



Checklist 10 - Keeping The Right Track

Project Name: _____

Date: _____

Yes No

Having an Instagram business account provides you access to countless Instagram tools that aren't accessible by the normal Instagram account holders. As a brand's owner, it is your right to know where you stand. Keeping the right track of your progress makes you feel more confident and helps you in making improvements at places where you lack perfection.

There are many tools that can help you in doing so, but some of the tools are mentioned in the content below. These tools will help you in getting an idea about your brand's position and your account's popularity among the audience.

Using Instagram Insights:

1

This tool is already built-in an Instagram tool, and it allows the user to know his brand's progress.

2

Log in to your account and chose the option of Instagram insights from your profile's settings.

3

From there, you'll get clear demographics about your account, i.e., the number of posts liked, the number of people who visited your account.

4

To get more detailed information on Instagram Insights, make use of third-party apps.

Notes

Checklist 10 - Keeping The Right Track

Use Hootsuite Analytics:

- 5 This tool is like an Instagram scheduler, but it also includes an analytics suite.
- 6 This app is not an Instagram built-in app, but it is very effective as compared to Instagram insights. Get access to the data from your past and previous posts using this tool.
- 7 To keep the right track of your account, set such metrics in this app that will rank the comments made on your posts by the audience, as positive and negative.
- 8 Now get to know your performance based on the comments. If there are more positive comments, this means you're working well.

Using Iconosquare:

- 9 This is an excellent tool to keep track of your brand's progress and the areas which need improvements.
- 10 This tool has standards as well as pro offers. First, use standard offers and keep track of your account.
- 11 Later, you can purchase the pro offers to get access to advanced tracking options.

Track your Overall Engagement Rate:

Notes



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- 12 This process will let you know how many followers and audiences actually like your brand.
- 13 The number of likes on your posts will help you evaluate your overall engagement rate.
- 14 You can also keep track of the number of new followers gained by your account. To get this percentage, subtract the previous number of followers from the number of followers gained by your account.
- 15 Your story's engagement rate also determines your success, so track the number of followers actually getting engaged in your stories.
- 16 To keep working passionately, it's important to have a competitor. Consider some other brand as your competitor.
- 17 Now compare your insights with theirs and the number of mentions made by your followers to identify your progress.
- 18 You can copy your competitor brands' strategies by first tracking their whole success rate and then applying those strategies to your Instagram account in order to win.

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