



**INSTAGRAM RESEARCH WORKSHEET**

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**INTRODUCTION.** Before you plunge into setting up your business Instagram account and posting wildly to interact with your customers, it's worth researching **Instagram** to find out what potential customers are doing on Instagram as well as identify companies to reverse engineer.

**INSTAGRAM SET UP (PROFILE).** You and your team will need a **Instagram account** for your business. Next, you'll need to identify potential companies that are either similar to your own (competitors) and/or major brands that you respect that seem to be doing a good job of Instagram marketing. (Use Instagram search or Google *site:Instagram.com* to identify potential companies.)

Instagram set up for: \_\_\_\_\_ Instagram handle: @ \_\_\_\_\_  
Email associated with this account: \_\_\_\_\_

**Keyword Themes.** What are the keywords or themes that you feel potential customers might be interested in on Instagram? Using common sense, and a little snooping on Instagram, why are potential customers on Instagram, and what are they doing that is close to your product or service?

Keyword Themes: \_\_\_\_\_  
\_\_\_\_\_

Potential Customers are on Instagram, why, and doing what? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Search Instagram.** Search Instagram directly, or via Google for your keywords. Look for companies similar to yours or manually find and enter the Instagram accounts of competitors.

List existing **competitors** and identify their Instagram page by URL:

Competitor: \_\_\_\_\_ Follower Count: \_\_\_\_ Instagram handle @ \_\_\_\_\_

Competitor: \_\_\_\_\_ Follower Count: \_\_\_ Instagram handle @ \_\_\_\_\_  
Competitor: \_\_\_\_\_ Follower Count: \_\_\_ Instagram handle @ \_\_\_\_\_

List **Consumer brands** you like that seem to “get” Instagram:

Company: \_\_\_\_\_ Follower Count: \_\_\_ Instagram handle @ \_\_\_\_\_  
Company: \_\_\_\_\_ Follower Count: \_\_\_ Instagram handle @ \_\_\_\_\_  
Company: \_\_\_\_\_ Follower Count: \_\_\_ Instagram handle @ \_\_\_\_\_

Find and follow the above accounts from within your own Instagram account.

**INVENTORY: PAGE SET UP.** Take the accounts you identified above, and begin to inventory what you like / dislike / need to create for your own Page.

**Likes / dislikes about their Profile Pictures:**

**Likes / dislikes about their Account Bio:**

- Bio has a clickable link, and if so, where does it go?
- They have an email, call, or other form of contact link (visible only on the phone), and where does it go?
- They use their bio in some unusual way: \_\_\_\_\_  
\_\_\_\_\_

**Likes / dislikes about hashtags in their Bio:**

**INVENTORY: POSTING STRATEGY.** Next, analyze the accounts as to what they are posting and why. Which posts have many likes, comments? (*Click on a post to see this information*). Which posts are blatantly self-promotional? What is their apparent posting rhythm, or percent that are fun vs. percent that are self-promotional?

**Likes / dislikes about posts:**

**Examples of posts that got a lot of interactivity (likes / comments). Why?**

**Examples of posts that are “buy my stuff.” Do you think that they are effective?**

**Are these using hashtags? Which ones, why, and how?**

**FUN vs. NON-FUN.** Which companies, or competitors, are “fun” companies in a “fun industry?” Which are “non-fun” companies in a “fun” or “non-fun” industry? What strategies do you companies using, and how might they apply to you:

**Fun Companies, and their Strategies:**

**Non-Fun Companies, and their Strategies:**

**CUSTOMER INTERACTION.** As you review competitors and other companies on Instagram, do your customers seem to be on Instagram? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged? What is the “reason” for which customers are on Instagram, and therefore companies like yours can use Instagram as a marketing channel?

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