

# INSTAGRAM STRATEGY 2019

BEST OF YOU BUSINESS

## HOW TO USE INSTAGRAM IN 2019

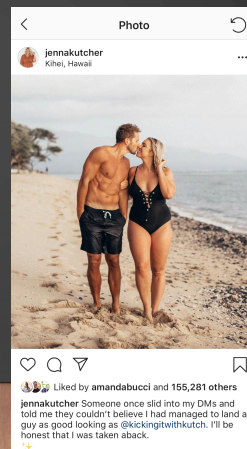
- 3 Ways:
  - Growth strategies
    - Bring in new people
    - Social proof implications
  - Engagement/trust-building strategies
  - Sales strategies

## GROWTH IN 2019

- What's the current sitch?
- How do you grow?
  - Posts that go viral/land on the Explore tab
  - Taggable and sharable content
    - Useful or funny or relatable (e.g. memes)
  - Challenges and other strategies that get people to share your content with their audience
  - Extremely aesthetic – nature, physique, incredible photography, etc.

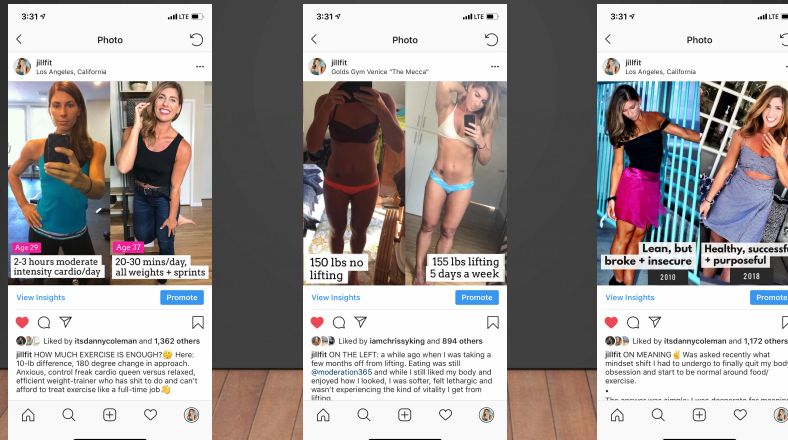
## POSTS THAT GO VIRAL

- Message is extremely authentic/vulnerable/real/relatable



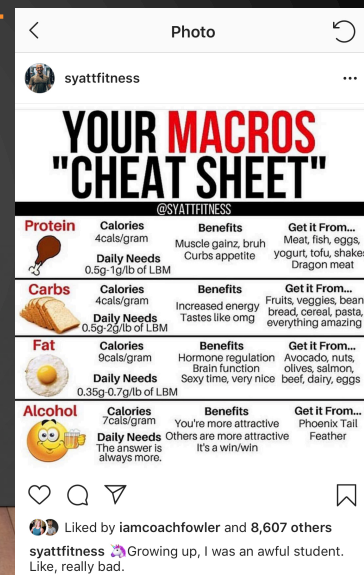
## POSTS THAT GO VIRAL

- Side-by-side comparisons



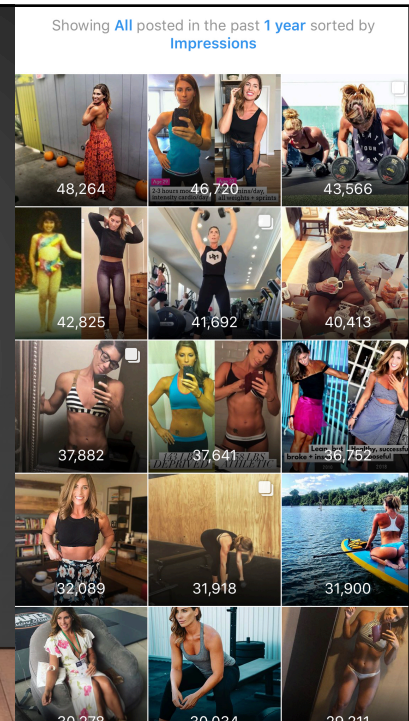
## POSTS THAT GO VIRAL

- Infographics and bite-sized info posts (utility)
- Swipe workouts



## POSTS THAT GO VIRAL

- Look at your analytics! Choose “Impressions” over the last year:



## CHALLENGES ARE GREAT FOR ...

- Growth!
- Brand awareness
- Not selling so much anymore
- Watch BOY Tutorial on how to host a free IG challenge



## ENGAGEMENT IN 2019

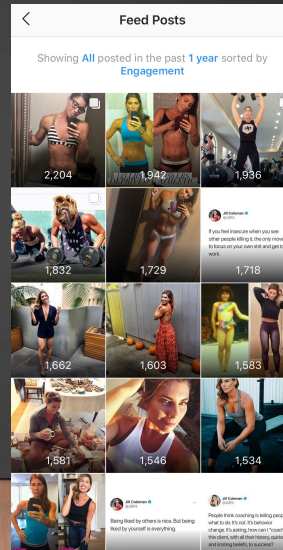
- Engagement matters because it's indicative of TRUST
- The more comments, likes, shares and DMs = more relatedness/trust
- “Healthy engagement” if you are 10k or less:
  - 3-5% of total followers liking a post
  - 10% of total followers watching your stories

## INCREASING ENGAGEMENT

- Photos need to be:
  - Good quality – lighting, composition, clarity, relevant
  - Of you! – what's the “feel” of the photo?
- There has to be a reason someone would stop and interact
- Answering an FAQ/common concern of ideal client
- A message that is easily agreed with
- Calls to action!!
  - Cultivate safe space: comment back (don't just Like), reach out, polling on stories, respond to DMs, make yourself accessible

## INCREASING ENGAGEMENT

- Do some recon in your own analytics:



## SALES: TURNING A FOLLOWER INTO A CLIENT

- 1:1 Strategy
  - **Part 1: Attraction Marketing** – connecting with your ideal client
- 4-part posting system:
  - Headline (common concern or FAQ of your ideal client)
  - Relatable story and/or social proof (be the friend)
  - Education (tools, tips, strategy) – be the teacher
  - CTA
- At least one direct ask to coach with you weekly:
- Send to an application at link in bio
- “DM me and I’ll give you all the details”

## SALES: TURNING A FOLLOWER INTO A CLIENT

- 1:1 Strategy:
  - **Part 2: Conversation Marketing** – it goes down in the DM
- People are demanding more access and more of a relationship before buying
- Let conversation develop
- Ask to jump on the phone when the time is right
- Have a sales conversation and ask for the sale

## SALES: TURNING A FOLLOWER INTO A CLIENT

- Group coaching and DIY program strategy:
  - Open/closed cart – use 10-Day Launch formula
  - OR, open all the time – have ongoing marketing strategy with related lead magnets
- If high-ticket group coaching – have application and treat like a 1:1 prospect
  - Need longer lead time here

## LOOKING FORWARD/MISCELLANEOUS FAQs

- IG TV?
- How to use IG stories?
  - Minisodes
  - Social proof
  - Polling – message and/or connect with hot/warm leads
  - Recap main feed posts
- Miscellaneous – 90%+ people are opening their DMs – this is the new email
- IG live? Recap posts, add value, have a weekly “show” etc.

QUESTIONS?