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How do you know when you use Instagram Stories as a professional? The short answer is you'll see it in your analytics. For a long answer, read on. But first, why even develop an Instagram Stories strategy? Well, that's a statistic. About half of Instagram's monthly users use Stories. That's 500 million people publishing 1 billion Stories every day. And about 62% of these people say they have become more interested in a brand or product after seeing it in their stories. For their part, brands have reacted to the channel's popularity by posting an average of 2.5 Instagram Stories per week. In addition, as of January 2020, Stories advertisers are 4 million brands. And given the state of the world, it is possible that these figures will go up in 2020. If you are just starting out or want to master the latest intricacies, we have a complete rundown on the best practices for this format. Download your free package of 20 customizable Instagram Stories templates right now. Save time and look professional by promoting your brand in style. How to use Instagram Stories Instagram Stories - the first full-screen visual format in the camera that disappears after 24 hours, modeled on Snapchat - doesn't appear in Instagram news feed. This means that users can post easily and quickly to their followers without worrying about overloading them. Also, compared to Instagram's polished aesthetics reputation, the atmosphere is definitely a little rougher around the edges. This is good news for beginners: diving does not require hiring a videographer. Even billions of companies are posting iPhone videos of office dogs. Here are some quick tutorials to help you dip your hands in. You can choose a format to experiment with: Type, Music, Live, Boomerang, Superzoom, Focus, or Hands free. Here's a quick video to show you what it roughly looks like: How to check out your Instagram Story views next, for up to a second analytics, take a look at who's watching your story. On the home page of the app click the Your Story icon in the top right corner Your story will have the number of views in the bottom right corner Swipe up to see a list of users who have viewed your story If you have a professional (i.e. creator or business) account, you can also touch the graphics icon to view Insights While the stories are only the last 24 hours Your list will last 48 hours and your research will last 14 days. How to use Instagram Stories sticker stickers are fun visual additions that also happen with The most important tool for the aesthetics of your brand. They are constantly changing, but the best way to stay up to date with new developments is to use them. Just don't feel obligated to use all of them. Stickers come in a variety of ways, but each one serves functions like: increasing your reach and views with hashtags and places to express your mood with gifs, emojis, or music to encourage interaction with surveys, countdowns, or questions make your post shoppable with product stickers, and, in April 2020, Instagram has added stickers that small businesses can use to make it easy for their customers to support them by buying gift cards. Source: @mosseri How to add a sticker to Instagram Story: Share a photo or video in your story (or use Create mode to work with an empty background) Tap the sticker icon at the top of the screen - it's a square that smiles and has a folded angle Select the type of sticker you'd like to use. Each type has its own tips and tricks that take a bit of experimentation. Add music to your story with a music sticker. It's a much better choice than tin audio playing in the background, and it will be a signature song, too. Pro Tip: Instagram Stories of Art is as much a science as it is, so if you're a new format, spend some time learning the language of stickers: that's too much and that's actually too much. How to add the hashtag to Instagram Stories Adding a hashtag to your story makes it acceptable to a wider audience, as it can be chosen by Instagram to appear on the page for this hashtag. (If this happens, you'll know because the page of this hashtag will appear on your viewer list.) There are two ways to add a hashtag to your story: Use the hashtag sticker (click sticker icon at the top of the screen-smiling square with a folded angle) Use the usual text feature (click on the text icon - the one that says Aa) and use the key anyway, Instagram will offer some popular hashtag ideas to get you going. You can add up to 10 hashtags to your Stories. (In this case, we recommend cutting them by hiding them behind stickers, gifs or emojis.) For an uncluttered vibe, shrink, stack and hide your hashtags after another sticker. How to add a location to your Instagram Stories Like hashtags by adding a place in your story expands your potential reach beyond the list of followers. Often companies have a location page (which users can find by clicking on a hashtag or searching the Explore tab). If your story ends up there, you could end up with a lot more views. Meanwhile, if you have a brick-and-mortar business, your page location, your happy customers can demonstrate their experience with you, and potential customers can check you out. (You'll need an Instagram Instagram business to create a location page for your business To use the location sticker on Instagram Story: Tap the sticker icon at the top of the screen Select place stickers Select the preferred location from the list (maybe shop, street, city, get as wide or specific as you like) Adjust the color of the sticker and the size and location so that it complements the vibe of your story You can change the look of your location tag by clicking on it. How to use Instagram Stories Highlights Stories should not disappear after 24 hours. Highlighting them in your profile keeps them pinned front and center to your audience. It's a great place for your best brand-defining content. Each backlight can contain as many stories as you like, and you can keep adding to them as you publish new content. How to create an Instagram Stories zest: Discover the story you'd like to highlight in the bottom right corner, tap the selection icon. Choose a highlight to which you'd like to add a story, or Create a new review Check out our full guide to Instagram history, including icons and covers. How to get your Instagram Stories on Explore Instagram Explore the page of an endless cascade of algorithm selected posts and stories that appear when you click on the magnifying glass icon. For brands, getting to the Explore page usually means more reach and engagement because the algorithm shows your content to fresh, interested eyes. So how do you increase your stories' chance of getting posted there? Instagram says the biggest rating is a signal of interest: the user is more likely to see stories similar to those of the accounts they've followed. However, what you can do to help your chances include: Posting videos (they get more attention because they automatically play Explore, but a good picture will do better, Rather than mediocre videos) Posting very visual stories that don't have too many text messages that are representative of your brand's visual identity (for more information about it, see the board #1, below), on the other hand, Instagram also said that the stories you repost from other users (not a bad trick to seal your post volume, and build relationships, see the board #11) less likely to be shown. How to use Instagram Stories polls Usually, Stories have two ways to interact: passive views, or active responses. Adding a survey to your story allows your audience to participate without requiring much effort. They're also fun. For example, Harvard Business Review uses surveys in its case studies to attract an audience by having them weighed directly, instead of just reading what is being advised For value-added, the survey results remain visible to a wide audience even after the survey closes. Source: @harvard_business_review create an Instagram Story poll: Share a photo or video of your story; or you can use Creation mode to work with an empty background Click Click Sticker icon at the top of the screen- it's a square that smiles and has a folded angle Select Poll sticker Enter your question Enter two potential answers (default yes/no, but you can enter a response that has up to 24 characters, including emojis) Let your poll run for 24 hours Don't forget to share the results: people want to know! Pro Tip: There are a number of stickers that use polls or questions to attract viewers: emoji slider, quizzes, and question stickers. Depending on your goals, each of them can be useful at different times. How to use Instagram Stories Create mode This alternative camera is useful when you want to post a story, but you don't have a photo or video to act as a background. It's also the place where live some of Instagram's newest unique features, as described below: At the bottom of the Story composer's screen, swipe left to find Creation Starting with a Simple Background, add as many features as you like: Stickers, including countdown, Gifs from the GIF Library - Mentions (it will show you active stories that mention you so you can share them with your own audience) This day allows you to share return messages from your own Instagram feed, whether it's a year ago or 9 years ago Instagram Stories sizes If you're designing or editing your stories on your desktop, or uploading a Story ad to Facebook, then you should keep those numbers on Facebook: but this ratio maximizes the Stories format) Recommended resolution: 1080x1920 (minimum resolution 600x1067 without maximum, although very high resolution can increase download time) Maximum file size: 30MB for images, 4GB for video Maximum video duration: 15 seconds (more video will be divided) Maximum video duration for video announcement: 120 seconds (note that viewers should choose to watch the full thing, so if you're going to take long, make it tempting) Title Safe Area: Leave the 14% title safe area at the top and bottom (in other words, don't put text or logos at the top or bottom of 250 pixels of history to avoid overlapping with the app interface) Instagram Stories tips and tricks here are our key recommendations, along with some of the best-in-class examples to inspire you. Nail the visual identity of your brand Stories is a full-screen immersive experience. Play that off on point visuals. Remember that consistent visual identity is one of the factors of ranking that Instagram says is important if you want to land your story on the Explore page. It's also The cornerstone in nurturing relationships with your audience: they need to recognize your style before you read your username. Using consistent colors, fonts, approved GIFs, and Instagram Stories templates is a great start. If you have the resources, you can A style guide to keep your brand's tone unified (and your team on the same page). And even if you don't have a design team (or a fine art degree) up your sleeve, there are plenty of Story Oriented design apps that will help you level up for this important moment. Use a few fast-paced scenes, especially in video Stories Images are displayed within 5 seconds on Stories, and the videos last up to 15. I can't believe I'm typing this, but when it comes to Instagram stories that can feel like eternity. Keep your audience's attention by using multiple scenes in your individual stories, and especially your ad stories. It can be as simple as changing the angle or background color on your product shot, or you can start taking notes from your favorite music video director. And keep them fast. According to a 2018 study on Facebook, Stories advertising has an average duration of 2.8 seconds compared to 4.1 for less popular ones. For example, this story from @TopShopcanada quickly flickers through dozens of outfit shots featuring the same pair of jeans, inviting and demanding fans take a screenshot to take a closer look at any of them. Source: @Topshopcanada brand first and fastest According to Facebook, users move 41% faster through mobile channels than desktops. And so when it comes

to Stories, the most effective brands convey their message in the first 3 seconds. Ideally, they do so with an intriguing and clear message. For example, Masterclass ads do a very good job of trying both curiosity and self-improvement. Their story ads feature celebrity mentors, and visuals are consistent through their campaigns. Not shy: Move your most exciting, on-brand frame on the front of your story. Source: @masterclass shoot vertically and think Stories First We usually advise against reposting identical content through different social channels: each platform has its own quirks, weaknesses and language. And that's doubly for History. For its part, Instagram recommends brands stick to two types of Stories: Stories First: a full-screen vertical visual effect that includes unique Stories design and interactive story elements optimized: a non-full-screen vertical visual that is repurposed from other uses but cropped and contextualized for Stories Stories, which was imagined as such an evenly-disc best results, according to Instagram. This means that if you don't create content exclusively for Stories, take the time to make it look like you. Download your free package of 20 customizable Instagram Stories templates right now. Save and look professional, promoting your brand in style. Download the templates right now! I bet the @williamssonoma team on Instagram thought about that ratio of 16:9 when they shot these visuals, for example: Source: @williamssonoma Design for Sound and Sound on Instagram 60% Instagram Instagram Ads are consumed with sound. Whether it surprises you or not, consider whether creating quiet stories is a lost opportunity for your brand. Tell the story Of attracting the emotions of your viewers - curiosity, empathy, excitement, outrage - this is the most effective way to catch and keep their attention. And how do people do that? Narrative. Maybe it's time to tell your official brand story, or expand your content range with mini-documentaries in your niche. Brainstorm ideas, but make sure to link them to your goals for your overall Instagram strategy. After that, go ahead and storyboard your Instagram Story ideas to figure out the best way to tell the story. Source: @patagonia provide value stories are a great place to give your audience that they don't even know what they need. To earn meaningful clicks (or swipes up as well), think carefully about the work your brand can do to your audience. If it is difficult to determine, consider compiling some audience persona to get clarity. For example, this story, in the run-up to Mother's Day, is ideally designed to simultaneously remind viewers of a task they have neglected and offer to help cope with it. Source: @williamssonoma Get Creative According to Instagram Head Adam Mosseri, Stories where people share far more funny moments, raw moments, genuine moments. For brands, this can translate into a choice about how authentic you want to be. For example, going to a studio route with a polished, expensive shot aesthetic has a 97% chance of raising brand awareness, compared to the more organic DIY route. But on the other hand, the modest, mobile shot DIY aesthetic (which includes the use of a large number of surveys, stickers, drawings, and camera effects like boomerang or hyperlapse) has a 63% chance of driving higher conversions in terms of buying and checking out. So, yes, consistency is key, and your story choices should have a direct connection to your marketing goals, but you have more flexibility with what content you actually post. More than any other channel, the ephemeral nature of History gives you the freedom to experiment, learn, and find what works. Plan ahead Don't Mistake DIY for off-the-cuff. Even the most loyal audience is likely to hold through any obvious filler you post that will hurt not only your Instagram analytics but your relationship. In our experience, the best way to make sure your content is valuable to your audience is to give yourself enough time to create great stories. And that means the first step is to incorporate your Instagram Stories into your shared social media content calendar. If you're looking We have a bunch of ideas for Instagram Stories here. Don't forget your CTA When it comes to monetization, Instagram Stories are kind of a sweet spot in your growth: audience grows, ads don't drown out content, and the platform has provided many interface mechanisms to make it easier for users to convert (whether it's sales, Download or traffic.) There are many ways to include CTA in your story: Businesses selling physical goods online, can customize Instagram purchases If you use Instagram Stories advertising, you can choose from different CTAs, how to learn more or shop now For those with 10,000 followers or a proven tick by adding a Swipe Up link is a great way to provide valuable information Source: @anthropologie mention other accounts in your tagging other story is a great way to build your community and show your appreciation. Whether you're reposting content or collaborating with other people in your area, mark their accounts. It's a win-win as your audience gets to learn more and your partner gets more eyes. In this case, @WilliamsSonoma fed two hares with one flatbread, reposting the customer's message, and tagging the product designer. Source: @williamssonoma Create or use the AR filter At the end of 2019 Instagram has opened its Spark AR Studio, which allows anyone to start making augmented reality experiences for Facebook. Yes, with a little time and effort, you too could make your own #facefilter. Source: Spark AR Studio is a relatively new and rather sophisticated tool for experimenting brands. Whether your team has the resources to create your own Instagram AR filter or you just know that Pickle Cat will devastate your followers, adding this playful element to your Stories is a gift to both your brand and your audience. It's also a great way to get new followers, as users share stories with your brand's AR filter on them. Ready to start planning Instagram Stories and save time? Use Hootsuite to manage all social networks (and message schedules) from one dashboard. Changes to the Sign Up Instagram algorithm affect anyone who uses the platform. How can you ensure that your brand works with feed flow and not against it? If you're a social media manager, you're probably responsible for managing multiple Instagram accounts. Learn how to effectively combine this responsibility. Effectively. instant cleaner for instagram pro cracked apk. instant cleaner for instagram pro v2 0.0 cracked apk latest

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