

Twitter Thread by Buffer



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Can you generate revenue through Instagram Stories?

Read on to find out ■■■■■■

Kettlebell Kings is a leading kettlebell equipment supplier based in Austin, Texas. It generates hundreds of thousands in revenue directly from Instagram.

“On average we get 400-600 leads per week from social media, with half coming from Instagram,” said Jay Perkins, co-founder of Kettlebell Kings. Besides one-off sales to consumers, Kettlebell Kings has also signed deals with national gym chains through those leads.

Here's its Instagram strategy:

1. Post high-quality educational content, workout examples, and user-generated content to its Instagram feed. This helped them to amass over 79,000 followers and over 20,000 posts with #kettlebellkings.
2. Re-post 10-12 stories from customers who tag them on a daily basis. This keeps the customers engaged and encourages more to share their content on Instagram. These stories, on average, are viewed by 10-15 percent of Kettlebell Kings' followers.
3. Include swipe-up CTAs in its stories to drive traffic to a landing page or an article where followers can read more about a topic and enter their email address for more exclusive content. Lead generated!
4. Create custom email flows for each landing page. Kettlebell Kings then serves helpful emails about kettlebell workouts and techniques from experts, and rarely sends offers or tries to make a sale.

Providing valuable content on Instagram and through emails keeps Kettlebell Kings top of mind and has helped it generate hundreds of thousands in revenue.

Read on to find out how they decide what to post, and see examples of their posts and stories: <https://t.co/9FJvALFT8s>