

JUNIPER | ABBEY

MARKETING + DESIGN STUDIO



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INSTAGRAM MARKETING: HOW TO GROW YOUR ACCOUNT ORGANICALLY

"WE DON'T HAVE A CHOICE
ON WHETHER WE DO SOCIAL MEDIA,
THE QUESTION IS HOW WELL WE DO IT."

- Erik Qualman



NICE TO MEET YOU, I'M MADDY!

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

We all know how important social media 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.*

THE STATS

• YES, THERE'S MORE
• BUT IN PICTURE FORM

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

2%
18 million

of Instagram users are 65+ years old

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

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

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
- Twitter ← DESPITE THE MULTIPLE TRIPS TO CAPITOL HILL...
- 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.*

INSTAGRAM: LET'S GROW!

First things first, put yourself into your potential follower's shoes...

Ask yourself:

"What makes me follow some of my favorite business accounts?"

Is it because you learn something from their captions? Do they go live on their Instagram every week and do a FAQ/O&A session? Do you resonate with their life story or journey? Do they just have bomb photos?

Think about what attracts you to your favorite accounts and write them down!

If you like how visually cohesive everything is on someone's account > Pick a color scheme to stick to with your photos (mostly whites, neutrals, dark colors) or use an editing app (like VSCO or Instagram itself) to apply the same filter to each of the photos you post.

You like long, valuable captions? > Sit down and pick a topic to elaborate on each week. Not every caption needs to be a novel, but look at your analytics and see what day has the most engagement for your account and post a long caption then! A long caption each day will lead to your followers never actually reading the information. Also remember that Instagram will cut off your caption so utilize the first line as a title or attention grabber!

This first tip is *common sense* once you think about it, but a lot of marketing is putting yourself in your ideal customer's shoes and creating a marketing plan tailored to them.

You can concur the Instagram Algorithm, but if your photos are not visually appealing and your captions don't captivate and convert your ideal clients, you'll never gain the followers you want.

TIP 1: Start with your content!

Good content= loyal, engaging followers

INSTAGRAM: ENGAGEMENT

I'm going to hit you with another common sense tip...

What were social media platforms made for?

I can tell you the WRONG answer: Selling things

Social media platforms were made to keep people in touch and be SOCIAL.

TIP 2: Authentically engage with your current followers, in the hashtags you use most often, network with people in your business, comment, like, reply to stories, send DM's, and respond to other's engagement stickers on their stories.

Outside of the Instagram Algorithm LOVING real engagement and using the platform as it was designed to be used, most people will reciprocate comments, likes, follows, and all other kinds of engagement.

As for the Algorithm, Direct Messages, Post Shares, and Post Saves are the strongest engagement pieces. Include a call to action to "Save" your post when giving awesome advice or sharing some knowledge. Send DM's or reply to stories via DM (also a great way to network!) and lastly, talk with other colleges and agree to "Save" each other's posts or "share" each other's posts to your stories.

Bottom Line:

Instagram loves accounts that uses the platform the way it was intended to be used. Be social on social media!

BONUS TIP!

Don't Post then Ghost: Engage with your audience and in your hashtags by liking and commenting 15-30 minutes before posting and after posting.

INSTAGRAM: HASHTAG POUND SIGN

**Hashtags are the classic way to grow your account,
but do you even know why you use them?**

THE BIG REASON:

Hashtags are searchable, making your content discoverable

Instagram is a search engine

Hashtags for posts & stories, your name, your Instagram handle, & your bio are searchable on Instagram!

You're allowed **30** hashtags per post & **10** per story...but only use ones that are absolutely necessary, having 30 hashtags on every post may look like spam & is less visually appealing to a potential follower.

The Explore Tab + Hashtags

The Explore Tab on Instagram is the creepy AI we are all afraid of; it suggests photos & accounts that you may like based on what photos you like & comment on, what accounts you look at, & what hashtags you use & interact with.

If you're a real estate agent, there should be no surprise when you look at your explore tab & see houses, your city, & other agents.

Using & interacting with the hashtags & other similar accounts to you will only increase your chance of showing up in new, potential follower's Explore Tabs!

Keep up with what's trending and keep up with your competition!

Need to stay on top of what's going on in your industry? What's working for others? Want to network with other's in your niche?

Scrolling through the popular posts in hashtags that relate to your industry can give you a good idea about what's trending, what kind of content is popular with your audience, & allows you to follow & interact with others in your industry

THERE'S MORE...

INSTAGRAM: #CONTINUED

"Okay, so how do I do it?"

Listen, coming up with a hashtag strategy could be it's own E-Book...but let's start with the basics:

Some hashtags have millions of photos tagged and some have less than 100...when using big hashtags, you may get a few extra likes from the "Recent" tab, but unless you have millions of likes and end up on the "Popular" tab, don't expect much more than a few likes!

That's where smaller hashtags come in!

Your content has a better chance of being seen in smaller hashtags by more genuine accounts, leading to followers and more interaction.

TIP 3: A simple explanation of a hashtag strategy is to find:

5 BIG hashtags like #Food #RealEstate #NewYork- ones that have millions of posts

10 Medium hashtags, these should be more specific to your industry, try including your city & more specific key words.

10 Small Hashtags, these have a few thousand to a few hundred posts in them and can even include a personalized hashtag or your business's slogan.

ATTENTION BRANDS

Utilize personalized hashtags for user-generated content

Almost every brand has a personalized hashtag & with that, many encourage customers to use that hashtag in posts to be featured on the brand's account. Not only is this free promo for the brand, but free content as well!

Lastly, If you're

wearing/using a product or brand in your story or post...

**USE BRAND HASHTAGS & TAG THE
BRAND ACCOUNTS IN STORIES AND POSTS!**

INSTAGRAM: CONSISTENCY IS

Back to this Algorithm...

the proof is in the stats, without account engagement and post likes, your account will fall to the wayside...and when you decide to post again, the chance of it showing up on people's timelines is slim.

Aside from this Algorithm...

Audience's love consistent content and content they find valuable. They follow you for a reason, so share some knowledge and some insight into you and your business.

TIP 4:

- Plan ahead with pictures and written captions
- Decide how many times you'd like to post a week- what's manageable for you and your schedule?
- Outsource if you need to!

DON'T IGNORE YOUR INSTAGRAM STORIES

Ever see people posting their new posts on their stories?

Because of the algorithm I keep talking about, if your posts have low engagement, chances are they won't show up in your follower's feed. But your stories will always show up- and show up in the first line if the user frequently watches your stories.

The minimum times you should be on your stories is 3 times a day- morning, noon, and evening. This keeps your account top of mind, active, and gives you a bunch of opportunity for engagement.

INSTAGRAM: FACEBOOK

TIP 5: Didn't see this one coming?

Yes! You can leverage Facebook for your Instagram growth!

Here's how: Join different Facebook groups in your business niche.

Search Facebook for groups for Creatives, Mompreneurs, Travel Bloggers
- anything!

Facebook Groups are a great place to network, bounce ideas off each other, learn, and grow your engagement on Instagram.

THE BOTTOM LINE:

A lot goes into your Instagram and your account growth.

Having a lot of followers is nice, but having followers that engage with your account is even better because it sets you up for organic growth with even more followers that will engage with you.

Growth doesn't happen overnight!

All of these tips will take time and effort. Don't expect 10K overnight, but your efforts will pay off- this is the price to pay for true, organic growth!

Nice to meet you, I'm Maddy

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I work with business owners to define their business's online narrative through strategic digital marketing and creative graphic designs.

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 and grabs the audience's attention so they listen and trust YOU, run visually appealing and sale generating ads, build memorable brands & much more!

I'd love to connect and see what I can do for you and your business!