



A complete guide

INSTAGRAM STORY SECRETS

Get visible
online and win
clients: Attract,
engage and
convert
followers onto
customers

23-page guide

How to Create a Killer Brand With Instagram and Instagram Stories

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How to Create a Killer Brand With Instagram and Instagram Stories

Did you know that Instagram is actually the second largest social network in terms of users? Did you know that it has some of the very best engagement out of any platform too? That may surprise you seeing as many people aren't aware of just how big Instagram really is. That quickly becomes apparent though, when you look at some of the massive celebrities that owe their entire careers to Instagram. These are people who have become highly successful and found very lucrative sponsorship deals, simply by posting photos of themselves working out, wearing nice clothes or travelling the world.

They're doing what they love, taking photos of it... and then getting paid huge amounts for their roubles! That should tell you something about how powerful Instagram is and hopefully get you excited for the possibilities. Not only could you become one of those wealthy people but you could also leverage the platform to promote an existing business too. Many big companies are using Instagram to make a massive splash and are seeing massive increases in their profits as a result.

In this guide, you'll learn how to use Instagram stories to create a highly successful brand and we'll see how you can apply the same principles to create a highly successful brand and how you can leverage Instagram stories and Instagram live video – in order to make an even bigger impact than ever before. Get ready, because we're about to change your entire perspective on the nature of Instagram marketing!



Why is Instagram Important for Your Brand and Why NOW is the Best Time to Get Involved

When it comes to social media marketing for business, a lot of companies and brands will tend to focus on LinkedIn, Twitter and Facebook. In many ways, these are the ‘big three’ and it’s easy to overlook the others.

It’s important that you don’t forget the other social media platforms however as one of the central tenets of good social media marketing is to ‘be everywhere’. And more to the point, you specifically need to make sure that you aren’t missing out on Instagram.

Why? Simple: because Instagram is actually the second biggest social media platform online! If you are ignoring Instagram, you are missing out on one of the largest audiences on the internet.

Another very important reason not to overlook Instagram is that it also happens to have some of the very best engagement on the net, as well as some of the very best ROI!

How to Use Instagram to its Full Potential

The thing that makes Instagram so powerful is the simple fact that it is a visual medium. As they say: a picture can tell a thousand words and this makes it much easier to get an emotional response from your posts and to thereby encourage people to want to want to buy from you. What’s more is that photos and videos also take a fraction of the time to post compared with written content! In terms of the amount of time you put in versus the potential benefit, Instagram is pretty much unparalleled.

Why is Instagram Important for Your Brand and Why NOW is the Best Time to Get Involved

Your objective then, is to identify what the ‘value proposition’ of your brand is. What is your promise? How are you going to make life better for your audience? Once you can answer those questions, you can then focus on demonstrating this in your photos – showing people who are very fit and healthy, who look stunning in great clothes, or who are powerful and successful. This way you can inspire your audience and motivate them and ultimately show the promise of your products and services.

Instagram's Stories

Stories let you send short-term images and videos for your viewers to enjoy that brings them along with you on your adventures and that helps you to stand out in the home feed. Stories expire in 24 hours, however they are automatically saved in your IG archive. Live video meanwhile gives you a way to interact directly with your audience in a live format that lets them speak with you directly. This is huge for engagement and can help you to drive more traffic to your sites than ever before while building a much closer relationship with your viewers!



The Power of Instagram Stories

This might seem like small or unexciting feature as everyone is excited about Reels but actually, it represents a bold step into the power of Instagram for brands and business owners.

Why Instagram Stories Matter

Instagram Stories essentially give you an opportunity to communicate with your audience that is a lot more direct and immediate, which will right away help you to increase engagement with your audience.

This is because it makes your audience feel much more as though you are talking to them directly. By sharing a photo or video that they know you have only recently uploaded, they feel almost as though they are being ‘brought along for the ride’ and almost as though they are there with you. They make you relatable, and build a know-like-trust factor with your audience. People won't buy from you unless they trust you and see you as an expert or authority in your niche.

What's more, is that the temporary nature of the content will make it immediately more exciting because it will be time-limited. That means that if your viewers don't check it out quickly, then they will risk missing it entirely!

Another thing to consider about Instagram Stories, is that they will appear right at the top of your viewer's feed – thereby ensuring that they will be much more likely to see it.

The Power of Instagram Stories

How to Make Your Instagram Stories Successful

So, the question is: how do you go about making your Instagram Stories successful? What is the secret to doing this well? Perhaps the biggest challenge for many creators will be in knowing when to use Instagram Stories and when to upload photos as usual.

One way to think about this is to consider the difference between content that perfectly embodies your brand, versus content that you want to share with your current followers directly. Because sometimes, you might want to share a quote or a photo of your day. Letting your followers feel as though they are getting to know you is a great way to increase trust and brand loyalty and especially if you have a 'personal brand'. But the problem with this, is that it doesn't really say much about who you are or what your business is all about. Thus, you might not really want it to appear as a permanent inclusion to your 'grid'.

The question to ask yourself then is: would you be happy with this particular photo or video being the first impression that a visitor has of your brand? If the answer is no, then perhaps it is better suited for your Instagram Stories.

And then there are the other options that Instagram Stories give you: the option to create live videos for instance, or to make 'boomerangs' which are essentially short repeating videos much like GIFs. All of these provide you with new ways to more directly and personally reach out to your followers.

How to Win at Instagram: Sell the Dream

Before we get started with the practical advice, we need to focus on some theory. We need to see what makes a successful Instagram account tick and how this same principle can be applied to any kind of business.

And underpinning practically every successful Instagram account is just one key principle: selling the dream. So what precisely does that mean? Well, essentially it means that you're going to find your value proposition. You're going to find the 'thing that your business does for people' and how you are making lives better and then you're going to focus on that in a very emotive and compelling way.

A value proposition essentially means 'the thing that your business offers beyond the physical sum of your products' parts'.

For example then, you might sell clothes. If you sell clothes, then the physical sum of what you're selling is the fabric, the design work and the sewing. This is what gives you your price. But that's not where the value lies. The value lies in what you're claiming your product can do for people: how your product can make lives better. On the one hand, clothes make life better by keeping people warm. Hence the old adage: you don't sell hats, you sell warm heads!

But more importantly, clothes have a big impact on how we feel about ourselves and on how others see us. And this is where the real value proposition lies. This is what enables you to offer value to others. In other words, your clothes can make people feel more confident, look more attractive, make more money, have more luck with the opposite sex... maybe even get a pay rise. You want people to feel amazing and for that confidence and that boost in appearance to help them get whatever they want from life. And that is the 'dream' that you need to sell on Instagram.

So going back to the example we're working with here: the fitness brand. What is the 'dream' in this case?

Simple: if you have a fitness brand, then your dream is to be healthy, to look amazing, to be physically intimidating and to have more luck in relationships.

People who are physically very fit will look and feel amazing. They will wake up first thing in the morning with tons of energy. They will put on clothes and look excellent in them. They will draw positive attention from the opposite sex. They will perform better in their careers by virtue of looking more attractive: all these things are going to help them to get what they want in life and to feel great doing it.

And when you learn how to sell that on Instagram, you can build a massive loyal following and sell pretty much anything...



Do This Every Day to Build a Massive Brand on Instagram and Beyond

Do you sometimes look at the big brands on Instagram and Facebook and feel jealous?

Do you wish that you could earn a living doing the things you love and posting about it?

Would you love the fame that can come from having a personal brand?

Would you love to be able to earn money from a business that you created, instead of having to go into work every day?

What exactly does it take to get there? And can anyone do it?

The Set-Up

The answer is that anyone truly can build a massive online brand and gain hundreds of thousands of followers. But while this is true, it's also true that it isn't easy. It's going to take work and determination and it's going to take a good plan...

The first thing to recognise is that you need to get clear on your niche. You need to choose an industry that you absolutely love, are knowledgeable on and that you are happy to work at every single day. If you don't truly love the niche you pick, then you will grow disinterested in no time and you won't make any profit.

And this is important because if you want to have a highly successful brand and make it your living, then you need to treat it as though it is already your living. In other words, you need to put in full-time work and you need to post consistently with high quality content on all your channels.

How to Sell the Dream on Instagram

So how do you sell that dream on Instagram? And why is Instagram a platform that allows you to do this better than nearly other platform?

Partly, it is the visual nature. You know what they say: a picture can tell a thousand words. You can tell your audience that they should be fitter and healthier but that will pale in comparison to the emotional impact you'd get from showing them that healthy and fit lifestyle!

Likewise, Instagram will lend itself naturally because Instagram is all about making the everyday and the mundane look desirable and artistic.

That's what the 'filters' that you get from Instagram are all about. When you apply a filter to a photo, you are making it a little 'hyper real' and thereby increasing the emotional content. You are taking what you do and you are making it look that much more idealised. That is how you sell the dream, that is how you get an emotional response and that is how you build a following.

So if you have a fitness brand, what you need to do is to paint the lifestyle that you are selling. That means uploading photos of people running on beaches topless with beautiful sunsets behind them.

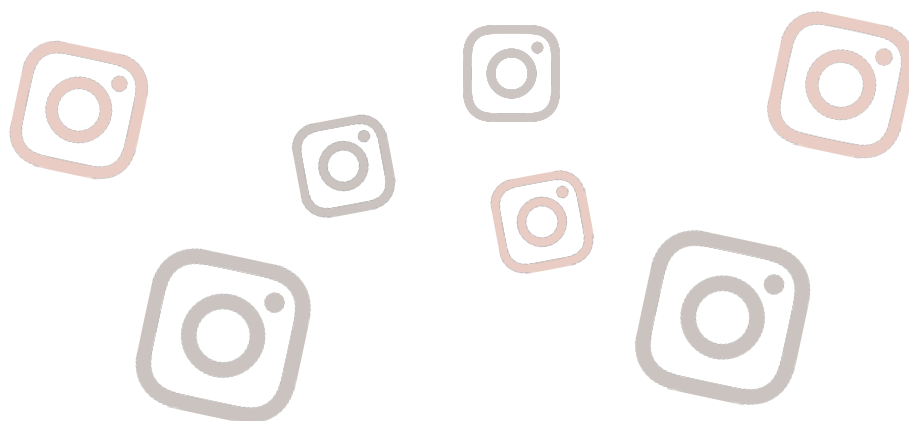
These people have got incredible abs, bronze skin and maybe they're running next to a stunning man or woman, laughing.

It might show a woman doing yoga in front of a sunrise while drinking a smoothie.

It might show a photo of someone training hard in the gym and looking incredible doing it.

To someone who wants to be fitter and healthier, to someone who wants to feel better about themselves, you are painting their ideal future. Your objective is not to make them feel inadequate about themselves: your objective is to make them feel inspired and to help them to dream about that perfect future.

Therefore, they will be moved to do what they can to get there and hopefully they will follow your advice to get there. When your advice becomes ‘buy this product’, they will be motivated by those powerful emotions to do just that. You have aligned their goals and dreams with your product and brand and in doing so, you have made it incredibly desirable.



You want to promote a certain lifestyle and communicate a particular way of life that your audience will find inspiring and that will convince them to follow your account, engage with your content and ultimately buy from you.

If you have a fitness brand for instance, then you need to portray a lifestyle that's all about health and fitness and that makes you appear to be in amazing shape and to have everything going for you. If you have a clothing brand meanwhile, then you need to show people looking beautiful and attractive and thereby sell that dream.

So, the question is... how do you go about selling the dream?

Think About the Details

When it comes to painting a picture with your Instagram pictures, it's crucial that you pay attention to the small details. You need to communicate an image of being successful, organised, healthy and confident. No one wants to buy from someone who seems as though they can't get their own act together!

And it's the tiny things you forget that can imply a lot about you.

For example, if you are taking photos of technology in order to make it look desirable on Instagram, then you need to think about the condition of the tech and you need to think about the backdrop. Is the phone that you're showing off covered in dust?

Because if so, then it's not going to look premium or desirable!

Is there a coffee stain on the table? Because if so, it's going to make your home look untidy and therefore unprofessional!

Even the weather matters. If you take a photo of someone outside in the sun, then that will look glossier and more professional than the very same photo taken in the rain.

Telling a Story

What you also need to think about, is how small details in your photo can allude to other things about yourself. Think about the story you are telling through the things that are present or absent in your image. For example, you can take a photo of yourself running, or you can take a photo of your running shoes covered in mud with your headphones strewn next to them for effect. In just a few words, this is telling your audience that you've just been on a run and it says something about your determination and your love of fitness. When you leave the viewer to fill in the blanks, it can often be more impactful than if you come right out and attempt to 'say' something with your photo.

Settings and Filters

Of course Instagram is all about the filters and this is one of the things that makes it so well suited to being used for marketing. A filter can increase the saturation and contrast in a photo, thereby making a sunny location look that much brighter and more vivid. Even if the viewers know it isn't true to life, it's all about the way it makes them feel. Other filters can make a photo more retro, or more 'grungy'. Think about the emotions you want to evoke and tweak your photo to suit!

Use all the Stories Features!

Instagram Stories are fun! Engage your audience by getting creative with stickers, backgrounds, sounds and GIFs!

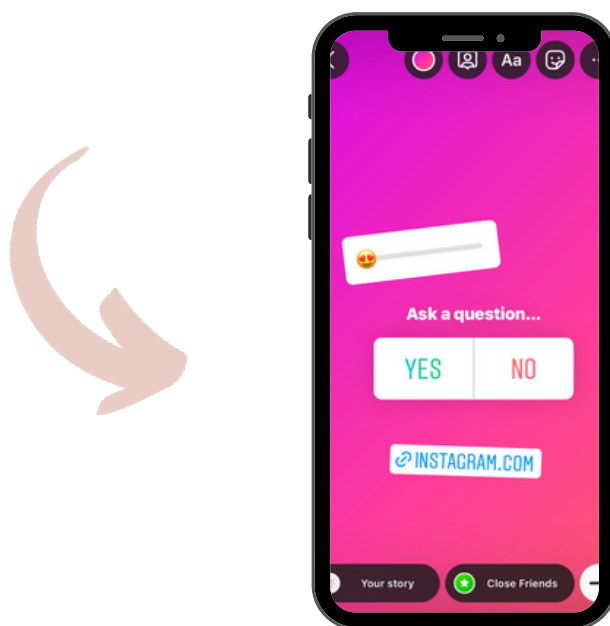
Get clear on what content resonates most with your followers by using questions and polls stickers so they can answer and engage with you.

Don't forget Hashtags in Instagram Stories to Improve Your Reach

To to get more views on your Instagram Stories, you need to add hashtags!

This is a great way to make sure your content is discovered by new audiences. When people search for a hashtag on Instagram, they will be able to find live stories - including yours!

And of course, make sure you use IG Stories' latest feature, the Link sticker, which you can now personalise and include a link in Stories to your website/programme/offer!



How to Tell a Thousand Words

So what does this look like in practice?

A good place to start is by identifying your brand and your mission statement. Make sure that you know precisely what your brand is and what it is that you hope to achieve through your product.

Don't just be about the money: have something more than that that you want to do for people.

Have a purpose and a goal, so that your followers can feel almost as though they are joining a movement when they hit that 'follow' button. Create a brand that people can feel excited about. Once you've done that, you can identify the kinds of pictures and videos you need to start uploading. This will allow you to make sure that you remain on-brand at all times and on-message. Consistency is highly important here, as if you are constantly posting about different subjects, then you will find that your followers become frustrated and unsubscribe.

If someone follows a fitness brand on Instagram, they do so because they are interested in fitness and they want to see more of that type of content. They do not do it because they want to see photos of your dog.

Stay on-message then and post every single day at least. To help you do this, something you can do is to take a bunch of photos in a few days and then keep them in a folder to fall back on on the days when you don't have much that you can use. Spend a day with a high quality photo and build up a selection of photos that way.

As for the type of photos or videos you create, you need to make these look as professional and as well composed as possible. Professional photos will help you to build authority and trust in your niche and will make you feel like a legitimate outfit, rather than some hobbyist taking photos in their spare time.

Meanwhile, you need to know how to frame and compose your shots in order to get the maximum emotional benefit...

The Tech

While it's great to have a professional camera with a good sensor, a high quality lens and lots of options allowing you to control things like the shutter speed, the best thing about IG Stories is that you don't need to use a professional DSLR camera.

Most smartphones today have great quality cameras, and that's all you need!

Getting a smartphone ring-light can help a great deal as that way you're not always going to be relying on it being sunny weather outside in order to take your photos.

Most of the photos you take will probably be spur of the moment and things that you snap while out and about – especially if you have a personal brand and if you live the lifestyle you preach. Take photos when you're out, so that people can feel like they're a part of your journey!

Some Tips for Taking Great Photos

Perhaps more important than the equipment is the person behind the camera. You need to know how to tell a story and how to make it into something that inspires people.

So what does it mean to tell a story? It means that your photo needs to communicate more than is in the frame. Think about that shot of someone doing sit ups on the beach in the evening. What does that tell you about this person and about their lifestyle? Sure, it says that they have great abs and they look good too. But it also tells you that they live somewhere beautiful and that they have the free time to actually enjoy that area of natural beauty. It also tells you that they have plenty of energy – enough energy to be working out at this time. And it tells you that they're dedicated. All these things are desirable and especially if they're tanned, good looking and wearing great clothes too! Running on the beach against a sunset says the same thing. But so too does a photo of footprints in the sand, or perhaps a pair of running shoes with headphones draped over them and a silhouette doing yoga in the background.

The more of a story you can tell in your photo, the more successful it will be: this way your photo is once again more than the sum of its parts and that is naturally engaging because people are going to want to know what the story is all about and they're going to want to try and piece it together.

It's also important that you design your photo so that nothing will shatter the image that you're trying to create.

For example, if you want to make an image of someone who is healthy and happy and who loves going on runs in the sun, then you need to ensure that you avoid cloudy, rainy skies that will ruin that impression. You need to make sure that the person in that photo is well groomed. And you need to ensure that they don't have any stains on them.

Of course you also need to make the photo as dynamic and as engaging naturally as it can be. That comes down partly to the quality of the camera but also to your own ability to frame the shot. Think about your foreground, middle ground and background. Ideally, you want something interesting in each layer as this will give your photo depth, meaning it will look more three dimensional. Try to find elements like paths or rivers that can lead the eye from the foreground into the background.

Another thing to consider is scale. Can you make something look bigger or smaller by its proximity to other items? Can you make something more exciting in that same way?

You should also always pay attention to where the light source is in relation to the subject. The best scenario is to have most objects lit from the side in portrait. This will create more dynamic and interesting shadows and is what is known as 'Rembrandt lighting'. Don't forget that you can cheat to make your photos look more beautiful and desirable by applying effects and filters. Just turn up the brightness a little, or if you want to go for a grungy gym aesthetic... turn it down!



Using Instagram Stories and Live Video

Stories allow you to create photos and videos that will only last for a short amount of time (24 hours) before self-destructing. They appear at the top of a follower's feed and thus have particularly good engagement. Live video meanwhile is broadcast live, giving you the opportunity to respond in real-time to comments being left on your videos and to actually directly interact with your followers. Both these tools provide you with a way to interact more directly with your fans and to give them a sense of knowing you a little better.

This works particularly well for personal brands. These are brands that rest on your own individual personality and that give you a more personal relationship with your audience. But even for start-ups and small businesses, giving people an insight into your working day can be a very powerful thing. As can being able to review a product live and actually respond immediately to questions. This makes such a big impression on visitors and is a fantastic way to build trust and authority. In both cases, these tools also allow you a little more freedom and leeway on the kind of content you create. When you post any picture to Instagram that will appear on your 'grid', you need to think about how this will look for people discovering your account for the first time. Every single picture could be someone's first impression of you and so you need to ensure that it fits your brand and your mission statement.

Conversely though, with the stories feature, you will be able to upload photos precisely for your existing followers, which can bring them along on trips, or which can even be intended as a joke. It won't impact on people checking you out for the first time but it will allow you to build a closer relationship with your existing followers and let them feel as though they are getting privileged access to your brand, your story and your lifestyle.

Certain content works particularly well for live video and for stories, whereas other content will work better on your main feed. Then there are the 'boomerangs' which work like small, looping GIFs and which can be highly viral when used well.



All of these things can help you to further sell the image of someone who is in incredible shape and who looks amazing – and of someone who can help others to do the same. The same principles will also apply whatever other niche your brand is and whether you are a blogger, a coach or a service/product based business owner.

How to Use Instagram's Live Video

Live is all the rage on social media right now.

There's a good reason for this. Live video is one of the biggest and most important innovations in social media so far and is one of the best tools that marketers have at their disposal for engaging with their audience.

Why Live Video Matters

The first thing to recognise about live video, is that it can effectively transport a viewer to another place, live. That means that you can invite your viewers along to join in in your workouts, to attend events with you, or to join you over your morning cereal.

Whatever the case, you will this way be able to more directly engage with your audience – while your audience will be able to share in a ton of different experiences. Videos show the real you, and make you more relatable in the eyes of your followers.

How to Harness Live Video

For now though, marketers, creators and business owners have a very unique opportunity. There is an audience out there that is excited for live video and it's something that more and more business owners are now capitalising on. That means that if you post live video, you will stand out – and that's a great way to get more attention for your channel and to get more engagement. And there are countless ways that you can use live video to promote a product or a service and to better engage with your audience.

One of the best things about Instagram Live Video for instance, is that it will allow you to see comments posted live on your videos as you're filming them. That means that you can then respond to those comments live and your audience can feel as though they are talking to you directly. Imagine how much this can improve your engagement and trust with your viewers, when they feel that you are a real person they can actually communicate with directly! Imagine if they can share their concerns about your products or services and you can directly put them to rest. Imagine if your favourite content creator were to go live over a breakfast vlog and if you had the opportunity to ask them questions and to tell them how much you appreciate their content. Imagine if you could look through their camera – live – and feel what it's like to walk down a red carpet with them, or to stand at the top of a mountain on their holiday.

These are the possibilities that live video creates and this is why you should get involved in Instagram Live! Simply tap the 'Plus' symbol at the top of your Instagram account to open up your Stories camera and then select 'Live'!

Are you ready to get visible online to attract your ideal clients and grow your business?

I hope you found this Instagram Stories guide helpful!

Think about how you can implement these simple and easy strategies to draw in more viewers, create engaging content, and encourage your followers to engage with your Stories.

You'll definitely see a massive boost in your your Instagram Stories engagement!



Hello! I'M GALI

Social media strategist and marketing
mentor

I've helped hundreds of businesses scale
to 6 and 7 figures over the past decade
and I'm known for getting results.
There's no magic formula to marketing
success, all it takes is good STRATEGY &
implementation. I know what works, and
I've helped hundred of clients do the
same.

Now it's your turn!

Ready to achieve the success you
deserve?

LET'S DO IT!



Gali

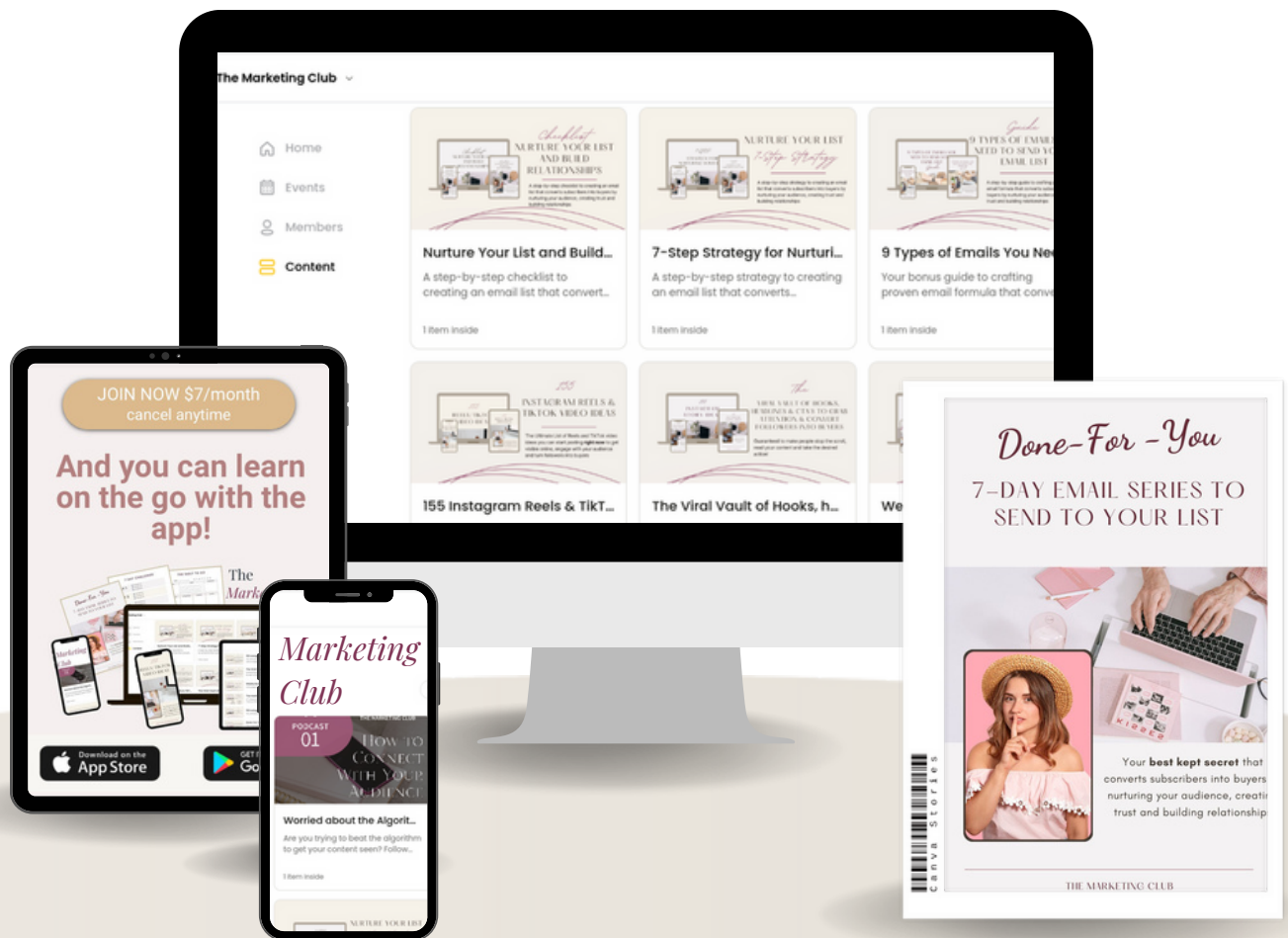


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