

#instaloveaffair

The Ultimate Guide to marketing
your personal brand on Instagram

*Fall in love
with
Instagram*





YOUR INSTAGRAM LOVE AFFAIR

The Ultimate Guide To Marketing Your Personal Brand on Instagram

Tip 1: Getting Ready

Tip 2: IG Flirting

Tip 2: Put Yourself Out There

Tip 3: First Impressions

Tip 4: What's your Type?

Tip 5: Wink Back

Tip 6: Making the Connection

Tip 7: Friends with Benefits

Tip 8: Timing is Everything

Tip 9: Open up

Tip 10: Show the Love



Tip 11: Engagement, not your typical ring on the finger

Tip 12: There's Other Fish in the Sea

INTRODUCTION

Instagram - it's your favorite social media app - and the brands that are crushing it are literally *crushing it*. You know there must be a secret - but so far you haven't found it. You understand you're supposed to post photos, quotes, and other relevant things, but how do you build your following and how do you turn that into an opportunity to get clients and make money from it?

It turns out Instagram (aka IG) IS fun and can be easily mastered when you think of it in terms of dating. YES! Instagram is much like dating - "flirting" with potential followers, looking "hot" in the eyes of your prospects, and engaging in lively conversations. These tips and tricks are like how you would act in a relationship or dating.

Here is a brief overview of the steps and guidelines to follow to make sure you've left your followers *swooning* and wanting more, and not jumping into the sales bed (wink wink) too soon.



YOUR NEW LOVE INTEREST

TIP #1: GET READY FOR THE INSTAGRAM “DATING SCENE”

Hey good lookin' - wanna go out sometime???

Just like a first date, you've got to know why someone on Instagram would want to “date” or follow you. You're not buying followers, you're *attracting them*.

What are you bringing to the table? What message and image do you want to evoke? You have less than a few seconds to capture someone's attention. What is the first impression you want your page to make on them?

What does your image say about you? What is your personal style? How can you communicate your personal brand, your message, and your unique voice through the magic of Instagram?

TIP 2: INSTAGRAM FLIRTING

Playing hard to get is old school, forget the games and be persistent. Go after those that you want to be involved with (this means building your Best Business Friends (#bbf), prospective clients and other businesses who you could collaborate with). Claim your status and be the “hot” one in the room.



Feel a bit “creepy”? There’s no such thing as being a creep on Instagram. Everyone is there to “flirt”! Just like scoping the dating scene at a bar, Instagram basically does the seeking for you by showing you who likes what and who you should follow (you can do this on the Explore tab).

When you like a photo, Instagram collects a summary of your likes and follows, and gives you similar suggestions on your explorer page. This means that your job is NOT to like everybody’s photos but to hold your “liking power” to a higher standard.

Only like and follow brands you actually like and want to follow (what a concept!) Just as you wouldn’t want to get the uncool boy’s attention flirting, “inta-flirting” is about holding *yourself* to a higher standard.

This means for you search out relevant hashtags (i.e. if your clients are a #healthcoach seek out the people that #hashtag that). Then follow them and/or like the last 5 photos they posted. You can also leave a smart comment on a few of their photos (and not follow them if you don’t want to). This will cause them to notice you (like buying the guy you like a drink) ;) and chances are, they may follow you back. You should do this with at least 5 people a day.

The truth is, with the new Instagram algorithms, commenting on your potential business friend’s posts helps them promote their business. Instagram favors posts that have comments under their posts. It not only helps you get noticed but also helps your target. Consider it “adding value” to your potential followers.



TIP 3: PUT YOURSELF OUT THERE

Post daily - I recommend at least 3 times a day (morning, noon, and night). There are 700 million active users on Instagram every month - and that means that a lot of people are competing for attention.

This does not mean staying on Instagram all day. In fact, actively posting on your Instagram feed (LIVE not scheduled) will help you understand the pulse of your audience. The more followers you attract, the more you will see how long it takes for your post to get noticed, what posts are favored, and what rhythm works with your brand and your life.

Check your analytics so you are clear with the actual numbers, but overall, trust your gut. Inside of you understanding that marketing is like a song - it should be instinctual and emotional. Understanding the emotional connection with your potential audience is not only how you can best understand your marketing strategy but connect with your audience on Instagram at a deeper level, inspiring comments and connection.

Be sure to link your Instagram to the bottom of your email, your LinkedIn, Twitter, Facebook, and business card.

***“Trust your gut.
Marketing is easy
when you make it a part of you.”***



TIP 4: FIRST IMPRESSIONS

Whoever said image isn't everything was lying. Well, to an extent. Judging is human nature and it's not always a bad thing. Knowing how to portray yourself to others is the key to success.

We live in a visual world, and Instagram is at the heart of all things photographic. How your page looks (filters, colors, composition, and image style) is the key to having a cohesive feed. And a cohesive feed means being able to deliver a consistent brand message throughout your Instagram page.

It's called having an *aesthetic*. The overall feeling that someone feels when they see your Instagram.

Aesthetic is developed by:

1. Knowing your brand message and having that be the underlying message
2. Consistency in your images, the flow, and the appeal to the eye.

Remember, just like when someone first meets you in person, on Instagram people see you as a whole (your last 12 photos) and up close (one photo). To ensure "insta success", make sure your feed (the 12 photos) and each photo are delivering your brand aesthetic.

TIP 4: WHAT IS YOUR TYPE?

Find your target audience and go after what you want! Look for those with common interests. This means your competition is your new BFF. **WHY???** Because that means their followers would also like you.



In terms of follower count, quantity may be better than quality. I know, I know - you don't just want random people following you. So no randomness, but you DO want numbers. Humans are designed to want to be amongst *crowds*. And while it may seem unlikely (why would someone purposely jump in a line?) it happens every, single day. And because they want to be amongst large numbers, the more followers you have, the more **brand authority** you are perceived to have. Not everyone may be your ideal client, but they may have friends that are and at the very least, appreciate what you are posting.

Remember, one follow may lead to more eyes on you.

TIP 5: WINK BACK

Follow up. Once you've gotten a like or follow, it's helpful to go their page and comment and show your interest. The more active you are, the more ways for others to see you. People love compliments, so don't be afraid to give them - but be authentic. Making people feel good about themselves never hurts and building that connection is a platform for the future. You never know who know who's who and where that one connection could lead you.

I also recommend taking it a step further. You should be interacting/direct messaging 3-5 new people every single day. If you don't actively seek to build your brand, your brand will not build. So be a player and network your butt off!



TIP 6: MAKING THE CONNECTION

This step is all about the #Hashtag. Use hashtags on your own photos *strategically*.

Here's a big secret tip: Get a copy and paste list for #girlboss business owners >>>[HERE](#)

You can also use apps like ***Display Purposes*** which populates relevant hashtags (be sure to customize it with a few of your own *unique* hashtags!

Create various lists in your phone's NOTES section - you can create up to 30 #hashtags. USE THEM - but not all on the post. Use 2-3 in the initial post, and then you can post your hashtags *in the comments below the post*.

Don't look desperate and post them in the post (big no no). Post them in the comments *below* the post. The reality is, everyone uses hashtags so it's not desperate, it's smart. But Instagram is a visual platform, so you want your feed to be aesthetically pleasing.

Be sure to post RELEVANT #hashtags. If you are posting general ones and it does not apply to the photo you just posted, the wrong people will be brought to your page and wonder why they are seeing the irrelevant content and NOT follow you.

Timing is not everything but it counts. Try to post your hashtags within minutes of posting your post. Otherwise it will not be efficiently and strategically working with the algorithm.

Hint: Create a list of relevant hashtags in the note section of your phone - then when you get ready to post you can copy and paste it for each photo. I have several note pages of hashtags



for specific photos I often post, like one for flowers, one for general business, one for quotes, one for fashion, etc.

TIP 7: FRIENDS WITH BENEFITS

Get familiar with Instagram. Add those from your address book, contacts, Facebook, LinkedIn, etc. Look at your “suggested users” by going into your settings, click the gear icon in the upper right of your screen. Click ‘Find and invite friends’, and then ‘Suggested Users’. You can also let others know where you at! Using geo-tagging is great for finding local businesses and others near you- which can lead to new opportunities to build your business. Download related apps like **Piqora** to help you see which types of photos are leading to the highest engagement....then post more of them. Know your platform, use it, and your follower count will grow.

TIP 8: TIMING IS NOT EVERYTHING

It makes a difference what time you post a photo but not in the way you think. Popular articles say posting at 5 p.m. EST on Wednesdays, (according to the Huffington Post) is the best time and that less than 8 percent of posts occur in the morning. LITTLE of that is true because the more popular of time you post, the more competition for attention you are fighting for.

Remember, Instagram is a strategy made up of timing, visual aesthetic, building relationships, etc. Don't believe everything the “experts” say. Test, test, test. The biggest risks you will take in life are the ones you *don't* take.



TIP 9: BE AUTHENTICALLY YOU

Having a pretty Instagram feed is great, but if you want to connect to people and build trust (critical if you are wanting people to pay you money for what you sell), you are going to have to *open up*.

Transparency and authenticity are the new black. That means behind-the-scenes, candid, and personality are how you build a genuine connection. Let people know you're real. Pets, family, food, interests and activities- be relatable and give people a reason to want to see into your life.

Instagram stories are great for showing what happens behind the scenes. Remember, being real is important, but so is keeping your actual IG feed clean and on brand. That means when you have moments you want to share but it doesn't fit with your Instagram brand aesthetic, *don't post it*. Use your stories instead!

TIP 10: SHOW THE LOVE

You've basically made it to 3rd base. Now it's time to show some love. Tagging related people, @friendsandinfluencers @places, and @companies. Finding mutual friends, brands, companies, and interests is the key to growing. The more, the merrier.

This also means collaborating! Companies and brands are always looking to get more exposure. Don't be afraid to reach out and find creative ideas to market each other. There is always room to grow and endless amounts of opportunities. It's time to COMMIT.

If you have more to offer - a large following and/or high engagement, you are actually someone a



brand may want to PAY. Yes! Otherwise known as a “**micro influencer**” brands are seeking people like you out to sponsor and collaborate with (even if you aren’t a blogger). Reach out by direct messaging them on Instagram, and also using platforms like LinkedIn to connect.

TIP 11: ENGAGEMENT - IT’S TRUE LOVE

The number one thing that will get you to the top of the algorithm is engagement and interaction. Posting photos and also quotes that evoke a response in addition to asking questions in your captions like: “let me know what you think” show people you are interested.

Be intentional and appealing. Keep up with responding to comments and questions. You can also get your followers and viewers to engage by holding contests, sales, and fun business strategies to get others involved and driving them to the link in your bio. Also, ask people to reach out to their friends, family, and coworkers. Be bold and deliberate in your enthusiasm.

TIP 12: THERE’S OTHER FISH IN THE SEA

What happens if you’ve been dumped? A.k.a. someone unfollows you. Your haters are your motivators! On to the next one. You’d rather have those who believe in your story, brand or product to back you up. Although you may lose a few followers, there’s so much out there.... and “you can do so much better”. Reach out to others- industry related professionals, bloggers, and similar companies or brands. You’ll move on.

HAPPY ENDINGS...

And that’s it! When you put it into practice, you’ll find Instagram can actually be not only an effective way to engage and attract your followers, create a brand identity, but also show your



genius creative side.

Remember, this is *your* business and you are the director and the star. Create your happy ending and make this a story you'll remember forever. :)

If you're ready to fall in love with Instagram
And grow your brand, join the movement
(on Instagram of course!)

#instaloveaffair