

## **INSTAGRAM GUIDES NEW FEATURE**

In an effort to provide people struggling with Covid 19 Instagram have launched a new feature called Instagram Guides.

The idea behind this was to allow health and wellness experts to share useful information on Instagram but now this new feature is becoming available for everyone.

If you don't have it yet, check your phone is updated or just wait as it has only just been released.

the guides now mean you can share newsletters, talk about products, places and posts you love. To support other businesses and also share useful information that might help others.

This month we will take a look at the new guides feature on Instagram and learn how to create a guide for your Instagram page.

[View professional resources](#)



500 Posts   1.526 Followers   815 Following

## The Business of Weddings

Product/Service

Join The Business of Weddings

Membership Club, link in bio 

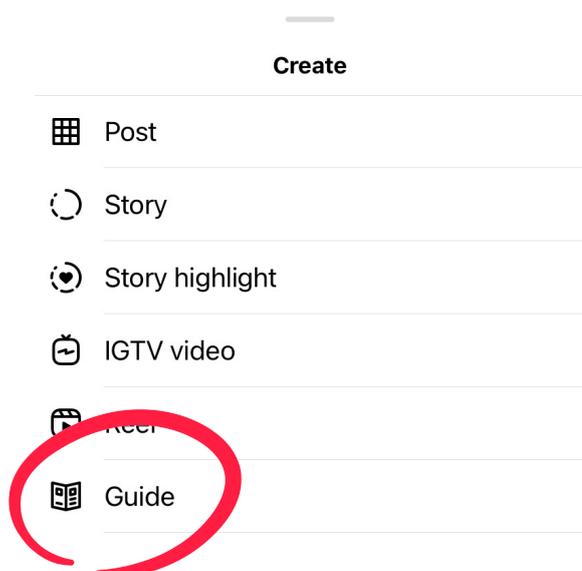
[linktr.ee/thebusiness\\_of\\_weddings](https://linktr.ee/thebusiness_of_weddings)

Marbella, Spain

Go to your Instagram and you click the + button at the top of your page as if you were going to create a post or story.

You will see more options now for your posts including reels and guides.

Click on the guides option.





## Choose guide type

### Places

Recommend places in your city and beyond



### Products

Recommend your favourite products



### Posts

Recommend posts that you created or sa...



Here you can choose your guide type, you have the option to showcase a place, such as a venue, you can write up about products you use and recommend the business or just talk about a post you love and why it inspired you.

The idea of guides is to help other businesses or to share useful information to help others. Below I have clicked on places and all the local places around me show up but you can also search for one in particular.

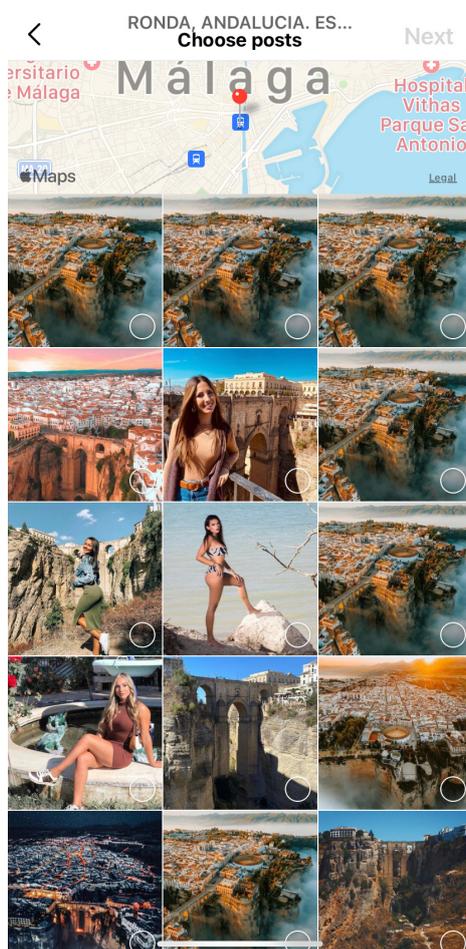
Cancel

Choose place

-  **Marbella España**
-  **Ronda, Andalucía. España**  
Málaga, Spain
-  **Trocadero Arena**  
Playa de Río Real, Carretera N340,  
km 186, Marbella
-  **Marbella Club Hotel · Golf Resort  
& Spa**  
Bulevard Principe Alfonso von  
Hohenlohe, Marbella, Spain
-  **Marbella Nueva Andalucía**
-  **Puente Romano, Marbella**  
Bulevar Principe Alfonso von  
Hohenlohe, s/n, Marbella, Spain
-  **Le Cabane Beach Club, Los  
Monteros Golf Resort, Marbella**
-  **Hacienda MonteMarina**  
Urbanización Altos de  
Marbella, Marbella
-  **La Cabane Beach Club Marbella**  
Calle Jabalí

Once I click on a location such as Ronda a whole host of recent posts will come up associated with that location.

I can choose one of the images and do a write up about the location which is associated with my business. so for example if you do weddings in one area you can do a write up about it, or if you wish to recommend a supplier such as a florist you can write a post about them. At the moment it is all about helping each other and sharing details of locations and businesses you love. For this example I chose Ronda as it is a town I do a lot of weddings here.



Now you will see all the images that come up when you have chosen your location.

Choose an image that is suitable for your newsletter guide post and click select.



What is this guide about? (Optional)

NO. 1

## Ronda, Andalucia. España

What do you like about this place? (Optional)



⊕ Add Place



Weddings in Ronda

NO. 1

## Ronda, Andalucia. España

A beautiful town with many attractions and so many gorgeous venues located within the town and outside to host intimate weddings

Next you will have this on your screen, add a Title and start to fill in details. I have done it roughly here as a demonstration for you so ignore the word beautiful twice!

For the Title I have chosen Weddings in Ronda, then I have added a description of what this guide is about. So at first I have briefly explained the town but if I was doing this for my business I would be a lot more creative with the writing and explaining the location.

Next you have the option to add places, so you can start to add the venues you work with. As an example I have searched next for The Lodge in Ronda, when I typed this in images of my weddings come up so I have used one and can then add a description of this venue.

Cancel

New guide

Next

NO. 1

...

## Ronda, Andalucia. España

A beautiful town with many attractions and so many gorgeous venues located within the town and the outskirts to host intimate weddings.

Ronda is famous for the oldest bullring in Spain and a fabulous museum.

There are a few churches in the town where you can hold a ceremony including the Santa Maria la Mayor.

Ronda is surrounded with beautiful wineries and small boutique hotels which are ideal for hosting your wedding in the heart of Andalucia.



⊕ Add Place

NO. 2

...

## The Lodge Ronda

One of our most popular venues located just outside Ronda .....



@revivaweddingsandevents


**The Lodge Ronda**

Vacation Home Rental



⊕ Add Place

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For the Title I have chosen Weddings in Ronda, then I have added a description of what this guide is about. So at first I have briefly explained the town but if I was doing this for my business I would be a lot more creative with the writing and explaining the location.

Next you have the option to add places, so you can start to add the venues you work with. As an example I have searched next for The Lodge in Ronda, when I typed this in images of my weddings come up so I have used one and can then add a description of this venue.



## **OTHER IDEAS FOR THIS NEW FEATURE**

You can use this new feature for a whole host of ideas.

As well as locations and venues, you can recommend other businesses.

It is also linked to shops as long as the business you are recommending has a shop on Instagram.

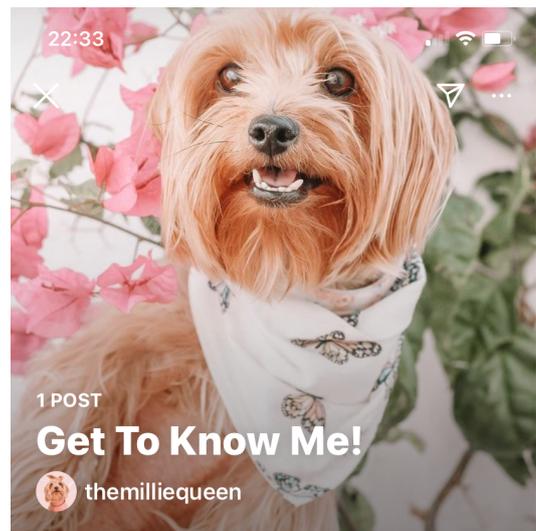
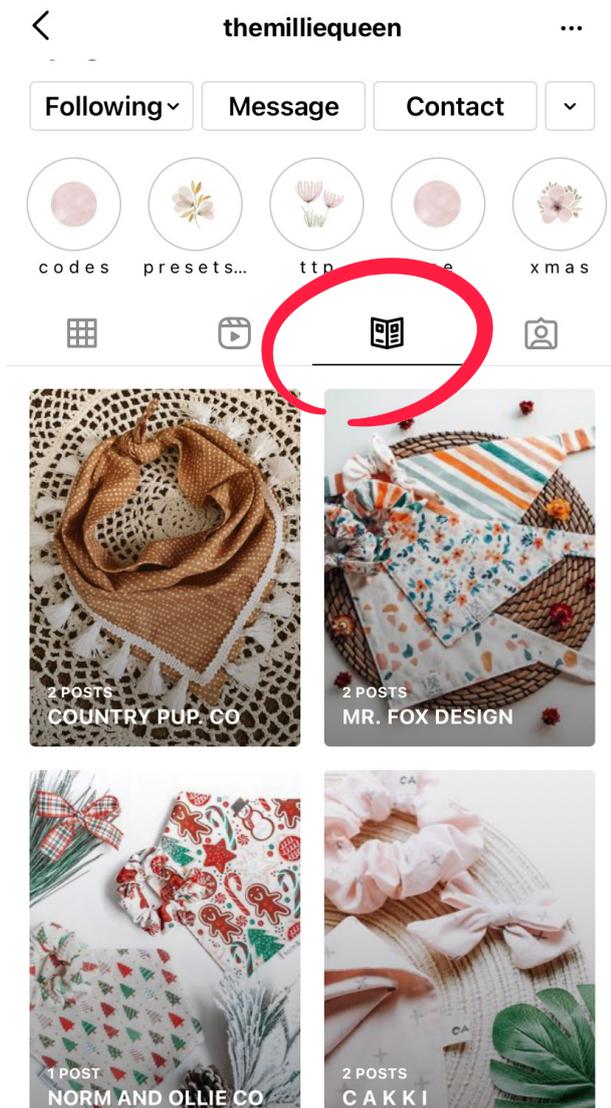
You could recommend wedding dresses, shoes, jewellery, all in line with your style and supplier you love.

Other examples could be hair and make up products you use if you are a hair and make up artist, Cake toppers, cake stands and products you use if you are a cake designer. Food and drinks if you are a caterer, the guides are there for you to get creative and explore.

On the next page are a few ideas from my daughters Instagram account for our dog, The Millie Queen. She is sponsored by shops and has discount codes.

She has monetised her Instagram and receives commissions from various products she promotes.

Often she is sent things and asked to photograph them and also sells photo presets with a collaborator who designs them for her.



Hey frens!  
 My name is Millie. I'm a 3 year old Yorkshire terrier living in Marbella, Spain with my family!  
 I'm a pup that loves to model for insta, smile, go to the beach andddd last but not least eat TREATOS!  
 Here are a few things you should know about me:

- I love to eat cheese
- I own about 30-40 bandanas
- I am extremely spoilt
- I have better style than my mama (sorry not sorry 😊)
- I smile 24/7

These are just some examples of how she is utilising the Guides on Instagram.

She has done an intro post, great idea to introduce yourselves directly on Instagram rather than making your audience go over to your website. You are hooking them in all the time straight away.

She has linked up to all the shops she works with and promotes with a testimonial on each product she receives,

At the top where the red circle is is her newsletter feed so you just have to click on this to see all her ideas she has created for her page.

I hope you find this useful, I think it is exciting to see all the new features Instagram and Facebook are rolling out this year to help businesses.