



# Easy Instagram Marketing Action Plan

## Content Strategy Checklist for Instagram

- Before you post your first photo, create a content strategy.
- Start with your goals. You've decided how you will use Instagram in your overall marketing strategy.
  - Your objective is to increase awareness.
  - Your objective is to shift perception.
  - Your objective is to reach a new audience.
- You need to choose a theme that tells a cohesive story. It should be authentic to your brand and can be conveyed through captivating images.
- Create posts that are consistent.
- Take the time to study other brands and follow their lead for ideas.
- Try not to be overly promotional with your photos. Look for creative ways to include your products in your images. Share images related to your brand.
- Create visuals around a text. Use quotes, helpful tips or inspirational thoughts with an appropriate image.
- Keep the captions short and fresh with hashtags. Ask questions to engage your followers.

## Types of Content

- Choose photographs and videos that are cohesive to your brand. The colors, style and message should all relate to your marketing message and should be cohesive to all your marketing materials.
- Choose photographs that follow a theme.
- Choose photographs that evoke some type of emotional response.
  - Is it funny
  - Is it inspiring or motivational
  - Is it beautiful
  - Is it happy or sad



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- Does it pull a deep emotion from your viewer
- Look for ideas for visual content you could use:
  - Images of your products or services
  - Images of your customers using your products
  - Events your brand is participating in
  - Images of your employees or customers
  - Photos showing how your product is made or specific features of your products
  - Images of upcoming promotions, products or events
  - Entertaining, funny or cute images that show your fans you're human.
  - Post exclusive deals on your Instagram cod your followers. Share an image with instructions on how to use the deal.

## Posting Content

- Post a new photo by tapping the camera button on the Instagram app screen. Then tap the big blue circle.
- Adjust the camera to face you if needed.
- Add the flash.
- Record a video by tapping the video camera.
  - Tap and hold the red record button.
  - Tap the arrow to continue to the editing features.
- You can upload photos from your phone or tablet's library by tapping the page (iOS) tab or keypad (android) tab and selecting the photo you want to share.

## Editing the Photo or Video

- Once you take your photo or video you're taken to the editing section. Here you will see the filters you can use as well as feature called Lux and the Tools button.
- You can edit your image or video by applying filters. Tap filter button. Then tap on the image filter you want to apply the filter to.
- There are 24 filters to choose from. They range from coloring to softness of the image. If you tap the name of the filter again a slider opens. This lets you adjust the strength of the filter. When you're finished, tap the arrow to save.



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- Use the Lux feature to adjust things like exposure and sharpness of the image.
  - To do this slide the bar back and forth to find the best look for your image.
  - Tap the check mark when you're done adjusting.
- Use the Tools feature for several different editing options such as:
  - The Straighten tool is for adjusting the tilt and rotation of your photo.
  - Use Brightness for adjusting the light of the image.
  - Use Contrast to adjust the light and dark values.
  - The Warmth tool adjusts the tone of the image.
  - Saturation is how much color saturates the image.
  - Use the Highlights tool to adjust the amount of sharpness.
  - Shadows increases or decreases the shadows.
  - Vignette darkens the edges of the photo.
  - Tilt Shift blurs the outside edges of your image.
  - Use the Sharpen tool to focus and sharpen the edges.
- The options for editing videos are similar to photographs
- Add filters.
- Adjust how the video fits on the screen.
- Choose a cover frame for the video.
- Click Next when finished editing.
- Add a caption that is up to 150 characters.
- Add the post to the photo map
- Share it on other social networks like Facebook, Twitter, Tumbler and Foursquare.
- You have the option to post the image or send it as a direct message.
- Click Share when you've completed this step.

## **Leveraging and Getting Customers**

- Build a community using an actionable hashtag.



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- Research the most popular or most searched for hashtags with a service like [Iconosquare.com](https://iconosquare.com)
- A few of the more popular hashtags at this time are #throwbackthursday / #tbt, #regram, #nofilter or #latergram.
- Build trust among your follower by establishing yourself as an expert in your field.
- Provide and share social proof like testimonials.
- Find ways you can offer value to your Instagram followers.
- Connect and collaborate with other influencers in your niche. Reach out to the ones who are a good fit with your brand, comment and like their images.
- Make it a habit to post regularly.
- Be consistent so your Instagram feed is constantly refreshing.
- Post several times a day. Experiment with different posts every day and at different times a day. Then measure your results to find what works best.
- Partner with a good cause that supports your values. Promote and share partnerships with a good cause with your followers.
- Align your company's values with your consumers.
- Stay relevant to your brand while relating to your followers.
- Think in the mindset of your target market. Think of why your buyer is using Instagram.
- Promote your Instagram account everywhere.
  - Place an Instagram social icon on your homepage and product pages for visitors to connect with you.
  - Connect your Instagram account to your Facebook account to pull in your friends.
  - Run Instagram campaigns across all your social networks.
  - Send out reminders to associates and partners to use your business hashtag and relevant hashtags.
- Get inspired by others. Follow top brands in your industry or a closely related field. Copy their best strategies with your own ideas. Copy what their followers are posting in your own style.
- Connect with your followers on other social media sites. Interact with them on Facebook and Twitter.



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- Learn about your customers through their other social media profiles.
- Interact with other Instagram users.
- Tag other users in your photos or send them private messages. Tag them before you post an image or a video.
  - Tap the Tag People option before sharing and then tap in the photo of where you want to add a tag.
  - Type the person's name to search for that person. Once you share it other users can tap the photo to see who's been tagged.
- Make use of hashtags, location, and the Photos of You tabs to find others' images of your brand.
- Interact with them by liking and commenting on their images. Hashtags help other users find your content on Instagram.
- Instagram allows up to 30 hashtags in a post or comment. Use fewer hashtags for quality responses.
- Create contests to find potential clients. Contests are very popular among users. Have customers create content using a specific hashtag for the offer whether it's a freebie, discount or other incentive.
- Offer exclusives to get new followers and inspire loyalty.
- Offer a sneak peek at a new product to your Instagram followers only.
- Offer discounts only your Instagram followers get.
- Lead your followers to take action by showing images of your products or events that make them want to be there. Create images that make people envious.
- Let your followers create their own content for you. Create opportunities by running contests or creating collaborative projects where users take pictures using your theme or motif.
- Be personable and likeable by showing your face or someone's from your company. The face of your company should be on your profile and in the content you share.



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- Interact with your followers as often as possible. Respond to comments.
- Build a community and relationships with your followers.
- Share content that starts a conversation
- Share content that asks questions or addresses a specific problem.