

*Audacious Faith*

A CHRIST-CENTERED BUSINESS COMMUNITY FOR WOMEN

# Instagram for Business



15 Strategies to Grow Your Tribe and Get More Clients



## Table of Contents

1.	Use Your Bio and Bio Link Wisely .....	4
2.	Brand Your Photos with Your Brand Colors .....	6
3.	Cross-Promote Others in Your Field.....	6
4.	Give Your Followers a Chance to Show Off .....	7
5.	Make the Most of Instagram Hashtags .....	7
6.	Create a Unique Viral Hashtag .....	8
7.	Post Your QR Codes on Instagram! .....	9
8.	Create an Instagram Tab on Your Facebook Page .....	9
9.	Share Photos that Inspire Your Followers.....	10
10.	Rotate Your Bio Link.....	10
11.	Use Instagram Direct Messaging .....	11
12.	Think Before Posting.....	11
13.	Monitor Your “Likes” and Adjust Post Topics to Suit .....	12
14.	Posting More than Square Photos on Instagram .....	12
15.	Share Your Day .....	12



Appendix A: Worksheet ..... 14

Appendix B: Checklist .....25

Appendix C: Tools, Apps, and Resources.....31

    Examples of Brands Using Instagram Effectively .....31

    Instagram Analytics .....31

    Instagram Scheduling .....31

    Other Tools and Resources: .....32





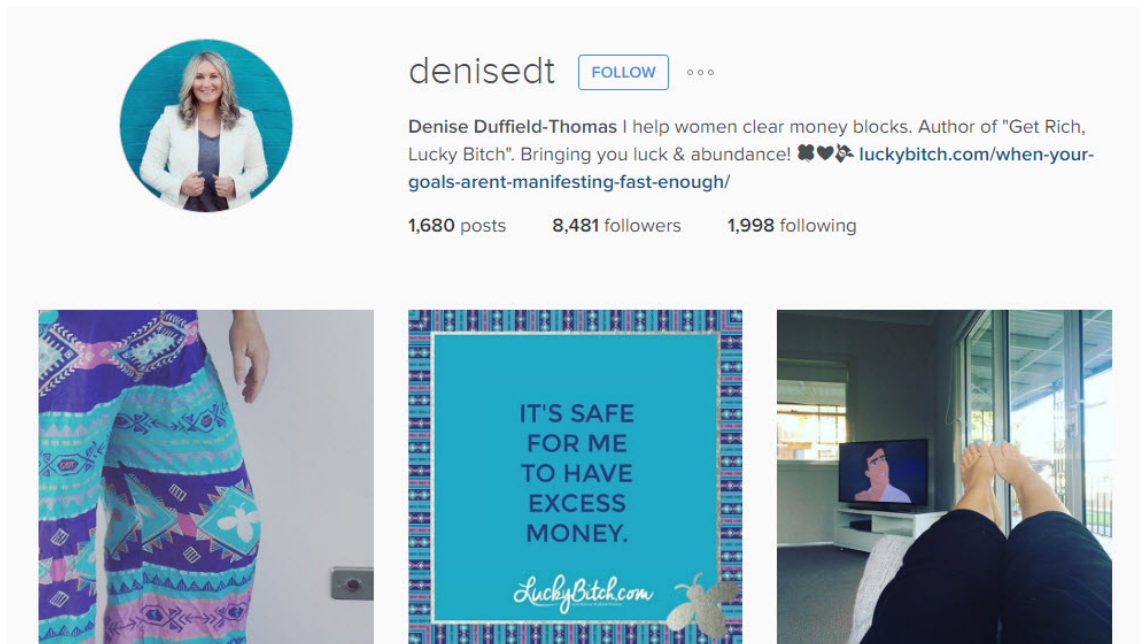
Here are ideas for using **Instagram strategically but authentically to build a vibrant, active community that includes new coaching clients.**

## 1. Use Your Bio and Bio Link Wisely

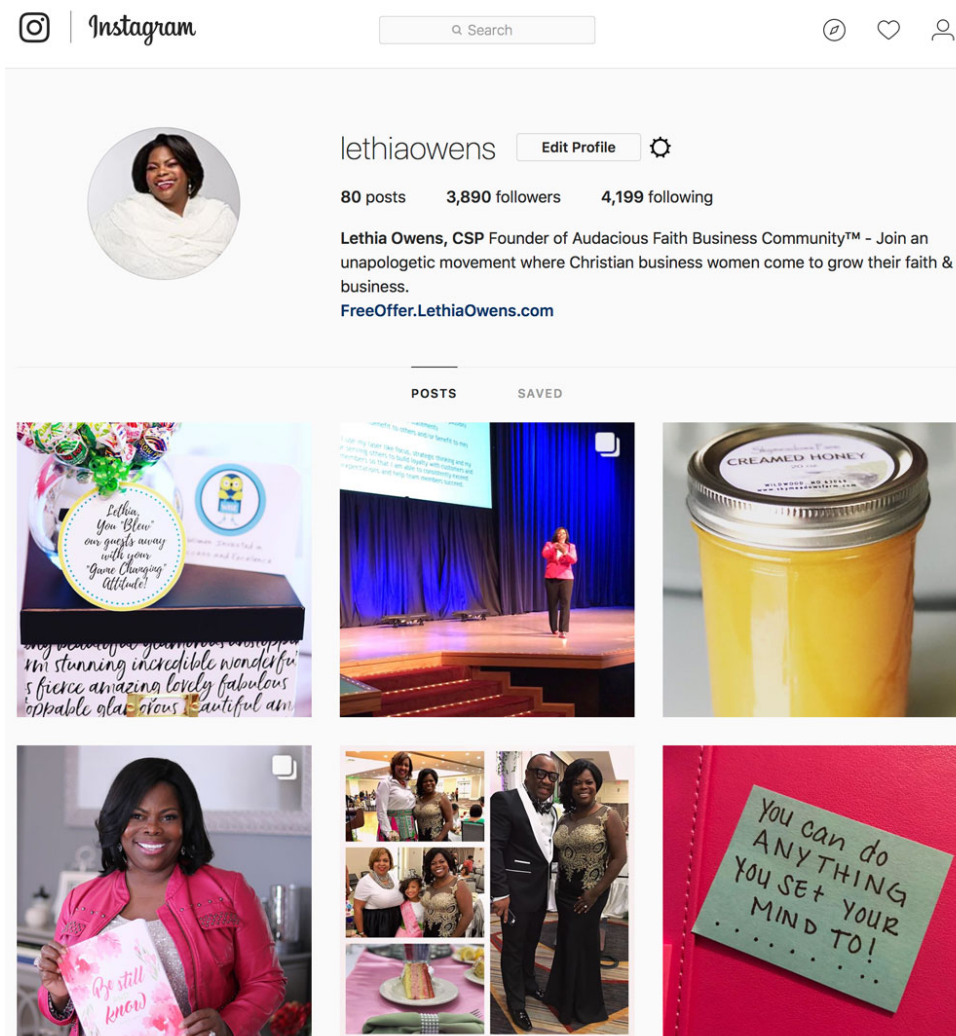
Fill out your bio so that it instantly appeals to exactly the sort of follower you want. Consider including at least one of the following:

- A one-sentence mission statement
- What you do, who you do it for, and why
- Any social proof of celebrity or expert status

Here's an example from Lifestyle Coach, Denise Duffield-Thomas' Instagram profile bio:



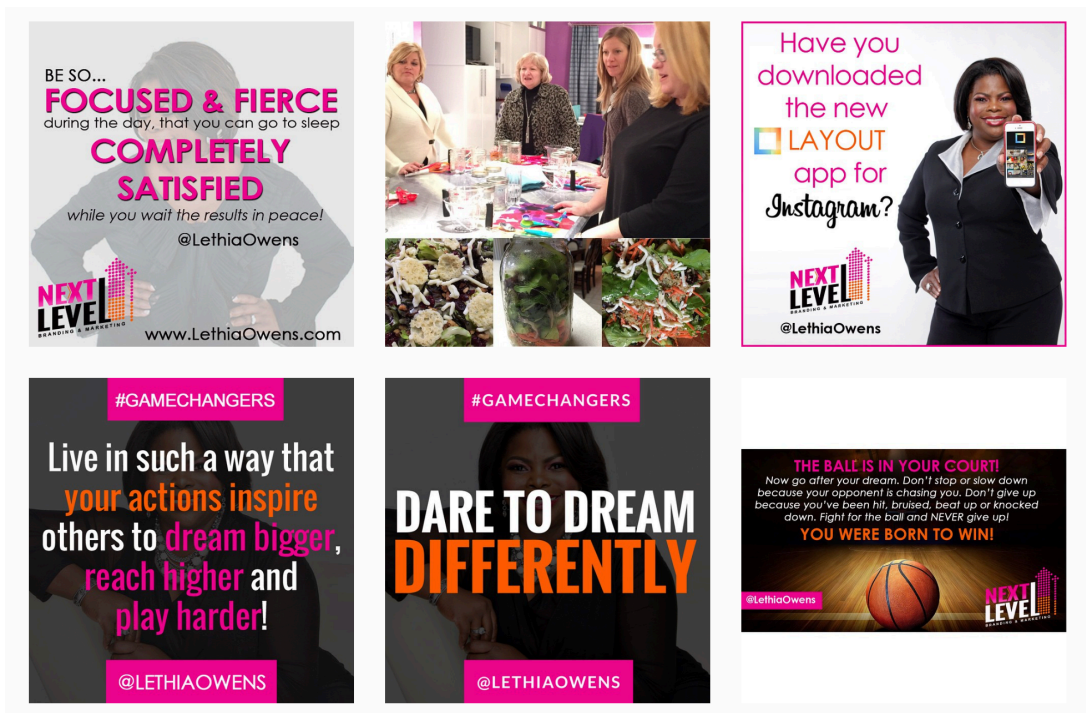
Use your one link that your profile allows to go to a targeted landing page—one that contains a clear, strong call to action (e.g. "Sign up for my giveaway.") Here's an example of my Instagram profile bio:





## 2. Brand Your Photos with Your Brand Colors

In my example below, you'll notice that my brand colors are carried throughout my posts. It is okay to be fun and creative.



## 3. Cross-Promote Others in Your Field

Nothing gets cross promotion more quickly than doing it yourself for others. Remember that your peers and fellow experts are also part of your community. When you promote them, you show friends and followers alike that you care about the community; not just your own interests.



## 4. Give Your Followers a Chance to Show Off

Remember that when you run a photo contest and/or ask your followers to share their own photos with your hashtag, you are also giving them a chance to:

- Share what's important to them
- Share what they're proud of
- Show what they can create using your tips, methods, or inspiration
- Be recognized for their excellence

## 5. Make the Most of Instagram Hashtags

#foodie #foodporn #foodstagram  
#foodlover #foodspotting #foodshare  
#foodstyling #gastronomy #instafood  
#foodphotography #chef #cheflife  
#finedining #cook #homecook #foodpics  
#pastrychef #pastry #bake #cake  
#madeinusa #hungry #bananasplits  
#chocolate

This doesn't mean "use as many hashtags as you can"! While Instagram is generous with hashtags, allowing users to include up to thirty hashtags—don't. Choose only hashtags most relevant to your topic and brand.

People tend to click away from visual "clutter"—which is what multiple hashtags with a photo produce—and

they won't read and share the hashtags as much if you include less than half a dozen.

Select only the most important hashtags for each individual photo, the type of viewer you want to attract—and your brand hashtag.



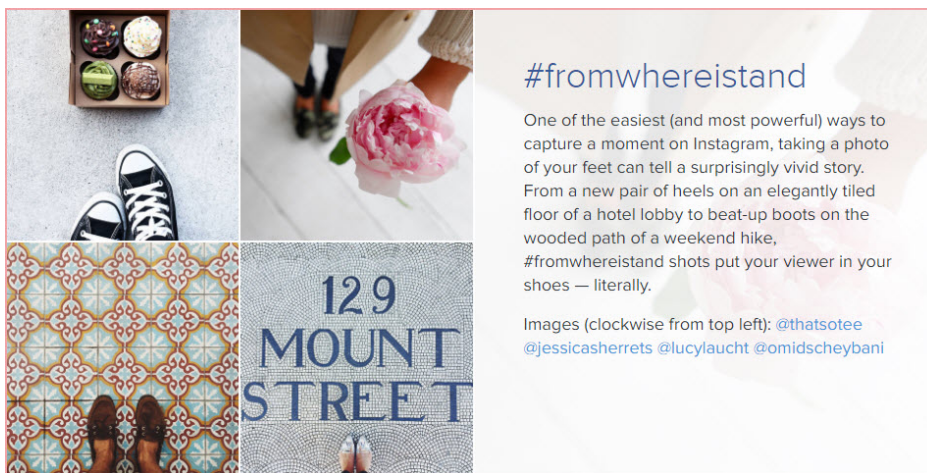
## 6. Create a Unique Viral Hashtag

Better than using a bunch of hashtags, put your efforts into creating one that stands out and catches on like wildfire.

To do this, create a hashtag that...

- Prompts viewers to take a ridiculously easy action
- Allows viewers to instantly express their own unique individuality

For example, what could be as easy as snapping a photo of your own feet?





## 7. Post Your QR Codes on Instagram!

Either feature just the code to get people to click on it and see what it's for—people love a mystery—or edit your QR code into a photo with a message that's relevant to the QR code.

You can easily create your own QR code such as the ones featured above at free sites like [QRStuff](#), which also allows you to create a QR code specifically for Instagram by selecting Instagram from a list.



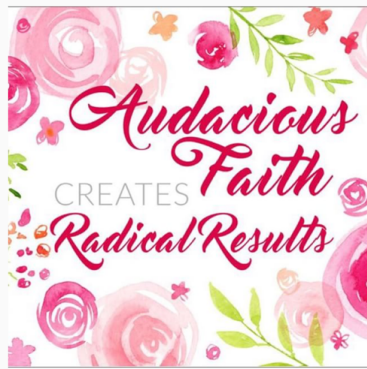
## 8. Create an Instagram Tab on Your Facebook Page

Several social media management app companies make it easy to do this—such as [Woobox](#) and [Wishpond](#).

There is absolutely no reason not to create an Instagram tab for your Facebook Page—and every reason to do so, if you want to increase lead generation and get more coaching clients.



## 9. Share Photos that Inspire Your Followers



Want to keep people looking for your Instagram posts? Share photographs that inspire and encourage. Make them laugh when things are dark.

Remind them to be kind to themselves. Let them know you are sure they can do it. Pair your photo with an encouraging hashtag

they'll learn to remember and look for and use the heck out of that puppy.

## 10. Rotate Your Bio Link

Remember that your bio link doesn't have to (a) lead to your generic home page (b) be cast in stone. Change it often. Use it to send people to:

- Current landing pages
- Contests
- Launches
- Events
- Specific important posts
- Your book
- Your program

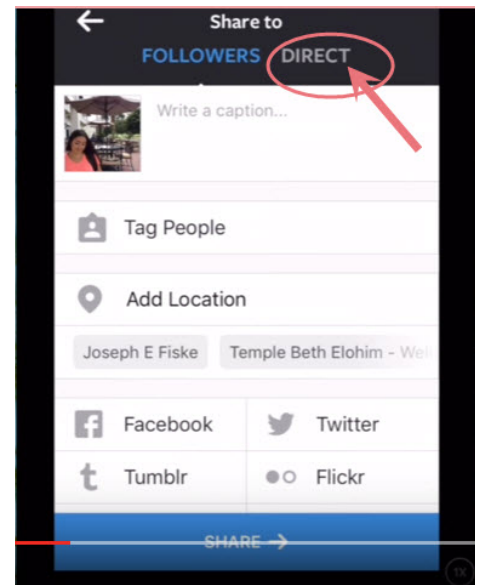




## 11. Use Instagram Direct Messaging

Here's a tactic you don't often hear about with Instagram: **Direct Messaging**. Use it to send gifts to new followers, share a coupon code or advance notice of something important; or simply let a follower or peer know that you particularly appreciated something she did, said or posted.

Make it feel relevant, real and personal (the last thing you want it to feel like is annoying pop-up spam.)



## 12. Think Before Posting

To keep your posts of maximum interest to your ideal follower, always run a mental checklist before uploading a photo to Instagram. Ask yourself:

- Why will he/she care about this?
- What will he/she take away from it?
- What value does it add to his/her day?
- Is this post for my satisfaction or my followers?

Getting into the habit of running this mental checklist before every post will help you keep your content focused on your client—as well as on your brand.



## 13. Monitor Your “Likes” and Adjust Post Topics to Suit

Do you get the most reaction from inspirational posts? Personal posts? Tips? Article links? Funny posts? Videos?

Make a note of which post types gets the most reaction from your community and build more of them into your post planning.

## 14. Posting More than Square Photos on Instagram

There may be times a square photo really will not suit what you want it to say. If that's so, select the Camera icon; then click the double arrow icon in its circle (lower left of your screen). Your followers will see the photo in landscape mode at its original size. One caution, however: In your feed, the photo will show as square, so make sure that the most important elements of your composition are positioned correctly.

## 15. Share Your Day

Sometimes going candid is a great way to thank people, give them shout-outs, inspire them, cheer them up or motivate them—all the things you do separately with other types of posts.

For example, you could post a photo of something that makes your day better—a bar of luxury chocolate or a cappuccino. Or your assistant grinning up at you as she cuts out hearts for a Valentine's Day promotion. Or a new piece of equipment that is going to make your life better. Or an old piece of equipment being donated. Or the lunch





you're serving at your VIP day—anything at all... as long as it's something your followers can relate to (and your staff appreciates!)

## So, there you have it.

15 ideas to get you started in creating excitement via Instagram. Your feed should never be the mental equivalent of "...and here's holiday photo number one-hundred-and-forty-one, me and Andre in San Francisco. And that's me and Andre down by the beach. And me and Andre..."

Instead, it should make your followers happy and add value every time you post. Always be on the lookout for creative ways to do this, and you'll have as much fun on Instagram as your followers will have with your posts.

## Appendix A: Worksheet

Get ready to make the most of Instagram for your lead generation and branding.

1. Make a list of competitors, peers and those in related fields and make notes about:

- **Things they do right** with their photos and videos (things that keep you interested in them or make you want to share their posts)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

- **Things they do wrong** (things that strike you as out of keeping with their main message or brand; or just simply put you off)











3. Decide how **strategic posting** can best help you...

- Connect with potential clients through their top interest topics
- related to your field or specialty
- Connect with influencers through their own relevant interests
- Connect from Instagram to Twitter, Pinterest and Facebook (easy!)
- Attract general-interest viral “sharers” hooked enough to follow you
- and increase your all-over visibility
- Promote events, including webinars, Google+ hangouts. etc.
- Run brand-related contests that are fun and easy to enter
- Show your wares, if you have things to sell

Notes:

---

---

---

---

---

---

---

---

---

---

---

---



- 4. Study at least six top experts in your industry who are present on Instagram. Note how they handle their branding. Check out posts in their feed that most interest you, to see what responses they get (and who from)

Notes:

---



---



---



---



---



---



---



---



---



---



---



---



---

The people to watch are:

---



---



---



---



---





5. Explore apps to help automate your Instagram content creation and administration. Use the suggestions in the Resource Directory.

Look for apps that help you with:

- Scheduling
- Post preparation (photo editing, adding text to posts, adding special effects, etc.)
- Video preparation
- Contest creation and administration

Apps to Explore:

■ SCHEDULING:

---

---

---

---

---

---

---

■ POST PREPERATION:

---

---

---

---

---

---

---



■ VIDEO PREPERATION:

---

---

---

---

---

---

---

■ CONTEST CREATTION AND ADMIN:

---

---

---

---

---

---

---

6. The apps I have chosen to use are:

■ SCHEDULING:

---

---

---

---

---

---

---





■ POST PREPERATION:

---

---

---

---

---

■ VIDEO PREPERATION:

---

---

---

---

■ CONTEST CREATTION AND ADMIN:

---

---

---

---

MY BRAND HASHTAG IS:

---

MY CONTEST HASHTAG IS:

---











## Appendix B: Checklist

I am making sure every image I post to Instagram reinforces my brand, is relevant to my followers and contains:

- A powerful subject
- A lack of distracting or irrelevant background elements
- Clarity
- Rich color or (with B&W or sepia photographs) contrast
- An out-of-the-box, creative approach
- A clear topic

My Instagram photos and videos always elicit at least one of the following emotions:

- Inspire
- Trigger emotion
- Allow people to put themselves in the photo
- Incite empathy





- Please or shock
- I am using my images with carefully researched or created relevant hashtags and tags
- I am aware that I can geo-tag my Instagram images
- I am aware that I can upload not just photographs, but also:
  - Videos
  - Collages
  - Photos with text
- I am aiming to attract fellow influencers and peers, as well as potential clients and followers

I am engaging in the best strategic posting for my brand, using more than one of the following tactics:

- Connecting with influencers through their own relevant interests
- Connecting from Instagram to Twitter, Pinterest and Facebook (easy!)
- Attracting general-interest viral “sharers” hooked enough to follow me and increase my all-over visibility



- Promote events, including webinars and Google+ hangouts
- Run brand-related contests that are fun and easy to enter
- Show my wares, if I have things to sell
- Invite my followers to share relevant content (using hashtags)

I am increasing and focusing the branding on my Instagram feed by:

- Using my brand colors and signature images and icons right within my photographs, quotes and infographic-type posts
- Using photographs that inspire, challenge and reflect quality—even “informal” ones
- Asking people to share my main hashtag
- Providing a link to the right landing page at my website on my profile
- Making sure my profile makes it clear what I want to be known for
- Posting material always with my ideal client or peer in mind
- Using a specific call to action in my profile description, like “share my photo by using [hashtag]”

I am sharing:

- Exclusive content (for example, pre-launch previews and "insider" news)
- My own ongoing progress and results from a Challenge I am running
- Events me and my clients are enjoying
- Inspirational photos or short videos, specifically to keep them goal-focused
- Photos of products, equipment or gear that can help them
- "In action" photos
- Process photos
- "Behind-the-scenes" photos or "Before" and "After" photos
- Other \_\_\_\_\_
- I am making sure that every photo and post reflects the ethics, values and principles I live by: The ones represented by my brand
- I have fully explored and considered adding Instagram contests to my marketing campaigns and Instagram feed



I have made sure I comply with Instagram's contest requirements by stating clearly in my contest that:

- My contest is in no way endorsed by, sponsored by, administered by or in any way associated with Instagram
- Participants are not to engage in inaccurate or inappropriate tagging
- Participants should be over age eighteen (if relevant to the contest type)
- I am using strong hashtags with my contest and actively asking followers to share these

I am using Instagram apps such as:

- Scheduling apps
- Photo editing apps
- Video editing apps
- Contest administration/social management apps
- Other \_\_\_\_\_
- I have thoroughly familiarized myself with Instagram ads created on Facebook

- I have studied the different types of ad presentation I can choose on Instagram, including Carousel ads
- I am committed to using Instagram as a community-building branding tool for my business

## Appendix C: Tools, Apps, and Resources

### Examples of Brands Using Instagram Effectively

[Virgin Mobile](#)

[Gap](#)

[Grumpy Cat](#)

[Under Armour Women](#)

[Whole Foods](#)

[Forever 21](#)

[Sony](#)

[Wedding Wire](#)

[Macallan Whisky](#)

[Jason Mraz](#)

[Old Navy](#)

[Samsung](#)

[Showtime](#)

[Ford](#)

[Delta Airlines](#)

[Virgin Airlines](#)

[Old Faithful Shop](#)

[DODOcase](#)

[TaylorStitch](#)

[Dr. Marten's](#)

[Starbucks](#)

[Fresh-Tops](#)

### Instagram Analytics

[IconoSquare](#)

[Piqora](#)

[Picdeck](#)

### Instagram Scheduling

[Schedugram](#)

[Latergramme](#)

[Onlypult](#)

[Takeoff](#)

[Buffer](#)



## Other Tools and Resources:

[Canva](#) – Canva offers a numerous templates for creating compelling and inspiring graphics for social media.

[Over](#) – Over offers a wide variety of fonts and styles for putting text on your images.

[SnapWidget](#) – SnapWidget allows you to embed your Instagram images on your website as you post them.

[Tagboard](#) – Tagboard allows you to manage your hashtags across all of your social media accounts with one easy dashboard.

[Repost](#) – With Repost, you can browse other users' images and post them on your feed.

[Digital Trends](#) - How to manage multiple Instagram accounts.

