

Instagram tools to help you nail your 'gram game

SCHEDULING

Platform	Pros	Cons
Later	<ul style="list-style-type: none"> • Post directly to instagram without the need for push notifications • First comment posting • Has tools to help develop relevant content • Multiple users per account 	<ul style="list-style-type: none"> • Doesn't allow larger file sizes • No LinkedIn scheduling • No saving or storing of hashtags • Carousels and videos need push notifications
Planoly	<ul style="list-style-type: none"> • User friendly • Drag and drop planning • First comment posting • Supports multiple accounts 	<ul style="list-style-type: none"> • Hashtag research not robust • Limited analytics • Extra fees add up quickly • Lacks story planning
Plann	<ul style="list-style-type: none"> • In-depth analytics • Easy to use • Drag and drop scheduling • Best posting times • Helpful strategy planning 	<ul style="list-style-type: none"> • No auto-post feature • Calendar doesn't show images of previous posts • Glitchy app
Sked Social	<ul style="list-style-type: none"> • Automatic carousel publishing capabilities • Supports scheduling with product tags auto-published • Visual instagram feed planner • Analytics 	<ul style="list-style-type: none"> • After 7 day free trial, costs go up • Story posting tools are basic

HASHTAGS

Platform	Pros	Cons
Ingramer	<ul style="list-style-type: none">• Well designed user interface making it easy to learn how to use• More than just a hashtag generator - has auto likes, auto follow/unfollow, comments, direct messages, scheduled posting, and other Instagram tools	<ul style="list-style-type: none">• Their plans are expensive• It uses Instagram bots• It's in violation of Instagram's terms of service - You run the risk of getting your account banned. Not worth risking a business account but might be fun to have a play around with on a side project.
All-hashtags	<ul style="list-style-type: none">• Generate, create, analyse and search for the top hashtags for free• Great starting point to research hashtags• Useful generator tool that will format text as you write it into hashtags for you	<ul style="list-style-type: none">• The website itself can be a bit tricky to navigate – because it's free, there are several ads and distractions which make the site a little less user-friendly than some of the others
Hashtagify.	<ul style="list-style-type: none">• 7-day free trial where you can do some basic hashtag research• You can use it to search real-time data and insights about any hashtag on Twitter or Instagram: popularity ranking, related hashtags, trends, and more	<ul style="list-style-type: none">• Limited features on free plan, requires you to pay for added features
Instagram itself	<ul style="list-style-type: none">• It's native so it gives you an accurate idea of the hashtag performance• If the hashtag doesn't come up, it indicates that Instagram is probably blocking that hashtag for some reason	<ul style="list-style-type: none">• It's easy to get distracted by other parts of the platform, instead of sticking to working out your hashtags 😊

LAYOUT

Platform	Pros	Cons
Preview App	<ul style="list-style-type: none">• Free with no limit on uploads of photos, videos and carousels• Edit your photos with filters• Free plan includes basic analytics	<ul style="list-style-type: none">• You'll have to pay a bit to get some of the better features, but depending on where you are with your Instagram marketing, it might be totally worth it
UNUM	<ul style="list-style-type: none">• Free basic plan available but still cheap if needed to upgrade• Simple drag and drop feature to use• Free plan offers up to 500 images per month uploaded	<ul style="list-style-type: none">• Not good for scheduling• Platform can be a bit slow when uploading content

Planoly, Plann, and Sked Social all also provide layout testing.

ANALYTICS

Platform	Pros	Cons
Union Metrics	<ul style="list-style-type: none">• Profile analysis• Keyword listening• Campaign reporting• Competitive analysis• Research• Continuously tracking your insta account engagement so you have latest results	<ul style="list-style-type: none">• Expensive plans ranging from \$49 - \$199 per month but they have a free instagram account check up (analyse the last 30 days of activity)
Instagram analytics	<ul style="list-style-type: none">• Free and in house• A summary of your follower demographics• Data for individual posts• Insights from your Instagram Stories• Paid promotions data (if you have it)	<ul style="list-style-type: none">• Only available to business account so must have one of those

Plann, Later and Sked Social all also provide analytics.