



Instagram Helps You Connect With Customers



When it comes to social media, Instagram might seem less business-focused than other platforms, but it's not all posts from "influencers" or snaps of someone's brunch. Research shows that 90% of Instagram's users follow at least one business. With well over 1 billion Instagram users worldwide, it's not surprising that hundreds of thousands of businesses use the platform to try to connect with them.

Here are **10 TIPS** for using Instagram to reach your customers and build your seed company's brand.

- 1. Create your account as a business profile on Instagram.** This allows followers to contact your company, plus it lets you track metrics on your posts.
- 2. Focus on quality over quantity.** Post informative or engaging content a few times a week, but don't feel like you have to post daily if it's not purposeful.
- 3. Keep your content creative.** It can be educational or entertaining—and both can help build your brand. Consider what content will be valuable to your customers. Introduce new products and their benefits, share agronomy tips, tell a farming success story, do a call out for customer questions.
- 4. Engage with your followers and, if possible, share their content as well as your own.** Have customers with beautiful crop shots? Ask to share them!
- 5. Post images that highlight information and data—use product names or numbers, share yield statistics, etc.** Share the kind of information that can help customers make informed buying decisions.
- 6. Promote your subject matter expertise, whether that's an agronomy tip, product info, weather conditions or other guidance.** Sharing insights with your followers helps you be known as an expert in your field (pun intended!).
- 7. Promote events,** such as tradeshow appearances, field days, webinars or any other time you're out in the community or sharing your expertise.
- 8. Share videos.** 91% of Instagram users watch videos, so they're a great way to share your product or brand message.
- 9. Use focused hashtags.** Incorporate specific hashtags, such as your company name, crop, product number, etc. #PowerCoreEnlistCorn anyone?
- 10. Engage with customers on your feed.** You can dialogue in the comments or follow them back on their Instagram. This is a social media platform that allows for a little "conversation."

By being creative with content, engaging with customers and using your feed to share valuable information, you can use Instagram to help you build your seed company brand.

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