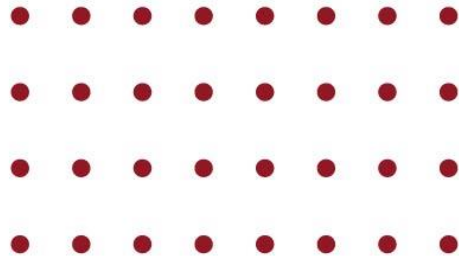


# Instagram Tips and Tools



# Do not EDIT your Instagram Posts

# Find and Contact Instagram Influencers

[NinjaOutreach.com](https://NinjaOutreach.com)





The screenshot shows the NinjaOutreach website interface. At the top left is the logo, and to its right are navigation links: Home, Instagram Search, YouTube Search, Case Studies, and Features. On the top right, there are buttons for 'Sign In' and 'Start Free Trial'. The main heading is 'How to Find Instagram Influencers', with a sub-heading 'Find & contact Instagram influencers with an all-in-one social influencer search & outreach tool'. Below this is a four-step process flow:

1. Find Instagram Influencer leads (represented by a magnifying glass icon)
2. Write your outreach templates (represented by a document icon)
3. Email leads right away or schedule a campaign (represented by a rocket icon)
4. Wait for replies to come in (represented by a checklist icon)



At the bottom of the flow is a green button labeled 'How to Find Instagram Influencers'.

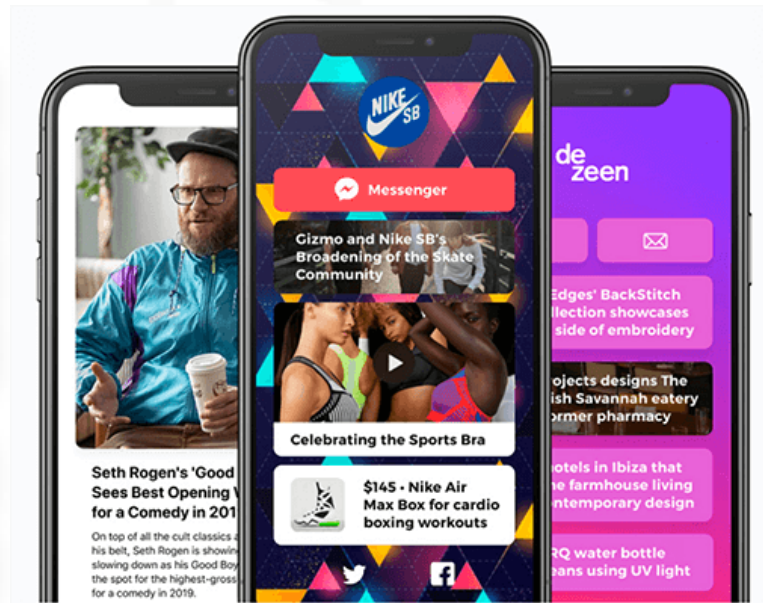
# A Popular Bio Link Tool for Instagram

What's new at Blogging Wizard?

-  The Best Selz Alternatives To Launch Your Online Store
-  7 Top WordPress Testimonial Plugins: Leverage Social Proof In Style
-  What Is A Robots.txt File? And How Do You Create One? (Beginner's Guide)
-  Color Psychology In Marketing: The Beginner's Guide

Popular Content

-  How To Start Your Blog Today
-  Blogging Statistics



Shorby

# Bio Link Tool for Instagram

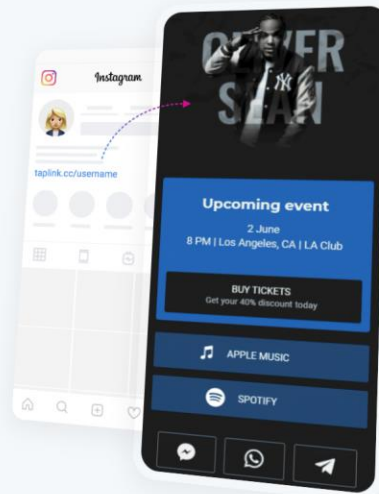
## Taplink — multilinks and micro landing pages for Instagram

Create effective micro landing page for Instagram in 20 minutes without special skills

Create Taplink for free

### Taplink allows to:

- Place multiple links instead of one
- Tell more about yourself and your product
- Increase sales in social networks
- Get in touch with you in a few clicks
- Take orders and payments online



[Taplink.cc](https://taplink.cc)

# Bio Link Tool for Instagram

## The Only Link You'll Ever Need

Connect audiences to all of your content with just one link

Already on Linktree? [Log in](#)

**GET STARTED FOR FREE**

The screenshot displays a central purple button with the text "GET STARTED FOR FREE". Above it, the text "Connect audiences to all of your content with just one link" is visible, along with a link "Already on Linktree? Log in". Surrounding the central area are various social media and e-commerce icons and domain names, including forbes.com, dribbble.com, blog.wordpress.com, amazon.com, behance.com, medium.com, and vice.com. The background features a faint, large-scale geometric pattern.

[Linktree](#)

# Monitoring Tool for Instagram

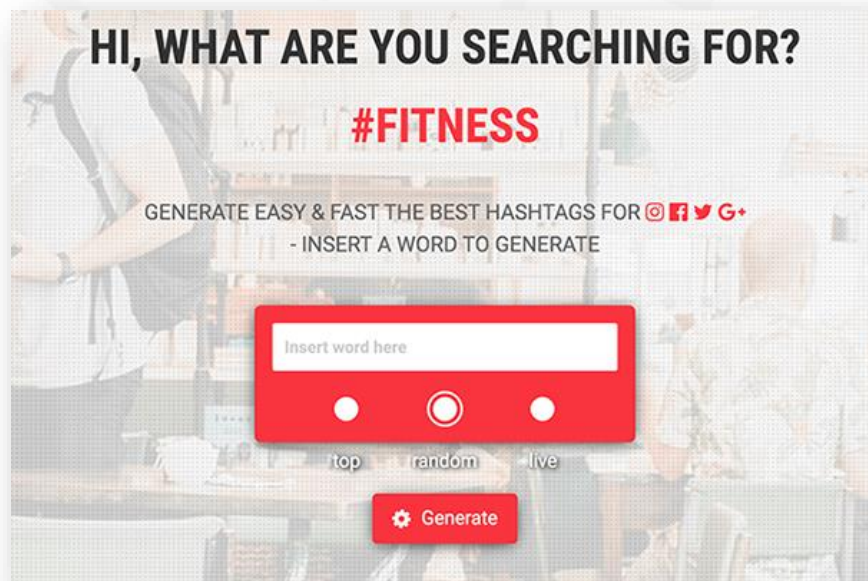


The screenshot shows the Awario website homepage. At the top left is the Awario logo, followed by navigation links: Features, Pricing, Training, Blog, Contact Us, and About Us. On the top right are 'Log in' and 'Sign up' buttons. The main content area features a large, colorful Instagram logo. Below it, the heading 'Effective Instagram monitoring' is displayed in white. Underneath the heading is a sub-headline: 'Sign up for Awario and create a new alert to track mentions on Instagram, find leads, monitor competitors, and measure your performance across the world's leading visual social media platform.' At the bottom of the main content area is a white input field with a red envelope icon and the text 'Enter your email address', followed by a purple 'START FREE TRIAL' button.

[Awario](#)

# Hashtag Generator Tool

*(that works by a keyword search)*



[All-Hashtag.com](https://All-Hashtag.com)



# Discover the Best Followers You Have!

SocialRank – Instagram | Twitter

The screenshot displays the 'Followers List' interface for a Twitter account. The top navigation bar includes 'Saved Searches' and '@ajt'. Below this, a section titled 'Narrow down your followers with filters' contains several dropdown menus: 'Sort: Most Valuable', 'Filter by Bio Keyword', 'Filter by Location', '+ More Filters', and 'Clear all filters'. A search bar for location filtering is active, showing 'New York' and a distance slider set to 'Within: 50 miles' (ranging from 1 mi to 100). The list of followers is numbered 1 to 5, with the top entry being 'Electronic Arts @EA'. To the right, a detailed profile card for 'Electronic Arts @EA' is visible, showing the location 'Redwood City, CA, United States', social media icons, and statistics: 2.6M Followers, 747 Following, 7.4k Tweets, and a KLOUT score of 92. The bio text reads: 'Official Twitter account for EA. Follow for updates on all your favorite EA g account help, visit <http://t.co/LvsPRAm2hn> or Tweet @AskEASupport.'

# Download Instagram Stories

## StorySave Mobile App




### Story Save - Story Downloader for Instagram

Meepo Dev Photography

★★★★★ 17,595

3+

Contains Ads

 This app is compatible with your device.

 Add to Wishlist

Install

# Visually Plan and Schedule Instagram Posts

[Later.com](https://later.com)

The screenshot shows the Later.com website homepage. At the top, a blue banner contains the text "New! Plan & Schedule Instagram Stories with Later" and a "Learn More" link. Below this, a navigation menu includes "Platform", "Pricing", "Blog", "More", and "Sign In". The main content area features the Later logo, the headline "#1 Marketing Platform for Instagram", and the sub-headline "Visually Plan & Schedule Instagram Posts". A prominent green button reads "CREATE ACCOUNT WITH INSTAGRAM >". Below the button, it states "Free forever. Set up in minutes. No credit card required". On the right side, a laptop displays a calendar interface with several Instagram post thumbnails scheduled for different days: "Auto | TUESDAY", "Auto | MONDAY", "Auto | THURSDAY", and "12:00 PM | FRIDAY".

# Easy, Quick Video Editing on the Beat



## Beatleap by Lightricks 4+

Quick & Easy Video Editor

Lightricks Ltd.

#121 in Photo & Video

★★★★★ 4.8 • 33.6K Ratings

Free · Offers In-App Purchases

## Video Editing Mobile Application



### VideoShow Video Editor, Video Maker, Photo Editor

VideoShow EnjoyMobi Video Editor & Video Maker Inc  
Video Players & Editors

★★★★★  
4,902,996

3+

Contains Ads · Offers in-app purchases

This app is compatible with your device.

# Find Relevant Hashtags

[hashtagify.me](https://hashtagify.me)



[Find](#) [Popular](#) [My Hashtags](#) [My Users](#) [About](#) [Pricing](#) [Help](#) [Blog](#) [My Account](#) ⌵

**1** FIND THE RIGHT HASHTAGS

**2** GET INSIGHTS TO PLAN AHEAD

**3** DRIVE UP ENGAGEMENT

**4** MARKET YOUR RESULTS ⌵

## Boost your #success through hashtag marketing

Monitor your performance, get the best hashtag suggestions and identify Twitter influencers. All in one place.

Search Twitter Hashtags

Twitter Suggestions

Instagram

energycrisis



Track

#auspol

#Pakistan

#energy

#gas

#ClimateCrisis

#inflation

#CostOfLivingCrisis

#energybills

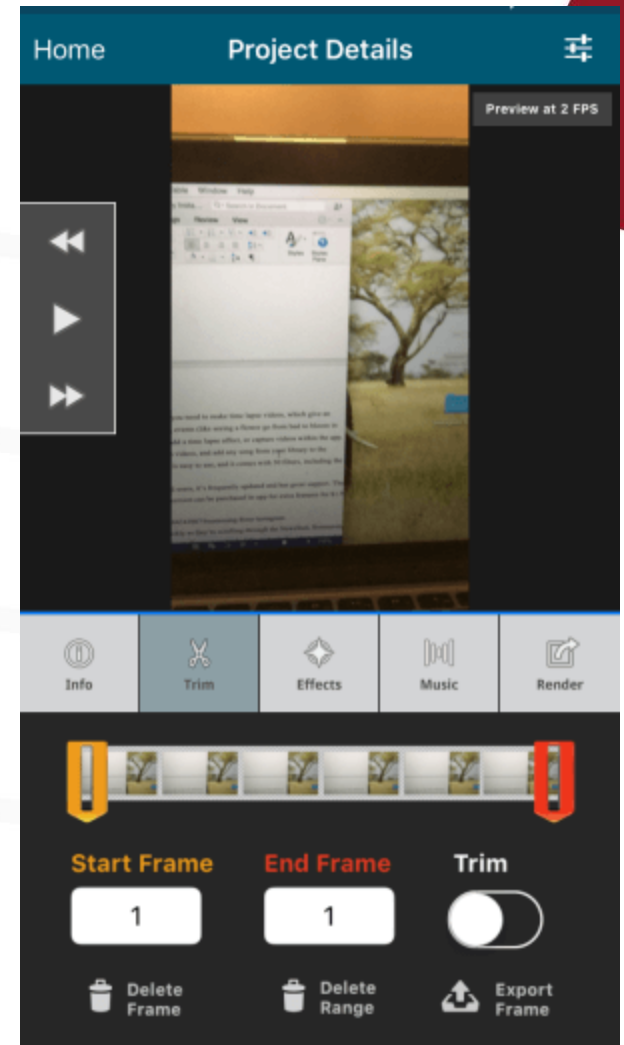
#EnergyPrices

#EnergyPriceCap

## Lapse it – Mobile App

Allows you to make time-lapse videos, which give an accelerated version of slowly changing events.

You can **import videos** and **add a time-lapse effect** or **capture videos within the app**.



## Keep Track of Analytics

Check how your posts are performing. Assist with Instagram management and help generate revenue through ads.

The following tools are paid services, but they're definitely worth it.

**Curalate** | <http://www.curalate.com/>

**BlitzMetrics** | <https://blitzmetrics.com/>

**Socialbakers** | <https://www.socialbakers.com/>





## **Additional Tools**

- [Buffer Analytics](#)
- [SproutSocial](#)



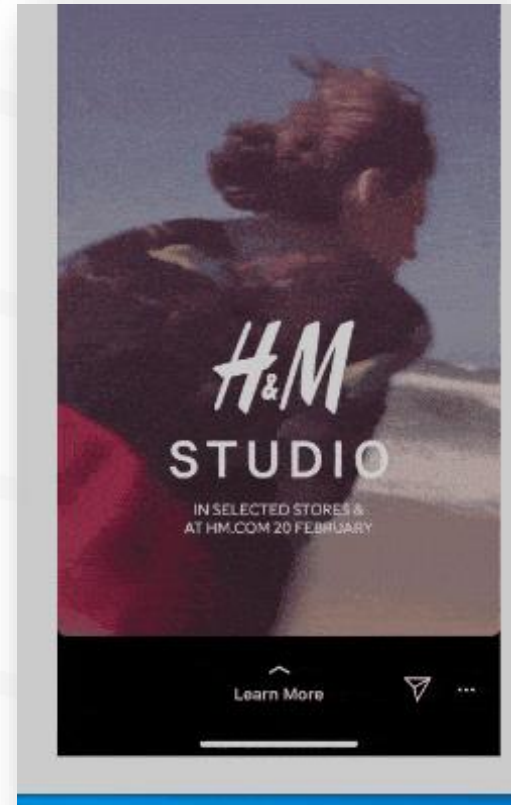
## Ads

Ads appearing on Instagram can have up to 18 call-to-action button options, can link to your website, and give users options to download applications or shop online stores.

- Brands use this Instagram ad type to showcase their products and services via compelling images.



- Video ads both eye-catching and help to tell the story of your brand or product engagingly and convincingly.
- You can promote video ads both in the Instagram feed and stories.
- Remember that these placements require a different ad size!



## Instagram Carousel Ads



## Instagram Collection Ads

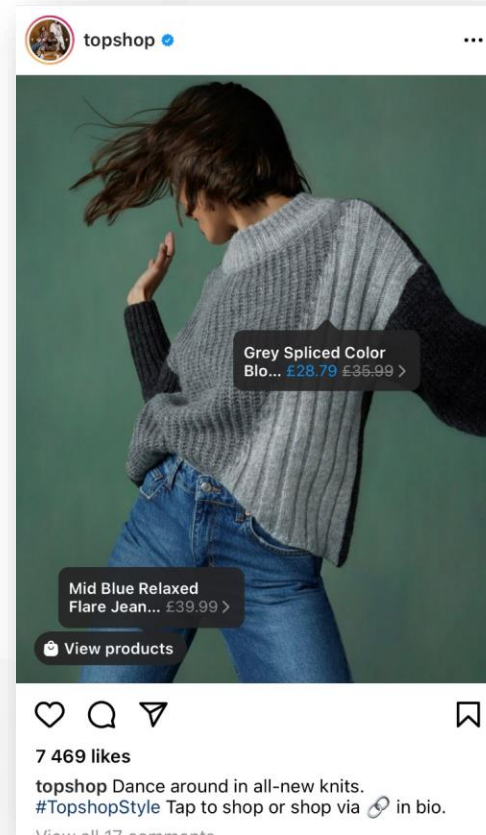


The advertisement features a top image of a woman sitting on a chair, wearing a white blouse and blue trousers, with a black bag on her lap. The brand name "SANDQVIST" is overlaid in white text. Below this, two product images are shown: a brown leather bag and a black leather bag. The brown bag is labeled "SANDQVIST Tony" with a price of €99.00. The black bag is labeled "SANDQVIST Marja" with a price of €259.00. At the bottom, there is a "SHOP NOW" button.

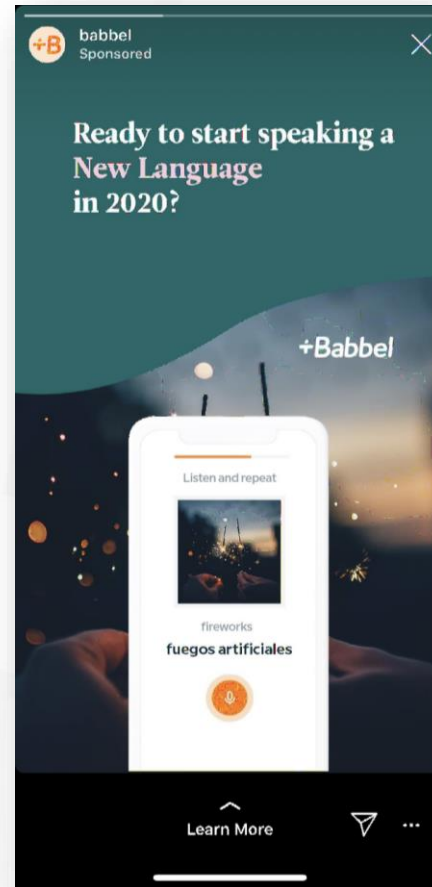
Product Name	Price
SANDQVIST Tony	€99.00
SANDQVIST Marja	€259.00

SHOP NOW

# Instagram Shopping Ads



## Instagram Story Ads





## Instagram Explore Ads



## Engaging Elements/Stickers



# What Influence Instagram Ads Cost

- **Campaign Objective**

For example, if you select a brand awareness campaign objective, it will be lower in cost than something lower down the funnel and that has a higher value objective, such as conversions.

- **Target Audience**

Having broader, colder audiences seeing your ad to help drive more brand awareness is a lower value action compared to someone being further down funnel. That person is more familiar with your brand and offerings, and ready to open their wallet or take a higher value action in a retargeting oriented conversion campaign that may be optimizing for purchases.

- **Audience size**

Broader audiences → lower cost → less competition for a group of people.

Narrowed audience → higher price → competition for those eyeballs increases in parallel.

***Retargeting audiences are typically smaller as well, hence why we often see higher costs in retargeting campaigns.***

# What Influence Instagram Ads Cost

- **Budget**

Small budget → it may take longer to get out of the Learning Phase if your campaign or ad set is starting new.

Costs may be more expensive at first before the system learns and understands how your campaign type, optimization goals, and how your audience engages with your ads. If your ads are well engaged with, Facebook and Instagram will reward you with lower costs over time.

- **Click-Thru-Rate (CTR)**

If CTR is low, then we may see higher costs as the system thinks there may be some disconnect between your target audience and what you're messaging in your ads.

You want your ads to resonate with your target audience and CTR is a strong indicator of that. Aim for a **healthy CTR** which is about **2%**.

***If you have a healthy CTR, you should see your costs decrease.***



# So, What's Next?