



Instagram

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Instagram is not the best marketing tool for attracting new customers and orders but everything on it is free, takes little time and it can certainly be used to build brand awareness and attract attention from potential new takeaway owners.

Instagram Before Launch

1. Set up account
2. Use Your Facebook Social Image as your display Image
3. Write your description: XXX Eats is coming soon. A local based online food ordering app with some great savings & takeaways not on any other app. (food emojis)
LAUNCHING SOON.



Initial Post

These can be the same as those you are posting on Facebook (see Facebook guide). Adding images to your story and timeline will help raise awareness of your brand. You can never be seen as a “spam” account through stories as they are optional click to for customers. Use stories as often as you can.

Follow other accounts

In your first week you want to build up a following and the best way to do this is to follow other accounts that have relation to food in your local area. Find the page of a popular local takeaway/restaurant and follow 100 of their followers each day for the first 7 days...There is no set rule on how many accounts you can follow per day on Instagram before a temporary block is triggered on you, but 80-100 a day is about right and shouldn't cause you any problems.

Follow takeaways

After your first 7 days you will have a bank of posts (the same as the ones on Facebook) and your page will be beginning to take shape. Now is the time to start following all takeaways and restaurants in the area. This will help when making approaches as some of them will then say "I have seen that" - Be sure to wait until you have a bank of posts etc on the page before following them so they are not seeing an empty account. Continue to follow your 80-100 users per day.

Launch Description

Your Local Takeaway App is here! Order the food you love from your favourite local takeaways all in one place with exclusive deals and discounts. Download the app (down arrow emoji)

Hashtag

Adding a hashtag to a post will increase the amount of people that see it. People will search and follow certain hashtags they're interested in. They will then see & like your posts even if they don't follow your page. It is important to vary the hashtags you use. (if you use the same hashtags all the time, Instagram will flag your account as spam and hinder your reach). Use a combination of local hashtags & generic ones. Even if someone likes your post that lives miles away from your area, that engagement will make it more likely that people within your area will see your post on the feed/ explore page.

Launch Link

Use "onelink" (see Facebook guide) to create your app store links and add this to your URL. If you sign up (free) you can edit the text on your link so it looks less spammy. <https://www.onelink.to>

Post Launch

You can either continue the pattern of copying and pasting from Facebook or create fresh posts for Instagram. Continue to follow followers of restaurants / takeaways / local food review sites.

Tag Other Accounts

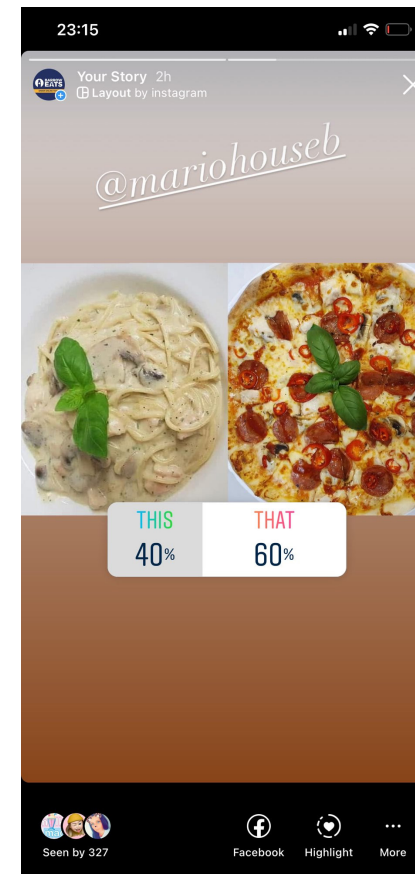
Tag your takeaways if you are posting about them, if there are other local accounts (food review pages, popular local pages, national food review pages), feel free to tag some of these too, this will help your post optimise it's reach. However, don't spam the same accounts with tags in all your posts as it will quickly annoy them.

Tag Location

Use the location tagging tool to tag location of takeaways. Or if they don't show up on the listings, simply tag the town/city. This will ensure your posts are more readily available on the 'discover' tab.

Story's

It is important to keep customers engaged with you stories so they appear at the front of their timelines. Stories that contain questions and polls are great ways to encourage engagements. See the example below for posts that drive high engagements.





**LOCAL
EATS**

**Contact Us If You
Have Any Questions**

