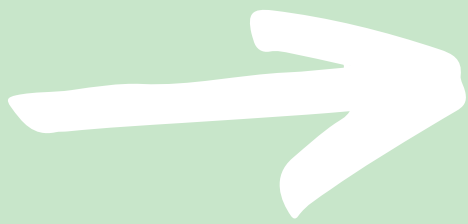
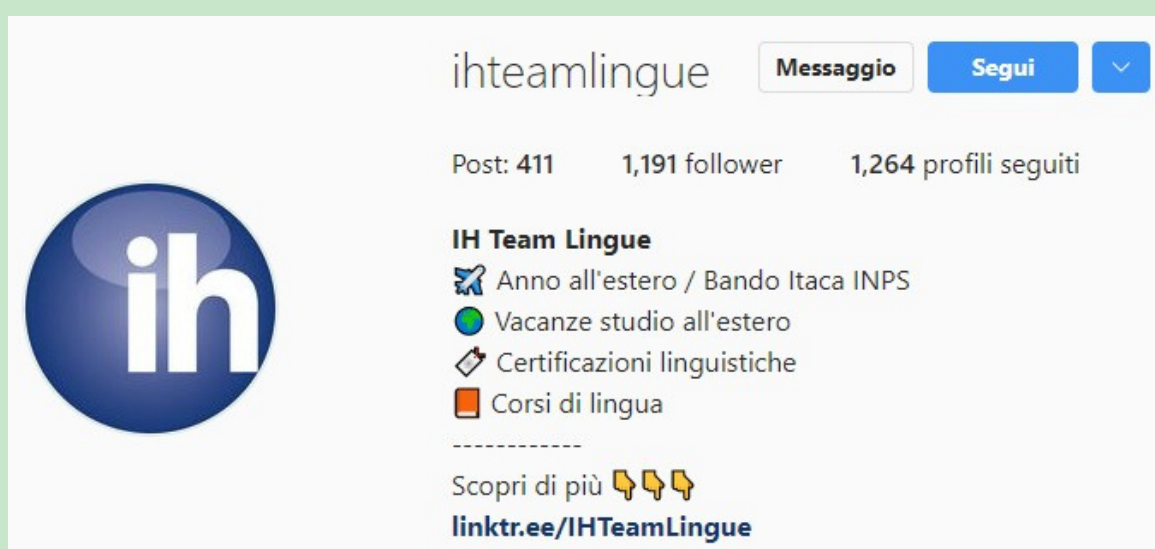


EXAMPLE ON HOW TO PROMOTE YOUR SERVICES VIA SOCIAL MEDIA

The next example is from IH Team Lingue. It is a good example of promotion on Instagram because it presents the services it offers in an informal way with appealing posts and coherent graphics.



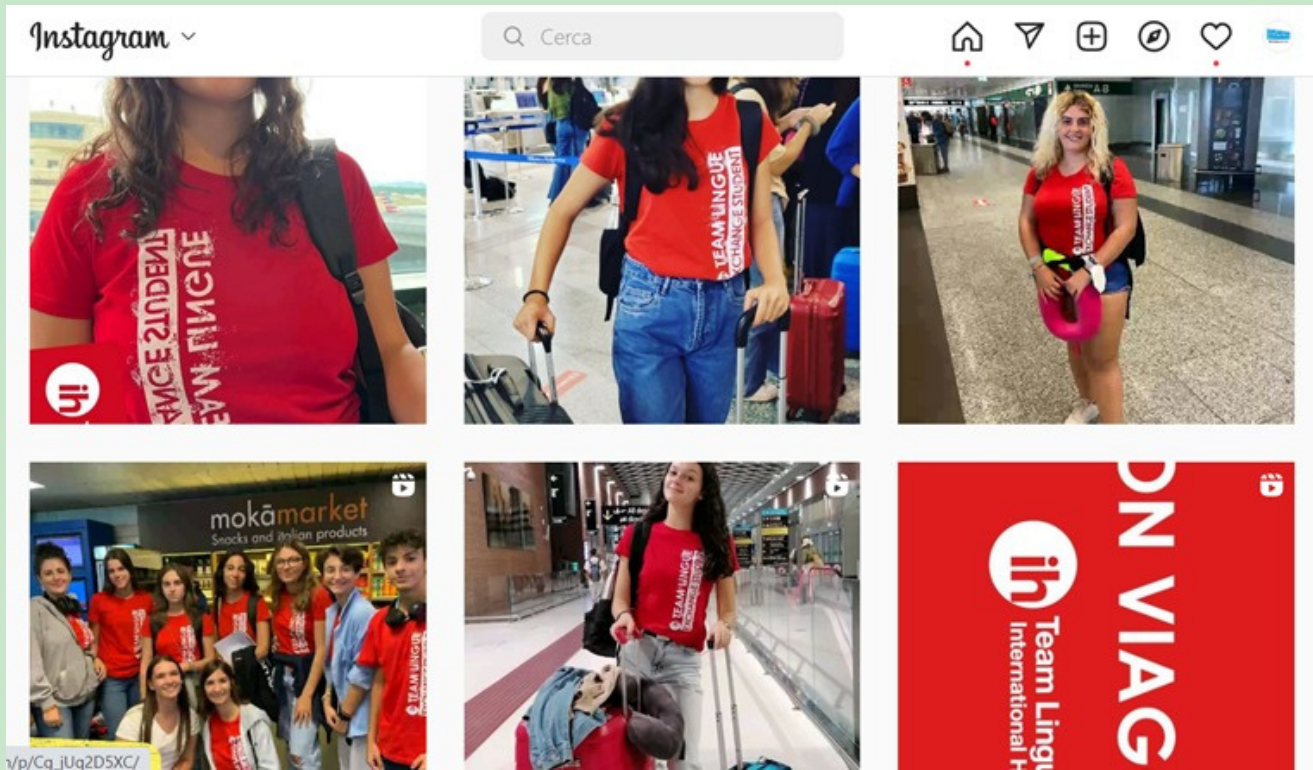
IH Team Lingue is a company that provides a number of language services. When your offer is wide, it might not be easy to promote it clearly. IH Team Lingue's strategy on Instagram is quite effective.



1

2







1

When you access IH Team Lingue Instagram profile, you can easily understand what it offers: the services provided are expressed in a clear way, also with the support of emoticons.

2

IH Team Lingue uses the link in the bio in a smart way. It does not lead to the website of the company, but to a Linktree one. Linktree serves as a landing page that allows linking to multiple sites; in this case, to various sections of IH Team Lingue website. By clicking on the link in the bio you can easily see the complete offer of the company and choose the one you need.

3

The company's offer is promoted using different colours for each service: travel opportunities related to educational offers are in red, training offers in orange, job offers in green.

4

IH Team Lingue also uses Instagram to promote its consultancy activity for applicants for financial benefits and to advertise special offers for study trips and support.

**Find out more on IH Team Lingue
Instagram profile**

[@ihteamlingue](https://www.instagram.com/ihteamlingue)