

INSTAGRAM ORGANIC GUIDE

For Auto Marketers



HOW DEALERS GET STARTED WITH INSTAGRAM ORGANIC

Instagram provides a great opportunity for dealers to increase reach and spread brand awareness at no cost! **But beware: dealers shouldn't post the same content from their Facebook to Instagram - that won't win users over!**

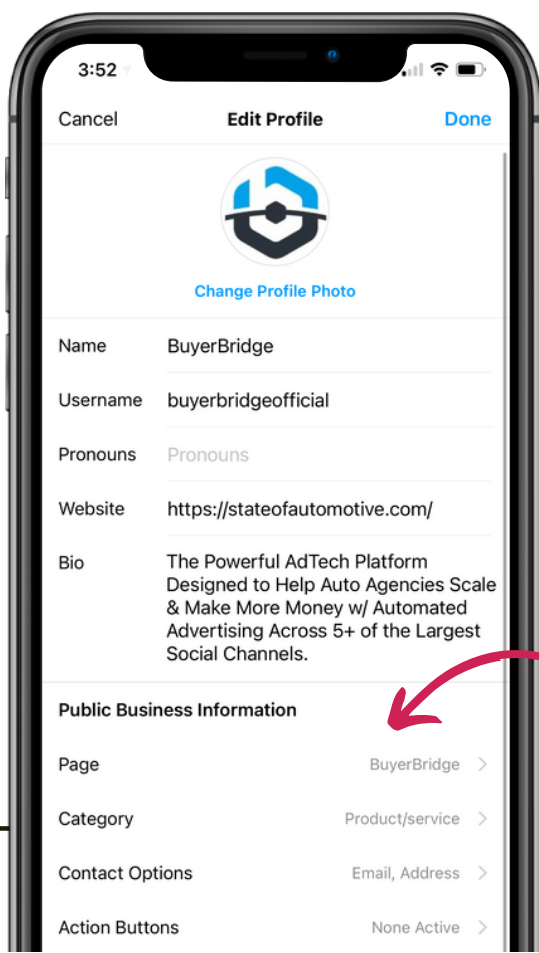
Instagram boasts a strong *visual* component - unlike on Facebook, where posts are interspersed with a lot of words or copy!

Instagram is "*Image-First*," and the audience on Instagram expects fewer words and status updates.

Dealers will need to inspire users through more visually appealing, engaging content, and post images + videos in-line with the desired "Insta" aesthetic.



[PRO TIP] Dealers should follow a few of their 20 Group members or even competitors on Instagram! What do dealers like about their competitions overall page? What can be done better?



Profile Setup

It's important for dealers to fully enhance their Instagram profile and have the following set up on their profile:

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

BEST PRACTICES

There's a ton of Instagram features dealers can leverage to boost their store's organic results, such as: Instagram Live, Reels, Stories, and more.

Instagram Live

With Instagram Live, dealers have the ability to connect with Instagram followers in real-time, via longer-form video content, and it's a great way to host Q&A's to answer any of the audiences burning questions.

Whether dealers are posting a live tour of a new model-line or inventory, viewers will be able to ask questions and leave feedback in the comments - it's great inspiration for future content!

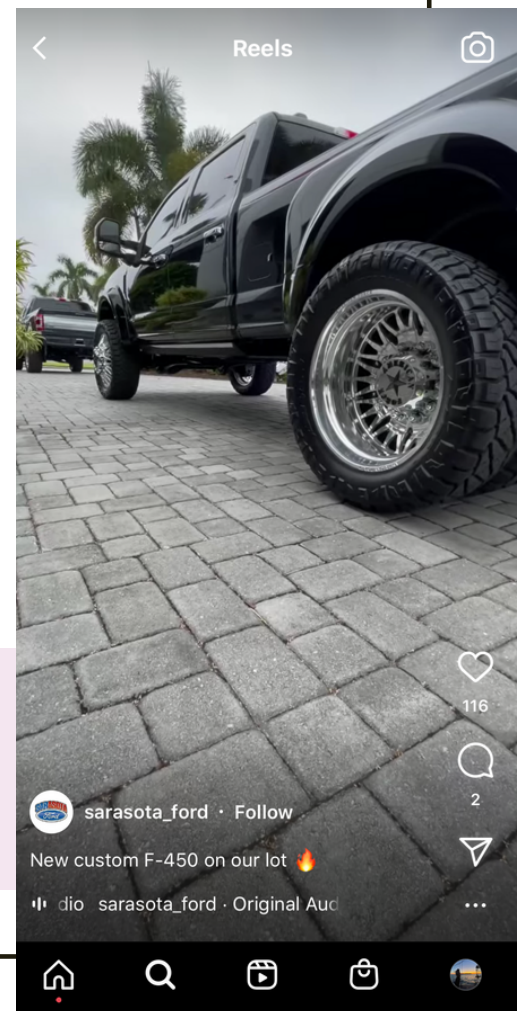
★ **[PRO TIP]** Dealers should promote Instagram lives via the Instagram Feed + on other social channels to increase attendance!

Instagram Reels

Dealers will want to create fun, inspiring videos to share with their friends *or anyone* on Instagram... because the content could potentially go viral!

Using Instagram Reels, dealers can share entertaining, "punchy," 15-second videos using creative tools inside the platform like audio, AR effects, speed, and so much more. Plus, if the Instagram account is public, there's the potential to reach the diverse Instagram community on the "Explore" page.

★ **[PRO TIP]** Using trending audios, hashtags, and effects will increase a dealers chances of being placed on a users "Explore" page and is super critical for success.



BEST PRACTICES

"Link In Bio"

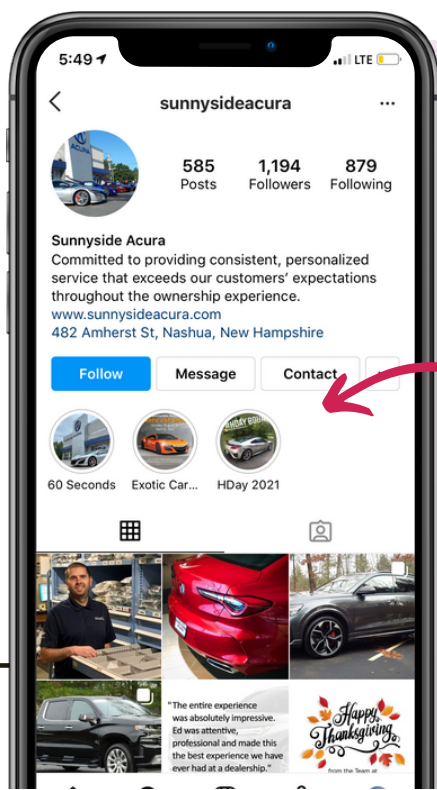
Have you noticed this trend that happens on Instagram...it's where brands or users post organic content that says "Link In Bio." But why do they do that instead of just adding the link in the post?

While Facebook allows organic clickable links, and previews of those links, Instagram does not. This may seem frustrating, but there's an easy workaround: Any time dealers want to refer to an external link, they can simply add the link to their Instagram bio (or profile) by going to their page > Edit Profile > and adjusting their website link! (Try using a **LinkTree!**)

Instagram Stories

Instagram Stories are a staple of the platform and are widely used by ALL brands - no matter the industry.

Stories allow dealers the ability to publish short-form, off-the-cuff content that puts their brand front-and-center on their followers' Instagram feeds. By posting Stories, dealers are able to bypass the Instagram algorithm and have their post show first when their followers first open the app.



[PRO TIP] Dealers should add Story Highlights to showcase their key stories previously posted. Story highlights allow dealers to select and categorize past stories they've posted, and spotlight them on their Instagram Profile Page.

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

How dealers will *stand out* with the following Instagram Story tips:

- Dealers should keep their stories both real and authentic - Stories should be "in the moment" and not overly produced videos!
- Location matters - dealers should be using the Location markers on Stories, especially since it can double their Story views.
- Have fun and try adding GIFs as stickers to their Story.
- Polls are HUGE! Add poll stickers often that ask simple questions with very easy answers.
 - i.e., "Which car do you like better? A / B"
- Dealers can use Stories to tell their own story! Show a teaser of new vehicle models, a new showroom feature, or a "behind-the-scenes" of service drive.



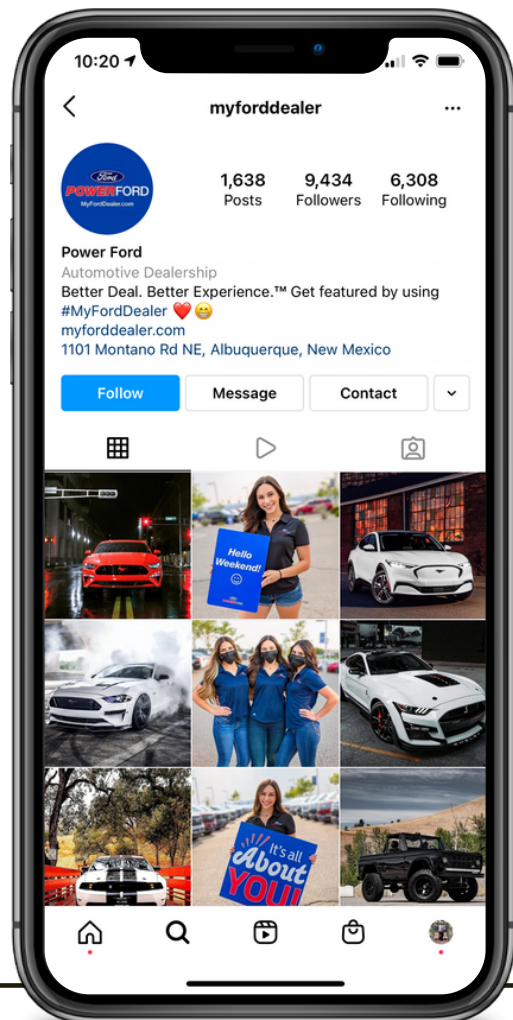
[PRO TIP] When dealers add a GIF sticker to their story, search "Gifmyride" on Instagram and browse dealership-specific animations like bows, keys, and speedometers!

Brand Aesthetic of Dealers

Every dealer's profile page should highlight their dealership's brand colors, tone, and core values to give their page its overall "aesthetic."

If a dealer does not already have a brand or style guide to help focus their posts, Instagram is a great way to start!

Keep Instagram posts consistent with the colors and font, the angles they take for vehicle or customer photos, or even how content is "stacked" on the page (i.e., You can make every other image a customer review)!



HOW DEALERS CAN OPTIMIZE IMAGES FOR INSTAGRAM

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

Content containing low quality images usually results in users scrolling right past without even blinking - so in order for dealers to make users blink, and make their finger stop scrolling; dealers need to post HIGH quality content.

Often times, low quality images are a result of not being sized correctly... Luckily, dealers can easily avoid this. Dealers can optimize images for posting on Instagram, use the correct image sizes based on the placement of their content (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] Dealers should NOT upload an image less than 600 x 600 pixels – that is the MINIMUM width/height required for their 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, dealers should *leave about 14% (250 pixels) of the image free from any text or logos* to avoid their call-to-action being covered by their image.
- Dealers should NOT upload an image less than 600 x 1067 pixels, that is the MINIMUM resolution required for Stories.

IN SUMMARY:

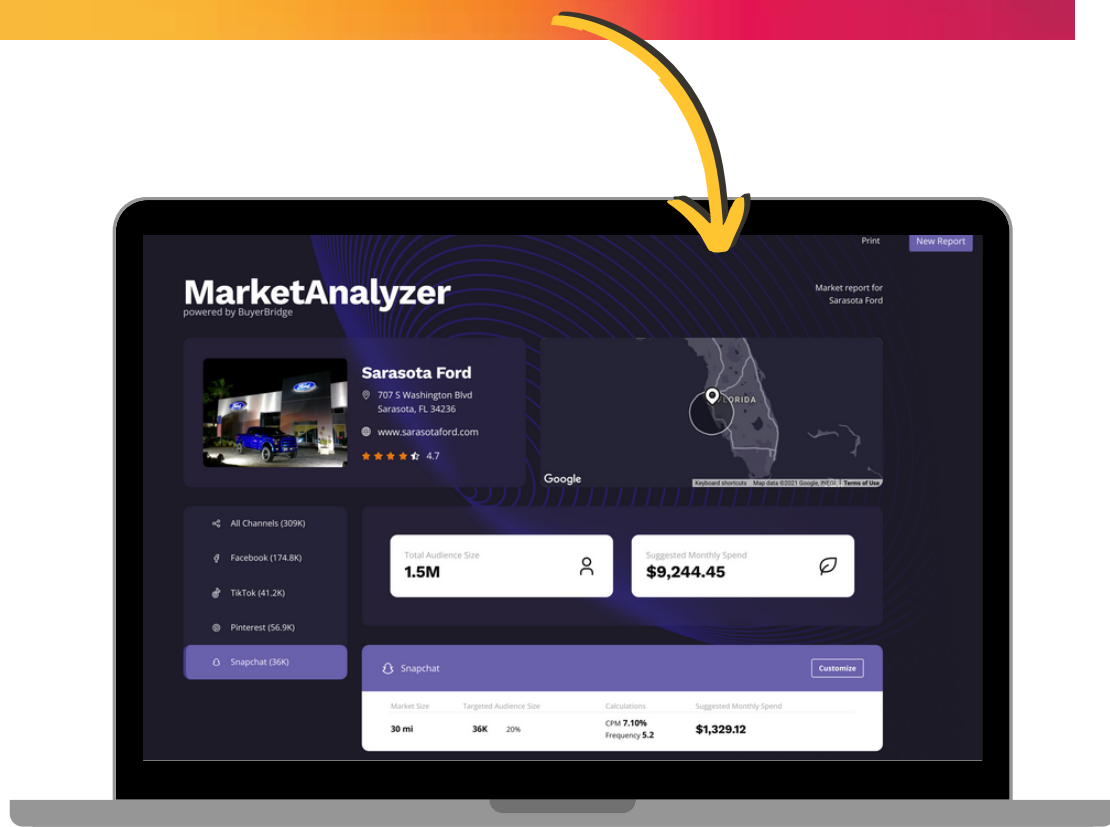
How Dealers Will Maximize Organic Instagram Content

- ☐ Focus on great, high quality images - this is a visual platform!
- ☐ Consistently post content to keep their Instagram ALIVE and audience engaged!
- ☐ Avoid posting the same content from Facebook to Instagram - be original!
- ☐ Get inspired by following other dealers. See what their OEM and other 20 group members are posting.

Go Live! Dealers can stream long form video content with the Instagram Live feature to kick the algorithm into gear and connect with an audience beyond just followers.

- ☐ Leverage Instagram's creative tools and trending audios, etc. to create Instagram Reels to increase the chances of content making it on the "Explore" page.
- ☐ Dealers need to keep their brand aesthetic in mind when curating their profile and Instagram feed

How many car shoppers are on Instagram near a dealership?



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Want to learn more about how BuyerBridge can help your agency scale across social media platforms like Instagram? Visit buyerbridge.com.