



INSTAGRAM ORGANIC GUIDE

**For Automotive
Dealers**



GETTING STARTED WITH INSTAGRAM ORGANIC

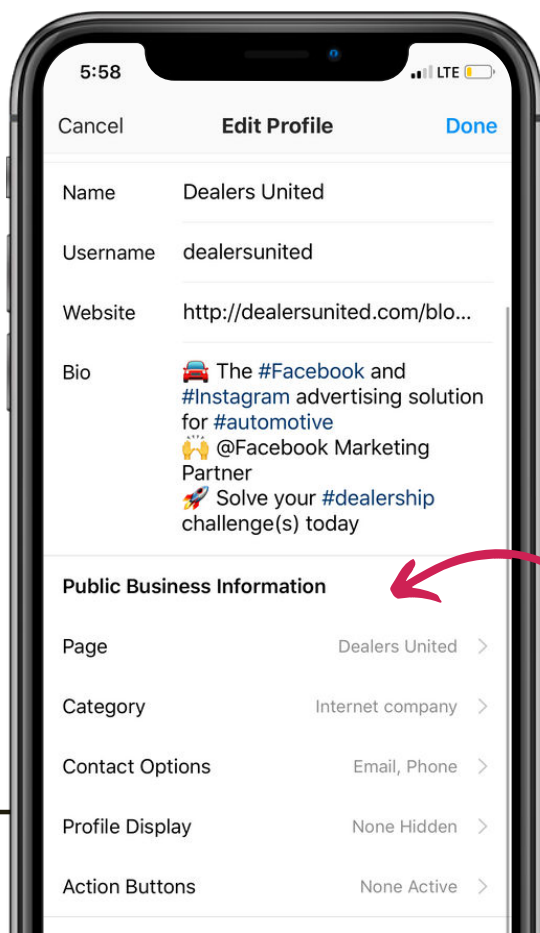
Instagram provides a great opportunity for dealership's to increase reach and spread brand awareness at no cost! **But beware: posting the same content from Facebook to Instagram won't win users over...**

Instagram boasts a strong *visual* component: Unlike on Facebook, Instagram users expect fewer words and status updates from their friends and family; instead, they're looking to be inspired with more visually appealing, engaging images and videos.

While Facebook posts are interspersed with a lot of words or copy, Instagram is "Image-First," and the images you decide to use can help create your dealership's aesthetic.



[PRO TIP] Follow a few of your 20 Group members or even competitors on Instagram! What do you like about their overall page? What do you think you can do better?



Profile Setup

Is your Instagram profile fully enhanced? Check that the following is set up:

- Profile photo
- Phone number and Location
- Website (or a link to a specific landing page you wish to drive traffic)
- Bio
- All Public Business Information (Category, Contact Options)
- Action Buttons (your CTA!)

BEST PRACTICES

There are tons of Instagram features to leverage and boost your store's organic results, such as Instagram Live, Reels, Stories, and more.

Instagram Live

Instagram Live offers you the ability to connect with your followers in real-time, via longer-form video content, and is a great way to host Q&A's.

Whether you're doing a live tour of a new model-line, or the inventory on your lot, viewers who are watching will be able to ask questions and leave feedback in the comments, which is great inspiration for future content!



[PRO TIP] Promote when you're going live via your Instagram Feed + on other social channels to increase attendance!

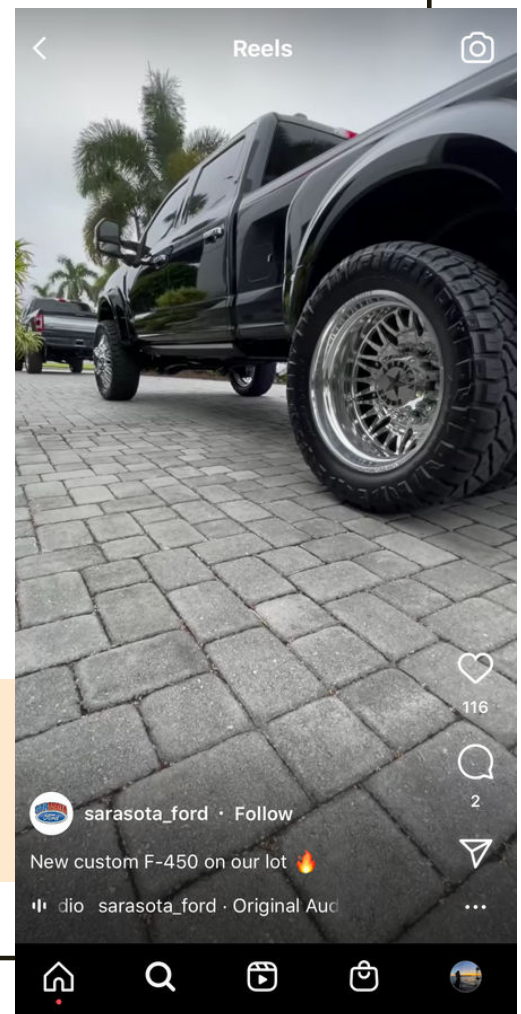
Instagram Reels

Want to create fun, inspiring videos to share with your friends *or anyone* on Instagram...and potentially go viral?!

Use Instagram Reels to share entertaining, "punchy," 15-second videos using creative tools inside the platform like audio, AR effects, speed, and so much more. Plus, make your account public on Instagram to reach the diverse Instagram community on the "Explore" page.



[PRO TIP] Use trending audios, hashtags, and effects to increase your chances of being placed on a users "Explore" page.



BEST PRACTICES

"Link In Bio"

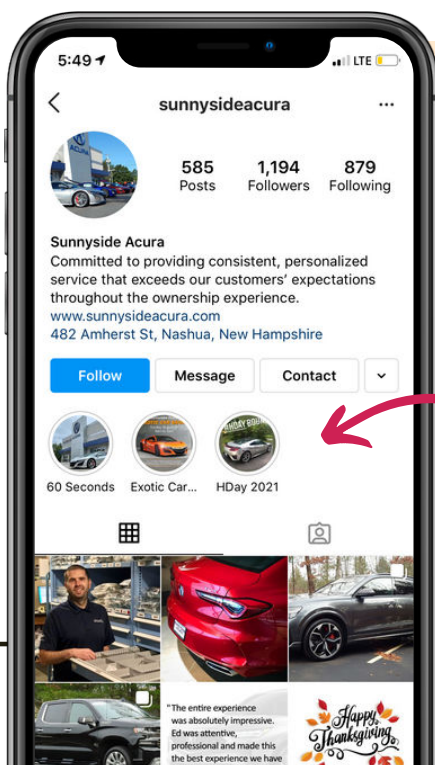
You may have noticed a trend that happens on Instagram...brands or users post organic content that says "Link In Bio." It's likely you've wondered *why don't they just include the link?*

While Facebook allows organic clickable links, and previews of those links, Instagram does not. While this may seem frustrating, there's an easy workaround: Any time you want to refer to an external link, simply add the link to your Instagram bio (or profile) by going to your page > Edit Profile > and adjust your website link!

Instagram Stories

Instagram Stories are a staple of the platform and are widely used by all brands.

Stories allow you to publish short-form, off-the-cuff content that puts your brand front-and-center in your followers' Instagram feeds. In fact, by posting Stories, you are able to bypass the Instagram algorithm and have your dealership's post show first when your follower first opens the app.



[PRO TIP] Use Story Highlights to showcase your dealership's key stories. Story highlights allow you to select and categorize past stories you've posted, and spotlight them on your Instagram Profile Page.

Try highlighting your Team, Service Lane, Local Events, and Specials!

Follow these Instagram Story tips to *stand out*:

- Post "in the moment" and not overly produced video to your stories - be real and authentic!
- Location matters! Use the Location markers on your Stories, which can double your Story views
- Have fun with it. Try adding GIFs as stickers to your Story.
- Polls are HUGE! Add poll stickers often, and ask simple questions with very easy answers. i.e., "Which car do you like better? A / B"
- Use Stories to tell your own story! Show a teaser of your new vehicle models, a new showroom feature, or a "behind-the-scenes" of your service drive.



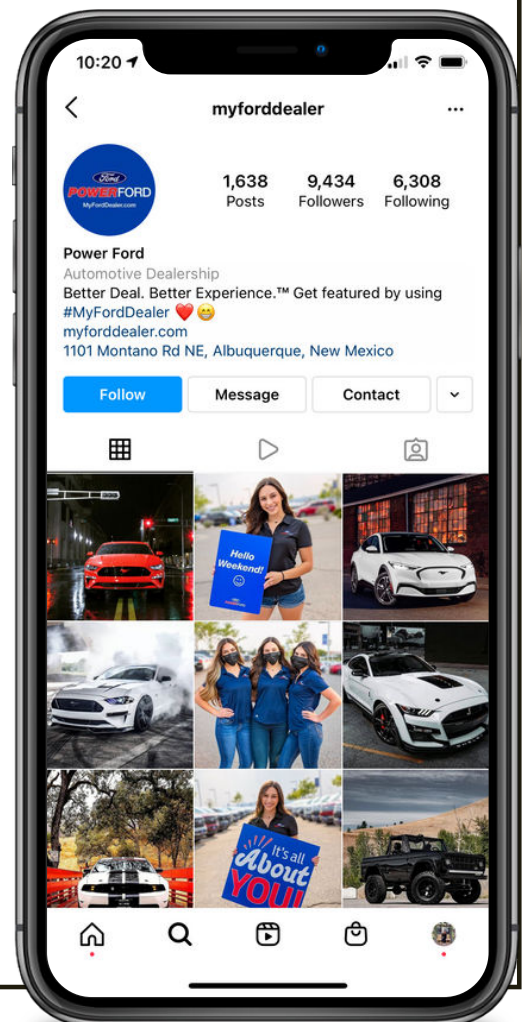
[PRO TIP] When adding a GIF sticker to your story, search "Gifmyride" on Instagram and browse dealership-specific animations like bows, keys, and speedometers!

Your Brand Aesthetic

Your profile page should highlight your dealership's brand colors, tone, and core values to give your page it's overall "aesthetic."

If you don't already have a brand or style guide to help focus your posts, Instagram is a great way to start!

Try keeping all your Instagram posts consistent with the colors and font you use, the angles you take for vehicle or customer photos, or even how you "stack" your content on your page (i.e., make every other image a customer review)!



OPTIMIZING IMAGES FOR INSTAGRAM

As users are scrolling through their feed of content, they will either scroll right past your image OR they will stop their scrolling to check out the post - so long as it catches their eye.

Content that contains low quality images usually result in more users scrolling right past without even blinking - so make them blink, make their finger stop scrolling because of YOUR high-quality content.

Often times, low quality images are a result of not being sized correctly... Luckily, this is easily avoidable. Optimize images for posting on Instagram, using the correct image sizes based on the placement of your content; whether that be the Instagram Feed, Stories, or IGTV.

Instagram Feed

- **Ratio** - 1:1 or 1.9:1
- **Landscape** (1.91:1) - 1200 x 627 pixels
- **Square** (1:1) - 1080 x 1080 pixels
- **Portrait** (4:5) - 1080 x 1350 pixels

★ **[PRO TIP]** Do NOT upload an image that is less than 600 x 600 pixels – that is the MINIMUM width/height required for your image!

Instagram Stories

- **Ratio** - 9:16
- **Recommended Resolution** - 1080 x 1920 pixels

★ **[PRO TIP]**

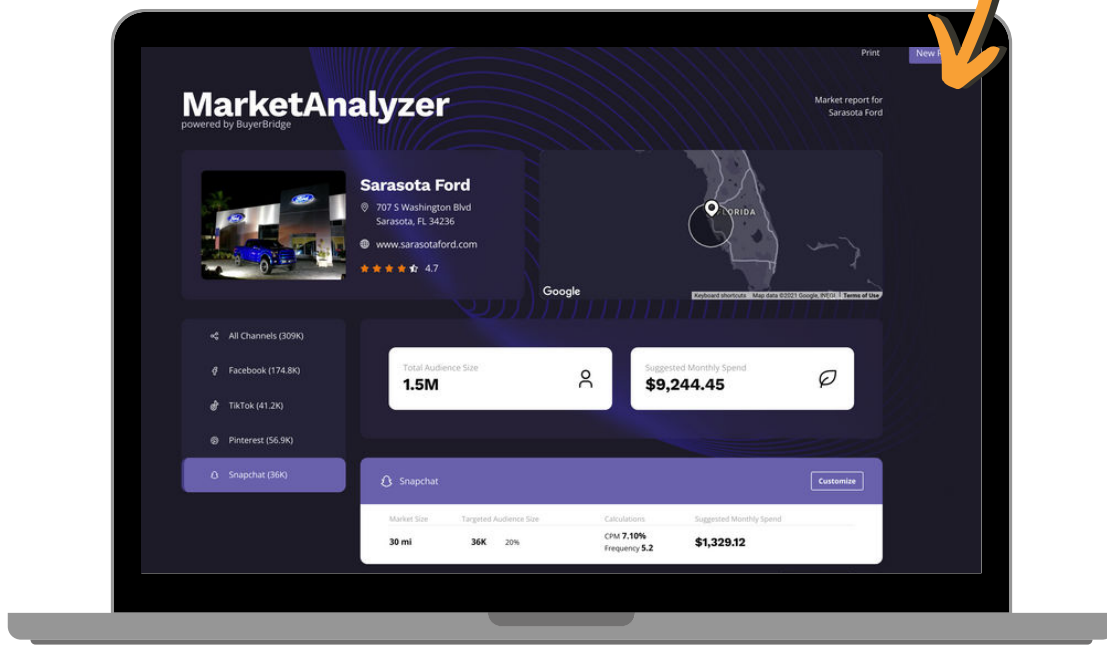
- Since Instagram Stories run from the top of a phone screen all the way to the bottom, *leave about 14% (250 pixels) of the image free from any text or logos* to avoid your call-to-action being covered by your image.
- Do NOT upload an image that is less than 600 x 1067 pixels, that is the MINIMUM resolution required for Stories.

IN SUMMARY:

How to Maximize Organic Instagram Content for Your Dealership

- Focus on great, high quality images - this is a visual platform!
- Consistently post content to keep your Instagram ALIVE and audience engaged!
- Avoid posting the same content from Facebook to Instagram - be original!
- Get inspired by following your peers. See what your OEM and other 20 group members are posting.
- Go Live! Stream long form video content with the Instagram Live feature to kick the algorithm into gear and connect with an audience beyond just your followers.
- Leverage Instagram's creative tools and trending audios, etc. to create Instagram Reels to increase your contents chances of making it on the "Explore" page.
- Keep your brand aesthetic in mind when curating your profile and Instagram feed

HOW MANY AUTO SHOPPERS ARE ON INSTAGRAM?



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Thank you!

dealers  united