



Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures (Business Books)

By Jason G. Miles

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Can you do "real" marketing on Instagram?

That was the question bestselling author Jason Miles wanted to answer. So he used his e-commerce company as a laboratory and he began to study what other successful marketers were doing.

While some marketers haven't even heard of Instagram there is a growing group of smart marketers using highly successful Instagram monetization strategies to grow revenue.

If you're not using Instagram to your advantage, this book will help you start now. Instagram is the hottest social media site today: Two years after its launch, the number of its daily mobile users surpassed that of Twitter. Then Facebook purchased it for a billion dollars--and it took the world by storm.

In *Instagram Power* Miles provides everything you need to start marketing on the world's most popular photo-sharing App. You'll get it all in a quick and easy to read format. Miles will take you from setting up an account, to implementing the ten proven monetization strategies, to integrating Instagram with your complete marketing strategy.

Whether you're a kitchen table entrepreneur, or a corporate marketer, this book will become one of your most trusted resources.

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Editorial Review

Review

"I can highly recommend Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures by Jason Miles to quickly get started with this powerful tool.

This book shares success stories and easy steps to get started with the latest social media winner...Using his examples and instructions, you can use Instagram well without it taking over your life."

The Huffington Post

Instagram: Simple Steps To Join The Mobile Revolution

12-12-13

"Jason G. Miles' series of books on social media have changed my strategies. His book Instagram Power assisted me in going from zero to over 1000 followers in three months."

Wharton Magazine

University Of Pennsylvania

Harnessing Youtube Marketing Power

7-22-14

From the Author

(For business inquiries related to speaking events or interviews please use this form:
marketingonpinterest.com/contact-us/.)

An Interview With The Author:

Q. Why did you write this book?

A. At Liberty Jane Clothing we had a blast when Pinterest came out. The traffic coming to our site was awesome. That led to my work on the *Pinterest Power* book and the marketingonpinterest.com blog. So that whole time we sort of ignored Instagram. I remember talking to a small business owner about Pinterest and he said, "*actually we're getting better results with Instagram*" and I thought - "*woah, hold on, I better not ignore Instagram anymore*". So I asked him what he was doing and I was impressed. We jumped into Instagram and started documenting our marketing strategy. That work led to this book.

Q. Who is the ideal reader for this book?

A. I write all my books for small business marketers. I try to find examples that corporate marketers can relate to as well, but my focus is supporting entrepreneurs. In this book I feature some really great marketers doing fantastic stuff on Instagram - I interviewed them and included the interviews in the book - so there is truly something for everyone. I also enjoy writing for the non-profit sector and I try to include a non-profit

example or two in all my books.

Q. Is there one main secret or tip from the book you want to share?

A. The guts of this book really focus on 10 direct marketing strategies available to any marketer. That's the surprising thing - that Instagram works very well for direct marketing - meaning marketing that has a clear and compelling call-to-action. So my hope is that out of the 10 strategies we cover, there will be one or two that really click with every reader.

Q. So what's an example of one of the 10 ways a marketer can use Instagram for direct marketing?

A. I love using the example of the "*visual product launch*". It's one of the 10 direct marketing strategies we dive into very deeply in the book. Most marketers will be familiar with the idea of a product launch sequence - where you begin communicating with your core audience about a new product or service - building up anticipation, intrigue, and desire. Traditionally that has been done with email campaigns, and Jeff Walker popularized the concept of the video product launch. Many companies are using Instagram to do a version of this tried and true marketing work.

Q. How does a Visual Product Launch on Instagram work?

A. Well, the short answer is - you begin taking pictures or video and releasing them on Instagram systematically at the various stages of product development. You can see how we do this on our Instagram profile at [instagram.com/libertyjaneclothing](https://www.instagram.com/libertyjaneclothing). For our work we start with the activity happening in the design of a new product, then the assembly of it, then the shipping and build interest and anticipation toward the day the item is available. I've even seen BMW using this method on Instagram - lots of people are doing it. So in the book I do a really deep dive into exactly how to do it.

Q. Isn't Instagram just for people in the 18-24 demographic?

A. No. I'm a 40-something guy and lots of my friends from Facebook are signing up for Instagram all the time. The user statistics are skewed toward the younger demo, but that changes as it scales, and Instagram recently announced they were over 150 million monthly users. If you ask a teenager what they are doing on their phone, they'll usually say Instagram, Snapchat, or Pinterest - or maybe Candy Crush. Facebook is totally over for them - at least for the teens in our area in Seattle.

Q. What's the connection between Instagram and the whole shift toward more visual content?

A. My theory is that Social Media 1.0 (MySpace, Facebook, Twitter) were mostly about conversations - about finding people and typing something back and forth. I think people are tired of that type of interaction. It's exhausting. Pinterest and Instagram are both "conversation light" and I think that's part of the appeal. There is no expectation of speaking - so you don't have to worry about constantly checking to see if you've got a new message you need to deal with - you just share images. It's easier.

Q. What does that shift to visual content mean for marketers?

A. In some ways it means that what was old (Print Advertising) is somewhat new again. Instagram and Pinterest are both fantastic platforms for a 21st century version of print ads. These are ads that marry a beautiful or intriguing picture with short, compelling copy. There is a science and well-worn direct marketing history to it. There are lessons from the great masters of Print Advertising that need to be learned

and applied to Instagram and Pinterest. Books on those topics include the work of Joe Sugarman (The Adweek Copywriting Handbook) and David Ogilvy (Ogilvy On Advertising).

Q. Okay, last question - what's your next book about?

A. *Youtube Marketing Power* comes out in January 2014 and is a deep dive into how to do direct marketing on that platform. It was fun to write because Youtube was the first social network we got into when we started Liberty Jane Clothing. It's the platform we feel like we know the best - and interestingly, it's the biggest/best platform that still perplexes lots of small business marketers, and even big corporate marketers. We aren't a very big deal in Youtube, but we have over 11,000 subscribers and 2 million video views - so we've had some proven results. And of course, I interview a whole collection of awesome people doing great things in Youtube - so it was fun to write.

--end--

About the Author

JASON G. MILES is the bestselling author of *Pinterest Power*, *Craft Business Power*, and *Email Marketing Power*. He is the cofounder and marketer at Liberty Jane Clothing.

Users Review

From reader reviews:

Celeste Silver:

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