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How to make your mark on Instagram

Why use Instagram?

- One of the fastest growing social media platforms
 - 1 billion people use Instagram every month
 - 38% of users check Instagram multiple times a day
 - 60% of users (that's 600+ million people) search for products on Instagram
- Great for all business types
- Global audiences



**Remember
it's mainly
a mobile app**

For Miss Jones members



Use Instagram to...

- find potential clients
- drive traffic to your website
- connect with other professionals
- find people to collaborate with

Why do people follow accounts on Instagram?



Education

Inspiration

Motivation

Entertainment

How to be successful



**know your
audience**

**how do you want
to be seen and
heard**



**how will you
stand out**



1. Your username - check it's available on all the platforms
2. Make sure you are set up as a business account (need to link to FB page)
3. Either display your logo or your headshot as the profile shot – make it a clear representation of your brand



Profile shot



622
Posts

190
Followers


*Thoughtful Minds
Web Services Pvt. Ltd.
A word to your thought*



19
Posts

138
Followers

Stanbra Powell



0
Posts

1
Follower



227
Posts

1,483
Followers

JD



313
Posts

224
Followers

Smile & Wave Marketing



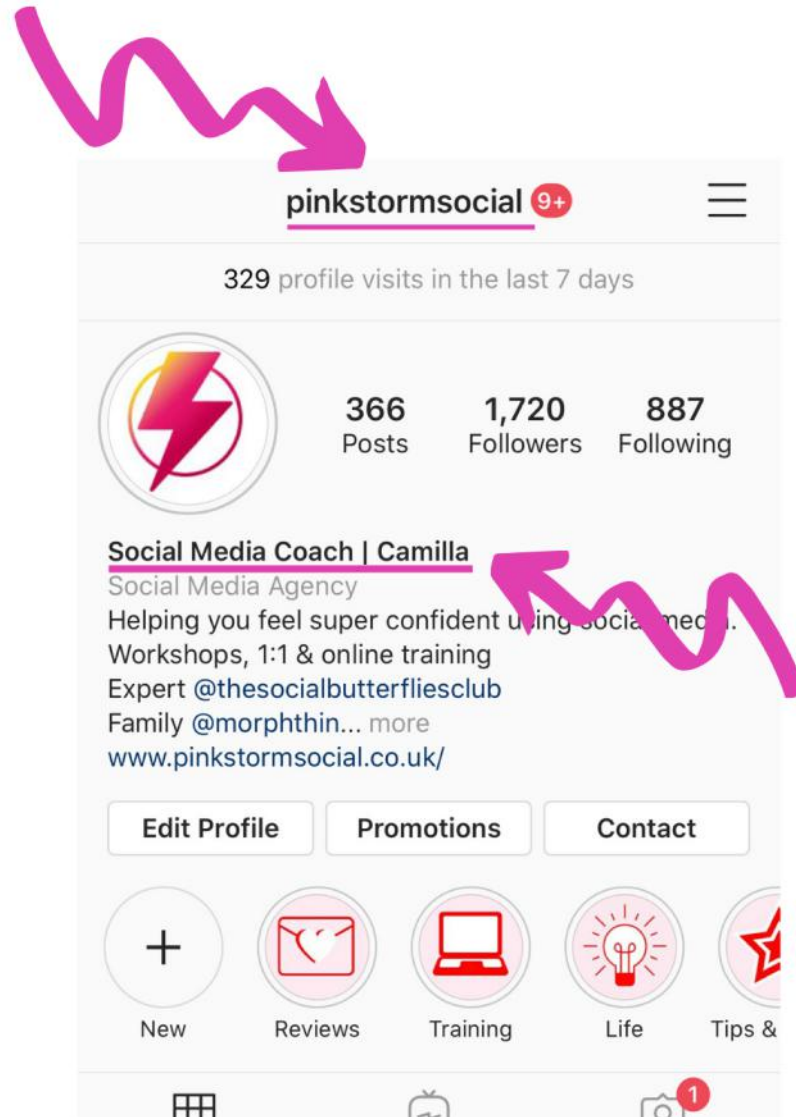
116
Posts

578
Followers

Optimising your bio

- Include your USPs & key words
- Include your website – clickable link
- Include your location if you're a small business
- Always ensure your bio contains up to date info
- Ensure there a strong call to action
- Avoid using a hashtag unless it's a branded one

Are you searchable?



The background features a vibrant pink-to-magenta gradient. Overlaid on this are several large, stylized geometric shapes in shades of yellow and orange. Two prominent shapes are inverted triangles with rounded corners, each containing a thick yellow arrow pointing downwards. These shapes are layered and partially overlap each other, creating a sense of depth and movement.

Instagram: The Newsfeed

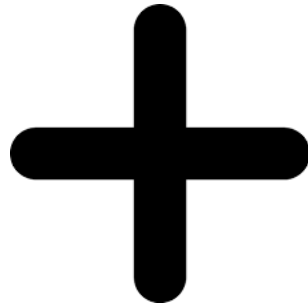
Algorithm uses different signals to determine the order of posts

- Likelihood you'll be interested in the content
- Previous interactions with the person posting

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Instagram: Best Practise

People pleasing



To please the algorithm

- Show up everyday if possible
- Post to your grid at least 2-3 times a week
- Always think consistency over frequency –what can you commit to and maintain?
- Support your grid posts with regular stories, ideally everyday
- Use the full range of Instagram features, filters, hashtags, locations, stickers, videos, the more features you use the more Instagram will like you!

The background features a vibrant pink color with large, overlapping geometric shapes in shades of orange and light pink. Two prominent stylized arrows, one on the left and one on the right, point downwards. Each arrow is composed of a thick yellow shaft and a dark pink, rounded triangular head. The overall aesthetic is modern and energetic.

Instagram: Content

What should I post?



Share great content

Images

- Share good quality images
- Use stock photography - Instagram and Pinterest are great for image searching

Captions

- Test longer v shorter
- Building trust is vital
- Don't go for the hard sell
- Encourage engagement

Think of your page as your shop front

- Testimonials – don't be afraid to brag
- Hints and tips
- Behind the scenes – your brand, your people, your events etc
- Community involvement
- Quotes
- Business journeys
- Blog posts
- Day to day activity
- User generated content – people trust people more than they trust businesses

If content is king then video is queen



Show your face



Photos and videos with faces get 40% more likes than those without

When people get to know the people behind your product/service they talk about you more

Use a grid layout & create a content calendar



When should I post?



The background features a vibrant pink-to-orange gradient. It is decorated with large, stylized, overlapping geometric shapes, primarily triangles and parallelograms, in various shades of pink and orange. Two prominent, thick, dark pink arrows point downwards from the top of the frame, one on the left and one on the right. The overall aesthetic is modern and energetic.

Instagram: Engagement

Be the Social in Social Media

- Engage with your followers - like, comment and repost
- Make sincerer comments on 10 other photos a day
- Use emojis to bring personality to your comments
- Always like and reply to comments made on your posts
- Start conversation threads under other posts to be noticed
- Repost any post that you are mentioned in, on your grid or in stories - and don't forget to @mention the original account

- Tip: if you get any negative comments, don't leave them unanswered, take the conversation to email

Warning



Avoid spam like behaviour - repeating the same behaviour in a short space of time

- follow and unfollowing spree
- liking spree
- leave the same comment

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Instagram: Hashtags

Hashtags



- Must use hashtags to ensure your content is discoverable by new users
- Up to 30 in each post and 10 in a story
- Mix up the density
- Check which ones your competitors are using
- Use your brand hashtag in every post
- Use insights to see if people are finding your posts through hashtags
- Follow your fav hashtags to keep an eye on competitors, local businesses etc
- Stay ahead of the national hashtag days with a social calendar

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Instagram: Location Tag

Location Tag

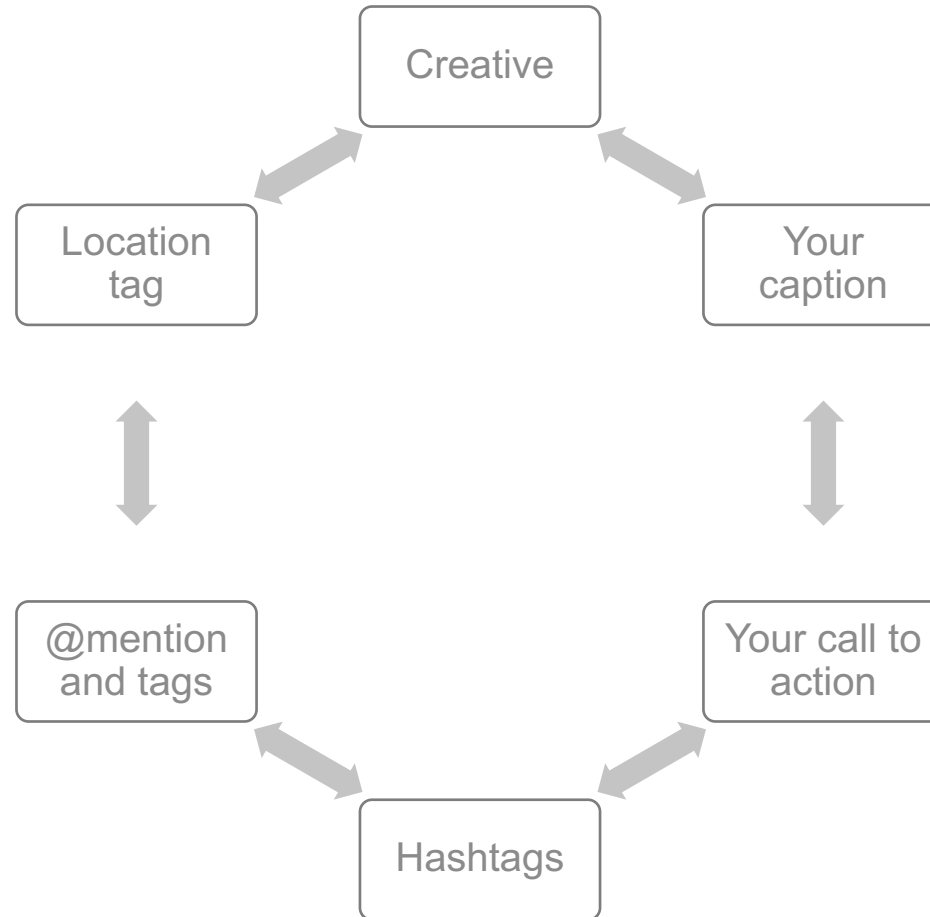


- People search on Instagram for local businesses so use the location tag
- Type any location into the search box to set it
- If there is no geotag for your location you can create one through Facebook

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Instagram: Key elements of a post

6 key elements of a post



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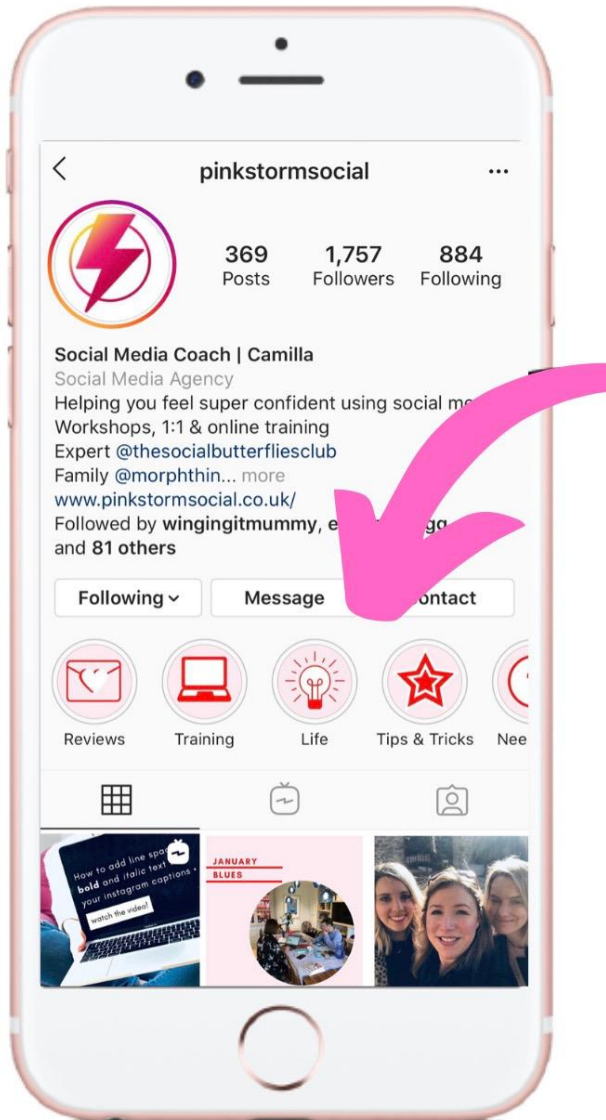
Instagram: Stories

Stories

- Temporary, they appear for 24 hours (but are saved in your archive)
- Each story lasts 15 sec
- Use images, hashtags, emojis, gifs and videos - you can use so many insta features in one story and tick lots of boxes
- Show personality
- Be creative and have fun!



Stories highlights



- Save popular stories and put them in your highlights
- They live permanently on your profile and act as a portfolio
- Create highlight covers in keeping with your brand

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Instagram: Analytics

Do more of what works



- Monitor your analytics
- Use them for
 - Finding when your audience is online
 - Audience breakdown
 - Track and learn from your best performing posts
 - Hashtag research
 - Website clicks
- Create monthly reports for clients so you can monitor your progress

How do I know what works well?



- Are you seeing an engagement rate of 1-3%
- Are your followers numbers steadily rising

Monthly reports

Create monthly reports for clients so you can monitor ROI

- Record:
 - likes
 - comments
 - profile visits
 - website clicks
 - reach

Set realistic goals such as

- Increasing followers by 20% over the next month
- Consistent engagement on posts of 1.5%

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Instagram: Current Climate

- Don't go silent - disappearing could cost you your customers
- Give reassurance you're here for the long haul
- Tell your customer what's going on with your business – human to human is really important right now, be real, be authentic, be honest
- Don't be afraid to keep selling
- People need to alleviate boredom and social media plays a key part in that
- Go easy on bragging about success for the time being
- Use this time to build a strong community - Engage and keep the conversations going
- Create helpful content that your followers will want to share

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Instagram: Tools

Tools & Apps to help

Scheduling tool

- Later

Images

- Unsplash

Content creation – grid

- Canva

Stories apps

- Mojo
- Canva

Line spacers – www.apps4lifehost.com

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Instagram: Tips

- Cross promote from other marketing avenues
- Add icon to email signature
- Add icon to website home page
- Add icon on all packaging, invoices and labels
- Mention and be mentioned
- Invite a like minded business to collaborate with – Go Live together !
- Pitch a guest post to someone else’s account
- Keep the Instagram app up to date

- Get email addresses – email is the only place where the algorithm isn’t in control

Action Plan



1. Find your brand voice – make sure its authentically you
2. Develop a strong visual identity
3. Produce engaging content – don't just sell
4. Engage with your audience
5. Build a hashtag strategy
6. Plan
7. Review and do more of what works

Good
Luck!

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Instagram: Power Hour

What we could cover

- My best tips on growing an account quickly!
- How to create a strong visual identity
- How to create Instagram stories and front covers
- Collaborations, Influencers & Insta takeovers
- Competitions
- IGTV
- Bio linking tool
- Full tour of insights
- Overview of advertising
- Grid aesthetic & layout
- Shopping tags
- How to get Swipe Up without 10,000 followers