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# Instagram Impact

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Social Media Marketing  
that packs a **PUNCH!**

**Mark Anthony**

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Demolition Marketing Masterclass



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# Intro

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# 1

DemolitionNews has long prided itself on being an early adopter of any system or solution that might help us reach a wider audience. We were quick to embrace YouTube to allow us to share our video content beyond the confines of DemolitionNews.com. We were among the first to spot the growing potential of podcasts in the business-to-business arena; and our Demolition News Radio show has since won a global audience. And, of course, DemolitionNews.com itself is built on a blogging platform.

Similarly, we are active on Facebook, Twitter and LinkedIn, each of which allows us to interact with readers, subscribers and followers where they prefer to be.

But, to be entirely honest, even though we have had an Instagram profile for almost five years, we never took it particularly seriously. In fact, like many of my generation, I had largely dismissed the platform as “one for the kids”.

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But then I made a decision that would have a remarkable and lasting impact upon our Instagram account. I consulted with someone in their 20s. That someone was my son, Fred, and his take on the immediate future of social media was very simple indeed. “Twitter is dying, and Facebook is used mainly by mums keeping track of their children,” he insisted. “Instagram is the next big thing in social media. And, as demolition is a very visual industry, it will be the place to be in the next few years.”

Based almost entirely upon the gut-feel of a 20-something, we went “all-in” on Instagram in January 2018, initially growing our global following to 15,000 people. We then set our sights on catching an existing demolition-related account that – at the time – had around 20,000 followers. We overtook that account in the space of around four months and we have gone on to become the world’s largest demolition feed on the whole of Instagram.

Through an ongoing process of testing and refinement, we have since taken that following to more than 90,000 at the time of writing. We firmly expect to surpass 100,000 followers by Christmas 2019.

Now, I know what you’re thinking. A large number of followers is great for the ego but it does precious little for your business. If you **ARE** thinking that, you’re wrong. Instagram is now the largest single source of traffic to DemolitionNews.com. We have sold books and merchandise through the platform. We have added almost nine percent more DemolitionNews.com subscribers via Instagram. And we have even monetised the platform itself, charging equipment manufacturers, importers and dealers to post **THEIR** content on **OUR** feed.

Based upon all of this, we have decided to share with you our secrets to Instagram success. Obviously, your business will be very different from ours so you are probably not seeking subscribers or to sell advertising.

But, like any form of marketing, Instagram is all about playing the percentages. If your Instagram posts are being read by just a few hundred individuals, the chances of you achieving any kind of sale are slim in the extreme. But if that few hundred becomes a few thousand or tens of thousands, then the chances of you making a firm connection, attracting some meaningful

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customer engagement, and actually making a sale just increased exponentially.

Now we know that demolition can be an unsophisticated and conservative business. So this book has been written not for geeks and spotty teenagers but for real demolition men and women.

All of the principles that follow have been tried, tested and proven by us – These lessons are based upon fact, not anecdote. And if you follow these simple guidelines, you will see your Instagram presence grow; you will see an uptake in audience engagement; and you might just secure a sale that you might have missed without that Instagram Impact.

**Mark Anthony**





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# Content is King

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## 2

The average Instagram user has the attention span of a goldfish with short-term memory loss issues. They will scan through their Instagram feed just as quickly as upward swipes of their thumbs will allow.

You have a split second – sometimes less – to stop them in their tracks and to make them take notice of what you have to show and what you have to say. That means that the photos and video that you place on your Instagram will need to be eye-catching and instantly appealing.

Same as it ever was. No attachments manufacturer in their right mind ever chose to go public with a corporate brochure featuring photos of hydraulic hammers lashed to a wooden pallet. And yet that is precisely what many choose to do on Instagram. That doesn't cut it with the switched on and media savvy Instagram user.

Before you give up at this first hurdle, let me reassure you that you haven't got to invest in a fancy new camera

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or employ the services of some latter-day David Bailey. In the age of the iPhone, we each carry with us a high definition camera that would have been the envy of professional photographers just a few short years ago.

Furthermore, those phones can be energised still further with free apps such as Snapseed that can take a pretty average-looking photo and convert it into a visual masterpiece.

It is worth remembering that the primary objective here is to get your followers to stop and take note. And there are several ways to accomplish this.

If you choose to post a single, stand-alone photo, make sure it looks as good as it possibly can. Use apps and in-built filters to make it stand out from the online “noise” on Instagram. And **REMEMBER**. Make sure that your photo is either square or portrait-shaped – Landscape-shaped photos take up less screen real estate and are, therefore, less likely to grab the viewers’ attention.

Another way to make viewers stop and interact – albeit temporarily – is to post several images at once as a “slideshow”. You can post as many as 10 in this format (although we would strongly recommend that you select the strongest

and most visually-striking image as your lead photo) which means that your followers can then scroll across to see more images with which they might engage.

In our experience, however, video works best. We now have several posts that have exceeded one million impressions and countless others that have achieved views in the high hundreds of thousands. But even our best-performing photos have gained only around 10,000 likes. Video allows you to tell more of a story than a single or even multiple photos. It affords you more creativity. And – most importantly of all in the sphere of Instagram, it allows you to hold your followers’ attention for up to a minute (the duration limit on all Instagram videos). Just one other quick point. Videos also work best if they are uploaded to Instagram in either square or portrait-shaped format.



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# Hot Tip:

**Grab yourself some free photo and video editing apps to make even hand-held images captured on your mobile device look like a visual masterpiece.**



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# Keep it social, stupid

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Have you ever walked into a customer's office, thrown a brochure on his or her desk, and shouted “**buy this**” in their face? Of course not. And yet, that is seemingly the approach favoured by a good many companies utilising social media as an extension to their sales and marketing efforts. If you are are looking for a way in which to constantly sell, sell, sell, then Instagram probably isn't the platform for you.

In his book “Jab, Jab, Jab, Right Hook”, media tycoon and Instagram giant Gary Vaynerchuk likens selling on social media to a boxing match in which you “soften up” your customer with an ongoing series of jabs or non-sales oriented messages and posts before ultimately delivering what you hope will be the knockout punch or the right hook (apologies to all those southpaws out there).

That is precisely the approach that we have taken here at DemolitionNews.com. We post three times per day, seven days per week. In a typical month, we might post

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almost 100 times, more if you take into account Instagram Story posts. But we limit our “sales” posts to a maximum of just one or two per month.

The rest of the time, we are delivering what we believe to be valuable content that our followers might find interesting, insightful, educational or entertaining. We will regularly “link-out” to other content they might find useful (audio, video, additional reading, etc) to continually demonstrate value and to earn their trust.

Only when we have done this will we consider hitting them with that “right hook” sales pitch.

Of course, our use case is different to that of an equipment manufacturer or dealer. We consider it a “win” if we attract an additional subscriber to the DemolitionNews.com newsletter or a new listener to the Demolition News Radio podcast.

And yet, those same rules apply just as keenly in equipment sales. Your customer might not be ready to buy just now. They might be planning for a project that doesn’t start for another month or another year. But if you can provide them with something meaningful and lasting – a link to a brochure, a

video of your product in action, a white paper or customer testimonial discussing a specific application – you will be at the very front of their mind when they do finally decide to break out the cheque book.

Ultimately, like any form of sales and marketing, Instagram should be about building trust, establishing relationships, and forging bonds. Sell too hard or too soon, and your Instagram presence will wither and die.





# Hot Tip:

**Focus on delivering value  
before you even consider  
delivering a sale.**



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# Tag Talk

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## 4

On some social media platforms – Facebook, for example – hashtags are all but pointless. On Twitter and LinkedIn, they are the icing on the cake, an additional coating that might just result in your post being discovered by someone that you might not normally reach.

On Instagram, however, hashtags are not just the icing on the cake. They are the whole cake and the cherry on top.

Hashtags are the primary source of “discoverability” on the platform. Users will use hashtags to find the types of content they are seeking long before they search for an individual company. In order to make your content as easy to find as possible, you must first think how your chosen audience might think.

So, for example, DemolitionNews wants to be found by anyone searching for demolition. But that single hashtag is not enough. And so, we double-up, using

#demolition and #demolish. We then throw in #deconstruction for good measure as that might also be a user's preferred search term. We use #wrecking because we have a strong presence in the US market and that is a term favoured there. We also use #demolitionequipment when we're posting specifically about demolition equipment, and we support that with #heavyequipment because some Instagram users might be looking for mining and quarrying equipment but might like what they see on our page.

And don't be shy. Instagram allows you to use up to 30 hashtags (although 30 does tend to look a bit untidy on the screen). But I tend to look at hashtags as lottery tickets: why rely on one lottery ticket to deliver the win you're looking for when you can use 10, 15 or 20 at no extra cost.

Just one small word of warning, however. It might be tempting to add a high volume hashtag to your post - #justinbieber for example. Don't bother. For one thing, there are so many posts relating to Justin Bieber out there that yours will just be consumed and lost for all eternity. For another thing, even if this does get a "Belieber" to check out your feed, (a) they're unlikely to stick

around once they see you sell excavators, and (b) they're highly unlikely to require your products and services anyway.

Despite all I have said about the size of our following, that metric really only applies to us. If your company manufactures a very specific form of demolition debris screen and there are only 20 companies in the world that might buy one, you need 100,000 followers in the way a fish needs a bicycle.



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# Hot Tip:

**Store your preferred and most-used hashtags in the Notes app on your phone so you can simply copy and paste them as and when required.**



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# Get Engaged

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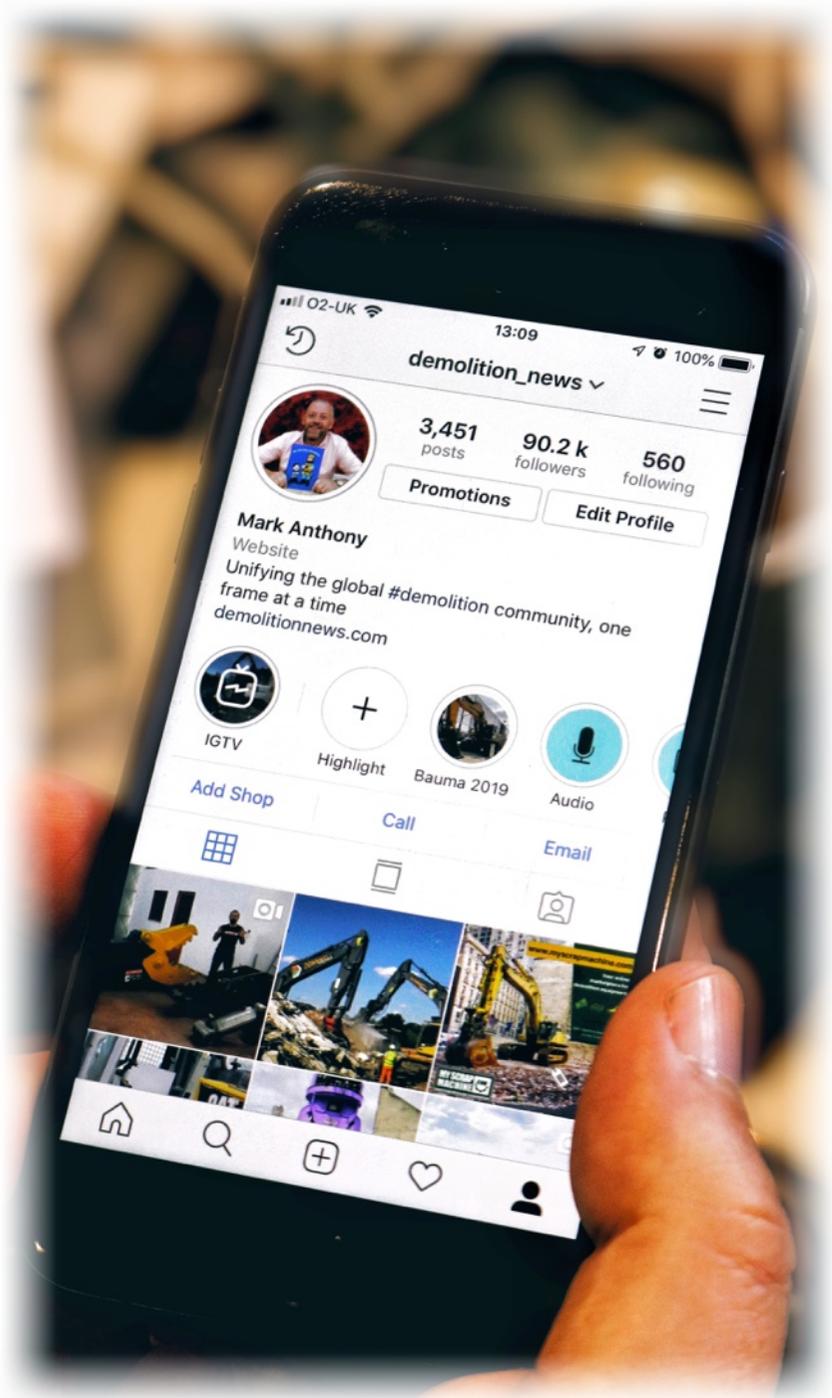
On the basis that you're seeking to establish, build and strengthen relationships with those that choose to follow you on Instagram, it is vital that you engage on the platform and that your feed is not simply one-way traffic.

If you are to establish a growing following, it is **VITAL** that you engage with your audience. If someone follows you and if their content and location is appropriate, consider following them back. Like their photos and their videos. Leave positive comments. If your followers post content that your friends, colleagues or fellow Instagram followers might find valuable, consider reposting it and sharing it among your audience. In short, view Instagram as an additional medium through which to communicate with existing and potential customers.

With that in mind, you **MUST** pay attention to the Direct Message (DM) area of your Instagram profile. This works in much the same way as email and – as the name suggests it allows your followers to communicate

with you directly. However, despite the fact that “it all goes down in the DMs” is a term that is bandied about on the platform all the time, this is all too often overlooked on corporate and company accounts.

Regardless of who actually manages and monitors your company Instagram account, they absolutely **MUST** maintain a watching brief on the DM area and respond to messages and enquiries promptly. IN the modern world, no-one expects to wait 48 hours for a response to an email. That need for instant gratification is polarised still further on Instagram where a few hours is considered excessive.



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# Hot Tip:

**When posting a photo or video, try asking a question that requires more than just a thumbs up like in response. Drive engagement by giving your audience more to do than simply look at a nice image.**



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# Consistency Counts

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Although streaming services such as Netflix and Amazon Prime and the advent of the TV boxset have changed the broadcasting landscape, there is still much to be said for broadcasting to a schedule. And this applies as much to your posts on Instagram as it does to the makers of Eastenders.

It makes sense. Unless you know the customer exceptionally well, you are very unlikely to make a sales call on a Sunday when they're probably with their family. Likewise, you probably won't get far if you make sales calls at 3 am in the morning when your customer is probably fast asleep.

Instagram is precisely the same. It pays to post when your intended target is most likely to be watching. And it pays to post to an established (and achievable) schedule. We would recommend that you post more often, at least while you're growing your following. But if you decide to post just once a week, make sure you do it on the same day and at the same time each and every

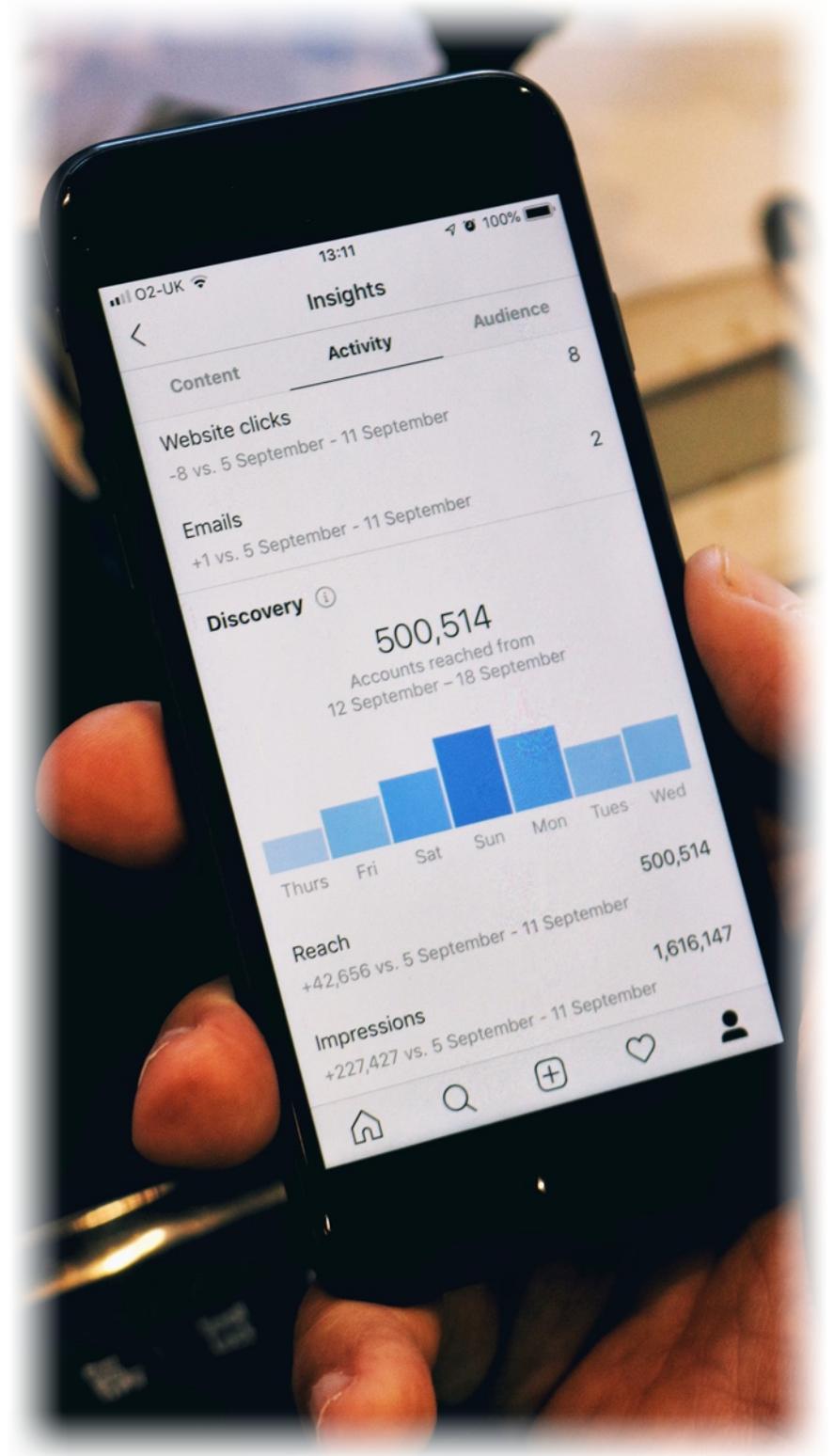
week. In that way, your followers will arrive in anticipation of your latest post.

We at DemolitionNews are an extreme case. We post three times per day, seven days per week, without fail. Our posting schedule has been developed over more than a year of ongoing testing and monitoring that has allowed us to modify our posting schedule to satisfy the specific needs of our audience.

So, for example, we post at 12 noon as our UK followers are just starting to think about their lunch break and while our continental European followers are enjoying theirs. We post again at 3pm so our followers on the East Coast of the US are just getting ready for work. We post a final time at 6pm when our UK followers are on their way home from work and when the West Coast of the US is coming online.

And it runs deeper than that. Experience suggests that video content posted at 6pm will perform better than a video posted at noon. So we tend to save our very best content for the evening slot when it will enjoy the biggest audience.

We regularly post light-hearted and amusing content. But we tend to save that for the weekend when our followers are no longer in work mode and might just enjoy something a little more entertaining.



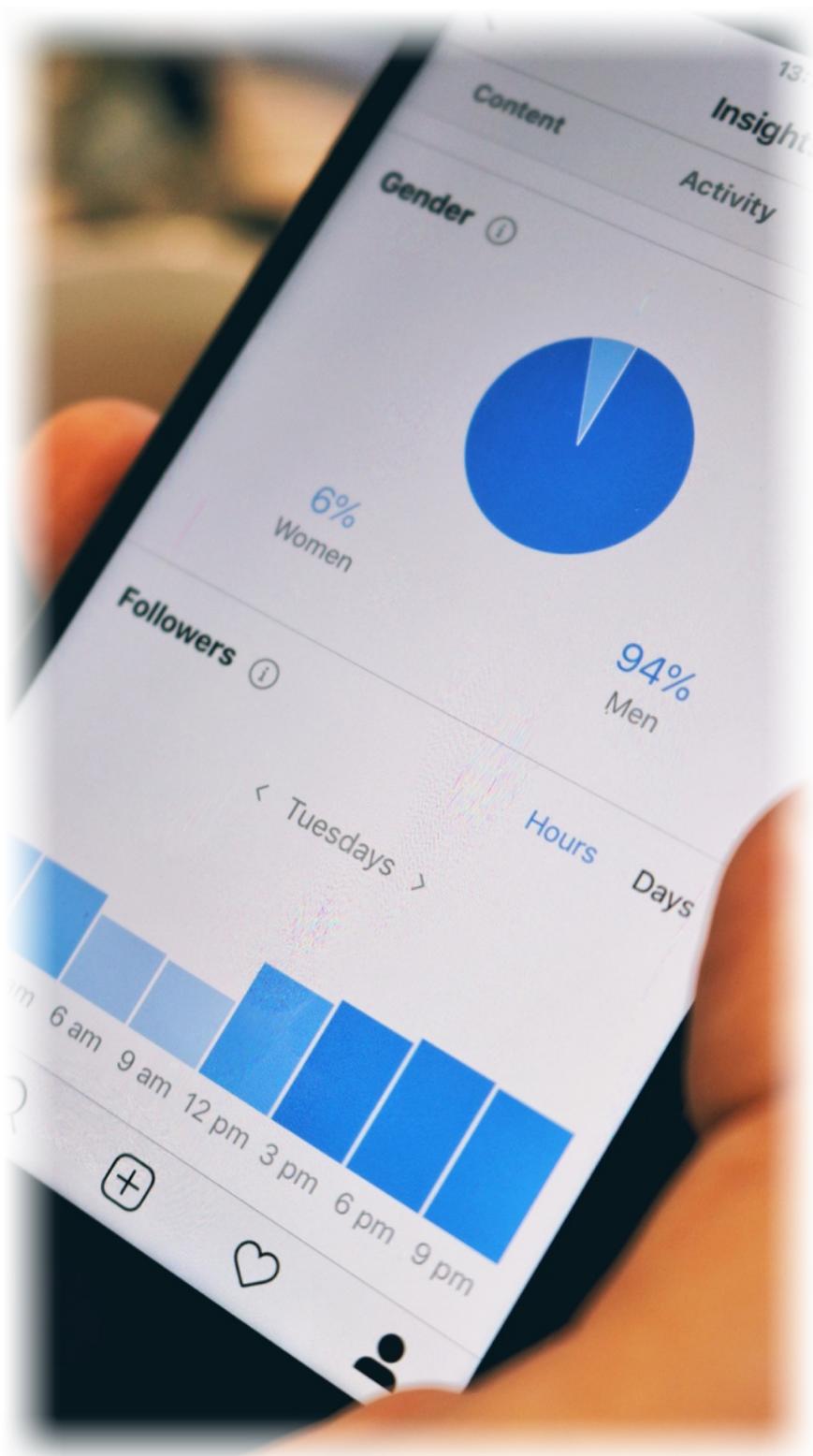
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Thankfully, the good people of Instagram have taken much of the guesswork out of this process. If you check your Insights, you can see clearly the best time to post. Furthermore, you can see the geographic location, gender and even the age profile of your followers.

Oh, just one more point on the subject of consistency. If you switched on the evening news on your television and found that, rather than a run-down of current affairs, they were presenting tips on how to prune your begonias, you'd be rightly disappointed. In all likelihood, you would switch off or change channels.

Instagram is the same. Your followers will expect a certain type of post, whether that's equipment in action, demolition processes etc. What they do **NOT** expect and what they **WILL NOT** thank you for is needless diversions like showing them what you had for breakfast or the hotel you stayed in last night.

You would never walk into a business meeting and start proceedings by swiping through your holiday snaps or photos of your dog. So why do it on Instagram?



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# Hot Tip:

**Check your Insights to help identify the best time to post for maximum impact. Then pick a time and stick to it!**



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***“Instagram was perceived as a social channel that would not be popular within the heavy construction market. DemolitionNews has proven this is totally wrong. It has created a channel that is bringing to life a very exciting niche market. This benefits not only its followers but the profile of the demolition industry on an international scale. It is a testament to the hard work of the team behind the scenes.”***

## **Peter Haddock**

### **Content with Media**

***“The rise of Demolition News following on Instagram has been nothing short of phenomenal, in my early days on the platform I thought I was having good success and at one stage we were neck and neck for some considerable time, but all of a sudden it was like they had found a magic formula to attract followers reaching meteoric figures in record breaking time, while leaving others trailing in their wake. I’m confident we could all learn a thing or two by discovering their tactics and putting in the additional effort required to bring such results.”***

**@digger\_man\_blog\_**

***“We know, from our own experience, that there is no “silver bullet” when it comes to success on Instagram. But together, the steps and processes laid out in this book will each help grow a company’s following, increase engagement and – ultimately – drive business.”***

**@diggersanddozers**