

# 10 Reasons Why You Need To Market On Instagram

Instagram has quickly become one of the most popular social media platforms, with over one billion monthly active users. This visually-driven platform provides businesses with an incredible opportunity to reach and engage with a massive audience. If you're still unsure about the power of marketing on Instagram, here are ten compelling reasons why you need to get started today.

## 1. Massive User Base

As mentioned earlier, Instagram boasts over one billion monthly active users, making it a platform teeming with potential customers. By marketing on Instagram, you can tap into this massive user base and expand your reach like never before.

## 2. Visual Storytelling

Instagram revolves around visual content, allowing businesses to share compelling stories through photos and videos. This visual storytelling approach enables you to engage your audience on a deeper level, making your brand more memorable and impactful.



## 10 Reasons Why You Need to Market on Instagram!: An Industry White Paper for Mortgage Brokers and Lenders. by Kirk Teska(Kindle Edition)

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### **3. High Engagement Rates**

Compared to other social media platforms, Instagram has one of the highest engagement rates. With a primarily mobile user base, Instagram users spend longer amounts of time on the platform, providing businesses with ample opportunity to capture their attention and drive meaningful interactions.

### **4. Targeted Advertising Options**

Instagram offers powerful advertising tools that allow businesses to target specific demographics, interests, and behaviors. This level of targeting helps you reach the right audience and increases the effectiveness of your marketing efforts.

### **5. Influencer Marketing Opportunities**

Instagram is full of influencers with dedicated followings, and collaborating with them can help your brand gain exposure to a highly engaged audience. By leveraging influencer partnerships, you can tap into their influence and credibility to promote your products or services effectively.

### **6. Increased Website Traffic**

With the ability to add clickable links to your Instagram bio and stories (for verified or business accounts), you can drive traffic directly to your website. By carefully

curating your content and providing value to your audience, you can entice them to click on your links and explore your website further.

## **7. Explore New Markets**

Expanding your business into new markets can be challenging, but Instagram can serve as a gateway to tapping into those untapped markets. By leveraging hashtags and targeted advertising, you can reach users who may have previously been unaware of your brand or products.

## **8. Building a Community**

Instagram offers the perfect platform to build a community around your brand. By consistently engaging with your audience, responding to comments, and sharing user-generated content, you can foster a sense of belonging and loyalty among your followers, which ultimately leads to increased brand advocacy.

## **9. Showcase Your Personality**

Unlike other platforms, Instagram allows you to showcase the personality behind your brand. By sharing behind-the-scenes content, featuring your team, and telling authentic stories, you can humanize your brand and build stronger connections with your audience.

## **10. Stay Ahead of the Competition**

Lastly, by marketing on Instagram, you can stay ahead of your competition. While your competitors may still be focusing their efforts on traditional marketing channels, you can leverage the unique features and opportunities Instagram provides to gain a competitive edge.

, Instagram presents a wealth of opportunities for businesses looking to boost their marketing efforts. With a massive user base, high engagement rates, and a

focus on visual storytelling, Instagram allows you to connect with your target audience in a more authentic and engaging way. By leveraging the advertising options, influencer collaborations, and community building aspects, you can take your marketing game to new heights and achieve remarkable results.



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10 Reasons why you NEED to market on Instagram! An industry white paper for mortgage brokers and lenders.

Facebook may still be the world’s most popular social media platform, but Instagram isn’t far behind—and ready to take top honors very soon. In fact, Instagram has passed the one-billion user mark this year - more than twice the number of monthly active Twitter users.

Instagram is also a terrific resource for mortgage brokers and loan officers who

are looking to gain a larger client base, connect with Realtors for more referral business, and close far more deals this year (and who among us isn't looking for that?!)

What will you get out of marketing (correctly) on Instagram?

Leads, referrals, and more leads!

In fact, 73% of consumers report that their purchase decisions are impacted by a brand's Instagram presence – including when it comes to getting their next home loan.

In summary, this year's top-producing mortgage lender is starting to take Instagram seriously, today!

I'd love to help you manage your Instagram marketing to grow your business and generate leads.

Let's talk!

Your friend,

Norm Schriever

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