



Instagram recently reached 600 million users and is another one of the most popular social media networks for travellers. Research from Visit Britain shows that Instagram is used for holiday planning, and for sharing experiences both when on holiday and when visitors return home.

Here are some of my top tips for how you can improve your Instagram Marketing.

BE CONSISTENT WITH YOUR POSTS



Since Instagram is used as a source for people who are planning their trips, post consistently throughout the seasons to get your business noticed.

POST HIGH-QUALITY IMAGES AND 60 SECOND VIDEOS



Post your highest quality, inspirational and aspirational images. Videos can be up to 60 seconds long but try to keep them shorter. TIP: Users look for quality and authenticity. Make sure content is ideal for your target market and relevant to your business.

INTERACT WITH OTHER USERS' CONTENT



Reply and Like comments on your own and other users' posts to help build your community. Engage with local photographers, other operators, local influencers, Visit Isle of Wight, Visit Britain, and Visit England.

BUILD YOUR FOLLOWING



Hashtags play an important role on Instagram - use relevant hashtags to help people discover you (see tip below). Seek out competitors' Instagram accounts and engage with their audience by following them, liking and commenting on their photos.

USE HASHTAGS TO MAKE YOUR POSTS MORE VISIBLE



One of the ways people find content they enjoy on Instagram is to search with hashtags. This means you have a better chance of being discovered. TIP: Take advantage of existing popular hashtags that are most relevant to your business and use them as needed.

DRIVE TRAFFIC TO YOUR WEBSITE



You can drive your Instagram fans back to your website or even content on your Facebook page by asking them to click the link in the description of your Instagram account. This is a great way to encourage website visitors or to share longer pieces of content.