**How to Maximize Instagram Marketing**

Some 25 million businesses are tapping the power of Instagram to drive sales and traffic, and these companies are finding even more value in moving consumers through the sales funnel with the platform's more recent e-commerce marketing tools, writes Martin Ochwat. To maximize Instagram efforts, he suggests incorporating live video, working with the most suitable influencers, offering contests and giveaways to spark engagement and glean consumer data, and posting up to three times daily.

***ClickZ 1/20/20***

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