Article #7

Master the One-two Punch of Instagram Marketing

Instagram marketing is a lot like boxing. Whether we're talking about Muhammad Ali or Manny Pacquiao it all boils down to the combination. You know that Pacquiao's going to knock you out when you let him set up a combination. It's only a matter of time until he unleashes his devastating southpaw punch on you. You better hope that you're in for a soft landing, otherwise you might be putting your life in danger. The same applies to Mike Tyson. In fact, Mike Tyson can unleash quite a bit of an uppercut. We're talking about not just putting people to sleep, but we're talking about putting people into long-term sleep in hospitals. That's right, I'm talking about a comma.

I discussed one-two punches in this Instagram marketing article to highlight the point that if you set up your messaging in such a way, you can knock out your audience members and deliver to them the kind of information they need at the right time, at the right place to produce the right results with the right people, and get the right outcome that you're looking for. The right outcome in this case, of course, means profit. That's the bottom-line, it's all about dollars and cents.

So, how exactly do you pull this off? The one-two punch is set this way, you draw people in through high-quality posts on Instagram. You dump that traffic onto an article that speaks to the needs of those people. This article establishes credibility in your brand and approves that you know what you what you're talking about. When people become truly interested in whatever it is that you are to offer, they would click for an inner page because they want to know more. The deeper they get into your page, the more interested they are.

Eventually, you would try to convert that traffic into a squeeze page conversion or a mailing list conversion. That's how it works because it's your mailing list that will do the heavy lifting. See how this works? The one-two punch is all about posting high-quality content targeted to a niche on Instagram, getting those people to click on the link on your profile page and then hitting them hard with your inner pages. That's the one-two punch of Instagram marketing.

What is the secret to all of these? Well, the secret is you don’t have to break out in a sweat. You don't have to figure this out from the get-go. You don't have to come up with a hot new idea out of nowhere. You only need to improve on your competitor's best content. I'm talking about reverse engineering them.

There's a reason why your competitors keep posting pretty much the same content. Somebody, someway, somewhere is clicking. Do the same. Replicate their content, come-up with the better version, and then replicate their distribution channels. This means that you're going to share your content with certain accounts and you're also going to use certain hashtags. Finally, you use this primary content on your site to lead people to conversion. Maybe they're going to buy something, enter their E-mail address to join your mailing list, or download some sort of server. Whatever the case may be, it's all about conversion, conversion, conversion.

Why is this so awesome? When you use a primary content on Instagram that attracts viewers to your profile page, you are more likely to get shares of that content. The more it gets shared; the more people get to see your profile page and the more you would be able to unleash your LIFO one-two punch on these interested consumers.