



A Guide to Instagram

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The guide to boosting your business on Instagram.

With over a billion monthly active users and sixteen times more interactions than on Facebook, Instagram is by far the leading social network when it comes to communication. Both mobile and visual, it allows any company to generate emotions, inspire and unite a community, in France and around the world. This guide, for those who want to get started getting the most out of Instagram, presents 36 practical worksheets richly illustrated with specific cases, testimonials, and feedback from brands or entrepreneurs.

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