



Curious how *Instagram* could help you to reach your goals?

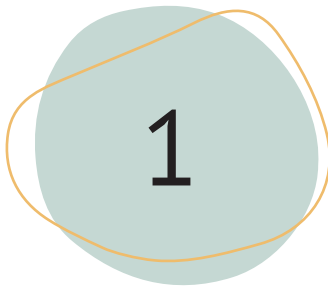
I'm Crystal, a certified Life Coach from The Life Coach School. I have used Instagram to launch my coaching business and have had tremendous success. In less than one year I have tripled my followers, gained clients, made real sales, and increased my email list through freebie content. Instagram works! Let me show you how to make it work for you.

WELCOME TO THE INSTAGRAM STRATEGY WEBINAR



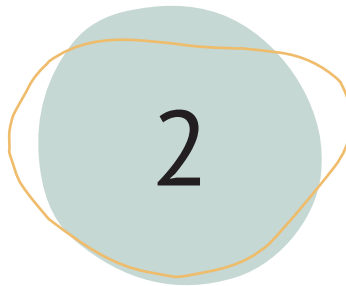
3 Stages...

*...of your audience's journey
to becoming a client.*



Collect

Build your audience.
Bring them in with
a freebie, FB ads or
organic marketing.



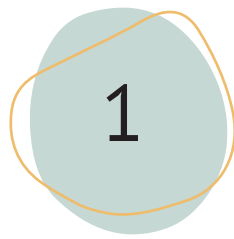
Connect

Deliver value to them
on a regular schedule. This is
how they get to know
you, learn what you can
do for them, and begin
to trust you.



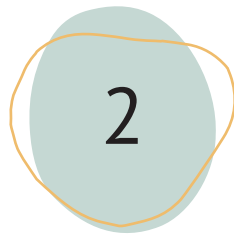
Offer

Now that they have
experienced your
content, know that you
can help them, and
trust you, they are ready
for you to make them
an offer.



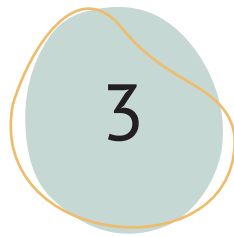
Copy

- Call to action
- Journey
- 80/20 Rule



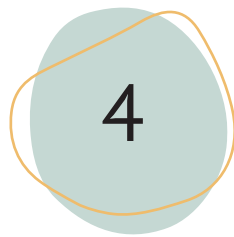
Content

- Learning Styles
- Audit others

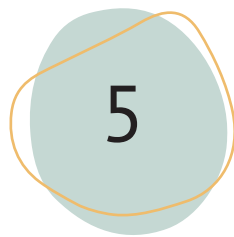


Hashtags

- Ideal Client Avatar
- Relevancy
- Mimic
- 30, #s



Social media Engagement



Analytics

- Insights
- Profile optimization
- Social Proof

Notes



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Notes



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