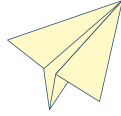


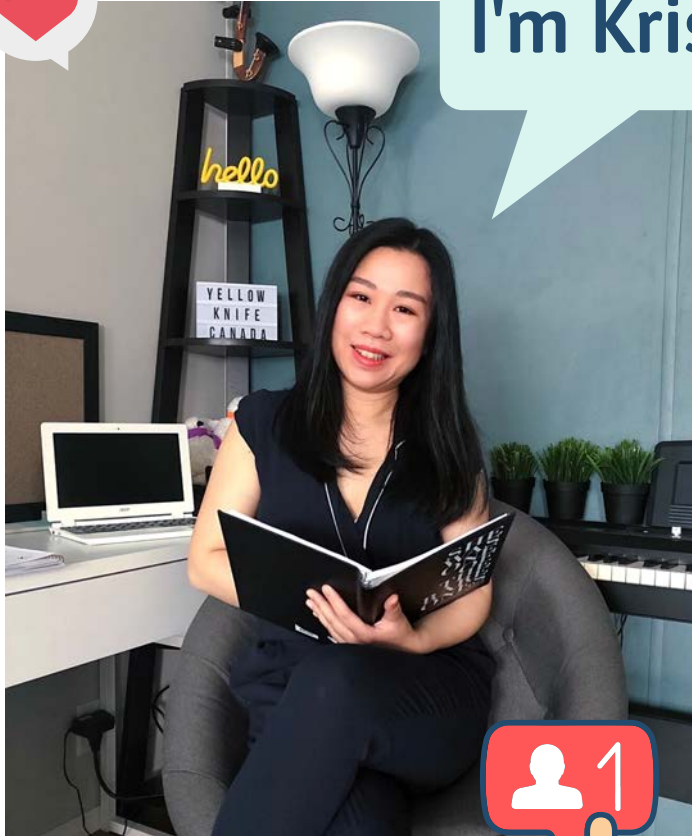


INSTAGRAM MARKETING FOR YOUR BUSINESS



Hello,
I'm Kristen!

**I help Artists, Entrepreneurs
and Small Businesses on their
Instagram Marketing Strategies.**



@kristen.au.rora



- I have been a freelance musician and model for over a decade
- Represented over 100 brands as their brand ambassador at various marketing campaigns
- Worked in Tourism Marketing and Advertising Sales in the past 2.5 years in Yellowknife
- Started this business because I noticed there is a need in Yellowknife





TRADITIONAL ADVERTISING



ONE WAY MESSAGE

VS.



INTERACTIVE
ENGAGEMENT

SOCIAL MEDIA MARKETING





YOUR CONTENT **SHOULD NOT** BE ALL ABOUT **YOU**...

- It's not always about a description of your products or services
- It's not always about how much you love your products
- It's not always about how much you believe in your services

CREATE CONTENT FOR **THEM!**

Your **Target Audience**, aka your current and potential customers are always looking for **What's in it for THEM:**

- What makes them want to click that "Follow" button?
- What makes them want to spend their hard earned money on your products or services?

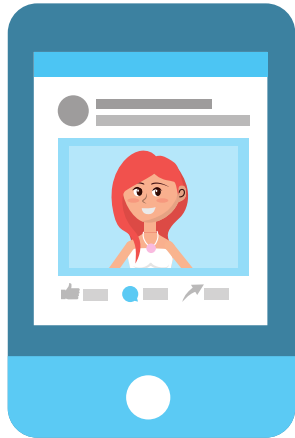




Who are your **Target Audiences (Ideal Followers)**?

Does your **Current Followers** reflect your **Ideal Followers**?

Create a Profile (or Profiles) of your ideal follower!



Age :

Gender :

Location :

Lifestyle :

What do they use Instagram for?

What makes them excited about the content you are making?





THE 3 FACTORS IN RELATIONSHIP MARKETING



KNOW



LIKE



TRUST





Relationship marketing is a form of marketing developed from direct response marketing campaigns that **emphasizes customer retention and satisfaction rather than sales transactions.**

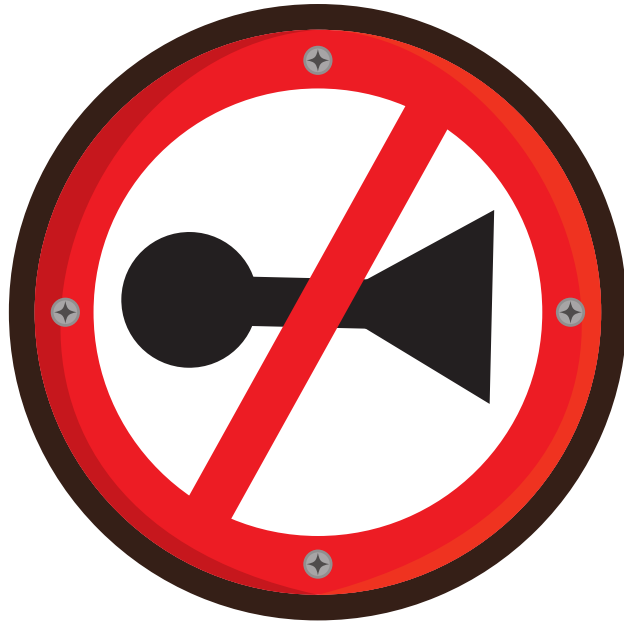
It differentiates from other forms of marketing in that it **recognises the long-term value of customer relationships** and **extends communication beyond intrusive advertising and sales promotional messages.**

With the growth of the Internet and mobile platforms, relationship marketing has continued to evolve as technology opens more **collaborative and social communication channels** such as tools for **managing relationships with customers** that go beyond demographics and customer service data collection.

Relationship marketing extends to include inbound marketing, a combination of **search optimization** and **strategic content, public relations, social media** and application development.

Source: Wikipedia





**DON'T JUST
SELL...
SELL...
SELL...**

INSTEAD: Provide VALUE.
Build the KNOW, LIKE and TRUST.
Then SELL!





3 KINDS OF CONTENTS TO PROVIDE VALUE:

That also performs the best to get your audience to like and follow you!

EDUCATIONAL



INSPIRATIONAL



ENTERTAINMENT



TIP: Rotate the above 3 topics, then SELL!
Now are only "selling" and "advertising" 25% of the time!





My Content Matrix



<div>CONTENT</div> <div>VALUE</div>	TOPIC 1:	TOPIC #2	TOPIC #3
	Instagram & Marketing Tips	Entrepreneurship	Yellowknife
<div>✓ Education</div>			
<div>💡 Inspiration</div>			
<div>😊 Entertainment / Story</div>			





WHY YOUR BUSINESS NEEDS TO BE ON INSTAGRAM





THE 3 KINDS OF INSTAGRAM ACCOUNTS

- **PERSONAL**
- **PROFESSIONAL:**
 - **BUSINESS**
 - **CREATOR**

A Professional Account will allow you to access insightful analytics such as:

- Demographics of your current audience
- What kind of posts perform the best
- How many times your posts have been seen (not just liked)





INSTAGRAM ANALYTICS 101:

These Insightful Analytics
can really help your
Marketing Strategy
moving forward!

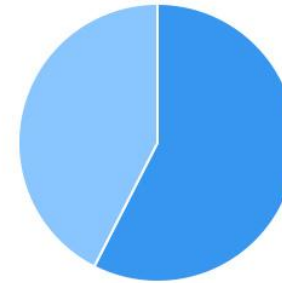
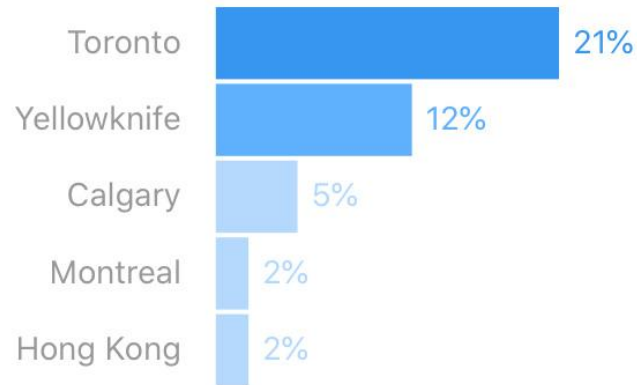


Top Locations ⓘ

Cities

Countries

Gender ⓘ



42%
Women

58%
Men

Age Range ⓘ

All

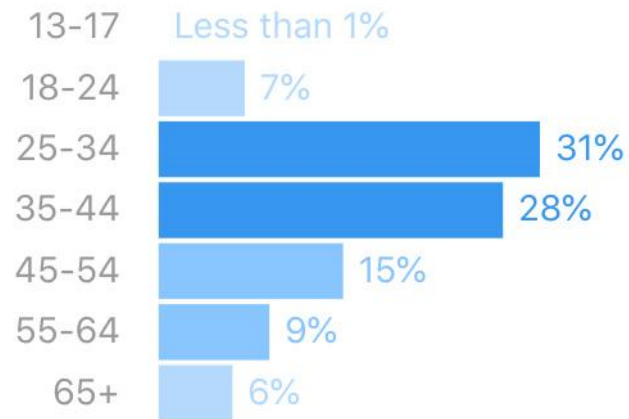
Men

Women

Followers ⓘ

Hours

Days

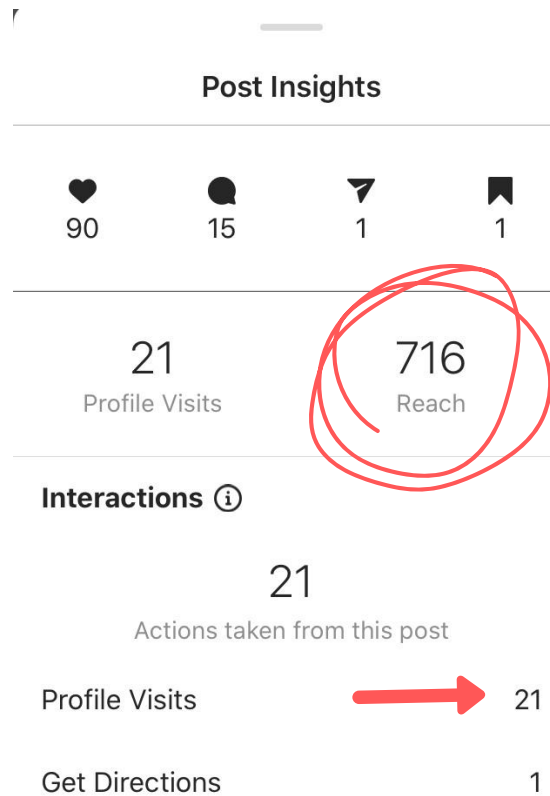


< Wednesdays >





POST ANALYTICS 101:



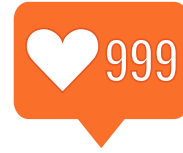
This is where your post was seen the most. It got the most impressions from Hashtags, Home and Profile.





VANITY METRICS?

Quality over Quantity!



- The "1000 True Fans" theory by Kevin Kelly
- Build relationships with those who are your true fans (especially when they are your ideal followers!).
- Follow them, like and comment on their posts as well.
- Ask them questions.
- Invite them to ask questions, and answer in a timely manner.





IS YOUR PROFILE INVITING YOUR AUDIENCE TO FOLLOW YOU?



(What's in it for THEM to Click the "Follow" Button?)



This Top Bio Section
of Your Profile
is very important
Real Estate!





THE 4 COMPONENTS OF THE BIO SECTION

Profile Picture

- Does it communicate who you are and what you do?



50 Posts 503 Followers 386 Following

Name

- Your Name / Your Business's Name?

KRISTEN AU~Instagram Marketing

📖 Trilingual Chinese Canadian 🇨🇦

💬 I share beginner-friendly IG tips,
🎤 Content Marketing strategies,
🎧 & how to connect to your Target Audience 🎵.

Yellowknife, Northwest Territories

Bio

- Who are you helping?
- How do you stand out from your industry competitors?

Edit Profile

Promotions

Insights

Story Highlights

- What are (or would be) the Tabs on your website?
- What else would you like to highlight?



Trending!



About Me



My Services



IG Tips



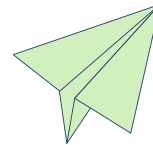


CONTENT IS KING



ENGAGEMENT IS QUEEN!

- Be SOCIAL on Social Media
- Build Relationships!





The Number of Followers and Likes still matter,
but not as much as **Comments, Shares and Saves!**

4 WAYS OF ENGAGEMENT

AND HOW THEY WORK WITH INSTAGRAM'S ALGORITHM TO YOUR ADVANTAGE

LIKE

Quickest way to
show appreciation

COMMENT

Signals Instagram you
have a relationship with
the creator

SHARE

Increases the
content and
account's visibility

SAVE

Shows Instagram
the creator is providing
valuable content





WHY IS ENGAGEMENT SO IMPORTANT?



MARKETING-wise:

You want to build relationships with your followers, who are also your existing or potential customers!



ALGORITHM-wise:

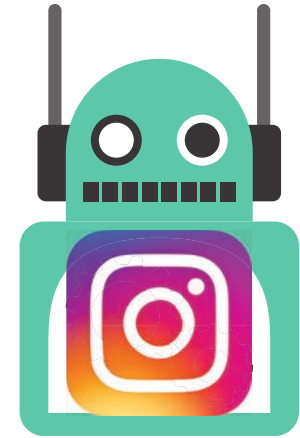
Instagram is more likely to boost your visibility to accounts whom you show high engagement with!





INSTAGRAM IS A ROBOT

- It studies and collects all datas of who you are interacting with.
- It calculates how much time its users are spending on each post



INSTAGRAM IS A BUSINESS

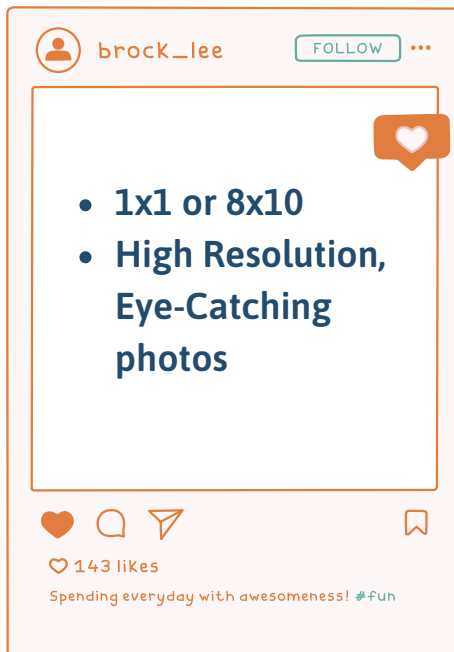
- It wants its user to spend more time on its platform
- It rewards creators who invite users to spend more time on it's platform (to see paid ads!)



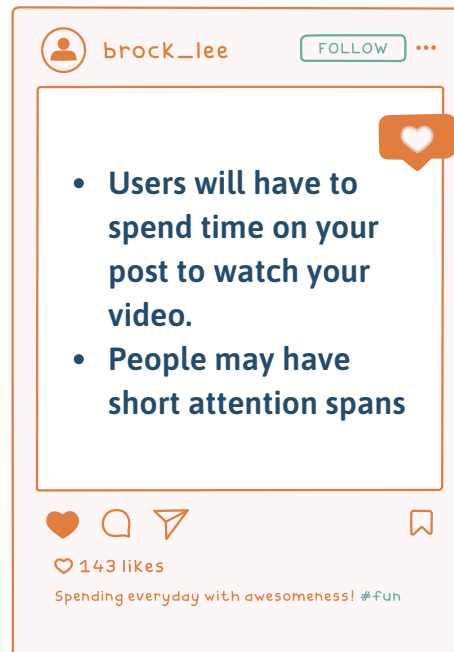


3 KINDS OF MEDIA

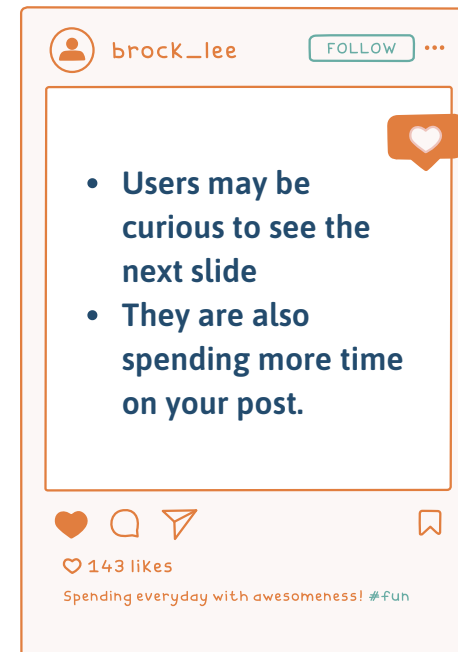
PHOTO



VIDEO



CAROUSEL



How can you invite your audience to stay longer on your post?





More Ways to Invite Your Audience to Spend More Time On Your Post:

LONGER & MEANINGFUL CAPTIONS

- To Provide Value
- To Educate,
to Inspire,
to Entertain
(and to Sell!)
- To build the KNOW,
LIKE and TRUST
- with your audience!

kristen.au.rora Here are some of the Instagram Algorithm explained 🙌🙌🙌...

The number of "Likes" are no longer as relevant as it used to be, and this is very apparent when Instagram decided to hide the number of Likes on your feed posts.

This is because the number of Likes can be too easily manipulated - too many people have been buying Likes and using automated bots 🤖.

Let's not forget Instagram really is a robot 🤖, a software that can detect patterns that are generated by another robot or software.

Therefore - REAL ENGAGEMENT, from REAL PEOPLE 🧑, is ultimately the most important when it comes to running your Instagram account (and your REAL BUSINESS 📈!).

COMMENTS💬, SHAREs✈️, and even SAVEs📌,





INSTAGRAM MARKETING FOR YOUR BUSINESS

Caption Strategy 101:



Hook



kristen.au.rora Do you want to BOOST YOUR ENGAGEMENT?
Add a Call to Action 💡

Last week I talked about the importance of not just Likes, but also Comments, Saves and Shares.

If you want to build relationships and connect with your audience, you must first make sure you give them a REASON to!

- ... Ask them a Question
- ... Encourage Comments
- ... Remind them to share it with a friend

People like to share their opinions, or to help someone out 😊!

Another HUGE incentive for Engagements - your interactions become a 2-Way Street, you are quite literally Bringing Traffic to Each Other!

(Education)

Create Line Breaks



kristen.au.rora Here for the "Tea" ☕? But first, let me be clear...
Talking about quitting your job doesn't have to be dramatically bashing your ex-employer.

I quit my job in Mid-March - at the beginning of the lockdown due to Covid.

When the world was put on pause, I took that opportunity to put myself on pause as well, to really think about what the hell I was doing with my life.

I figured something wasn't working, it was time to change direction, move on, and demand more from life.

Since then, I've been reflecting on what used to make me feel fulfilled, finding my purpose in life again, and figuring out what I should do to align with that purpose again.

The answer was - working with people, be their companion, and genuinely helping them reach their full potentials.

(Entertainment)



Hook

Bonus Tip
Learn Copywriting!





SERVICE BASED BUSINESS: Giving too much away?

FREE CONTENT

VS.

PAID CONTENT

- the "What"
- the "Why"

The more **VALUE** you provide, the more you are positioning yourself as an **Expert**, hence building the **TRUST** with your audience.



- the "How"

People are willing to pay for:

- Time & Convenience
- Expertise
- Customization
- Reliability



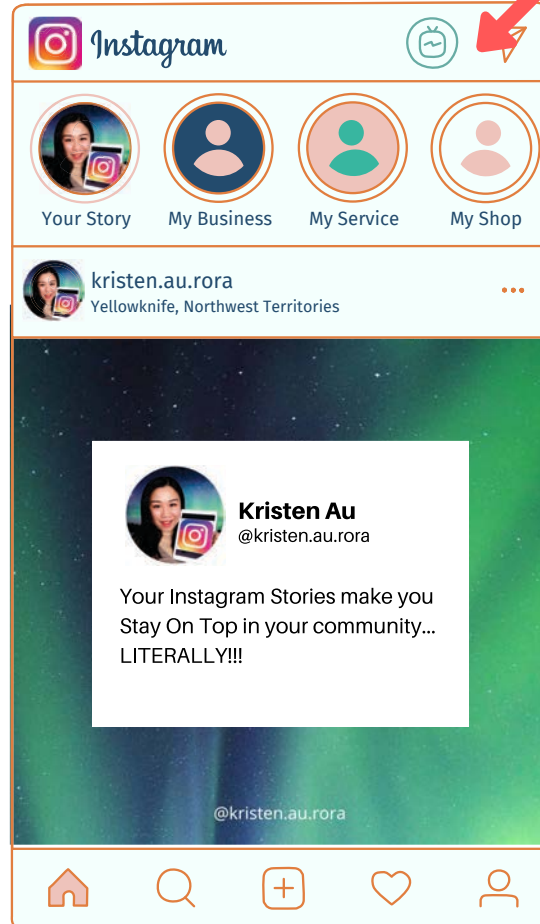


FEED POST

VS.

STORY POST

- Stays Permanent on your profile
- Be intentional when creating each post
- Share contents that are more directly related to your business
- Best for: high quality photos, provide value



- Only lasts for 24 hours
- Shows up chronologically
- Can be more casual with your content
- Where you can show more of your personality and lifestyle
- Best for: interacting with your audience, conduct market research.

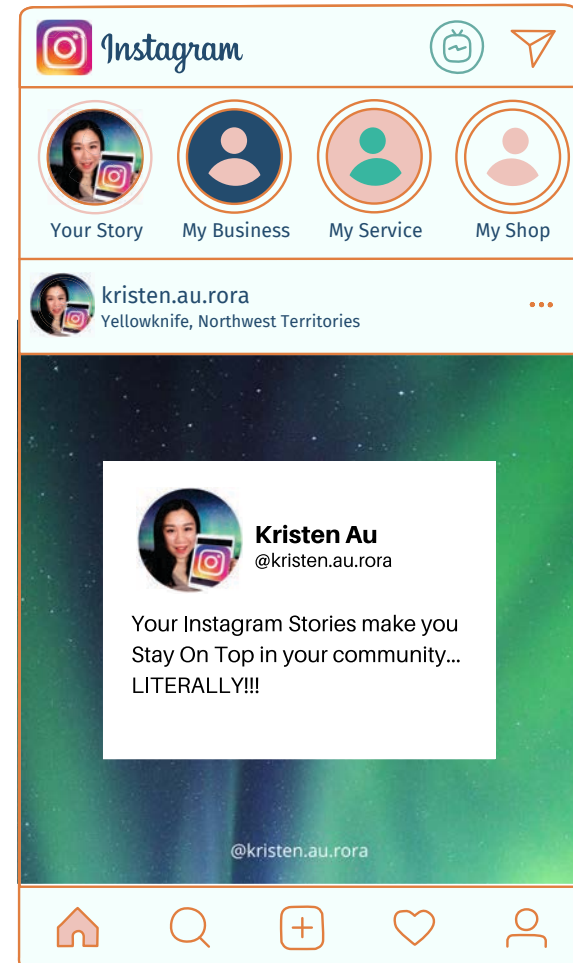




BOOST YOUR VISIBILITY BY SEARCH OPTIMIZATION

Are your posts
FULLY OPTIMIZED?

- Location Tag
- Account Tags
- Alt Text
- #Hashtags





BOOST YOUR VISIBILITY BY USING **#HASHTAGS**



Hashtags (#) are keywords within Instagram's search engine that help categorize content for your target audience.

New audience, i.e. potential followers can discover your content on the **Explore Page** according to the hashtags you used.





#HASHTAG STRATEGIES:



#yksmallbiz

1. Types of Hashtags such as *Branded, Industry, Community, Content, Location and Campaign* Hashtags.

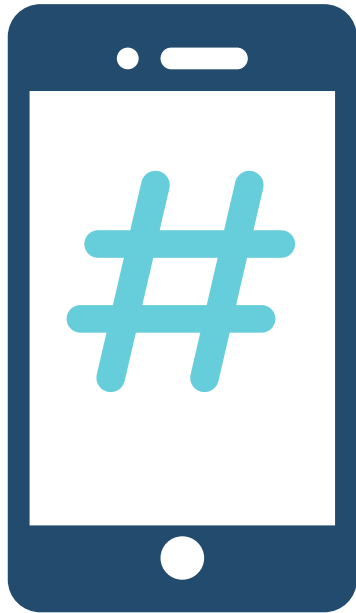
2. Sizes or Popularity of Hashtags, which is determined by how many times the hashtags have been used.

Using a strategic combination of small, medium and large hashtags can optimize your chances of being discovered on the Explore Page.





#HASHTAG STRATEGIES: (Continued)



3. Competition Score of Hashtags refers to *your chances of ranking on the Explore Page.*

4. Rotation of Hashtags is very important because... let's not forget Instagram is in fact a program! It can easily detect repetitive patterns and hence determine you as a bot.

#yksmallbiz





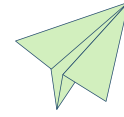
MY #HASHTAG SPREADSHEET:

	A	B	C	D	E	F	G	H	I
1		Location	Community	Industry	Content #1	Content #2	Content #3	Campaign	Others
2	Under 50K		#yksmallbiz						
3									
4									
5									
6									
7									
8									
9									
10	50-200K								
11									
12									
13									
14									
15									
16									
17									
18	200-500K	#yellowknife							
19		#nwt							
20		#yzf							
21									
22									
23									
24									
25									
26	500K - 1M								
27									
28									
29									
30									
31	Hyper Relevant	#shoplocal							
32									
33	Mega Popular								
34									





CONCLUSION:



- Social Media is for Relationship Marketing
- Develop the Know, Like and Trust with your audience by providing Value in your Content.
- Invite your audience to interact with you and spend more time on your post will not only help you build relationships, it also works to your advantage to Instagram's algorithm.
- Make sure your Bio and your Contents are Searchable.



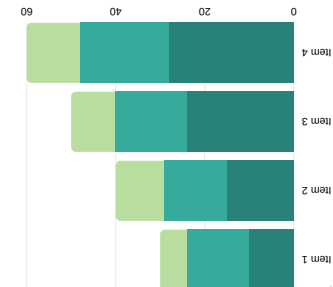


5 MINUTE DAILY ROUTINE:

- Like and Respond to all comments 
- Respond to all DMs  **#yksmallbiz** 
- Comment on the 3-5 posts from Yellowknife Businesses
- Re-share your followers' posts to your Story 

WEEKLY:

- Check your Analytics on your progress!
- Adjust your post strategy accordingly.





HAVE MORE QUESTIONS?

Follow me @kristen.au.rora

Email: kris10.au@gmail.com

- Instagram Account Audit and Consultation
- Search Optimization
- Visual and Story Branding
- Content Creation

