

INSTAGRAM DEEP DIVE

AN IN-DEPTH LOOK INTO INSTAGRAM FOR YOUR BUSINESS



FLOURISH

Kudos to you!



A small, spiky succulent plant with green and brown-tipped leaves is planted in a simple, white, cylindrical pot. The background is a solid, muted teal color.

About us:

Flourish was founded in 2018 on the premise of helping businesses find ways to establish long-term growth paths. Fuelled by the passion to succeed, an innovative way of thinking and a killer team, Flourish has helped more than 30 businesses, organizations and individuals reach their goals through strategic marketing and public relations.

Each Flourish workshop is designed to help businesses freshen up on an old skill, or learn a new one that will help them grow. Thanks for participating!

Meet the Flourish Team



MEGAN NIVENS TANNETT
FOUNDER & CEO



LOGAN CATE
ACCOUNT MANAGER



ALEX HENDRIX
ACCOUNT MANAGER



PRESLEY PRICE
ACCOUNT COORDINATOR

Workshop Overview

1.

Together we will walk through Instagram for business accounts. We'll take a dive into how the features work and how to use them to your advantage.

2.

We'll share Flourish's best practices for social media marketing on Instagram. If you follow these practices, you'll begin to see your following and engagement grow.

3.

We will go through an exercise that will help you outline your Instagram goals and ensure that your profile reflects your company's brand and values.

**STICK AROUND UNTIL THE END
FOR SOME TAKE-AWAY
MATERIAL TO HELP YOUR
BUSINESS!**

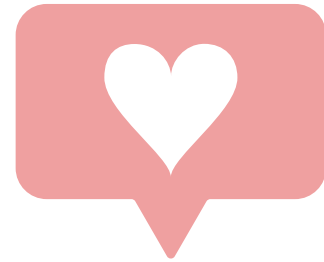
Why Instagram?



All About Instagram

- Instagram has 110 million users in the U.S. and 1 billion around the world.
- The average user spends 28 minutes per day on Instagram and visits the platform multiple times a day.
- Instagram is the most popular traditional social platform for teens and 37 percent of adults use it as well.
- Approximately 200 million users visit at least one business account each day.





What We Love About Instagram

01

We love that Instagram is **visually captivating** and allows you to flex your creative muscles and figure out how to represent your business in the most eye-catching way possible.

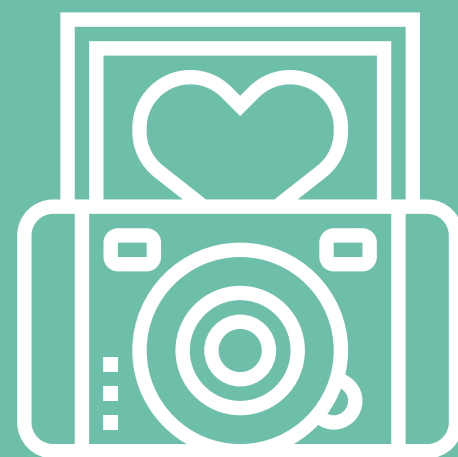
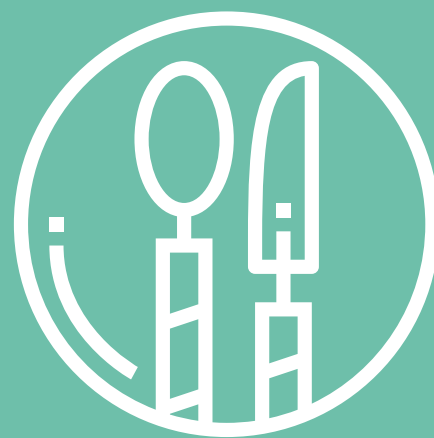
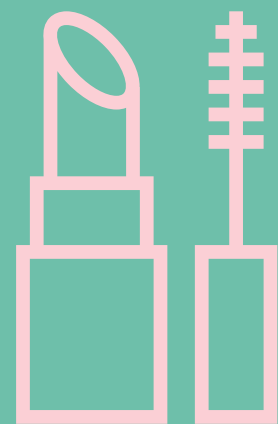
02

Instagram is a great platform for **engaging** with other accounts. Interact with your customers and other businesses in a fun, informal way with just the click of a button.

03

The versatility that Instagram offers makes it perfect for **customized branding** opportunities. More than any other platform, consumers are able to get a clear vision of who you are.

Instagram: *a Social Game Changer*









Branding Basics

01 Branding Basics

HANDLE

"What's in a name?"

- William Shakespeare, and also you
when figuring out your Instagram handle



Keep it simple.



Use what you have.



Show who you are.



02 Branding Basics

BIO

List your accolades

Include a location

Say who you are

Tell what you're about

Add a fun tagline



1,466 Posts 6,949 Followers 1,323 Following

Alex Hendrix
Public Figure
Awkward, but make it fashion.
✨ local culture promoter
🎥 @knowhuntsville Alex Tries
🎵 moody singer-songwriter
🎙️ @wedidntdie podcast
📹 vlogger
Ink.bio/2Sil
Huntsville, Alabama




7,661 Posts 4.1M Followers 1,283 Following

Anthropologie
Clothing (Brand)
Sharing Inspiration.
Finding Joy.
Sending Love.
Join the community: #MyAnthropologie
Your invitation to home: @anthroliving
Shop now 📍
likeshop.me/anthropologie



93 Posts 289 Followers 206 Following

Flourish
Consulting Agency
Badass Marketing + Public Relations
www.flourishconsultingservices.com/virtual-workshops




3,407 Posts 2.8M Followers 3,570 Following

Glossier
Health/Beauty
Glossier Inc. is a people-powered beauty ecosystem ✨
Skin first, makeup second 🥰
Shop us here 📍
gls.sr/shop-Glossier-here
123 Lafayette Street, New York, New York

03 Branding Basics

ACCOUNT TYPE



Alex Hendrix
Public Figure
Awkward, but make it fashion.
🌟 local culture promoter

1,466 Posts 6,949 Followers 1,323 Following

Cancel Edit Profile Done

Name

Alex Hendrix

Username

alextrieslife

Website

https://lnk.bio/2Sil

Bio

Awkward, but make it fashion.
🌟 local culture promoter
🎵 @knowhuntsville Alex Tries
moody singer-songwriter
🎧 @wedidntdie podcast
📹 vlogger

Public Business Information

Page

Alex Hendrix >

Category

Public Figure >

Contact Options

Email, Address >

Profile Display

None Hidden >

Action Buttons

None Active >

Change category for your profile

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Q Search Categories

Suggested

Personal Blog

Product/Service

Art

Musician/Band

Shopping & Retail


Health/Beauty

Grocery Store



Flourish
Consulting Agency
Badass Marketing + Public Relations

93 Posts 289 Followers 206 Following



Name your company's
main goal. To start,
pick one!

- Build brand awareness
- Sell a product or service
- Gain followers
- Raise money for a cause
- Facilitate research
- Fill in the blank!



Instagram Features

Features

(THERE'S MORE THAN ONE WAY TO TAKE A FOOD PIC)



STORIES
HIGHLIGHTS
IGTV
SHARING

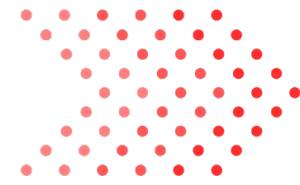


Features: Stories

15 SECONDS
24 HOURS

relatable
CONTENT

DRIVES
authentic
CONNECTION



Features: Stories

01



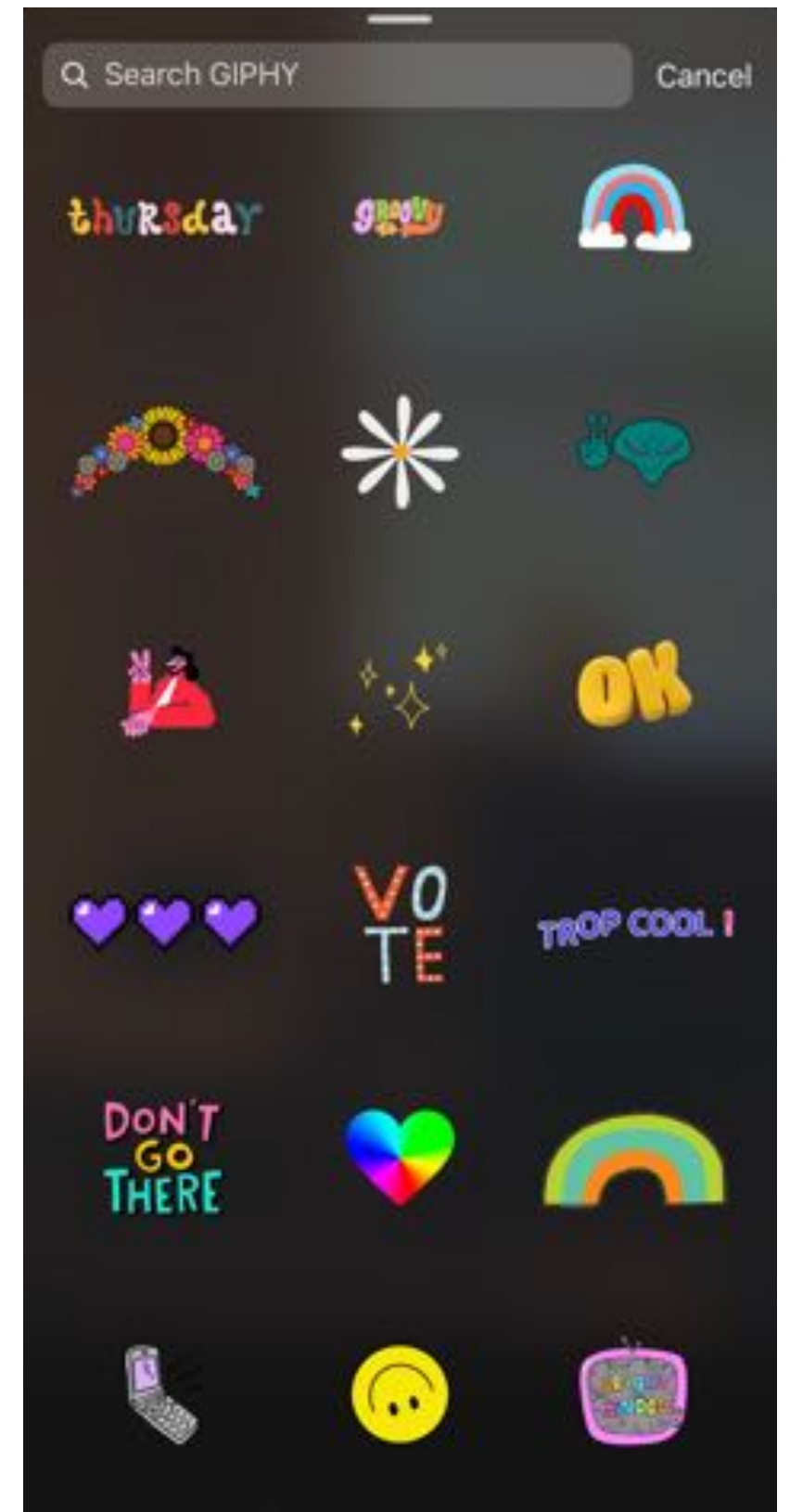
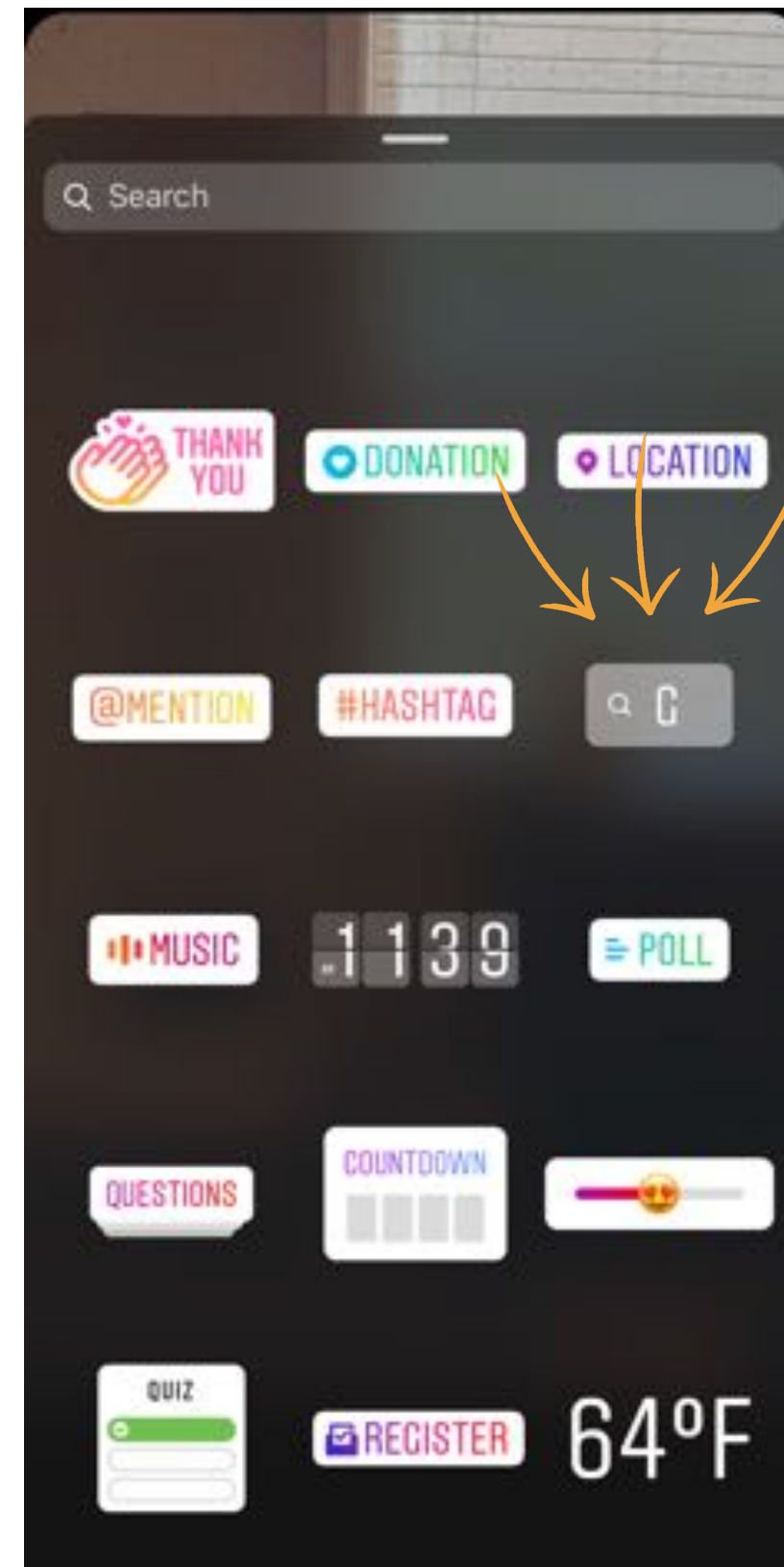
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03

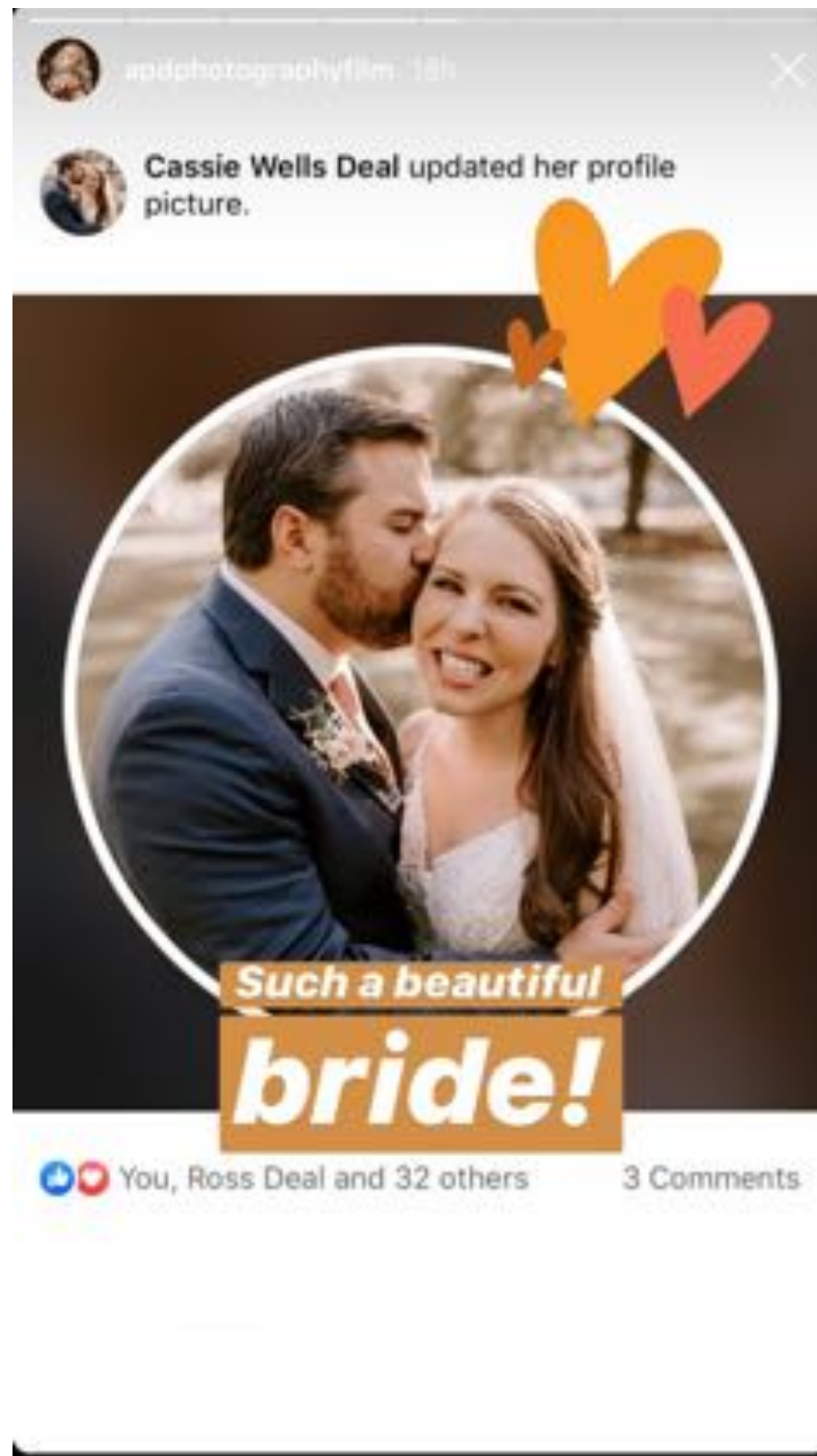


04



Features: Stories

WHO IS KILLING IT: APD PHOTOGRAPHY

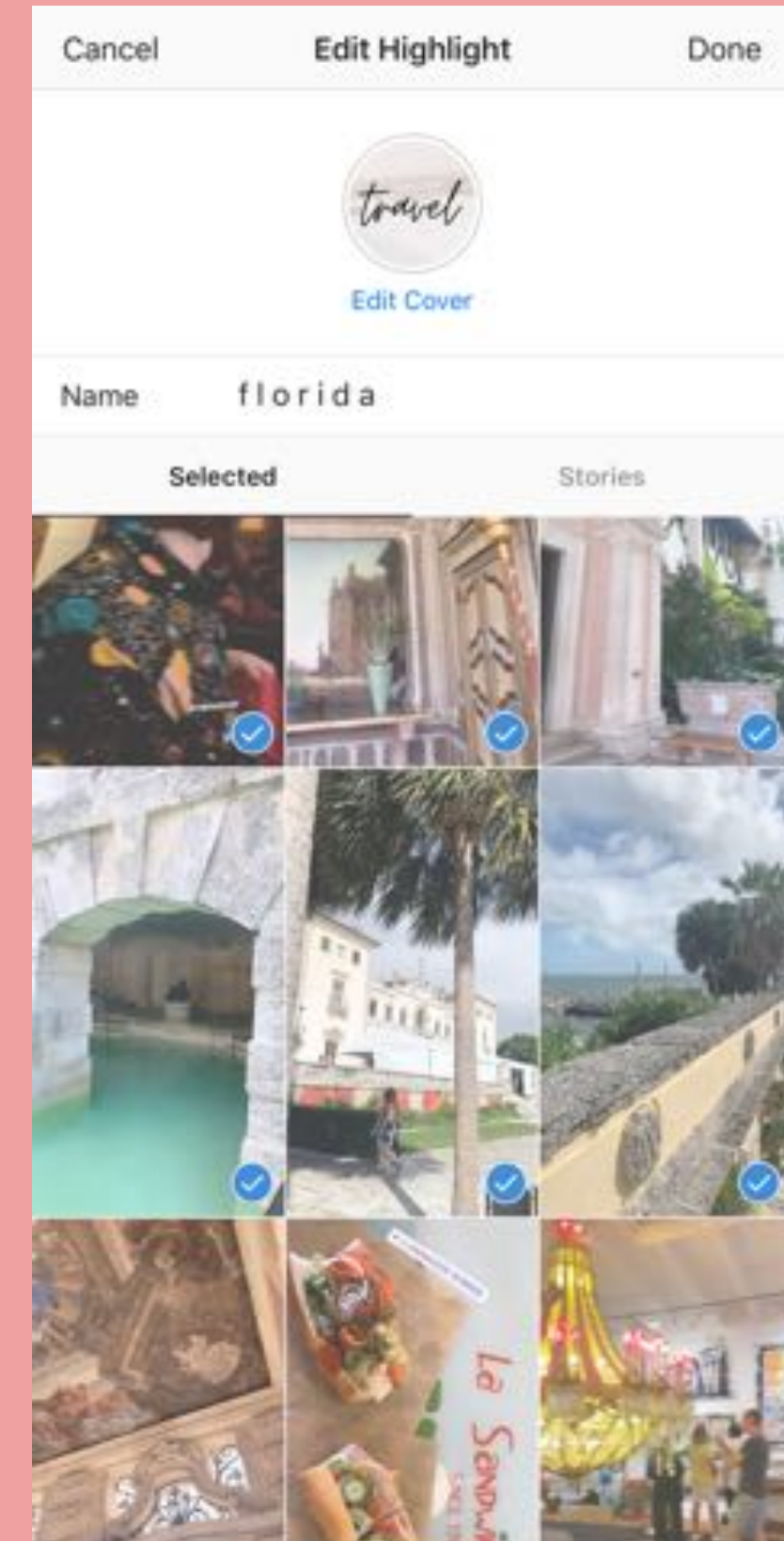
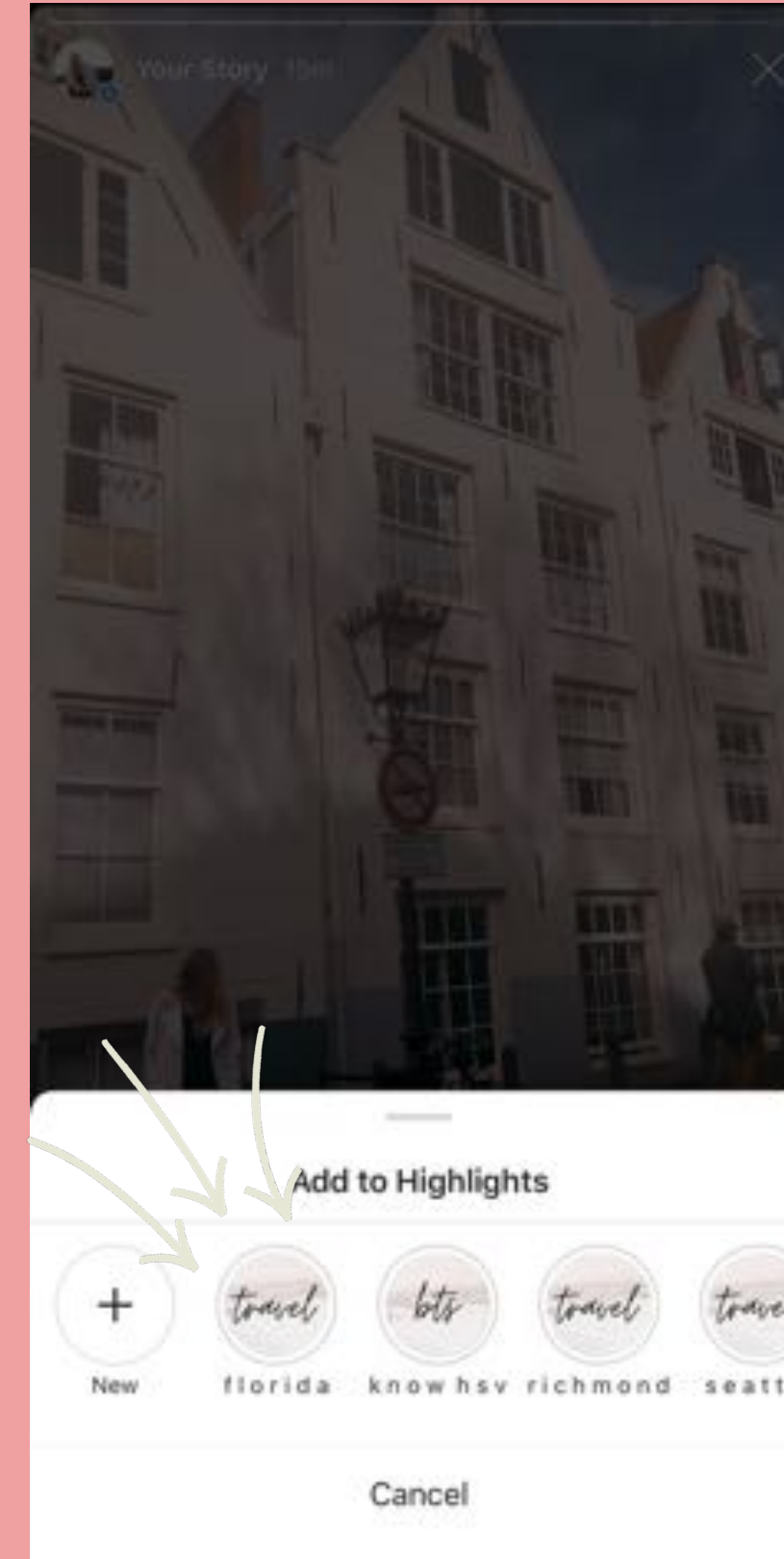
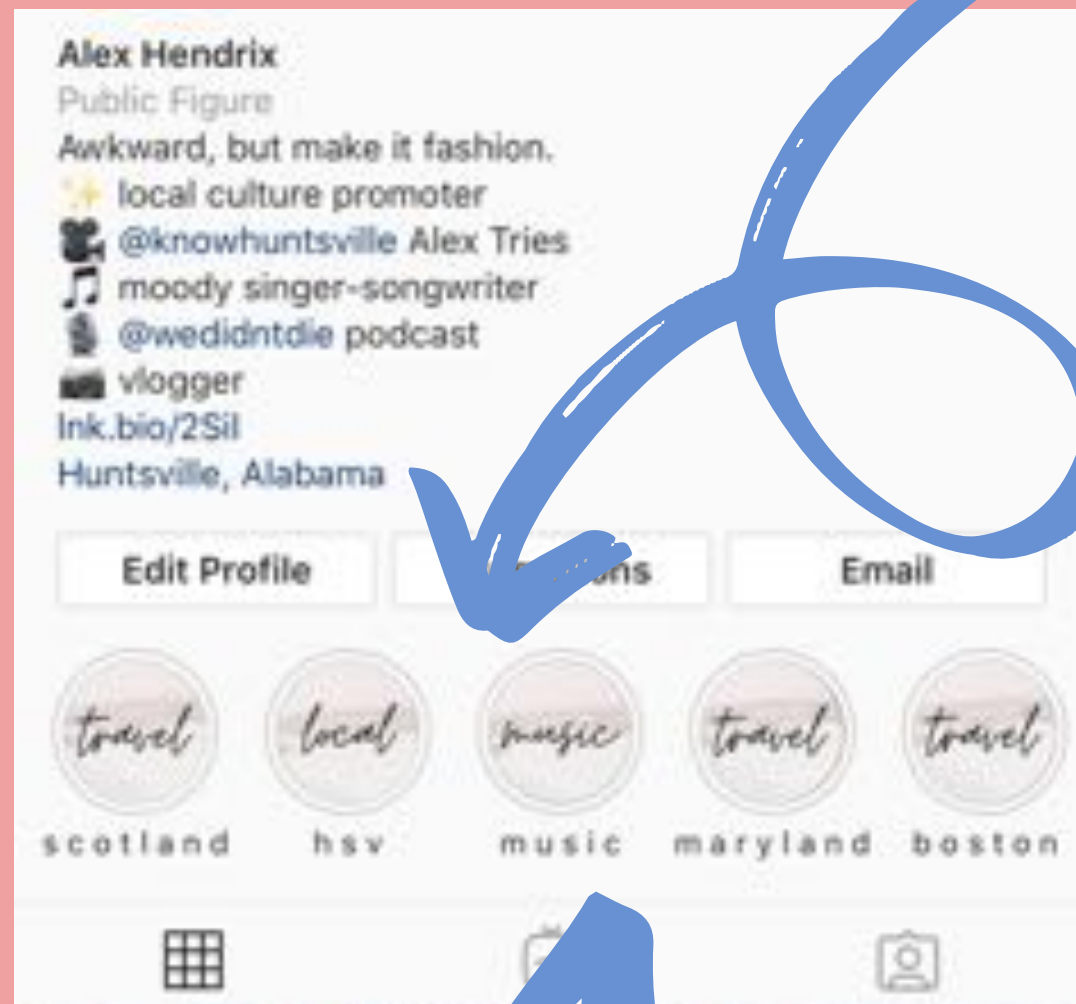


Features: Highlights

01

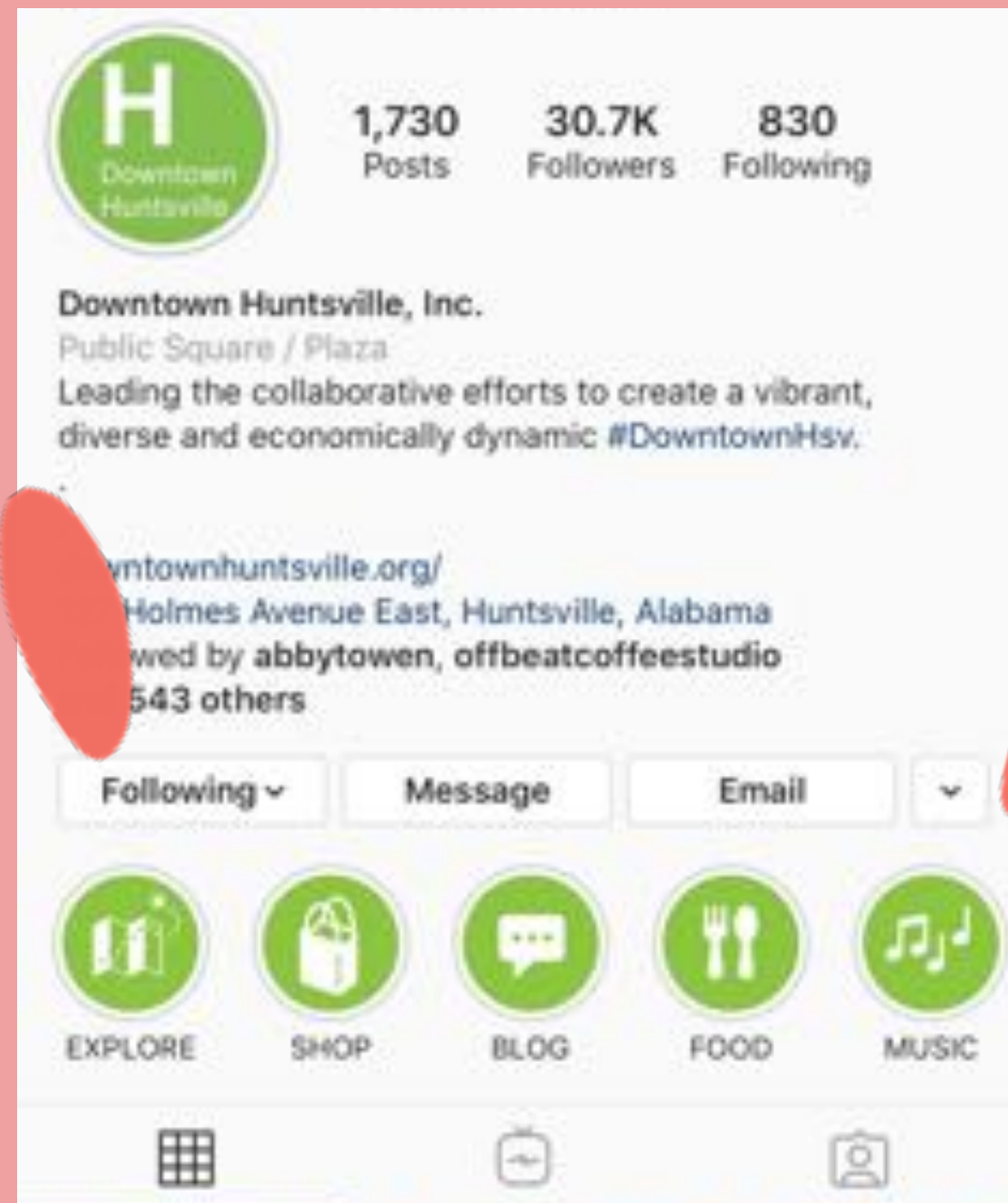
02

03



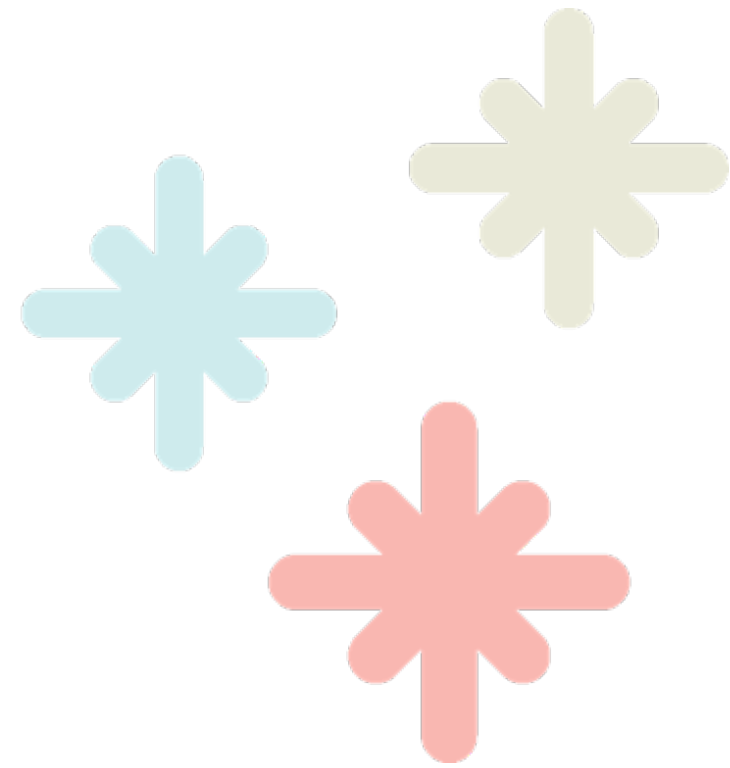
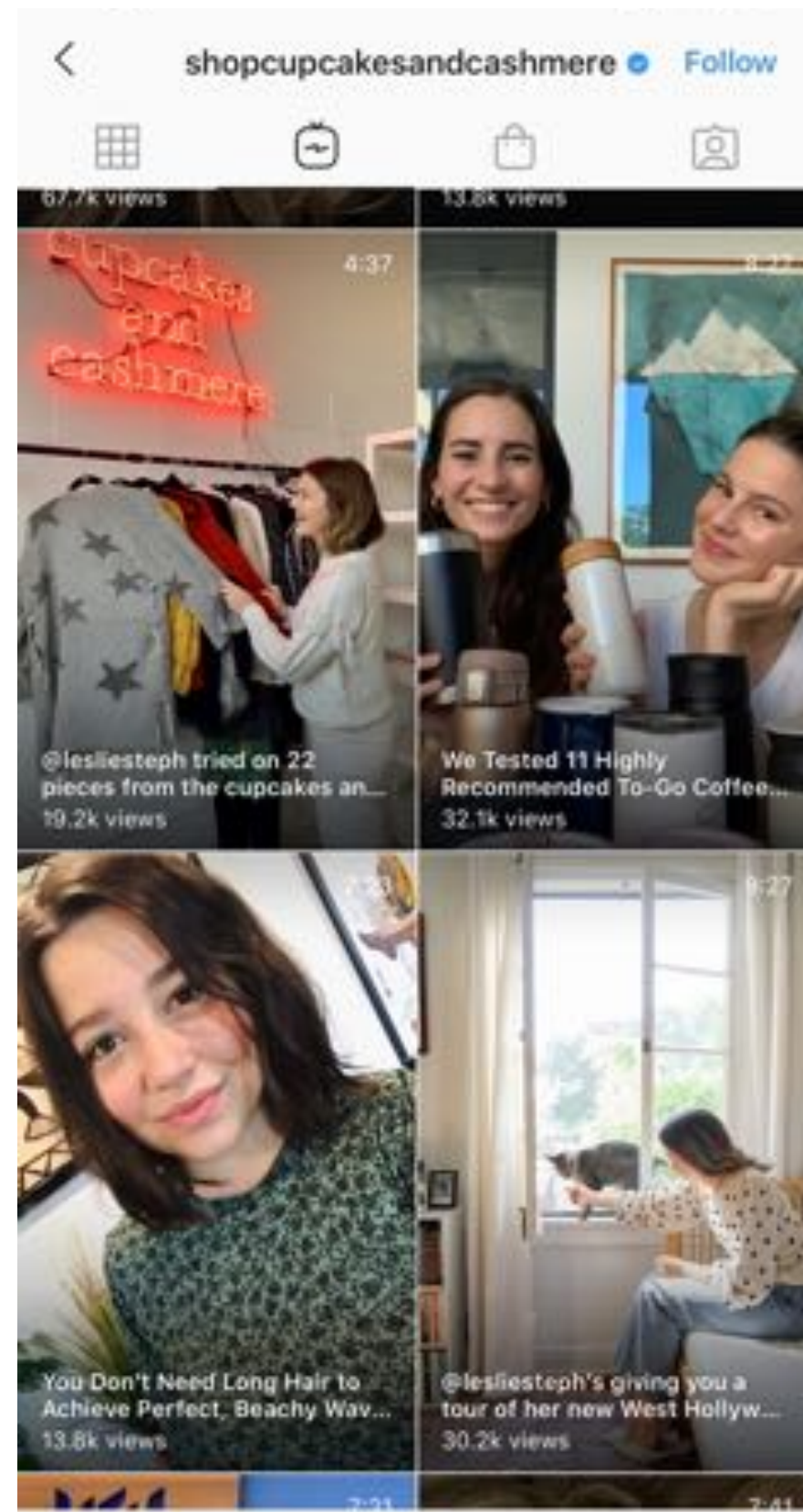
Features: Highlights

WHO IS KILLING IT: DOWNTOWN HUNTSVILLE, INC

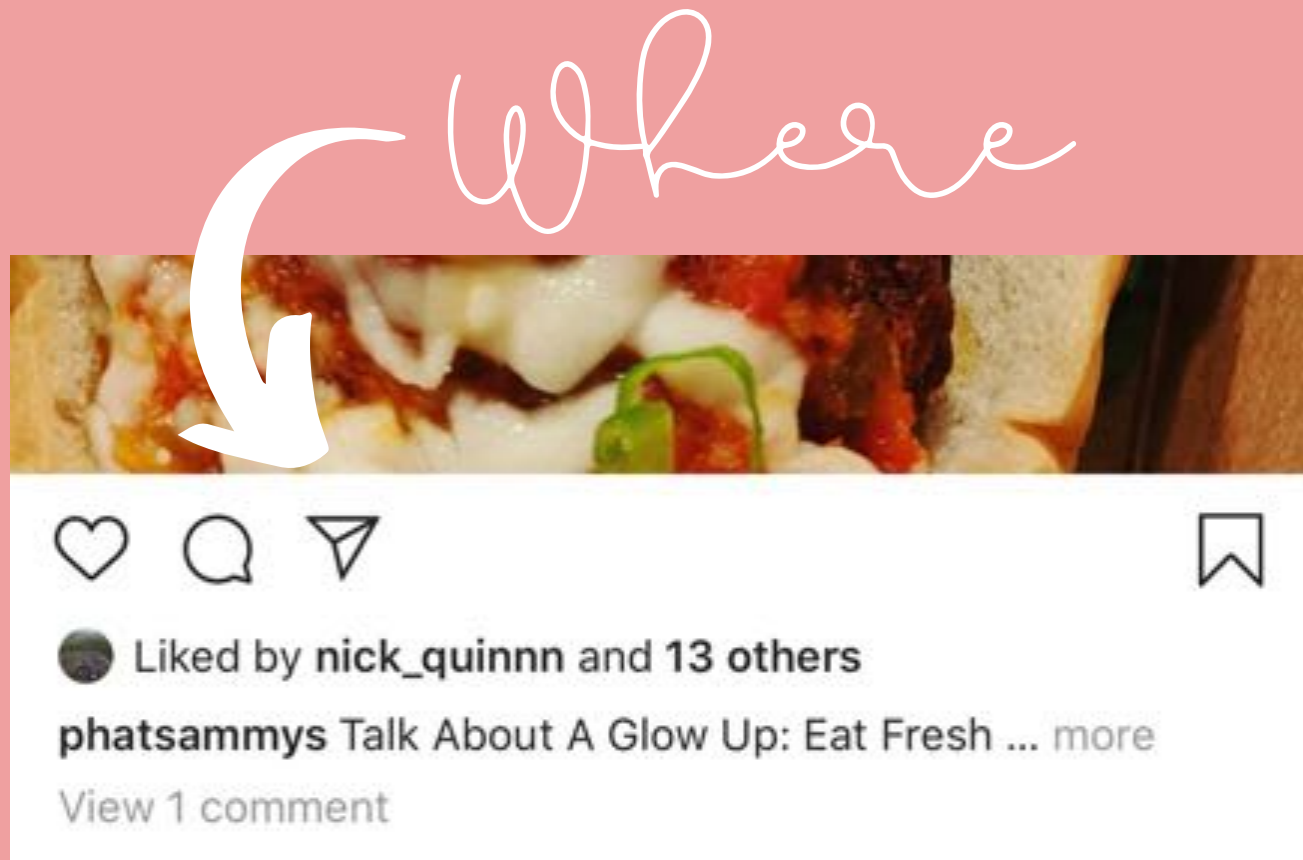


Features: IGTV

WHO IS KILLING IT: CUPCAKES & CASHMERE



Features: Sharing WHO IS KILLING IT: NATIVE OR NOT





POLL TIME

Which feature are you already using like a boss?

- Stories
- Highlights
- IGTV
- Sharing

Which feature are you excited to use more going forward?

- Stories
- Highlights
- IGTV
- Sharing



Tips/Tricks



Analytics

WHAT YOU CAN TRACK

Content

POSTS
STORIES
PROMOTIONS

Activity

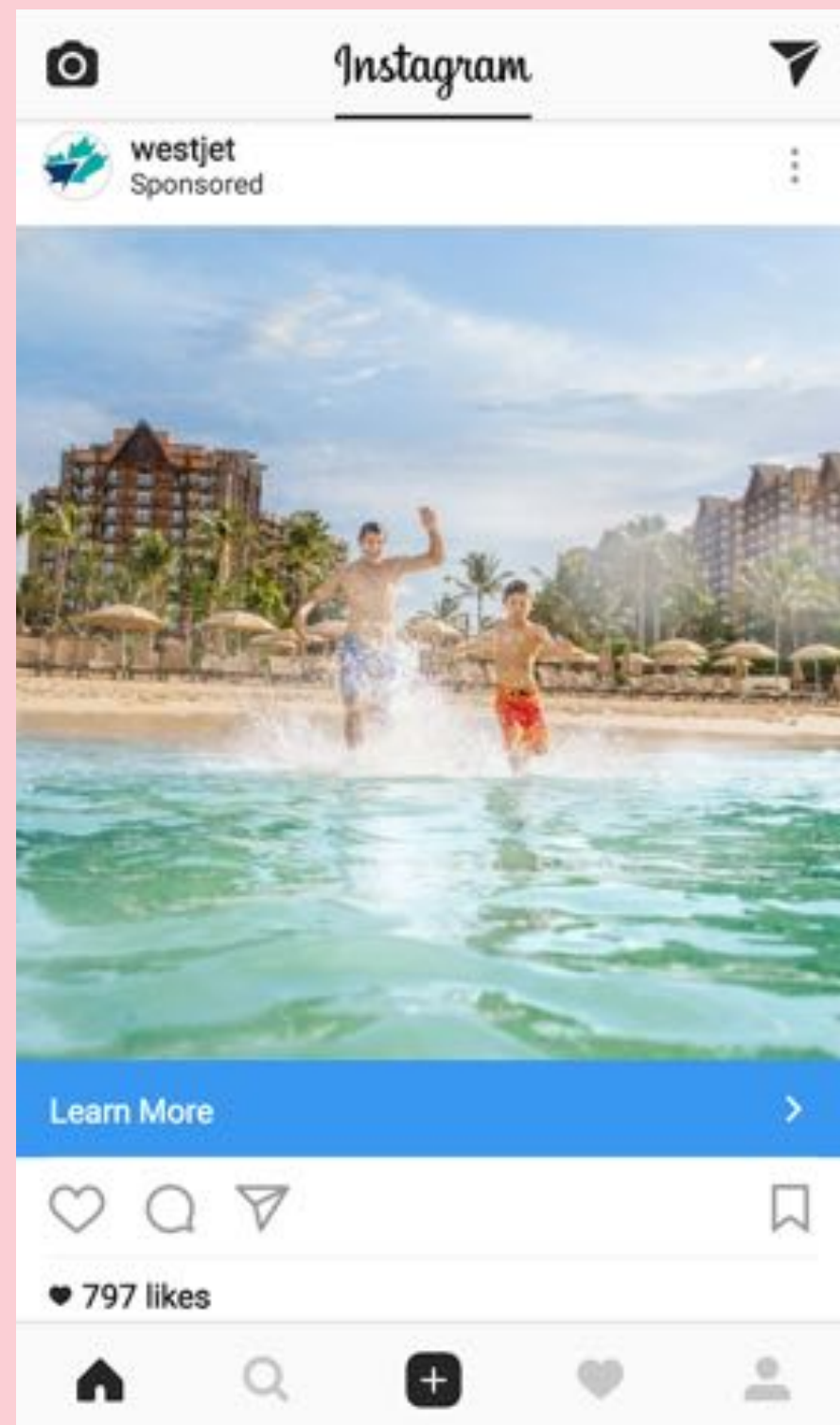
PROFILE VISITS
WEBSITE CLICKS
DISCOVERY

Audience

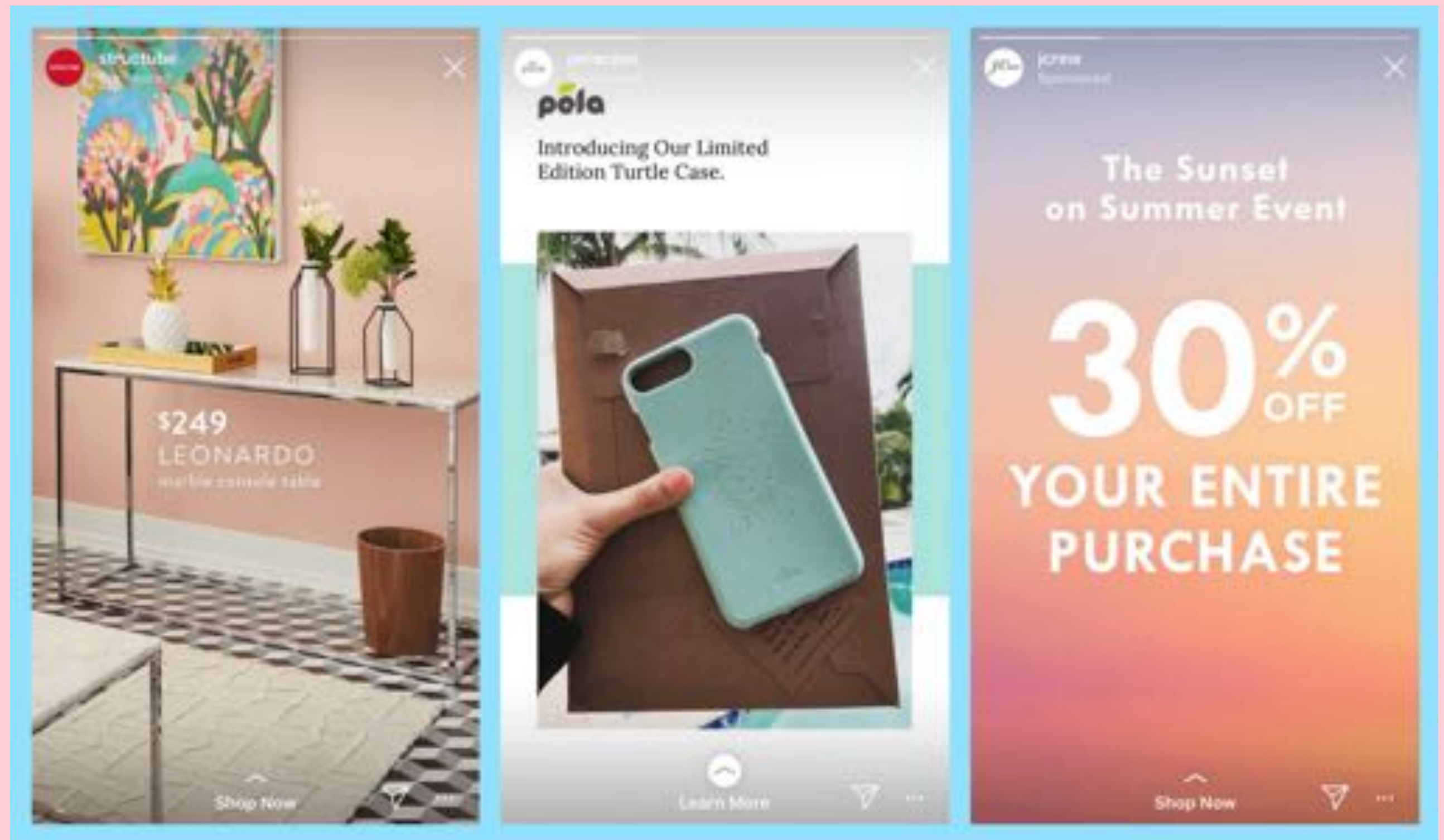
WHEN YOUR FOLLOWERS
ARE ONLINE
FOLLOWER DEMOGRAPHICS
FOLLOWER GROWTH

ads

post



stories



ads

BOOSTING YOUR POSTS



Cancel Destination Next

Select Where to Send People

- ☐ Your Profile
- ☐ Your Website
- ☐ Your Direct Messages

< Audience Next

Define Your Audience

Special Requirements ☐
This is a credit, employment or housing promotion

Automatic ☒
Instagram targets people like your followers

- ☐ Alex Tries
- ☐ Charity
- ☐ Live shows
- ☐ Music
- ☐ Create Your Own
Manually enter your targeting options

< Budget & Duration Next

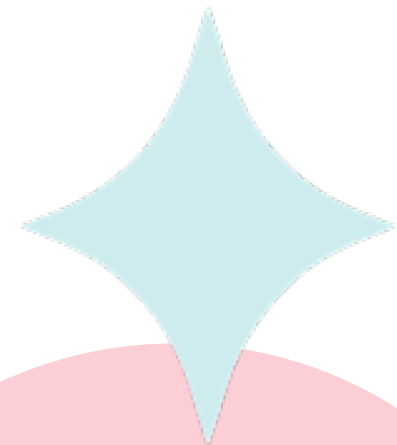
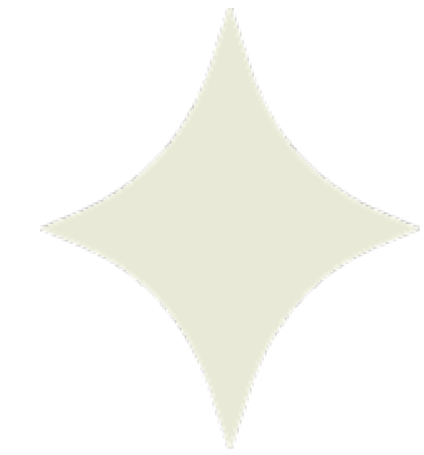
\$30 Over 6 Days
Total Spend

5,100 - 13,000
Estimated Reach

Budget
\$5 Daily

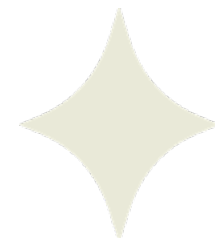
Duration
6 Days

Color Branding



EDITING APPS WE
love

COLOR STORY
LIGHT ROOM



Influencer Marketing



Why?



Many consumers will trust a **person** over a **brand**

Established influence and communication

Reach a **new** audience of potential customers

Hashtags

#WHYHASHTAGS

12.6% higher engagement
from just **one** hashtag

Show up in new places

#HASHTAGTIPS

Stick to the small to
mid-sized hashtags

Know when to mix it up





Scheduling

DID YOU KNOW?

You can schedule your posts
through third party apps!

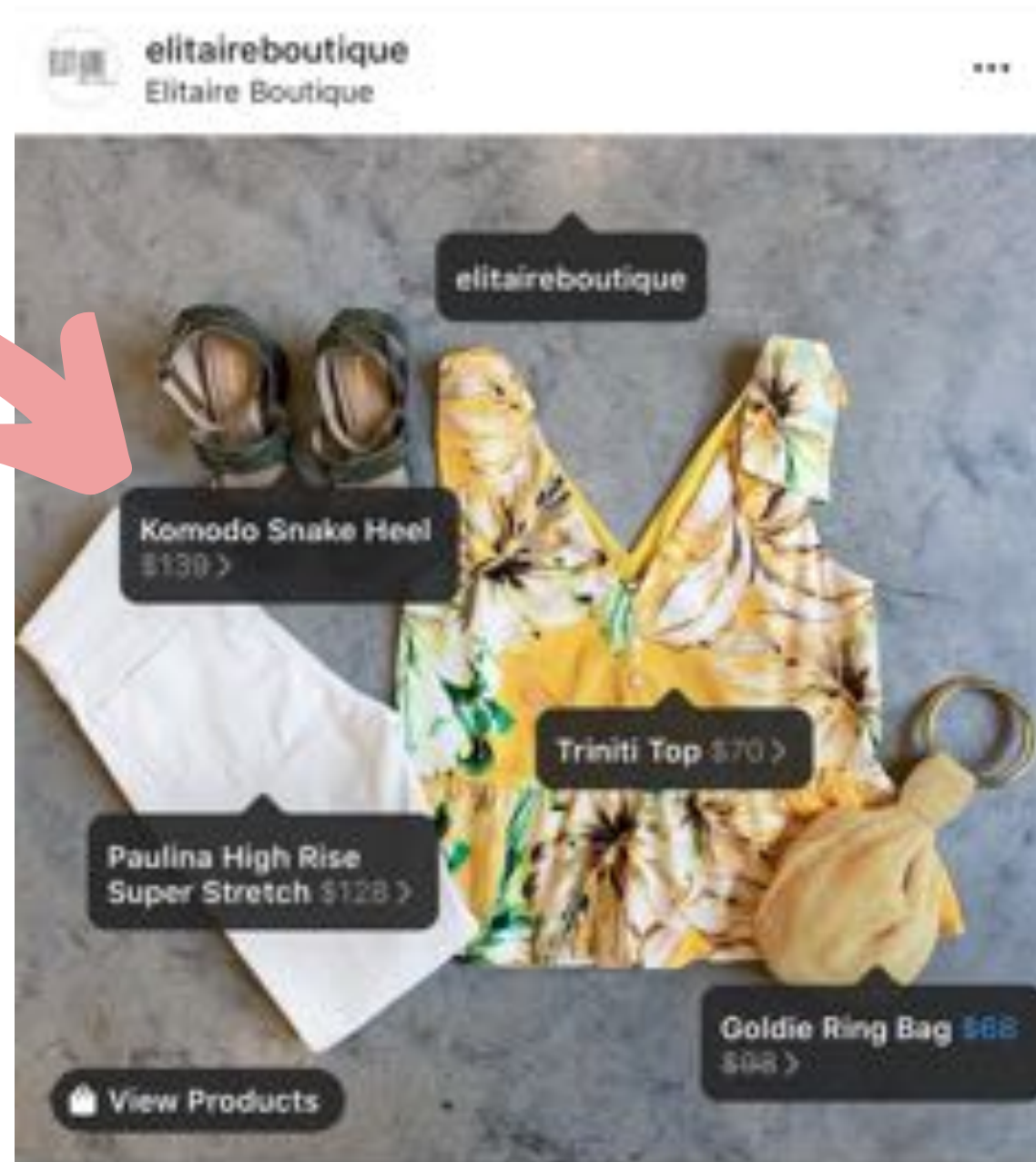
We recommend:

Hootsuite

Planoly

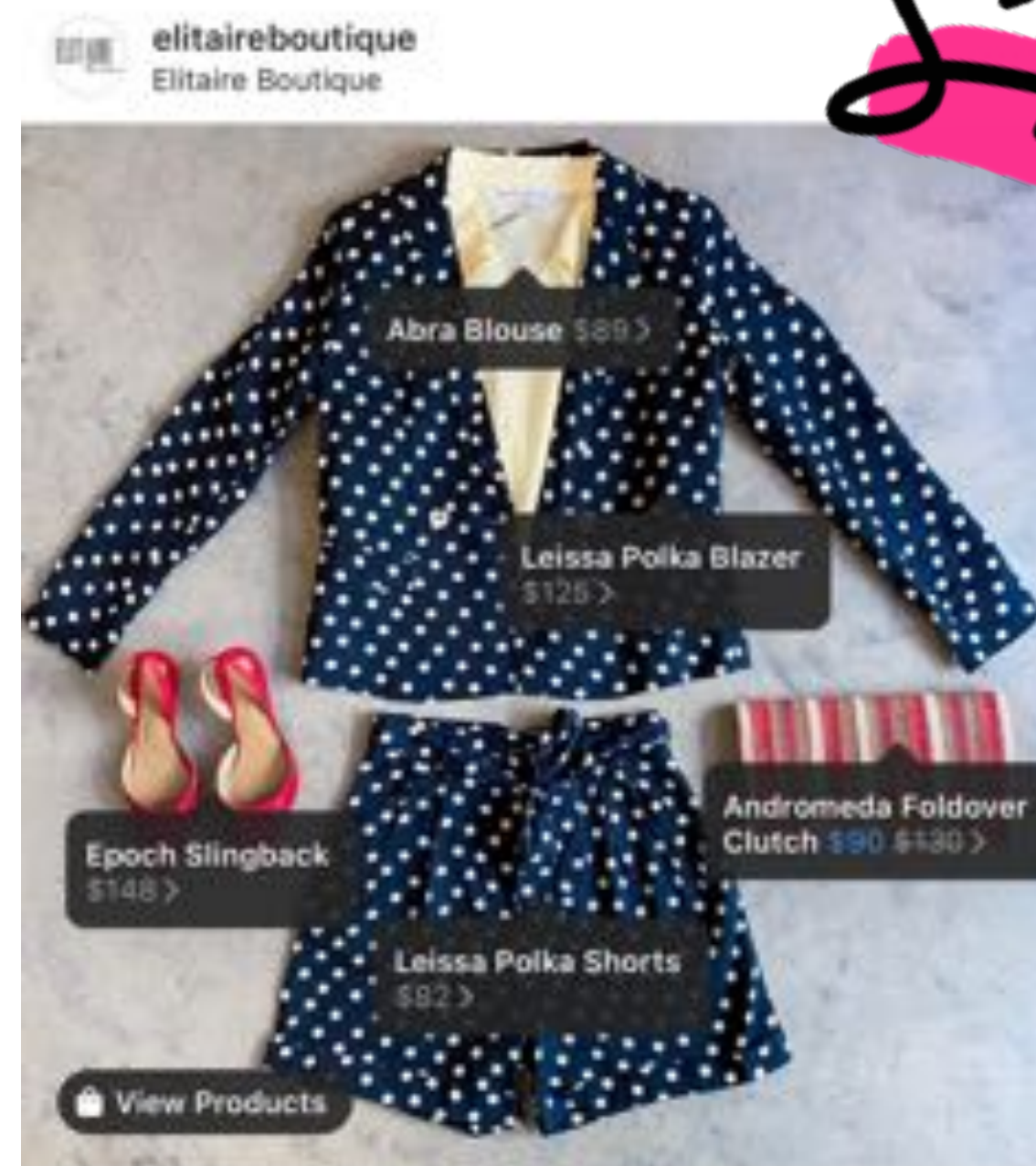
Product Tags

Shop



Liked by susealcione and 72 others

elitaireboutique The PERFECT outfit. 🌞🌴🌺 Happy Saturday! (Tap to shop this handbag on sale!!)



Liked by tsghuntsville and 55 others

elitaireboutique Polka dots for your mid-week pick-me-up! ❤️

LET'S GET TO WORK!

(Time to grab a pen and paper)





Describe your
company in a bio

Define your audience. How can you best relate to them?

Before you can ever begin posting, you have to define your audience. If your audience is too broad, select a narrower focus in that audience and try targeting your messaging to them. You may be surprised!



Build out a content calendar and begin creating!

At Flourish, we are big supporters of content calendars because they push you to think strategically about your business and hold you accountable for staying on schedule. That's why we have one included in your resources!





We're almost finished!

Resources for you!

We have some bonus take-aways for you! Following this presentation, we'll be sending out a password-protected online folder that includes a content calendar, a features list, tips & tricks to boost engagement on posts and a list of our favorite Instagram resources to get you started.

The password is: **fortheagram**

Keep in mind the password is case sensitive!





FLOURISH

Contact Us!

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