JUNIPER | ABBEY

MARKETING + DESIGN STUDIO

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INSTAGRAM MARKETING:
HOW TO BUILD YOUR BRAND FROM THE GROUND UP, ACHIEVE YOUR MARKETING GOALS, & GROW YOUR FOLLOWING

"MARKETING IS NO LONGER ABOUT THE STUFF YOU MAKE, BUT ABOUT THE STORIES YOU TELL"

– Seth Godin

NICE TO MEET YOU, I'M MADDY!

I'm a social media manager, female business owner, entrepreneur, & world traveler.

We all know how important marketing is & now more than ever, how important it is for your business to have an online presence.

That sounds like a lot of time & energy, right? That's where I come in.

I work with business owners to define their business's online narrative through strategic digital marketing and creative graphic designs to build their brands, grow their followings, & increase profits.

Not only do I take the pressure of digital marketing off of busy business owner's plates, I also: engage authentically with their target audience, write copy that converts & grabs the audience's attention so they listen & trust YOU, run visually appealing & sale generating ads, build memorable brands & much more!

I put together EVERYTHING I know about growing your brand on Instagram in this short e-book. All you need to do is read it, make a plan, & implement!

If you have any questions after reading this info, don't be afraid to shoot me an email! I'd love to connect & answer any questions you may have to grow your business!

"Sell a good night's sleep, not a mattress"

Happy Marketing,

Madeleine Hein

Madeleine Hein
Owner + Creative Director of Juniper Abbey Marketing + Design Studio

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THE STATS:

First things first,

is Instagram even the right platform for your business?

With over 1 billion monthly active users & more than 500 million of them using the platform every day, Instagram should be the right fit for *every* business?

Right?

Probably, but if your target audience isn't using Instagram, you're wasting your time & energy that could be targeted towards another platform or method of marketing. Instagram was created to share photos & videos making it undoubtedly the most visual social media platform, pushing business owners to have a strong brand, clear voice, relatable message or story, & consistently be attention grabbing with every post.

Here are some quick facts to consider:

- **88%** of Instagram users are outside the U.S.

THAT'S A LOT OF GLOBAL REACH FOR PRODUCTS & SERVICES

- **71%** of Instagram users around the world are **under the age of 35**

- **72%** of U.S. teens use Instagram

- **95%** of U.S. Instagrammers use Youtube and **91%** use Facebook

THIS JUST SHOWS HOW IMPORTANT TELLING A CONSISTENT BRAND STORY ACROSS ALL PLATFORMS & MEDIUMS IS FOR YOUR BUSINESS

- Only **28%** of online adults in the U.S. use Instagram

DOES YOUR TARGET AUDIENCE FALL INTO THAT CATEGORY?

- **71%** of U.S. businesses use Instagram

- over **200 million users** visit at least one business profile every day

- **60%** of users discover products on Instagram & **75%** of users take action

OVER A THIRD OF USERS HAVE USED THEIR MOBILE TO PURCHASE A PRODUCT ONLINE— MAKING THEM 70% MORE LIKELY TO DO SO THAN NON-USERS.

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Is Instagram the right platform for your business?

Based on your target audience's **Age Demographic**

7%
57 million
of Instagram users are 13-17 years old

15%
131 million
of Instagram users are 34-44 years old

3%
30 million
of Instagram users are 55-64 years old

32%
270 million
of Instagram users are 25-34 years old

8%
68 million
of Instagram users are 45-54 years old

32%
270 million
of Instagram users are 18-24 years old

Users under 35 make up more than 70% of Instagram's active accounts worldwide

2%
18 million
of Instagram users are 65+ years old

Source: Hootsuite.com | September 2018

Before you even consider marketing, be confident & sure of your business model, your mission or the story you want to tell, & the product or service you are selling.

Here are some questions to ask yourself to better define your business's brand:

1. Why do people need your product or service? What sets your business apart from your competition? Is it your level of service? Your mission? Your story?
Your mission statement & story is the backbone of your marketing.

2. What's your brand's 'why?'
Vital to telling your brand's story coherently & defining your audience

3. How do you want people to feel when they see your brand or product online?
This is important to building your brand visually & how to approach your copywriting. Brand colors, photo editing, fonts, & design all play a role in evoking a "feeling". Because, psychology.

Now that you have established the backbone of your brand, **it's time to consider who is buying your product or service.**
Why? Because you don't want to be spending your time, energy, & most importantly, money on marketing on the wrong platform.

It's as simple as this:
if your audience
(the people who will buy your product or service)
is not on Instagram, don't focus all of your marketing efforts on Instagram.
My best tip may be common sense, but when considering marketing, **think like your audience.**
What is convincing & eye catching to them?
Where are they spending their time?

Is Instagram the right platform for your business?

Based on your target audience's **Income**
According to a survey of 2,000 U.S. residents' social media habits by U.K.-based communications consultancy

44%
of Instagram users make **less than $30K**

36%
of Instagram users make between **$60K-$70K**

46%
of Instagram users make between **$80K-$100K**

45%
of Instagram users make between **$30K-$60K**

55%
of Instagram users make between **$70K-$80K**

60%
of Instagram users make **more than $100K**

Source: Hootsuite.com | March 2019

SOURCE: HOOTSUITE.COM | MARCH 2019 + SEPTEMBER 2018

TAKE A STEP BACK:

Define your audience.

Take a good look at the statistics...

Is your target audience on Instagram?

& Do you have a clear & definitive brand that can be translated well visually?

YES!

Awesome!

Congrats, we can get started making a marketing strategy for Instagram.

Continue reading where there will be a gold mine of information to:

- Establish your business's visual brand for Instagram
- Learn how to write captions that tell your brand's story effectively & how to add value to your audience's lives
- Define your marketing goals & build a strategy to achieve them
- How to work with the ever-changing Instagram algorithm
- Tips on how to grow your following & create a loyal audience that engages.
- How to use Instagram Stories to stay top of mind with your followers
- A plethora of resources to use to design, schedule, & engage

& I'm sure there will be more...

Already have an established brand? Skip to page 9

Fair warning, this will take some time- probably a few hours.

*So, grab a coffee, get out some paper, get ready to be creative & authentic & **let's do this.***

NO...

Let's find out where to target your marketing efforts then...

If you're having trouble defining your brand, consider outsourcing to a brand strategist or a brand designer.

(hint, Juniper Abbey Marketing + Design)

Other social media platforms to consider for your digital marketing:

- Facebook ← STILL THE LARGEST SOCIAL MEDIA PLATFORM DESPITE THE MULTIPLE TRIPS TO CAPITOL HILL...
- Twitter
- LinkedIn ← IS BUSINESS TO BUSINESS MARKETING RIGHT FOR YOU?
- YouTube
- SnapChat
- Pinterest ← WANTING TO DRIVE TRAFFIC TO YOUR WEBSITE?

All used by different audiences, for different purposes, & have different conversion outcomes...

Shoot me an email if you'd like to book a consultation call *if you believe one of these platforms is a better fit for your business.*

I'd be happy to draft a social media plan for you for one or multiple platforms.

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YOUR VISUAL BRAND:

ALL THE NITTY GRITTY DETAILS

Build your brand & stick to it!

You answered those brand questions on page 3, right?

Here they are again- answering these will make this process a lot easier:

1. Why do people need your product or service? What sets your business apart from your competition? Is it your level of service? Your mission? Your story?

we'll save this one for copywriting!

2. What's your brand's 'why?'

This is vital to telling your brand's story coherently across platforms, through your posts, & through your copy.

Why did you start your business?

Telling your story & mission builds authenticity which people are instinctively drawn to.

Humans want genuine social connection & to interact with someone or a brand they relate to.

(this will come into play later when we talk about engagement later on)

Your "why" will help narrow down the emotions you are trying to evoke in your audience & potential clients through your marketing.

Because again, psychology.

3. How do you want people to feel when they see your brand or product online?

When you strip it down, marketing is a lot of common sense.

Think about it, a children's clothing company's brand will be visually different than a construction company's brand.

Colors & tones evoke feelings in people.

*I'm no psychologist, so here is a quick explanation from **Oberlo.com**:*

*"Color psychology is the study of colors in relation to human behavior. It aims to determine how color affects our day to day decisions such as the items we buy. Does the color of a dress compel us into purchase? Do the colors of a package make us choose one brand over another? Does the color of an icon make us more likely to click on it? **The short answer is yes.***
But the why part is a bit more complicated.
Color meanings can have an impact on why we prefer certain colors over others."
Check out the next page to see a color psychology chart.

Is your brand playful? Professional? Serious? Laid-back? Personable? Peaceful?
Carefully choosing your brand colors according to this research on color psychology will only help create a stronger, more cohesive brand.

YOUR VISUAL BRAND:

Colors can evoke positive & negative emotions in people. As with everything, perception can differ from one person to another so consider all possible perceptions of your brand's colors carefully.

"The same color can also have different meanings that are dependent on our upbringing, gender, location, values, and a variety of other factors."
(Oberlo.com, May 2019)

Any negative feelings evoked visually can typically be cleared up with your copywriting & telling your brand's story.

Okay. Let's get to it

Red:
*love, energy, power, strength, passion, heat, excitement, boldness, active, youthful, physical, confidence, immediacy, hunger, **anger, danger, warning***

Orange:
*courage, confidence, friendliness, success, instinctive, warmth, optimism, spontaneity, social, impulsive, freedom, motivation, cheerful, **cheap, easy, ignorance***

Yellow:
*bright, energy, creativity, summer, intellect, happiness, optimism, clarity, warmth, non-serious, non-threatening, **irresponsible, unstable***

Pink:
*healthy, happy, feminine, compassionate, sweet, playful, love, calmness, respect, warmth, intuitive, caring, assertive, sensitive, unconditional, **weakness, immaturity***

Gold:
wealth, prosperity, value, traditional, elegance, success, achievement, abundance, luxury, quality, prestige, sophistication, affluence, material wealth

Green:
*money, growth, fertility, freshness, healing, peaceful, health, balance, restoration, sanctuary, positivity, nature, clarity, prosperity, good judgement, stability, safety, **envy, jealousy, guilt***

Blue:
*tranquility, love, loyalty, security, trust, spiritual, content, control, strong, determined, reliable, modern, high-quality, high-tech, courageous, self-sufficient, intelligence, goal-oriented, awareness, purposeful, ambitious, dependable, **coldness, fear, masculinity***

Purple:
*Royalty, nobility, spirituality, luxury, ambition, creativity, imaginative, wisdom, courage, versatility, peace, intuition, artistry, mystery, **moodiness***

Turquoise:
spiritual, healing, protection, sophistication, refreshing, calmness, energy, wisdom, serenity, wholeness, creativity, emotional balance, good luck, spiritual grounding, friendship, joy, patience, intuition, loyalty, envy, femininity

Navy:
trust, order, loyalty, sincerity, authority, communicative, confident, peaceful, integrity, control, responsible, successful, calmness, masculine, importance, power, intelligence, stability, unity, conservatism

WARM COLORS CAN BE OVER STIMULATING WHEN TOO MANY ARE USED AT ONCE.
ADD COMPLEMENTING COLORS TO BALANCE WARM TONES.

COOL COLORS HAVE A CALMING EFFECT BUT WHEN USED ALONE, CAN COME OFF AS COLD & IMPERSONAL. ALTHOUGH, IT IS SAID THAT BLUE IS THE MOST POWERFUL COLOR SINCE PEOPLE TRUST ITS MESSAGE OF SAFETY & PROTECTION.

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YOUR VISUAL BRAND: WE'RE NOT DONE!

Black:

protection, drama, class, formal, high-importance, top-notch, authority, mystery, **death, evil**

Silver:

glamour, high-tech, graceful, sleek, balance, neutrality, calmness

White:

goodness, innocence, purity, fresh, easy, clean, clarity, precision, communicative

Brown:

friendly, earthly, outdoorsy, longevity, ruggedness, **dogmatic**

Beige:

dependable, flexible, crisp, **dull, boring**

Grey:

security, reliability, intelligence, solid, helpfulness, harmonious, **gloomy, sad**

NEUTRAL COLORS ARE GREAT COMPLEMENTARY COLORS TO BALANCE YOUR WARM & COOL COLORS. GREAT FOR BACKGROUNDS OF DESIGNS.

Okay, yeah. I know what you're thinking...

That was a lot.

So, here's my best tip:

Know the feeling you're trying to cultivate & find a main color in that psychology lesson above that relates to that feeling.

Or simply go with your gut.

What color do **YOU** feel relates to your brand feeling & voice?

Next, take that color & go on to Pinterest or Google & search:

"(your main color choice here) color palettes"

You'll get a bunch of color palettes that do the color complementing work for you.

Here's 100 color palettes for you right now:

https://www.canva.com/learn/100-color-combinations/

Your brand fonts are just as important as your brand's colors

Back to your answer of how you want your audience to perceive your business, your font choice should reflect that same emotion.

PRINT MARKETING? YOU CAN USE MORE WORDS & A MORE INTRICATE FONT.

Traditional

Formal

MODERN

Quirky

Fun

SPOOKY

ALWAYS MAKE SURE YOU CONSIDER WHERE YOUR FONTS WILL BE SEEN. SOCIAL MEDIA GRAPHIC? MAKE SURE YOUR FONT IS EASILY READABLE ON A PHONE.

As mentioned above, go with your gut & your personal perception if you get stuck.

What is eye catching to you? How do different fonts make you feel?

Here's 20 font combinations for you to consider & play with:

https://www.canva.com/learn/canva-for-work-brand-fonts/

YOUR VISUAL BRAND: *LAST FEW THINGS, I PROMISE*

Your logo:

Unless you have a crystal clear vision of your brand's logo & you are creative enough to make it come to life in the proper format, I suggest outsourcing your logo design to an expert. Having a professional logo is like your stamp of professionalism on your business.

Format? Yes, adding a logo to digital designs requires it to be transparent (if you want it to look good) thus, it needs to be saved as a PNG with a transparent background.

See why I mentioned outsourcing to a professional?

Brand Design Elements:

Let's say you're a gardening company, some design elements should include leaves, flowers, pots, gardening tools, etc.

Where are you using these? In any visual design, digital or print.

Having some set design elements ensures cohesiveness across all mediums.

If your business is a little more ambiguous, that's where your **personality**, **your brand story**, & **your mission statement** comes in.

What defines you or your business?

What have been some pivotal things that has effected you or your business?

RECOMMENDED RESOURCES:

For branding inspiration: Pinterest & Google

Many professional designers will start a project with a mood-board which includes a color palette, fonts, & design elements & build client's brands around those key elements.

For beginner designers: Canva

Canva is a simplified graphic-design tool website. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. The tools can be used for both web and print media design and graphics. Thanks, Wikipedia.

Not only do they have pre-made color palettes, beautiful font combos, accessible design elements, but they have amazing templates for every project you may need to create.

Photo Editing: VSCO, Facetune, Instagram

VSCO has amazing filters, Facetune can be used to touch up any photo, but Instagram is also a solid option for filters that will build a cohesive feed.

MOODBOARD FOR "THE GARDEN HOUSE"

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INSTAGRAM: FINALLY

Implementing your new brand kit:

Your color palette is probably the most important visual brand aspect for Instagram so ensure every post is intentional & on brand for the sake of brand consistency

Your brand's copyrighting tone & voice is in a close second. Copywriting is discussed next.

Let's look at some important aspects of a business Instagram account:

Your Feed:

Y\blaaaaaaaaaaaaaaaaaaaaaaaaaaaaah

Your Profile Picture:

- Do you want people to associate your business with your logo or YOU?
  - For coaches, realtors, or bloggers- opt for a picture.
  - Business such as restaurants, clothing lines, & physical stores- go for an easily readable logo.
- Whichever you choose- ensure it is clear & easily recognizable in that little circle.

Your Biography & Contact Info:

- Do you want people to associate your business with your logo or YOU?
  - For coaches, realtors, or bloggers- opt for a picture.
  - Business such as restaurants, clothing lines, & physical stores- go for an easily readable logo.
- Whichever you choose- ensure it is clear & easily recognizable in that little circle.

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242 profile visits in the last 7 days

83	229	340
Posts	Followers	Following

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