

Instagram 101

Presented by Jemma Mrdak
Dak & Co





About Me

- Background in Comms/PR.
- Started my blog/Instagram account (A Stylish Moment) 7 years ago. I know how important it is for a brand to develop a strong social media presence!
- Launched Dak & Co 4 years ago as I love working with brands and businesses to develop content for their online platforms.
- Developing unique, creative and shareable content that can elevate and highlight a brands story is what I love to do!

@astylishmoment & @dakandco on Instagram

What we will cover

Getting started with the platform

- Importance of social media
 - Instagram fun facts

Strategy & Implementation

- 4 steps to creating an Instagram marketing strategy
 - Hashtags and how to use them effectively
 - Content development

Maintaining

- Promoting your Instagram page
 - Instagram stories

Monitoring Progress & Analysing results

- Analytics & how to know what to track

Why is Social Media Important?

- Social media posts drive targeted traffic.
- Social media marketing helps a brand understand their audience.
- An active social media presence builds relationships with an audience.
- A strong social media presence builds brand loyalty.
- Social media is a great vehicle for publicising important company news and messages.

Instagram Fun Facts



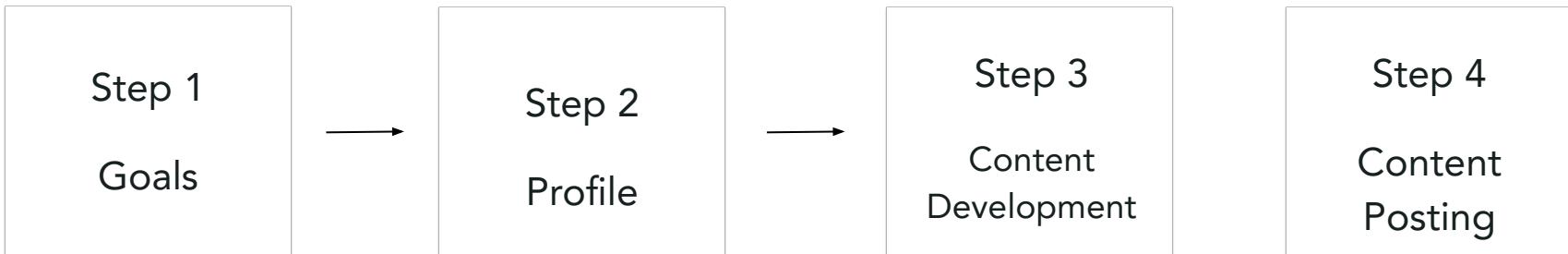
- Instagram has grown immensely over the years, and it continues to broaden its horizons.
- Has gone a long way from once being an app for people to share their holiday pictures, to now appealing to all kinds of influencers, advertisers, and brands.
- Your audience is using Instagram, and your competitors are too.
- Instagram continues to grow as one of the most popular social media platforms, and the data tells us that it's not going to change anytime soon.



- Instagram has 1 billion monthly active users with more than 500 million active users per day.
- 71% of the billion monthly active users on the Instagram app are under the age of 35 (Statista, 2019).
- 79% of Australians are on social media, compared with 47% of small & medium businesses.
- Almost two thirds of consumers (64%) will be more likely to trust a brand if they interact with consumers in a positive way on social media.

Strategising on Instagram

- On surface can seem like a platform where you simply upload images... well, there's more to it!
- From social selling to community-building and beyond, there's a reason why Instagram is booming right now.
- Need a clear-cut, actionable Instagram strategy if you want to grow a presence and attract customers.

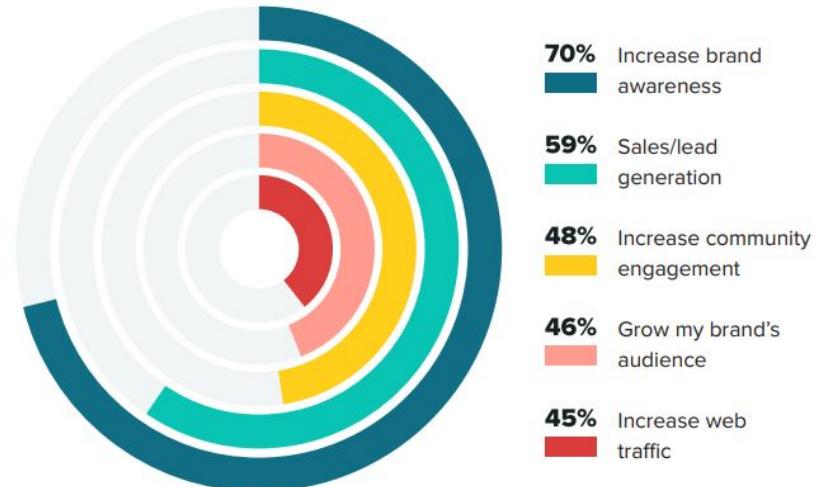


Social Media Goals

- Goals hold you accountable: you're able to point to the specific steps and actions you're taking to meet your business' needs.
- Goals help you get somewhere with your social media.
- Goals help you set a budget for social media advertising
- Ideally you should set 2-3 goals per social media strategy/ digital marketing campaign.



Social marketers' top goals for social



Remember: goals,
priorities and
expectations vary from
platform to platform.

Setting up your Instagram Bio

- Your Instagram bio plays critical role in establishing brand presence.
- Shows people who you are/what you do/ what you sell.
- Your Instagram may be someone's first interaction with your business.
- Your bio is an essential good first impression and can make or break whether someone should follow you.
- Focus on creating a bio that effectively portrays your brand personality and establishes your unique value proposition.

Setting up your Instagram Bio



Name/Username

- Your @handle and your Instagram identity.
- Part of your Instagram profile URL and holds a prominent location at the top of your profile page.



Profile Photo

- Should be relevant to your brand's visual identity.
- Can be business logo, or photo of store.
- Needs to be relevant.



Bio

- 150 characters to tell people what the profile is about, what your brand offers and why they should follow you.
- Link to your website, contact info & CTA.



A screenshot of an Instagram profile for 'natgeochannel'. The profile picture is a black circle with a yellow National Geographic TV logo. The username is 'natgeochannel' with a blue verified checkmark. Below the name are three buttons: 'Message', 'Follow', and '...'. Underneath the bio, it shows '4,503 posts', '4.4m followers', and '562 following'. The bio text reads: 'National Geographic TV Official account of National Geographic Channel - US. Follow us for amazing photos and videos from around the world and the latest on upcoming shows.' Below the bio is a link 'natgeotv.com'. At the bottom, it says 'Followed by worldscifest and natgeoexpeditions'.

Your Instagram bio could make all the difference in boosting your social presence. It's the perfect place to exhibit your brand identity and show off your creative side.

Instagram Bio Examples



wholefoods    

487 posts 3.1m followers 4 following

Whole Foods Market

We're the place to discover new flavors, new favorites & new ideas, whatever those might be. Tag your food obsession of the moment with #MakesMeWhole.

like2buy.curalate.com/wholefoods



barkbox    

6,692 posts 1.5m followers 2,448 following

BarkBox

-  A monthly box of toys, treats, and chews to thrill your dog 🐾
-  Made by @bark
-  #BarkBoxDay
-  Need a stronger challenge? @superchewer

ruv.me/BARKBOX-BEHIND-SCENES



goboatcanberra 

466 Posts 3,490 Followers 578 Following

GoBoat Canberra

-  The best way to escape the world & chill with your squad is on the water.
-  and 🐾 friendly!
-  to book (no boat licence req'd)

www.goboat.com.au/canberra

Trevillian Quay, Canberra, Australian Capital Territory

Followed by gregorylally, jr_muir and 54 others

 REVIEW...  ABOUT  CUSTOMERS  FA



Creating Content for Instagram



Eye Popping Imagery

- Photos featuring some sort of striking creative trademark, whether it be a stunning setting or bright color scheme, are the types of posts that reel in the "likes" and comments.
- Either work with a photographer to get images or use a smartphone.



People centric Imagery

- Center your content strategy around people. Specifically, highlighting the humans who support your business.
- Going behind-the-scenes - showcasing team.
- User generated content.



Branded Tiles

- Designing tiles with text on them.
- Used to promote offers, special days, sharing testimonials from customers etc.
- Free to design and make in apps like Canva.



Videos

- Video content is among the most popular and shared around social media, Instagram included.
- Instagram stories - 24 hours worth of content
- Instagram "reels", IGTV's - variety of options.

Creating Content for Instagram - Examples



Liked by **dakandco** and others
goboatcanberra Goodbye Winter, hello Spring!! ☀️



Liked by **travelswithmichelle** and others
goboatcanberra 50% OFF TO SAY THANKS ❤️住院部
We know our frontline health workers have been helping keep us safe, and they need a break... more



Liked by **simonarphotography** and others
goboatcanberra Who's pumped for the weekend? Get your crew together, cause this weekend is set to be perfect boating weather 🚤 ... more

Defining your Content Pillars

A content pillar is a subset of topics or themes which create the foundation for your overall content strategy.

Also known as buckets, pillars represent relevant topics for your target audiences.

Why Brands Need Content Pillars

The benefits of coming up specific content pillars are three-fold for brands.

- Organisation - Instead of just creating content on-the-fly, distinct content buckets help you create a calendar that covers the necessary topics for your brand.
- Targeting - Defined pillars serve as a guide for crafting specific content for specific people (hint: so you don't ignore part of your target audience).
- Ideation - Coming up with fresh ideas is often cited as a huge pain for brands: content pillars automatically hone in on relevant topics for you.

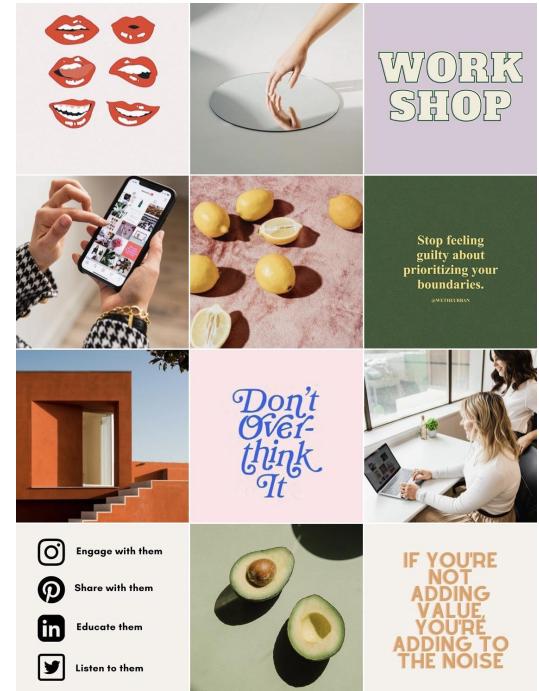
Defining your Content Pillars

- Before you can define your pillars, you need to define your customer personas and profiles.
- When your personas are crystal clear, you know exactly what to craft in terms of topics, formatting and everything in-between.
- Not only do you then know what to create, but what sort of message to send to each subset of your audience.

The most important aspect of social media content pillars is coming up with a calendar.

In short, your content calendar serves as a sort of week-to-week outline of...

- What content you're posting
- Which audiences you're targeting
- Which social channels you're hitting



Example of Content Pillars

Fitness brand that's primarily targeting millennial women on Instagram. Content categories might be composed of...

- Motivational content (quotes, inspirational text overlay photos)
- Workout tutorials (videos and Instagram stories)
- Recipes (photos, videos and Instagram stories)
- "Action" content (photos or videos of their clients, customers or followers)

Within these categories you have personas such as... Total newbies to fitness, new Mums looking to get back into a routine, people trying to achieve or maintain a weight loss goal & seasoned gym goers.

Crafting Instagram Post Captions

- Each post you publish should have a unique caption.
- Even the seemingly smallest details of those captions can impact your engagement rate and whether or not your post is discoverable.
- With 2,000+ characters to work with, you certainly have creative freedom.
- However, you'll notice that many businesses take a "less is more" approach to their Instagram captions.
- No matter what you're saying or selling, make sure that you include a combination of the following in your captions.
- A call-to-action (a question, "check out our bio," etc)
- A touch of personality (use emojis)
- Hashtags (including your branded hashtags).

dakandco A brand is more than a logo or set of colours, and it's so much MORE than a cover photo on Facebook 😊👍

A brand is how you make your customers/clients/followers FEEL and it's built by taking a consistent approach across every interaction they have with your brand.

When was the last time you conducted a self audit of your online presence & branding? 🤔

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#DakAndCo #SocialMedia #SocialMediaMarketing
#SocialMediaManagement #CanberraBusiness
#CanberraSmallBusiness #BusinessTips
#DigitalMarketing #CanberraMarketingAgency
#CanberraSocialMediaAgency #DigitalBusiness
#BusinessBranding #DigitalMarketingStrategies
#SocialMediaConsultant #SocialMediaConsulting
#SocialMediaNews #SocialMediaBranding
#DigitalMarketingBlog #GrowthMarketing
#DigitalMarketingCourse

When it comes to content development... you need to consider; what problem are you solving?

- Ideally, your product or service solves a problem you know your audience has.
- By the same token, your content should coach and educate your audience through this problem as they begin to identify and address it.
- A sound content strategy supports people on both sides of your product: those who are still figuring out what their main challenges are, and those who are already using your product to overcome these challenges.
- Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your product.

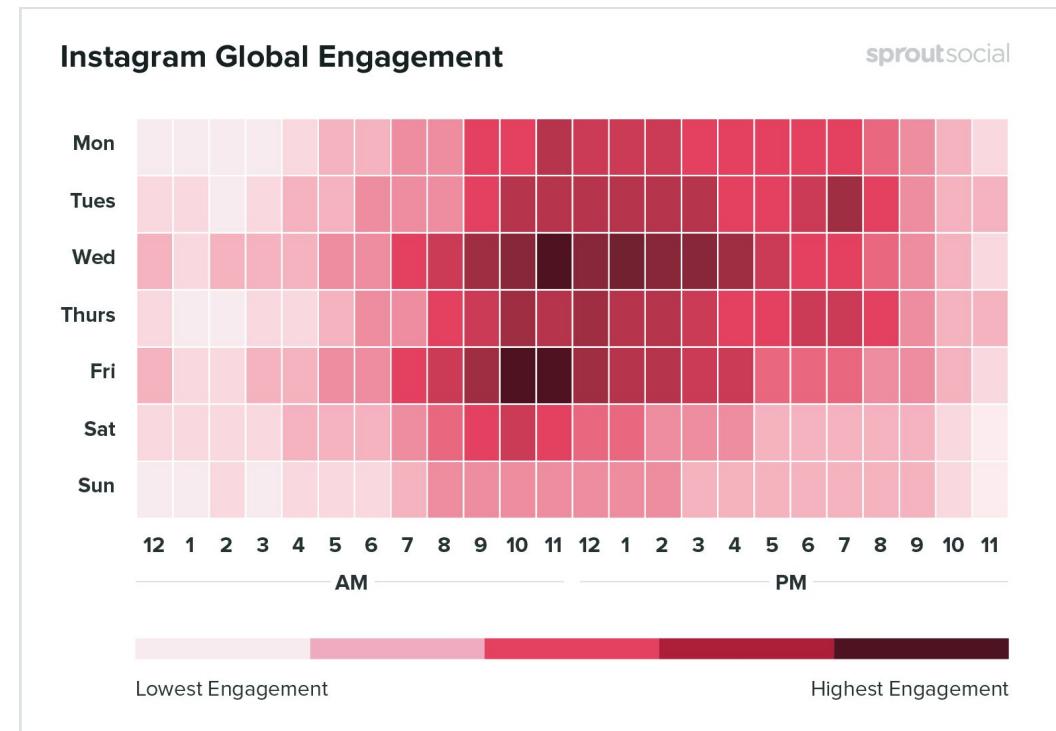
Instagram Hashtags

- Hashtags are a key function on Instagram.
- Their entire search functionality is built on them.
- Using the right hashtags in your Instagram captions can give your posts more visibility and organic engagement.
- You need to use hashtags people search for, and analyse which ones are driving the most engagement.
- Hashtags make your content easier to find
- Hashtags encourage audience interactions - people search for hashtags
- Instagram allows you to include 30 hashtags on any given post.
- That doesn't mean you should every time, though. Too many hashtags can look spammy, similar to keyword stuffing in web content.

#DakAndCo #SocialMedia #SocialMediaMarketing
#SocialMediaManagement #CanberraBusiness
#CanberraSmallBusiness #BusinessTips
#DigitalMarketing #CanberraMarketingAgency
#CanberraSocialMediaAgency #DigitalBusiness
#BusinessBranding #DigitalMarketingStrategies
#SocialMediaConsultant #SocialMediaConsulting
#SocialMediaNews #SocialMediaBranding
#DigitalMarketingBlog #GrowthMarketing
#DigitalMarketingCourse

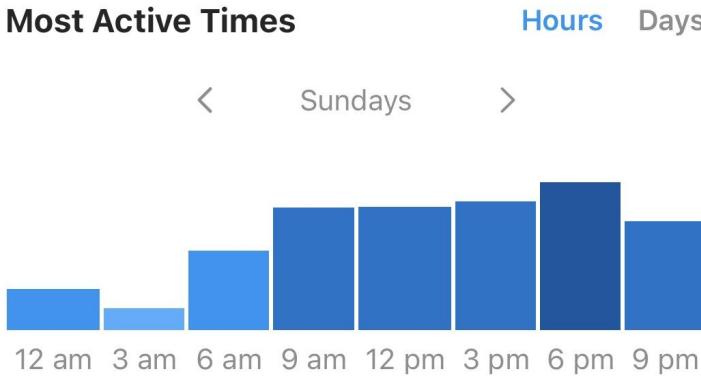
Timing & Frequency of Posts

- When you publish your content and how often, matters when it comes to engagement.
 - Most brands publish daily or on a near-daily basis.
 - Post minimum 4 times a week, maximum 6-7.
 - The timing of your posts impacts how likely your followers are to see them.
 - Your Instagram analytics will also give you data on when your followers are online.

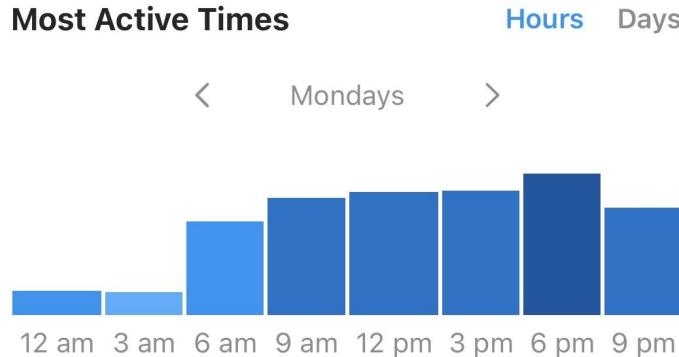


Timing & Frequency of Posts

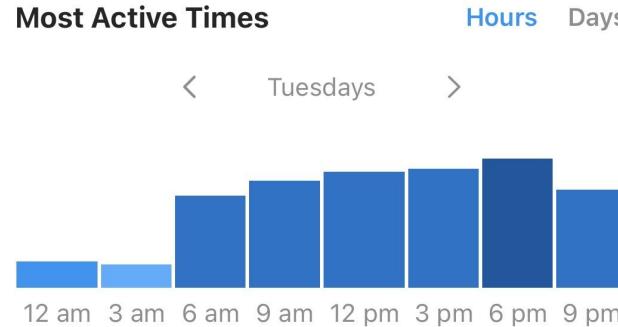
Most Active Times



Most Active Times



Most Active Times



13 Ways to Promote Your Instagram

Based on recent Instagram stats, the visual space is becoming more and more crowded with brands fighting tooth and nail for more customers.

As a result, it quite literally pays for brands to have as many tactics as possible to promote Instagram to their target audience.

1. Ramp up your content production

- There's no shortage of Instagram content you can publish to fill up your feed.
- Customer photos. Memes. Bite-sized videos.

2. Cross-promote your Instagram posts across other social networks

- Cross-posting your content to other social platforms is a no-brainer to get even more of an ROI out of your Instagram presence.

13 Ways to Promote Your Instagram

3. Focus on people-centric content

- Although Instagram is a place to score sales, it is still first and foremost a place to share experiences.
- User generated content is key

4. Use hashtags

- Hashtags make your posts searchable by tag-followers and instantly increases your reach.
- Regularly change up your hashtags - have 2-3 hashtag sets that you use.

5. Tag brands, followers and locations whenever you can

- Tag other brands in your posts.
- Tag people featured in posts.
- Always share the location of each post - as people can search for this too.

13 Ways to Promote Your Instagram

6. Have your Instagram feed on your other marketing material

- Share your feed on your website (embedded)
- Share on newsletter
- Share Instagram handle on any marketing material

7. Decide on a creative trademark

- Having some sort of niche or theme is a great way to both inspire your Instagram content and make yourself stand out from the crowd.

8. Work with influencers

- Influencer marketing entails a paid or unpaid relationship with another Instagram account with a sizeable, engaged follower count.
- Influencers' audiences should ideally mirror your own *or* allow you to tap into a new sect of users that you're trying to reach.

13 Ways to Promote Your Instagram

9. Run a contest or giveaway

- Brands that run contests grow their followings 70% faster than those that don't.
- Can encourage new followers & engagement
- Recommend running a one-time contest promotion on Instagram to test the waters and determine whether or not contests are something you want to try for the long-term.

10. Have a good Instagram profile bio

- A clear profile picture, compelling bio, branding hashtag *and* trackable URL.

11. Use Instagram stories

- Instagram's most popular feature.
- Only last for 24 hours
- Great way to show a behind the scenes / day to day content for the business.

13 Ways to Promote Your Instagram

12. Interact with other accounts

- Respond to comments from people who comment on your posts.
- Reply to direct messages.
- Find other accounts in your target audience & interact with their content.

13. Rethink how you present your content

- Crucial to present your content as must-see.
- Instagram thrives on anything and everything “new.” Anything you can do to create a sense of hype is a major point in your favor.
- Always consider what the point is of each post before posting.

Instagram Stories

Instagram Stories are a camera-first fullscreen visual format that disappears after 24 hours & doesn't show up in the Instagram news feed.

This means that users can post easily and rapidly to their followers, without worrying about overloading them.

Goal is to have a consistent roll of Instagram stories on your feed. However, start with using them every 2-3 days - and especially on days when you don't intend on doing a feed post.

How to make Instagram Stories

1. In the app, click the camera or + icon in the top left corner to access the Instagram Stories camera
2. Tap story button, or the white circle at the bottom of the screen to take a picture, OR
3. Press and hold the white circle to record video, OR
4. Swipe up (or select the square gallery icon on the left) to use pre-existing visuals
5. At the bottom of the screen, you can select a format to experiment with: Type, Music, Live, Boomerang, Superzoom, Focus, or Hands-free.

Instagram Stories

Tell a story

Engaging your viewers' emotions—curiosity, empathy, excitement, outrage—is the most effective way to catch and keep their attention. And how do humans do that? Storytelling.

Use Instagram stories as a way to tell & show your official brand story, or expand your content range.

Provide value

Stories are a great place to give your audience what they didn't even know they needed. To earn meaningful clicks, think carefully about the job your brand can do for your audience.

Mention other accounts in your Story

Tagging others is a great way to build community and show your appreciation. Whether you're reposting content or collaborating with others in your field, tag their accounts. It's a win-win for all involved.

Creating Content for Instagram Stories



Showcase a product

- Your Instagram Story is the perfect format for showing potential customers how that product is used.
- Post a long video, segmented into 15-second clips that show users what your product or service does and how it helps your customers.



Showcase a behind the scenes of the business

- "Meet the Team"
- What's happening in the store/office today, upcoming availabilities etc.
- Show items being packed, or things being prepared.
- Day to day happenings



Promote promotions/sales etc

- Great for promoting upcoming sales/events.
- Give people a sneak peek into a particular offer or something that is upcoming for the business. Create hype & excitement



Reposting UGC

- Reposting of Instagram stories that you have been tagged in by customers or other businesses.
- Share the love.
- Helps with your reach.

Importance of Instagram Analytics

Like most metrics, looking at one engagement metric might not give you all the context you need to make full decisions for your strategy.

Looking at a combination of metrics is a great way to learn more about what levers you can pull to meet your specific goals.

For example, a post that receives a lot of likes but not comments or shares isn't always bad. The post intention could've been to present a beautiful image and a caption that isn't meant to be a call to action.

But, if there was a call to action that encouraged comments and shares, then the lack of them could mean a poorly performing caption.

Engagement: Likes, comments, shares and clicks

- It essentially boils down to how much audience accounts are interacting with your account and how often.

- Likes, Comments, etc: Individual engagement metrics like a Share, add up.
- Post engagement rate: The number of engagements divided by impressions or reach. A high rate means the people who see the post find it interesting.
- Account mentions: Organic mentions, like @mentions that aren't part of a reply, or tagging a brand in an Instagram story without prompting, indicate good brand awareness.

Awareness: Impressions & reach

Frequently used but often confused, impressions and reach are each an important metric to track, especially if your goals for social are focused around brand awareness and perception.

If you're using these metrics as benchmarks for your brand, it's important to understand the [difference between reach and impressions](#).

At the post level:

- Impressions are how many times a post shows up in someone's timeline.
- Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).

A few other things...

- Metrics are important because they tell you if a campaign or strategy is successful over time.
- They give you instant data.
- Every audience is different. If your ideal buyer isn't inclined to hitting "like", but is still purchasing or visiting your store; don't beat yourself up about it.

Track what makes sense and actually reflects success.

Instagram Tips & Tricks

- Post at LEAST 4 times per week: best practice would be 6 - 7 times per week.
- Monitor your Instagram analytics: these will tell you when your followers are online & what time to post your content. Test this over a period of time and see what works for you.
- Use hashtags that are relevant to your business: you have up to 30 hashtags to use. Aim for 20-25 if you can.
- Dedicate time each day to engaging with other profiles and building a community: connect with other accounts that are within our target demographic.
- Check your Instagram analytics 24 hours after you upload a post: this will help you monitor your content to see if its gaining traction online and to assess if it did/ didn't work.
- Visually plan out how your feed is going to look before you post: plan at least 6-9 tiles in advance using the Feed Preview App.
- Regularly pretend that you're a follower on your own account: to monitor and see what they see. Remove posts that don't flow & edit things where necessary.
- Get active on Instagram stories: especially on days when you don't plan on posting content. Stories not only gives followers an insight into your day, but also helps bring traffic to your profile when you don't do a static post. Try and have a continuous roll of stories on your feed.
- Pick a theme for not only the look and feel of your account, but also with your content: you have to be consistent in order for your followers to stay engaged.

Thanks for watching!

Any questions?