# 3 Unique Ways to Use Instagram to Generate More Leads

You probably are already using several different social media sites to reach out to your target audience and generate leads. However, are you utilizing your Instagram account to generate more leads? While you may be using the platform to engage with your existing audience, it could end up being an ideal channel for your business to generate more leads. Here are three unique ways that you can use your Instagram account to create more leads for your business.

**Target and Retarget**

A huge part of advertising on social media is user targeting. This allows you to make the most of your marketing budget by only enticing the users who are most likely to be interested in your products. When utilizing Instagram ads, you can use Facebook lookalike audiences and pixels to target the right users who have similar attributes to your existing customers. This feature on Instagram allows you to reach potential leads effectively through Instagram's adverts. This ensures that your ads are seen by those users who might be interested in what you have to offer.

**Humanize Your Business**

Another effective way that you can use Instagram to generate more leads is by putting a human face on your business. Consumers have grown tired of pushy sales messaging and in-your-face advertising. Instead, they want real interactions and a genuine relationship with your brand. When you take the time to humanize your brand on Instagram, you can win the trust of potential customers, which will increase the likelihood that you can turn them into a lead. Instead of just posting about your products, you can use Instagram to build relationships with your target audience.

**Tell Your Fans’ Stories**

When you can have your fans backing you up, you can strengthen the authenticity of your business. Plus, when real people are vouching for you, you have a much better chance of building trust with a new audience. This allows you to eventually draw in the new users and turn them into potential customers. To generate more leads, use your Instagram account to tell real stories of existing customers and how your business has been able to make a real difference in their lives. Using fan stories is an effective advertisement that provides a more genuine and human touch.

There are plenty of ways that you can use Instagram to attract high-quality leads for your business. Implementing these three tips in your overall Instagram marketing campaign will help you gain new audiences and generate more leads.