JASMINE DIANE PRESENTS

Instagram Strategy 201

Thanks for coming, now let’s get it!
AGENDA

ARE YOU READY?

MY STORY

CONTENT INSPIRATION

CONTENT PILLARS

SHOW AND TELL YOUR STORY

INSTAGRAM GROWTH HACKS

BEST APPS/TOOLS

BRAND GROWTH OPPORTUNITIES

Q&A
MY STORY
"A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP."

- OLD CHINESE PROVERB
CONTENT

INSPIRATION
WHAT MAKES A GOOD INSTAGRAM ACCOUNT?

CREATE A CONSISTENT COLOR SCHEME

BE AUTHENTIC

FIGURING OUT WHY PEOPLE ARE FOLLOWING YOUR BRAND AND DELIVERING MORE OF THAT TYPE OF CONTENT

FOLLOWING LIKE-MINDED INSTAGRAMMERS

TRYING NEW THINGS

POSTING OFTEN
Definition: A content pillar is a subject matter that a brand or influencer has knowledge in and chooses to create content around.

Similar: Brand core values or areas of expertise

Examples: philanthropy, events, history, etc.
SHOW
AND TELL YOUR STORY
WHAT'S IN YOUR CONTENT MIX?

STILL IMAGES

IMAGE CAROUSELS

VIDEOS

IGTV

INSTAGRAM STORIES

INSTAGRAM HIGHLIGHTS
WHAT'S IN A GOOD BIO

TITLE

CONTACT INFO

FUN FACT OR QUOTE

BRAND HASHTAG

NEWS OR CTA
CAPTIONS

CAPTION WRITING

MIX OF LONG AND SHORT FORM

VIVID LANGUAGE

TELL A STORY

QUOTES

HONESTY + AUTHENTICITY

RELEVANCY
SOCIAL GROWTH HACKS
GROWTH HACKS

STANDARD GIVEAWAY

LOOP GIVEAWAY

CROSS PROMOTION

PAID FB ADS
GOOD GIVEAWAYS ARE EASY TO ENTER AND SHARE.

GIVEAWAYS
ONE CHANNEL
GROWTH
INCENTIVE
TIME
IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.

- AFRICAN PROVERB
HOW TO WORK WITH INFLUENCERS

GIVEAWAYS

EVENTS

PRODUCTS
BEST APPS

UNUM
LIGHTROOM
VSCO CAM
SNAPSEED
WORDSWAG
HOOTSUITE
CANVA
FIVERR
GOOGLE ANALYTICS
GROWTH OPPORTUNITIES
EVENT PERKS

INCREASE BRAND AWARENESS

INCREASE REVENUE

CREATING RELATIONSHIPS

BUILD TRUST
LIVE

PERKS OF LIVE VIDEO

RELATABLE
SHAREABLE CONTENT IN REAL-TIME
REACH
COMMUNITY
THANK YOU!