

Instagram

GROW YOUR BUSINESS + BRAND

ABOUT US ———

sydney



Sydney is a personal wardrobe stylist + business coach. She founded Chic Stripes to help women create sustainable and timeless wardrobes that work for them not against them. After seeing a need in the market, she designed BEYOND - a business coaching program specifically for personal stylists to hone their entrepreneurial skills, grow their business and enhance their life. Sydney is a graduate of the School of Style, holds dual masters degrees, and lives in Richmond with her husband and three cats. She loves black coffee, vintage, and the great outdoors.

@chicstripes

kaytee



Kaytee is a brand + business coach helping millennial boss babe photographers find their dream clients and reach their full potential. After 6 years as a wedding photographer, she wanted to reach beyond just photographing to helping others find their voice and set their brand a part. In January 2017, she opened Badass Booth as a way to keep her roots within the event industry in addition to focusing on her coaching business. She loves all things white, her home in the country with her two dogs and husband + chocolate croissants.

@kayteelauren



THE GOAL

The goal of our workshop is to help you learn how to leverage Instagram as a marketing tool for your business.

We believe in the power of creating content that speaks directly to your target audience.

WHAT IS A TARGET AUDIENCE?

It's your ideal client, someone you want to add value for or the community you're looking to create.

Before you can start taking photos, you have to know who you are speaking to and why you are talking to them.

We believe that it is much more valuable to have 500 followers from your target audience than 1,000 followers that have nothing to do with your business or brand.

This workshop is designed to help you find your voice and speak directly to your audience.

Why Instagram?

We use Instagram as a mini portfolio platform. It is a visual representation of our brand that not only lets our potential customers get a feel for what our business is all about, but it also gives us a daily reminder of what our brand represents.

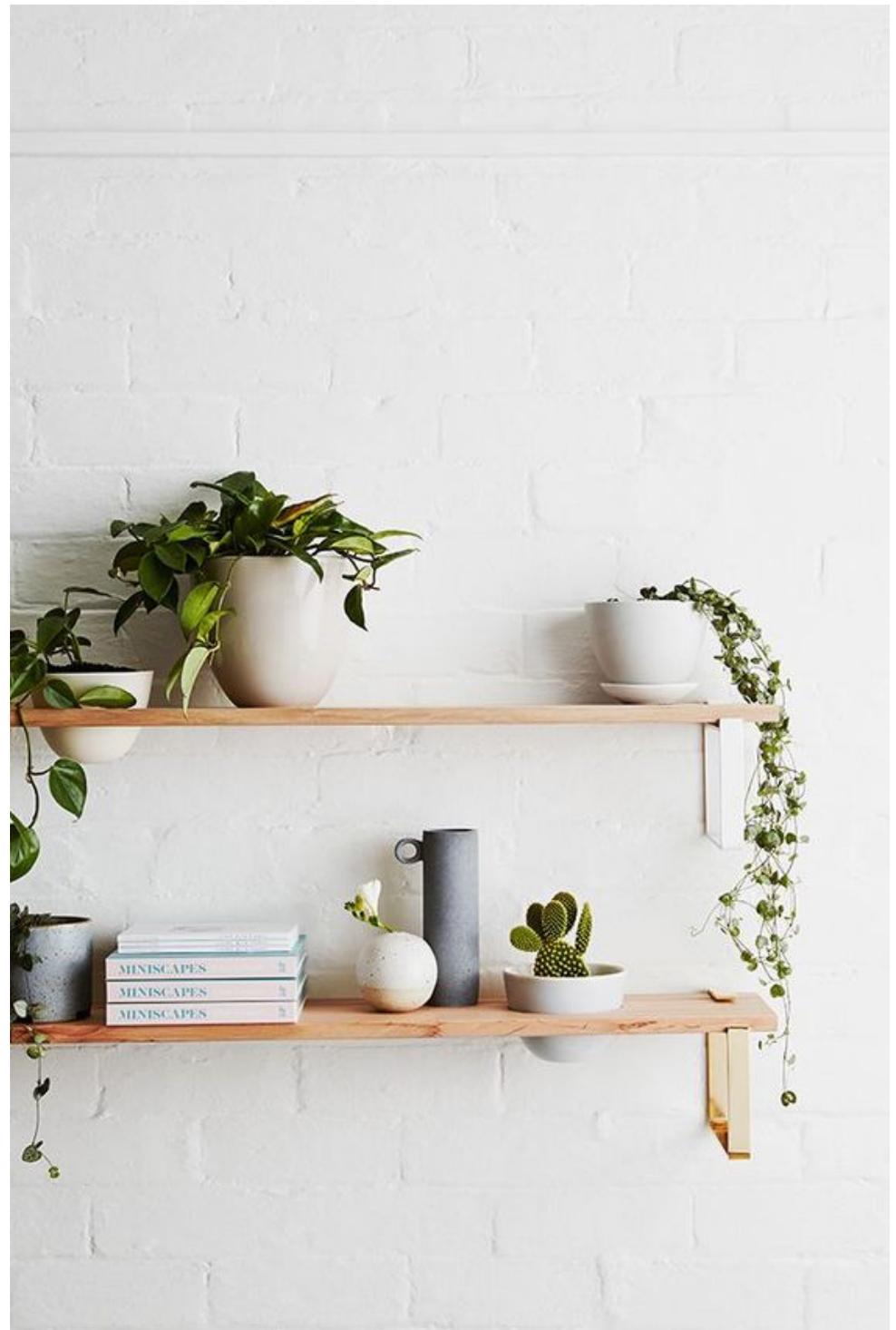
The visual aspect of Instagram allows you to create a vibe while your captions convey your message and both let you set the overall tone to connect with your audience to attract like-minded clients.

You can use Instagram to be as little or as much a part of your business as you want.

You don't have to have the perfect photos or post every single day, you just have to be consistent in whatever it is you're doing.

What we are suggesting for Instagram is to create consistency and connect with your audience on your own terms in an engaging way.

We do believe there are helpful tips and tricks that can push your Instagram forward, but as long as you are putting out content that helps you connect with your community, that is what matters.



THE BASIC

Building Blocks

TO GROWING YOUR BUSINESS OR BRAND WITH INSTAGRAM

1: Discover your why

Why are you on Instagram?

Is it to promote your business or brand?

Why should people follow and engage with you?

Determining your Why will allow you to narrow your focus and give your community a good understanding of WHY they should invest in what you are saying and the value that you offer.

ACTION: Write down your purpose for having an Instagram account. What makes you different, and what value do you have to offer your community? Visualize where you want to be in 2-5 years, and use this as a tool to determine how little or how much time and energy you invest in this platform.



2: Discover your audience

Who are you talking to?

Before you can get people to listen, you have to know who you are talking to.

For example, you would shape your conversation and messaging differently when speaking to millennials vs generation X.

ACTION: Write down your ideal client. Give them a name, where do they like to shop? How do they drink their coffee? Where are they hanging out online? How will they benefit from what you have to offer?

Tailor your message to that person. This will narrow your focus and speak directly to your audience.





973 posts

251K followers

301 following

Follow

India Earl

Photographer

Adventurous wedding + elopement photographer.

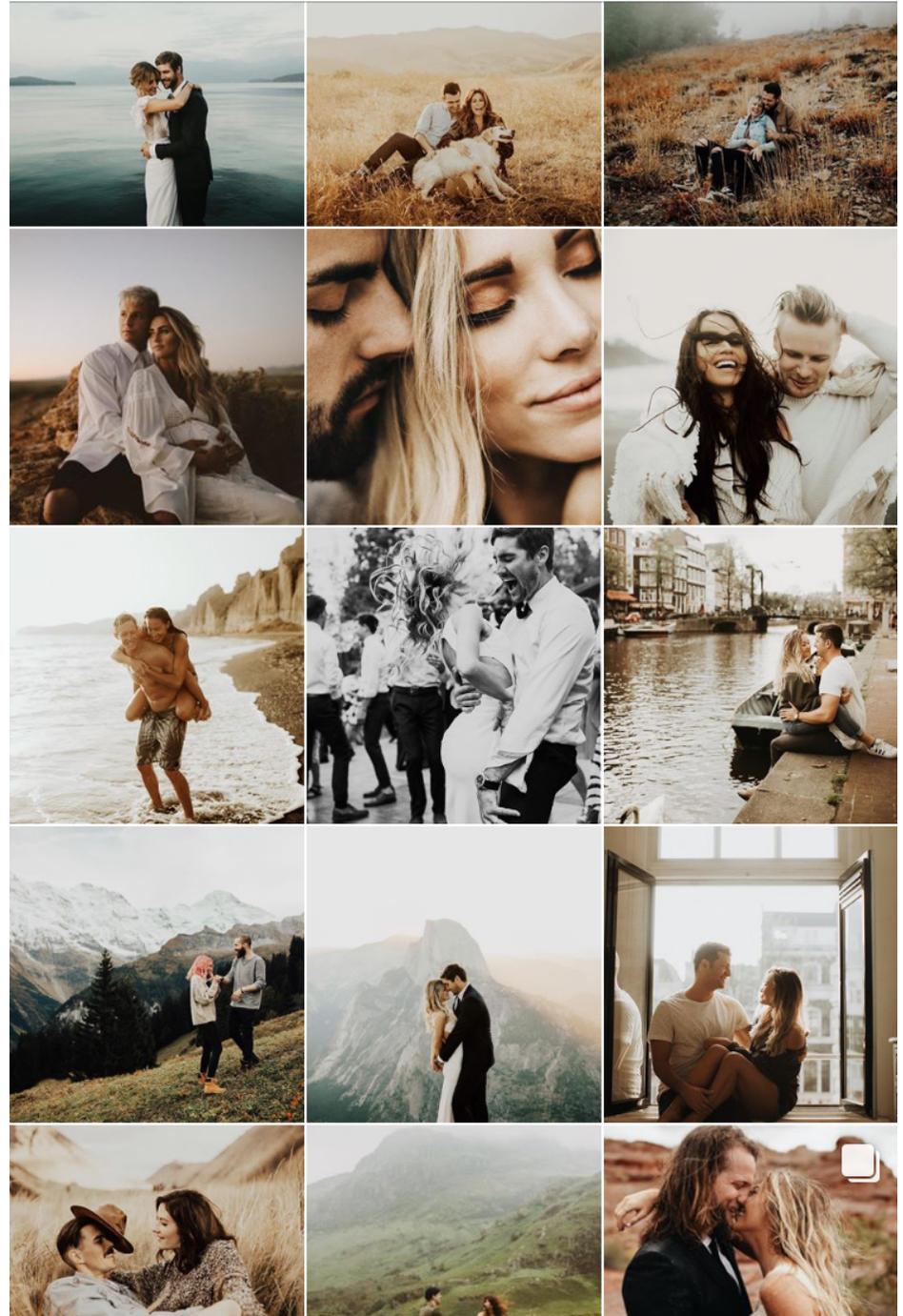
Based in Utah.

Married to @raisedbywoods.

indiaearl.com/

Followed by [annikanelson](#), [ceciliafleming](#), [thetorisheppard](#) + 275 more

Email



3. Discover your theme

A theme will curate the look of your feed. It is made up of the colors, mindset, and everything that makes your brand a brand.

What colors fit your brand?

Do a lot of the images have white space or are they dark and moody?

ACTION: *If you don't know what style hits home with your brand - take a step back, create a Pinterest board, and choose at least 10 images that resonate with the vision you have for your brand. Once you have your 10 images, take a look and see what consistencies you find. Look for things like use of light, editing style, and colors.*

The steps above will help you discover the theme for your Instagram. From here you will want to capture images that fit within the look of those brand elements. This takes time and patience, but it's worth the effort in the long run and creates a consistent feed.





755 posts

16.7K followers

607 following

Follow

JENESSA WAIT

Product/Service

Encourager. Hand-letterer. Creative

Love life. Love Jesus.

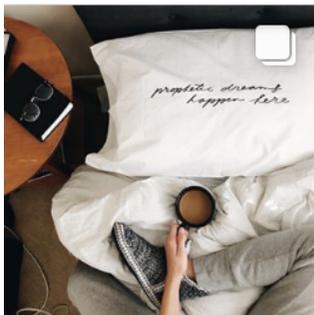
Celebrating people + the process

Based in ATX // wife to @benwait_

www.jenessawait.com/shop/

Followed by keelyhughes_, sheinthemaking, ariannamjohnson + 15 more

Email





4. Create content for a story

Your story on Instagram is and isn't about you. You want to let your personality shine through, but if you are utilizing Instagram for business, you want your story to pull out the emotions that will truly connect your followers to what you are saying. Think in terms of their values, what are their beliefs? In our India Earl example, we mentioned that her couples SEE themselves in her photos. Her photos capture an emotion within them at this stage in their life when they are getting married and feeling all the feels of love. Get descriptive in your captions by putting in adjectives and making it something people can connect and engage with. There is a reason why Monday coffee posts do so well. The majority of people are drinking their coffee along with you and are feeling that Monday hustle. Your caption is your way to connect - say something short, sweet + funny, ask a question, or share tips to establish yourself as the expert.

Example:

Monday Coffee! ☕

or

Love the feeling of that warm cup of coffee in my hand with freshly ground dark roast and dripped ready to pour. Who else loves dark roast?

ACTION - *Sit down and look back to your why. What makes your brand's story unique in a way that your audience can connect to both it and you? What do they want and how can they connect to you as their expert?*

These elements will shape your story and create the engaging content that will inspire your community.

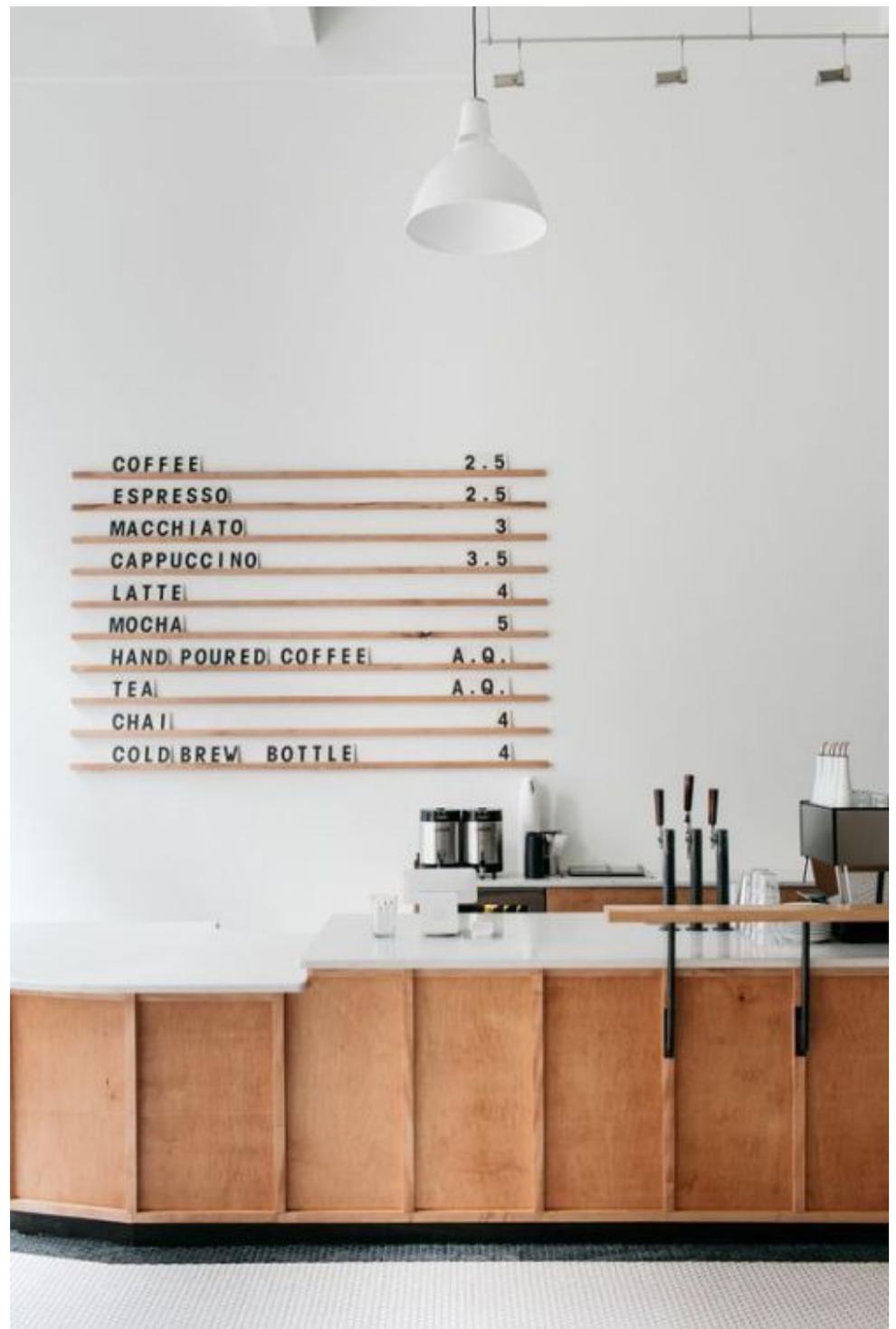
5. Create community + engage

Respond to comments and let people know that you are a part of a conversation. It shows that you are taking the time to invest back into them.

Comment on your followers accounts. It's a way to shake their hand and introduce yourself in a genuine way.

Above all, have fun, connect, and engage with your community!

ACTION: Take 10-15 minutes, or as Kaytee likes to call it "The Insta 15," to daily connect and engage with your audience. If you consider your time spent on Instagram as part of your marketing strategy, the task is ultimately less daunting.



How to create eye catching visuals

Photos tips

NATURAL LIGHT is key. It makes all the difference in creating a cohesive feed and makes editing photos such a breeze. Use shade or set up by a window for best light. Harsh sunlight is often **unflattering**. If shooting indoors, turn off all the lights and use the light coming from the windows to avoid any yellow or orange hues.

EDIT CONSISTENTLY and choose a filter (or none!) that best fits the theme of your feed. Once you find your perfect **look**, stick to it to keep things consistent.

VARY YOUR FEED to bring variety and avoid putting similar photos too close together to mix up the display of photos.

IPHONE photos can be just as good as a professional camera. If you have a quality camera, then use it! However, a lot can be done with an iPhone and natural light.

EXPERIMENT and don't be afraid to play around with a variety of looks when capturing your photos.

TAKE EXTRA photos and save the extras for "filler" photos for later.

BACKGROUNDS are an important thing to consider when setting up photos for your feed. If there is a certain color theme that you would like to implement into your feed, consider your backgrounds when capturing images and what colors will flow the best.

KEEP IT CLEAN and wipe your lens! It can make all the difference for an iPhone photo.

PINTEREST will be your best friend if you have trouble selecting or capturing photos. It is absolutely okay to create a feed that is curated around the inspiration that you find through searching online. Just be sure to give credit to the original source! If using a photo that you find on Instagram from another user's account, be sure to ask permission first.



Creating content

The biggest hurdle for people can be creating content and can be a big time commitment. We have a few suggestions that have helped us create quality content on a busy schedule.

ONE

Spend 1-3 hours per week or month to create photos that work any time, no matter the season. Consider the theme that you have created for your feed based on your brand elements. Use these factors to set the tone for the photos you are taking. Your photos should reflect the colors, vibe, and message that your brand is sending.

TWO

Once you have taken your photos, spend 1 hour per week to work on your grid layout. This will set you up for success when it comes time to post. You will already have your photos and what order they will be posted in.

THREE

Write out your captions to flow with the story of the visuals you have laid out.

Planning ahead allows you to focus on the day to day tasks of running a business.



**PEOPLE WANT TO
CONNECT WITH PEOPLE**

They want to buy from those they
know, like, and trust

Bonus!

the do's

DO Geotag your photos. Using the location feature is a great way to find things in a new city, but also helps others find you when you tag your location on photos that you post.

DO use hashtags. Hashtags are the number one underused resource on Instagram. They are a great way to tap into where your community is hanging out and what they are interested in. Be sure to use hashtags that really fit with the message you are sending to ensure you are hitting the right audience. Create a list of hashtags and store them in a note in your phone for easy access. You can add up to 30 hashtags in one comment. Post your hashtags in the first comment, not the photo caption. Every so often, switch up the hashtags you are using to reach a wider audience.

DO use metrics to get insights to your account. Use the insights on your business account to show the ebb and flow of your engagement and what your audience is responding to. This allows you to see what works and what doesn't and do more of what works!

DO vary your feed and avoid putting similar photos together. While it's not the end of the world, it's good overall to create a feel of variety as users are scrolling through and makes everything more appealing to the eyes.



the don'ts



DON'T sign up for an Instagram pod. Instagram pods are a group of 10-20 users that commit to liking and commenting on all of each other's posts. Your time could be better spent finding and expanding members of your own community instead of the same 20 users every day.

DON'T use bots as a way to generate engagement. Bots are used to do all of the commenting and liking for you. While this may seem convenient for you, it's not genuine and takes the community out of engaging with your audience.

DON'T tag accounts that don't relate to your photo. This is usually a way to try to attract attention from a larger account, but rarely leads to engagement and just comes off as annoying.

DON'T do loop giveaways. Loop giveaways are when 10-20 users host a giveaway and requirements for entry include liking, commenting, and following each user and their post. This provides an immediate sense of engagement but is ultimately false and often temporary as engagement and followers tend to dwindle away once the giveaway is over.

DON'T use the Regram (or similar) app. It dilutes the look of your feed. Screenshot the image, retype the caption, and tag the original poster. Just be sure to ask permission before sharing their photo!

YOUR PROFILE + BIO TELLS POTENTIAL NEW CLIENTS WHO YOU ARE

So make it stand out!

Profile + Bio

MAKE IT OFFICIAL and switch to a business account in your profile settings. This will link your Facebook business page to your account and allow you to take advantage of the insights + analytics. *Bonus- you get additional characters in your profile to add in engaging descriptions + info with business accounts!*

NAME LINE - This is the bold text under your photo. If your username is the same as your name, switch it up and put a brief summary of who you are + what you do. This frees up even more space in your bio.

BIO - Play up your perks and reiterate who you are + what you do in a fun, approachable way. This is your space to tell your potential clients what they can expect from you. Add a personal touch and let people connect with you through your love of coffee, cats, dogs, or the Bachelorette. The last line should give your community something to do. Prompt them to click through to your URL below.





THE URL is your money maker - make your link count! You can put your website, a link to an article you authored, a press feature, your Facebook group, or contact page.

THE CATEGORY LINE is the second line in your bio shaded grey. Don't like what this says? Update your Facebook page business category! Your business Facebook page is linked to your Instagram account, so whatever you have listed there is going to show up in your bio.

YOUR LOCATION also comes from your Facebook page and is a great way to help your community connect with where you live. Make sure it's not your actual home address. Nobody needs that, but if you own a shop it's good to have your shop's physical address.

apps we love

VSCO is the go-to app for professionals who want crisp + quality filters.

Pro tip: use the copy + paste feature to quickly edit your photos. There are tons of Youtube tutorials on using the VSCO cam app for additional tips and tricks for this app.

COLOR STORY is an editing app with fun features and the ability to save your custom edits as its own filter.

SNAPSEED is an editing app that features several unique capabilities for fine tuning your photos.

SNUG is layout app that lets you delete photos from your preview grid to get a fresh take on your profile.

UNUM is the perfect app if you are sharing an Instagram account for work or a creative project. Two people can log into this app and see real time edits.

PLANOLY is an app that lets you plan your feed, schedule posts, has robust analytics and works across various cell phone providers.

MOSAICO is an app that lets you arrange your grid. You can schedule posts, but Sydney's favorite feature is the "ghost" feature where you can "delete" photos to see what different arrangements look like.

PREVIEW is a free version of a grid layout app.

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