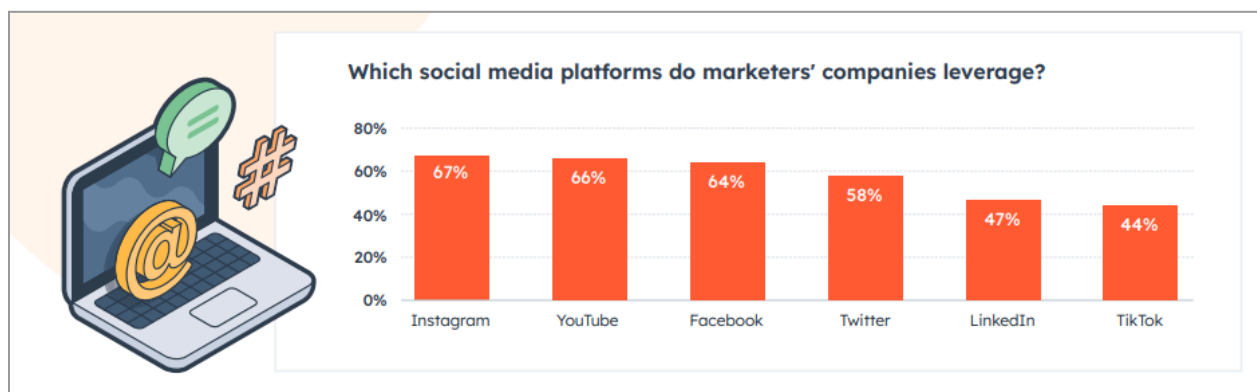


How to Combine Instagram and Email Marketing for Maximum Impact

Instagram and email marketing are powerful tools to optimize your marketing efforts. Both platforms are effective for creating marketing campaigns that engage audiences and drive conversions.

Instagram, especially, is perfect for growing a community of potential customers and driving targeted traffic to your business. According to [a report](#), it's the top social media platform for marketers and their companies.



[Source](#)

On the other hand, email marketing campaigns are effective for customer acquisition and retention, with a [conversion rate of 8.17 percent](#).

In other words, if you combine the two, you have a potent marketing tool that can give you the best marketing results.

But how do you use Instagram and [email marketing](#) together? Read on for some email marketing Instagram tips:

1. Grow your email list with Instagram

Email lists allow you to easily contact your customer base and offer product discounts and promotions. They're also useful for customer support and loyalty program invitations. With these, you'll be able to build deeper relationships with loyal customers and drive sales.

You can use Instagram to grow your email list. To do that, simply include an opt-in email link and a call-to-action in your bio. You can also run giveaways or offer exclusive services to encourage potential customers to join your list.

This is what Bruichladdich Distillery does. The brand offers exclusive wines to people who will join its email list before the 19th of November.

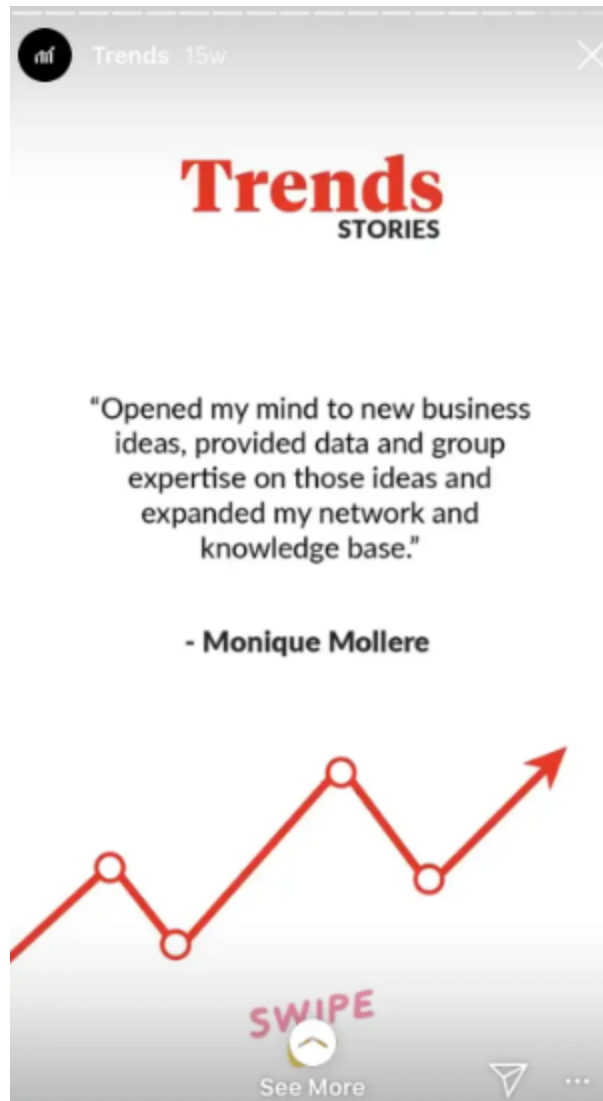
In this Instagram post, the brand also highlights the benefits email subscribers get to drive sign-ups. Apart from the wine, the brand says email subscribers get "exclusives," too:



[Source](#)

You can also use other Instagram content formats to [grow your email list](#).

You should also leverage other Instagram content formats. Instagram Story, for instance, is great for drumming up interest to drive email sign-ups. Since it disappears after 24 hours, it adds that touch of mystery to the Instagram content. Check out this example:



In this Instagram Story, the brand incorporated a quote from a satisfied email subscriber into its Instagram Story. That's social proof. When someone sees the quote, they'll probably wonder what the big deal is and Swipe Up. That's when they get a link they can click on to subscribe to the brand's email list, too.

Including lead magnets like free trials and discount codes will also motivate Instagram users to sign up.

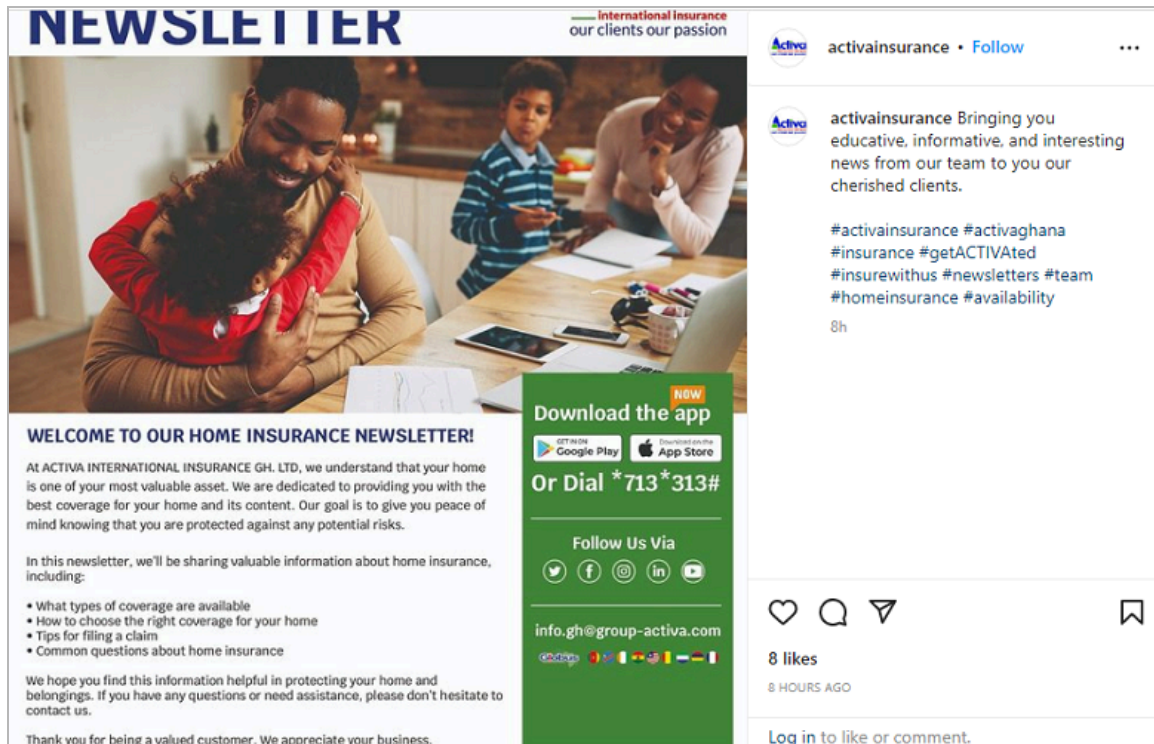
2. Use Instagram to promote your email content

Instagram is effective for marketers to increase brand awareness and customer engagement. Even if your followers are too small to generate buzz, there are strategies you can use to grow your Instagram following. You can, for instance, run contests, [buy Instagram followers](#), or promote your social media account via email.

You can leverage Instagram's reach and promote your email content there, too.

You don't need to include your entire marketing email content. Just give a sneak peek into your newsletter content, for example. This will pique followers' curiosity, which you can then leverage for sign-ups.

Here's how Aactiva Insurance does this:



Source

Remember to leave the link to your newsletter in your bio. Post a caption to guide people to the newsletter signup page they'll get to when they click on that link. This is one of the most important email marketing Instagram tips.

Pro tip: Ensure your collateral across different marketing platforms has the same look and feel.

This is critical to brand awareness and recognition. Keeping things consistent will make it easy for your email subscribers to recognize your Instagram content. The result is that they are more likely to take your desired action.

Your Instagram followers who become your first-time subscribers, will also be able to recognize the emails that come from you. So, they'll know these aren't spam emails they should delete.

Keeping the landing page consistent with your marketing collateral design will help, too. With Smaily, you can design stunning landing pages, newsletters, and signup forms for your email marketing campaign.

3. Share user-generated content in your emails

[User-generated content](#) is a customer-led type of marketing. When you promote this form of social proof, customers are easily convinced to patronize your brand.

So, share different forms of UGC from Instagram in your email. The UGC can show the various use cases and benefits of your brand's products. This way, you can increase the chances of your email subscriber buying from you (again).

Check out this example from MeUndies:



[Source](#)

The Instagram UGC the brand shared with its email subscribers is effective for sales because it shows how the product looks on a real person. Besides, it has that humor factor that might just be enough to nudge subscribers down the sales funnel.

You can also drive targeted traffic to your Instagram business page with these emails. All you need to do is link back to that Instagram post and urge email subscribers to click on the link.

To get this UGC, run social media contests to get people to use your products and share their experience. You still, however, need to ask them for permission to use the content they created. Just send them a private message and make your pitch.

Sharing Instagram UGC via email is one of the most important email marketing Instagram tips. It gives you multiple marketing benefits. You can also use this strategy across different industries, from SaaS to B2B and even [health marketing](#) campaigns.

4. Boost your Instagram following with email

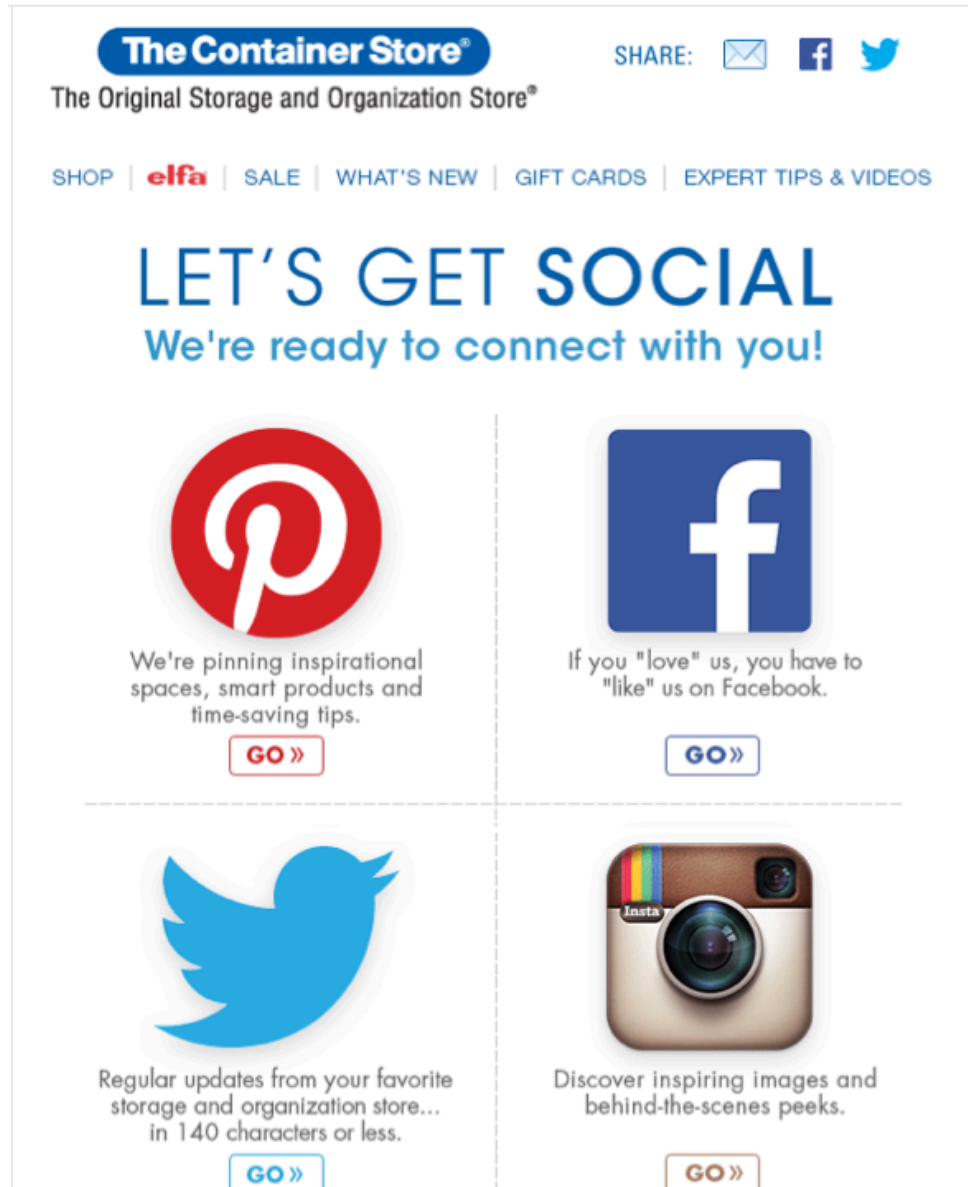
If followers sign up for your email list, they're probably already interested in your products. This means the chances of them following you on Instagram and interacting with your Instagram content are already high, right? So why not take advantage of that? After all, it's always good to have great content engagement on your social media platforms.

Besides, Instagram is a great platform for interacting with potential customers. The platform has a more relaxing feel, and users already want to interact with brands there. Just look at the figures. Around 90 percent of people on Instagram follow businesses. You just need to make it easy for them to follow you.

When you manage to do this and nurture your relationships with them via engaging Instagram content, you increase your chances of turning them into paying customers.

So how can you use email to boost your Instagram following and engagement?

Simply ask email subscribers to follow you. You may do this when onboarding a new customer or sending newsletters to subscribers. Check out this great example from The Container Store:



[Source](#)

You have to make it easy for them to follow you, though. So, add a call-to-action button in your email. When your subscribers click on the button, they should easily access your Instagram account through their own account and then just hit the Follow button.

You can also get subscribers to follow you by announcing ongoing giveaways or offering discounts. Here's a great example from Forever 21:



NEW ARRIVALS WOMEN MEN PLUS GIRLS SALE

IN STORE & ONLINE
THE PARTY CONTINUES!



OUR BIRTHDAY WISH?
TO MAKE YOU SUPER HAPPY! WE DECIDED TO OFFER 21% OFF
ALL REGULAR PRICE ITEMS ON OUR SITE. GO CRAZY!

CODE: FRIENDS21

[*See Details](#)

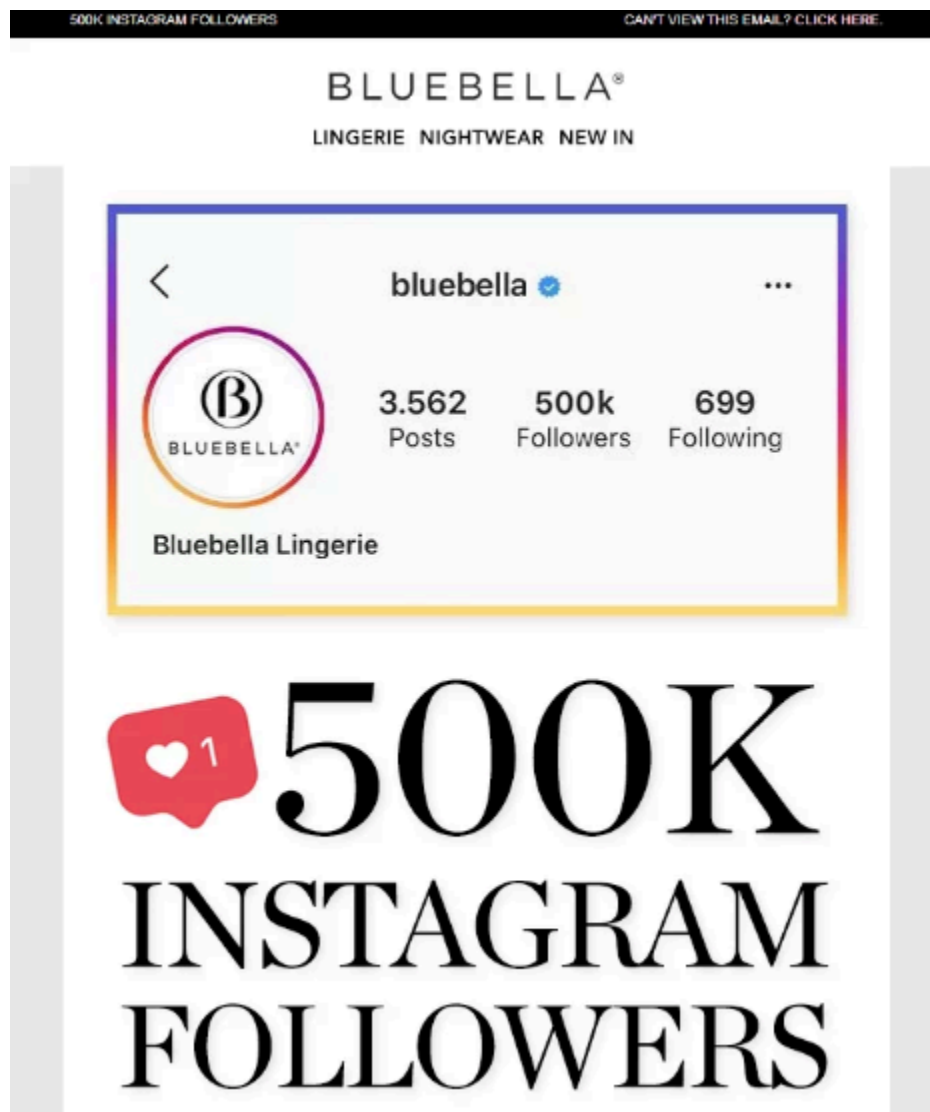
TO REDEEM IN-STORE:

Post a selfie in an F21 outfit and tag us @Forever21
with the hashtags #F21xMe and #F21xPromo. Show your post at the
register to receive 21% off your regular price purchase.

[Source](#)

For email subscribers to avail of the discount in-store, they need to first post a selfie in a Forever 21 outfit. Then they need to tag Forever 21 with a hashtag. This is a genius way to get subscribers to see the Forever 21 Instagram account, hopefully follow it, and engage with the brand's content.

You can also attract more followers by sharing Instagram milestones with your email list. An example of a milestone could be reaching X followers. Here's a great example from BlueBella:



[Source](#)

When the company reached 500,000 followers on Instagram, it shared the news with its email subscribers.

People want positivity. When you share your success, they will more likely want to be a part of it, too. So, in the end they'll follow you on Instagram as well.

If you opt for this strategy, though, don't forget to include an Instagram icon in your email. This will make it easy for subscribers to follow you on Instagram. Don't expect them to just look for you on the social media platform and click follow.

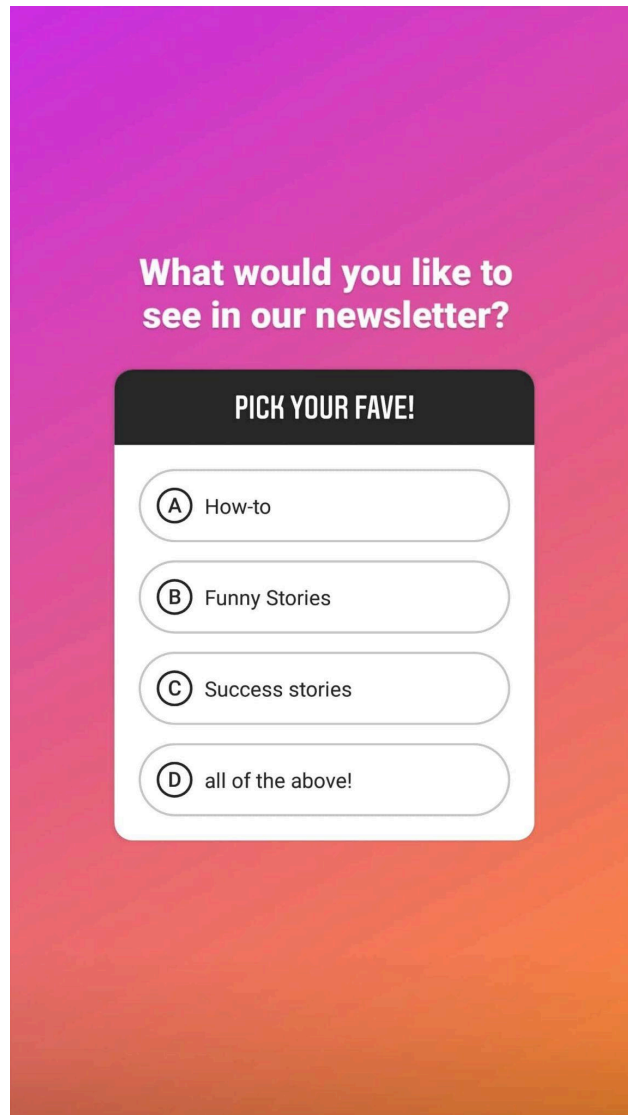
5. Use Instagram to test your email content

You can leverage your Instagram audience to discover what type of content your subscribers will find engaging. The rationale is simple. Your Instagram followers and email subscribers follow and subscribe to you because they're both interested in your brand. It's highly likely they're both interested in the same content, too.

To test your email on Instagram, include a sneak peek of the email content you want to send and hit publish. Then use Instagram Insights to check the engagement rate of that Instagram post. If you get many likes and positive comments, that just means you can go ahead and send the email. Chances are, your subscribers will like that content, too.

Instagram offers polls and question features that can help you gather feedback from your audience on various topics. You can also use these features to ask your followers what type of email content they would like to see. This feedback can help you tailor content to your audience's preferences and interests.

Here's an example of an Instagram quiz asking this:



[Source](#)

In other words, you can use Instagram to optimize your email marketing campaigns. This way, you increase your chances for conversions, too.

In Closing

Although email and Instagram are very different platforms, you can combine both for maximum impact.

As you learned in this article, you can use Instagram to promote your email campaigns and grow your email list. You can also promote your Instagram UGC content via email.

Boost your Instagram following via email and test your email content on the social media platform.

Ready to supercharge your content marketing strategy? Use these email marketing Instagram tips and you'll reap the best results.

