

# Latest Research by GoodFirms Unveils 6 Instagram Marketing Trends of 2021 for Small Business

*GoodFirms unveils the winning Instagram marketing strategies of 2021 for small businesses.*

WASHINGTON DC, WASHINGTON, UNITED STATES, May 21, 2021 /EINPresswire.com/ -- In this modernized tech world, everybody knows how beneficial the internet and digital platforms are. Digital marketing allows several businesses to compete with their competition by exposing their products and services to reach a wider audience, grow the business to the next level and generate more revenue.

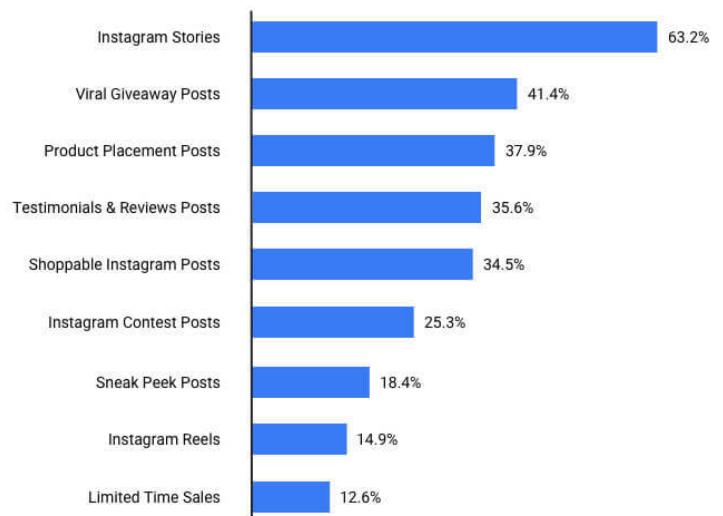
Today, many organizations and businesses are approaching the [Top Digital Marketing Companies](#) to help them execute innovative strategies to boost ROI, build brand reputation, and

most cost-effective ways to market the business. Digital marketing is categorized into several promoting methods for business, such as Social Media Marketing (SMM), Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, and much more.

Most people are more active on social media these days. That's why businesses prefer social media marketing techniques to accomplish their advertising goals, nurture customer relationships, drive more sales, etc. SMM allows the companies to create profiles on several social platforms as channels for brand promotion, target audience by creating unique content and promoting it.

Currently, businesses are choosing Instagram as the best social media platform to engage with

## Type of Instagram Posts That Increase Brand Awareness



Source: GoodFirms (2021). Instagram Marketing Trends Survey (N = 261 Marketers).



Types of Instagram Posts for Brand Awareness\_GoodFirms

more audiences, inform them about special offers, etc. Large companies are using Instagram to enhance their customer's trust and boost loyalty. Small businesses are using Instagram to gain more exposure, augment their marketing with photos, and creative content, utilizing marketing features on Instagram, and more.

GoodFirms has recently done a thorough study on Instagram marketing trends for 2021 to help the small businesses meet the marketing tactics such as types of Instagram posts to increase brand awareness, the optimum numbers of posts, and hashtags on Instagram, and trends to follow in 2021.



GoodFirms surveyed "[6 Instagram Marketing Trends of 2021 For Small Businesses](#)" by interrogating 261 marketing experts to recognize the Instagram marketing trends for 2021. So that the small businesses keep proliferating, generate sales, leads, and more via Instagram.

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Instagram Marketing Tactics for 2021 by GoodFirms known for helping brands to gain higher engagement rates”

*GoodFirms Research*

GoodFirms is an internationally acknowledged B2B research, ratings, and reviews platform. It builds a bridge to connect the service seekers and the most excellent service providers. Here the service seekers can pick the right partner from the evaluated list that fits in their budget and project needs.

The analyst team of GoodFirms conducts a scrupulous assessment based on various parameters. It includes three

vital criteria that are Quality, Reliability, and Ability. These elements are categorized into several metrics such as to determine the past and present portfolio, experience in their domain areas, online market penetration and reviews received by the clients.

Focusing on all these overall research methodology, GoodFirms index the best software, top development companies, and other agencies from diverse sectors of fields. Recently, GoodFirms has revealed the list of [Top Social Media Marketing Companies](#) after assessing them with various research factors.

Furthermore, GoodFirms supports the service providers by asking them to take part in the research process and present their portfolio. Hence get an opportunity to get listed in the catalog of top companies, best software, and other organizations from other sectors of industries. Embarking the presence among the list of top companies at GoodFirms will help you expand your business globally, increase productivity and earn good profit.

#### About GoodFirms:

GoodFirms is a Washington, D.C. based research firm that aligns its efforts in identifying the most prominent and efficient digital marketing companies that deliver results to their clients. GoodFirms research is a confluence of new age consumer reference processes and conventional industry-wide review & rankings that help service seekers leap further and multiply their industry-wide value and credibility.

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Rachael Ray

GoodFirms

+13603262243

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