



Checklist 17 - Cross Promoting Your Brand To Other Social Media Sites

Project Name: _____

Date: _____

Yes No

Instagram is the most widely used social media platform in this century, and it has millions of active users. This is the reason why this platform can prove profitable for marketers. If you are a marketer and you own an Instagram business account, but the engagement level is low on your account, you have to take immediate steps.

Cross promoting your brand to other social media sites can prove to be very helpful in increasing the number of audiences and customers on your account. This method acts as a doorway for customers to reach out to your website and buy your product, thus improving your marketing skills. This is how you can cross-promote your brand:

Add Clickable Links:

- 1 If your Instagram bio doesn't contain any clickable link to your website, add it immediately as it will direct the customers directly to your brand's website from where they'll buy the product.

- 2 Include clickable links in your post captions as well, because it turns out to be more engaging for the followers.

- 3 When you're done with adding clickable links to your bio and posts, it's time to add them to Instagram stories so that your chance at selling your product increases.

Promote It To Facebook, Twitter:

Notes



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- 4 As Facebook is an entirely different platform from Instagram, having entirely different and new customers, you can promote your brand to this site by using hashtags.
- 5 Add a limited number of hashtags to your Facebook and Twitter accounts while promoting your brand because these sites have their own idea rules.
- 6 Add links in your posts on these sites that will take anyone clicking on these, to your Instagram profile.
- 7 From there, they'll be able to get to your website and the product being sold.
- 8 Use Scheduling and publishing tools to organize the posts that you have to make in a certain period of time to these social media sites.
- Use It As A Content Source:**
- 9 You can use your Instagram account as a content source and link it to other social media accounts via Hootsuite.
- 10 By doing so, whenever you'll post anything on Instagram, it will be automatically uploaded on other accounts like Facebook, Twitter.
- 11 You can now post any video on Instagram and include its link in other social media sites.

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- 12 The access to watching the video will only be available on Instagram. And customers will be taken to Instagram after they'll click on the video link on other social media sites.

Cross-Promote Contests:

- 13 Everyone wants to win something in return for their loyalty and efforts, so give your audience a prize for being so supportive.

- 14 Add giveaways and contests on your official page on Instagram and mention its link on other social media sites.

- 15 The customers will be taken to your Instagram account after they'll tap on the link to contest.

Make Use Of "About" Section:

- 16 On your other accounts like Facebook and Twitter, you're given plenty of space to add links.

- 17 Add your Instagram account's link in the "About" section of these sites.

- 18 The audience will be directed to your official page on Instagram, or you can even add the link to your website, so they'll be taken there as well.

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