

**Instagram Power Bonus:** The In-depth Interviews  
From The Bestselling New Book *Instagram Power*  
Including A Q&A With The Author

# Instagram **POWER** **Q&A**

We Asked Marketers How They  
Are Growing Their Businesses  
On Instagram...

**They Shared Everything!**

JASON G. MILES  
BESTSELLING AUTHOR OF PINTEREST POWER

*Instagram Power Q&A*

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**Want Another Free Gift?**

If you want another free resource I've got a free eBook that explains one of the ten monetization strategies you'll find in *Instagram Power*. It's called *Visual Product Launches on Instagram*. To grab a free copy visit <http://www.instagrampower.com>.

## Introduction

*Can you do "real" marketing on Instagram?* That was the question on my mind when I began our journey on Instagram.

I wanted to know the answer for two reasons. First, at our small company, Liberty Jane Clothing, we are always trying to build our brand and reach more customers. Second, I heard that Instagram has over 150 million monthly active users, which is more than Twitter.

We started our Instagram journey by asking successful marketers what they were doing on Instagram. That way we could just learn from them and copy their successful marketing habits. It's a great way to learn something quickly.

This free ebook you're about to read includes those interviews. We hope you enjoy them. They are packed with great insight, wisdom, advice, and even humor.

And yes - we really do use Instagram for marketing. You can see how we're using it at [www.instagram.com/libertyjaneclimbing](http://www.instagram.com/libertyjaneclimbing). You can also visit each of the marketer's profiles interviewed in this eBook. Check out what is working - see if it's right for you.

What did we discover about marketing on Instagram? There are ten monetization strategies currently working very effectively on Instagram – we'll explain those latter in this eBook, and we go into great detail describing them in the new book [\*Instagram Power\*](#) published by McGraw Hill. Instagram really is a very powerful marketing tool, (and that is not hype), and the new book covers everything you need to know to implement an effective marketing strategy.

Finally, if you'd like another free resource I've got a free eBook that explains one of the ten monetization strategies. It's called *Visual Product Launches on Instagram*. To grab a free copy visit <http://www.instagrampower.com>.

All the very best,

Jason G. Miles  
Author of [\*Instagram Power\*](#)

Ps. to discover more helpful, (and low cost), resources visit [my author page](#) on Amazon.

## **An Interview With Hayley & Lucas**

### **From Alphabet Bags**

(<http://instagram.com/alphabetsbags>)

**About Alphabet Bags:** A U.K. based accessories brand creating lovely items with an emphasis on the simple, bold and cheerful.

**Jason:** *How did you discover Instagram, and what were your first experiences like?*

*A. We heard about Instagram from a relative who was using it to add filters to their personal phone snapshots. As we didn't have any followers to start with initially we were posting mainly personal photos and playing around with the filters. At that time we weren't setting out to gain a huge following, but it was nice to keep a visual record of both our office and home lives on the Instagram account.*

**Jason:** *When and how did you see the value of Instagram for your business?*

*A. As we began to network with other small businesses via Instagram and started to hear from customers that they had discovered our site through Instagram we realized that it could be a really valuable tool for our brand. It was really nice for us to see our customers taking pictures of our products and packaging and sharing these with us and their followers too. Many of our Instagram followers have found us through other Instagram users who have posted photos of their orders.*

**Jason: What specific steps have you taken to boost your Instagram work?**

*A. We try to post pictures every day now but are careful not to post too many or anything that's not going to be of interest to our followers. We feel it's useful for our brand to post new products, snapshots of our office and behind the scenes photos as well as more personal photos (as we're a small family business). It's nice to give our customers a glimpse into our personal lives and interests as well as our work and products.*

**Jason: What results or successes have you achieved because of Instagram?**

*A. An obvious positive result is gaining new customers and fans of the brand via Instagram. However, Instagram has also proven to be a great tool for connecting with other like-minded individuals and small businesses, who you wouldn't usually come across in day to day life at the office. We really enjoy looking at all the photos posted by other users that we follow. It can get quite addictive!*

**Jason: If you were sitting down with someone just getting started with Instagram, what advice would you give him or her?**

*A. Don't post too much, especially in quick succession and take time to create interesting set-ups. If you make sure there is good lighting in your photos the Instagram filters will look their best, or you won't need to use a filter at all. Try to follow as many like-minded people or businesses as you can find. It's a great way to connect with other brands and interesting individuals and often they follow you back so it's a great way to build up your followers too.*

**Jason: What's your success story with Instagram? How has it changed your life**

***and/or business for the better?***

*A. Instagram has certainly had a positive effect on our business. It has been an excellent way to get our brand out there and a really nice way to connect with customers and keep them informed. Previously most of our contact with customers was done via an email newsletter, now Instagram is an equally important way for us to keep in touch with fans of Alphabet Bags. Instagram is much more instant than a newsletter though, and much more fun to use! It has become a daily part of our lives and we really enjoy posting photos as well as browsing other user's photos.*

***Jason: If you've used Instagram for your business, how much has it increased sales, brand recognition, and the overall success of your business?***

*A. We have noticed that we have gained customers as a result of using Instagram. The increase in sales has not been huge, but the increase in brand recognition has been just as important, if not more so.*

***Jason: What are the biggest mistakes you've made using Instagram that we can help folks avoid?***

*A. We don't feel we've really made any mistakes. We're always cautious to make sure we're not posting too much or offending any of our followers. We try to share photos of things we think our followers would want to see.*

***Jason: What are some of the most important techniques or tools you've discovered to help you grow your business with Instagram?***

*A. None that we can think of, although we are planning on running our first Instagram competition soon so we're looking forward to seeing how that goes.*

**Jason: Can you distill your Instagram experience down into several key tips for readers?**

*A.*

- 1. Don't go crazy with the amount of images you post*
- 2. Boring photos are boring, make sure the images you post are nice and/or interesting*
- 3. Think about angles and lighting when taking your pictures*
- 4. Find and follow users who interest you, it's a great way to connect with like-minded people*
- 5. If you have cats or dogs make sure you post plenty of photos of them!*

## **An Interview With Brian Lites**

### **From Dakota Mechanic Studios**

[\(<http://instagram.com/dakotamechanic>\)](http://instagram.com/dakotamechanic)

**About Dakota Mechanic Studios:** Brian Lites makes functional art out of up cycled World War II airplane parts and sells them under the Dakota Mechanic Studios brand.

**Jason: *How did you discover Instagram, and what were your first experiences like?***

*A. I only discovered IG while searching the App Store on my iPod. The concept intrigued me. I have no formal training as a photographer but I do enjoy photography. The idea of sharing photos seemed much less involved than keeping up with your status and comments on Facebook. From the first photos that I posted I began to receive “likes” and comments from interested viewers. Within a short time I was hooked.*

**Jason: *When and how did you see the value of Instagram for your business?***

*A. My business deals in making functional pieces and art out of old WWII era airplane parts. The majority of the photos that I was adding to IG were aircraft photos. I began to notice that many individuals responding to my posts were pilots, aviation enthusiasts, military personnel, veterans and airline industry employees. That is when the light came on to the potential IG has in marketing my business. With IG you have a platform that is free and easy*



to use, where you can present your product to hundreds or even thousands of people, and spend very little time doing it.

**Jason: What specific steps have you taken to boost your Instagram work?**

*A. I noticed that there were IG users that had large numbers of followers. My first thought was to emulate their approach. But on second thought I concluded that the quality of my followers, those with the greatest potential of becoming customers, outweighed the quantity of followers. That was my main focus as I began to market my product. I am not saying quantity of followers is bad. If you focus on your core customers I believe the quantity of followers will come as time goes on.*

*Since my business deals with those in the aviation world, I would much rather have a hundred followers who love airplanes than a thousand followers whose posts consist exclusively of self portraits in the mirror and photos of One Direction band members. You know what I am talking about. My product line appeals to a smaller customer base than most businesses. I have to be deliberate in gaining followers.*

*In the "Explore" tab I search hashtags that pertain to my potential customers. Since I am dealing with WWII aircraft parts, I search hashtags such as #aircraft, #warbird, #aviation, #airplane and so on. In viewing a persons photos I can ascertain whether they have an aviation interest or just happened to take a photo of one airplane. Those who have numerous photos of airplanes are those I follow. Some of the photos are genuinely good photos and deserve comments. By making comments, attention is drawn to my profile page.*

*When people start following my IG page, I view their "followers" and "following" lists.*

*Quite often there are others in those lists with similar interests. I peruse their photos, make comments and follow their profile. More often than not the "follow" is reciprocated. There you have it, one more potential customer.*

*Photography is another key element in boosting your IG potential. Take unique photos. Get a decent camera so you can take quality photos that represent your quality product. If you have poor photos to present to your customers, your product will be perceived as poor. Studies have shown that the quality of your images has a direct impact on what people are willing to pay. Take your time and do it right.*

**Jason: *What 'aha' moments have you experienced where you realized you could do something differently/better to boost Instagram engagement?***

*A. After posting a photo I could spend several minutes adding hashtags and comments. This process became monotonous and time consuming. Then I found Webstagram. Anytime I am near my computer it is much easier to tag photos and make comments. I will still tag photos on the go with my iPhone, but the use of Webstagram has definitely streamlined the process.*

**Jason: *What results or successes have you achieved because of Instagram?***

*A. It is difficult to say with certainty the impact the use of IG has had on sales. I can say for certain that views to my auctions as well as my website have increased significantly when I post product photos on IG. More traffic has continued to mean greater final bid prices and inquiry's via my website.*

**Jason: *If you were sitting down with someone just getting started with Instagram,***

***what advice would you give him or her?***

*A. I think there is a tendency by some to rush into putting their best photos on IG right away. When you post a photo and hashtags it, the photo is at the top of the hashtag list for a short period of time. It can be very short depending on the hashtags you choose. Spread the posts out. Allow people to see the quality of your work over time. Dumping all your photos in at once leaves nothing good for the future. Only post 1 or 2 photos a day. IG allows you to attach 30 hashtags per post. Use them to gain followers. Your hashtags should pertain to your photo but can extend beyond that. A Google search will show popular tags such as #instagood, #instamood, #picoftheday and so on.*

*Interact with fellow IG users. Comment on their photos, like their photos and follow them. Don't be passive, but rather be proactive in building a base of followers who are prospective customers.*

***Jason: If you were sitting down with an experienced Instagram user, what advice and/or questions would you have for them?***

There are many IG users offering guaranteed followers if you follow the instructions on their posts or if you download an app. I have veered away from these offers because I have wanted followers who are truly interested in the product that I am selling. I don't need followers for the sake of having followers. My question would be, is there any validity or benefit to such offers? Have those who have accepted these offers seen marked results in the sale of their product? Has it proved profitable in their business?

***Jason: What's your success story with Instagram? How has it changed your life***

***and/or business for the better?***

*A. I have definitely seen increased viewing activity on my EBay auctions and website with the use of IG. Even though I use other Internet services for marketing, I have found IG to be one of the easiest. Now that I am established as an IG user, I can post a photo every day or two. Instead of playing a game on my phone when I have down time, I use the opportunity to follow a couple new people and make comments on their posts. In doing this I am only adding to my earning potential. They say time is money and using your time to make money has never been easier.*

***Jason: If you've used Instagram for your business, how much has it increased sales, brand recognition, and the overall success of your business?***

*A. Since I began using IG for marketing I have definitely seen an increase in the final bid price on auctions. In addition, the number of views and watchers on eBay auctions has increased with the posting of product photos on IG. Website traffic may double or triple when I put up a new post. It is difficult to say what percentage of my traffic comes from IG, but I know there is a direct correlation between posting to IG and views.*

***Jason: What are the biggest mistakes you've made using Instagram that we can help folks avoid?***

*A. If I have made any big mistakes I haven't realized it yet. But once I have read your book I'm sure I will see a few.*

***Jason: What are some of the most important techniques or tools you've discovered to***

***help you grow your business with Instagram?***

*A. My customer base is much smaller than say a fashion designer. I put more effort into targeting my most likely customer. Searching hashtags and following new people has proved to be the single most effect technique I have used. Next would be to realize that those you are following are more than just potential customers, they are unique individuals sharing their lives through photos. Comment on their photo, interact with them. The personal approach draws their attention to your page. Not only will this help your business, it can be fun as well.*

***Jason: Can you distill your Instagram experience down into several key tips for readers?***

*A.*

- 1. Take your time in posting photos. Don't post everything you have at one time.*
- 2. Take quality photos. Take your time and get good shots. The photo you post will be someone's first impression. You want it to be a good one. Don't be afraid to delete bad photos.*
- 3. Comment, comment, comment. And did I mention comment.*

## **An Interview With Laura Lawson Visconti**

(<http://instagram.com/Lauralawsonvisconti>)

**Laura Lawson:** Laura Lawson Visconti is an artist, author, speaker, and award winning blogger with close to 150,000 Instagram followers.

**Jason:** *How did you discover Instagram, and what were your first experiences like?*

*A. I first downloaded Instagram while watching the Super Bowl in February 2011 – two years ago now! At first, it wasn't anything more than a way to let my friends know what I was doing on the daily... you know, the typical what I'm eating for lunch shots. Even now, I use Instagram as a photo diary. It's an amazing thing to be able to look back on little memories forever encapsulated in this app. I often enjoy scrolling through my entire feed and reminiscing.*

**Jason:** *When and how did you see the value of Instagram for your business?*

*A. As an artist and writer, I use Instagram as a sketchbook to hone my creativity. While I'm not a professional photographer by trade, Instagram has fostered my ability to forge compositions and play around with color. I see compositions for both my paintings and my photos everywhere I go. Additionally, it's fun to post pictures of paintings I'm working on and market my book on Instagram. I haven't necessarily used it directly for marketing myself, but indirectly it's actually become quite useful.*

**Jason:** *What specific steps have you taken to boost your Instagram work?*

*A. Only a few months after I downloaded Instagram, I gotta admit that I was pretty hooked. I researched photo-editing apps that photographers I admired were using – I currently have about 40 on my phone – and after much trial and error, I now have a go-to routine for editing photos before posting them to Instagram. This includes straightening and sometimes using the clone tool in Filterstorm, playing around with ambience, contrast and center focus in Snapseed, and almost always using Filter 4 in VSCO CAM. All that being said, aside from learning how to get the most out of expensive iPhone editing apps, it really has been spending time with the people of the Instagram community that has inspired my work the most. I have cultivated innumerable friendships with people, many of whom are lifelong friends, especially in Seattle and San Francisco. These creative people push and inspire me every single day and I'm so grateful to Instagram for fostering these relationships.*

**Jason: What results or successes have you achieved because of Instagram?**

*A. Because of Instagram, I am able to promote my art, book, and my fiancé's career. I have been invited to take part in mobile photography art shows, social media gigs, several books, and have been interviewed countless times for various media outlets. It has helped to cultivate my name on the web and commanded a certain level of respect in the social media world. More than anything, I use Instagram for fun. I enjoy talking with brand ambassadors on how to grow their following using the app, but for me, it is first and foremost just a hobby.*

**Jason: If you were sitting down with someone just getting started with Instagram, what advice would you give him or her?**

*A. More than anything, I would encourage them to be as interactive as feasibly possible with other users – both people commenting on their photos, and photos they randomly run across that interest them. Follow and interact with others who share common interests or have a similar business. And just have fun with it! A lot of people take Instagram way too seriously. Enjoy it for what it is, and at the end of the day, it’s not a popularity contest – just a fun app that is a great way to share your day-to-day life with the world.*

**Jason: If you were sitting down with an experienced Instagram user, what advice and/or questions would you have for them?**

*A. Whenever I meet a fellow “experienced” user, I always enjoy hearing how they use Instagram and what filters and photo editing apps they prefer. We all do it a little bit differently. Strangers tend to view us as celebrities, which is completely silly because all we do is document our lives. I enjoy making fun of Instagram with others who also have a lot of followers. We try to not take it so seriously. In fact, several experienced users, along with myself, have parody or secret accounts where we use Instagram “normally” and feel less pressure to always post stellar photos.*

**Jason: What’s your success story with Instagram? How has it changed your life and/or business for the better?**

*A. My success story with Instagram is still evolving. I believe I am just beginning to tap into the benefits of having a large online following. It has led to job opportunities, interviews, writing gigs, and so much more. More than anything, it has led to friendships. I have met truly gifted and creative people all over the country due to Instagram. I believe that nothing is so important in life as relationships.*



**Jason: What are the biggest mistakes you've made using Instagram that we can help folks avoid?**

*A. Mistakes? It's an app. I don't think you can make mistakes using Instagram. If you are trying to grow your brand, my advice is pretty self-explanatory: use it often, be interactive, and be creative!*

**Jason: Can you distill your Instagram experience down into several key tips for readers?**

*A. Be as interactive as possible. Use hash-tags but not excessively, and never use them in your caption. Play around with outside photo editing apps, but downloading Snapseed will give you virtually all you need. Never post DSLR photos.*

*This might be obvious, but the better pictures you post, the more attention you will garner. Be creative. It takes time to hone a creative eye, but after awhile, you will learn what your followers want to see from you, and you will begin to see square-shaped compositions everywhere.*

*Organize a photowalk! Gather other Instagram users together and meet for an hour or two to shoot in your city. Be creative – just about any location can produce cool and unique shots if seen in the right way. I have been a part of photowalks with over 100 people, and some with just a handful. Both are fun and yield completely different results. You will learn a lot from other people, and form some great friendships in the process!*

*Don't become obsessed. If you're spending hours each day on your phone, turn it off and go outside. If Instagram becomes more about the documentation of your life than living your life, you've missed the point.*



## **An Interview With Erika Blanco**

### **From United Generation Youth Ministry**

(<http://instagram.com/foursquareug>)

**United Generation:** Is the High School and College program of Puyallup Foursquare Church in Puyallup Washington.

**Jason:** *How did you become familiar with Instagram?*

*A. Like many people with an interest in technology, I frequently find myself investigating new platforms and testing their usability. Who wants to be left behind when the next big thing comes along? Most stay on my phone and get deleted after about 6 months, but Instagram was much different. It instantly became my favorite social media platform because of its simplicity and visual strength. As a new mom, it was my digital photo album. My son's first smile, first steps, and all else were easily snapped, shared, and seen by our family and friends.*

**Jason:** *How did your church start using Instagram?*

*A. When we love something in our personal lives, we are eager to integrate it into our church communications strategy. Our youth (high school and college) ministries were the first to use Instagram. This audience is more resilient to change and also more*

*technologically literate. The value was instantly clear – visual imagery. In our communications department, we are constantly editing what we are doing by “cutting the words in half, and then in half again.” Our audience is familiar with media and marketing by mainstream companies who spend billions every year to create the perfect image. To compete with an attention span that is conditioned to viewing images and quick messages, we are constantly trying to show rather than explain our message. Instagram is perfect for that strategy.*

**Jason: What actions steps do you take to publish photos on Instagram?**

*A. We have a photography team, a social media team, and a graphics team that all partner together. This team is constantly expanding and giving creative people an outlet. Multiple people managing one account has been the most successful strategy for us.*

*In an effort to improve our quality of pictures as well as promote the creative community, we have a rotation of volunteer photographers that shoot our services, events, and meetings. They send us their best edits and we post. The photographers have included Daniel Dillard, Jeff Marsh, Phu Nguyen, Caroline Lindsley, Nicole Gibbons, and many others.*

**Jason: What advice would you give to new Instagram users?**

*A. With every post keep in mind: If I was reading this without any context, would I . . .*

- Know what’s going on?*
- Feel involved or included?*
- Be compelled to join?*

*Be mindful to engage beyond your post. Just because you posted it doesn't mean that everyone knows about it!*

*Don't assume people know what you are posting. We have found that a post with little context is worse than posting nothing at all.*

*Keep it clear.*

*Keep it consistent.*

*Leave them wanting more.*

## **An Interview With Jason G. Miles**

**Author of [\*Instagram Power\*](#)**

(<http://instagram.com/mrjasonmiles>)

**Authors Note:** Since I wrote *Instagram Power* I've been interviewed by top online marketing organizations such as the American Marketing Association, Profnet, MarketingProfs, and many others. I thought I'd include my answers to their commonly asked questions in this eBook.

**Q: *What advice would you give marketers interested in using Instagram?***

*Jason: I'd tell them to jump into it as a personal user and begin to learn the basic functions of the App. Then begin to envision how it could work for their business. Then I'd tell them to begin studying how other companies in their industry are using it. Simply make a list of the top companies in your industry and look them up on Instagram - start following them - and see how they use it. Finally, I'd suggest they become very clear about their "editorial mission". In other words - why are they on Instagram and what are they going to provide for their fans or followers that is unique & interesting? For example at Liberty Jane Clothing our Instagram editorial mission is to "give our fans and followers at behind the scenes look at the design process & lifestyle of our lead designer - Cinnamon Miles".*

**Q: What business advantages does Instagram have over other sites like Facebook and Twitter?**

*Jason: Instagram and Pinterest are both examples of the shift in social media toward visual content - and away from conversation based content. They are “conversation light” compared to the older social media sites – and that is truly refreshing. People are tired of being chained to Facebook and Twitter to ensure they don’t miss a customer question or comment. As a marketer, this new shift to visual content is great because it's easier to share visual content than it is to constantly engage in conversations.*

**Q: In Instagram Power you talk about 10 monetization strategies working on Instagram - can you share them?**

*Jason: Sure, they include:*

**#1 Classic Display Ads:** *Instagram is perfect for using “old-school” display ads. These use powerful images with strong copywriting to create a solid call-to-action. Many companies are simply re-jiggering their old display or print ads for the Instagram format.*

**#2 Giveaways:** *Many companies are using giveaways effectively on Instagram. For example Forever 21 recently did a nice giveaway with a cool calendar view that they used to reveal the prizes – almost like an advent calendar that reveals the next prize each day.*

**#3 Special Offers:** *In the book I discuss how Alphabet Bags does this effectively with their use of a “Free Shipping” offer. Many companies are doing these types of offers on Instagram. What is especially cool is when you only announce the special offer on Instagram and then*

*monitor results. This gives you a mechanism to test and document the effectiveness of your Instagram work.*

**#4 Contests:** *Contests on Instagram are easy – most companies use a hashtag as the method of entry. Modcloth is an online retailer that does this particularly well.*

**#5 Advertise An Info Product:** *Of course you can announce an information product on Instagram and then drive people to get it on your website. You'd think this would just be the domain of Internet marketers, but recently Cisco did this effectively with content from a survey they did – they released snippets from it as graphical content on Instagram then encouraged people to get the full report on their website.*

**#6 Two-Step Lead Generation:** *When you target hashtags repeatedly to get niche enthusiasts to follow you, then publish images of your products, you're conducting two-step lead generation. That is the "aha" trick mentioned by Brian in the Dakota Mechanic interview. This is a brilliant marketing tactic.*

**#7 Visual Product Launches:** *This tactic is very simple and works nicely on Instagram. We do it regularly at Liberty Jane Clothing. The idea is simple – start sharing pictures of your products very early in the process – from concept to design to construction. Include people in the journey to build enthusiasm and early buy-in.*

**#8 Photo Walks:** *Local marketers can use Instagram effectively by conducting photo walks. These are meet-ups where you offer to give people a walking tour of your neighborhood or city – so they can take Instagram pictures. These are very popular and it gives local*



*merchants an opportunity to meet with people – be cool – and share more about their business.*

**#9 Leverage Hashtags:** *Local marketers can also leverage hashtags to drive viral sharing. A good example is a restaurant in New York – Comodo. They publish a hashtag on each menu item so prospective buyers can see what other customers pictures looked like. Of course as people order their meal, they also snap an Instagram picture – use the hashtag - and the viral sharing continues.*

**#10 Create Physical Products:** *There are lots of sites online, like stickygram, which allow you to turn your Instagram images into physical products. Things like stickers, magnets, calendars, coffee mugs, etc. So if you have particularly iconic images, or a very strong brand that people really find desirable, then you could simply start selling your “merch”.*

**Q: What do you say to the marketer that says, "I'm already overwhelmed with Facebook, Twitter, YouTube, and Pinterest - I cannot add another social media channel to the mix"?**

*Jason: I'd agree, it's a challenge, but Instagram has a few unique attributes that make it particularly effective. First, it's very easy to use and doesn't require a lot of daily administration. In fact, the advice most Instagram marketers would give you is to only add one or two pictures a day. Go for high quality and low volume. Additionally, the conversations are less common, and shorter, on Instagram. So, you can do it quickly and easily. Finally, Instagram is a perfect platform to recycle imagery that you might already have from product shots, to behind the scenes pictures of your business. Even sharing*

*personal shots makes sense if you're trying to include customers in a "behind the scenes" look at your work.*

***Q: Why are you so excited about Instagram and why did you decide to write [Instagram Power](#)?***

*Jason. When I was writing [Pinterest Power](#) I was visiting with my brother-in law. I told him to check out Pinterest for his small business -and he said - "I am, but Instagram is working better for me". So I asked him what he was doing - how it was working for him. He showed me the ropes and I was hooked. I could immediately see how it would be helpful to our small business.*

*I decided to write [Instagram Power](#) because I was passionate about learning how to use it for marketing purposes and to share those lessons. Because of the sales success of [Pinterest Power](#) I had the opportunity to propose a few additional projects to the great folks at McGraw Hill. I suggested [Instagram Power](#) & [YouTube Marketing Power](#). I'm excited that both of the new books have recently come about. I try to write each book in the same way - as a simple to follow guide for marketers. Anyone can pick up these books and start implementing strategies for their small business immediately.*

***Q: Is the fact that Instagram is used primarily on a smartphone important as a marketer?***

*Jason. I think it's massively important. The number of people who are online via a mobile device versus a computer is growing at a huge rate. Just three years ago it was like 3% of all Internet traffic was from mobile. This year it was closer to 20% - and in some countries like*

*India – the percentage of Internet users on mobile devices has surpassed the users on computers. How does this relate to Instagram? Well, Instagram is really the first large-scale social media site “born mobile”. Twitter didn’t adopt a mobile strategy until it’s 4<sup>th</sup> year of business. I think the conclusion to all of this is obvious – marketers are going to need to learn how to adapt their efforts to mobile devices ASAP – and Instagram is a great place to start.*

***Q: Any final thoughts before we wrap it up?***

*Jason. Sure, in 2014 my goal is to release lots of resources related to visual content marketing – including Instagram related resources – I’ll be doing that on my blog, [www.makesellgrow.com](http://www.makesellgrow.com), so be sure to check it out.*

**For more great resources visit:**

**<http://www.makesellgrow.com>**

**<http://www.marketingonpinterest.com>**

**<http://www.instagrampower.com>**

**<http://www.pinterestpower.com>**