



Instagram for business

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Instagram for beginners

Do you think Instagram could help your business, but don't know how it works or where to start?

Scaramanga has you covered with this free guide, which breaks down the most important areas to understand and how to best amplify your brand.

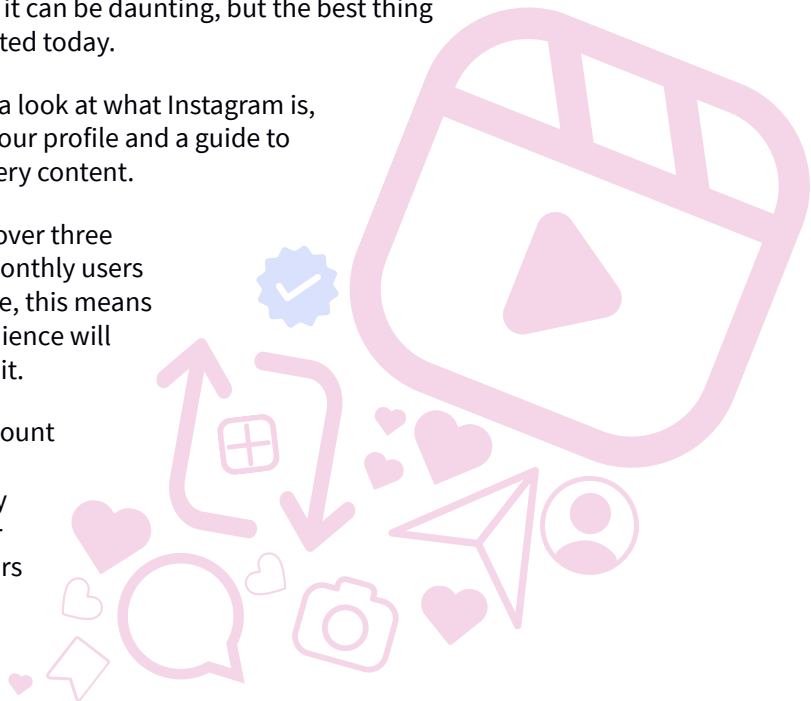
This complimentary eBook has been written (by us, not by AI) as a guide to help businesses that are new to Instagram. We take you through the basics of the social media platform and how to get started.

We understand it can be daunting, but the best thing to do is get started today.

We'll be taking a look at what Instagram is, how to set up your profile and a guide to creating your very content.

Instagram has over three billion active monthly users across the globe, this means your target audience will most likely use it.

Creating an account is free and not having one only leaves room for your competitors to win market share.





What is Instagram?

Instagram is a popular social media platform primarily centred on photo and video sharing. Launched in 2010, Instagram allows users to capture, edit and share photos and videos, providing various filters, effects and tools to enhance their content and build a presence.

This also means you have to adjust your content and strategy constantly to make sure you're utilising the platform through evolving trends, algorithm and content.

How do businesses use Instagram?

Instagram has become a powerful tool for businesses, offering them a visually dynamic way to connect with consumers, build brand identity and drive sales.

With over three billion active users, the platform provides businesses with access to a vast and relevant audience. Growing an audience organically results in a large, direct marketing channel.



Message...





How do businesses sell on Instagram?

Shoppable posts and Instagram's in-app checkout feature enable businesses to sell directly on the platform, making it easier for consumers to purchase without leaving the app.

You can also include links in your comments which people can copy & paste or in the bio section of your page which we touch on later. Some consumers prefer to make their purchases outside of the app due to poor integration and slow load times within Instagram's own web browser.

What about paid advertisements?

Instagram Ads further enhance reach, allowing businesses to target audiences based on age, interests, location and more.

The platform has particularly boosted small businesses and start-ups, helping them compete with larger brands and reach customers worldwide by creating a digital storefront where engagement, promotion and sales converge alongside collaborations with influencers.



Message...



Building your 'bio'

The first impression for a customer is your bio, which serves as a mini storefront that can attract, inform and engage users in just a few seconds. The bio is limited to 150 characters to communicate the brand's purpose, values and unique offerings. Think about which aspects will provide the biggest draw and what makes you unique.

Company name

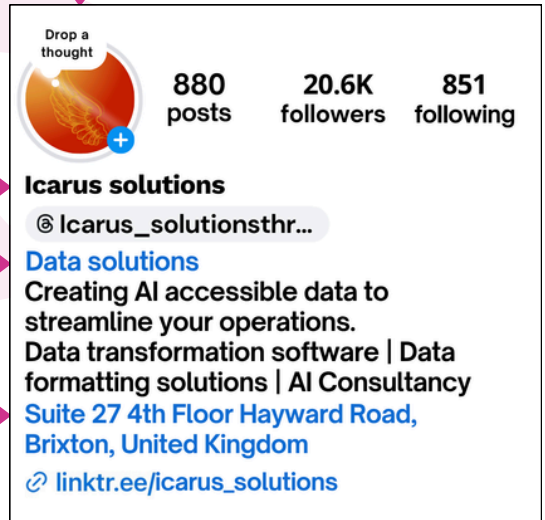
Your Instagram name and handle is your businesses name. Don't over use numbers, multiple dashes or make it too long.

Clear logo

Make sure you have a high-resolution, clear logo as your profile picture and make sure it is cropped to the correct size, grid details below.

Industry and location






In your word count you want to include your location, what your business offers and, if you sell products, what your delivery time is. If you are targeting a very specific business sector, you can add hashtags.





Website link or Linktree link


You can add the link to your website and any other additional links that are relevant to your business, such as a press release. If you have multiple links, you can create a free Linktree account so all your information is in one place and add it to your bio, as you can see here how we use it.


The image shows a screenshot of the Instagram profile for @scaramanga_Marketing. The profile name is @scaramanga_Marketing, with the bio "Never too much". The profile picture is a pink circle with the text "SCARA MANGA". Below the bio are five social media icons: Instagram, Facebook, X (Twitter), TikTok, and LinkedIn. Arrows point from these icons to labels on the right: TikTok, LinkedIn, and X (Twitter). Below the icons is a list of links. Arrows point from labels on the left to these links: "Most recent activity" points to a post titled "The importance of photography for brands with Ally Whitlock"; "Link to website" points to a link titled "Scaramanga Marketing website"; "Case studies" points to a link titled "Case studies". On the right, an arrow points from "Enquiry link" to a link titled "Get in touch", and another arrow points from "Link to podcasts" to a link titled "Listen to the Scaramanga podcast". At the bottom, an arrow points from "Recent articles" to a link titled "Ctrl + Alt + Create: my amazing time at Scaramanga".


Instagram →      ← **TikTok**
← **LinkedIn**
← **X (Twitter)**


Facebook → 


Most recent activity →  The importance of photography for brands with Ally Whitlock

Link to website →  Scaramanga Marketing website

Case studies →  Case studies

← **Enquiry link** →  Get in touch

← **Link to podcasts** →  Listen to the Scaramanga podcast

← **Recent articles** →  Ctrl + Alt + Create: my amazing time at Scaramanga

Articles

Content

When Instagram was first created, it was only photos. Now you have a wide variety of content choices including reels, stories, photos, videos and carousels.

What better way to teach you about these content options than displaying them in an example.

Here's an example of a six-slide carousel we might post on our social media explaining the different types of content you can post on Instagram.

The 5 types of Instagram content



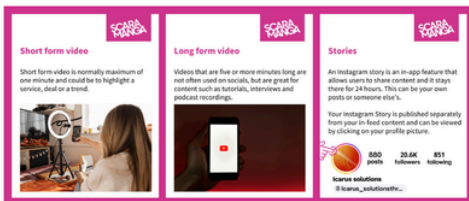
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Carousels

Multiple photos, graphics or videos that you can swipe through. Best used for:

- Informative posts
- Top tips
- Awareness days



Short form video

Short form video is normally maximum of one minute and could be to highlight a service, deal or a trend.



Long form video

Videos that are five or more minutes long are not often used on socials, but are great for content such as tutorials, interviews and podcast recordings.



Stories

An Instagram story is an in-app feature that allows users to share content and it stays there for 24 hours. This can be your own posts or someone else's.

Your Instagram Story is published separately from your in-feed content and can be viewed by clicking on your profile picture.



880
posts

20.6K
followers

851
following

Icarus solutions

© Icarus_solutionthr...

Reels

Short form videos with an optimum length that depends on the content, ranging from:

- 7 - 15 seconds
- 30 - 60 seconds
- A full 90 seconds for content rich reels

Reels with the most engagement on Instagram are typically 26 seconds long



Instagram as a search engine

On July 10th 2025, Instagram content from public, professional and content creator accounts started being indexed by Google and other search engines.

Nearly 40% of young people prefer using TikTok and Instagram to search over Google, according to Google's internal 2022 data.

As more people adopt a social media first search habit, having your content correctly optimised will benefit users of both Instagram and traditional search engines.

To make the most of this indexing you should ensure that your content follows similar rules to SEO, with a clear keyword included in your hashtags and clear structuring.

Optimising your content can be done by using ALT tags, they should explain what the image is and include your chosen keyword.

It also needs to contain social signals, such as user recommendations, shares, likes, and comments, all of which help you boost online visibility and attract organic traffic to your page

You should aim to provide value through every post you share as this is what facilitates both viewer retention and higher search rankings.

Read our article '[How social media has taken over search engines](#)' if you'd like to learn more.

Getting your copy right

Copy is just as important, if not more important, than your visual content.

Copy should be created around your:

- **Brand guidelines:** outline your identity and what people recognise you for, which also helps you when structuring any social content
- **Tone of voice:** needs to be consistent over all social media platforms and is how people view your brand
- It should be **structured** and that means having a beginning, middle and an end, like a story
- **Create engagement** by sharing information people want to know, leaves them wanting more and/or creates an emotion
- Have a **clear goal** of what you want to achieve from the copy you are creating and what emotion you want them to feel
- A clear **call to action (CTA)** at the end of your copy. This means guiding them to what you want them to do next, this could be to click a link, like the post or buy a product
- **Keywords** are words or phrases that help users find and categorise content, which means your keywords need to be related to your post. People can then find you by searching specific words or topics

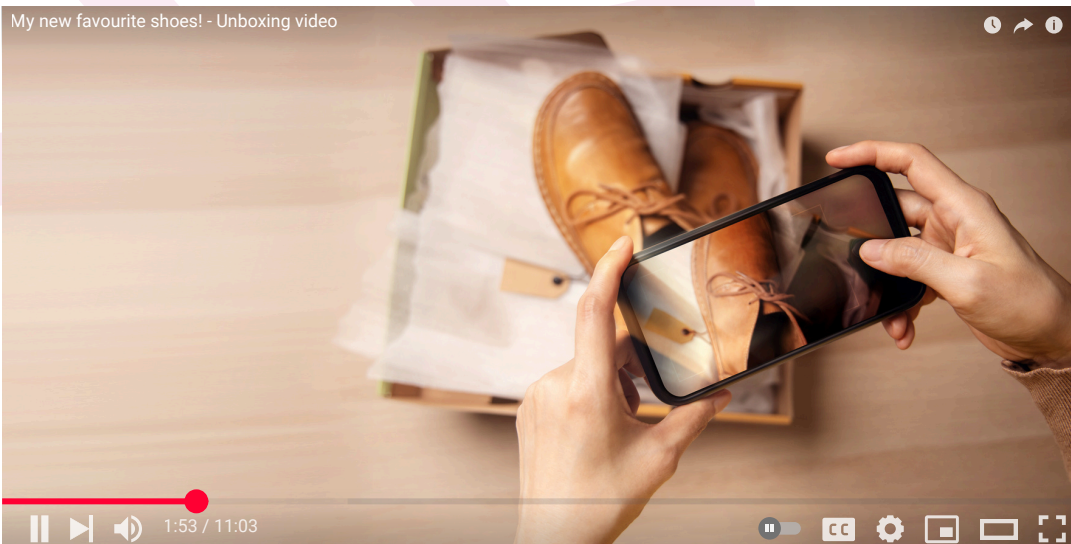
Collaborating with influencers

To elevate brand presence, many businesses collaborate with influencers and User Generated Content (UGC) creators.

Influencers are content creators who are paid in some form; this could be through either free products or an agreed fee.

User Generated Content is content created by content creators but is delivered in a more authentic way and they will focus on a particular business or product. The creators will normally narrate their videos with their own personal experience.

Collaborating with influencers and UGC content creators can help boost your visibility. Do vet them first to check they align with your brand and values.



Word counts & hashtags



Scaramanga Marketing

31 March at 10:17



On Instagram the character count is 2,200, including spaces.

Hashtags go at the end of a post and we recommend using a maximum of ten. Any more and it can be seen as spam.

Hashtags need to reflect what you are talking about in your post.

You can include trending hashtags and any words that you want people to find your content through. There is a strategy to hashtags and key words and that's where we step in.

When creating content we incorporate tone of voice, keywords, trending topics, music, a clear call to action and hashtag strategy, which all take time and have to be executed correctly to help elevate your social presence.

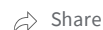
Make sure you use camel casing for your hashtags to ensure they are accessible; it improves legibility, enables screen readers to work effectively and offers an aesthetic improvement. Camel casing is the capitalisation of each word within a multiple-word phrase written as a single word e.g. [#ThisIsAnExample](#).

Find out more at scaramanga.marketing

[#InstagramEBook](#) [#SocialMedia](#) [#WordCounts](#) [#ScaramangaMarketing](#)
[#HashtagStrategy](#) [#SocialSearch](#)

1,873

213 comments 42 shares



Measuring success

To measure your success, you need to set your goals and targets. Is your main goal to gain followers, engagement, impressions, website clicks or sales?

We recommend looking at your analytics in the app monthly and analysing what content got the best engagement and this can include comments, reactions and shares



132.2K



361



27.2K



8,451



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#InstagramEBook #SocialMedia #MeasuringSuccess
#HashtagStrategy



At Scaramanga, we use a scheduling platform which gives us optimal posting times, a scheduling calendar, and full analytics that Instagram can't always share with you. Our clients also have access to this at all times to approve and make changes if needed



132.2K



361



27.2K



8,451



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#HashtagStrategy



Why trends aren't for everyone

Trends are templates that captures the attention of a wide audience and spread quickly across social platforms.

Trends per platform differ and they can vary in music, length of clip and CTA.

Trends are not for every brand or business and need to be done correctly, as these can affect your business should you get it wrong, which many businesses have.

You don't need to jump on every trend, but following relevant trends can show your personable side to your followers and help you connect with them in some way.



Take a shot if you've ever... trend



Pranking my co-worker with the mirror trend

Our skills as social media marketers

At Scaramanga, we've been in business for 25 years and working in social media marketing for over 12 years.

With experience in B2B and B2C industries, we create content that becomes an extension of your brand. Communicating with your clients the right way attracts quality prospects and help convert conversations into commitment.

Social media is always growing and it's our job to elevate your business's presence with every new feature and update.

We understand the value of high-quality and socially aware content, that's why we create reels, graphics and content that speak to your community. We also incorporate social search into our strategy, a technique that increases your visibility on social platforms as well as traditional search engines and answer engines.

If you would like to know more about our services and how we can help elevate your business, scan the QR code on the next page.

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