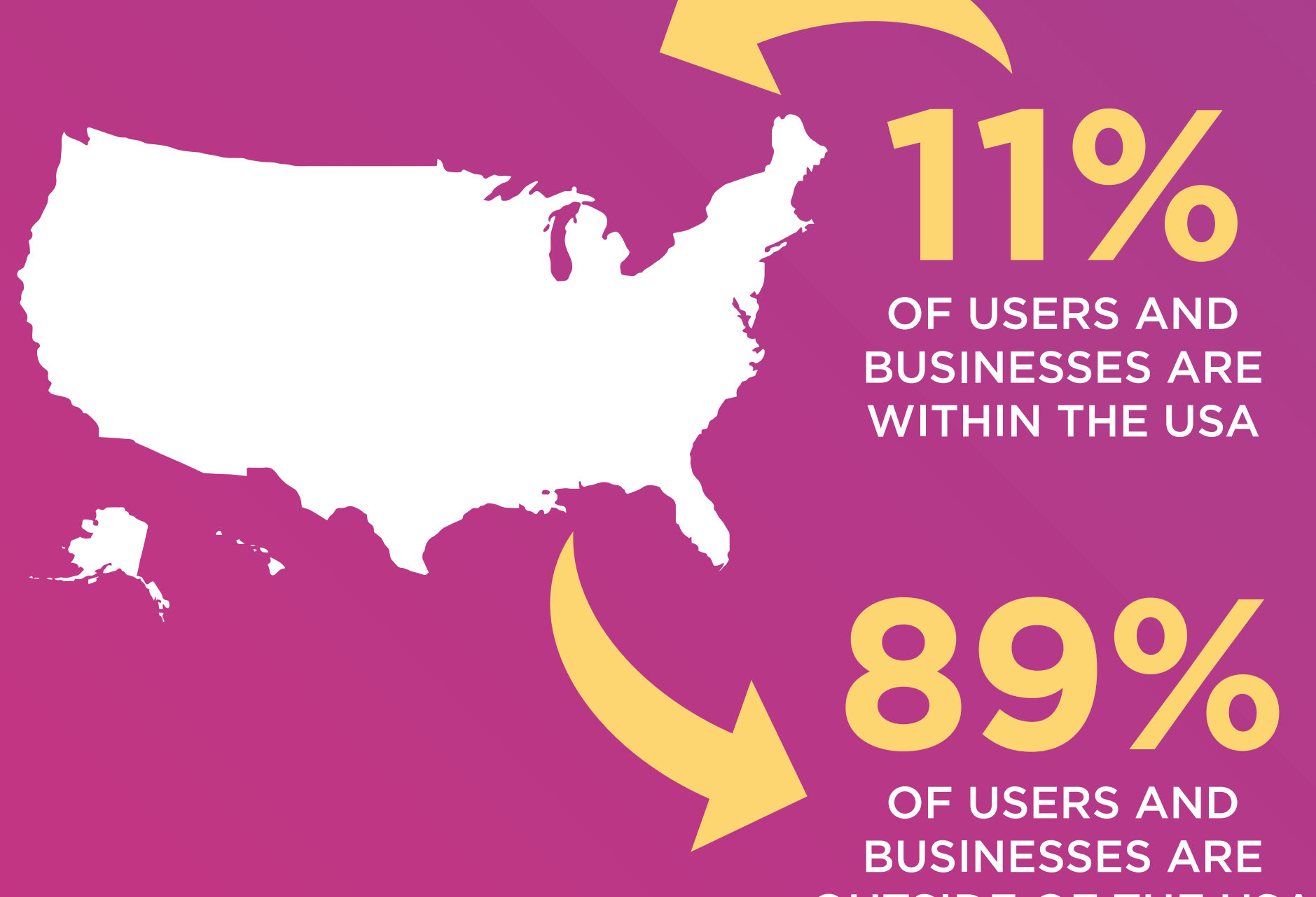
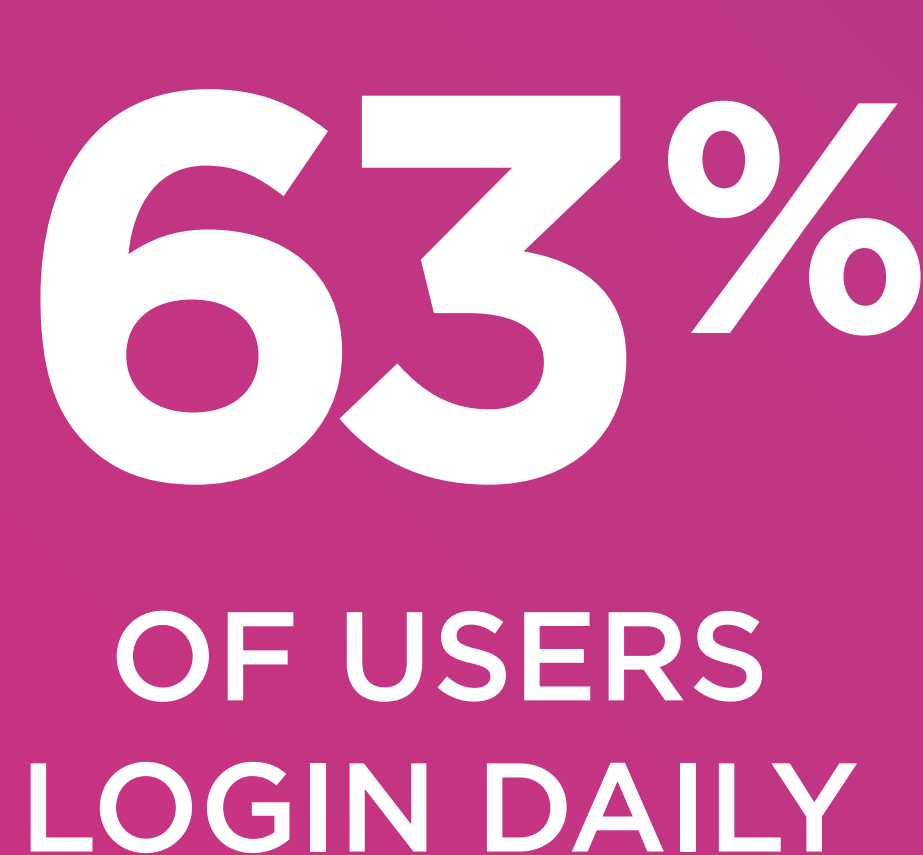
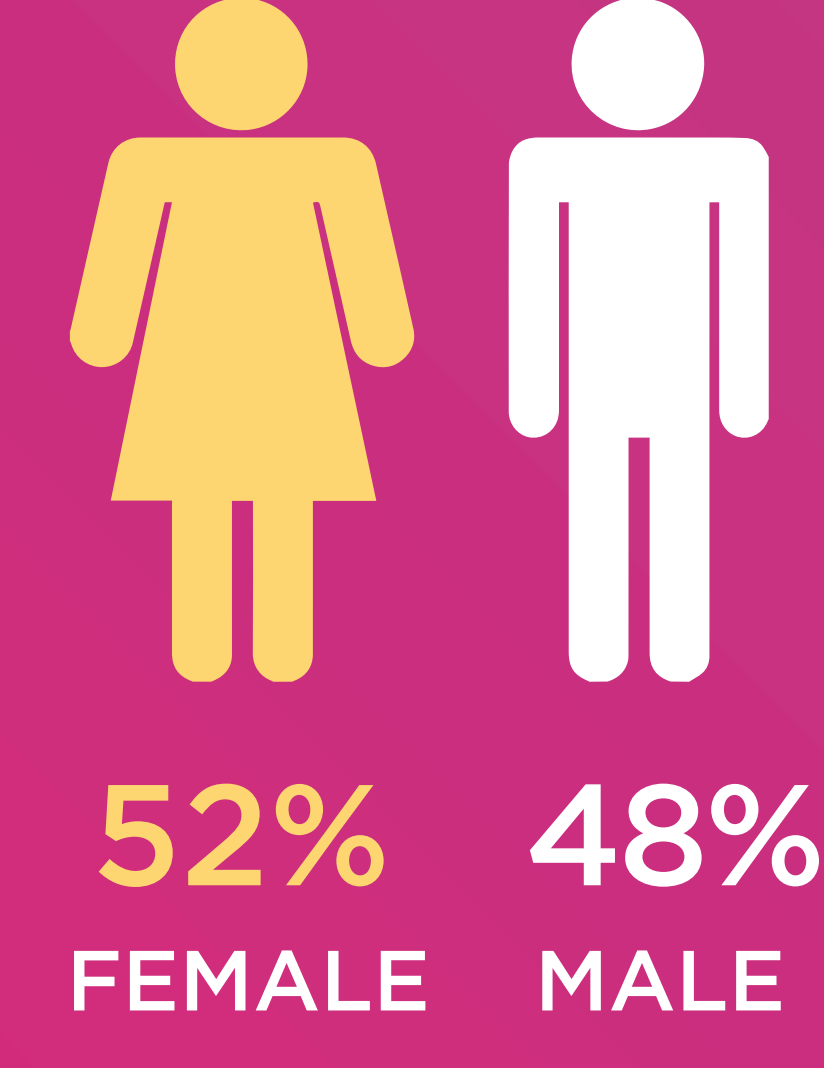
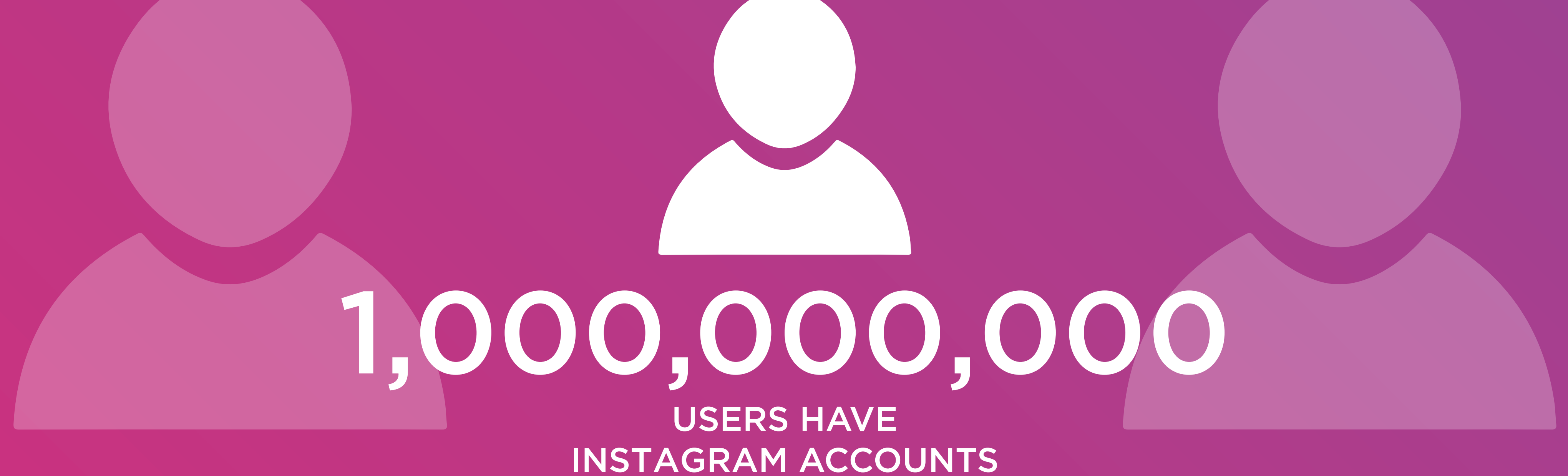




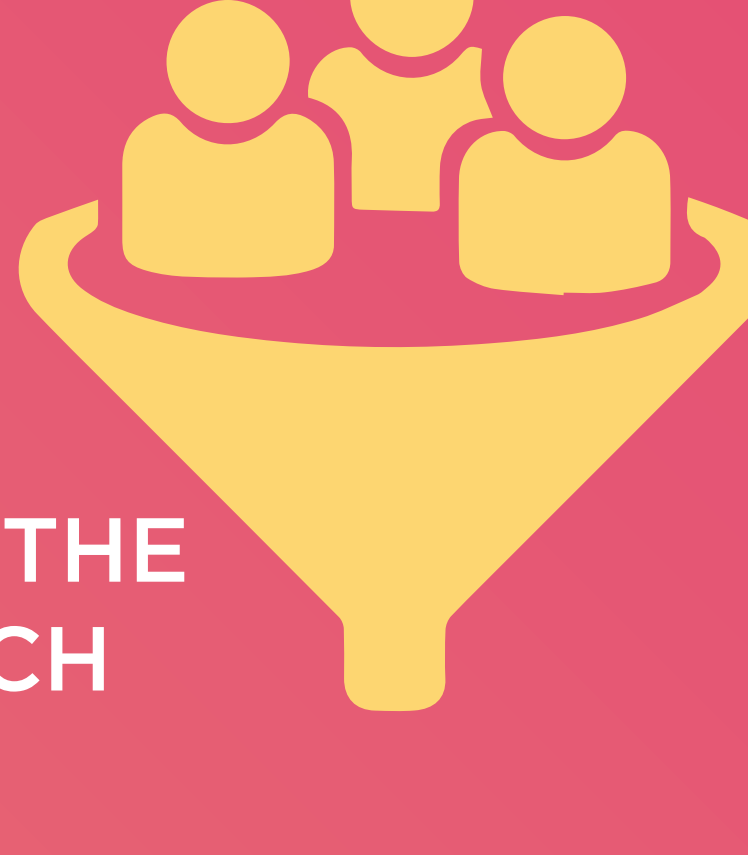
# Instagram

## SOCIAL MEDIA CHEAT SHEET

### DEMOGRAPHICS



### ADVERTISING



### TYPES OF PAID ADVERTISING



### THE COST OF 1000 IMPRESSIONS



### TIPS FOR USING INSTAGRAM PAID ADS

- 1 ALWAYS TAG YOUR LOCATION THEY GET 79% MORE ENGAGEMENT
- 2 PARTNER WITH AN INFLUENCER THERE ARE OVER 500K ACTIVE
- 3 UTILIZE USER-GENERATED CONTENT, IT HAS A 4.5% CONVERSION RATE
- 4 IMAGES WITH FACES GET 38% MORE LIKES, MAKE IT PERSONAL
- 5 STUDY OTHER PAGES OF COMPETITORS AND INDUSTRY PROFESSIONALS
- 6 50% OF USERS SEARCH BASED ON #, THESE LAND YOU ON THE EXPLORE PAGE (12.6% ENGMENT.)



### BEST PRACTICES

