



Instagram Power

Jason Miles

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The essential guide to marketing and building your business on Instagram - today's hottest social media platform

While other social sites are declining in popularity, Instagram is hotter than ever--and shows no signs of cooling off any time soon. But it's not just users that are flocking to the site, marketers love it too. With more features and marketing capabilities than ever, Instagram is a channel that smart marketers can't afford to avoid.

Filled with proven strategies from leading Instagram experts this updated edition of *Instagram Power* walks you through the steps of setting up your account, actionable monetization methods you can use, and how to integrate the social media platform into your complete marketing approach. With 15 new chapter subsections and revisions throughout, the book shows you how to leverage all the new features, including Insights, IGTV, Shop-able Posts, Stories, and Instagram Ads.

You'll discover how to:

- Leverage Instagram to build and strengthen your business or personal brand
- Design an effective marketing plan for the platform
- Sell directly on Instagram with Shop-able posts
- Avoid common pitfalls, and much more

If you're serious about marketing, you need to tap into the power of the world's most popular photo-sharing platform. This guide offers a road map to achieving Instagram marketing success.

Instagram Power Details

Date : Published February 26th 2019 by McGraw-Hill Education (first published January 1st 2013)

ISBN : 9781260453300

Author : Jason Miles

Format : Paperback 288 pages

Genre : Business, Social Science, Social Media, Nonfiction

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From Reader Review Instagram Power for online ebook

Jessica says

4.75

Betty Key says

Instagram Power, 2nd edition covers it all. Jason Miles starts by telling you how to find your “tribe” - the people that have the same interests as you. He then covers the very basics – like what the icons mean and what to do with your “profile”. There are LOTS of resources included.

Publishing/Posting is so important – everything is covered: how to do it, what types of things to include, various ways to publish and how to use them. The book talked about things I’d never heard of (since I’m a newbie to Instagram), i.e. Instagram Stories, Story Highlights, and IGTV.

Jason also covers your business profile settings and gives all kinds of tips for content, style, and photography. It’s not just a “how to” book; it also has a lot of information and resources for marketing your business.

Lastly, Jason covers advertising and working with “Influencers” and even the steps to become an “Influencer”. Then, he provides a bunch of resources for everything from photo management, video editing, and hashtags, to additional coaching, training, and tools.

ShaNawn Strong says

Instagram Power, Second Edition is well written, easy to understand and implement and jampacked with invaluable information. I have highlighted, underlined and marked up my ARC and will read over and over again. Must read for anyone marketing a small business!

Anne Quade says

This book is a the perfect guide to stepping up your Instagram game

CarolCodes says

This book has been revised to discuss the many new features added to Instagram since the first edition was written and to better emphasize the business benefits of using Instagram to promote small businesses. I read a pre-release ARC for this review. The content of this book is significantly supplemented by an Expansion Pack, downloadable from a website; as the website was not running this far ahead of the book's publication

date, these comments are based solely on the content within the book itself.

The book opens with a walkthrough of the Instagram interface and features made available to Instagram Business Accounts, which are a superset of those for regular Instagram accounts. This is followed by eight chapters on applying Marketing skills and principles to Instagram -- constructing and delivering the essence of what your business is about. The marketing discussion is followed by an overview of advertising approaches that can be added to your Instagram management plan after your core marketing approach is established. Near the end of the book is a chapter listing many resources (tools, books, business services) you can explore to more easily or more thoroughly handle your business's Instagram presence and to develop your marketing knowledge. The book concludes with a chapter on options for continuing to learn on your own as technology and your business needs change.

Jason Miles identifies his tribe as small business owners, and I think established businesses new to Instagram will likely benefit most from his book. If you are already savvy about marketing basics, there's plenty here to help you navigate Instagram technology, from the basics to more advanced approaches. I am new to Marketing theory and basics, which created some confusions for me, especially early on; as I read further, I learned from the book and those confusions diminished.

I was hoping to find some discussion, somewhere in the book, on balancing personal use of Instagram with business uses of it, but even where using multiple Instagram accounts is addressed, all the accounts discussed have business purposes. Although I was hoping to find this material, it does seem to fall outside the scope of training small businesses to improve their marketing using Instagram; businesses do not have personal personas. It may also have to do with the concept of "*you* are your brand" and the reputations individuals build which turn them into commodities in a business sense; it may be a marketing precept that once you take on a business role, you become a business entity. I will have to read further on the topic.

Although the walkthrough of Instagram's current interface seems likely to become dated over time, those details make utilizing the current features highly accessible. The core marketing content and instruction on how to use those features will remain valuable long past any major interface changes. The presentation is thoughtful, detailed, and includes gentle coaching on how to keep yourself up-to-date with any changes to the Instagram service or to marketing and advertising trends on Instagram. This book should be useful for small businesses with stable supply chains of products or services and should help those businesses improve their use of Instagram.

Rupen Doshi says

I think this is an absolutely amazing book. I will go as far as saying, that this could become the bible for Instagram success. There is so much depth in the book plus the step by step manner in which this book holds your hand will make it hard NOT to succeed!! As usual Jason has over-delivered again. The chapter on becoming an Influencer was fascinating. For a newbie, i understood it more upon second reading and appreciated the book more
Go grab the book. I highly recommend it.

Naomi says

Read my full book review: <http://bit.ly/1dPa8ol>

My opinion: I consider this book to be an excellent intro to Instagram for novice social media users.

The author has laid out this book beautifully including marketing plan development, hashtag applications, downloading photos, etc. in a concise format with easily laid out terms/instructions that allows for easy absorption by even the most novice of professionals. I absolutely loved the power tips with what and what not to do, including case studies. This book is an incredibly short read (180pp), more meant as an instructional manual.

I will be purchasing this book with plenty of additional note taking to be done.

Brian Allen says

Instagram Power, 2nd Edition, 2019, by Jason Miles, is an excellent book. Helpfully organized, it takes a new user through basic setup and functionality; takes a moderately-experienced user into effective marketing tools for engagement and sales; and takes experienced users and teams into long-term strategies for success.

The author uses a conceptual framework he names POWER:

P - Prep for success;

O - Organize the message;

W - Wow with marketing;

E - Expand and scale the marketing;

R - Refine for continuous improvement.

There are actionable items on virtually every page, from daily audience building measures, to longer-term planning, to finding influencers and what to pay them.

The book can be read in sequence, or, because of the detailed table of contents, a specific topic can be easily accessed. The writing style is friendly, to-the-point, as if Jason is sitting next to you explaining things. Wide and deep research has gone into the making of the book.

This is an all-in-one compendium that will help the reader harness best practices for ever-growing success with Instagram. If you are someone whose learning style prefers reading, this is an especially useful book.

I was given an Advance Reader copy of the 2nd Edition for review, but otherwise will gain no other benefit from leaving this review.

Lara says

I am a Social Media Community Manager. I am always trying to learn more about social media and how to

leverage its power to promote business for small business. I tackle one social media venue at a time. I will be recommending this book on Instagram to anyone who is in a small business and to anyone who wants get the most out of Instagram I found the information in the book to be very informative. It helps to have a published author to quote when trying to sell my business expertise. Sometimes small businesses need that little extra reason. This book has been that for me. I personally will be using what I learned to enhance my strategies for future clients and to reaffirm what I already have. I am recommending to my fellow thought leaders to use. That is the business side of the review. I just plain ole love Instagram.

Kirstine says

I learned so much about Instagram from this book. I never knew how many tools were available to help with your Instagram account until reading this book. It is well written and easy to understand. Lots of examples are given which helps makes it easier to follow. I discovered so many tips and tricks I was not aware of. I absolutely recommend this book to anyone who is trying to grow their Instagram account. I was given an advanced copy in exchange for my honest review.

Jerome Baladad says

If you believe and agree that most people all over the world are migrating to the use of mobile devices in connecting with the rest of the world, then you need to find time to read this book on using Instagram for your endeavors. The book is about the app that has been specifically designed for mobile devices until its developers decided they would have the app present too in a desktop format. The book gives helpful information on using Instagram to do marketing of your self, your business, your brand, and other endeavors that need people to be considered 'remarkable' in the vast market that the internet continues to open up to everybody in the whole world. And it's commendable that it's written by someone who has actually used the Instagram app to become more effective in marketing his business. It's relatively easy to understand if you've already started using the Instagram app for some time by the time you've got hold of this book.

And if you feel dreadful with the idea that it could be another typical business book, then you can consider just checking this book out for some of its useful tips on how to best use Instagram to your benefits. Just don't attempt to read it if you've never done social networking before, or you're just using a celfone that you can't use to access any other areas of the internet. You'll just get frustrated.

Crissy VA says

This is a great book for business owners and those into social media marketing. Owning my small business, I want to take advantage of every avenue the Social Media world has to offer. I enjoyed this books, the tips, putting Instagram on Facebook, how to get interactions, more followers, etc. all are what we are focusing on currently. I will keep this book to refer back to on a regular basis as we try to gain more followers and products adding onto Instagram. Excited to implement what I've learned.

I received this ARC book from NetGalley for my honest opinion.

Joy Carrick says

I've been using Instagram for years, but never really worked out how to effectively get results from my posting (eg more real followers, interaction on my posts and potentially sales), so I was really excited to be able to get an advanced reader copy of Jason's Instagram Power.

There are a few sections where it refers to a website and downloads that I can't comment on as that part won't be available until the launch of the book. But it sounds like it will be really useful. That being said, even without access to the website, the book has a heap of useful information and a lot stepped out that you can do straight away.

I've read through it quickly once, and was really impressed by the amount of information. I'm looking forward to reading through again and writing out a plan for my Instagram account as I go.

My first impression is it's a great book, for beginners and more advanced users. The start covers what Instagram is, how to set up an account if you haven't already and the different types of posts you can create. It then goes into more the nitty gritty of planning your posts to be most effective and finding your 'tribe' (a term I actually dislike, but understand why it's used).

I was happy to see some information for charities, service based businesses, and local based businesses - which I think would be a bit harder to market to generally than product based businesses. But reading through that section, and the interviews makes it seem less daunting and how Instagram can be as effective for them.

I'm really looking forward to putting it all into action and seeing better results than I have been getting.

Lisa Niver says

Instagram: Simple Steps to Join the Mobile Photo Revolution

While teaching elementary school, I once remarked, "I have a video camera but I don't know how to make a movie." One of my fifth grade students, Hannah, said, "Don't worry Mrs. R, I will stay in at recess and teach you iMovie." In case you don't have a student around, I can highly recommend Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures by Jason Miles to quickly get started with this powerful tool.

This book shares success stories and easy steps to get started with the latest social media winner. My husband, George, is building our brand on Instagram and with Miles' steps and coaching from a friend's eleven year old, we are making progress. Recently, we were on the plane with students studying in London who gave us more assistance on the road to social media greatness.

Do you think you don't need social media or a mobile site? Think again.

"According to analyst Mary Meeker, at the end of 2012 there were 5 billion cell phones in use globally.

(Global Trends Report) The planet has 7 billion people, but many of them are children." And really many children are also on their phones!

2013-12-12-instagrampower.jpeg

When I consult for social media, many people ask me: "Oh no! Do I have to learn another platform?" The answer is yes. As Miles reports: "In August 2012, Instagram passed Twitter in terms of daily active users on mobile devices." It is important to pick the social media platforms that match your audience but remember: "Recent statistics indicate that roughly 5 million Instagram images are shared every day."

One of Miles' top tips for Instagram is including captions. We took his advice and downloaded InstaCap but our friend, Dean, recommended InstaMag, which we are enjoying more. We heard early on from our 10-year-old consultant, Ashley, that we needed captions. At first we thought that meant what you write under the photo in the explanation part but it means words that are physically on the photo.

Using his examples and instructions, you can use Instagram well without it taking over your life. We have only just begun on this platform and as Miles remarks everyone starts with no followers but we are growing!

It is worth the effort to make a plan to "Follow the people who liked your product images...and leave comments frequently on many people's images." It is important to follow Miles' advice that comments "be focused, be intentional, and be sincere." We appreciated his practical help on how to take a screenshot. "Simply navigate to your website, look at the image, and on an iPhone press the Home and Sleep buttons at the same time. The image you're looking at will be saved as a picture in your photo album." This is a great way to get photos of your website on Instagram.

Remember, "People like images that stir them emotionally: vacation destinations, sandy beaches, gourmet cuisine, sunsets, shoes, dresses, pretty places, and pretty faces." Think about what you can share but 2-3 images a day is more than enough. We followed his advice and our Instagram images also go to our twitter and Facebook fan page. Our next step is to "set up the Instagram social sharing buttons to point to the web version of our Instagram profile" on our website. We want to make it easy for people to follow us on our new platform. We have shared the address in twitter; Facebook and it will be in our next newsletter.

"Frigyes Karinthy originally suggested the idea that everyone in the world is within six degrees of separation or less." Using social media I have found I am now often only one or two degrees separated from anyone I want to connect with online. I can highly recommend this book and you are welcome to join us on any social media platform!

About this Review: Lisa Niver Rajna is a traveler, writer and social media ninja. She and her husband left the USA in July 2012 and have been on the road ever since. Follow their journey at We Said Go Travel or on their newest platform: Instagram!

This review first appeared on the Huffington Post at: <http://www.huffingtonpost.com/lisa-ni...>

Miranda Barzey says

Fantastic book! Really breaks down marketing strategy specifically for Instagram's mechanics. Also reminds you to take advantage of all possible elements in this minimalistic site. Reading this book has made me super

excited to start really digging into instagram to drive sales.
