



Checklist 7 - Making Use Of Instagram Stories

Project Name: _____

Date: _____

Yes No

Instagram stories feature gaining popularity because of its unique capability to allow access to the brand's URL just by a simple swipe up. For successful marketing, making use of Instagram stories is the best way. People like to watch stories, and that's the reason why Instagram has developed this feature in it. The audience gets attracted by stories, and if these stories are filled with information about your brand, it will prove to be very successful.

Here is how to do it:

Setting Appropriate Dimensions:

1

First, set the pixels of Instagram stories to 1080/1920.

2

If stories exceed the limit, crop the images to get them to the average pixels.

3

Make sure that Instagram stories that you add are up to 15 seconds, and they'll disappear after 24 hours.

Making It Useful For Campaign:

4

Your Instagram story content should be in accordance with your product and audience.

Notes

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- 5 This content can be Product-based by adding different offers in Instagram stories about your product. This will encourage buyers.
- 6 You can add the URL of your website in one of the slides of the story that will take the audience directly to your product.
- 7 You can ask your audience to post for you and include your brand's hashtag in their stories, which can later be reposted by you.
- 8 Add some news about your company or brand's upcoming events in your stories to create a buzz among your customers.
- 9 Add a swipe up option in your stories that will link the stories directly to your product.
- Add Tutorials And Announcements:**
- 10 To demonstrate your product, you can add how-to-do tutorials in your stories.
- 11
Keep these tutorials short and to the point.
- 12 Such tutorials can engage your followers because these are step-by-step methods to use something or do something. So use it to enhance your product's value.

Notes

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- 13 You can run promotions and make special announcements about your product on Instagram stories.
- Get Feedback From Customers:**
- 14 Another very interesting feature of Instagram stories is that a Q/A session can be created on them.
- 15 Ask your customers questions about your brand in Instagram Q/A option and see their responses.
- 16 This way, you'll get a better insight into your product and its sales.
- 17 You can also develop time-bound deals and discounts in your stories about your product.
- 18 There is a Highlight feature on Instagram, use it, and re-use your old stories about your product to give new customers easy access to information about the product.

Notes