



Overview: Instagram for Biz

- Being on Instagram is nonnegotiable for your personality-based business
- Fans and followers are great, and do provide social proof, but like all things “numbers,” the *trust* is the most important piece (engagement, opt-ins and sharing/tagging)
- You cultivate trust on IG with 3 things:
 - Consistency of posting (show up!)
 - Education (be the expert)
 - Transparency and openness (be the friend)
- Let them see who you are and what you know/stand for
- Tools: main feed and IG stories***
 - Should be posting on IG stories daily – potential for connection much higher!

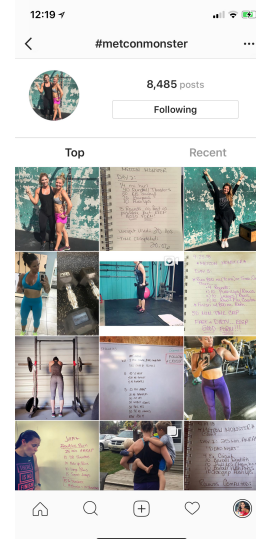
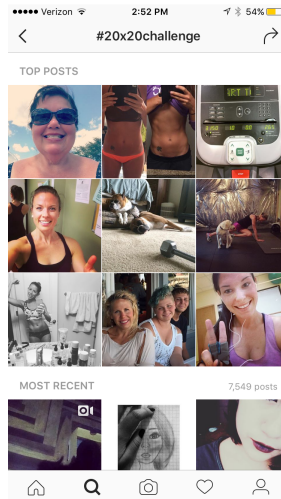
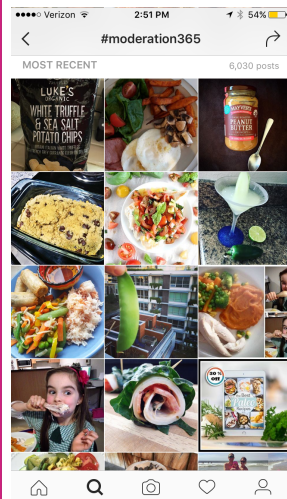
Overview: Instagram Marketing

- CTAs on IG: images are king, so the image you post should be appealing, first and foremost
- Blatant marketing images don't do well. Appealing images plus education and a CTA *in the description* do work well (clickable link in profile) – Make those first 3 lines count!
- What's more powerful than asking people to sign up for something is to create something people can participate in and feel a part of: **a movement** ("Not look-at-me, but come-with-me." –Jen Sinkler)
 - E.g. #MetconMonster, #moderation365, #MindsetMonth, #20x20Challenge
- People who participate have to do the work: post regularly, offer an insight of themselves or their process, complete the challenge, etc.
- Creates marketing that is self-perpetuating

Overview: Instagram Marketing

- Outcome: the movement **exponentiates** because each person's follower's are watching/consuming.
 - Not just about the participants, it's about the participants' reach, too.
- Why do a free IG challenge?
 - Increase your IG following + engagement
 - Collect email leads and provide a free education
 - Establish yourself as an expert/creator (not a consumer)
 - Leverage the energy and enthusiasm as a springboard for an upsell into a paid program (freemium)
 - Start a movement, build a legacy, strengthen your brand's core values (what are you "known" for?)

Instagram Challenges - Examples



Instagram Challenges: What You Need

- *****AN AWESOMELY STICKY IDEA*****
 - People have to actually be excited about doing it, but also **sharing it!**
 - This is different than a free e-course or downloadable PDF
 - This involves your clients' sensitivities!
 - A memorable, intuitive, simple hashtag for the series
 - It has to **solve a problem** for them
 - #moderation365 – examples of eating moderately
 - #metconmonster – staying consistent + accountable to regular exercise
 - Must be **SIMPLE** – one recordable/shareable item, not 3 or 10
- A landing page that describes:
 - **CONTEXT:** Why it matters? Why should people care about this topic?
 - What it is and how to participate, in extreme detail, including start and end dates and what-happens-next steps
 - Email collection and promise of education there too
 - Prizes
 - Some example posts of your own

Instagram Challenges: Landing page example



Think you can complete 8 hardcore (but short!) workouts in 10 days?

Join the **FREE 10-Day #MetconMonster Workout Consistency Challenge**, starting **January 10, 2018!**

I'm Giving You the Exact Short & Tough Workouts to Do

[Get Free Workouts Now >>](#)

Your Information is 100% Secure and Will Never Be Shared With Anyone

Here's how the #MetconMonster Challenge works:

- **The name of the game is consistency and results!** The goal is to restart our fitness routines coming off a sporadic holiday season and challenge ourselves in new ways via metabolic conditioning (muscle maintenance, and optimized for shredding!). **Metabolic Conditioning** is a great way to elicit maximum physique change in 30 minutes or less. These are weight training workouts, but you will also feel the cardio burn!
- **This is an INSTAGRAM Challenge!** So yes, you need to sign up for a free account. You will "check in" each day via Instagram, using a photo (can be a sweaty selfie, a quote, shot of the gym, you and a partner, equipment, inspirational meme, whatever), **YOU WILL HASHTAG ALL POSTS** using "#MetconMonster" and also the **DAY** of the challenge it is for you. For example, my description might be "Just finished up a brutal leg workout, I want to kill you, @jillfit! But love a good sweat, I am feeling stronger by the day! #MetconMonster #Day3" - I will be sending you examples of posts via email after you sign up!
- **In order to complete the challenge, you must complete 8 workouts over the 10 days.** Join thousands of others taking part in this momentum-building challenge!

Hi, I'm Jill Coleman!

Hey there, I am so looking forward to having you in the brand spankin' new FREE challenge, #MetconMonster. I am pumped to generate a ton of results, camaraderie, support, guidance and plenty of good, old-fashioned sweat!

My personal exercise philosophy is short-duration, high-intensity, so all workouts are 30 minutes or less, and will have you breathless and burning, baby! **Metabolic Conditioning workouts help you maintain muscle while upping the shred factor.**

Instagram Challenges: What You Need

- An email education (or webinars) going on in the background
 - You are educating people on why this topic is important, tools and strategies they can use to overcome the struggle – steering the convo toward a paid program
- Optional: Closed FB group – pros and cons?
- A way to recognize people who are participating:
 - Cross-platform acknowledgement
 - Email acknowledgement
 - Live webinar acknowledgement
 - IG stories: social proof acknowledgment
 - Of course, like and comment on every single #hashtagged post (you have to)!
- A RELATED product to sell at the end – what works best here?
 - Why it matters? Why should people care about this topic?
 - What it is and how to participate, in extreme detail

Marketing Your Challenge

- Like any CTA, you have to sell the click and market it:
 - Treat your promotion just like a normal paid program – 10 Day Promo Blitz Campaign
 - Remember: marketing is just psychology:
 - Why should they care?
 - What problem is it solving?
 - Meet them in the conversation they are currently having in their head
 - What outcomes can they expect at the end of it? Sell results, not process
 - Create urgency and exclusivity – Who is it for? What's the deadline to sign up/be included?
- “Companion Content” - Share your own examples and tell stories over all social platforms
 - Send people to the page on your site with all the info

Marketing Your Challenge

- Once it's off and running, continue promoting on other platforms – these posts will be acknowledgment/excitement posts – subtle CTAs
- The challenge ITSELF (participants' posts) serves as self-perpetuating marketing so make sure that people can still sign up throughout
- Consider people's sensitivities:
 - Have a conversation about the vulnerability of posting, encourage them, meet them where they are
- Miscellaneous considerations:
 - “Tag a friend”
 - Giveaway post with CTA to tag people who need it
 - Have a sample “screenshot-able” post people can share and earn “extra” points for

What to Do DURING the Challenge

- Deliver amazing value!
- Make participants feel seen and special!
- Be an insanely good coach – for some people, this is their first touch point with you
- Educate + connect!

What To Do AFTER the Challenge:

- Recognize your winners publically
- Deliver prizes, document if possible – ask them to shoot a pic of them wearing your tee or whatever
- If the challenge crushes, then consider doing it quarterly or semi-annually or annually
 - Familiarity breeds trust and it's a great email generator and warming process for the up-sell
- Continue using the hashtag! It's part of your brand legacy!

Using the Challenge to Up-Sell

- Transparency is king – talk about the program from the get-go
 - Add a P.S. introducing it on first email upon sign-up, promise of discount
 - It's a service, not a sale – position it as “the natural next step”
 - People are already primed to buy, just waiting for cart to open, know it's coming
- You created a prequalified “wait list” + you've gotten them some wins!
 - Your movement has brought together a powerful group of people who have already shown their interest in a particular topic, so make sure your upsell is related – you've steered the convo
 - Give them an incentive to purchase early and feel special:
 - Bonuses
 - Discounts
 - Early enrollment access

Using the Challenge to Up-Sell

- Employ the 10-Day Launch Formula:
 - Challenge members get early and discounted dibs on the program (expiring bonuses) – 4 days
 - Then open to all (social media, whole list, etc) – 6 days
 - Harness social proof!
 - Make it feel ubiquitous
 - Testimonials from challenge
- Get clear on your marketing messages:
 - Why do they need this?
 - What problem is it solving?
 - How will this help them continue their success?
 - What will happen if they don't up-grade to paid version? How will they continue to struggle?
- Close cart + add a wait list button

Ready?

- **Let's do this!**