



Your Quick Guide to

Instagram Marketing

Why Instagram?



500 Million Monthly Users



58% higher Engagement Rate than Facebook



Build Loyalty and Trust



Inspire Customers

Science of Instagram



Posts with faces get 38% more likes



Posts tagged with a location get 79% more engagement



Posts with @mentions get 56% more engagement



High Lightness
24% More Likes
Wheaton Park District



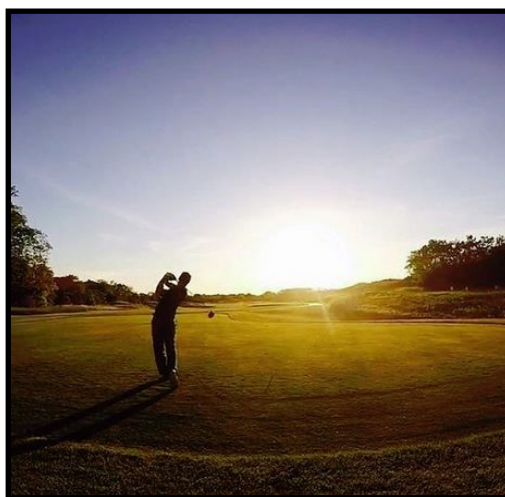
Show Background
29% More Likes
Warren's Ale House



One Dominant Color
17% More Likes
River City Roasters



Low Saturation
18% More Likes
Gia Mia Pizza Bar



Show Action
33% More Likes
Cantigny Golf



Textured
79% More Likes
Andrew's Garden