8 Free Tools to Market Your Business on Instagram in 2019

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Introduction

Before we go any further with free Instagram marketing tools, let's have a look at a few numbers related to Instagram first:

- Instagram boasts 1 billion monthly active users at present of which over half a billion are daily active users

- A whopping 89% of users follow at least one business on Instagram

- Over 80% of accounts on Instagram follow the businesses they love

- More than 200 million Instagrammers visit business profiles every day

Well, it's evident from the stats above as to how beneficial Instagram can be for you if you leverage and nurture the social media platform for marketing. In fact, small and big businesses across the world are able to drive massive traffic to their website through Instagram on the back of its giant user base.

If you have yet not started with Instagram marketing or have started but doing everything manually, let me inform you Instagram offers plenty of tools to automate even a single process of work you perform on the platform. The best part is some of the best and most rewarding tools are free that help you jumpstart your Instagram marketing efforts.

Check out these 8 free tools that will help you easily & effectively market your business on Instagram.

Tool#1.Crowdfire

Crowdfire helps you in managing your posts well by enabling you to find out content, schedule them and manage all the social accounts sitting in one place.

The tool searches articles and images by itself and recommends those to you that your audience will like. Obviously, you will share such posts to your social media profiles and keep your timeline happening.

Crowdfire also allows the scheduling of all your posts in advance and their automatic posting at the time you have specified in the tool. In short, it saves a lot of time and effort.

Tool#2.FocalMark
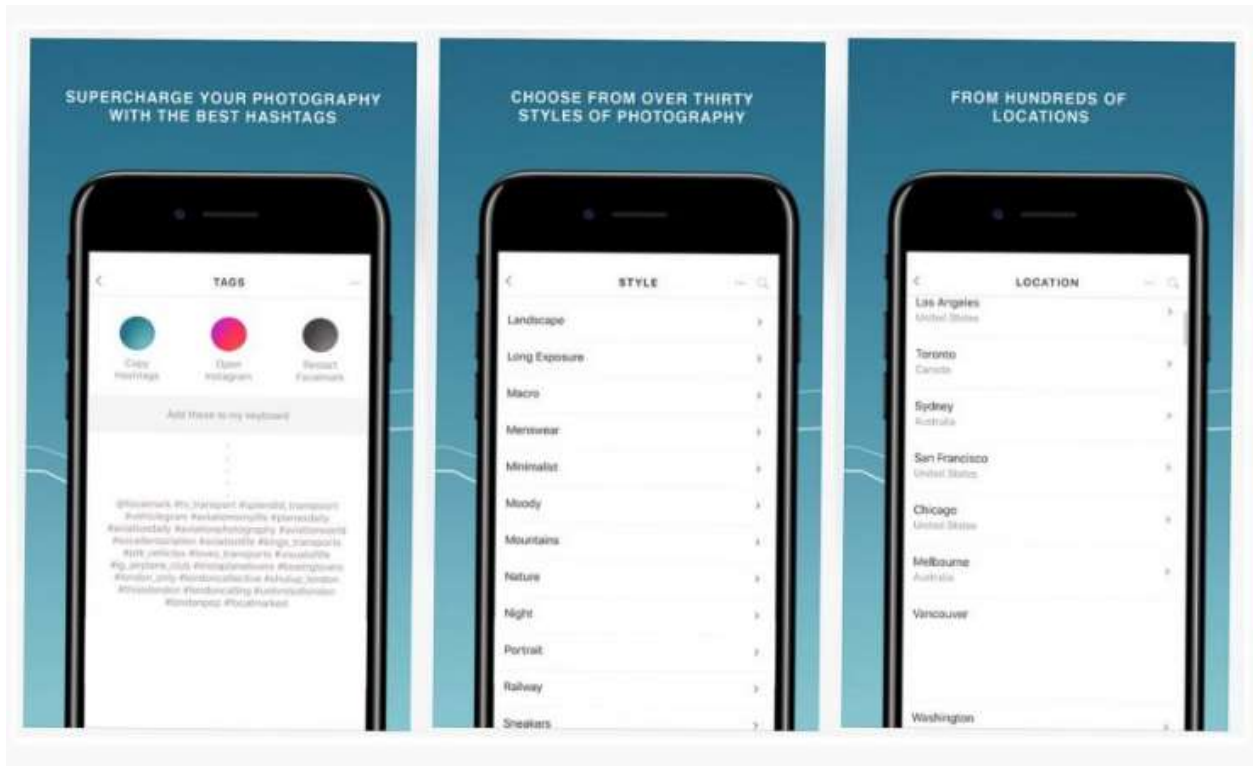
A highly specialized tool, FocalMark creates the most popular hashtags for your uploads on the basis of details like the location where the photo is clicked, the camera that clicked the photo and theme of the image. This helps the users in maintaining the relevancy of their posts by informing them about correct hashtags for their upload's subject, titles & so on.

Moreover, the specific content category of the tool allows several hand-picked hashtags to pass through and number them based on their authenticity and reach.

The tool also allows you to blacklist those hashtags that you don't prefer to see again.

Tool#3.Hootsuite
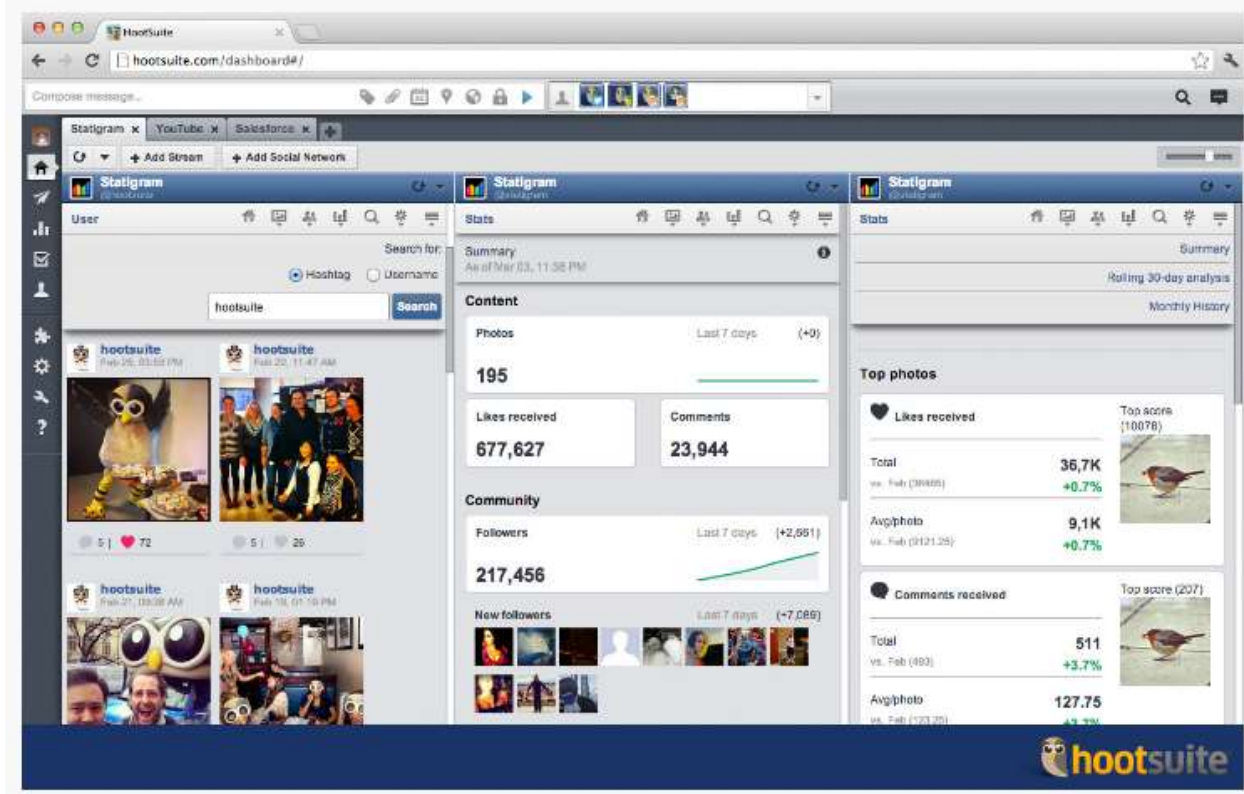
A wonderful tool, Hootsuite simplifies engaging with the audience. It allows its users to monitor what people are saying on Instagram about their brand and in responding to them immediately.

A comprehensive social media management tool, Hootsuite allows you to monitor multiple social network channels.

You can perform multiple activities together on the social network through this tool such as reading responses, viewing statistics, posting updates, scheduling messages and much more. So, this is how it allows you to maintain a balance between posting and engaging with your customer base.

Tool#4.Planoly
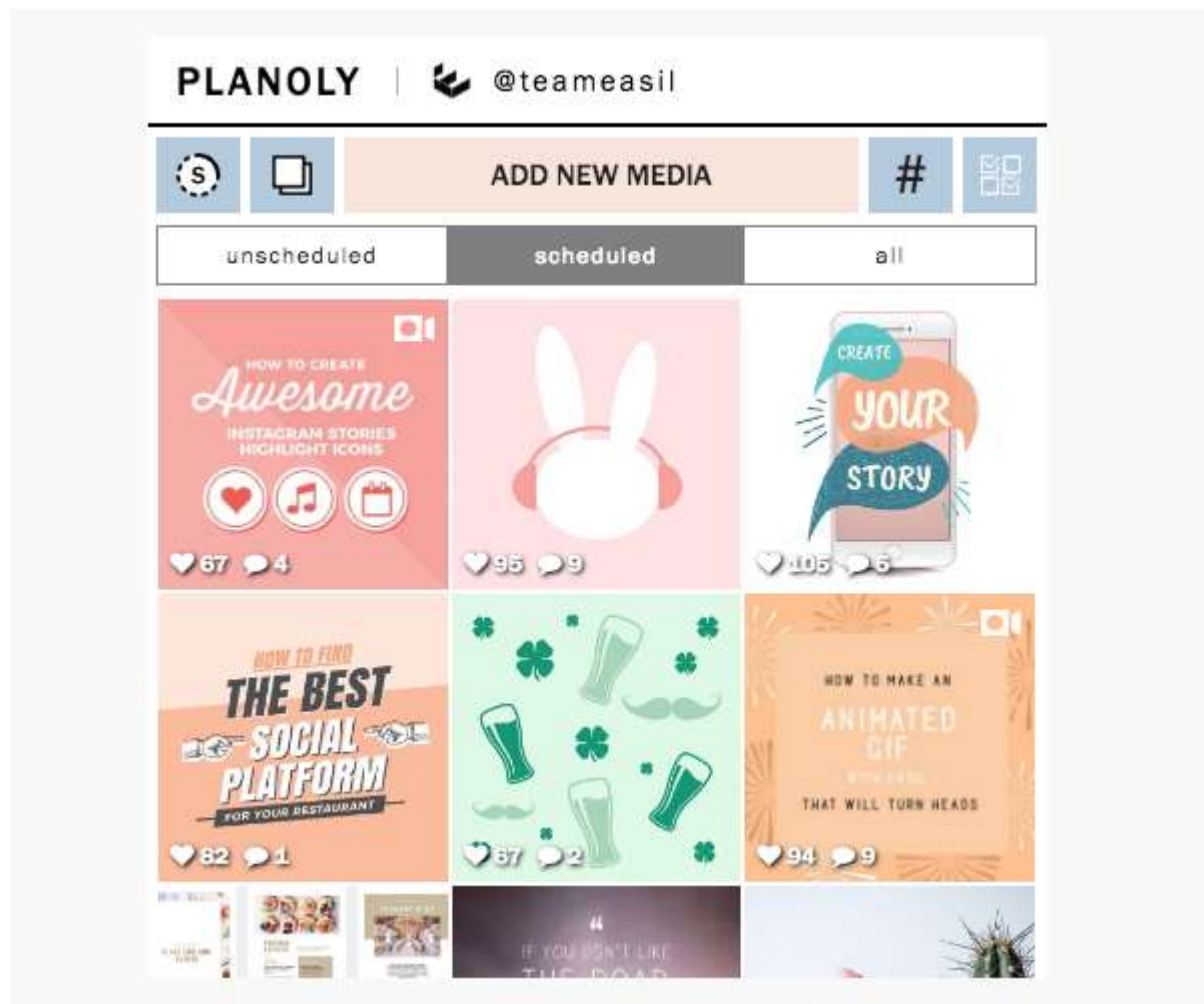
With drag and drop features, Planoly allows the businesses to manage their content as well as marketing campaigns before posting them live.

As its name signifies, the tool also allows users to schedule their posts in advance and that too not just by days or weeks but also by months helping the users in actively engaging with the followers without any hiccups.

With Planoly, you can schedule up to 30 posts and images per month. It not only allows you in formulating your overall grid but also splitting your Instagram grid exquisitely. Moreover, you can easily do formatting through the tool.

Tool#5. Repost
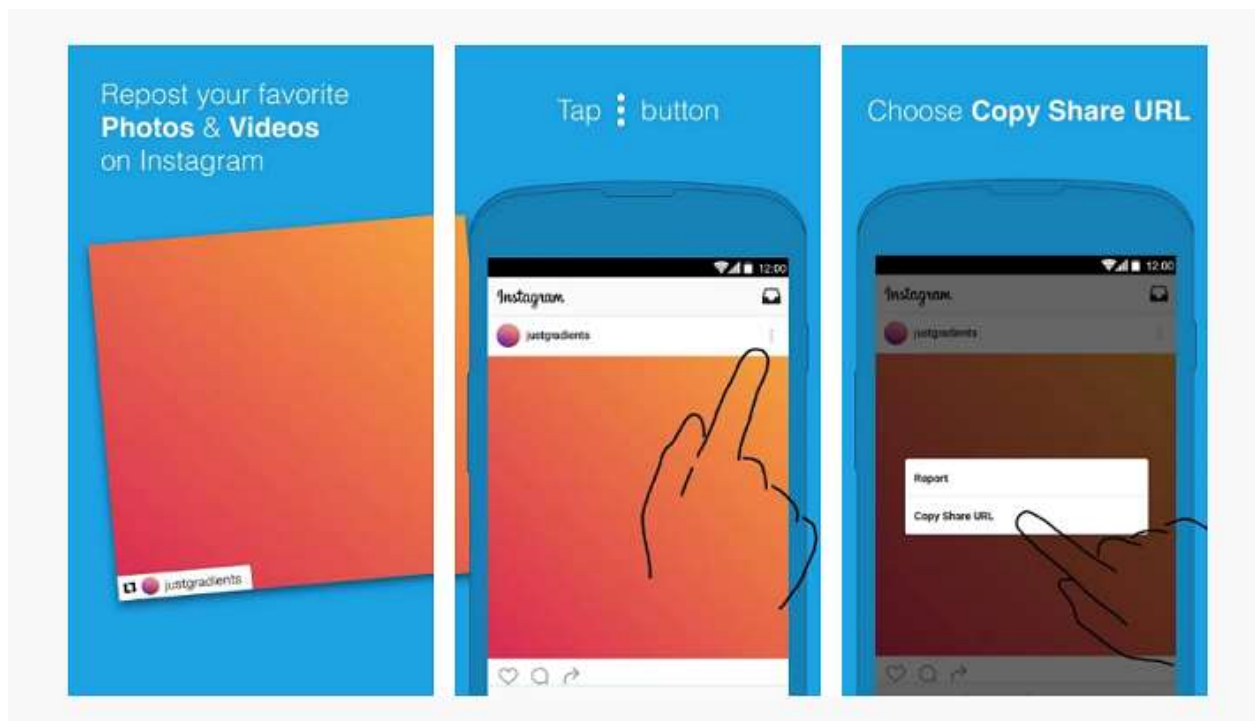
Repost is a very helpful tool for those who promote photos and videos of others on their wall while giving credit to the real Instagram user who actually posted those.

Marketers can curate the photos and videos from the user-generated content easily by clicking on the repost button and can share the post on Instagram.

Here are a few stats about how fond consumers are of user-generated content (UGC):

- 59% of millennials claim that they use UGC to inform their purchase decisions about major electronics

- Millennials trust UGC 50% more than original content generated by the brands.

- UGC is 35% more memorable than other media, and 50% more trusted.

Repost not just allows you to have easy access to tools & features required for an awesome reposting but also saves your precious time required for distribution and marketing of the content.

With the help of this tool you can also create a dedicated content library, can run multiple ads together and can quickly know the preferences of your audience to work in accordance.

Tool#6. Unfold
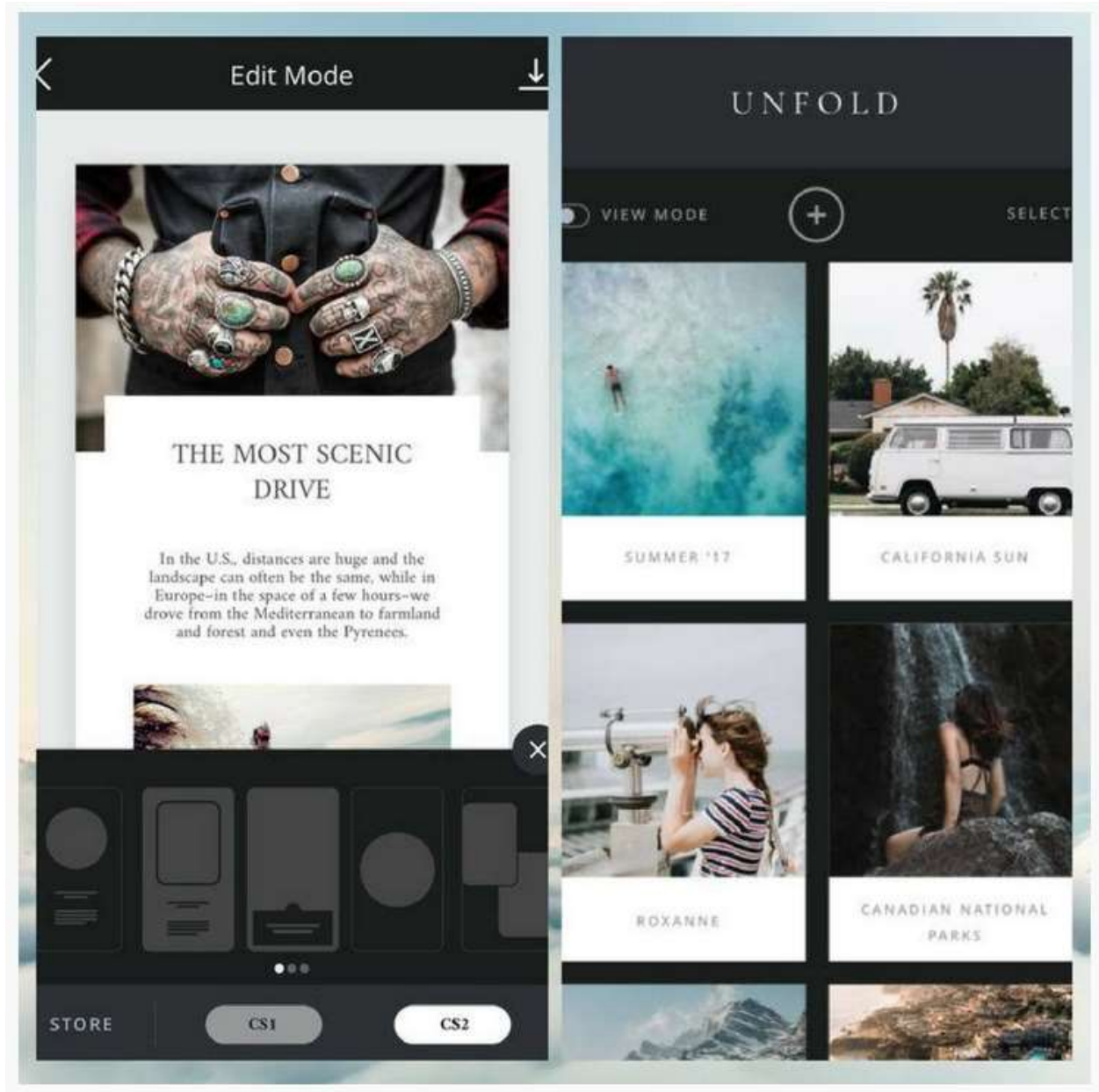
Free to use, Unfold is an Instagram marketing tool that proffers its users with multiple options to give their stories an aesthetically pleasing appearance, which is quite helpful in catching the attention of the traffic engaged on the platform.

Unfold presents you with a plethora of templates that can be used to add multiple photos from the stock imagery or your camera roll. You can also put the <mark>description</mark> in perky fonts before you upload the stories.

Tool#7. Over
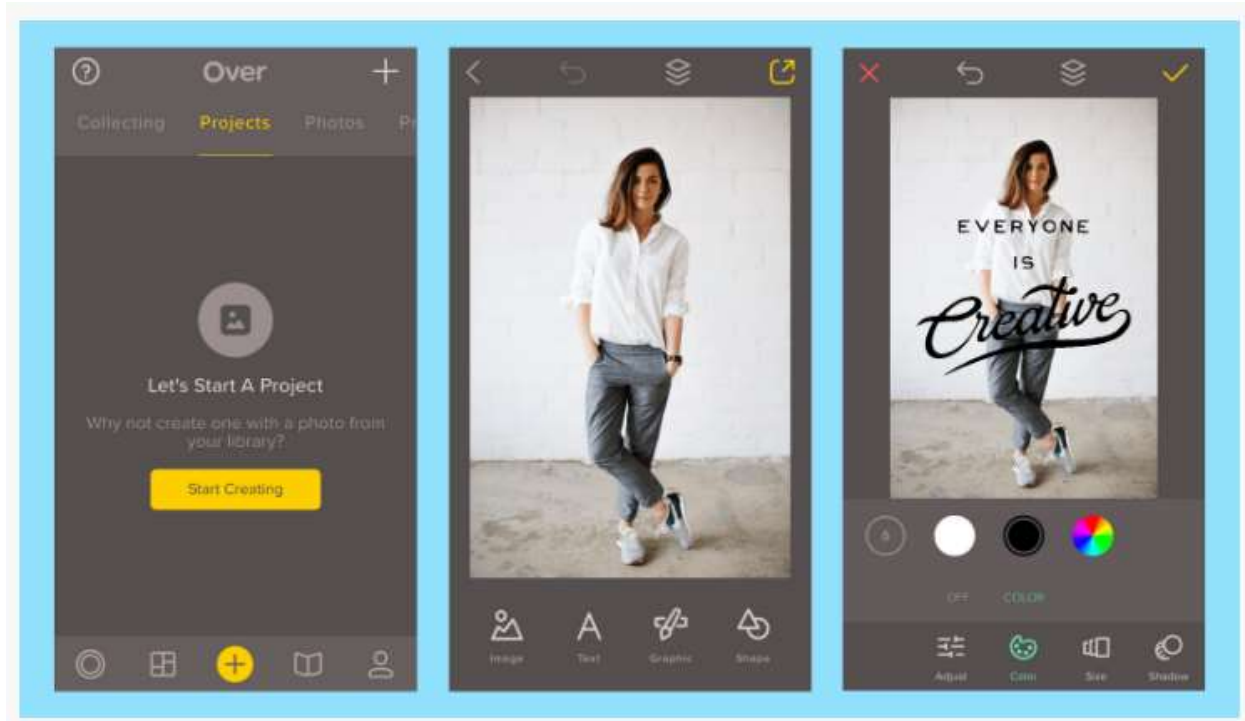
The free Instagram tool Over is specially meant for those who are looking for great looking captions. You might have observed how appealing it looks if the posts have great-looking captions. This is what, your customer base find it appealing too.

With lots of graphics, a range of fonts as well as color & size modification features, the tool makes it easier to create, plan and arrange your caption & quotes.

Tool#8.Iconsquare
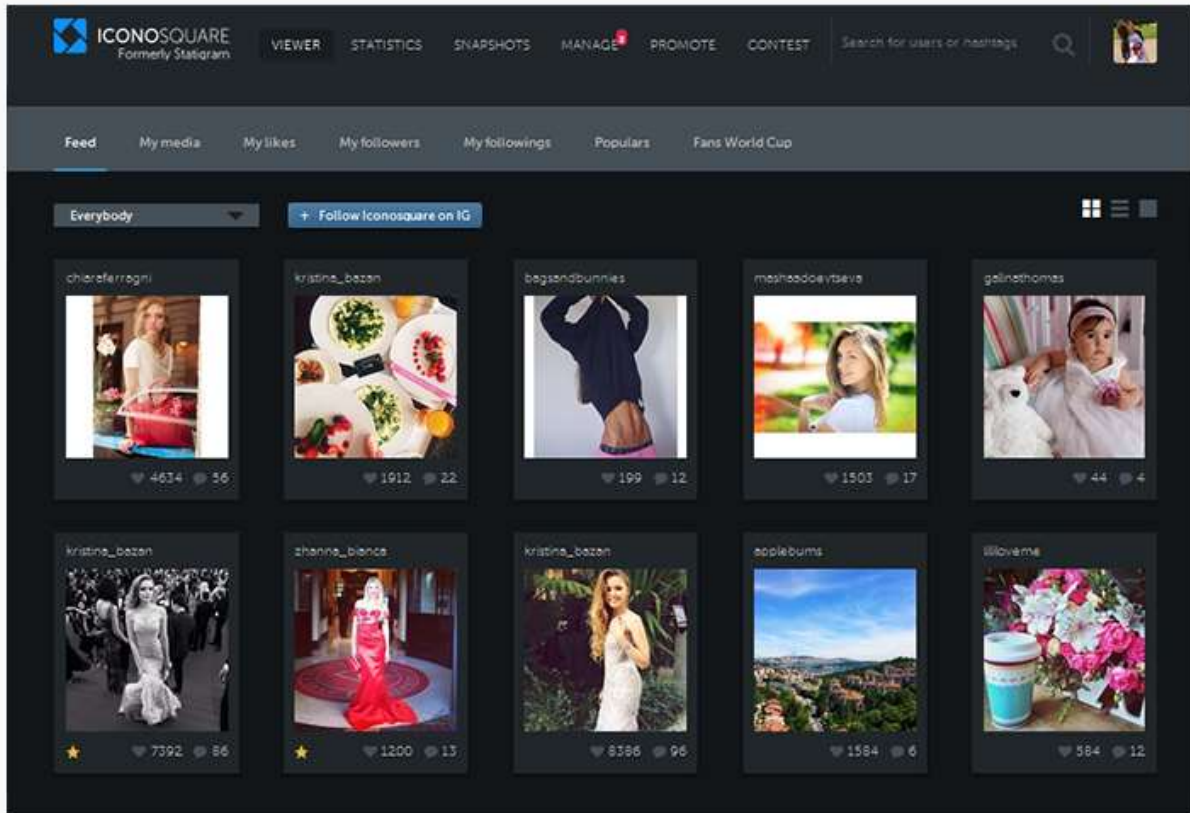
Iconosquare is much of an analytical tool that lets you know about the performance of the content you have posted on Instagram.

The tool allows you to monitor the regular engagement data that include data related to followers and likes such as apart from knowing the numbers, it also lets you know about stats like geographic regions of the followers and extent of their social media influence. You can use this data to your advantage for finding out the right set of conditions for influencer marketing and the extent of reaching out to the consumers.

With the Iconosquare you can also compare your performance with that of your competitors and figure out as to where you are positioned in your industry landscape.

Conclusion

Almost all successful brands leverage Instagram for connecting with & engaging their audiences. With 1 billion monthly active users and half a billion daily active users, no wonders, if the social network has become more popular than many established social media platforms.

If you too are planning to use Instagram for boosting your brand's online presence, these free Instagram marketing tools will help you leverage the platform productively. The tools not only enable you in planning, scheduling and analyzing your content on Instagram but also in driving conversions at times.

So, go ahead and get started on Instagram with the help of these tools.