



Marketing Moxie Podcast

Episode 21 – Jenn Scalia on Growing Your Business with Instagram

Show notes at: <http://www.maggiepatterson.com/episode21>

MAGGIE: Welcome to Marketing Moxie, Episode #21.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Hey, guys. The Social Media Smack Down continues today here on the Marketing Moxie podcast. I am so glad you've chosen to tune in today because we are going to talk about Instagram. Before we dive in, I do have a confession to make. A couple of years ago when Instagram first came out, I got on Instagram and I was using it. And then I just abandoned it because, honestly, social media all day, working in marketing, one more network, which I was supposed to share personal stuff on, I couldn't wrap my head around it.

But today's episode inspired me to get back on Instagram. I started with a brand new account, so I will link up to my brands. Thank you, new Instagram profile, if you want to follow along over there with me.

Let's talk a little bit about today's guest. We are sharing a real live success story here on the show today. Love and relationship coach, Jenn Scalia, is going to share her tips for Instagram. Jen has got a really interesting story. I had the opportunity to work with her on some guest posting earlier in the year, and she has, with her Instagram, gone from about 1,500 followers in January to over 13,000 followers as of May. She has done that in a very specific and intentional way. She's going to share some of her tips. She's going to talk about how to inject a bit of personality in Instagram. And we are going to go deep on some of her specific tips to use it to support your business because she has got some great results, so let's listen in on my conversation with Jen.

Hey, guys. Today on Marketing Moxie we are talking about Instagram, and I have a really fun guest with us. We have someone who is actually using Instagram, is just an Instagram expert. Jenn Scalia is going to share with us what she's been doing just in 2014 with Instagram and how it's impacting her business and how she's built her followers. Jenn, welcome to the show.

JENN: Hi, Maggie. Thanks for having me.

MAGGIE: So, Jenn, why don't you just tell us a little bit about your business because you're not an Instagram expert in the traditional sense? You're not a, you know, social media person. So what do you do in your business?

JENN: I'm actually a life and love coach. I coach women around their relationships, and I am actually an Instagramoholic.

MAGGIE: An Instagramoholic, so does that require a certain number of hours per day on Instagram?

JENN: Yeah, probably about 23.

MAGGIE: Okay. So you had lots of success with Instagram. Why don't you just tell us a little bit about what you've been doing and, you know, what kind of your strategy has been to use Instagram to support your business?

JENN: So I actually started Instagram as just a fun way to present myself, and I used to find all these quotes that I actually really liked, so I started saving them, and the gallery on my iPhone would have like 1,000, 1,500 photos. They were all just pictures of quotes, so I started an Instagram just for my quotes. And it just took off. At first I was just posting any kind of quotes and be inspirational and somewhat. Some of them had to do with business. Some of them have to do with life. And me being a relationship coach, I wasn't really utilizing it in the beginning to my success. And once I started actually started and shifted that, the followers, the fans, and they just started coming.

MAGGIE: And how many followers do you have now on Instagram?

JENN: Right now I think it's over 13,000.

MAGGIE: And how many did you have like six months ago?

JENN: 1,500.

MAGGIE: Yeah, so sharing quotes, Jenn has built so, so fast on Instagram. So what are some of the specific things you do, kind of day in and day out, on Instagram to connect with people and get them, you know, engaging with you and your brand?

JENN: Well, like I said, when I first started I was just posting random quotes. It wasn't until I actually started honing in on what my fans and followers wanted and needed that I started getting, you know, ramped up and started getting tons and tons of followers, feedback, and people going to my website. I've even gotten paying clients from Instagram. I've done, you know, multiple discovery calls with potential clients. And every time I ask them, like, where did you find me, they say Instagram.

MAGGIE: That's pretty crazy. So if I'm just starting out with Instagram, what are some of your top tips, like maybe your top three tips?

JENN: Definitely know your audience. Like I said, it wasn't until I shifted and started giving them exactly what they wanted that I was getting -- I mean, I'll get anywhere from 400 to 700 likes on each photo. I get tons of comments. I get people, you know, just thanking. So definitely know your audience. Know exactly what they want. And a way that you can do this is to actually look to see what other people are doing and not necessarily copying, but just seeing what people respond to.

MAGGIE: Yeah. Get your finger on the pulse to kind of figure out your ideal customers, what kind of stuff appeals to them as a relationship coach working with women, relationship stuff.

JENN: Yeah.

MAGGIE: And your kind of unique approach to it, I think that sets you apart.

JENN: Yeah, definitely. I mean I deal a lot with, you know, people that are kind of stuck in toxic relationships, that are in unhealthy relationships, or sometimes maybe even are just going through a breakup, so they need kind of a little bit of encouragement and a little bit of light shed on their situation, and just knowing that they're not the only ones out there that are feeling that way. So I think that's why they really respond to the things that I post.

MAGGIE: So aside from kind of getting really, really clear on what your customers want, what kind of specific things would you say, okay, every day do you need to follow new people? What things do we need to do on Instagram?

JENN: Yeah.

MAGGIE: Because I am a total Instagram newbie, so I'm really just doing this for my own benefit. I'm going to confess to my listeners right now.

JENN: You definitely need to engage. A lot of times people think it's risqué or not a good thing to just follow a bunch of people. But, to be honest, these people won't even know that you exist. They won't even know that you have an Instagram unless you start following them or unless you like or comment on one of their photos. So it's totally okay to follow other people. It's totally okay to like and comment on other people because then you're kind of in their face more. So definitely engage. If someone

comments on your photo, comment back. Thank them. Go to their photos. Give them a comment. Give them a few likes, so it's all about the engagement.

MAGGIE: Let's talk about the hashtag on Instagram. What's the scoop on this, because I know you can load up a lot of hashtags in there whereas in other social media platforms you can't? So how many hashtags should we be using, and what are you doing with your hashtags?

JENN: When I first started, I used the max. The max is 30. And I found that it worked for me, but I found that it wasn't getting me the right followers.

MAGGIE: Yeah.

JENN: So definitely when you choose your hashtags, make sure that they're relevant. I mean, don't just hashtag Justin Bieber and Lady Gaga because it's going to get you a bunch of followers. So the hashtags are definitely they work, for sure, as long as, you know, going back to knowing your audience. You have to also know your niche and know exactly those keywords that are going to bring you the right people.

You know, I've kind of caught that now. Now I use probably somewhere between 12 and 15, but I find no difference from when I used 30, so I'm getting just as many likes with using less hashtags. So, I mean, I'm sure that's probably because I have a bigger following now, but I find that I don't have to use hashtags all the time. For instance, for Mother's Day, I posted a picture of me and my son and I didn't use any hashtags, and I got over 400 likes.

MAGGIE: Wow!

JENN: Yeah.

MAGGIE: Now how do you pick your hashtags? Do you just pick the most common keyword, like you would, or do you have a list off hashtags you try to use?

JENN: Yeah. I mean, it all goes back to basic concept of the same thing as SEO and keywords.

MAGGIE: Yeah.

JENN: Like you would use on your website, so whatever is going to draw them in. And there are ways to search for common hashtags or hashtags that are being used a lot, and you would just search that into your Instagram bar. For instance, a big one that I use is love. You know, there's millions and millions of people using that hashtag, so you know it's a relevant hashtag, so you're able to see.

MAGGIE: Do you have any really funny hashtags like crappy relationships?

JENN: Well, I do have one, and it actually goes with my program, and it's called relationship rehab. So that's like my unique hashtag, and that's another thing that you can do as well is to use just the relevant hashtags, but also have a unique one for your Instagram or for your followers so that way you can kind of check in on "your hashtag" and see who is using it and who is reposting your stuff.

MAGGIE: Yeah, I love it. I think every business should have a set of its own unique hashtags.

JENN: Mm-hmm, definitely.

MAGGIE: So a lot of people, I'm sure, are listening to this going, "Oh, my gosh. I love to use Instagram." Everyone can use quotes in their business, so what do you love about Instagram for your business?

JENN: For my business? Yes. It is true. Anybody can use quotes. But like I said, it wasn't until I honed in on what they wanted and actually started doing it in a unique way, so I wasn't just posting the same quotes that you see all over Facebook and Twitter.

MAGGIE: Yeah.

JENN: I was actually using pieces of my blog post, and I was using pieces of, you know, my free ebook that I offer on my website. So it was actually my words, and I was just making it really pretty and posting it, and people really resonated with them. And then, like I said, I do post personal stuff. So when I find that I post pictures of me and my partner or me and my son, I get a ton of likes because people see that I'm a real person. I'm not just a book of quotes.

MAGGIE: Yeah. And I think that that's always the challenge with social media is finding that, how do you inject that personal stuff without kind of crossing that line of where you're comfortable.

JENN: Mm-hmm. Yes.

MAGGIE: Everyone has got a different threshold. Right?

JENN: Right. Right. And I do it. You know, I may do it like once a week or once every couple weeks I will post something personal. I'll post a selfie. I'll post a picture of me drinking wine. And I always get just as much response to that then I do the quotes.

MAGGIE: So with the quotes, are you using it to lead into something like a specific, like a free call?

JENN: Yeah.

MAGGIE: Yeah.

JENN: Yeah.

MAGGIE: So tell us a little bit about that strategy because that's the real marketing genius of all of this.

JENN: Right. So most of the time it is just a quote, and I will just post it. But then other times, like I said, since it would be like a piece of my blog or a piece of my ebook, I'll say to download my ebook go to: and I'll have my website. And I actually put my website URL in every single post that I make, and it's not clickable. A person can't click on the comment and go to your website. But they can go to your profile and click on your website from there.

MAGGIE: Yeah.

JENN: But I find, still I got tons of downloads on my ebook just doing that. And then every once in a while I will post an advice hour where I'll have people ask me questions. And then that kind of leads into like the free calls, so it's worked for me.

MAGGIE: Cool. So do you have any kind of parting advice for us newer Instagramers or people who are Instagraming and it's just not working for them?

JENN: Yeah. I think, you know, just keep it fun. Do it like you are trying to engage with your friends and not so much take it from -- I mean, always we're going to have that business mindset.

MAGGIE: Yeah.

JENN: But the reason why I like it because it's fun, it's quick, it's easy, and you don't really have to put that much thought into it. Just know what they want, give them what they want, and engage. It's fairly simple.

MAGGIE: I love that advice. Keep it simple.

JENN: Yeah.

MAGGIE: And keep it fun because really, I think, if you're using a social media platform and we're talking about social media a lot over the next few weeks is, if you don't like that platform, use another platform that you like.

JENN: Yes.

MAGGIE: And that you actually enjoy using. Jenn, how do you make your quotes? Do you use PicMonkey? What are you using?

JENN: My favorite one is actually called InstaQuote, and there is a free version, there's a paid version. I use the paid version because the free version has their logo on it. I don't know. It's maybe \$1.99, but you can insert your own backgrounds. You can choose the fonts, change the color, so

you can get really creative with it. Also, you can import a picture of yourself and post just words over it. So you can get really creative with the stuff on Instagram.

MAGGIE: Okay. Cool. We will definitely link up to Jenn. We'll link up to Jenn's Instagram. Instagram. That sounded weird to me. I don't know what's wrong. It's my post-vacation brain. I've literally been back to the office for five hours. Then also InstaQuote too. Jenn, thank you so much for your time today. Where can everyone find you?

JENN: My website is beawesomeonpurpose.com.

MAGGIE: That's very memorable because I think we should all be awesome on purpose.

JENN: Yes.

MAGGIE: And if you are a listener in need of love advice, Jenn is your person. Seriously. I love her stuff. I got to work with her a few months ago. I just love how she presents on relationships. It's like ditch this crappy relationship right now, so.

JENN: Yeah....

MAGGIE: So find a happier path. Thank you so much for your time today, Jenn.

JENN: Thanks, Maggie.

MAGGIE: Jenn mentioned a ton of resources in her interview, so if you want to grab any of those resources, you can hop on over to the show notes at www.MaggiePatterson.com/Episode21. You can also find your worksheet, which is a checklist on Instagram for this episode to help you make the most of your Instagram presence and use it actually for your business.

The takeaways for this episode, we've got three takeaways. Number one, keep Instagram fun. It's a quick and easy platform, so really treat it that way. Treat it like you're dealing with your friends. Don't get caught up into massive amounts of scheduling or just being over-planned. It's not going to really convey your personality.

Tip number two, and this is something Jenn really did a great job of explaining to us. Focus on figuring out what your audience really needs. As a love and relationship coach, a lot of her clients are looking for advice, inspiration, and guidance. So that is something she is able to provide on Instagram with her relationship and love related quotes.

And coming to quotes, takeaway number three: use InstaQuote. It's a really cool tool, which I've actually just put on my iPhone. I know I'm such a laggard on Instagram. But create branded quotes for your business, so let's say you're a mom coach. I always use the mom coach example

because my friend Megan always pops into my mind. But you can create quotes about time management for moms. Or maybe you're a marketing person. You want to have a quote on staying motivated through the summer, or whatever it is. Use InstaQuote to create really fun, easy, branded quotes for your business.

Again, if you want to get the checklist for this episode, hop on over to www.MaggiePatterson.com/Episode21. And I will be back next week with yet another episode in the Social Media Smack Down.

If you have enjoyed today's episode, I would love ratings and reviews in iTunes. Ratings and reviews are a critical part of how iTunes decides if a podcast gets seen, so I would like to be seen and heard because who couldn't use a little more Marketing Moxie in their day? So thank you for listening, and I will catch you all soon.

OUTRO: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at www.maggiepatterson.com for show notes and more episodes.