# 4 Surprising Benefits of Using Instagram for Your Business

If you don't know by now, Instagram is a compelling platform for creating visual content for your business. With more than 300 million active users, Instagram has grabbed the attention of a growing number of large and small brands. If you've never considered utilizing Instagram in your overall marketing strategy, here are four unexpected benefits that you should consider.

**Connect with Your Customers**

When it comes to engaging with customers, most people think of sites like Facebook and Twitter as the go-to social media platforms to connect with fans. However, you may be surprised to learn that Instagram has one of the most active and engaged user bases of all the social media platforms. With high engagement, Instagram is the perfect site for your business to connect with customers, listen to feedback, and build stable relationships through the conversations you can start.

**Learn What People Like**

Your audience members could already be talking about your business on Instagram. This is especially true if you have a brick and mortar location where customers can visit. People love to share images from different places that they've visited, and when they tag your site, their network will see it, providing customers the opportunity to market your business on your behalf.

**Reach New Audiences**

One of the easiest ways people can discover new content on Instagram is through hashtags. When someone includes a hashtag in their post on Instagram, a link is created. Through this link, you can view all of the photos that have been shared using that particular hashtag. You can also use hashtags to find potential customers. With Instagram's' Discover tab, you can see photos and connect with other users that are relevant to your business.

**Generate Sales**

It has never been easier and more affordable to create professional-looking photos to highlight your services and promote your products. As a result, Instagram is doing more than generating engagement; it also helps to drive sales. One report from Shopify found that the average price tag for a sale driven by Instagram is $65, compared to Facebook's $55 and $46 for Twitter. It is essential, however, that you don't just fill your feed with product photos with the same caption asking people to buy now. Instead, find creative ways to display your products and let your images speak from themselves.

If you want to grow your business with social media, don’t forget to create a strategic plan for utilizing Instagram. With these four unexpected benefits, Instagram has become a powerful business marketing tool that has been proven to help businesses find success.