



Ultimate Guide to Instagram for Business

Kim Walsh Phillips

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Social media marketing expert and strategist Kim Walsh-Phillips shows business owners, practitioners, and marketers how to invest in Instagram-enhanced efforts that reach today's visual consumers, engage with their target audience, and ultimately drive sales.

Walsh-Phillips shares a measurable, profitable, and easy-to-use direct-response game plan that will help make the most of this hot and trending social media platform.

- Contributions from marketing professionals with strong promotional platforms, media and audiences
- Provides social media and branding how-to relative to small businesses without expectation of large budgets or staff

Ultimate Guide to Instagram for Business Details

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From Reader Review Ultimate Guide to Instagram for Business for online ebook

Darren says

Business users may be advised to ignore Instagram at their peril, or at least keep this social media service on its radar. It is not necessarily something only for those aiming at the younger market with goods or services to sell. This is, therefore, a very timely, useful and informative book that opens your eyes to the world of Instagram within a business context.

If you are already on Instagram or considering it, this can be a goldmine. As said, it provides a good level of information for those who subsequently still have no need to be on there, since things can change. The book is written no doubt with the smaller entrepreneur in mind, although it scales perfectly to even the social media department of Megacorp. A comprehensive guide and strategy is given for utilising Instagram as a marketing and sales generation channel, amply aided by other tools such as those to build following, boost one's online status and even develop Instagram-positive content. It is no longer good enough to assume that content that might work on Facebook will necessarily work on other social media networks.

It is written in a clear, practical and actionable fashion. A book for do-ing. It may change some preconceptions, fix some bad habits and be an inspirational source for those who need inspiring.

Some of the styling may appear off-putting or less relevant in a book of this kind, such as the religious overtones in the introduction as well as an over-personalised style of writing. The former can be overlooked when you see the grand totality of the book, the latter may be harder to 'grin and bear it', since it can be a generational or cultural difference. Yet the book and its content remains key, so it can be forgiven for any apparent transgression.

For what it sets out to do, it does it very well indeed.

Lovely Loveday says

This book is perfect for anyone who uses social media for their business or blog. I found this to be a very informative book that not only tells you how to use Instagram but the reasons why it will help. This book is a the kind of book that I will keep going back to. Walsh-Phillips helps teach you how to create the right details using hashtags, clear pictures and marketing advertising offers that are available. She also discusses how choosing a business name instead of your name will help others with the same interest has yours find you. I highly recommend this book.

Ietrio says

A nice set of curated blog posts. Nothing special and only a bit more in depth than the regular website help. To make things worse, the text is quite perishable as the site can change.

Mark Manderson says

Good content to intro one into IG

I'm new to social media and found some good content in on a few ideas of how to grow your following.

Carol says

I received an advance copy from the publisher through Netgalley in exchange for an unbiased review.

There aren't many books focused only on Instagram, so it's good to have a title to recommend to patrons. This book is great for businesses looking to improve their sales from Instagram, and there are even some tips that can aid nonprofits with their Instagram growth, though there's a lot of casual language and dated terms used throughout that might bother some readers.

Kristi Elizabeth says

Read all my reviews at: <https://brainfartsandbooks.wordpress.com>

Read all about me at: <http://www.kristielizabeth.com>

With society and release of social media which is ever-changing, this book is a must have in my book. Kim does a great job of giving the how-to's when it comes to Instagram and how to market yourself. The book goes over other helpful tips such as how to create a sales funnel, how to connect your Facebook account to Instagram, how to determine which hashtags will help you to reach your target audience, and gives several links to helpful apps and websites. This is a book that I will continue to reference in order to improve my own visibility on Instagram.

Thank you to Netgalley, Kim Walsh Phillips, and Entrepreneur Press for my ARC in exchange for an honest review.

Sofie says

3,5 stars for this book.

If you are new to Instagram marketing, you should definitely read this book. It's filled with interesting tips and insights, and also features interviews with successful brands.

It's heavily focused on driving sales and turning followers into customers. For me, this focus on selling was a bit too much, but I'm sure there are plenty of businesses that will benefit from this strategy.

For me personally it gave me the reassurance that I'm on the right track with my social media marketing.

Toyin A says

Gives a simple guide to how businesses can leverage Instagram to connect with customers and potential clients

Rachel Buckley says

Thank you to NetGalley and Entrepreneur Press for providing me a free ebook in exchange for an honest review

As a Marketing Director for a business myself, I found this guide extremely useful. This not only gave you tips to improve your Instagram page, but it also took you step by step through each idea to ensure your success. It even went as far as teaching you how to create an Instagram account and edit pictures. However, what I found most useful were the app suggestions to check follower activity and return on investment.

Since I run my own Instagram page, I decided to test these ideas. It has been a couple weeks, and I am actually gaining followers. It has not been as quick of a process as the book suggested it would be, and my engagement is actually decreasing. However, I have seen some improvement, and I would definitely recommend these ideas to others.

The tips in this guide were balanced by personal anecdotes, which made me feel closer to the author and made this a little easier to read. However, some of the information repeated, and I felt almost like I could skip the last 30% of this book and not miss anything important. Overall, this was extremely well laid out and very helpful. Highly recommend.

Olwen says

A step-by-step guide to using Instagram as a marketing tool. Well worth reading.

Opal Harrison says

I hardly received any new information from this book - very fundamental and not data-driven. So if you're thinking about getting this book.. I think you can skip it.

Debbie's Book Vlog says

Staying in touch with social media is a must in this day and age...especially if you are a small business. If you are new to Instagram and want to know what its about, how to set up an account, and the basics of using

Instagram for business this book is a must for you to get started. Not too many books just about this one subject and you can work your way through it step by step to get your account going.

Gio says

This isn't a book for people who want to grow their Instagram following. It's a book for business owners who want to sell their products to their Instagram followers.

Like Kim Walsh Phillips argues, you don't need millions of followers to make money on Instagram. You need the right kind of followers who are interested in your products and a handful of smart marketing strategies to convert them into buyers. This short book will tell you exactly how to achieve that.

The book is short, concise and full of action steps you can take right now to up your Instagram game and find your first few clients. The writing style is quite colloquial, which may sound out of place in a business book, but I love it. Who said that business and marketing must be boring?

Eve beinguniquebooks says

This book is one for you if you are on social media to sell your product, whatever it may be.

My friend has a business she runs on Etsy, but she also has an Instagram page too for advertising and this book shows she is doing the right thing to me and potential customers.

The book talks from Kim's point of view about how she got her business started and all the hard work for little pay at first it does take before a business flourishes.

She advises us through creating the right details in the form of searchable hash tags, clear pictures and utilizing marketing advertisement offers available. Also the importance of choosing a business name not just your name to create more chance of others finding you based on their interests.

Many thanks to the publishers for allowing me to review this book!

Safaa Amin says

I was expecting more from this book. It's useful for beginners, it went deeply for each and every step for posting a photo for example or creating an instagram story, so people who already use instagram daily wont need all of these info. Also i was expecting techniques for growing my instagram account but what i found was mostly marketing strategies and deep info about business which i didn't find it really effective for me. What is good about this book is that it includes many websites, apps that could help every instagram user and helped me personally.
