

Shine Bright

MEMBER'S LOUNGE
JULY- INSTAGRAM STRATEGY

INSPIRE | MOTIVATE | GENERATE

THE BIGGEST MISTAKE I SEE

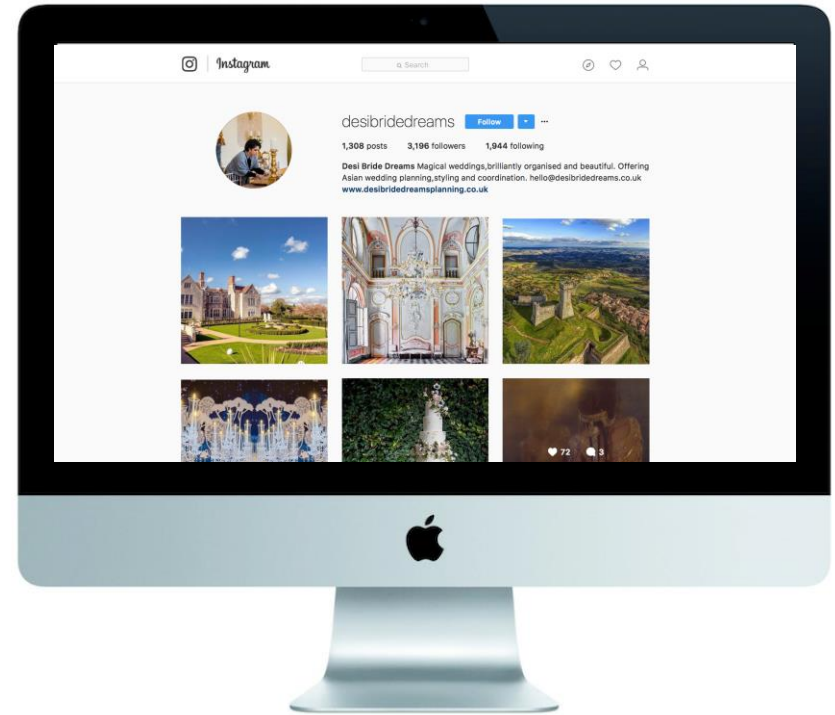
JUST
PROMOTING
YOUR OWN
WORK AND
THAT'S IT.
EACH POST
NEEDS A
PURPOSE



INSTAGRAM - THE STATS



- ❖ 1.1 billion people use it each month!
- ❖ 88% of Instagram users come outside of USA – huge global reach.
- ❖ Any and every business can use it successfully.
- ❖ Many of the world's top 100 brands using it – it's simply not a social media channel 'where the kids hang out'.



INSTAGRAM - THE STATS

- ❖ Tap into a new existing audience
- ❖ Drive **traffic to your website**. You can't include URL's you can drive it **through the bio and link tree** – its free and a must!
- ❖ Engagement of Instagram is **58x the engagement on Facebook**.
- ❖ People buy from people and Instagram will help you to build **brand trust** which is important for the know, like and trust factor
- ❖ Sales from **clients and customers**
- ❖ It's ultimately a **visual brand**

❖ Everyone starts with **0 followers** and you can beat the

WHAT ARE THE TRENDS FOR 2019 SO FAR?

- ❖ The authentic real voice is working more in terms of engagement and impressions rather than the perfect curated feed. I just don't see that many Asian female entrepreneurs having wider themes other than what they offer!
- ❖ It's all about IGTV! You can now post it on your feed horizontal and vertical videos
- ❖ Pretty Insta stories that encourage engagement such as polls and asking questions etc. These also play into the algorithm
- ❖ Spark AR Studio! Coming this year. Kylie Jenner used it for her lipsticks and it's going one step closer to the viewer! More info here - <https://sparkar.facebook.com/ar-studio>

THE ALGORITHM

- ❖ You need to decide how often you are going to post and BE **CONSISTENT!** Use Later.com to plan your posts over summer if you are busy! You will get more engagement if its good quality
- ❖ Your relationship with your followers matter so responding to your own comments, DM's and engaging on other people's posts is important! Have convo's! Unified messenger coming soon!
- ❖ Look at your insights and see when your audience is online and then post!
- ❖ Have a consistent brand palette and killer captions

YOUR PURPOSE

- ❖ Who do you want to **reach**?
- ❖ What do you want your **brand to stand for**?
- ❖ What do you want your **audience to do** when they see your posts?
- ❖ What do you want your **audience to feel** when they see your posts in the first 10 seconds
- ❖ Is it clearly showing what **products or services** you sell?
- ❖ Work on **inspiration/display** places you can share
- ❖ **Video's** can be a great way to share your products/services
- ❖ Make sure they are not **rush shots**! Or is it a clean sharp image?
- ❖ You can use beautiful graphics from **creative market** or create some through **Canva**

HOW TO TELL A STORY

SIT DOWN AND BRAINSTORM – CLEAR SOME SPACE IN YOUR DIARY.

❖ **What do you want the world to know about your brand and you?**

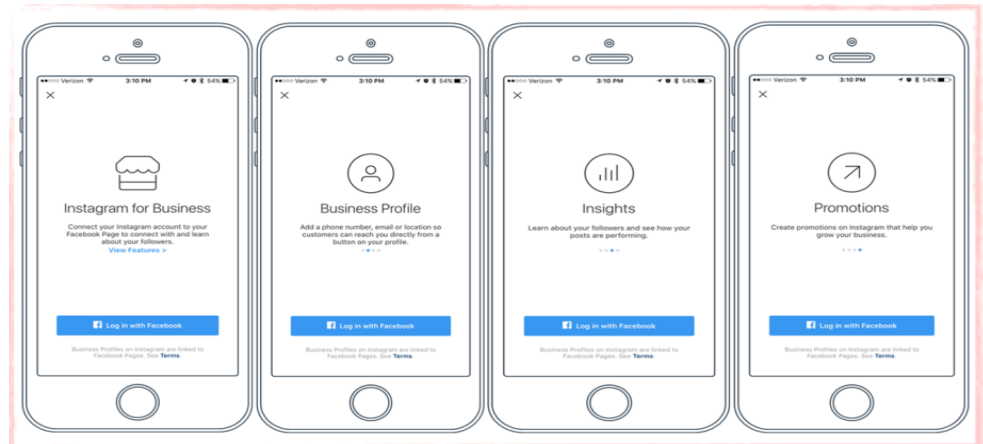
Example - *I plan stress free weddings for couples and their families which are magical, beautiful and brilliantly organised.* >> I share this message through my Instagram images and the copy.

❖ Do you have **brand values** that you can share through visual stories? It could change from week to week and month to month.

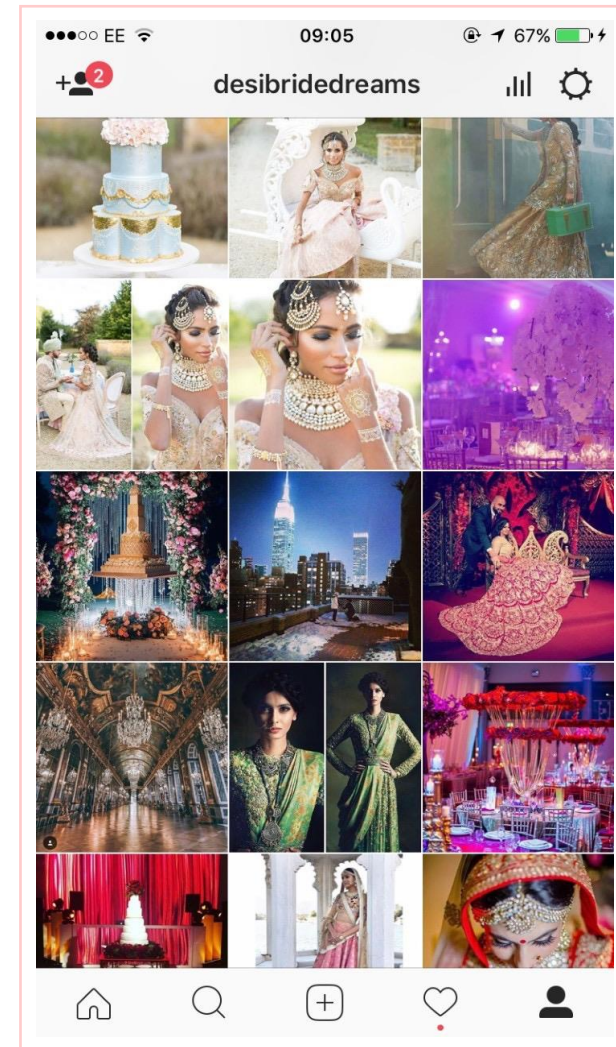
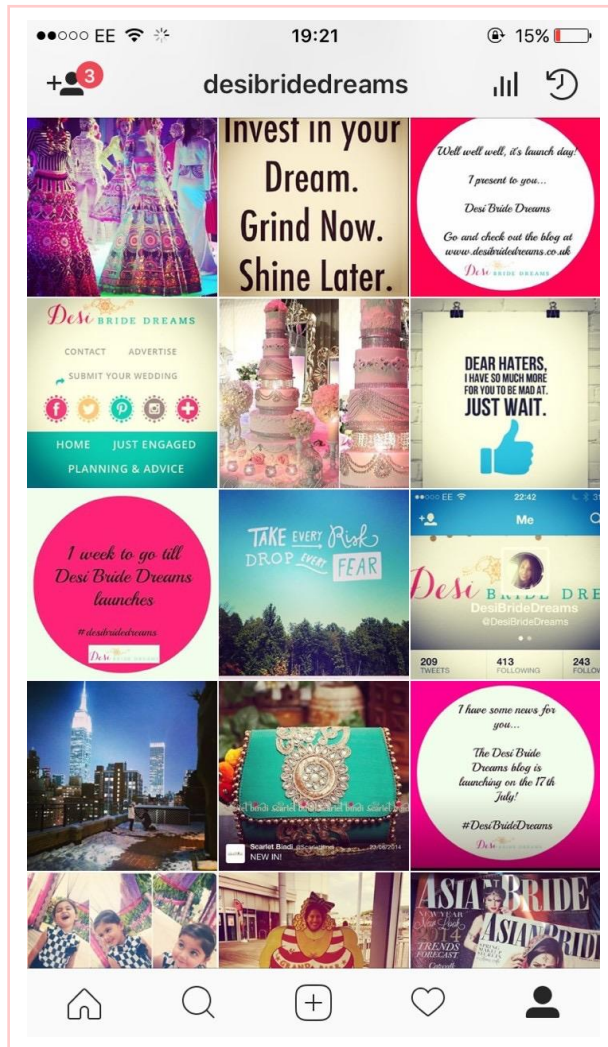
❖ **Don't assume that everyone knows what you do.** Every day you need to be selling and sharing your key message in different styles of copy. Always provide additional value, insights, or inspiration as context around your post. You need to be selling at least twice a week through your posts and provide a CTA

NAIL THE BASICS

- ❖ Have a **business account** – will give clients **access to call/email**. You get access to **insights**.
- ❖ Use **#** in bio and ensure it's got your keywords and have linktree installed
- ❖ Important to **have your name and/or your business name** in your profile. Know this might sound obvious but it's amazing how many times it's not there.
- ❖ Have an **email address and link to your website** – think about the **customer journey**
- ❖ Have a **captivating about me section** which talks to your ideal audience and tells people exactly what you do.

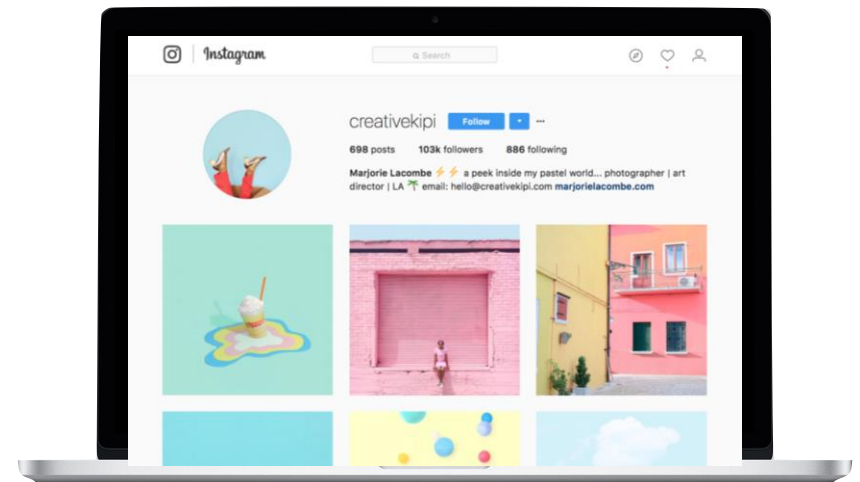
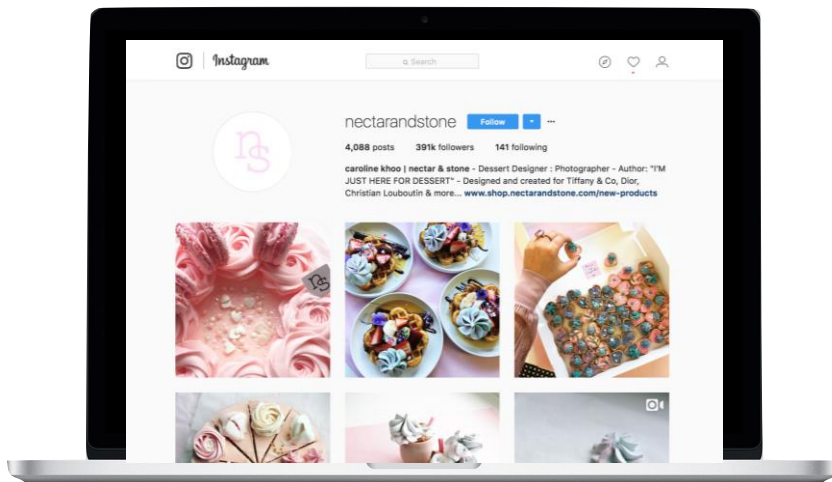


IN THE BEGINNING I DIDN'T HAVE A CLUE



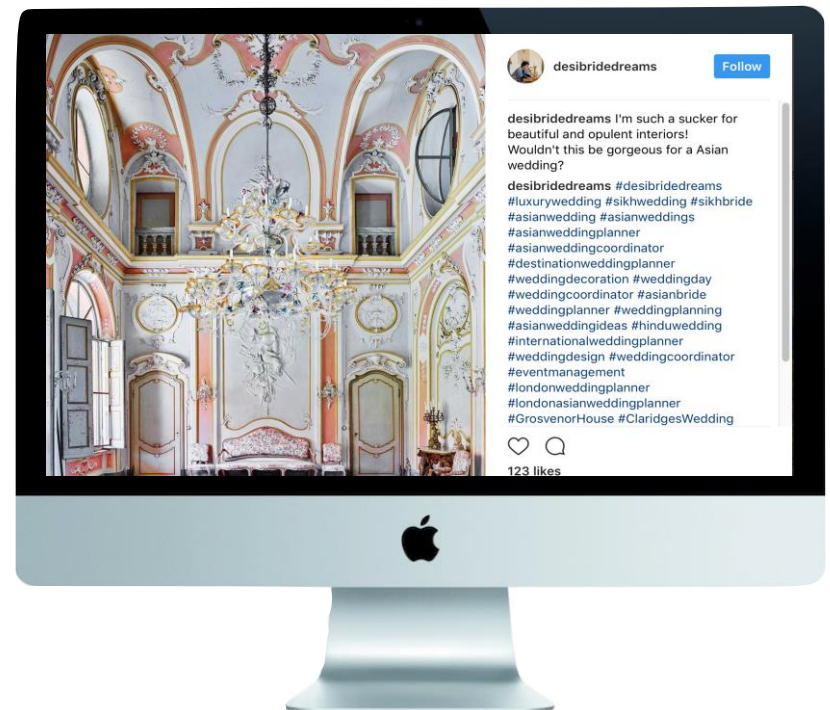
VISUAL STORYTELLING EXERCISE

- ❖ Developing a visual style will really help your images to be recognised. Important that the images that you are sharing look like they are a part of your brand.
- ❖ Your images need to be curated and have a consistent style and colour palette!

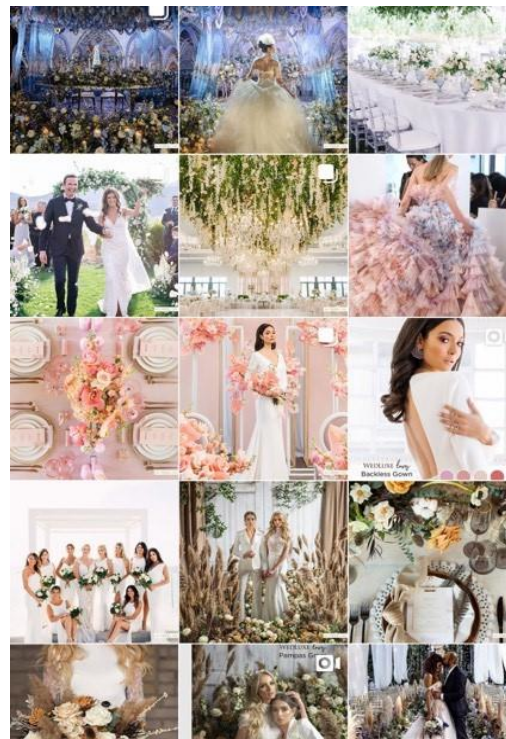
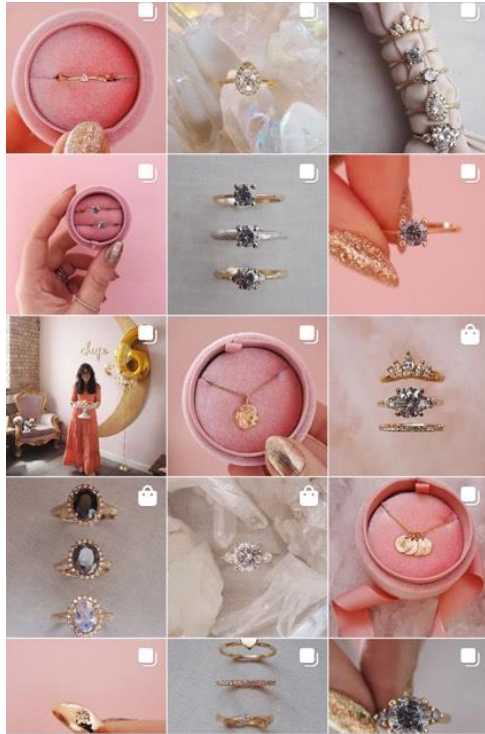


IMAGES

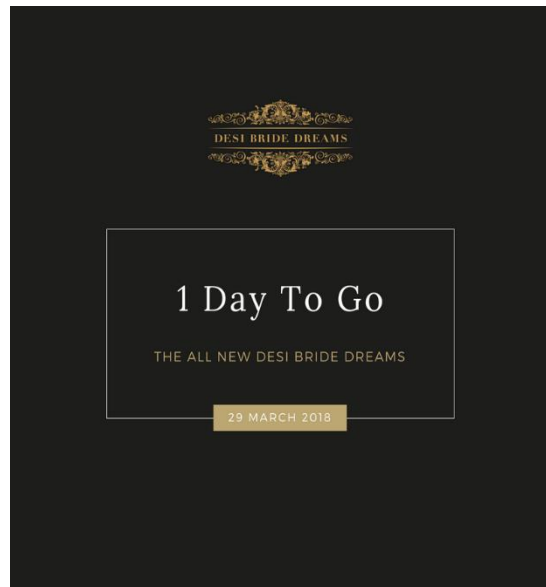
- ❖ Think about each individual image you post and *would your ideal audience love it?*
- ❖ Always use professional images or well edited images that are in line with your brand.
- ❖ Don't post random things on your Instagram which wouldn't resonate with your ideal audience. Such as kids, nieces etc.
- ❖ Have a colour palette and keep it consistent. Think of your Instagram account like a well thought out polished gallery.
- ❖ Have a CTA



COLOUR PALETTE'S MATTER



USE CONSISTENT BRANDED GRAPHICS



APPS TO ELEVATE THE IMAGES

- ❖ VSCOcam
- ❖ Flipagram
- ❖ Videohance
- ❖ Snapseed
- ❖ Afterlight
- ❖ Adobe Lightroom presets on mobile (not desktop)
- ❖ Research presets you can buy. Lots of bloggers offering this

NAIL YOUR INSTAGRAM AESTHETICS

- ❖ **Pick a colour scheme/style and be consistent!** It cannot be random so pick your colours and tones – is it bright and colourful or warm and inviting? It can be in line with your brand colours!
- ❖ **Space out all of your content.** So don't have branded quote graphics next to each other. Create the feed so it flows and the images are mixed in with busy photos and clean sharp images
- ❖ **Lighting is going to be key for your images** – don't mix light images with dark images – keep the style consistent and use similar apps or filters/effects to keep it all the same

THE CAPTIONS NEED TO BE GOOD!

- ❖ Captions encourage the engagement so the captions need to be good!
- ❖ It's an opportunity to go deeper with your ideal clients
- ❖ Have a epic headline – something punchy and interesting reach entices the reader to read more
- ❖ Micro blogging is really popular at the moment so writing longer captions to connect with your ideal client
- ❖ Encourage engagement – “double tap if you agree” “tag a friend”

THE CAPTIONS NEED TO BE GOOD!

- ❖ Use line breaks through apps4lifehost.com – use emoji's
- ❖ Have a brand voice that sounds like you – write as you were talking! Record your voice if you need to then get it onto paper!
- ❖ By now you should know your content themes but you can also have consistent ones if you wish which will increase engagement
- ❖ Use hashtags – you can use up to 30. Test these out and see which ones work. Use in comments or behind several line breaks

GROWING YOUR INSTAGRAM FOLLOWING

- ❖ Use **Later** to plan out content – really helped me
- ❖ **Ensure that your profile is on brand**. This includes a enticing bio, professional head shot, branded cover stories and a link tree link
- ❖ Industry influencers and peers - like their posts and leave genuine comments. The more you **interact with others** the more they will interact with you
- ❖ Use **influencers to leverage your following**. You can also use micro influencers which have a following between 1000 - 10,000 followers

GROWING YOUR INSTAGRAM FOLLOWING

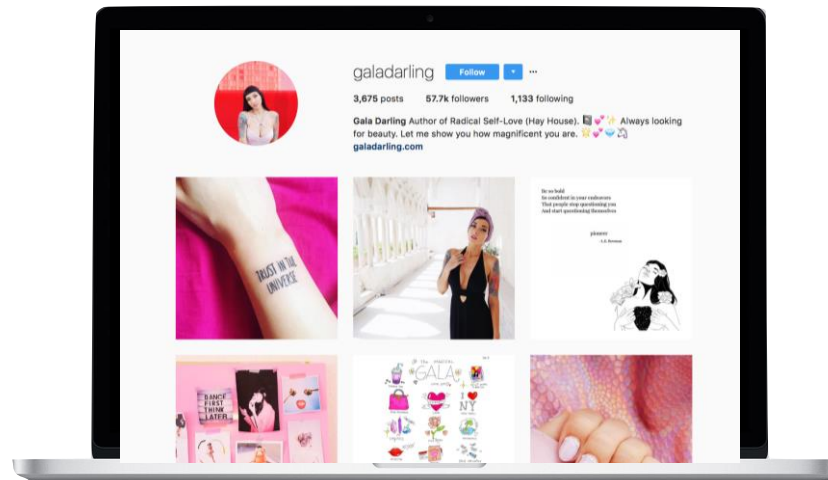
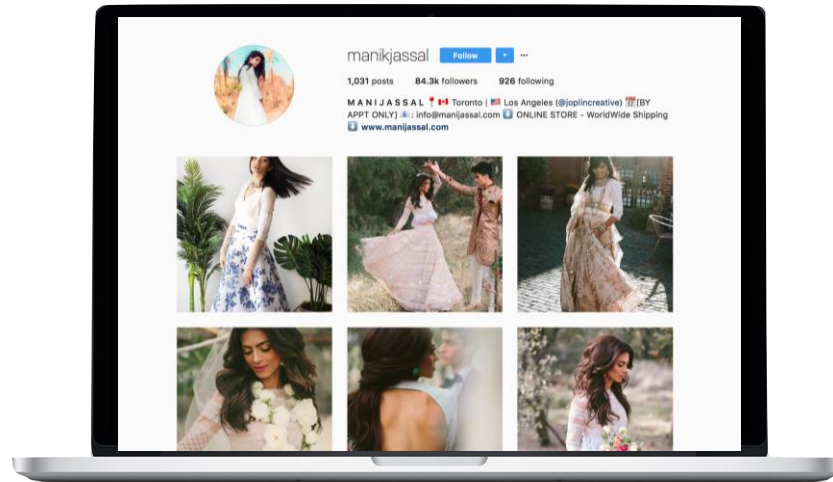
- ❖ Photography course/online tutorials or presents will most likely be beneficial otherwise styled shoots. Use presets
- ❖ Post images of yourself – professional or edited
- ❖ Always respond to your comments – ideally in first hour
- ❖ Invite the engagement!
- ❖ Your first story highlight should be all about you and what value you can offer and how people can buy from you
- ❖ Promote your feed onto your website and link your handle everywhere! Email sign offs, business cards, Facebook profile, personal page and anywhere else!

GROWING YOUR INSTAGRAM FOLLOWING

- ❖ A close up of a product you sell.
- ❖ Inspirational products/places/services that relate to your brand
- ❖ Something that you're excited about.
- ❖ Something inspired by someone else.
- ❖ Collaborations you have done – tag other accounts to create a buzz and new followers which may lead to sales.

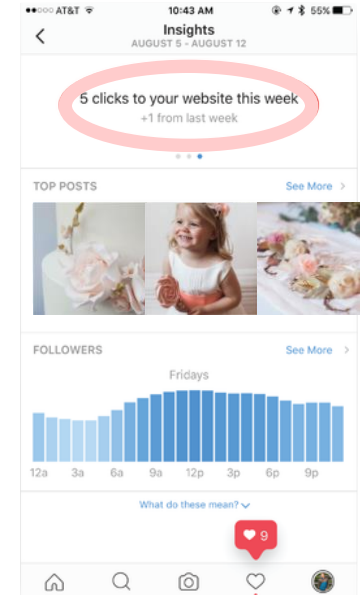
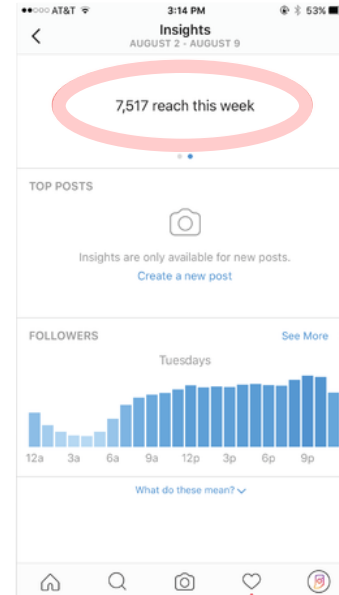
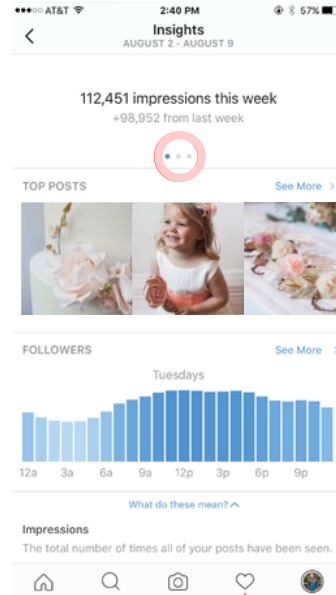


GROWING YOUR INSTAGRAM FOLLOWING



INSTAGRAM INSIGHTS

- ❖ Click **Insights** icon on the top right
- ❖ Follower information is at the bottom of the Insights section. You'll see a chart for the current day of the week, and **which hours of the day are most active for your followers.**



- ❖ Click *See More* for information on your current follower number, **the breakdown in gender of your followers, an age range, top locations of your followers, active hours of the day for each day of the week, and your followers' active days of the week. Make sure it is your ideal audience**

INSTAGRAM STORIES

- ❖ Great way to tell a wider story and share **BTS** – popular marketing approach
- ❖ Audiences LOVE this and as long as its not random its create. Needs to be **aligned with your ideal client**
- ❖ Perhaps you are visiting a new place and you have lots to share. E.g. I know my ideal client **loves travel** so I share lots of BTS when I visit Canada, Marbella etc.
- ❖ Use **Highlights** to add them to your profile and create a cover image. Ensure you client reviews!
- ❖ Remember that this is still part of your online story and presence. Just because something disappears after 24 hours doesn't mean that it isn't important. **needs to be on brand!**



INSTAGRAM STORIES

- ❖ Add location stickers to your stories to get more eyeballs onto your content
- ❖ Use the hashtag but only opt for non saturated hashtags such as those that have around 5k – 500k posts
- ❖ Engage your audience with the polls and questions!
- ❖ Mention/tag brands when RELEVANT!!! Not randomly!

INCREASE ENGAGEMENT ON STORIES

- ❖ We should all be using stories every single day to connect with our ideal clients and engage with them
- ❖ There is rarely a day I don't do Insta stories
- ❖ Have a story board and plan it out in advance – so your stories have a beginning, middle and end
- ❖ Beginning = introduction, what they can expect to come
- ❖ Middle = cover the main elements/topics
- ❖ End = Have a call to action if relevant such as link in bio etc

INCREASE ENGAGEMENT ON STORIES

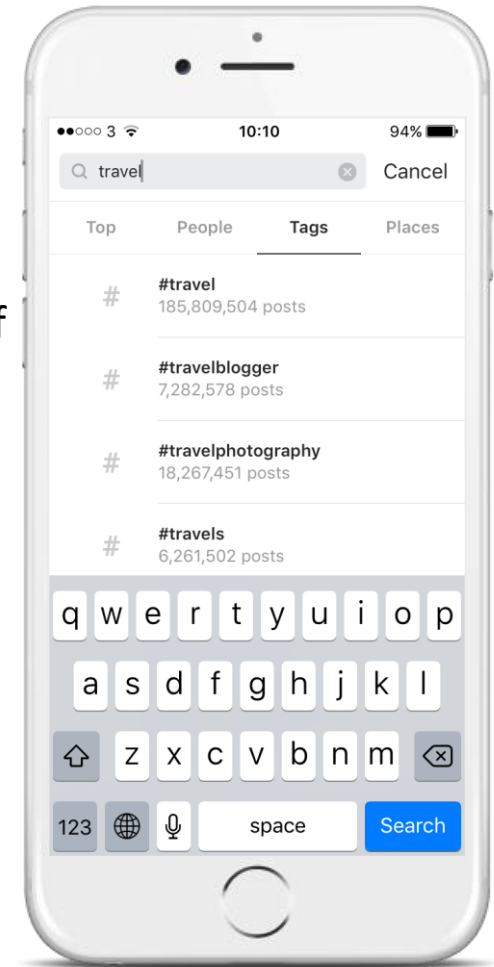
- ❖ Again the story graphics can be created in Canva, Pic Monkey or Designsta and they need to be on brand and have that same cohesive look!
- ❖ Look at your Instagram insights and work out what stories perform well with low exit rates. With promo posts in natural to drop off but we still need to do them! You can get access to Insta stories data through the Later paid plan and you can schedule stories too!
- ❖ Add hashtags to your stories. Your stories will be discoverable
- ❖ Collaborate with other brands so you can get in front of other audiences
- ❖ Use captions on the stories as a lot of your audience might have the sound off

IGTV

- ❖ We all know video on YouTube has exploded therefore Instagram is catching on!
- ❖ It's more short based video experiences than long based. The duration is ten minutes at the moment!
- ❖ This is going to be a great opportunity to go deeper with your audience! It will appear in the feed.
- ❖ Brainstorm or ask your audience what they want to hear. This is where themes are valuable
- ❖ Use keywords and hashtags to get discovered!
- ❖ You need the IGTV app and create a channel first. Step by step guide here - <https://help.instagram.com/2059047654316237>

HASHTAGS

- ❖ **Hashtags categorize content.** Click on a hashtag and you'll be able to browse posts that have been tagged with it.
- ❖ Hashtags **help Instagram users discover content and accounts** to follow. The right hashtag, or combination of hashtags, ~~will expose your brand to large and targeted audiences.~~
- ❖ By making yourself more discoverable on Instagram, you have a better chance of attracting new followers, getting more likes, and increasing engagement.
- ❖ Posts with at least one hashtag average 12.6 percent more engagement *than those without, according to a study by Simply Measured.*



HOW TO USE HASHTAGS FOR YOUR BUSINESS

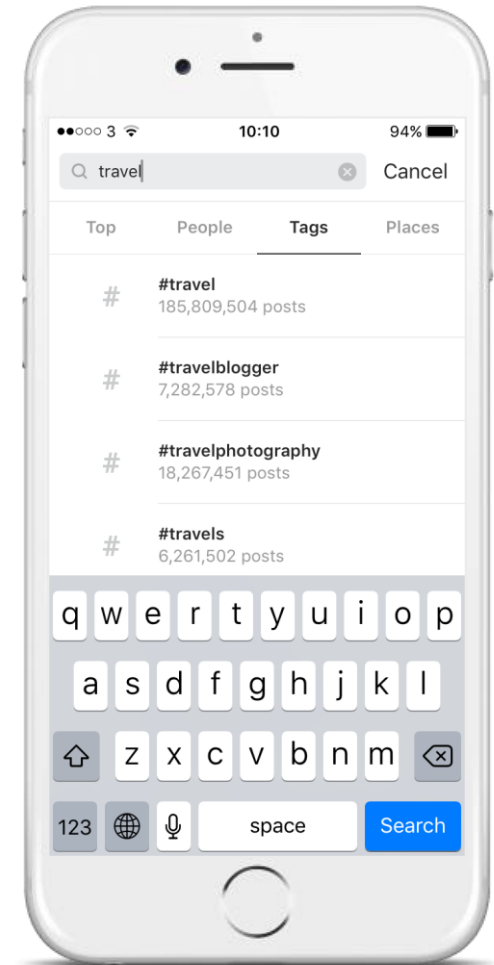
- ❖ Look at **hashtags competitors are using**. Might see new hashtags to add. Or you could decide you don't want to compete for the same ideal clients. Search for alternative hashtags to use.
- ❖ Use hashtags that **influential people in your industry are using**. These people are already well-established with your ideal audience – learn from the leaders.
- ❖ **Consider related hashtags**. Browse posts containing a hashtag you're already having success with. Do you see a trend of any other common hashtags that could be included in the future?
- ❖ **Go niche!** When I found my Canadian MUA's I used #BramptonMua
- ❖ Use **Instagram's search function**. Type in a keyword relevant to your brand into search bar then select the Tags tab.
- ❖ Brainstorm related hashtags – 5000 to 50000 more chance of being seen
- ❖ You can **track the hashtags** and see how they are performing. Go to the post in insights. Save them in your notes

HASHTAGS

- ❖ Use location tags to get discovered through Insta and IRL!
- ❖ <https://www.facebook.com/business/help/293042287781370> – you need both a Fb page and business account

Business profile>Edit Profile>Edit the following:

Page your Instagram business profile is connected to, Business Category, and Business contact info



THEMES

- ❖ What are the themes that align with your brand? For me it is mindset, mental health, motivation, inspiration, cultural blocks and marketing.
- ❖ Brainstorm all of the themes that can be related to your brand
- ❖ Pick 6 themes that are in line with your brand and position you as a expert. But always remember you need to have a purpose and it should speak to your IC.
- ❖ Also select behind the scenes content you want to share. Sharing what you are prepping or planning for can be very powerful. For example my Puglia post or when I am having mentoring/mastermind training days. It creates FOMO!

CONTENT STRATEGY IDEAS

- ❖ **Appealing Images** – *Of my own work or work I absolutely love.*
- ❖ **Testimonials** in appealing image format.
- ❖ **Live videos** ‘Monthly round up’ ‘Intro’s’ or ‘Solving client problems’ - **be consistent** with this and your audience will look out for your lives.
- ❖ Quick value posts **hints and tips** – *‘Planning tips’ to help with small concerns.*

Desi BRIDE DREAMS
WEDDING PLANNING

"Sharn, we cannot thank you enough for your support in coordinating our three special days. You were invaluable in helping Raj and I plan 3 events!"

DESIBRIDEEDREAMSPANNING.CO.UK