

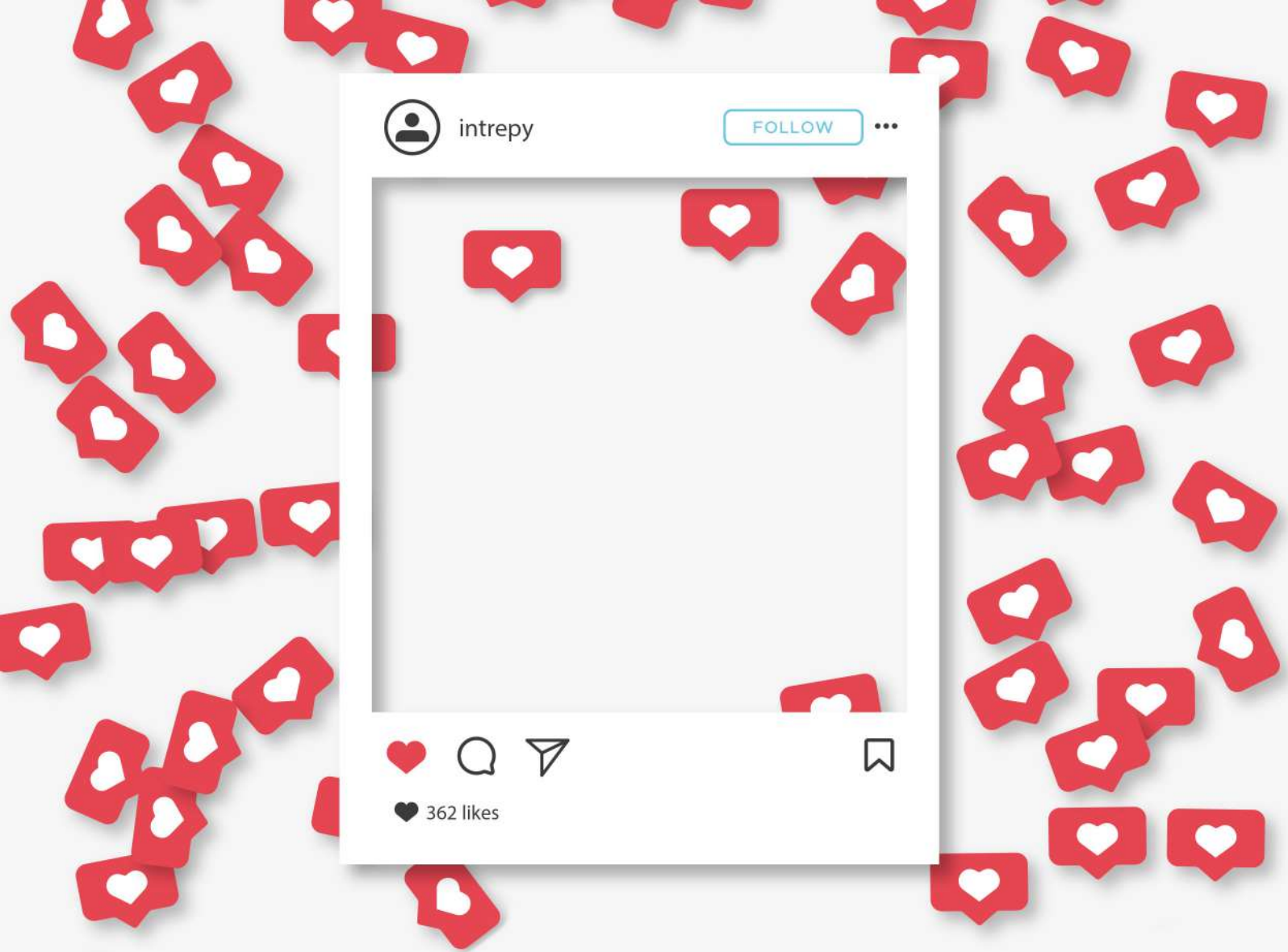
13

Instagram
Marketing
tools every
practice
needs **ASAP**



www.intrepy.com

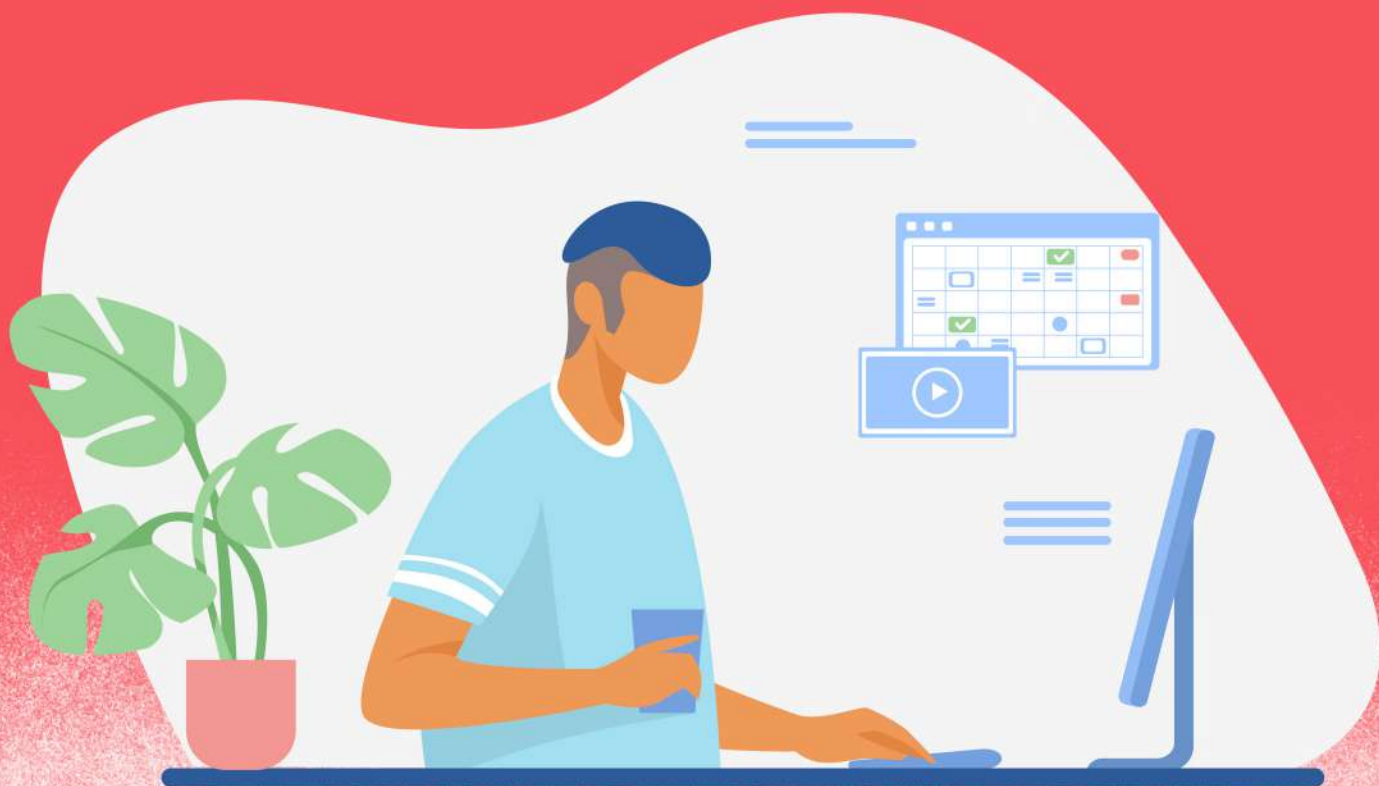
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Instagram has become an essential part of every medical practice's marketing strategy.

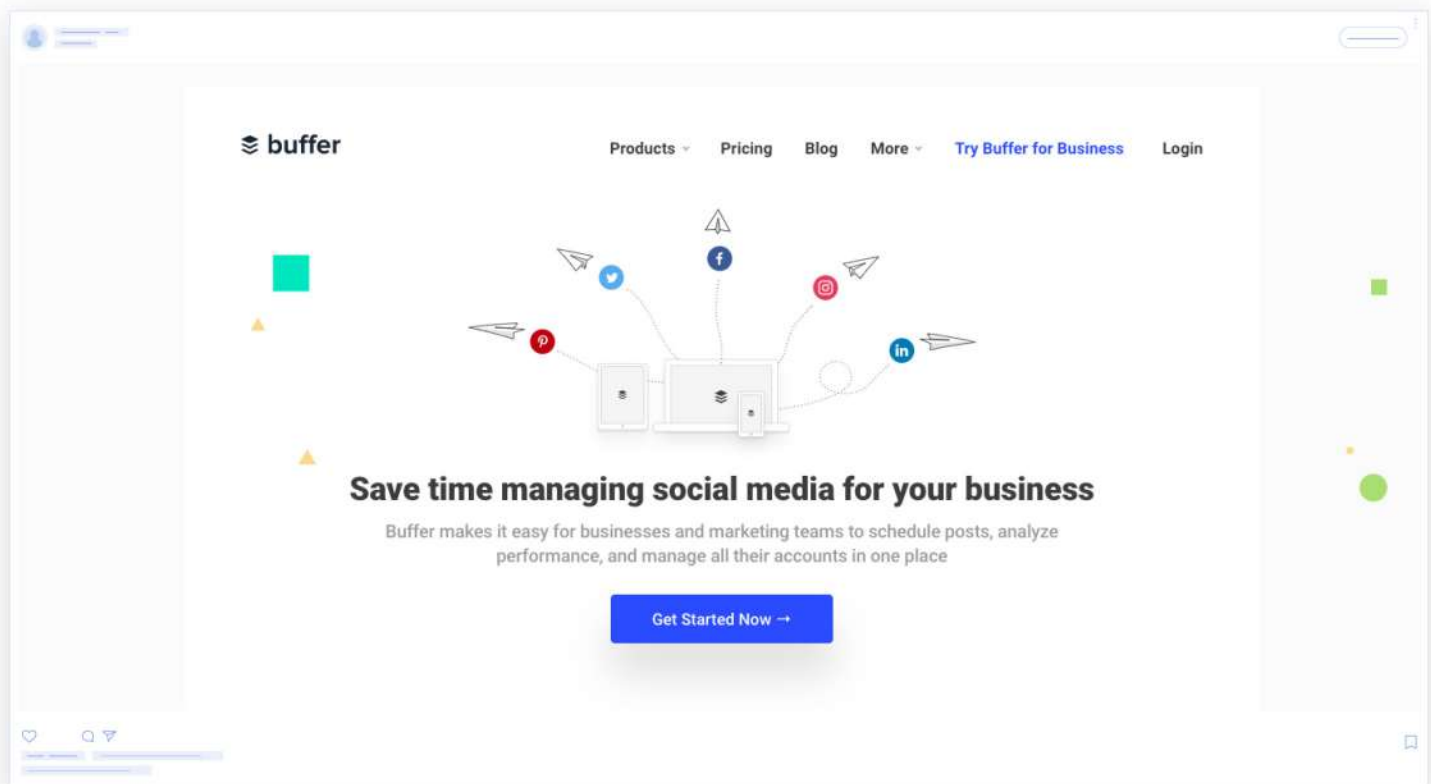
Medical practices see value in the platform, yet few know how to properly leverage the tools available and know what type of content to create to grow an Instagram account that drives new patients. In this eBook, we are going to go over some fantastic free and paid tools or devices that you need to start leveraging immediately to grow your medical practice's Instagram.

LET'S JUMP RIGHT IN!



Instagram Management Tools

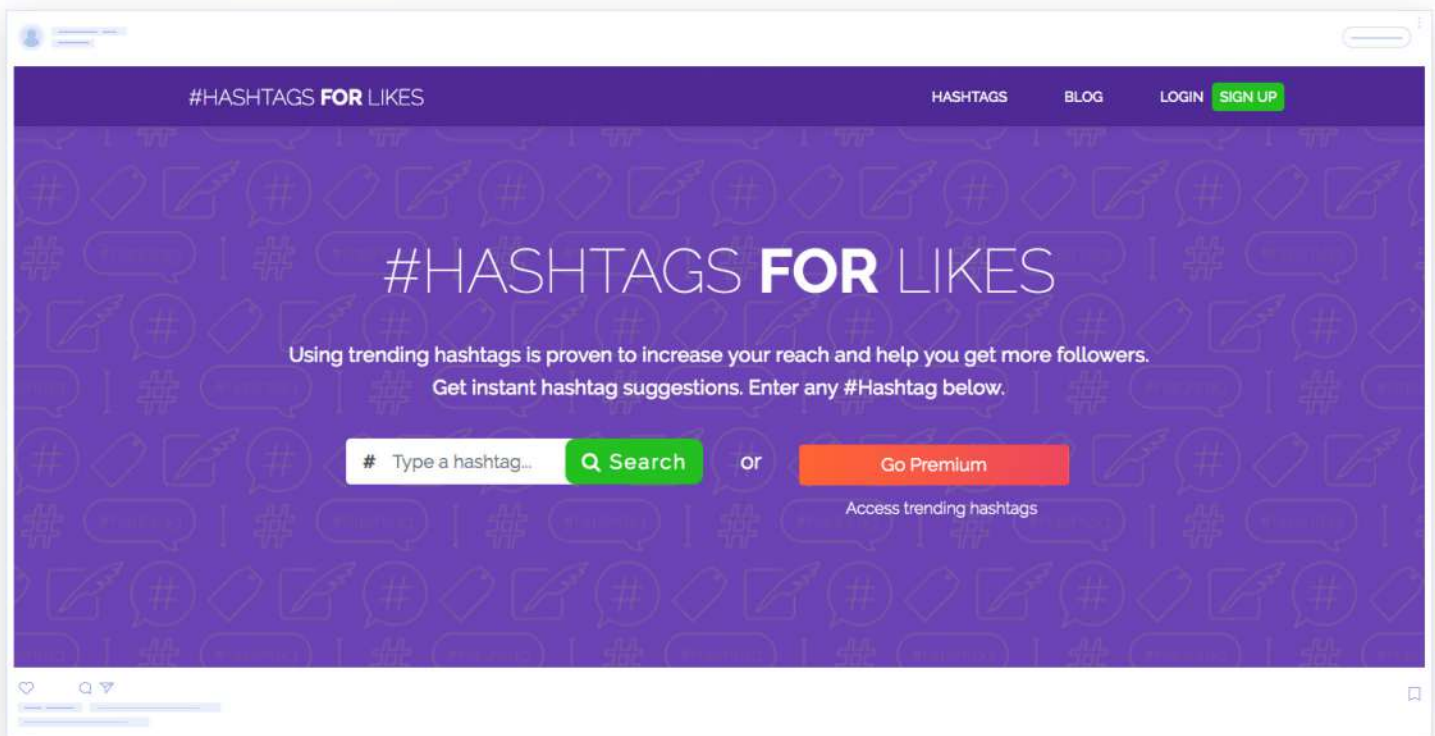
A social media management tool is a non-negotiable when it comes to effectively growing any social media account, especially Instagram. A great social media management tool allows you to schedule out posts in advance and track which posts are performing best. I have put a few of our agency's personal favorites below.



Price: \$15/month & up

Buffer is a super handy social media management platform. While it does not include all of the bells and whistle that other platforms may have, what makes Buffer so powerful is its simplicity.

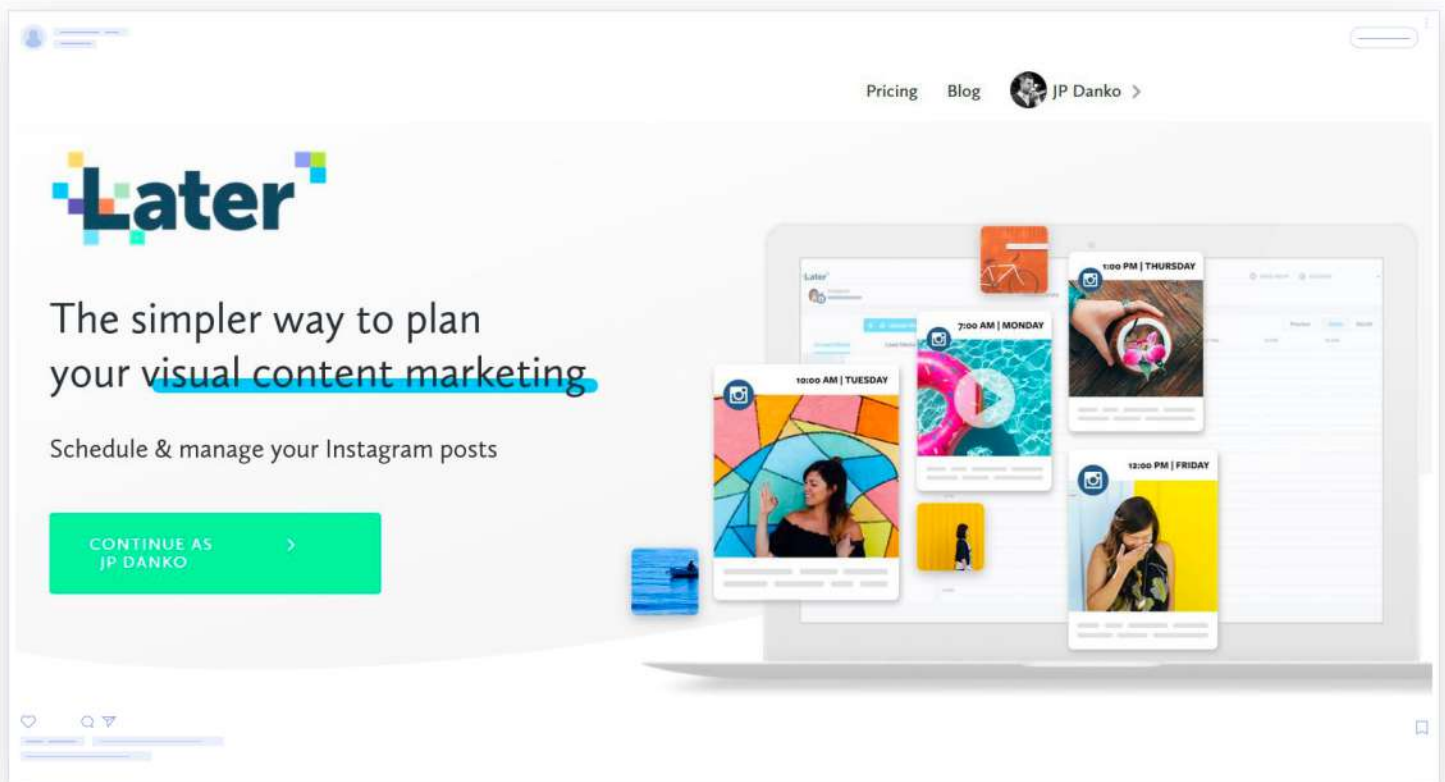




Pricing: Free or \$29/month & up

Hootsuite is an industry standard. It has been a powerhouse in the social media management world for years now and a personal favorite of ours. It is far more robust than Buffer and will allow you to manage platforms across the board. They even offer an educational university that you can go to for online training.





Pricing: Free or \$9/month & up


Later is a handy Instagram marketing tool. Since it's inception, it has been heavily focused on Instagram. With Later, you can Plan and schedule photos, videos and even carousel posts with a few clicks. It offers a full suite of really slick analytics that can help you make more informed decisions about what is working. A cool, new feature called Linkin.Bio allows you to track sales generated from your Instagram posts if you offer any e-commerce on your website.





Photo & Video Creation

That's what Instagram is all about, right? Visuals are what make Instagram such a powerful platform. That is why it is critical to invest in the resources to make sure you are delivering quality and consistency on your profile. That is where the patient loyalty will be generated.



Selfie Ring Light with Cell Phone Holder Stand for Live Stream/Makeup, UBeesize LED Camera Lighting [3-Light Mode] [10-Level Brightness] with Flexible Arms Compatible with iPhone 8 7 6 Plus X Android


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Ring Light Kit: 18" 48cm Outer 55W 5500K Dimmable LED Ring Light, Light Stand, Carrying Bag for Camera, Smartphone, YouTube, Self-Portrait Shooting

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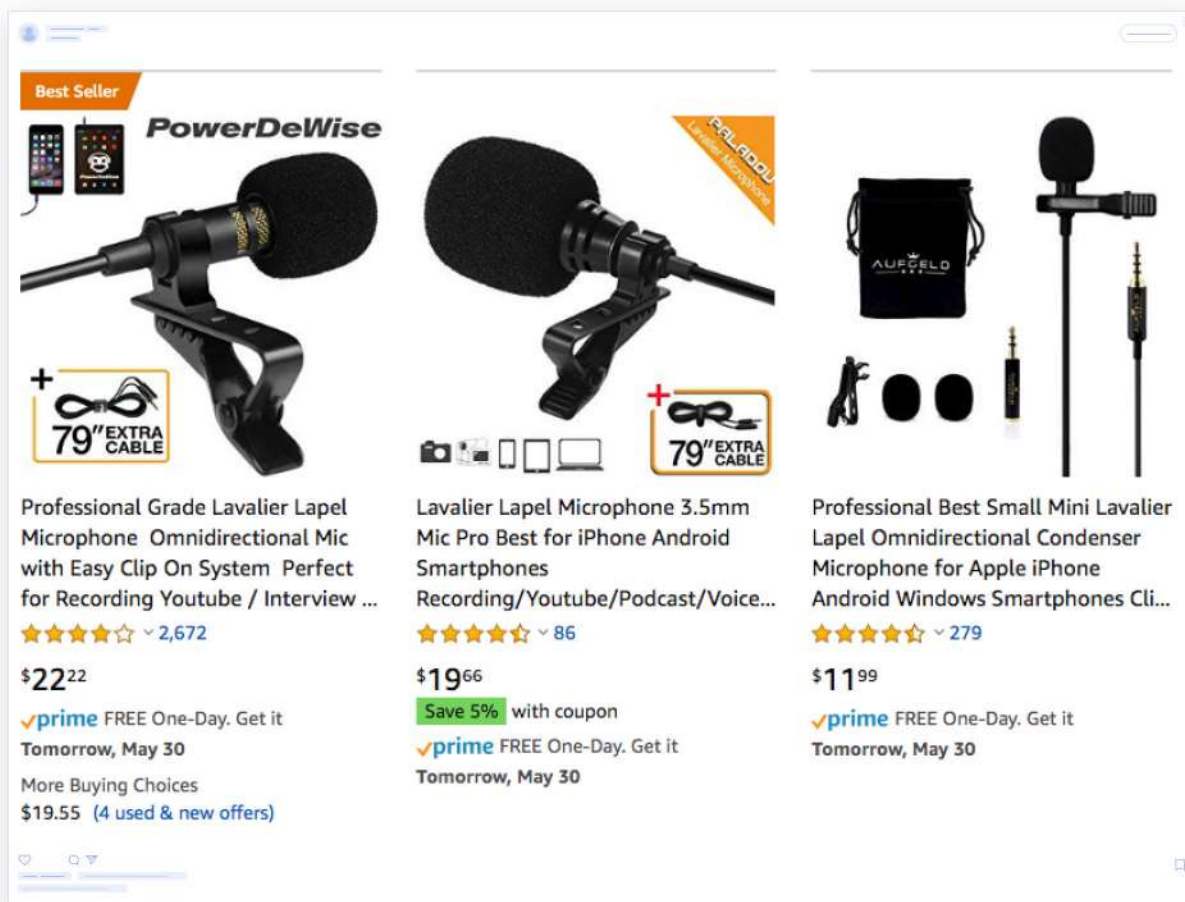
\$88.19 (4 used & new offers)

Circle Light

Pricing: \$10 & up

When creating informational videos, taking before and after's or doing demonstrations lighting matters! Get yourself a circle light off Amazon to make sure the lighting is professional and consistent each and every time.



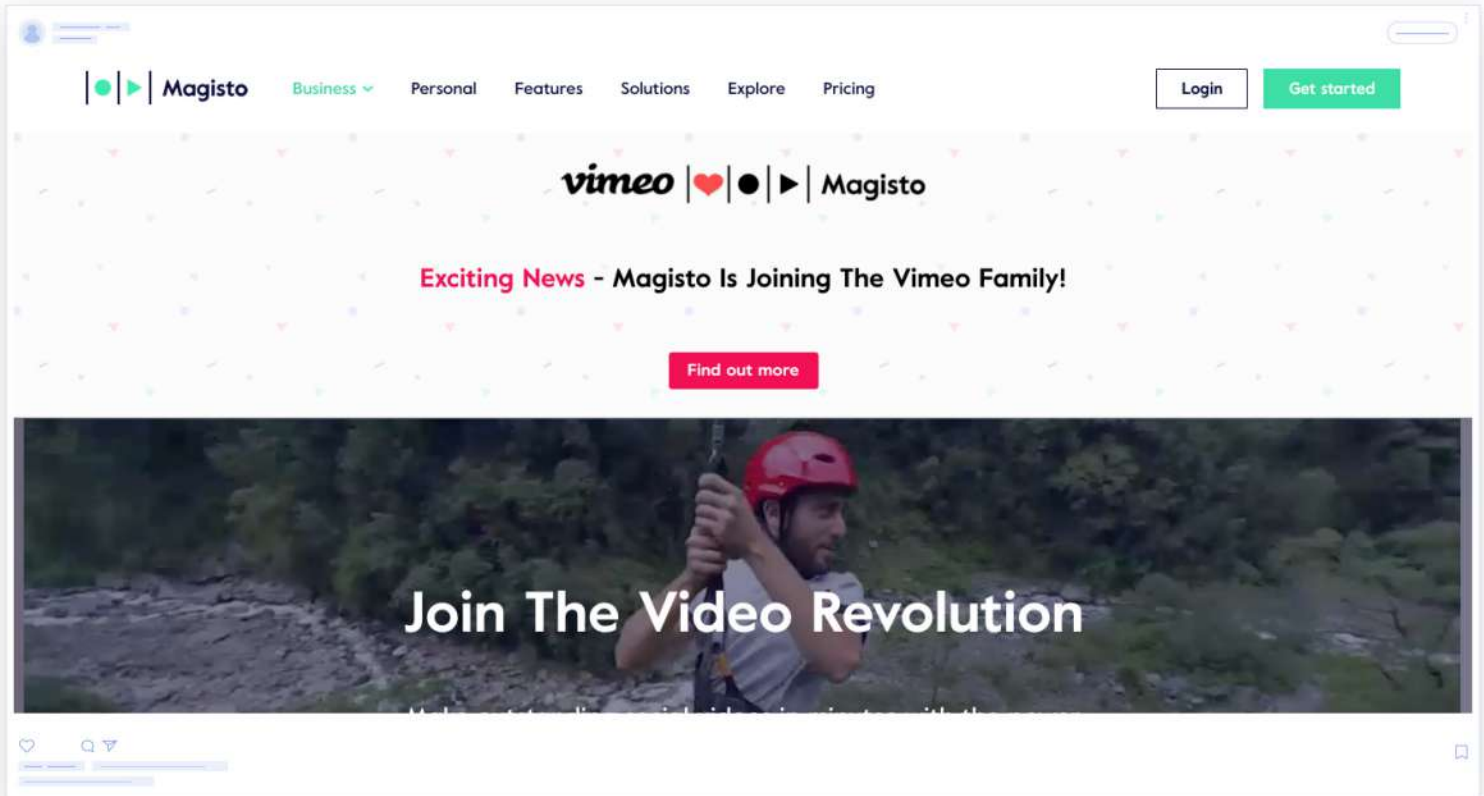


Lapel Microphone

Pricing: \$10 & up

Sound is just as important as lighting. To ensure your videos are crisp, clear, and easy to understand, invest in a lapel microphone that attaches to your phone or recording device. There are a large number of options on Amazon, but make sure to get one with an extended cord or go Bluetooth wireless so you can move around the room with ease.





Pricing: \$4.99/month & up

If you want to get serious about video marketing on Instagram,

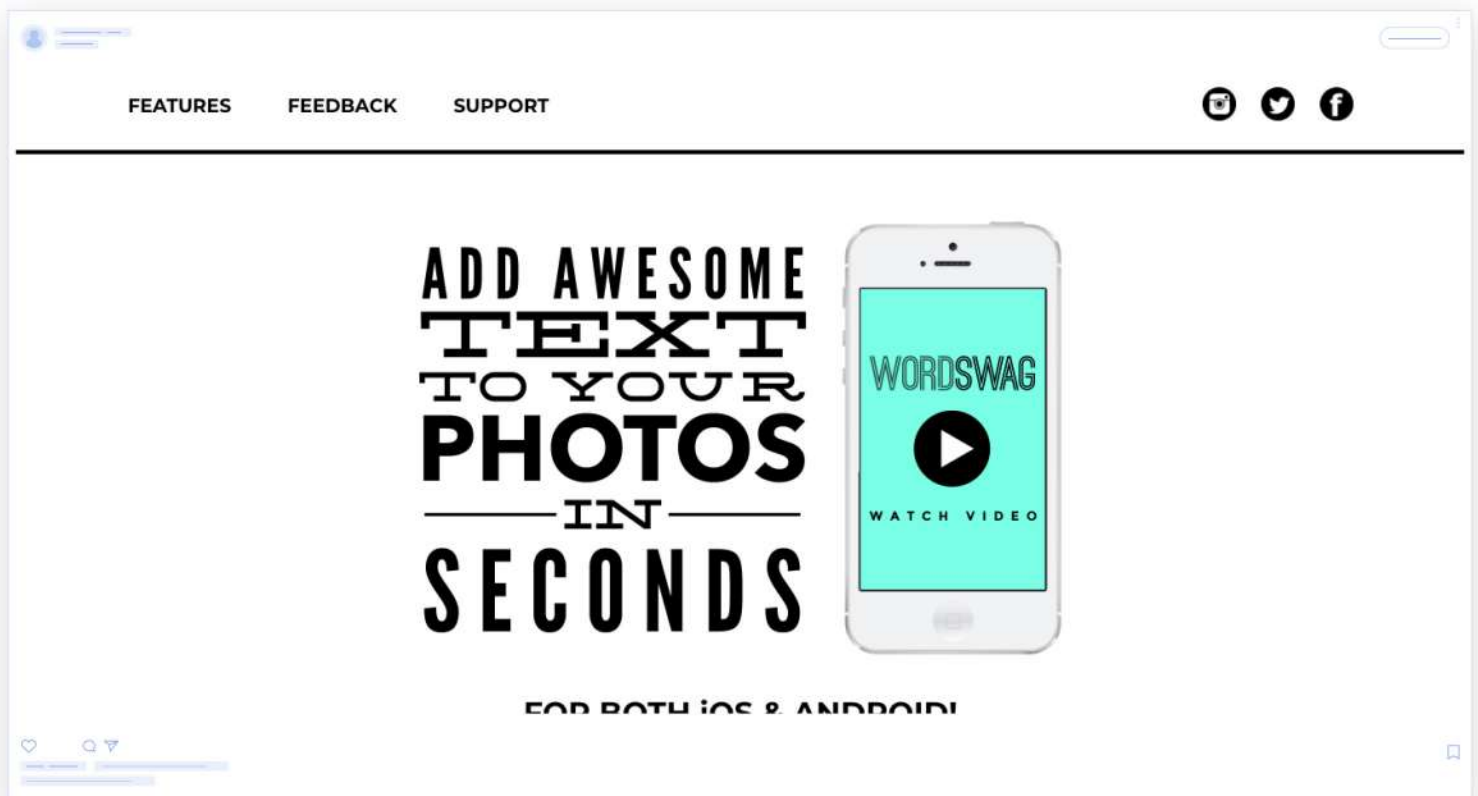
Magisto is for you. Easily and quickly create high-quality videos by uploading your content, and their AI-powered platform can help handle the rest. This is perfect for those who want to create professional videos but lack the editing knowledge.





Graphics Creation & Editing

Once you have captured that engaging photo or video, editing is the next step. Being able to create templates, add watermarks, overlay text, and create graphics is critical. This will keep the brand consistent and drastically increase engagement.

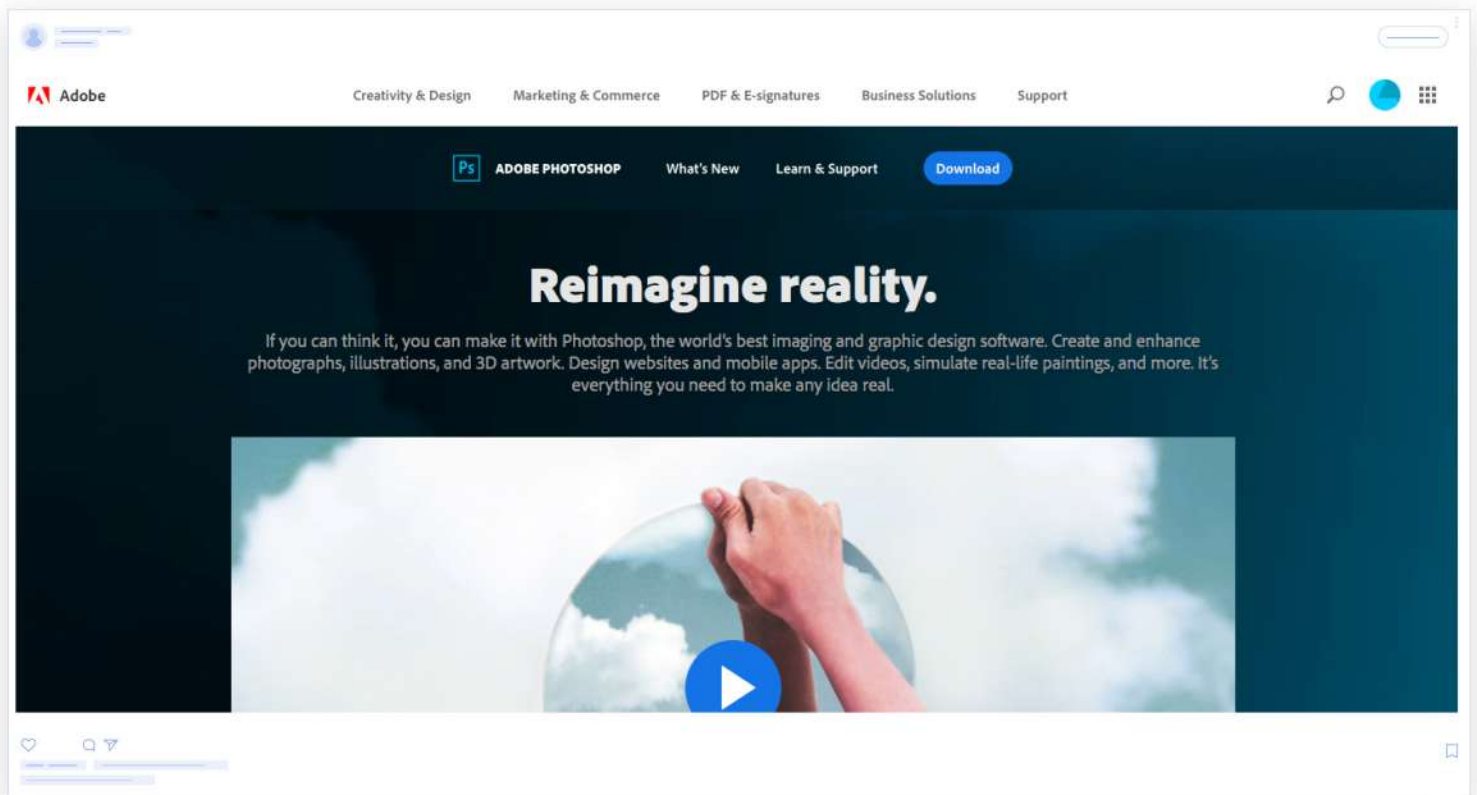


Word Swag

Free + In-App Purchases

Word Swag is a go-to for creating images with text overlay on the fly from your phone. Available on iOS and Android, Word Swag is a must have in your arsenal to quickly generate text images. It offers a wide array of stock photos and set font options. All you need to do is upload your photo, add text, and let your creative juices flow!



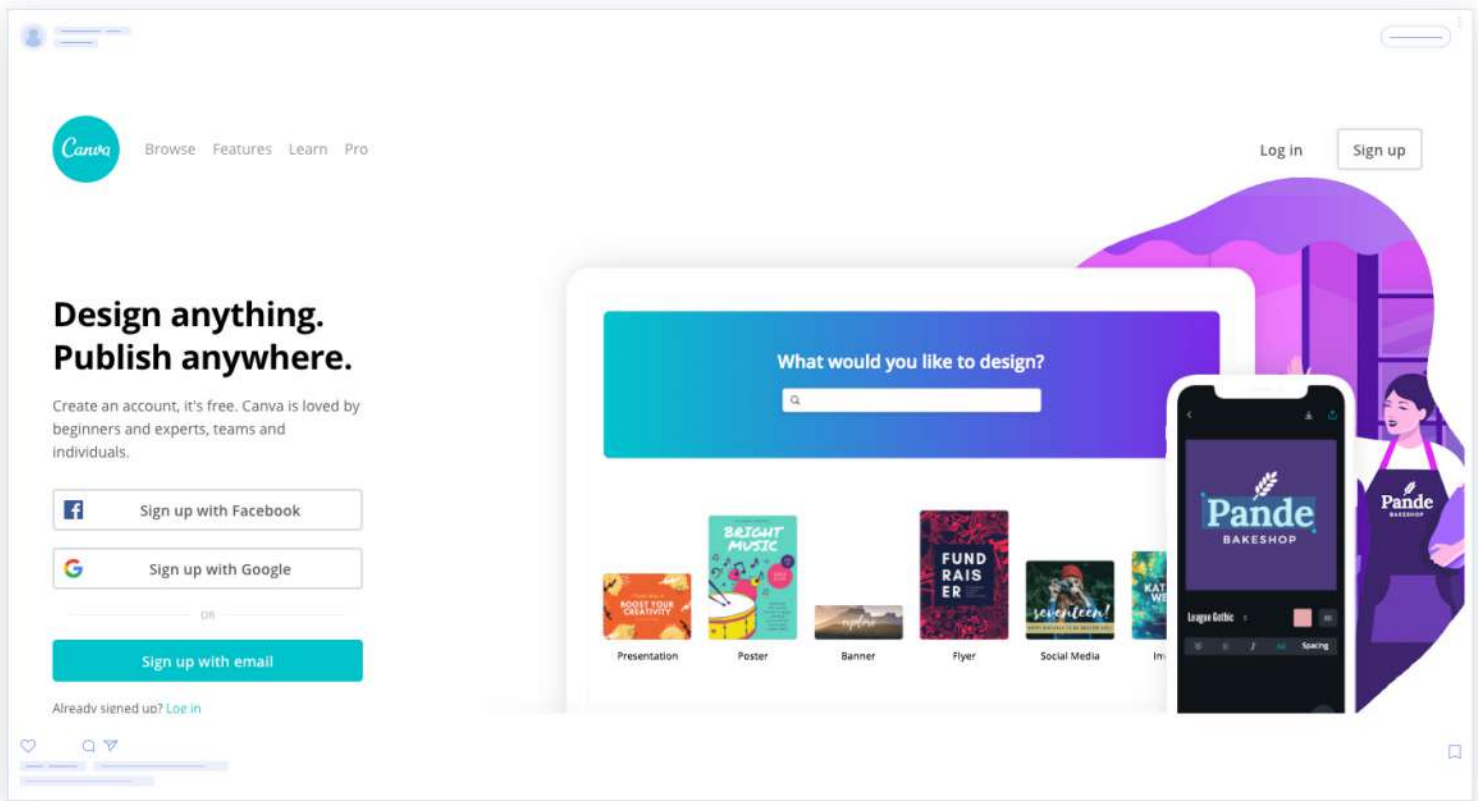


Photoshop

Pricing \$29/month & up

Photoshop is more for advanced users. It has been the go-to photography editing software for years now; however it does require some training. With Photoshop, there are endless possibilities for create from graphics, art, photographic, and more.





Canva

Free

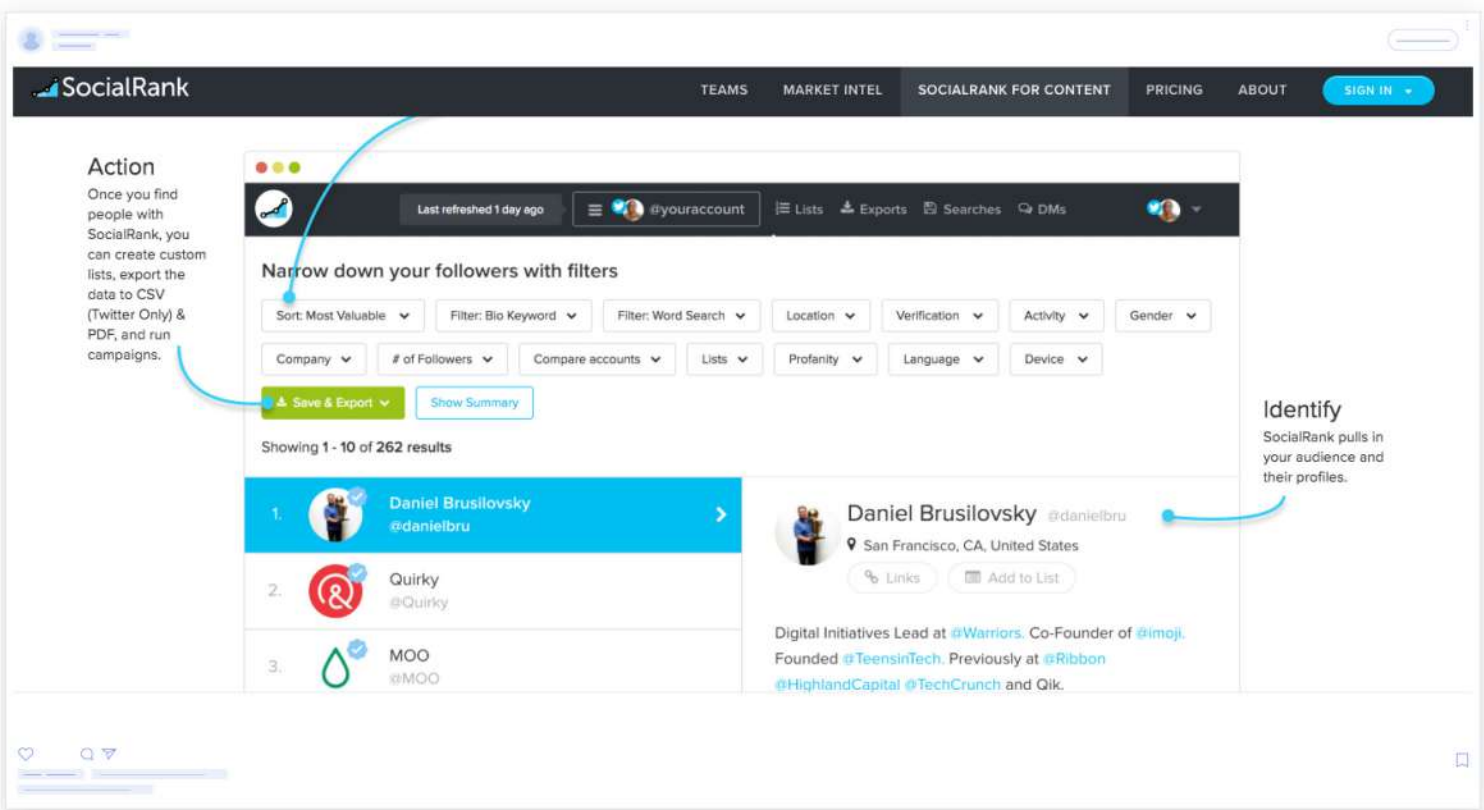
Canva burst on the scene a few years ago and has taken the marketing industry by storm. If you have not had a chance to use Canva, it will be one of your greatest marketing assets on and off Instagram. Canva is a visual content creation tool that comes with endless possibilities. You can choose your content type from 100+ options, and it is already sized perfectly to your platform (in this case, Instagram). Once inside the editing area, you have premade layouts designed by professional designers, elements, icons, and more.





Insights, Research, Tracking & Analytics

Analytics and research tools are frequently an afterthought. This is one of the top mistakes medical practices make when beginning an Instagram Marketing strategy. Don't go in assuming you understand what your target market wants or where they are. Leverage these free and paid tools to find out who they are, where they are, and what content is working.



SocialRank

Pricing: \$49/month & up

Social Rank is an intel and research tool for Instagram and Twitter.

It will allow you to take a deep dive and get a better understanding of exactly who your audience is. You can search, sort, and filter to find your exact target audience. It is also a great tool to leverage for finding Instagram Influencers in your target marketing.



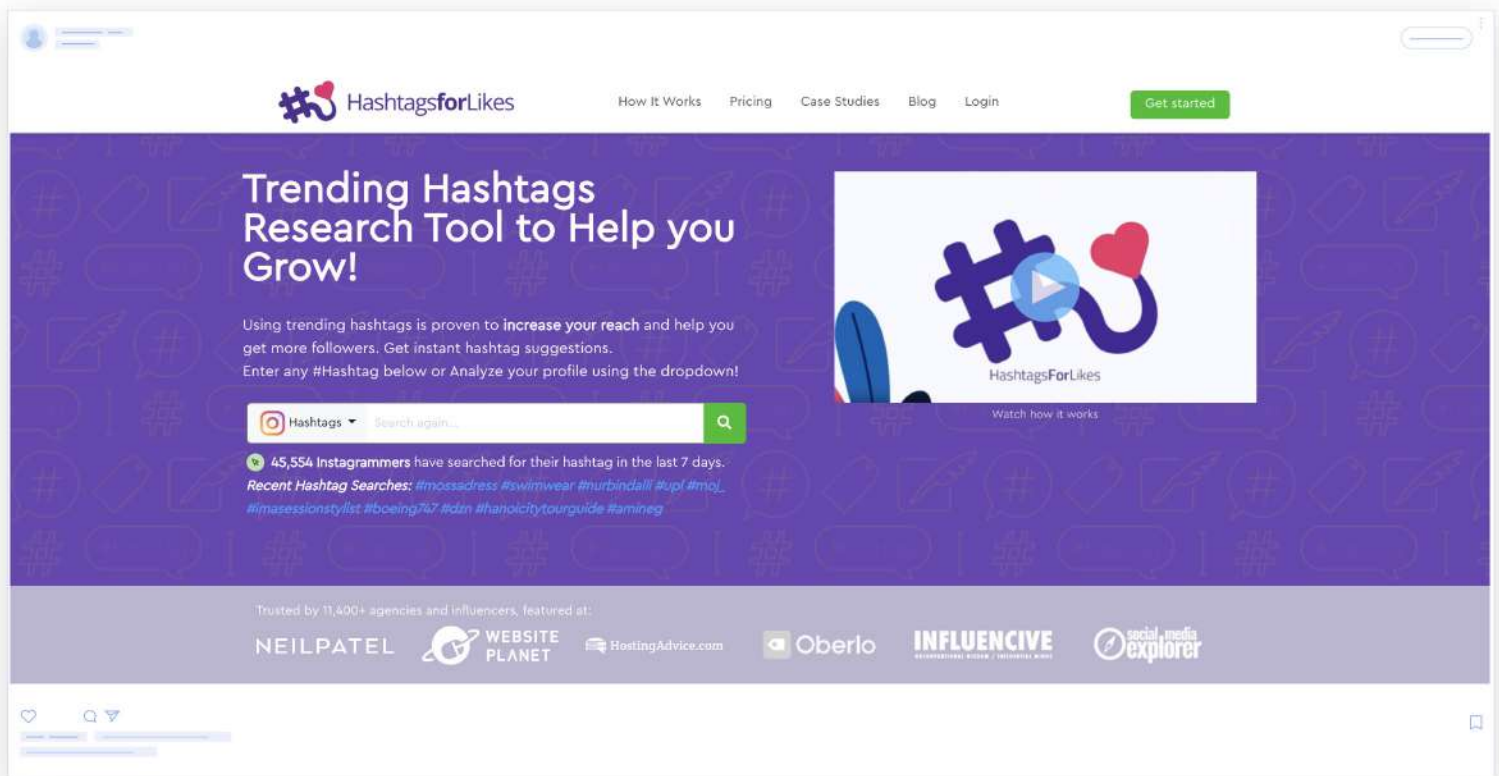


ICONOSQUARE

Pricing: \$29/month & up

Iconsquare is an industry-leading analytics and growth tool for Instagram accounts. It provides you a detailed breakdown of followers, what time of day is best to post, what content is getting the highest engagement, how many people clicked on your call to actions and much more. The monthly reporting allows you to export and customize each report you need quickly.

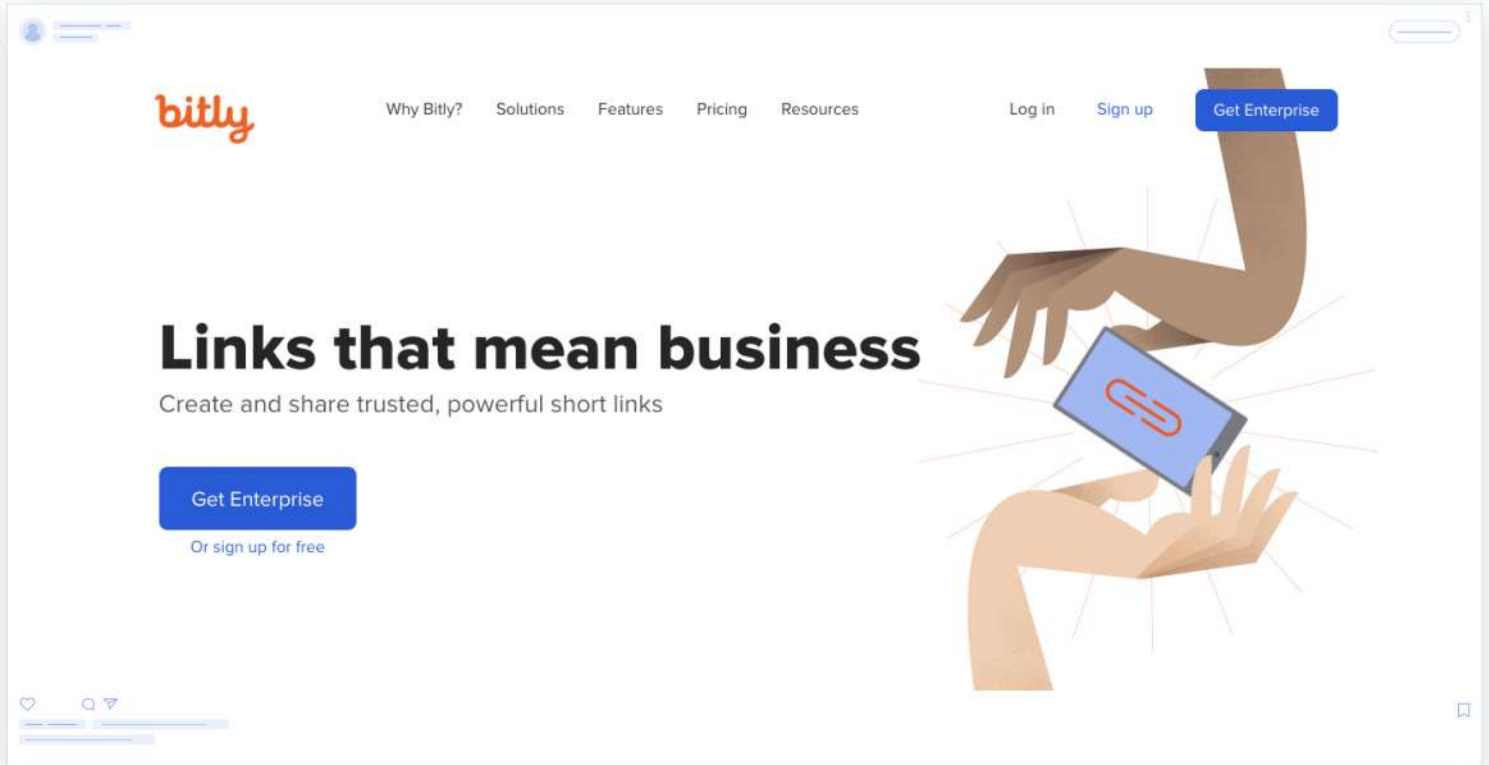




Pricing: \$9.99/month & up

Hashtags for Likes is one of the best hashtag research tools on the Internet. It allows you to quickly and easily find trending or relevant hashtags for your niche and target audience. It will also suggest new hashtags you might have missed related to your focus hashtags. A must have to maximize your post's reach and effectiveness.



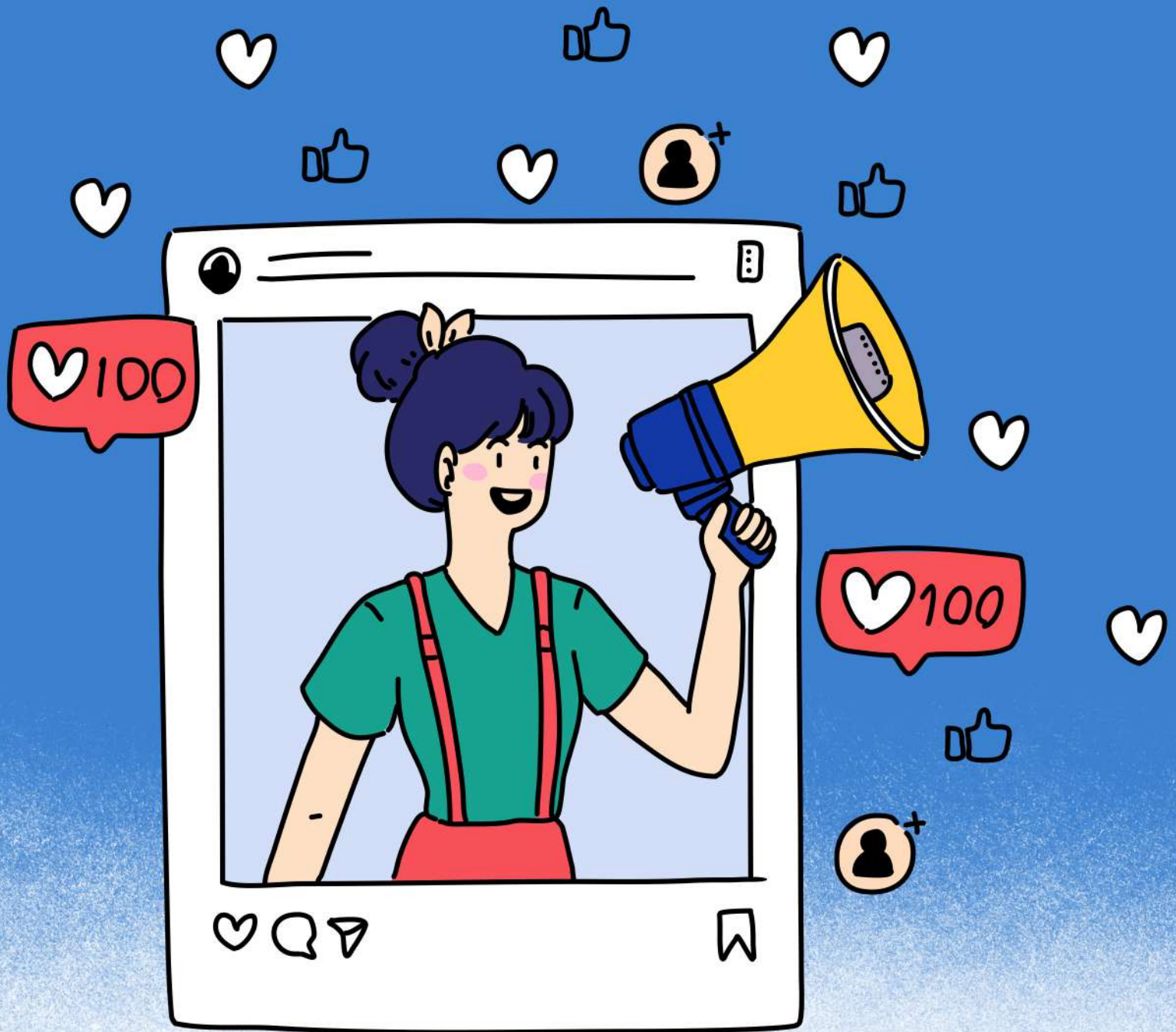


bitly

\$0/month or \$29/month & up

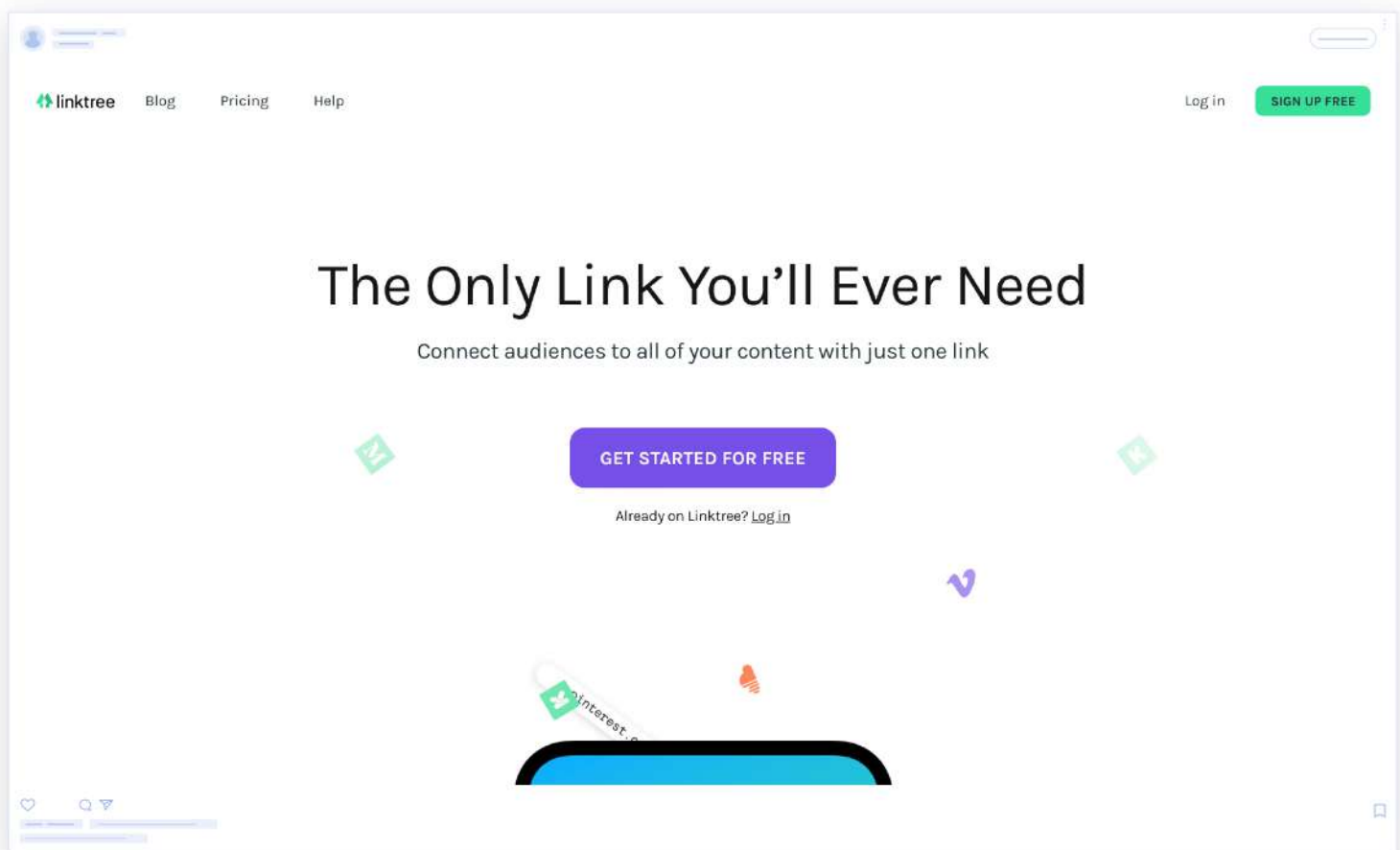
Bit.ly is a powerful link tracking and link shortening software. It is beneficial for tracking how many clicks the link in your profile receives to track traffic closely. Instagram's native analytics only track clicks on a revolving 7-day window so every day the data changes. Bit.ly allows you to create branded tracking links and easily see how many clicks they are generating in real time.





Miscellaneous

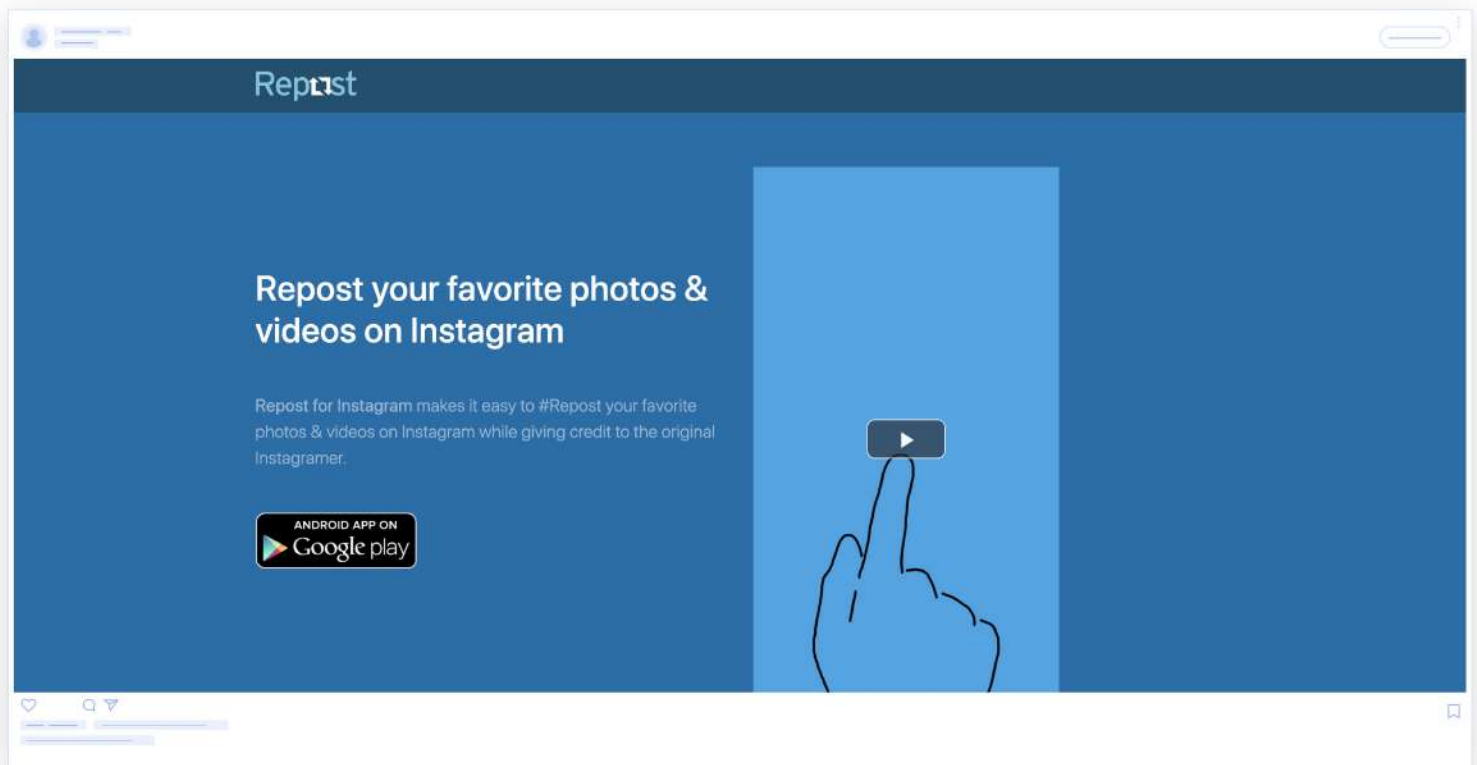
This is a list of random tools that need to be added to the tool belt. They may not fall directly under one of the typical categories, but it does not make them any less valuable!



Pricing: \$0/month or \$6/month & up

One of the shortcomings of Instagram is that you can only add one link to your profile. This can make it a pain to have to swap out or customize depending on the action or post. Not any more thanks to Linktree. Linktree generates a custom link for your profile. When a user clicks on it they are taken to an intermediate landing page where there are multiple links and CTAs. Never sweat the one link problem again.



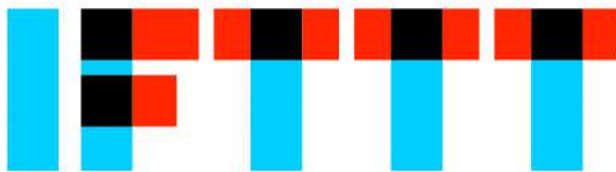
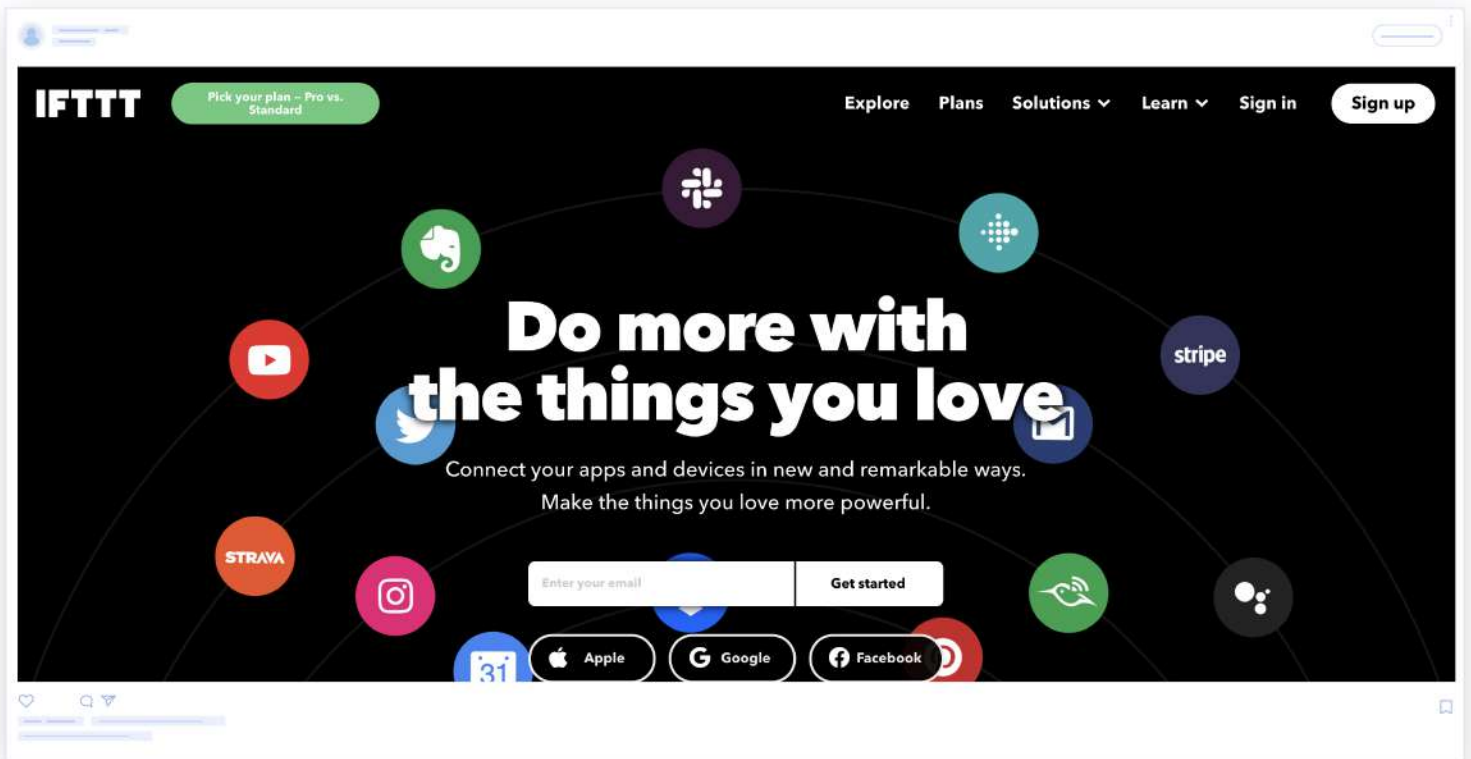


Repost

Pricing: Free

When it comes to social media, sharing is caring! To build an engaged community, you need to share and spread the love. Reshare is an iOS and Andriod app that makes reposting photos on Instagram from other accounts as simple as a few clicks. The great thing is it easily handles giving credit where credit is due to the original poster.





Pricing: Free

IFTTT or If That, Then This is one of the coolest and most powerful software hacks out there. If you are unfamiliar, go check it out. You could get lost for hours on all the cool things you can connect and automate with the platform. IFTTT leverages "applets" to connect products and perform automated tasks based on a set of conditional rules. Once you sign up and connect your Instagram, you can see all of the cool applets to streamline your Instagram game. A few options:

- Automatically post your Instagram Posts as Twitter Photos (not just links back to Instagram)
- Automatically post your Instagrams to a Facebook Album



Meet the Author

Justin Knott is the President of Intrepy Healthcare Marketing. He founded his agency in 2014 to bring a hyper-specialized approach to marketing for medical and dental practices. His primary focus lies in digital marketing, SEO strategy, and advertising to help practices generate new, targeted patients. Justin has been published as an SEO and marketing thought leader in dozens of online publications focused on business and SEO. His agency website was recently named one of the top 50 healthcare marketing websites on the Internet. In the last six months, he and his web design team have brought home eight website design awards including Best in Category at the prestigious Horizon Interactive Awards.



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