

# Social Media Marketing Facebook & Instagram

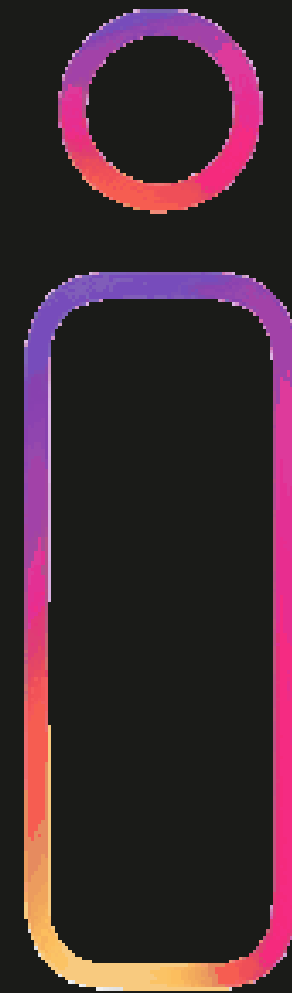


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APRIL 03, 2022

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# Instagram Marketing





# Instagram And The Customer Value Journey (CVJ)

# What Is Instagram?

- A PHOTO AND VIDEO SHARING SOCIAL NETWORKING CHANNEL LAUNCHED IN 2010. NOW OWNED BY FACEBOOK
- CAN RUN ADS AND SHARE CONTENT TO INSTAGRAM WITHIN YOUR FACEBOOK ACCOUNT (FB ADS MANAGER)
- THE 4TH MOST DOWNLOADED APP FROM 2010-2019
- OPTIONS TO HAVE A BUSINESS PROFILE WITH FEATURES THAT BETTER ENABLES YOUR BUSINESS TO REACH AND ENGAGE YOUR TARGET AUDIENCE.

# Why Instagram?

- 1 BILLION PEOPLE USE INSTAGRAM *EVERY MONTH*
- 500 MILLION PEOPLE USE INSTAGRAM STORIES *EVERY DAY*
- 63% OF USERS LOGIN AT LEAST *ONCE PER DAY*
- 200 MILLION INSTAGRAM USERS VISIT AT LEAST ONE BUSINESS PROFILE *DAILY*
- ONE-THIRD OF THE *MOST VIEWED* STORIES ARE FROM BUSINESSES

“

It Had Taken THIRTY EIGHT Years Before 50 Million People Gained Access To Radios. It Took Television THIRTEEN Years To Earn An Audience That Size. It Took Instagram A YEAR AND A HALF.

*GARY VAYNERCHUK  
ALSO KNOWN AS - GARY VEE*

# Instagram Is Ideal For

- BUSINESS THAT WANT TO GENERATE AWARENESS, DRIVE ENGAGEMENT, FIND AND NURTURE LEADS, AND EVEN MAKE SALES
- CREATORS THOSE WHO WANTS TO PROMOTE THEIR PERSONAL BRAND
- CREATOR OR SWITCH TO BUSINESS OR CREATOR PROFILE

# Why You Need To Make The Switch

- WITH A BUSINESS PROFILE
  - GET ACCESS TO INSTAGRAM INSIGHTS (MEASURE SUCCESS)
  - GET CONTENT INFORMATION OPTIONS TO DISPLAY ON YOUR PROFILE
  - CONNECT YOUR BUSINESS PROFILE TO FACEBOOK CREATOR STUDIO FOR EASY SCHEDULING AND POSTING
  - RUN INSTAGRAM ADS

# Create A Strategy That Fits In Customer Value Journey (CVJ)

- *GENERATE AWARENESS* - OF YOUR BUSINESS, YOUR CONTENT, AND YOUR OFFERS
- *DRIVE ENGAGEMENT* - TO YOUR CONTENT AND OFFERINGS AND BUILD RELATIONSHIPS
- *GET SUBSCRIBERS* - RUN AD CAMPAIGNS, CAN USE STRATEGICALLY TO DRIVE ORGANICALLY TO SUBSCRIPTION PAGES/LEAD MAGNET PAGES
- *GAIN AND ADVOCATES/PROMOTERS* - GET HAPPY CUSTOMERS TO SHARE YOUR BRAND WITH OTHERS

INSTAGRAM IS GONNA BE ONE OF YOUR MOST VALUABLE  
AWARENESS DRIVING CHANNELS

# *Awareness*

USE YOUR CONTENT TO REACH YOUR TARGET AUDIENCE

# Use Instagram To Generate Awareness

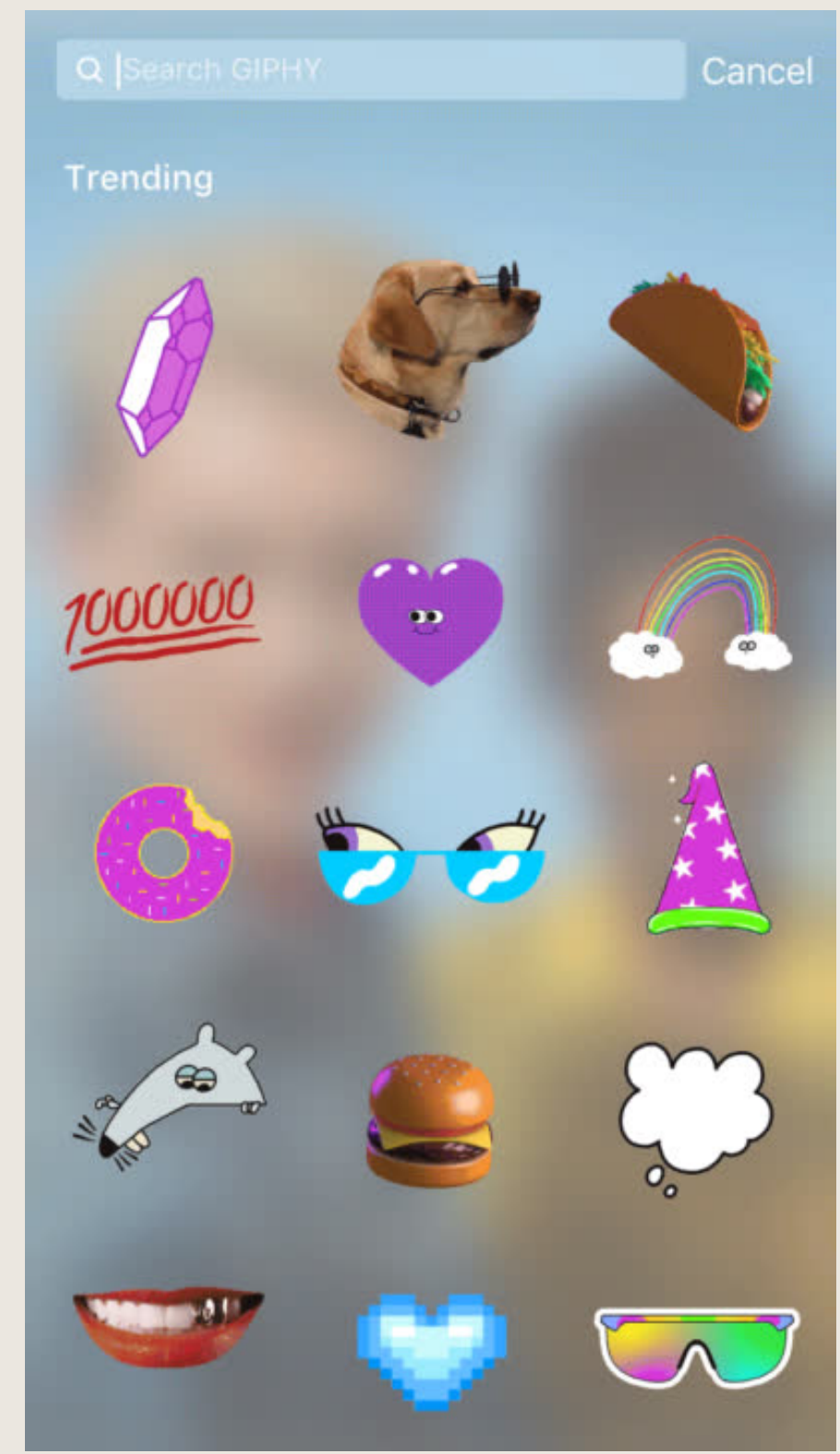
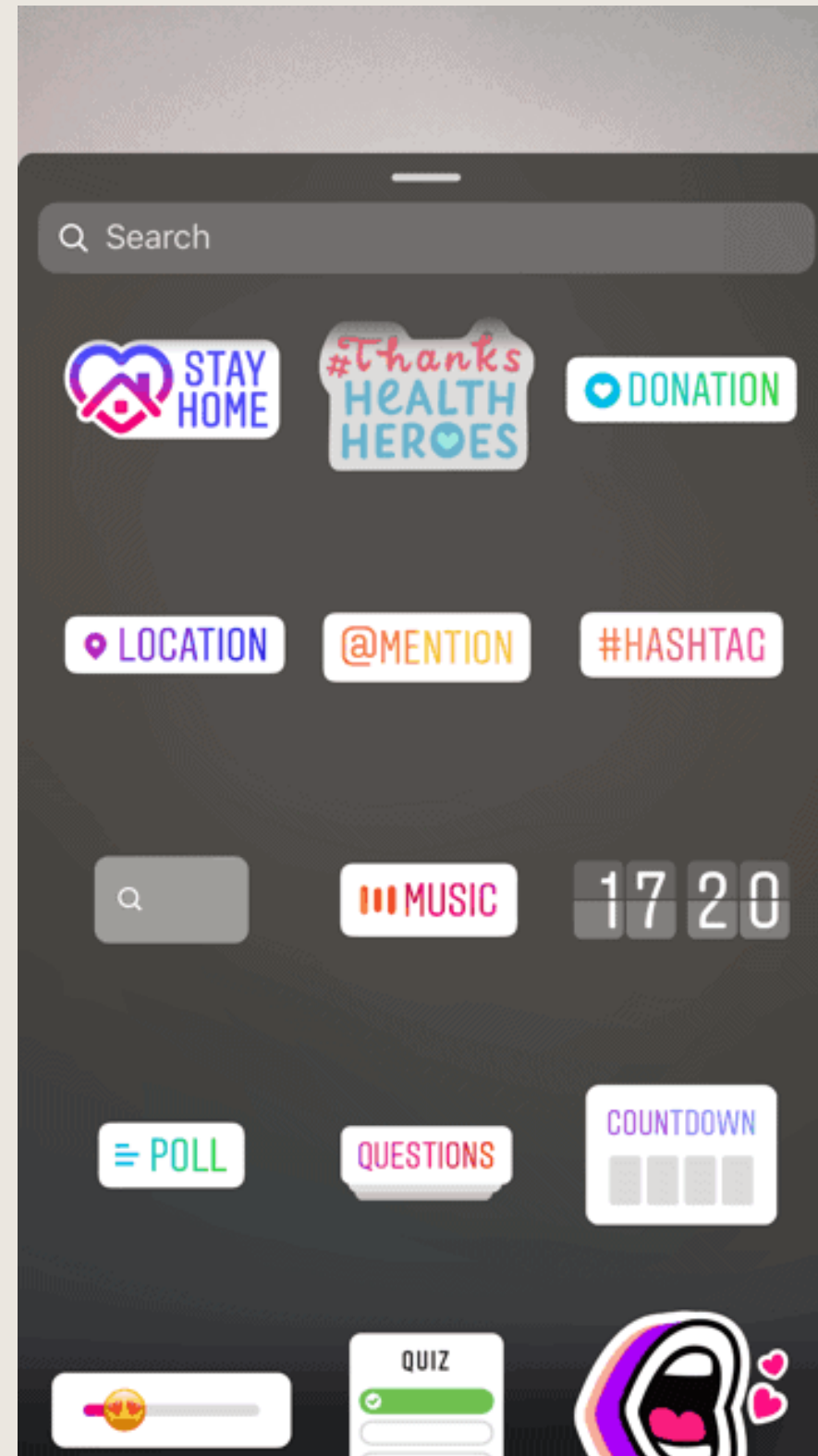
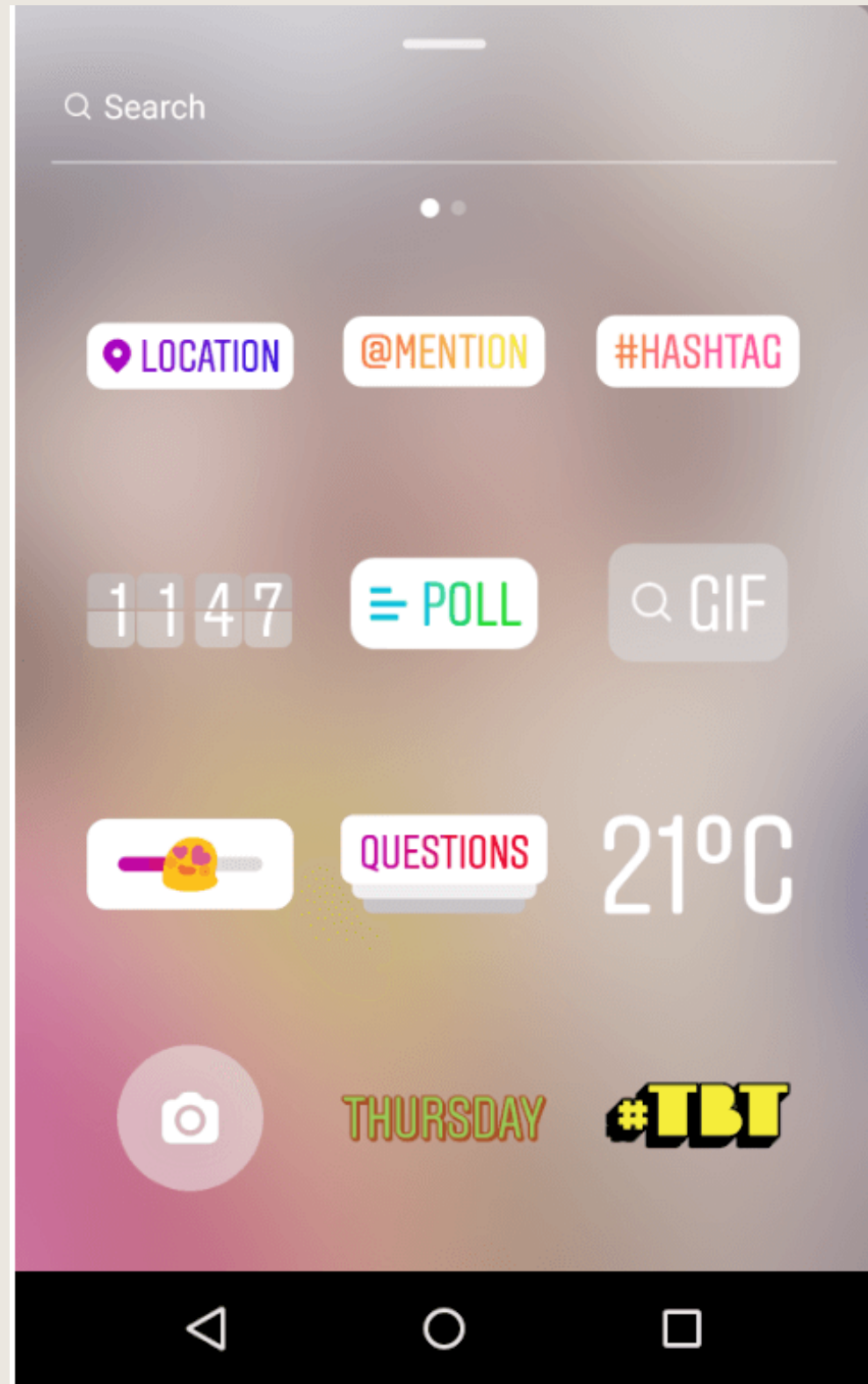
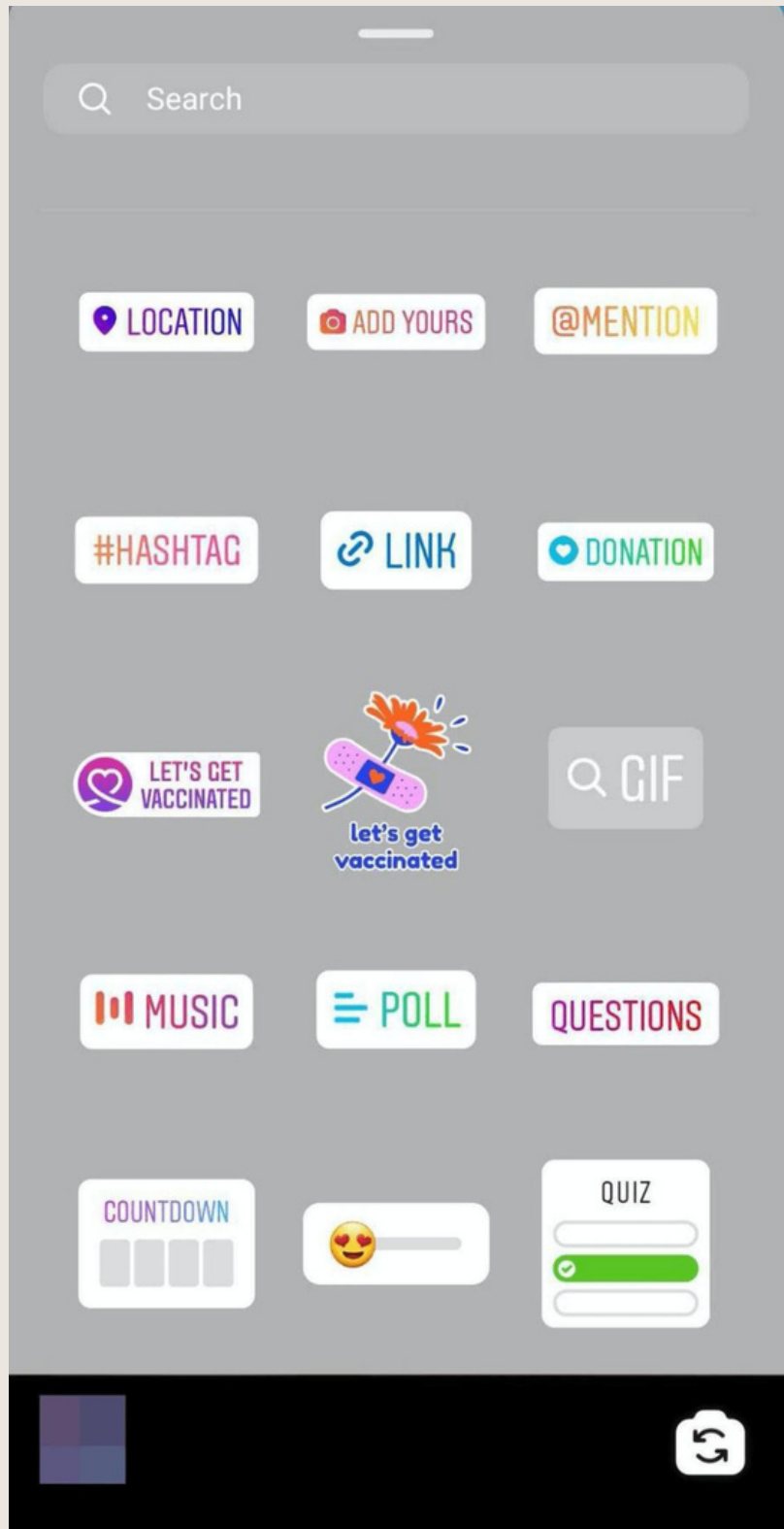
- ESTABLISH A CONSISTENT BRAND VOICE
- OPTIMIZE YOUR PROFILE AND ESTABLISH A BRAND LOOK AND FEEL (BRAND COLORS AND FONTS)
- CREATE CONTENT THAT IS RELEVANT AND VALUABLE TO YOUR TARGET AUDIENCE
- CREATE A POSTING SCHEDULE (CONTENT CALENDAR)
- RESEARCH AND USE RELEVANT HASHTAGS
- RESEARCH OTHER BUSINESSES IN YOUR INDUSTRY AND THE HASHTAGS THEY ARE USING
- CONTENT AND CAPTION WORK TOGETHER AND MAINTAIN YOUR BRAND VOICE

CREATE A CONTENT SCHEDULE TO KNOW EXACTLY WHEN TO POST YOUR CONTENT

# Use Instagram To Drive Engagement

- USE CAPTIONS TO ENGAGE - RELEVANT TO THE POST AND TO YOUR AUDIENCE
- INCLUDE A CTA ON EVERY CAPTION - USE THEM TO START CONVERSATIONS, GET PRODUCT VIEWS, INCREASE AWARENESS, DRIVE TRAFFIC, AND MORE
- POST STORIES CONSISTENTLY AND USE STICKERS TO DRIVE ENGAGEMENTS - REPLIES, VOTES, SHARES, PROFILE VISITS, AND WEBSITE VISITS
- START CONVERSATIONS WITH FEED POSTS AND STORIES AND NURTURE WITH DIRECT MESSAGE

*Adding Stickers Is Key For Driving  
Engagements With Your Stories*



SO, AFTER YOU GOT PEOPLE AWARE OF YOUR BRAND, YOU GOT  
THEM TO ENGAGE

# Subscribe

AFTER BUILDING RELATIONSHIP, YOU CAN USE INSTAGRAM TO  
GET CONTACT INFORMATION

# Use Instagram To Gain Subscribers

USE YOUR BIO AND LINK TO DRIVE TRAFFIC TO A RELEVANT SUBSCRIBE PAGE - SIGN UP FOR A WEBINAR, SUBSCRIBE TO YOUR NEWSLETTER, JOIN EMAIL LIST ETC...

# Create Content That Drives Interest

- MAKE A POST RELEVANT TO YOUR SUBSCRIPTION
- INCLUDE A CTA TO DRIVE INTEREST
- GET YOUR AUDIENCE TO SUBSCRIBE
- USE STORIES TO GENERATE INTRIGUE AND INTEREST IN YOUR GATED CONTENT
- ADD A LINK IN YOUR STORY

SO, YOU HAVE GOT YOUR ENGAGED AUDIENCE, AND YOU EVEN  
ABLE TO TRANSFER THEM TO YOUR SUBSCRIBERS AND THEN  
YOU HAVE HAPPY CUSTOMERS

# *Advocate And Promote*

GET YOUR HAPPY CUSTOMERS TO SHARE YOUR BRAND WITH  
THEIR AUDIENCE

# Use Testimonials And Reviews

- SHARE CUSTOMER TESTIMONIALS ON STORIES (THROUGH DIFFERENT PLATFORMS - FACEBOOK, TWITTER ETC)
- POST POSITIVE REVIEWS ON YOUR FEED AND STORIES (THROUGH DIFFERENT PLATFORMS - FACEBOOK, TWITTER ETC)
- EVEN ENCOURAGE HAPPY FOLLOWERS TO SHARE YOUR PROFILE WITH THEIR FRIENDS - TRY "TAG A FRIEND " IN YOUR POSTS.
- USE BRANDED HASHTAGS AND RUN CONTEST TO GET CUSTOMER TO SHOWCASE YOUR PRODUCTS - USER GENERATED CONTENT

2

Optimize Your Profile  
Make Your Profile Stand Out

# Instagram's Features

- CONTACT INFORMATION OPTIONS - HOW YOU WANT YOUR POTENTIAL CUSTOMERS TO CONTACT YOU
- BIO + LINK = MAKE IT COUNT
- HIGHLIGHTS - STORIES THAT STAYS FOREVER RIGHT BENEATH YOUR PROFILE; USE THIS OPTION TO TELL YOUR BRAND STORY
- STORIES - DRIVE ENGAGEMENT WITH STICKERS AND ADD LINKS TO DRIVE TRAFFIC
- CONNECT BUSINESS MANAGER AND CREATOR STUDIO WITH YOUR INSTAGRAM ACCOUNT
- HASHTAGS - USE INSTAGRAM'S SEARCH FUNCTION TO BUILD OUT A LIST OF RELEVANT KEYWORDS
- TEST AND RUN AD CAMPAIGNS

# Name And Username

- NAME NEEDS TO BE EASILY SEARCHABLE (USE YOUR COMPANY NAME + CAN ADD SOME DIFFERENTIATORS)
- USERNAME NEEDS TO BE SIMPLE AND RECOGNIZABLE
- NAME TAKEN? TRY TO ADD - OFFICIAL, APP, BUSINESS ETC...

# Profile Photo - Other Size Also

- PROFILE PHOTO - 320 X 320
- FEED PHOTOS
  - LANDSCAPE - 1080 X 566
  - PORTRAIT - 1080 X 1350
  - SQUARE - 1080 X 1080

SOCIAL MEDIA IMAGE SIZES 2022: CHEAT SHEET FOR EVERY NETWORK

- SELECT A CATEGORY
  - WILL BE THE SAME AS CONNECTED FACEBOOK PROFILE/PAGE, UNLESS YOU CHANGE IT.
  - TO CHANGE IT: JUST HEAD TO THE “SETTINGS” AND USE SUGGESTED OR SEARCH CATEGORY
- ADD CONTACT INFORMATION
  - CONTACT DETAILS WILL LIVE ON YOUR PROFILE UNLESS YOU HIDE IT
  - YOU CAN PUT THE BUSINESS EMAIL ID, BUSINESS PHONE NUMBER, AND LOCAL BUSINESS ADDRESS - HOW DO YOU WANT PEOPLE TO CONTACT YOU
- ADD AN ACTION BUTTON
  - CONNECT PROFILE TO OTHER ONLINE SERVICES (USERS CAN BOOK AN APPOINTMENT, RESERVE A TABLE, GET TICKETS ETC)
  - CHOOSE THE BUTTON, ADD THE URL, AND THE BUTTON WILL BE ADDED TO YOUR PROFILE

THE ACTION BUTTON FEATURE IS ONLY AVAILABLE WITH A BUSINESS ACCOUNT

# Bio + Link

- 150 CHARACTERS MAX
- WHO, WHAT, ACCOMPLISHMENTS, NEW
- INCLUDE KEYWORDS THAT HIGHLIGHT BENEFITS
- GRAB ATTENTION WITH LINE BREAKS, EMOJI, CUSTOM FONTS
- CAN ADD BRANDED HASHTAGS
- CAN ADD PROFILE LINKS
- INCLUDE CTA THAT DRIVES AUDIENCE TO CLICK
- TRACKABLE LINK = LINK SHORTENER + CUSTOMISE
- ACTION COPY
- CHANGE YOUR BIO LINK TO PROMOTE
  - NEW CONTENT
  - PRODUCT LAUNCHES
  - EVENTS

# Highlights

- ORGANISE YOUR STORIES BY TOPIC
- STORIES YOU WANT TO LIVE MORE THAN 24 HOURS
- THINK ABOUT DISCOVERY - WHAT DO YOU WANT NEW FOLLOWERS/PROFILE VISITORS TO LEARN ABOUT YOUR BRAND AND TAKE AWAY FROM YOUR HIGHLIGHTS?
- SAVING YOUR MOST POPULAR CONTENT AS A HIGHLIGHT WILL ALLOW YOUR POTENTIAL CUSTOMER TO KNOW A LOT ABOUT YOUR BRAND IN A SHORT PERIOD OF TIME.



Establish Your Purpose And Goals

&

Build Your Strategy Around Your  
Purpose And Goals

# What Do You Want To Accomplish By Using Instagram For Your Business?

- AUDIT YOUR ACCOUNT
- DO YOU CURRENTLY HAVE AN INSTAGRAM STRATEGY?
- IF SO, IS YOUR INSTAGRAM STRATEGY RELEVANT TO YOUR BUSINESS?
- ARE YOU POSTING ON INSTAGRAM?
- IF SO, DO YOU HAVE A STRATEGY BEHIND YOUR POSTS? FREQUENCY? TYPE?
- ALIGN YOUR GOALS AND POST TYPES WITH YOUR MARKETING TEAMS GOAL

# Establish Your Goals

- BUILD BRAND AWARENESS (REACH POTENTIAL CUSTOMERS)
- SHOWCASE YOUR PRODUCTS OR SERVICES (SOCIAL SELLING)
- ESTABLISH AUTHORITY IN YOUR INDUSTRY (INFLUENCERS DO THIS BUT BUSINESS CAN AS WELL)
- BUILD A COMMUNITY OF BRAND ADVOCATES (BEAUTY BRANDS DO THIS, ALREADY WELL-KNOWN AND ESTABLISH BRANDS --- INFLUENCERS)
- HUMANISE YOUR BRAND (COMPANY CULTURE FOCUSED, OFTEN USED FOR BIG BRANDS THAT ARE ALREADY WELL-KNOWN)

# Example

BY USING INSTAGRAM FOR MY BUSINESS I WILL (*GOALS*) BY (*ACTION*) TO (*AUDIENCE*) (*FREQUENCY*)

BY USING INSTAGRAM FOR MY BUSINESS I WILL (*INCREASE BRAND AWARENESS AND BUILD AUTHORITY*) BY (*CREATING AND POSTING ENGAGING AND VALUABLE FEED POSTS AND STORIES THAT ARE RELEVANT*) TO (*ENTREPRENEURS AND MARKETERS*) (*5-7 POSTS IN A WEEK*)

MAKE SURE EACH AND EVERY POST FITS YOUR PURPOSE AND HELPS YOU REACH YOUR GOALS



# Content Types

THERE ARE A VARIETY OF CONTENT TYPES YOU CAN POST ON  
INSTAGRAM. IT'S ALL A MATTER OF FIGURING OUT WHAT WORKS  
FOR YOUR BUSINESS, FOR YOUR AUDIENCE, AND TESTING IT  
OPTIMIZING

# Content Types

TEST A VARIETY OF CONTENT TYPES TO SEE WHAT WORKS BEST  
TO REACH AND ENGAGE YOUR AUDIENCE

## PHOTOS

- BEHIND THE SCENE (COMPANY CULTURE)
- SHOWCASE PRODUCTS
- SHARE WISDOM (SHARE VALUABLE RESOURCES)

## GRAPHICS

- MEMES
- QUESTIONS
- STATISTICS
- TIPS, TRICKS, HACKS, EDUCATE YOUR AUDIENCE
- THEMED (HALLOWEEN, HOLIDAY, FESTIVE)
- HOW-TO'S, PRO-TIP
- QUOTE
- FILL-IN-THE-BLANKS
- TWEET

## CAROUSELS

- TELL A STORY
- SHOWCASE YOUR PRODUCTS/SERVICES
- SHOWCASE PEOPLE (TEAM)
- TEACH, EDUCATE, TIPS, INFORMATION
- MOTIVATE, INSPIRE (BOOKS, JOURNALS, SERIES, VIDEOS)

## STORIES

- CONTENT - BLOG POSTS, PODCAST EPISODES, WEBINARS, COURSES, NEW VIDEO ETC...
- PRODUCT FEATURES
- TIPS, HOW-TO'S, LISTS, TUTORIALS
- POLLS
- QUIZZES
- QUESTIONS



# Optimizing Your Content

# Optimize Your Feed Posts

- EACH POST SHOULD DO ONE OF THE FOLLOWING:
  - ENTERTAIN
  - INSPIRE/MOTIVATE
  - EDUCATE/INFORM
- FEED POST CHECKLIST
  - COMPELLING AND RELEVANT VISUAL ELEMENT
  - CAPTION THAT ENGAGES YOUR AUDIENCE AND PROVIDE VALUABLE INSIGHTS - EASY TO READ AND UNDERSTAND
  - ADD EMOJI
  - STRONG CTAS
  - UPTO 30 HASHTAGS - AT THE END OF YOUR CAPTION
- COMMON CTA'S
  - VISIT LINK IN BIO
  - HEAD TO STORY
  - LEAVE A COMMENT
  - TAG A FRIEND

FOCUS ON WHAT ACTION YOU WANT YOUR AUDIENCE TO TAKE AFTER READING YOUR CAPTION

# Optimize Your Stories

- CAN DO A LOT WITH YOUR STORIES. TEST TO SEE WHICH TYPES DRIVE ENGAGEMENT
  - ADD ENGAGEMENT STICKERS - QUIZ, QUESTION, POLL, CTA
  - ADD UP TO 10 HASHTAGS AND HIDE IT IN THE STORY

THE NUMBER ONE KEY TO OPTIMIZE YOUR CONTENT IS MAKING SURE IT'S RELEVANT AND VALUABLE TO YOUR TARGET AUDIENCE



Influencing

YOU CAN USE YOUR INSTAGRAM CONTENT TO INFLUENCE YOUR  
AUDIENCE BUILDING THAT AUTHORITY TO LOOK AT YOU AS A  
VALUABLE RESOURCE

# Influencing

USE YOUR CONTENT TO INFLUENCE YOUR AUDIENCE

# Showcase Your Expertise - Share What You Know

- TEACH A CORE CONCEPT
- CREATE CONTENT AROUND INDUSTRY TRENDS
- CREATE ACTIONABLE CONTENT - TIPS AND HOW TO'S
- BRING IN INDUSTRY EXPERTS TO SHARE THEIR VALUABLE TACTICS AND STRATEGIES
- USE STORIES TO STEP IN FRONT OF CAMERA AND SHARE TIPS

SHOWING YOUR EXPERTISE AND INFLUENCING IS ANOTHER WAY TO ADD MORE AUTHORITY TO YOUR BRAND.



# Engagement On Instagram

# Engagement

YOU CAN USE YOUR CONTENT TO DRIVE ENGAGEMENT

# Encourage Action On Your Feed Posts

WHAT ACTION DO YOU WANT YOUR AUDIENCE TO TAKE?

- BRAINSTORM *ACTION WORDS* TO USE
- MAKE SURE YOUR *CTA SPEAKS TO THAT ACTION* - “TAG A FRIEND”, “SUBSCRIBE TODAY”, “COMMENT NOW”. “TAP/CLICK HERE”.
- *FOCUS ON THE BENEFIT* YOUR AUDIENCE WILL RECEIVE WHEN THEY TAKE THAT ACTION.

CAPTION TYPES

- SHORT & PUNCHY
- 1-3 SENTENCES THAT PROVIDE MORE CONTEXT
- LONG AND IN-DEPTH; PROVIDE MORE CONTEXT

# Ask A Question As Your Call To Action

PEOPLE LOVE TO GIVE THEIR INPUT AND ADVICE, SO USE YOUR CAPTION TO ASK A QUESTION. GREAT WAY TO DRIVE CONVERSIONS

- WHAT ARE YOUR GO TO (TOOLS, RESOURCES, RECIPES ETC...)
- WHAT DO YOU RECOMMEND TO SOLVE (PROBLEM, ISSUE, HURDLE)?
- WHAT'S YOUR FAVOURITE (BOOK, QUOTE, TOOLS)?
- HAS THIS (ANY INCIDENT) HAPPEN TO YOU?
- WHAT DO YOU DO WHEN (SITUATION) HAPPENS?
- COMMENT WITH YOUR RECOMMENDATION FOR (WEBSITE, TOOL, APP)
- COMMENT WITH YOUR TIPS ABOUT (SEO, SMO, SMM, ETC...)

KEEP ENCOURAGING CONVERSATION, BECAUSE THIS CAN ADD MORE VALUE TO YOUR PROFILE. YOUR FOLLOWERS CAN START TO HELP EACH OTHER.

## ENGAGEMENT TACTICS

- LINKS IN BIO
- LINKS IN STORY

## NURTURE WITH DIRECT MESSAGES

- DRIVE CONVERSATIONS AND CLICKS
  - POST CONTENT RELATED TO A CONTENT PIECE (YOUR BLOG)
  - WRITE AN ENGAGING CAPTION
  - INCLUDE A CTA THAT ENCOURAGES YOUR AUDIENCE TO COMMENT IF THEY WANT THE CONTENT PIECE
  - SEND A DIRECT MESSAGE WITH THE LINK INCLUDED
  - COPY AND PASTE THAT DIRECT MESSAGE TO EVERYONE WHO COMMENTED THAT THEY WANTED TO RECEIVE



## Stories

Key To Generating Awareness  
And Engagement

# What Are Stories

- ALLOWS YOU TO SHARE PHOTOS AND VIDEOS AS A “STORY” THAT’S VISIBLE TO FOLLOWERS OF YOUR ACCOUNT
- THEIR EPHEMERAL NATURE (DISAPPEAR AFTER 24 HOURS) GIVES STORIES A UNIQUE URGENCY
- PUBLISHED SEPARATELY FROM THE PHOTOS AND VIDEOS FOUND ON YOUR PROFILE
- VARIETY OF ACTION YOU CAN TAKE AFTER PUBLISHING YOUR STORY - SENDING IT AS A DIRECT MESSAGE TO A FOLLOWER, SHARING IT AS A POST, SAVING TO HIGHLIGHTS, ETC...

# Why Stories

- 500 MILLION+ USE STORIES *EVERYDAY*
- ONE-THIRD OF THE *MOST VIEWED* STORIES COME FROM BUSINESS PROFILE
- 46% OF ALL CONTENT ON INSTAGRAM IS COMING FROM STORIES
- POSTING STORIES REGULARLY KEEPS YOU TOP OF MIND

# Types of Stories

- CONTENT PIECES (BLOGS)
- PRODUCT FEATURES
- TIPS/TRICKS/HOW TO'S/TUTORIALS
- POLLS
- QUESTIONS
- QUIZZES
- LIVES
- PRE RECORDED SESSIONS

# Check Your Story Results

- SWIPE UP ON YOUR STORY TO SEE - VIEWS AND ACTIONS ON YOUR STORY - VOTES, RESPONSES, CLICKS, PROFILE VISITS, FOLLOWS, AND MORE
- SHARE YOUR POLL RESULTS AND QUESTION RESPONSES WITH YOUR AUDIENCE
- ADD TO A HIGHLIGHTS IF YOU WANT YOUR STORY TO LIVE LONGER THAN 24 HOURS

# Rules Of Stories

- DIMENSIONS - 1080X1920
- AVOID TEXT AT THE VERY TOP OR BOTTOM
- EACH STORY IS 15 SECONDS - AVOID TOO MUCH TEXT
- VIDEO STORIES MUST BE 60 SECONDS OR LESS - INSTAGRAM WILL CUT INTO FOUR 15 SECOND CLIPS
- LONGER VIDEOS - CUT INTO CLIPS
- UPLOAD UP TO 10 IMAGES AT ONCE TO ADD TO YOUR STORY
- INSTAGRAM WANTS IN-THE-MOMENT STORY CONTENT - USE CREATOR MODE

# Encourage Actions On Your Stories

## USE YOUR STORY VISUALS OR COPY TO

- DRIVE ACTION - CLICK TO YOUR WEBSITE OR CONTENT PIECE
- DRIVE SHARES - PROVIDE VALUE THAT PEOPLE WANT TO SHARE

## USE STICKERS TO

- START CONVERSATIONS
- SURVEY YOUR AUDIENCE
- GET FEEDBACK ON A NEW OFFERING/PRODUCT
- GET AUDIENCE TO EXPLORE YOUR CONTENT

# Why Stickers?

ENGAGEMENT - ENCOURAGE YOUR FOLLOWERS TO TAKE ACTION

- REPLY
- VOTE
- TAKE A QUIZ
- SWIPE UP
- DONATE
- TURN THE SOUND ON
- ETC...

# Add Hashtags

INCREASE YOUR STORY'S REACH WITH RELEVANT HASHTAGS - UP TO 10 PER STORY

KEY IS TO HIDE THE HASHTAGS SO THAT THEY DON'T TAKE THE AUDIENCE AWAY FROM YOUR STORY

- ADD AND HIDE THE HASHTAGS WITH SOME STICKERS
- ADD AND HIDE THE HASHTAGS WITH BACKGROUND COLOR

HIDING YOUR HASHTAGS STILL ALLOWS YOUR STORY TO BE FOUND IF SOMEONE SEARCHES A POPULAR INDUSTRY HASHTAGS.

# Go Live

- WHEN YOU'RE READY, CLICK TO START YOUR LIVE VIDEO
- THERE WILL BE A QUICK CONNECTION TEST, AND THEN YOU'LL BE LIVE
- YOU CAN SCROLL TO ADD EFFECTS
- THE NUMBER OF VIEWERS AND COMMENTS WILL BE AT THE BOTTOM
- OPTION TO ADD A COMMENT AND PIN IT TO THE TOP
- YOU CAN ALSO HIDE COMMENTS BY CLICKING THE THREE DOTS NEXT TO COMMENTS AND CHOOSING "TURN OFF COMMENTING"
- YOU CAN SEE HOW MANY OF YOUR FOLLOWERS ARE ACTIVE AND THEY WILL BE NOTIFIED WHEN YOU GO LIVE
- TAP "END - CROSS ICON" IN THE UPPER RIGHT HAND
- INSTAGRAM WILL LET YOU KNOW YOUR VIDEO HAS ENDED
- YOU CAN CHECK YOUR LIVE IN THE LIVE ARCHIVE
- FROM YOUR LIVE ARCHIVE YOU CAN EITHER SHARE OR DOWNLOAD THE VIDEO

YOU CAN RUN A PRACTICE LIVE SESSION WITH YOURSELF ONLY, OR WITH SELECTED AUDIENCES

# Live Ideas

- ASK ME ANYTHING
- PRODUCT LAUNCHING
- TEAM MEETS/PARTIES
- WEBINAR/SEMINAR



# Optimizing Instagram

Measure Results Relevant To Your  
Business And Adjust Accordingly

# How To Measure Success

## VIA THE APP

- GET A LOOK AT YOUR CONTENT PERFORMANCE, ACTIVITIES ON YOUR ACCOUNT, GROWTH OF AUDIENCE ETC...

## VIA CREATOR STUDIO

- VERY GENERAL OVERVIEW BUT CAN DIVE INTO INDIVIDUAL PERFORMANCE OF YOUR POSTS AND STORIES

# Metrics What To Measure

DECIDE WHAT MATTERS TO YOUR BUSINESS BASED OF YOUR GOALS

## KEY OVERVIEW METRICS

- AUDIENCE GROWTH
- REACH
- IMPRESSIONS
- ENGAGEMENT RATE (POST ENGAGEMENTS DIVIDED BY POST IMPRESSIONS)
- ENGAGEMENT RATE PER FOLLOWER (TOTAL ENGAGEMENTS DIVIDED BY TOTAL FOLLOWERS COUNT MULTIPLIED BY 100)

# Feed Post Metrics

- COMMENTS
- SAVES
- SHARES
- VIEWS (VIDEO)
- LIKES
- WEBSITE/BIO LINK CLICKS (PROFILE LINKS)
- LINK CLICKS (DM CLICKS - USE URL SHORTENER & TRACKER)

# Other Metrics To Consider

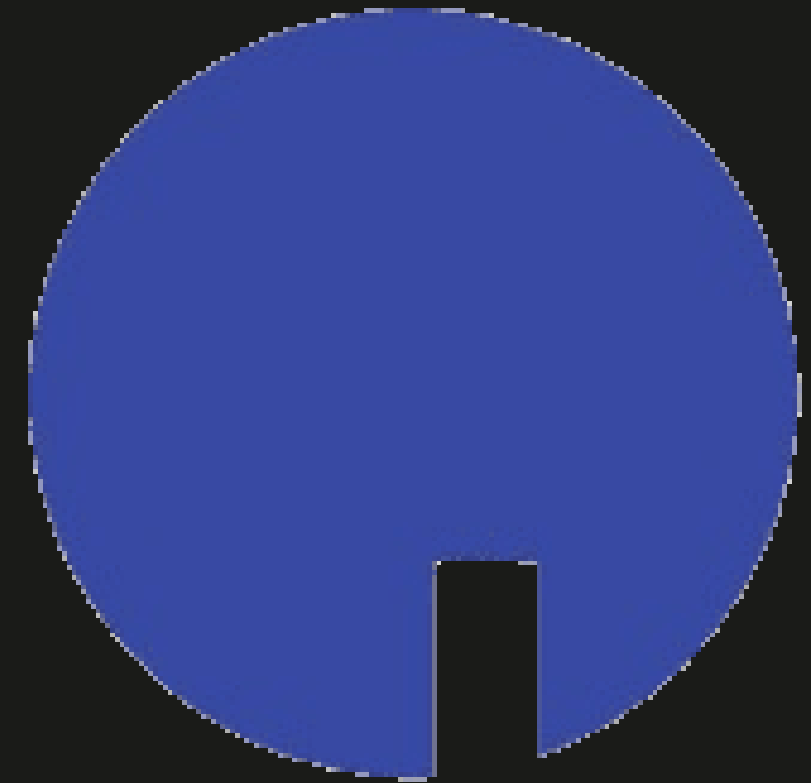
- PRODUCT OPENS (IF YOU TAG A PRODUCT IN YOUR POST)
- PROFILE VISITS (PEOPLE WANTING TO LEARN MORE ABOUT YOUR BRAND)
- REACH - NO OF UNIQUE USERS THAT SAW YOUR POST
- IMPRESSIONS - TOTAL NO OF TIMES USERS SAW YOUR POST

# Story Metrics

- CLICKS
- REPLIES
- SHARES
- PROFILE VISITS

METRICS ARE BASED ON STORY - BUT THE ABOVE METRICS WILL BE THE MAIN ENGAGEMENT MEASUREMENTS

# Facebook Marketing



# Basics Of Facebook

I

Profiles

FOR YOUR  
PERSONAL USE

2

Pages

- REQUIRED FOR RUNNING ADS
- FOR BRANDS
- SORT OF ONE WAY COMMUNICATION

3

Groups

- FOR NURTURING THE AUDIENCE
- TWO WAY COMMUNICATION

# Action Restrictions

- FRIEND REQUEST LIMIT: 1,000 FRIENDS REQUESTS IN QUEUE AND 5,000 CONFIRMED FRIENDS
- MASS FOLLOW LIMIT: THE ACCOUNT GETS BANNED AFTER 400-450 FOLLOWS IN 24 HOURS, AND IT WILL REQUIRE PROVIDING AN ID TO UNBLOCK IT;
- ADDING FRIENDS TO GROUP LIMIT: NO MORE THAN 600 IN 24 HOURS;
- ADDING FRIENDS TO GROUP LIMIT (FOR THE GROUP): NO LIMIT;
- ADDING FRIENDS TO PAGE LIMIT: 2000-2500 IN 24 HOURS;
- ADDING FRIENDS TO PAGE LIMIT (FOR THE PAGE): 10 000 IN 24 HOURS;

# Action Restrictions

- JOINING A GROUP/PAGE LIMIT: 25 IN 24 HOURS.
- LIKES LIMITS: NO MORE THAN 5000 IN 24 HOURS;
- PAGES LIKES: APPROXIMATELY 5000 IN A DAY. HOWEVER, SOME PEOPLE CLAIMED, THEY'VE SUCCESSFULLY REACHED 10000 LIKES AND WEREN'T BANNED;
- MESSAGES LIMITS: UP TO 150 AT A TIME.
- FORWARDING MESSAGES: TO 5 PEOPLE OR GROUPS AT A TIME.

# Facebook Page Optimization

- CHOOSE THE RIGHT CATEGORY FOR YOUR BUSINESS PAGE
- GET A VANITY URL
- PERFECT YOUR PROFILE PICTURE
- SPICE UP YOUR COVER PHOTO
- CHOOSE YOUR CTA BUTTON
- DON'T POST WITHOUT A CONTENT CALENDAR
- POST MORE THAN JUST LINKS
- PAY ATTENTION TO IMAGE SIZES
- OPTIMIZE YOUR POST TIMING

# Facebook Page Optimization

- FOLLOW THE “70-20-10” RULE
  - POST ORIGINAL CONTENT 70% OF THE TIME.
  - POST CONTENT RELEVANT TO YOUR FOLLOWERS’ INTERESTS 20% OF THE TIME.
  - POST SELF-PROMOTIONAL CONTENT 10% OF THE TIME.
- SPEED UP YOUR RESPONSE TIME
- SHARE USER-GENERATED CONTENT
- DON’T IGNORE YOUR ANALYTICS
- PARTNER WITH INFLUENCERS

Facebook &  
Instagram  
Ads

# Why Facebook Ads?

- THE BEST DEMAND GENERATION PLATFORM ON THE WEB
- UNMATCHED TARGETING OPTIONS
- CHEAP, EFFICIENT, NO MINIMUM TO START
- HIGHLY SCALABLE:
  - 2.91 BILLION MONTHLY ACTIVE USERS. 36.8% OF WORLD POPULATION
  - 77% OF INTERNET USERS ARE ACTIVE ON AT LEAST ONE META PLATFORM
  - FACEBOOK IS THE 7TH MOST VALUABLE BRAND IN THE WORLD

SOURCE

# Google Ads vs Facebook Ads

- GOOGLE ADS - DEMAND FULFILMENT
- FACEBOOK ADS - DEMAND GENERATION
- EXAMPLE: NEW INVENTION, AN ANDROID + IOS DEVICE. NO SEARCHES ON GOOGLE BECAUSE THERE IS NO DEMAND
  - GET INTEREST OF TARGET AUDIENCE VIA DISPLAY ADS (DEMAND GENERATION)

# Power Of Facebook Ads - Right Targeting

- EASY TO TARGET IN SEM WITH KEYWORDS - BUYER CONTENT IS CLEAR (DEMAND FULFILMENT)
- DISPLAY ADS - DEMAND GENERATION - TARGETING IS THE MOST IMPORTANT FACTOR
- FACEBOOK KNOWS MORE ABOUT YOU THAN YOURSELF, YOUR SPOUSE OR YOUR FAMILY & FRIENDS
- MORE TARGETING OPTIONS - (INTEREST, DEMOGRAPHICS, LOOKALIKE AUDIENCE)

Companies That Tries To But  
Facebook

Companies Acquired By Facebook

# Things You Can Achieve With Facebook Ads

- BUILD BRAND AWARENESS FOR B2C COMPANIES
- BUILD A COMMUNITY ON FACEBOOK GROUPS - USE IT FOR MARKET RESEARCH
- GET TRAFFIC TO YOUR WEBSITE - BUILD AN EMAIL LIST OR GENERATE SALES
- RETARGET PEOPLE ON FACEBOOK - GET SALES OR BOOST CONTENT ASSETS

# The Marketing Funnel

HOW THE MARKETING FUNNEL WORKS FROM TOP TO BOTTOM

# What Not To Do With Facebook Ads

- DO NOT USE FACEBOOK ADS FOR GETTING MORE “LIKES”. ORGANIC REACH KEEPS GOING DOWN AND THESE USERS MAY NOT BE YOUR CUSTOMERS
- GET PEOPLE OFF FROM FACEBOOK, GET THEM TO A LANDING PAGE, GET THEM REGISTER ON THAT LANDING PAGE, SO IF I HAVE THEIR EMAIL ID, I CAN REACH THEM DIRECTLY.
- USE FB PIXEL TO RETARGET YOUR WEB VISITORS
- DO NOT SELL UPFRONT

# Campaign Objectives

1

AWARENESS

2

CONSIDERATION

3

CONVERSION

AS YOUR BUSINESS GROWS, YOUR CAMPAIGN GOALS WILL CHANGE. FIRST, YOUR CAMPAIGNS MAY FOCUS ON BUILDING AWARENESS AND ACQUIRING NEW CUSTOMERS. LATER, YOU MAY ENCOURAGE PEOPLE TO MAKE A PURCHASE OR SIGN UP FOR AN EVENT.

# 1

## AWARENESS

OBJECTIVES THAT GENERATE INTEREST IN YOUR PRODUCT OR SERVICE. INCREASING BRAND AWARENESS IS ABOUT TELLING PEOPLE WHAT MAKES YOUR BUSINESS VALUABLE. FOR EXAMPLE, JASPER'S MARKET IS GOING TO LAUNCH A SMALL REGIONAL CHAIN OF SUPERMARKETS. USING THE BRAND AWARENESS OBJECTIVE, THEY CAN CREATE A CAMPAIGN THAT HIGHLIGHTS THEIR FRESH, ORGANIC PRODUCE TO PEOPLE IN THE LOCAL AREA.

### BRAND AWARENESS

INCREASE PEOPLE'S AWARENESS OF YOUR BUSINESS, BRAND OR SERVICE.

### REACH

SHOW YOUR AD TO AS MANY PEOPLE AS POSSIBLE IN YOUR TARGET AUDIENCE.

2

## CONSIDERATION

OBJECTIVES THAT GET PEOPLE TO THINK ABOUT YOUR BUSINESS AND SEEK MORE INFORMATION. FOR EXAMPLE, JASPER'S MARKET HAS A WEBSITE THAT TELLS THEIR STORY AND LISTS SOME OF THEIR SHOP'S UNIQUE OFFERINGS. USING THE TRAFFIC OBJECTIVE, THEY CAN CREATE A CAMPAIGN THAT ENCOURAGES PEOPLE TO VISIT THEIR SITE TO LEARN MORE.

### TRAFFIC

SEND PEOPLE FROM FACEBOOK TO ANY DESTINATION YOU CHOOSE, SUCH AS YOUR WEBSITE'S LANDING PAGE, A BLOG POST, APP, PHONE CALL ETC.

### ENGAGEMENT

REACH PEOPLE MORE LIKELY TO ENGAGE WITH YOUR POST. ENGAGEMENT INCLUDES LIKES, COMMENTS AND SHARES BUT CAN ALSO INCLUDE OFFERS CLAIMED FROM YOUR PAGE.

### APP INSTALLS

SEND PEOPLE TO THE SHOP WHERE THEY CAN DOWNLOAD YOUR BUSINESS'S APP.

### VIDEO VIEWS

SHARE VIDEOS OF YOUR BUSINESS WITH PEOPLE ON FACEBOOK MOST LIKELY TO WATCH IT.

### LEAD GENERATION

COLLECT LEADS FOR YOUR BUSINESS. CREATE ADS THAT COLLECT INFO FROM PEOPLE INTERESTED IN YOUR PRODUCT, SUCH AS SIGN-UPS FOR NEWSLETTERS, OR HAVE PEOPLE GIVE YOUR BUSINESS A CALL.

### MESSAGES

CONNECT WITH PEOPLE ON MESSENGER, INSTAGRAM DIRECT AND WHATSAPP. COMMUNICATE WITH POTENTIAL OR EXISTING CUSTOMERS TO ENCOURAGE INTEREST IN YOUR BUSINESS.

# 3

## CONVERSION

OBJECTIVES THAT ENCOURAGE PEOPLE INTERESTED IN YOUR BUSINESS TO BUY OR USE YOUR PRODUCT OR SERVICE. FOR EXAMPLE, JASPER'S MARKET HAS OPENED A FEW NEW LOCATIONS. USING THE STORE TRAFFIC OBJECTIVE, THEY CAN CREATE A CAMPAIGN TO ENCOURAGE POTENTIAL CUSTOMERS TO STOP BY THEIR NEAREST SHOP.

## BRAND AWARENESS

INCREASE PEOPLE'S AWARENESS OF YOUR BUSINESS, BRAND OR SERVICE.

## REACH

SHOW YOUR AD TO AS MANY PEOPLE AS POSSIBLE IN YOUR TARGET AUDIENCE.

# Types of Facebook Ad Formats

1

IMAGE

2

VIDEO

3

CAROUSEL

4

INSTANT EXPERIENCE

5

COLLECTION

# Facebook Lead Ads Tricks & Hacks

- GET MORE LEADS ORGANICALLY FROM LEAD ADS CAMPAIGN
  - IN THE LEAD FORM SETTINGS OPTION NEED TO CHANGE THE FORM CONFIGURATION
  - BY DEFAULT, IT IS RESTRICTED - WHICH MEANS THIS FORM CAN ONLY BE FILLED/SUBMITTED BY PEOPLE WHO RECEIVE YOUR AD DELIVERY DIRECTLY
  - TO BE MORE PRECISE, WHEN YOU CHOOSE THE RESTRICTED OPTION, YOU ARE DIRECTLY DISABLING THE SHARE FEATURE IN YOUR AD
- AVOID JUNK LEADS FROM LEAD ADS
  - ENABLE A REVIEW STEP BEFORE SUBMITTING THE FORM
  - WHILE CREATING A LEAD FORM, CHOOSE HIGHER INTENT UNDER THE FORM TYPE SECTION
- ADD MANDATORY SHORT ANSWER QUESTIONS IN THE LEAD FORM
  - WE CAN GAUGE THAT THE PERSON IS REALLY INTERESTED IN OUR PRODUCT/SERVICE WHEN S/HE TAKES TIME TO PROVIDE THE INFORMATION
  - AT LEAST THEY ARE NOT TIME KILLERS WHO JUST FILL OUT THE FORM TO KNOW WHAT YOUR PRODUCT/SERVICE IS ALL ABOUT
- USE THE APPOINTMENT SCHEDULING FEATURE OF THE LEAD FORM
  - YOU CAN FIND THE APPOINTMENT SCHEDULING OPTION IN THE CUSTOM QUESTIONS OPTION

# Facebook Lead Ads Tricks & Hacks

- MAKE USE OF THE INTRO SECTION IN THE LEAD FORM
  - THIS CAN BE AN IDEAL PLACE FOR YOU TO CONVINCING YOUR POTENTIAL CUSTOMER ON WHY S/HE NEEDS TO OPT FOR YOUR SERVICES
- INTEGRATE WHATSAPP MESSAGE AS A CALL TO ACTION BUTTON IN THANK YOU SCREEN
  - YOU NEED TO SELECT THE VIEW WEBSITE OPTION AND THEN IN THE WEBSITE LINK YOU CAN PUT THE CUSTOM URL OF WHATSAPP
  - IN THE BUTTON TEXT OPTION - MESSAGE US ON WHATSAPP
  - POSTCRON - THROUGH WHICH YOU CAN EASILY CREATE THE CUSTOM URL OF WHATSAPP NUMBER
- GET FOLLOWERS TO YOUR FACEBOOK PAGE FOR FREE
  - INVITE THE PEOPLE WHO HAVE REACTED TO YOUR AD COPY
- USE FACEBOOK OFFER ADS
- USE CREATIVE HUB TO CHECK INSPIRATIONAL AD COPIES
  - [HTTPS://WWW.FACEBOOK.COM/ADS/ADBUILDER/HOME](https://www.facebook.com/ads/adbuilder/home)
- START ALL NEW ADS FROM THE BEGINNING OF THE DAY
- WHEN YOU BEGIN THE ADS FROM THE START OF THE DAY, FACEBOOK SPENDS YOUR DAILY AD BUDGET EQUALLY OVER THE 24 HOURS DURATION.

# Facebook Lead Ads Tricks & Hacks

- MAKE USE OF BRACKETS AND EMOJIS TO GRAB THE ATTENTION
  - USE AUTOMATION RULES TO SAVE THE AD SPEND
  - WHEN YOU HAVE MANY ADS RUNNING PARALLELY, IT BECOMES DIFFICULT TO KEEP TRACK OF THE PERFORMANCE OF EACH & EVERY CAMPAIGN & THE ADS.
  - THIS IS WHERE THE 'AUTOMATION RULES' COMES TO YOUR RESCUE.
  - WITH THE HELP OF PRE-DEFINED RULES, YOU CAN MANAGE MULTIPLE CAMPAIGNS, AD SETS & EVEN ADS IN A MUCH EASIER WAY.
  - THE RULES CAN BE AS SIMPLE AS GETTING A NOTIFICATION WHEN THE AD FREQUENCY REACHES A PARTICULAR NUMBER, OR IT CAN BE TURNING OFF THE ADS WHEN THE COST PER LEAD IS GREATER THAN INR 200, ETC.
- TAKE THE HELP OF AUDIENCE INSIGHTS TO UNEARTH NEW TARGETING OPTIONS
  - BUSINESS SUITE > INSIGHTS > AUDIENCE
  - BEFORE YOU START YOUR AD CAMPAIGN, ENSURE YOU GET MORE DETAILS ABOUT YOUR TARGET AUDIENCE USING 'AUDIENCE INSIGHTS'.
  - THIS HELPS YOU TO TARGET THE RIGHT AUDIENCE & REDUCE THE COST PER RESULT.

# Facebook Lead Ads Tricks & Hacks

- USE LOCATION TARGETING IN A PROPER WAY
  - DROPDOWN OPTION IN LOCATIONS
- USE BRAND AWARENESS ADS INSTEAD OF POST BOOST
  - WHEN YOU BOOST A POST FROM YOUR FACEBOOK PAGE, YOU ARE JUST REACHING MORE PEOPLE WITH YOUR MESSAGE. YOU WON'T HAVE THE FLEXIBILITY TO CHOOSE PLACEMENT, DETAILED TARGETING, ETC.
  - WHEN YOU USE ADS MANAGER & CHOOSE BRAND AWARENESS AS A CAMPAIGN OBJECTIVE, YOU GET CONTROL OF DETAILED TARGETING, PLACEMENTS, ETC.
- USE SHUTTERSTOCK IMAGES IN THE ADS FOR FREE
- USE “MESSAGE ON WHATSAPP” AS A CALL TO ACTION BUTTON
  - CONVERSION
- USE TEXT INSTEAD OF A URL IN AN AD
- YOU CAN ACTUALLY INCLUDE ANY TEXT YOU WISH TO HAVE IN THE DISPLAY URL SECTION, PROVIDED YOU FOLLOW THE FORMAT OF A STANDARD URL.
  - LIMITED.TIME.OFFER
  - OFFER.ENDS.TONIGHT
  - LAST.25AVAILABLE.INSTOCK

# Facebook Lead Ads Tricks & Hacks

## HACK TO BUILD SOCIAL PROOF FOR AN AD

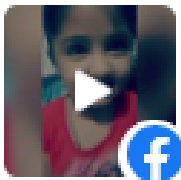
- EACH 7 EVERY POST AD COPY/POST THAT YOU CREATE IN THE ADS MANAGER WILL HAVE A UNIQUE POST ID
- YOU CAN PASTE THIS UNIQUE ID OF THE PREVIOUS AD TO USE IN YOUR NEW AD
- YOU CAN USE THE SAME UNIQUE ID AT THE AD COPY LEVEL WHILE CREATING OR SELECTING THE CREATIVE
- THIS HACK HELPS YOU TO ACCUMULATE USER ENGAGEMENT & BUILD SOCIAL PROOF ON A SINGLE AD & CONVERT IT INTO A BEST-PERFORMING AD COPY FOR YOU
- THIS HACK WON'T WORK IF YOU WISH TO MAKE ANY CHANGES TO THE AD COPY OR YOU NEED TO CHANGE THE OBJECTIVE OF YOUR NEW AD. SO USE THIS HACK ACCORDINGLY TO BUILD A SOCIAL PROOF OF AN AD

Published

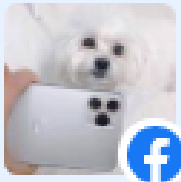
More ▾

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Posts



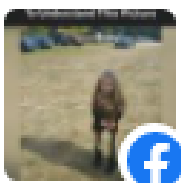
Super Cute Girl ❤️



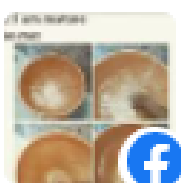
Close Enough 😂👏🤪



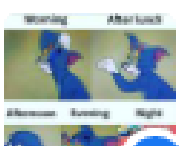
What You Say?? #c



What About You?



LOL #funny



Who Else? 😊🤪



Boost post

Close Enough 😂👏🤪

January 16, 2020 at 1:25 PM

ID: 3467339676672829

Interactions

36 reactions

2 comments

5 shares

Overview

Performance

Feed preview

Performance

Reach ⓘ

Total

585

Organic	585 (100%)
Paid	0 (0%)

Engagements ⓘ

Reactions

36

Comments	2
Shares	5

View details

Negative interactions ⓘ

Total

0

Unique

# Social Media Management Tools

- [HTTPS://WWW.FALCON.IO/](https://www.falcon.io/)
- [HTTPS://WWW.HOOTSUITE.COM/](https://www.hootsuite.com/)
- [HTTPS://SPROUTSOCIAL.COM/](https://sproutsocial.com/)
- [HTTPS://WWW.SALESFORCE.COM/EU/PRODUCTS/MARKETING-CLOUD/SOCIAL-MEDIA-MARKETING/](https://www.salesforce.com/eu/products/marketing-cloud/social-media-marketing/)
- [HTTPS://KHOROS.COM/](https://khoros.com/)
- [HTTPS://WWW.SPRINKLR.COM/SOCIAL-ENGAGEMENT/](https://www.sprinklr.com/social-engagement/)

# More Tools

- HASHTAG GENERATORS
  - [HTTPS://METAHASHTAGS.COM/](https://metahashtags.com/)
  - [HTTPS://INFLACT.COM/TOOLS/INSTAGRAM-HASHTAG-GENERATOR/#/TOPICS/](https://infect.com/tools/instagram-hashtag-generator/#/topics/)
  - [HTTPS://GRAVTAG.COM/](https://gravtag.com/)
- URL CUSTOMIZE & SHORTENER
  - [HTTPS://BITLY.COM/](https://bitly.com/)
  - [HTTPS://WWW.HOOTSUITE.COM/PAGES/OWLY](https://www.hootsuite.com/pages/owly)
- [SOCIAL MEDIA CALENDAR TEMPLATE](#)

SHIVANI BAIG

Thank you!

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