

DONE-FOR-YOU GUIDE

the Ultimate *Instagram*

PLAYBOOK

USE THIS PLAYBOOK AS YOUR STEP-BY-STEP STRATEGY FOR GROWING YOUR ONLINE PRESENCE

WITH MRR

BY EPRENEUR ACADEMY

A person wearing a teal suit jacket and white shirt with visible cuffs is shown from the chest down. Their hands are clasped in front of them, with one hand resting on the other's arm. The background is a solid light gray. Overlaid on the lower half of the image is a motivational quote in white, bold, italicized capital letters.

***EVERY MOMENT IS AN
OPPORTUNITY TO
CHANGE YOUR
PERSPECTIVE.***



01

Why You need to be on Instagram:

Let's face it - these days, if you want to be successful you **have** to be on social media.

Social media isn't just about posting selfies and liking friends' posts anymore. It's a strategic tool and key player in digital success. Today, it's the first place people go to in order to learn, engage, check out a new place to eat, shop or get support. It's essentially the search engine of the millennial and Gen Z age.

But why is it Instagram, above all other social media apps present in today's digital world that you really need to be on if you want to be successful? Well, currently there's over 1.35 billion active users on Instagram - with a prediction of 1.44 billion+ users by the year 2025. That's a LOT of people to market to and connect with. Your community is in there waiting for you, and it's one of the most effective ways to reach them. Statista found that nearly 60% of Instagram users are under 34, and 18.1% are between 35 and 44. Businesses can engage millennials through Instagram, and it's powerful for marketing to Gen Z and other segments.

But, with more than 25 million businesses on Instagram, competition is fierce. So in this guide, I'm going to teach you exactly how to leverage it for success, learn my favourite hacks, and start winning at IG yourself this year!

LET'S DO IT!





BUILDING YOUR *Community*

Building an active online community is no longer optional.

One thing many coaches, creators and small business owners have realized lately, is the growing importance of building + growing and scaling active and dedicated social communities, and this is true for Instagram especially.

In recent years, even the biggest brands on Instagram have been prioritizing growing and nurturing their communities above their other strategies. In fact, 9/10 people who work in social media agree, that building a community in 2023 and beyond is absolutely essential to success.

And research on social media users also aligns with this trend. As studies show, one in five social media users joined or participated in an online community in the last three months alone! And over the past three years, more than 1million (16% more) people talked about communities on social media than in 2020! More than one million (or 16% more) people talked about communities on social media since 2020!

Volume of online mentions about digital communities:

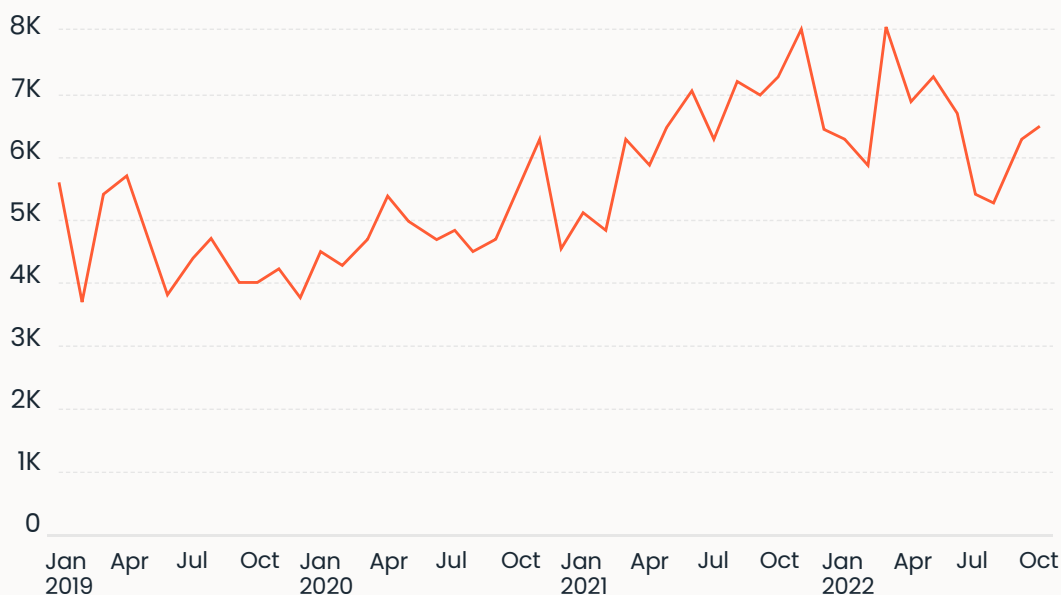


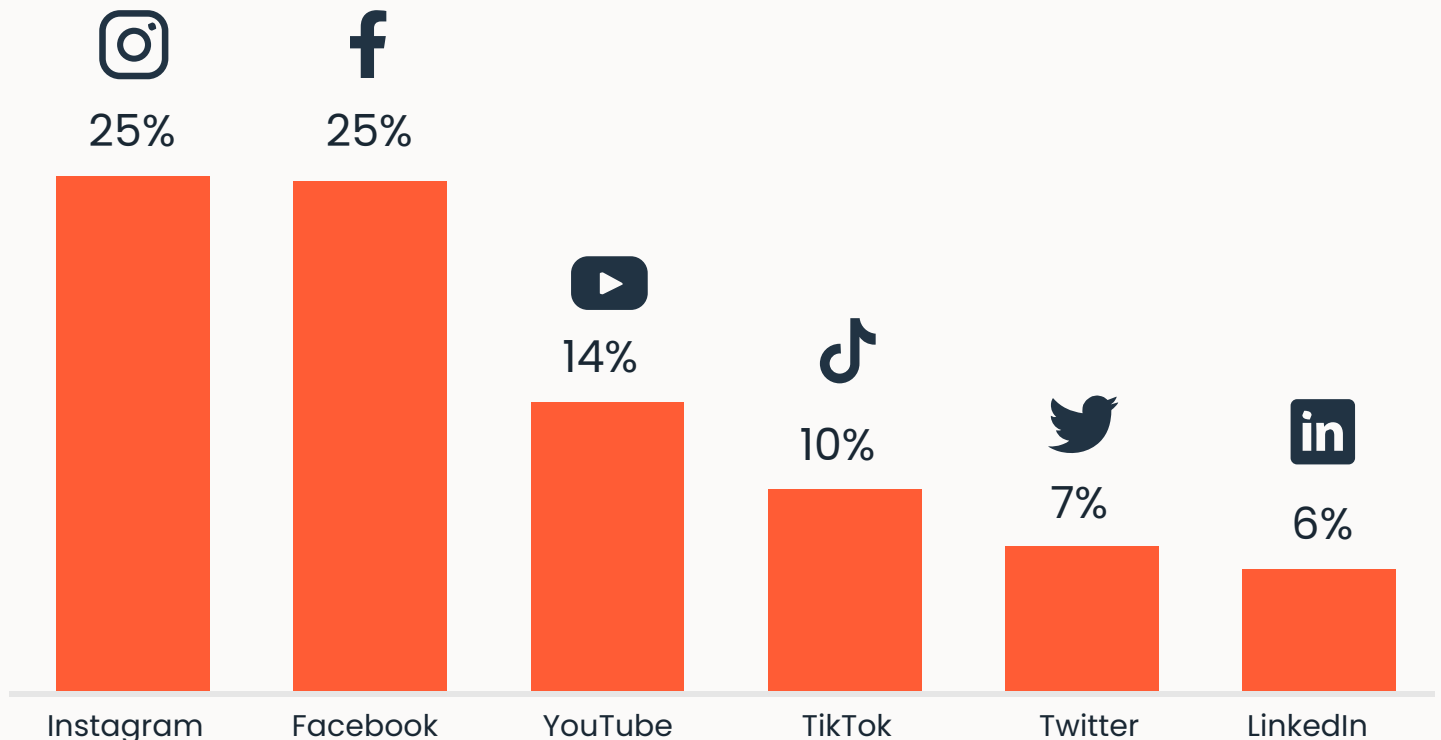
Chart shows volume of mentions about digital communities and brands over time. Data gathered from public online conversations from Twitter, Reddit, blogs, and forums between Jan 1, 2019 and Oct 31, 2022. Source: Brandwatch

BUILDING YOUR *Community*

Step One: Pick your platforms

So, where should you spend their time building your community? Well, you know I'm going to suggest Instagram, in fact – IG is the number one platform brands choose in order to grow and nurture their communities. But you may also want to tie in one or two other apps to your strategy. To do this, first, think about your target audience. Then, see which social networks are active for that demographic. Use the chart below to help you!

Which platform is most effective for building an active community on social media?



Your CHOICE

Consider your content type, format, and audience preferences to determine the most suitable platforms.

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Create a pros and cons list for each platform to make an informed decision.

[illegible]

COME UP WITH A STRATEGY

Once you've decided where you want to build your community, you need to start working on a strategy to find them.

An effective strategy should include: your goals, values and vision, knowing who your people are and where to find them, creating content that attracts them to your page, nurturing them into superfans, and nourishing them as a community.



THE NEXT STEPS:

In this E-book, this is exactly what we're going to do. Through the tasks and strategies in this course, you should learn exactly how to grow and nurture a large following on Instagram who truly appreciate what it is you do.

Now let's get on with the first stages on your new strategy; setting your goals, solidifying your niche, and finding your people!





STEP ONE: SET YOUR GOALS

The first thing you need to do, before any new big venture – is to set your goals.

In the ever-evolving landscape of social media, Instagram stands as a vibrant and dynamic platform where creativity and connection intersect. With its visual allure and vast user base, Instagram has become a powerhouse for individuals, brands, and influencers alike. In this digital age, it's not just about sharing moments; it's about crafting a purpose-driven presence.

In a world awash with content, setting specific goals on Instagram is not merely a choice; it's a necessity. Whether you're a budding influencer, a brand looking to make a mark, or an individual seeking to share your passions, defining clear objectives is

the cornerstone of a successful Instagram strategy. This e-book is your roadmap to understanding the significance of goals on this influential platform, helping you harness its power to build a meaningful and engaging online presence. Join us on this journey as we unravel the secrets to leveraging Instagram effectively, elevating your digital presence, and achieving your aspirations, one post at a time.

There are four goals that I want YOU to focus on setting before you move any further with your Instagram career!

These are your short-term goal, your mid-term goal, your 'BHAG' and your vision!

Let's set those together now.

INSPIRATION

STAY CONSISTENT
IN YOUR OWN



growing JOURNEY



AND CELEBRATE
YOUR *success.*

INSPIRATION

First **STEPS:**

Take a few minutes to think about your goals as a whole. What captivates your heart and mind? Which hobbies and topics resonate deeply with you? What do you feel strongly about?

Write your answer here...

Think about why you want to grow on Instagram. What do you want to gain? Do you want to share your knowledge, connect with others, or build a personal brand?

Write your answer here...

Finding **YOUR 'BHAG'**



WHAT IS A 'BHAG'?

Your 'BHAG', or 'Big Hairy Audacious Goal' is a big vision goal - something that feels out of reach, but is exactly what you would love to achieve if you had all the resources to do so! Here are some examples of existing company's 'BHAG's:

- Tesla: Accelerate the world's transition to sustainable energy
- Nike: Crush Adidas. This was their BHAG in the 1960s.
- Starbucks: Become the third place for people to gather, after work and home.
- Facebook: Connect every individual in the world.
- Google: Organize the world's information and make it universally accessible and useful.
- SpaceX: Enable humans to live on other planets. Elon Musk's goal with SpaceX is to eventually colonize Mars to make life multi-planetary.

BHAG is not just a lofty, unrealistic dream. It's a clearly articulated goal that, while daunting, is achievable with concerted effort, strategy, and innovation over a long period of time. It should guide you for years, if not decades to come! Think of your BHAG and write it out. Keep it somewhere where you'll see it daily!

<i>My</i> BHAG:	
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Finding YOUR VISION

HOW TO FIND YOUR VISION:

Your 'vision' is what should guide your every decision from here on out when it comes to your; instagram page, branding, business, content, and everything else! To find your vision, first answer these two questions:



WHAT BUSINESS OR INSTAGRAM PAGE DO YOU WANT TO CREATE?	
--	--

WHAT IMPACT DO YOU WISH TO HAVE ON YOUR TARGET AUDIENCE*	
--	--

*in other words: how will you make a difference in your niche?

Take a moment to review your answers, and compile these into one vision statement, for example:

"I will create an inspirational business page that encourages 'feeling stuck' women in their 30s to quit their jobs and have a successful freelance career as personal assistants" Now, write out your vision

<i>My</i> VISION:	
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Setting your **SHORT & MID-TERM GOALS**

Next, set your short-term and mid-term goals. It could be directly linked to what you want to achieve as a result of the course, or anything else in your business/personal brand/instagram page.



SHORT-TERM GOAL

Think of your short term goal as what you would like to have achieved 6 weeks from now.

WHAT I WANT TO HAVE ACHIEVED 6 WEEKS FROM NOW	
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MID TERM GOAL

Next, think of a mid-term goal. For this mid-term goal, I'd like you to think of where you'd like to be, and what you would have loved to of achieved, one year from now.



WHAT I WANT TO HAVE ACHIEVED ONE YEAR FROM NOW	
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Example: **MY VISION, GOALS & BHAG!**

MY VISION	<i>"HOLLER IS A SUCCESSFUL FEMALE-RUN MARKETING PAGE THAT ENCOURAGES COACHES , CREATORS AND BUSINESS OWNERS TO INCREASE THEIR ONLINE INFLUENCE, ON INSTAGRAM AND BEYOND. WITH A SPECIAL FOCUS ON WOMEN IN BUSINESS."</i>
WHAT I WANT TO HAVE ACHIEVED 6 WEEKS FROM NOW	IN 6 WEEKS, I WILL HAVE CREATED A CONNECTED GROUP OF CREATORS, COACHES AND BUSINESS OWNERS WHO WILL HAVE ACHIEVED TANGIBLE AND VISIBLE SUCCESS THROUGH THE 6-WEEK MENTORSHIP COURSE. I WILL ALSO HAVE INCREASED MY PRICES, CREATED CONSISTENT CONTENT, AND BE ON THE ROUTE TO DEVELOPING NEW TEMPLATES.
WHAT I WANT TO HAVE ACHIEVED ONE YEAR FROM NOW	ONE YEAR FROM NOW, I WILL HAVE GROWN HOLLER TO OVER 150,000 FOLLOWERS, RUN THE 6-WEEK MENTORSHIP SUCCESSFULLY A FURTHER 3 TIMES, STREAMLINED MY WORK-FLOW AND OFFER SYSTEMS, DOUBLED THE CONTENT ACADEMY MEMBERSHIP, AND INCREASED MY MONTHLY AVERAGE INCOME BY 3X.
MY BHAG	<i>TO BECOME A WORLD-RENOWNED EXPERT IN SOCIAL MEDIA MARKETING AND ONLINE INFLUENCE, AS ONE OF THE TOP EXPERTS IN MY FIELD GLOBALLY.</i>

I'VE LEFT THIS FINAL PAGE AS A BLANK COPY ON THE NEXT PAGE - IN CASE YOU'D LIKE ALL OF YOUR GOALS IN ONE PLACE. PRINTING THIS OUT AND STICKING IT SOMEWHERE YOU'LL SEE EVERYDAY IS A GREAT WAY TO STAY IN TUNE AND MOTIVATED WITH YOUR GOALS!

MY GOALS:

MY VISION	
WHAT I WANT TO HAVE ACHIEVED 6 WEEKS FROM NOW	
WHAT I WANT TO HAVE ACHIEVED ONE YEAR FROM NOW	
MY BHAG	

INSPIRATION

Your
PROFILE

INSPIRATION



Make your account into a PROFESSIONAL account – Instagram offers two types, Business & Creator. I recommend going with **Creator** because it offers more features!

OPTIMIZING YOUR BIO

Next you will want to start working on your **bio** – so that people who come your way will actually KNOW what you are about and how you can help them!

I recommend that your bio is structured something like this:



LET'S DO IT!



YOUR *Name*

Your name should have two things:

Your name (*obviously*)

What you offer/specialize in

****You can check the example in the screenshot on the previous page.***

Some examples:

“Digital Product Coach”

“Digital Product Seller”

“Instagram Business Coach”

It’s important to have keywords in your name for **SEO (search engine optimization)** purposes. SEO is a process used to help get your page in front of people searching for your niche. Simply put, it helps your page become more **findable**.



1st LINE

This is optional, however, it can be a good idea for your first line to have a snippet of **who you are** or a little about your **transformation journey** (so that people can *relate* to you!).

Some examples:

“SAHM turned 6-figure business owner”

“Australian living that digital income dream”

“9-5er turned digital product biz owner”

2nd LINE

This is optional, however, it can be a good idea for your first line to have a snippet of **who you are** or a little about your **transformation journey** (so that people can *relate* to you!).

Some examples:

“SAHM turned 6-figure business owner”

“Australian living that digital income dream”

“9-5er turned digital product biz owner”



3rd LINE

This is completely optional however if you have any kind of accomplishments, or experience that positions you as an “authority” then you can use this line to showcase this.

Some examples:

“Made over \$10k online”

“Sold 1000+ digital products”

“Helped 300+ moms start their own digital product biz”

4th LINE

Your fourth line should always be a powerful call-to-action! You can direct them to your digital product, a free guide (freebie/lead magnet) or to your DM’s for a chat about what you offer!



INSPIRATION

KEEP *pushing*
BOUNDARIES AND
never **STOP**
EVOLVING.

INSPIRATION

CREATING A CAPTIVATING *Brand* IMAGE

Your 'personal brand' is how people identify you online...

It's the imagery, tone of voice, and topics that people associate with you, and what people will remember you by. Every creator, influencer, small biz owner or coach should have one to really stand out in their field. A personal brand will help you achieve four things:

- make you more recognisable
- increase your engagement
- enhance your follower's trust
- strengthen your community

Let's go through each of the aspects of a personal brand, and what you should think about when creating yours.

Your vision, value and purpose

What is the authentic vision behind your account? What do you stand for? What values do you have? How do you inspire, educate or motivate others?





FONTS & COLORS

Think about the fonts you're using. Stick to one 'title' font, and one 'body text' font. Using readable fonts is not only more user-friendly and a big part of personal brand, but will also help Instagram's AI software to detect key words to categorize your content.

The Three Font Rules:

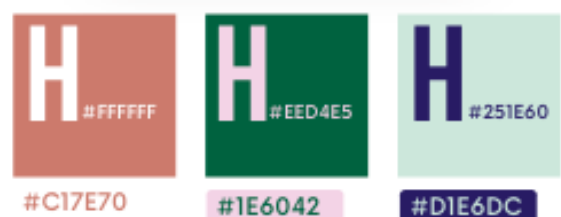
- The headline must be readable and versatile
- The body font must be easy to read, both for humans and algorithms
- All Fonts used must suit the brand and personality

Similarly, having a well contrasted color palette also makes your content more AI and user-friendly as well as being a key personal branding attribute. Think of a color scheme to represent you and your account. Make sure the color scheme makes sense with your audience. Use it repeatedly so that people get to know that color scheme as you.

FONT PAIRING EXAMPLES

Anton **BEBAS NEUE**
Open Sans now
League Gothic
Montserrat

CONTRACTING COLOUR EXAMPLES



TONE OF VOICE

FINDING YOUR OWN UNIQUE TONE-OF VOICE

How do you speak to your audience? How do they want to be spoken to? Tone of voice is equally as important to personal branding as colours and fonts are. Your tone of voice needs to make sense with your target audience, and must be consistent across all platforms. Use this graph below from creator @davetalas to help you figure it out:



Brand **STEPS:**

Define your core values and key characteristics that represent your brand.

Write your answer here...

Identify your unique style, voice, and visual elements that align with your brand.

Write your answer here...

What brand colors and fonts will you use in your content?

Write your answer here...

Brand **STEPS:**

MY VISION	
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BRAND ADJECTIVES (HOW DO YOU WANT PEOPLE TO FEEL): YOUR GOAL IN BRANDING SHOULD BE TO INFLUENCE OTHER PEOPLE'S PERCEPTION OF YOU. THINK OF THREE ADJECTIVES (DESCRIPTIVE WORDS) THAT YOU WANT PEOPLE TO ASSOCIATE WITH YOUR BRAND (**FOR EXAMPLE:** *FUN, LYAL, HONEST*, *'SILLY, FUNNY, CARE-FREE'*, *'STYLISH, LUXURY, DEPENDABLE'*.) WRITE THESE BELOW:

MY BRAND ADJECTIVES	
------------------------	--

YOUR ONE WORD (HOW DO YOU WANT PEOPLE TO THINK ABOUT YOU): BEYOND ADJECTIVES, MANY BRANDS HAVE WORKED HARD TO BE ASSOCIATED WITH A SINGLE WORD IN THE MINDS OF CONSUMERS. (**FOR EXAMPLE:** *MCDONALDS: 'FAST' - APPLE: 'INNOVATION', DISNEY: 'MAGIC'*) THINK OF WHAT ONE WORD YOU'D LIKE PEOPLE TO ASSOCIATE WITH YOU, AND PUT THAT HERE, BE IMAGINATIVE!

MY ONE WORD	
----------------	--

CHOOSING A BRAND ARCHETYPE

THERE ARE 12 BRAND 'ARCHETYPES' THAT ARE OFTEN REFERRED TO AND USED IN MARKETING AND BRANDING TO DEFINE A BRAND'S IDENTITY AND COMMUNICATE ITS ESSENCE TO CONSUMERS.

CHOOSING A BRAND ARCHETYPE CAN PROVIDE A BLUEPRINT TO DEVELOP A CONSISTENT AND RESONANT BRAND PERSONALITY.

BELOW ARE THE 12 'BRAND ARCHETYPES', WHAT EACH OF THEM REPRESENTS, AND EXAMPLES OF COMPANIES THAT ADOPTED THEM:

THE 12 BRAND ARCHETYPES:

THE INNOCENT – *PURITY AND SIMPLICITY.*

- EXAMPLE: DOVE (WITH ITS "REAL BEAUTY" CAMPAIGN).

THE EVERYMAN – *RELATABILITY AND COMMON TOUCH.*

- EXAMPLE: LEVI'S JEANS.

THE HERO – *COURAGE AND DETERMINATION.*

- EXAMPLE: NIKE ("JUST DO IT").

THE OUTLAW – *REBELLION AND COUNTERCULTURE.*

- EXAMPLE: HARLEY-DAVIDSON MOTORCYCLES.

THE EXPLORER – *FREEDOM AND PIONEERING SPIRIT.*

- EXAMPLE: JEEP.

THE CREATOR – *INNOVATION AND IMAGINATION.*

- EXAMPLE: APPLE.

THE RULER – *CONTROL AND LEADERSHIP.*

- EXAMPLE: ROLEX.

THE MAGICIAN – *TRANSFORMATION AND WONDER.*

- EXAMPLE: DISNEY.

THE LOVER – *PASSION AND ALLURE.*

- EXAMPLE: VICTORIA'S SECRET.

THE CAREGIVER – NURTURING AND PROTECTION.

- EXAMPLE: JOHNSON & JOHNSON.

THE JESTER – JOY AND ENTERTAINMENT.

- EXAMPLE: BEN & JERRY'S.

THE SAGE – WISDOM AND KNOWLEDGE.

- EXAMPLE: GOOGLE.

ARCHETYPES CAN PROVIDE A CLEAR AND EFFECTIVE FRAMEWORK FOR YOU (CREATORS, COACHES AND BUSINESSES) TO BUILD YOUR BRAND CONSISTENTLY ON SOCIAL MEDIA.

AMONG OTHER THINGS, CHOOSING A BRAND ARCHETYPE FOR YOUR SPECIFIC BRAND OR BUSINESS CAN HELP TO:

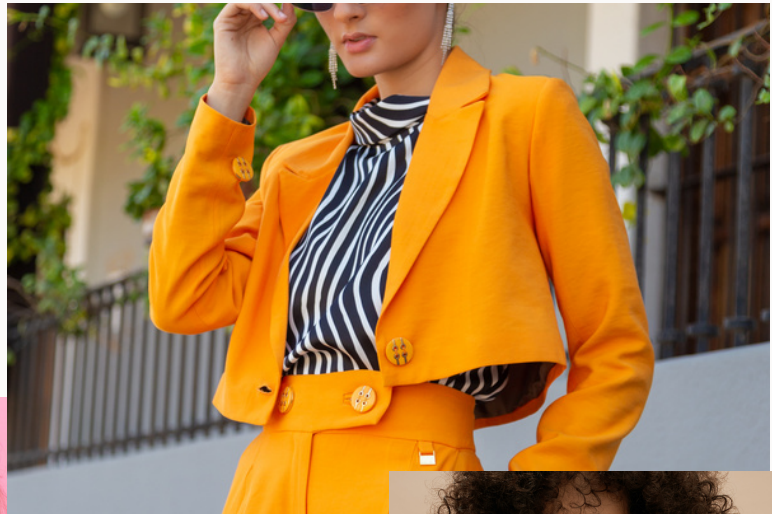
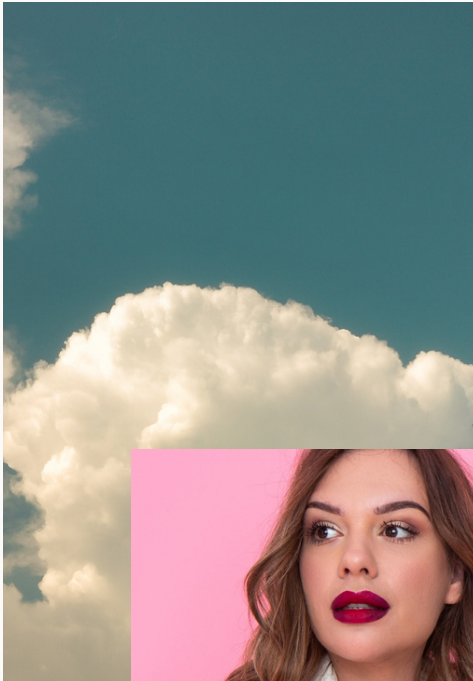
- **CREATE CONSISTENT BRAND MESSAGING**
- **GUIDE YOUR CONTENT CREATION**
- **AID EMOTIONAL CONNECTION**
- **HELP RESONATE WITH YOUR AUDIENCE**

IF YOU WANT TO GO THE EXTRA MILE TO CHOOSING A BRAND ARCHETYPE TO ASSOCIATE WITH, THEN FILL IN THE BOXES BELOW FOR THIS BONUS TASK!

MY BRAND ARCHETYPE:	
WHY/HOW DOES THIS BRAND ARCHETYPE RESONATE WITH YOU OR YOUR BUSINESS?	

Brand **STEPS:**

Create a brand mood board or collage to visually represent your brand identity



**Edgy, cool, bold, moody,
strong, classy, sexy,
strong**

NEXT



STEP

POWER UP!

4 PAGES
CHECKLIST

**LET'S
DO IT**

What you will learn

You'll learn how to find your why, find your people and choose a niche that suits you and your audience, and attracts new eyes to your page!

YOUR HANDLE HERE

YOUR NAME HERE

Your **WHY!**

Without a Why, big things can't happen. With it, you become unstoppable.

Thinking about the people you follow, the brands you buy from and the experts you trust, why is it that some individuals resonate so deeply with us on Instagram, while others just pass us by? Why do some stories seem to touch us at our core, while others are just a flicker on our screen? It all comes down to the 'Why'. Simon Sinek, an extremely visionary thinker, is the person behind this concept. Sinek first introduced the business world to the concept of starting with 'Why', before anything else. In essence, his theory goes: it's not just about what you do or how you do it, but WHY you do it."

When you understand your 'Why', you understand the purpose, cause, or belief that inspires you to do what you do. It's the reason your account, page or business exists. It's beyond just making money. And on a platform like Instagram, where authenticity is key, your 'Why' can really be what connects you to your audience.

For your next mission, I challenge you to:

1) Watch the original Simon Sinik Ted Talk on YouTube (it's his theory and he explains it a lot better than I do!!)

Here's the link (be warned, the video 13 years old and the quality reflects that - but what he has to say is timeless!): <https://www.youtube.com/watch?v=qp0HIF3Sfl4>

2) Next, I want you to have a go at finding your 'why' yourself! Answer the questions on the next few pages to help make your 'why' more clear!



Your **WHY!**

ANSWER THESE QUESTIONS:

WHAT DO YOU DO? (WHAT'S YOUR PAGE/BUSINESS)

WHY DO YOU DO IT? (DON'T OVERTHINK IT JUST SAY WHATEVER FIRST COMES TO MIND)

WHY DO PEOPLE FOLLOW YOU?

WHAT TOPICS DO YOU FIND YOURSELF CONTINUOUSLY DEFENDING WITH OTHERS? WHAT BELIEFS DO YOU HAVE?

WHAT MAKES YOU THE HAPPIEST IN LIFE?

WHAT THINGS DO YOU STRONGLY BELIEVE IN? WHAT MORALS DO YOU HAVE THAT YOU WILL NEVER CHANGE?

WHAT WORRIES YOU THE MOST ABOUT THE STATE OF THE WORLD?

CONNECTING YOUR BELIEFS WITH YOUR PAGE/BUSINESS

LOOKING THROUGH ALL THE ANSWERS ON THE PREVIOUS PAGES, WHAT 3 BELIEFS THAT YOU WROTE DOWN DO YOU THINK YOU'RE **MOST** PASSIONATE ABOUT?

DOES YOUR BUSINESS OR PAGE EMBODY THOSE BELIEFS [YES OR NO]? IF **YES**, DESCRIBE HO. IF **NO**, HOW DO YOU THINK YOU CAN MAKE THE CONNECTION BETWEEN THE TWO MOVING FORWARD?

WHAT HAS THIS WORKSHEET TAUGHT YOU ABOUT YOURSELF? HOW WILL YOU IMPLEMENT YOUR 'WHY' INTO YOUR BUSINESS OR PAGE MOVING FORWARD?

INSPIRATION

Your
NICHE!

INSPIRATION

WHY DO YOU NEED A NICHE?

In the vast landscape of Instagram, which boasts over a billion users, finding a way to stand out can be a daunting task. This is where the importance of having a niche becomes evident. A niche is essentially a specialised segment of the market, a unique focus that helps you cater to a specific audience. There are several reasons why having a niche on Instagram is beneficial, and here are some of the most prominent ones:

- to make it known we're not just a personal account
- to feel inviting to ideal followers
- to let users understand whether we're a good fit to follow
- to show users and brands who we are and what we do
- to pose ourselves as an authority in our niche
- to let people know the value they will get from following us

There are the 4 key components of a niche:

- Who you are
- What you do
- Who you post for
- What you do for them

Over the next few pages, we'll discuss 4 different ways of finding your niche!

**INDUSTRY/
INTERESTS**

MAJORITY

POPULARITY

TRENDS

DISCOVER YOUR NICHE ->

Your **NICHE!**

Brainstorm your interests, skills, and expertise.

Write your answer here...

What topics ignite my passion?

Write your answer here...

Your **NICHE!**

How do I typically spend my free time?

Write your answer here...

Which subjects can I discuss endlessly and never tire of?

Write your answer here...

Your **NICHE!**

What unique skills or experiences define me?

Write your answer here...

What do I think my niche is, and what could I do to align MORE with this niche?

Write your answer here...

Your **NICHE!**

TO HELP YOU FIND YOUR NICHE:

INDUSTRY/ INTERESTS

- What do you like to do?
- What do you love to talk about?
- What won't you get bored of?
- Are you an expert in anything?
- Do you have any training/qualifications?
- What do you do for a living?

- What is your profile already about?
- Do you post about one topic much more than other topics?
- What do the majority of your posts already have in common?

MAJORITY

POPULARITY

- What do your insights reveal about your existing content?
- What are your top nine posts? (Most engaged with)
- What do they have in common?
- What do your existing audience react to best?

- What is Trending?
- Is there a new niche which is just emerging?
- Do you have the chance of getting in before it gets big?
- Is there a trend you can hop on?
- Use Google Trends!

TRENDS



≡ KNOW YOUR POD



Next you need a **point of difference** (or '**POD**'). This is what makes your account **different** from other accounts in your **niche**!

You need to put your own unique spin on things if you want to **get noticed** and really **grow**!

FINDING YOUR POD

To find out what **your** 'POD' is, you need to think about what makes your account more:

- unique
- valuable
- interesting
- inspiring
- motivational
- entertaining

...than other other people on Instagram who are doing the same thing as you!

YOUR POD:

To explain your POD, you can use the following template! Fill out the blanks (dotted lines) and you'll have your POD :)

I am a *[your niche]*

who specifically focuses on *[what you do/who you do it for]*

Through *[The type of value you give]*

Check out the next page for some examples of good PODs

POD EXAMPLES:

NICHE	POD
A Mindset Coach	Who specifically focuses on helping millennial working women improve their mindset through digestible short videos and graphics
A Website Designer	Who specifically focuses on teaching first time business owners to create amazing websites on Wix through easy to follow step-by-step tutorials
A Beauty Influencer	Who specifically focuses on showcasing gentle and natural products suitable for women with skin conditions through informative videos
A Disability Blogger	Who specifically focuses on crushing misinformation and stereotypes about disability, through humour in short videos and posts

INSPIRATION

Your
PEOPLE!

INSPIRATION

FINDING *Your* PEOPLE!

Who are your people?

When growing our audience online, we're not just looking for quantity. What we really want is an audience who is engaged, and interested in who we are, what we do, and what we can do for them, a connected community. When looking to grow on Instagram, you need to think in great detail about who the ideal people for you will be. Your ideal follower is the kind of person who will be most excited about your particular approach to your niche, and who you know you can give value to.

Why is this important?

Understanding your audience is one of the key elements of success on Instagram. You need to be able to know example who your followers are, in order to build a relationship, understanding and responsiveness to them. Your entire Instagram strategy will be built around the needs and want of your audience, so therefore it is essential to identify them and build a detailed picture of their behaviours, needs, preferences and expectations.



INSPIRATION



EMBRACE THE
WORLD *around*
YOU AND LET IT
shape YOUR
CONTENT.

INSPIRATION



KNOW YOUR AUDIENCE

Once you have your niche, it's time to get set on **exactly** who your audience are! Your ideal audience, or **your tribe** are the people floating around on the internet **right now** who would **most** benefit the most from the type of content you'll be putting out!



WHO'S YOUR TRIBE?

There are **three** stages to finding your tribe. You need to find our **exactly**:

- Who they are
- Where they hang out
- What they want to see

FINDING YOUR TRIBE

Who are they?

In as much detail as possible, answer these questions to get set on who your audience are:

- Who are they?
- What Gender are they?
- Where are they from?
- What life-stage are they?
- What age are they?
- What are their hobbies and interests?

If you are a business or coach, you may also want to consider:

- What they do for a living
- How much disposable income they have

Make sure that this aligns with your niche, content, and brand!

BENEFITS OF DOING THIS:

- We can understand our audience and what they want better
- We can truly understand their struggles and aims
- Leads to enhanced, more relatable content
- Easier to think of content ideas
- A more connected community
- Increased relationships and trust

FINDING *Your* PEOPLE!

Define your target audience by considering demographics, interests, and needs.

Are they male or female?

How old are they?

Single? Married? Kids?

What do they do for work?

Where do they live?

What worries do they have?

What are they frustrated with?

What are their values in life?

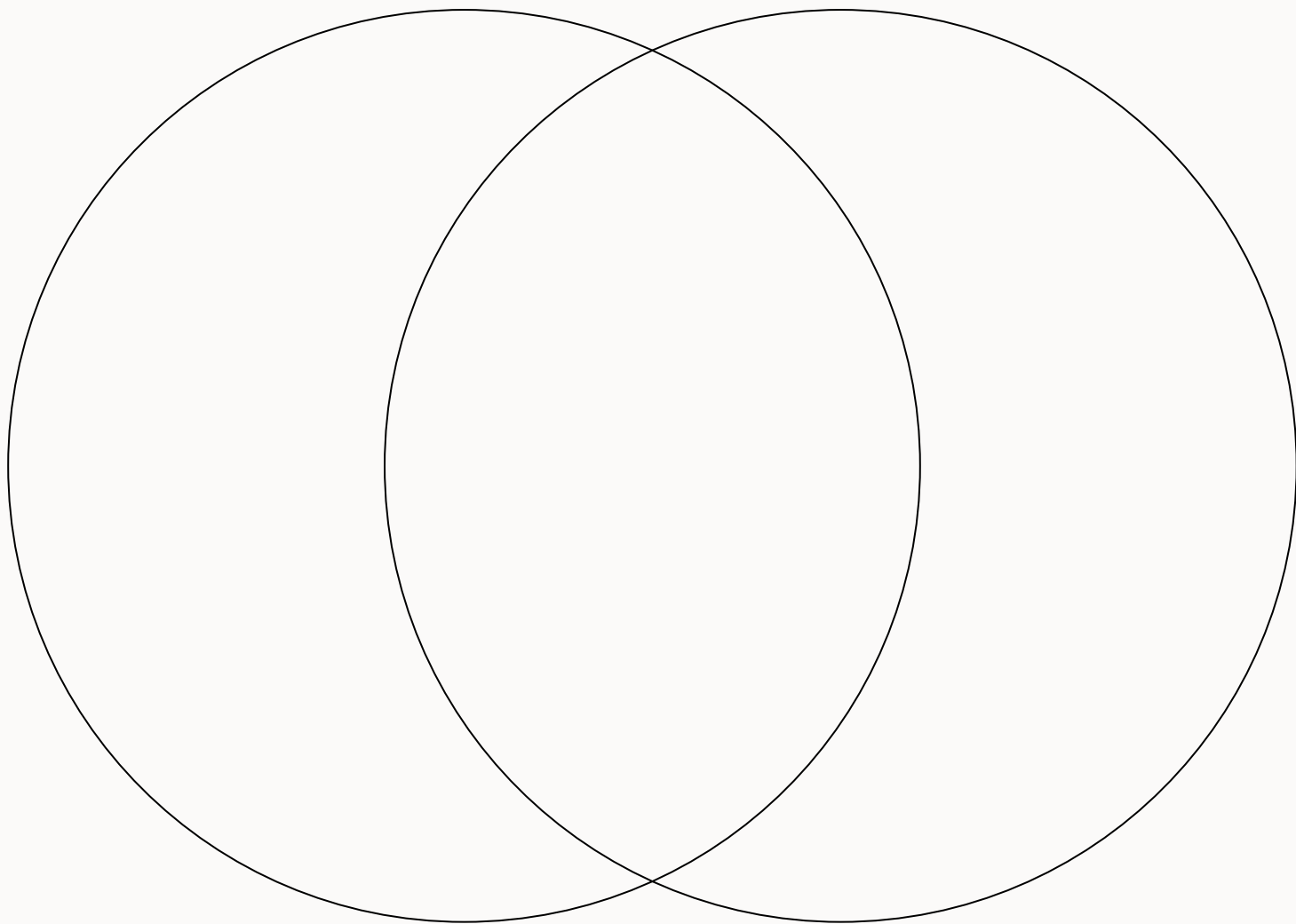
Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

Create a Venn diagram or list to find the intersection between your passions and the audience's interests.

Your passions

Audience's
interests





Becoming a
TOP ACCOUNT

Ever Wonder...

Ever wonder how some people become go-to names in their niche? The big kahunas, the 'experts'? No matter what niche or industry you look into, you'll be able to find them. The accounts that just roll off your tongue as soon as their expert topic is muttered.

Whether it's @bossbabe.inc for women in business, @steven for entrepreneurship, @thematthewhussey for relationship advice, or @inthefrow for the latest fashion trends – there's no denying that there are, and always will be industry leaders in each niche.

So what does it take to become a leader, or pioneer in your industry? What is it that all of these people have in common?

The short answer? Influence. But what does that mean – and how can you start to gain the same traction to your page?

There's what it takes to be considered as an expert:

Relevance

One thing all top accounts have in common is their ability to adapt their content to what their audience want, need, and desire, in real time. They stay on top of trends, and cover news and trending topics that are relevant to their audience.

Authority

Authority building is a big part of becoming a top account in your niche. People need to trust that you are the authority on a given subject, or in your given niche. This can be achieved in a few different ways:

- Social Proof – Showing proof of knowledge or results, such as acknowledging their qualifications or extensive training in a subject, or showing proof of results they have achieved for themselves or their audience
- Time Spent – Authority can also be built simply by doing one thing for a long time. All examples of top accounts given above have been talking about their one specialist subject for years. They don't chop and change between niches in a jack-of-all-trades



Master of One.

- Recognition – one final way of building authority is recognition. Have they been recognised by other experts as an expert themselves? Do they have news coverage focusing on their story? Have they released publications, or talked at industry events?

Reliability

Top accounts are reliable. They show up, day in, day out for their audience. This doesn't necessarily mean posting every day, but it does mean having a good stream of new and exciting content coming out regularly.

Originality

With over a billion accounts on Instagram (and millions in each big niche), the top accounts know how to stand out. They don't simply regurgitate the same tired concepts everyone else is talking about. They provide something entirely new, and unique to them. They have loyal followers, because their audience knows they won't get what they produce anywhere else! Their uniqueness makes them irreplaceable, and captivating to many.

Purpose

All top accounts have this one thing in common. They have a purpose. A purpose that goes beyond the monetary benefits of being a successful creator. They don't simply do what they do for a paycheck, they are truly passionate about their specialist niche. Their purpose is within their passion, and for their audience. They provide real, actionable help. Whether that be incredible styling advice and fashion tips, or unique and precise tips for dating in the modern age. They do it for their audience, and their audience loves them for it.

Likability

The final, perhaps most important ingredient for becoming a top account, is likability. Without this one aspect of a person's character, even with all other attributes mentioned in place, it will be hard for them to truly grow and connect with 1000s of loyal super-fans. The followers of these top accounts don't just like what they have to say, or enjoy their content – they like them as a person. They have a certain *je ne sais quoi* – that draws an audience in, and keeps them captivated with their work.



INSPIRATION

Your
COMPETITION

INSPIRATION

WHY LOOK AT COMPETITORS?

Understanding the strategies, successes, and even mistakes of your competitors isn't about imitation; it's about gaining profound insights that will catapult your Instagram presence to new heights. Competitor analysis is a bit like having a treasure map to help navigate the ever-evolving landscape of Instagram. It empowers you to make informed decisions, adapt your approach, and ultimately, stand out in your niche. So, get ready to discover the transformative power of peering into the strategies of your rivals. Here's **how to do it**:

01

IDENTIFY YOUR COMPETITORS

These are accounts or businesses in your niche or industry who share a similar audience with you. They're the ones you'll be learning from. If you've watched last week's group session, you'll know that one trick to do this is to locate a competitor, follow them on Instagram or tap this little arrow on their page, and if their account is optimised enough – then it should show more accounts like them

02

OBSERVE THEIR CONTENT & THEMES

Dive deep into their Instagram profiles. What kind of content are they posting? What themes and aesthetics do they embrace? Pay attention to the colours and styles, and the emotions they evoke. Ask yourself, what value do their posts provide? Use the CEEMII method to help you out with this one, are their posts: Controversial, Entertaining, Educational, Motivational, Instructional or Inspirational?

03

UNCOVER THEIR STRATEGY

Do they have a posting schedule? What's their mix of content types—photos, carousels, stories, reels? How often do they post? And how do they balance promotional and value-driven content?

Your **COMPETITION**

THINKING OF YOUR TOP THREE COMPETITORS - FILL OUT THIS WORKSHEET TO DISCOVER WHAT UNCHARTERED TERRITORIES YOU CAN TAKE ADVANTAGE OF:

COMPETITOR ONE NAME & USERNAME:

WHAT ARE THIS COMPETITOR'S KEY STRENGTHS? WHAT DO THEY DO WELL?
WHAT VALUE DO THEY BRING TO THEIR AUDIENCE?

WHAT ARE THIS COMPETITOR'S WEAKNESSES? WHAT COULD THEY BE DOING BETTER? WHERE DO THEY FALL SHORT?

Your **COMPETITION**

DO YOU SEE ANY UNCHARTERED TERRITORIES WITH THIS CREATOR? WHAT COULD THEY BE POSTING ABOUT THAT THEY DON'T POST ABOUT? IS THERE ANY TOPICS IN YOUR NICHE THEY'RE NOT COVERING?

WHAT DO I ALREADY DO BETTER THAN THIS COMPETITOR?

WHAT AM I NOT DOING THAT I COULD INTRODUCE TO BE BETTER THAN THIS COMPETITOR?

Your **COMPETITION**

COMPETITOR TWO:

COMPETITOR TWO NAME & USERNAME:

WHAT ARE THIS COMPETITOR'S KEY STRENGTHS? WHAT DO THEY DO WELL?
WHAT VALUE DO THEY BRING TO THEIR AUDIENCE?

WHAT ARE THIS COMPETITOR'S WEAKNESSES? WHAT COULD THEY BE DOING
BETTER? WHERE DO THEY FALL SHORT?

Your **COMPETITION**

DO YOU SEE ANY UNCHARTERED TERRITORIES WITH THIS CREATOR? WHAT COULD THEY BE POSTING ABOUT THAT THEY DON'T POST ABOUT? IS THERE ANY TOPICS IN YOUR NICHE THEY'RE NOT COVERING?

WHAT DO I ALREADY DO BETTER THAN THIS COMPETITOR?

WHAT AM I NOT DOING THAT I COULD INTRODUCE TO BE BETTER THAN THIS COMPETITOR?

Your **COMPETITION**

COMPETITOR THREE

COMPETITOR THREE NAME & USERNAME:

WHAT ARE THIS COMPETITOR'S KEY STRENGTHS? WHAT DO THEY DO WELL?
WHAT VALUE DO THEY BRING TO THEIR AUDIENCE?

WHAT ARE THIS COMPETITOR'S WEAKNESSES? WHAT COULD THEY BE DOING
BETTER? WHERE DO THEY FALL SHORT?

Your **COMPETITION**

DO YOU SEE ANY UNCHARTERED TERRITORIES WITH THIS CREATOR? WHAT COULD THEY BE POSTING ABOUT THAT THEY DON'T POST ABOUT? IS THERE ANY TOPICS IN YOUR NICHE THEY'RE NOT COVERING?

WHAT DO I ALREADY DO BETTER THAN THIS COMPETITOR?

WHAT AM I NOT DOING THAT I COULD INTRODUCE TO BE BETTER THAN THIS COMPETITOR?

Reflection:

REFLECTING ON WHAT YOU'VE LEARNT IN THIS ACTIVITY, ANSWER THE FINAL QUESTIONS BELOW

WHAT DO ALL YOUR COMPETITORS HAVE IN COMMON? WHAT ARE THEY DOING WELL? NOT SO WELL? ETC.

WHAT ARE YOUR NEXT STEPS? ARE YOU GOING TO TRY SOMETHING NEW WITH YOUR CONTENT, BRANDING OR ENGAGEMENT STYLE? WHAT HAVE

NEXT



STEPS

*Steal their
Secrets!!!*

Your **COMPETITION**

THINKING ABOUT YOUR COMPETITORS, WRITE DOWN THE ANSWERS TO THESE QUESTIONS REGARDING YOUR STRATEGY AND HOW YOU'LL ADAPT IT.

WHAT ARE THE BIGGEST SUCCESSES YOU SEE YOUR COMPETITORS MAKE ON INSTAGRAM?

WHAT ARE SOME OF THE BIGGEST MISTAKES YOU'VE SEEN YOUR COMPETITORS MAKE ON INSTAGRAM?

Your **COMPETITION**

WHAT STRATEGIES DO MY COMPETITORS USE (IN THEIR CONTENT, FOR GROWTH, AND FOR NURTURING THEIR COMMUNITIES)?

WHAT TYPE OF CONTENT WORKS BEST IN MY NICHE?

WHAT ARE THE MAIN GAPS IN CONTENT AND TOPICS IN MY NICHE?

Your **COMPETITION**

WHAT ARE SOME KEY OPPORTUNITIES FOR INNOVATION IN MY NICHE?

HOW WILL I ADAPT MY CONTENT KNOWING THESE ANSWERS?

HOW WILL I ADAPT MY STRATEGY KNOWING THESE ANSWERS?

INSPIRATION

Your
CONTENT

INSPIRATION



START CREATING VALUE

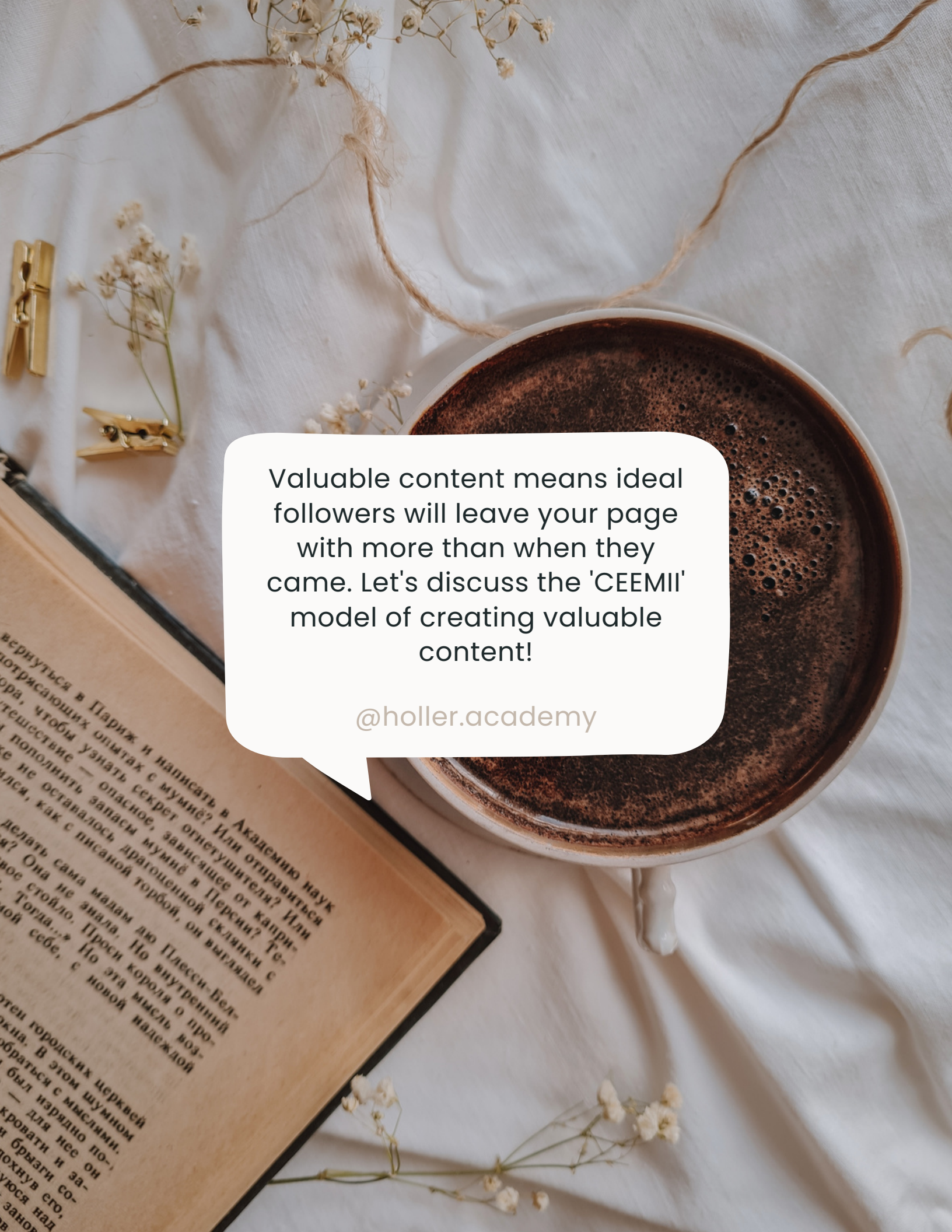
We've defined who we are, found our ideal tribe and where they hang out, and we're started to engage with them to alert them to our page...

They know who we are - so how do we get them to follow?

There's no point going through all of these previous stages attracting new eyes to our page, if we have nothing of value to offer our ideal followers when they get there. **We need to be creating valuable content.**

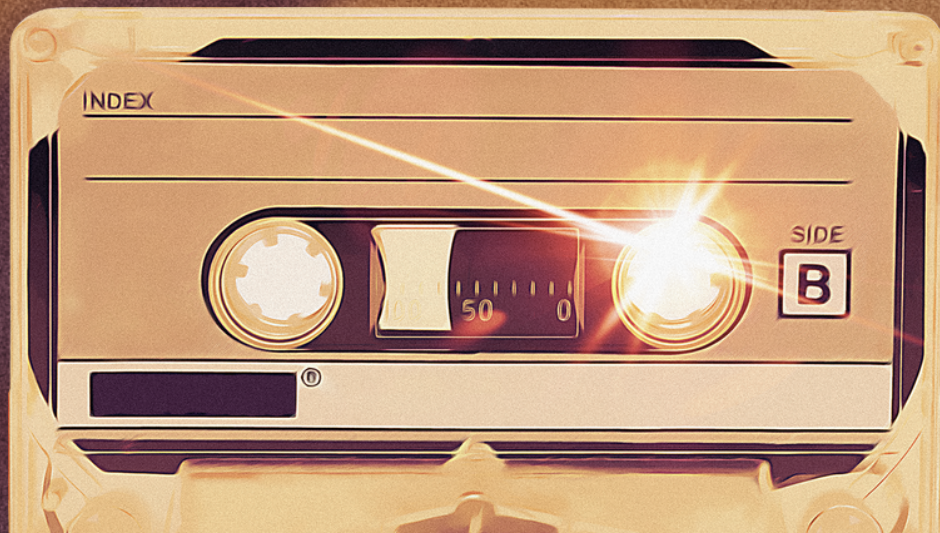
If we have a wealth of value on our page, we have something to stick around for

So how do we create valuable content? Let's discuss!

A top-down view of a white ceramic cup filled with dark coffee, topped with a fine dusting of brown powder. The cup sits on a white, slightly wrinkled fabric surface. To the left of the cup, an open book with Russian text is visible, its pages slightly aged. Several small, dried, light-colored flowers are scattered around the cup and book, some held in place by small wooden clothespins. A white speech bubble with a drop tail is positioned over the coffee cup, containing text.

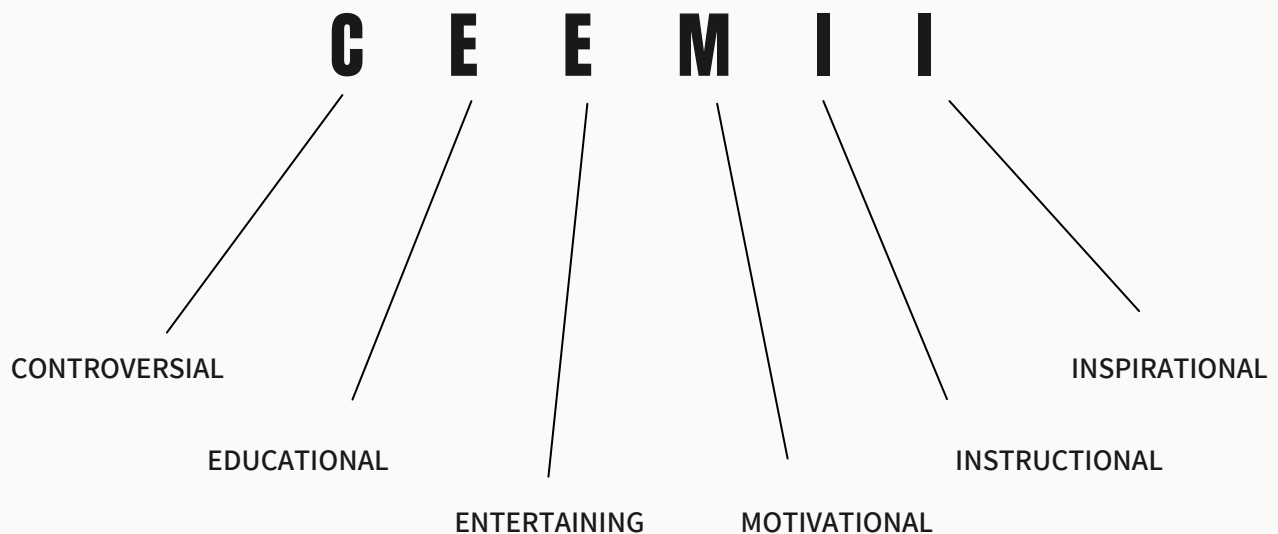
Valuable content means ideal followers will leave your page with more than when they came. Let's discuss the 'CEEMII' model of creating valuable content!

@holler.academy



CEEMII Model

The holler academy 'CEEMII' model is a go to way to ensure your content is valuable. CEEMII is an acronym, if you can make sure that your post is one of these 6 things – then it has value!



*Every time you go to post, think.... is my content one or more of the 'CEEMII's? If it's not then **don't post!** Go back and see if you can make it one! (This value could be in the visual content, or the caption!)

SOLVE PROBLEMS

Solve Problems



FRIDAY

12

Solve Problems



One other sure fire way to create value and make sure your followers stick around? Solve their problems!

No matter what niche you are in – your ideal followers will have problems to solve! If you can relive your followers of their struggles, or get them one step closer to their goals – then your account is golddust!

find common problems by asking your audience, brainstorming, or browsing forums or sites such as Quora

Oh Yeah!

Makes sense!

Your **CONTENT**

Valuable content will...

- engage your audience
- build relationships
- rank you higher in explore & hashtags
- grow your account

PLANNING YOUR CONTENT:

INTERNAL

- BY CONTENT TYPE
- BY PILLAR
- BY PROBLEMS
- BY CEEMII*

EXTERNAL

- COMPETITORS
- TRENDS
- WEBSITES

*controversial, educational, entertaining,
motivational, instructional & inspiring content =
value

INTERNAL:

Ask your audience what problems/goals they have on your stories. What do they say?

What Controversial, Educational, Entertaining, Motivational, Instructional or Inspiring content could you make?

General ideas - let's brainstorm!

*(use this sheet to plot ideas)

	Pillar 1	content type	Pillar 2	content type	Pillar 3	content type	Pillar 4	content type
Problem/Solution								
Goal Achiever								
Controversial								
Educational								
Entertaining								
Motivational								
Instructional								
Inspirational								

EXTERNAL:

Which of your competitors' posts did well this month?

What trends could you bring your own niche take or ideas to?

Write down ideas from: Quora, Reddit, Pinterest, Google, Blogs & answerthepublic

INSPIRATION

Your
GROWTH

INSPIRATION

Understanding the *Algorithm*

"One of the main misconceptions we want to clear up is the existence of "The Algorithm." Instagram doesn't have one algorithm that oversees what people do and don't see on the app. We use a variety of algorithms, classifiers, and processes, each with its own purpose."

A D A M M O S S E R I

Instagram uses different 'signals' in its algorithms to populate each platform (feed, explore, reels, hashtags). People's explore pages are made up of recommendations of photos and videos that the algorithm finds for them, based on assumptions of what they've interacted with in the past.

The 4 key Algorithms you need to know:

FEED/STORY

Content that turns up first on your home feed and stories reel

EXPLORE

Content that turns up first on your Explore Page

REELS

Content that turns up first in your reels surfaces

PENALTY

Community Guideline violations that flag your content

FEED/STORY ALGORITHM

Where people want to see content from their friends & family

In you home feed and stories, you will see the recent posts shared by people you follow, in preference of different 'signals'. Everyone's feed will be different, depending on how these signals understand you and your activity

The most important signals to rank on feed:

1) INFORMATION ABOUT THE POST

popularity, content type, video length, location tags, etc.

2) YOUR HISTORY OF POSTER INTERACTION

your relationship with the poster (i.e. how often you interact with them)

3) YOUR ACTIVITY

what you're typically interested in, how many poists you like, which posts you interact with

4) INFORMATION ABOUT THE POSTER

how interested you might be in seeing a particular persons post (whether your comment on their posts, DM each other, etc)

All these signals are taken into account then a set of educated guesses are made over how likely you are to interact with a post, which will determine what you see at the top of your home feed

REELS ALGORITHM

Where you'll see content designed to entertain you

The reels algorithm focuses on content that is entertaining or funny, with an eye towards promoting smaller and new creators

The most important signals in reels feed:

1) INFORMATION ABOUT THE POST

Reels you've engaged with recently, and watched all the way through

2) YOUR HISTORY OF POSTER INTERACTION

Most likely to be someone you don't know – but someone you've interacted with in the past might be bumped up (same as Explore)

3) YOUR ACTIVITY

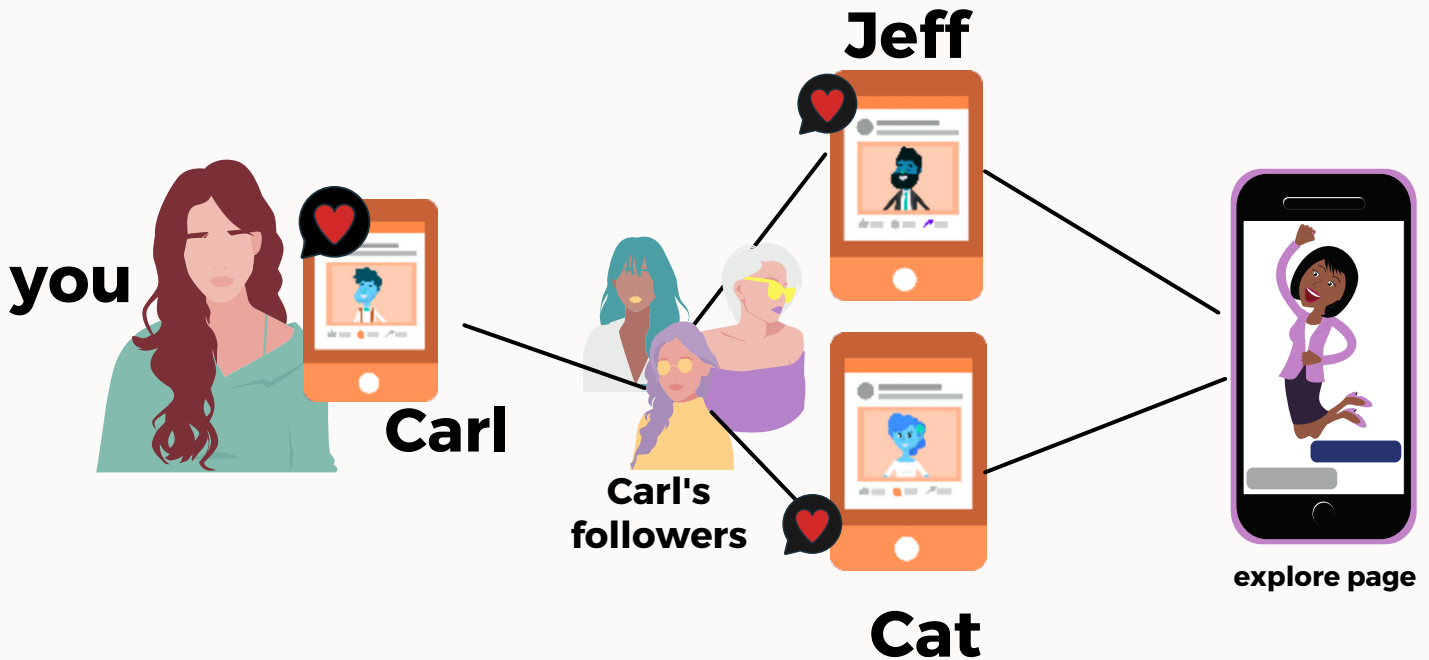
Audio track used, AI video understanding, general popularity etc

4) INFORMATION ABOUT THE POSTER

how many times people have interacted with this account in the past few weeks, how popular their content is deemed to be

EXPLORE ALGORITHM

Designed to discover new things



HOW IT WORKS:

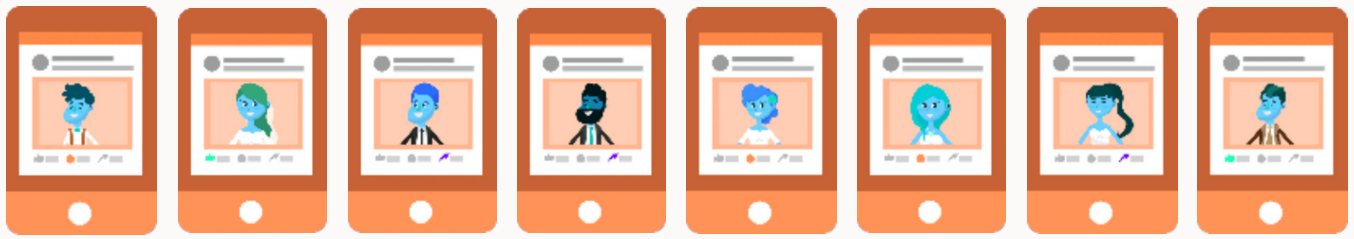
The algorithm will base what you see on the explore page by looking at the content you already like, and what other people with similar interests to you also like.

So say you are a big fan of a creator called **carl** [see diagram above] you like all of carl's posts, and engage with him often. Carl owns a bakery account, and bakery is something both you, and Carl's other followers all have an interest in.

Let's say a majority of **carl's followers** also follow and like the content of two other **bakery** creators, **Jeff**, and **cat**. The algorithm will put two and two together, and assume if you like **carl's** account, and you also like **bakery**, then there's a high chance you'll like **Jeff** and **cat's** posts too, so these will be pushed to your explore page!

This process is repeated to make up a photo 'set' – this will consist of 1000s of photos Instagram **thinks** you will be interested in

These will then be ordered by how likely Instagram thinks you are to be interested in each post, based again on different 'signals'



The most important signals in explore feed:

1) INFORMATION ABOUT THE POST

how popular a post *seems* to be (how quickly people are interacting) – this is much more important in Explore than it is in stories

2) YOUR HISTORY OF POSTER INTERACTION

Most likely to be someone you don't know – but someone you've interacted with in the past might be bumped up

3) YOUR ACTIVITY

the types of posts on the Explore page that you've interacted with most in the past

4) INFORMATION ABOUT THE POSTER

how many times people have interacted with this account in the past few weeks, how compelling their content is deemed to be

Next, let's learn how to get our content on the explore page!!

to rank in explore

Taking this into account, you need to ensure you're already ticking certain boxes if you want to consistently land on people's explore pages

1) how well your post is doing and how quickly people interact

increase organic engagement

engage with your existing audience

use CTAs and start conversations

The best way to increase your chances of getting on the explore page, is to already have a high level of engagement from your existing audience. Focus on increasing your engagement rate and engaging with your followers.

have strong branding

provide helpful content

use CTAs to increase engagement

2) whether they've interacted with your content in the past

3) whether your post relates to a topic that person likes

use niche key words and hashtags

make sure all of your content relates to your niche

interact and collaborate with other accounts in your niche



top explore page hacks

- Interacting with similar accounts regularly
- Interacting with bigger accounts in your niche and leaving useful comments
- Getting featured by bigger niche accounts (shout outs/guest posts/collabs)
- Create content that *makes sense* for your niche
- Create content that is useful and actionable
- Create micro content people will like quickly
- Get followers to turn on post notifications

why it works so well

There are two main reasons why ranking on the explore page can explode your growth:

- 1) If your posts are doing well, they can rank for several days, if not weeks. If you have several posts showing at once it can cause a snowball effect
- 2) As the explore page favours previous user interaction highly, if someone has interacted with your posts through explore in the past, but have not yet followed you - Instagram will continue to show them your posts, essentially, until they stop interacting, or more likely, decide they like your content so much that they follow you

Best Performing Instagram Content To Get On The Explore Page

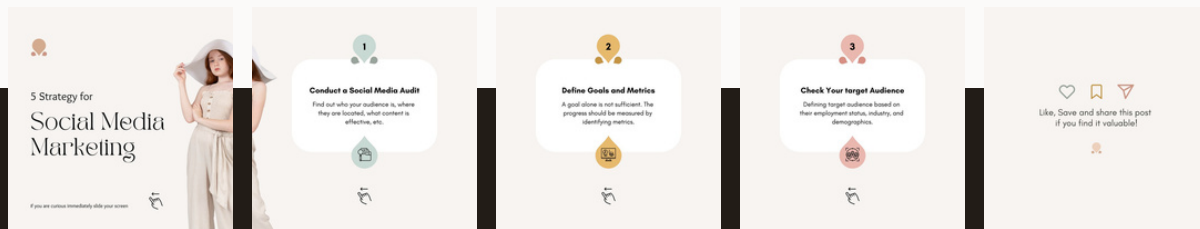
#1. One page Instagram post infographic



Great for reaching more people and getting on the Explore page, create a visual list of educational tips and add your Instagram username at the bottom. Use keywords in your niche that your ideal client can identify and grab their attention with a big font hook aka title.

#2. Instagram carousel post

Great for nurturing your audience and building trust. Make sure your first photo has a big font size hook aka title with keywords, share value or your own transformation, and at the last page prompt action

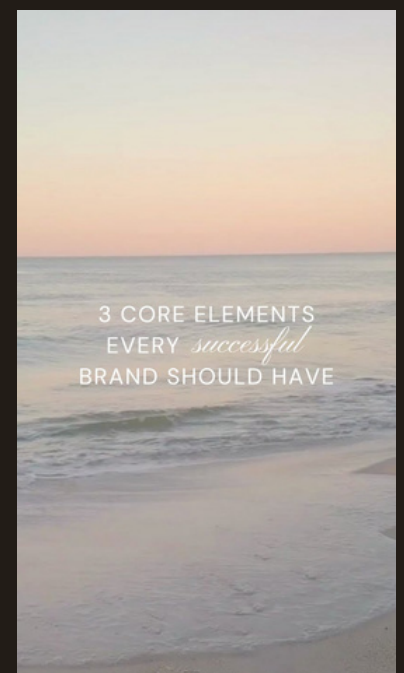


#3. Short form video content aka reels

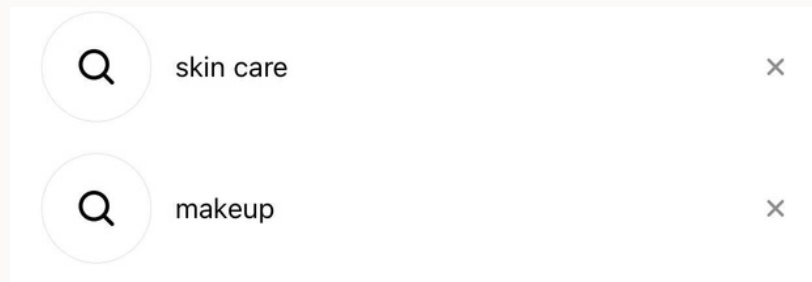
Reels is great for reaching more people, increasing engagement and building trust with your audience, especially if you are showing your face.

For more reach and views try 5-10 second reels and to add more watch time at the end of your reel add "how in the caption" or "read the caption", this will keep your audience longer on your reel, for example overlay text "I achieved XYZ..." without sharing the tips inside the reel and then adding the call to action at the end "How in the caption"

For trending reels try TikTok and follow a couple accounts that are always posting about new trends. Instagram trends are usually a week or 2 old TikTok trends, so that is the best place to search for trending videos and trending audios.



In late 2020, Instagram made it possible to search for accounts through key words, rather than just hashtags.



this new release made it possible for accounts to get discovered through another new means, with an entirely new surface.

Not much is known about how accounts can rank on key word searches just yet, but it's believed that three important factors come into play:

1) KEY WORDS

2) NICHE CONTENT

3) AI IMAGE RECOGNITION SOFTWARE

key words

Just like traditional search engine optimisation (SEO) for web-pages, including key words throughout your posts will increase your chances of being seen on different surfaces throughout Instagram that relate to your niche, and key search terms in particular. Take a moment to discover which key words work best for you and your niche. You can use traditional SEO software to help you with this, or you can simply brainstorm. Think: which words are people actively searching for?

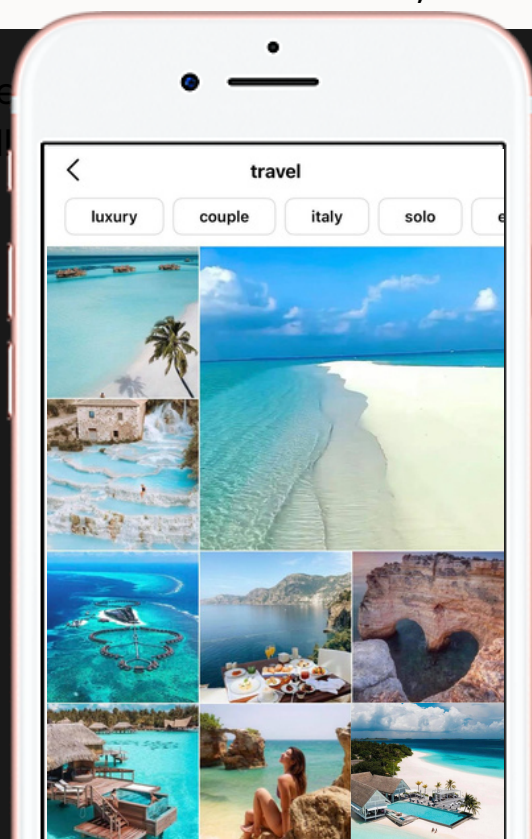
niche content

It is just as true in key word search ranking that sticking to one niche, and creating high-value content tailored to your niche, as it is on other surfaces such as hashtags and explore. Make sure that your niche runs strong throughout all of your content, and that you are not confusing the algorithm by talking about too many things

ai image recognition software

This is perhaps the most interesting ranking factor when it comes to search terms (and definitely the most noticeable). Instagram uses AI image and text recognition software in its algorithms to help to understand and rank content. This software is able to recognise **objects**, **text** and **similarity** in both **images** and **video**.

In a recent study by holler. academy, we found that the images that ranked on different search terms, were often visually similar.



TRAVEL

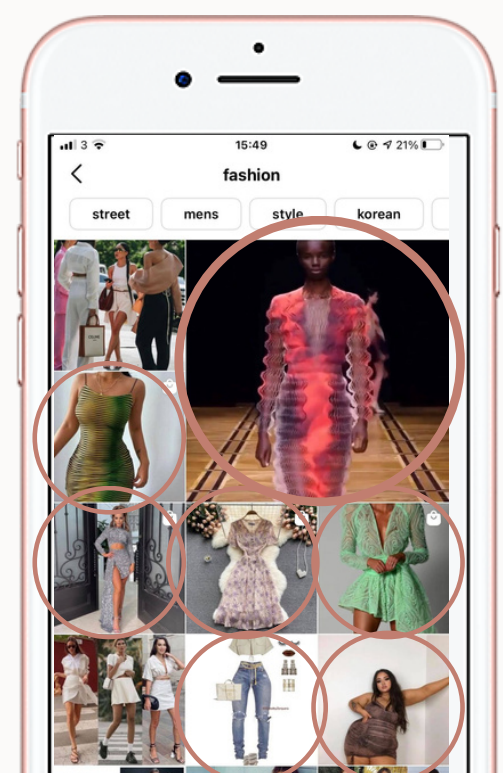
image similarities:

- all sea or beach shots
- bright turquoise blue colour palette
- mostly no people in image

FASHION

image similarities:

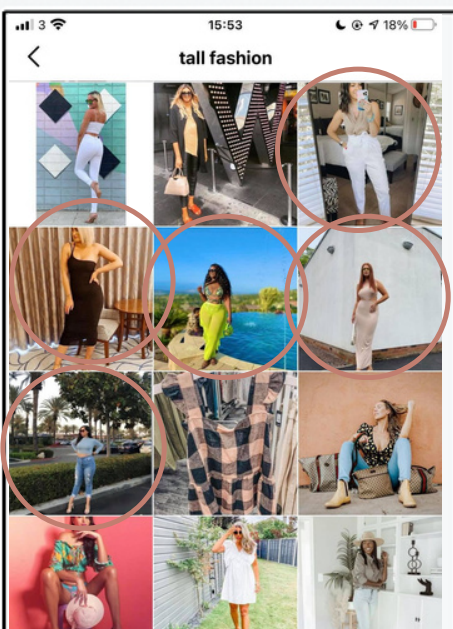
- geometric patterns
- dresses
- hourglass shape*
- 3/4 body in frame



TALL FASHION

image similarities:

- woman taking up 1/3 of frame
- full body pic
- hand on hip*



SOCIAL MEDIA MARKETING

image similarities:

- mainly black/white backgrounds
- text heavy
- lots of lists*



getting more shares



Another awesome way to get your content seen by more people, and inevitably grow online – is through creating content that people want to share.

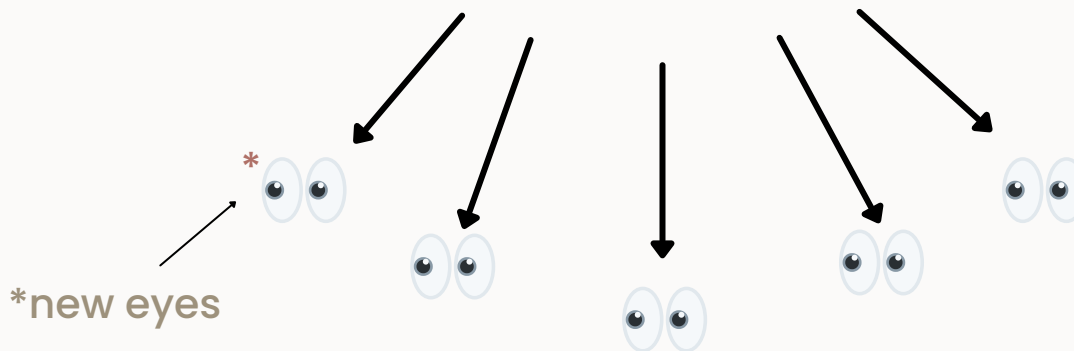
Creating content that gets shared by multiple people is one of the best ways that you can organically grow

here's what happens when you create 'sharable' content:

YOU POST



One of your followers shares your post to their story

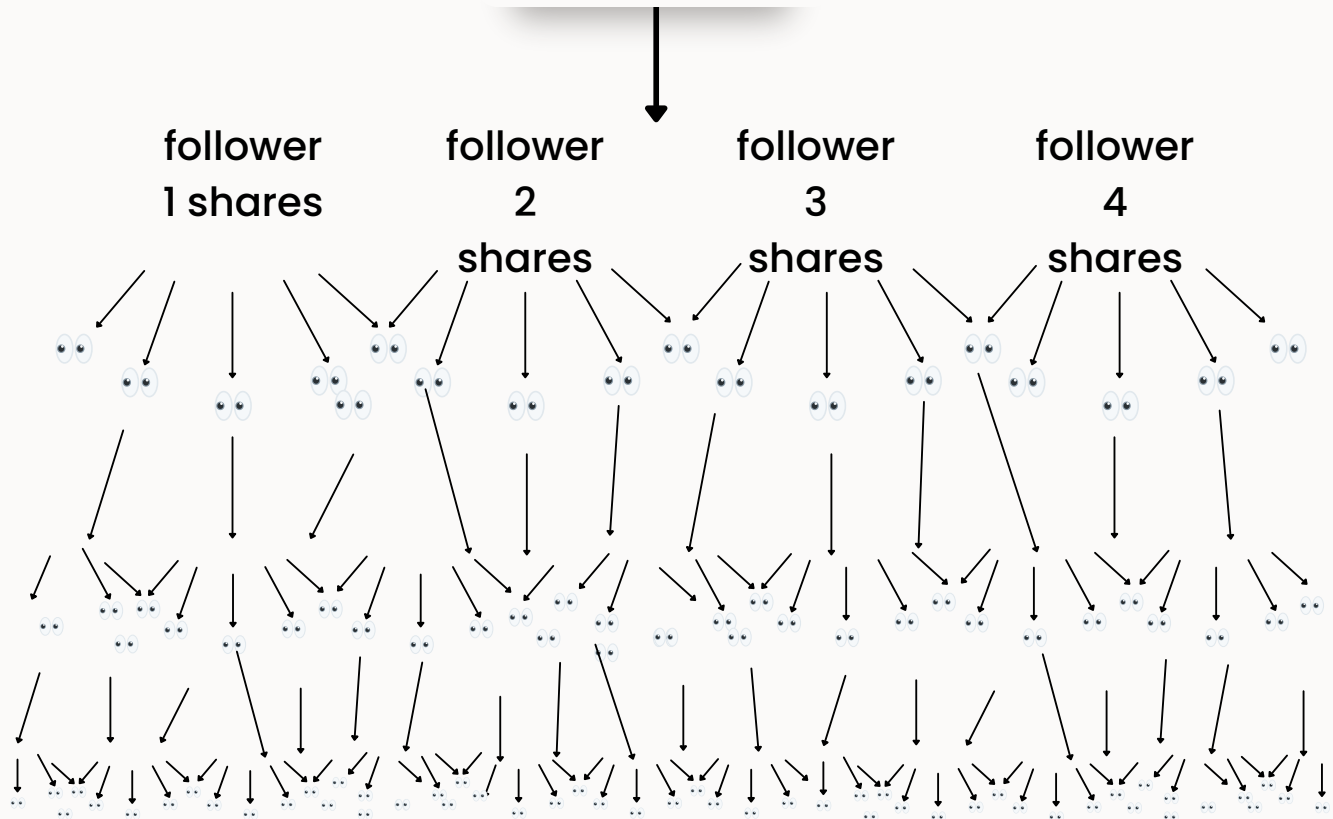


you're now exposed to multiple new eyes as their audience sees your content.

If your content is 'hyper-sharable' – then these new eyes that see your content may also share your content to their stories, and their audience's with their followers too. Creating an endless cycle of shares, and potentially 10s of 1000s of new eyes on your content.

What happens when you create 'hyper-sharable' content:

YOU POST

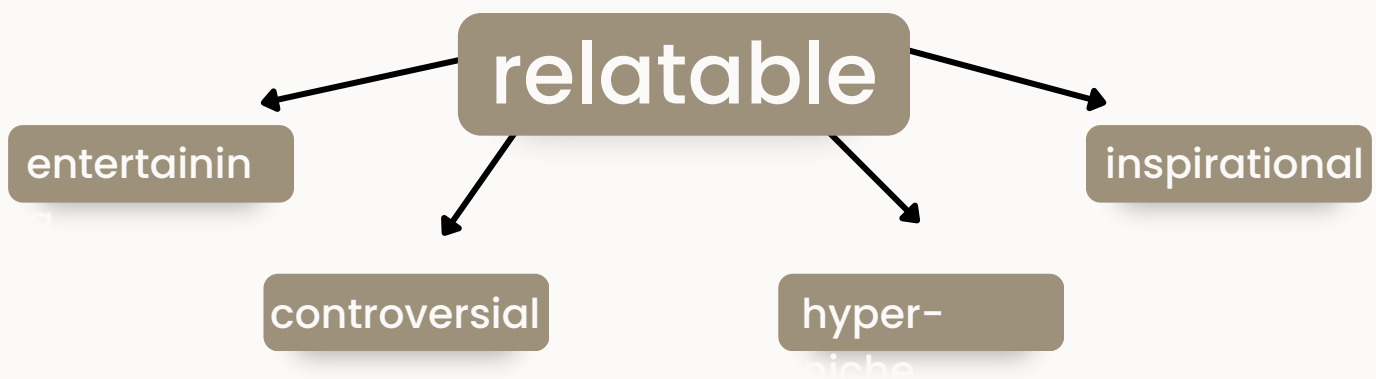


So how exactly do you make 'hyper-sharable' content? In order for a post to be 'hyper-sharable', it needs to be **relatable** to the ideal people you are trying to reach (i.e. your ideal/niche followers).

'Relatable' content:

- makes us feel as though somebody 'gets' us
- allows us **reaffirm** a **viewpoint** we **already** have or **strongly** disagree with
- makes us feel as though we are **part of a community**

Relatable content comes in different forms:



entertaining

- memes
- funny reels

controversial

- re-affirms our views
- or something we strongly disagree with

hyper-niche

- related to our ideal audience's industry/niche

inspirational

- quotes
- results
- before & afters

I highly recommend that you use 'sharable content' as a part of your overall content strategy. It really is one of the best and most effective ways to be seen by new people within your target audience!

Top tip: both micro-content and macro-content work well for sharable content - however micro content tends to be shared more often. This is because it's easier to consume, and therefore - our audience will assume it is easy to consume for their audience too!

Check out the next post to learn exactly how to take this 'sharable content' strategy to the next level, and start creating posts that actual go viral in our viral content masterclass!



THE IMPORTANCE OF BUILDING AND NURTURING RELATIONSHIPS

By this point, if you've followed the steps within this document, you should have a niche account, that posts valuable content. You should also know who your ideal audience is and where they hang out. This should be enough to transform at least a small group of people from strangers into followers.

You see, when people use Instagram, they don't just go from followers to super-fans of new accounts straight away, they go through a funnel process with several steps. This is what I like to refer to as the 'Strangers to Superfans Roadmap'

STRANGERS TO SUPERFANS:

INTEREST BROWSING

DISCOVERY

EVALUATION OF CONTENT

FOLLOWING

TRUSTING

ACTION

(STRANGER)

(FOLLOWER)

(FAN)

(SUPERFAN!)

Your audience
is HERE

MOVING UP *the Ladder!*

The next action we have to work on now that users have **followed** us, is to be able to gain their **trust**.

FOLLOWING



TRUSTING

This is important as to ensure they don't just follow us, but build real, valuable relationships with us, and for them to take an action (*such as taking our suggestion, or buying from us*) later on. To do this, we need to form relationships with them. This can be done through engaging with them.

Three of the best methods for engaging with our existing audience in order to nurture and build relationships with them, are through organic engagement, stories and DMs.

Let's go through these now!

LEAVING MEANINGFUL

Engagement!

Use those findings to find accounts that you know would be perfect for your account, and would enjoy your content - and start engaging.

Whenever your competitors post - make sure you comment on their posts in case other accounts notice your account in the comments. Visit the pages of others that comment too. If they are commenting, then they are invested in that account and find it valuable. This way you know they are not just passive followers. Head to their account and engage with the content that you find interesting. A good course to follow is to leave meaningful comments on 2-3 of their posts, and reply to their story with a reaction or message.

Repeat the same process for ideal hashtags.

If you would like to make this process easier, you can use software to help you, such as the Google Chrome extension 'Dollar Eighty' - which prompts you to leave 90 meaningful comments a day.

LET YOUR AUDIENCE KNOW THAT YOU'RE THERE!

Lastly, make sure that you've not gone through all of this work just to lose your followers – you have to remain active for your current followers.

Don't be a passive account. Don't just post and ghost. If you want your audience to stick around – you have to show them that you're there!

Take time to maintain the relationships you already have with your followers.

Prioritise this over finding new followers.

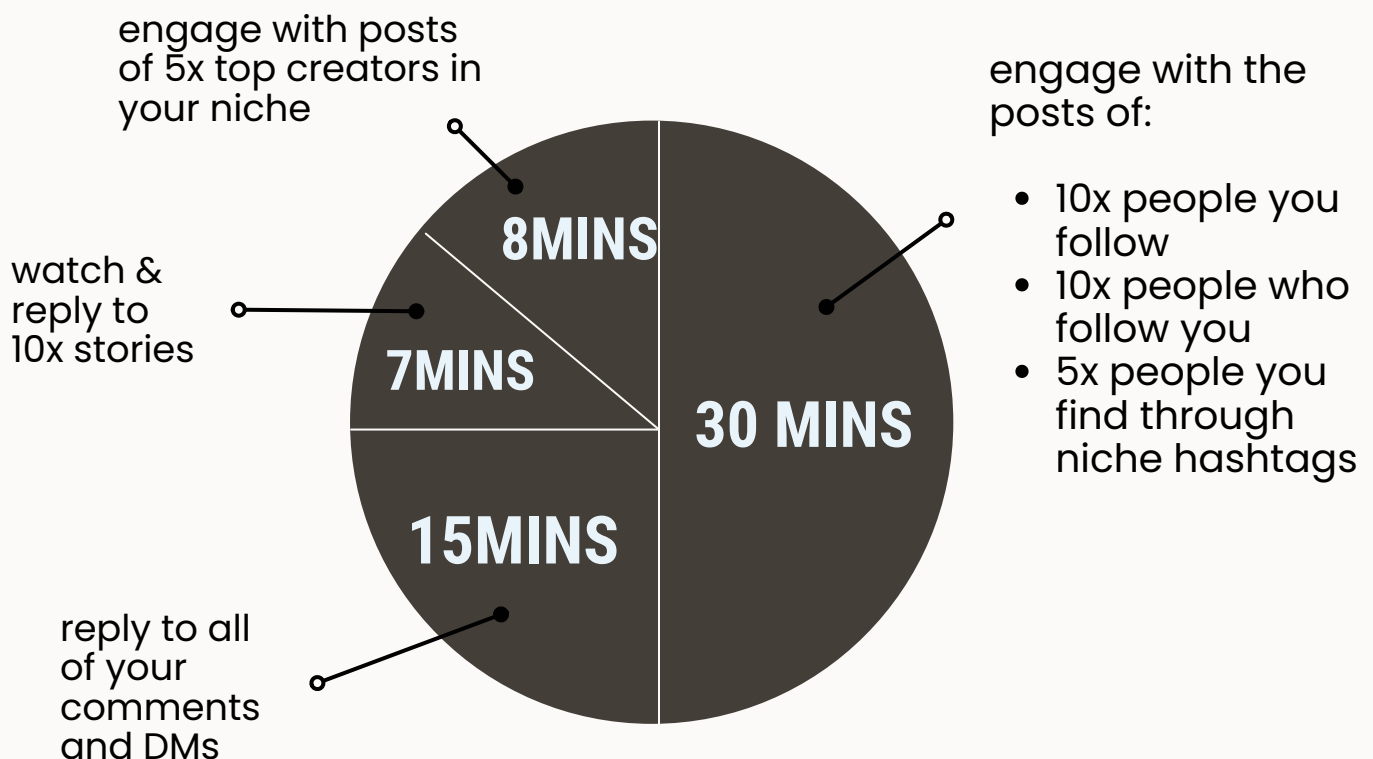
Disengaged followers **will** unfollow.
Followers who feel seen and heard will **engage** and **stay**.





START CONVERSATIONS

Make sure the engagement you are leaving is valuable. The goal of this is to build connections, and intrigue other people into checking out your posts. A simple comment or the odd 'great post' comment just isn't enough! ***Say something people will remember.***





ENGAGING THROUGH DM

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

When you launch your freebie & digital product, one thing you can have in place is a short series of DMs you send to people who reach out for your links.

BUILDING CONNECTIONS THROUGH *Stories!*

Posting to your Instagram Stories is one piece of your marketing strategy you do not want to gloss over!

Even if you aren't sharing new things to your Stories everyday, just popping in every couple of days with an update on your sales, or screenshots of messages coming in, or even just a peek into your everyday life is a great way to help build connection with your audience.

If you aren't too sure of what to share or how to layout your Stories, start observing the Stories of other business owners on Instagram to see how they are utilizing theirs. And of course, feel free to check out mine for inspiration as well!

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

Some Highlight ideas include:

- Your results
- Your story/your why
- FAQ
- Info about your freebie
- Info about your digital product

INSPIRATION

Start to
SELL!

INSPIRATION

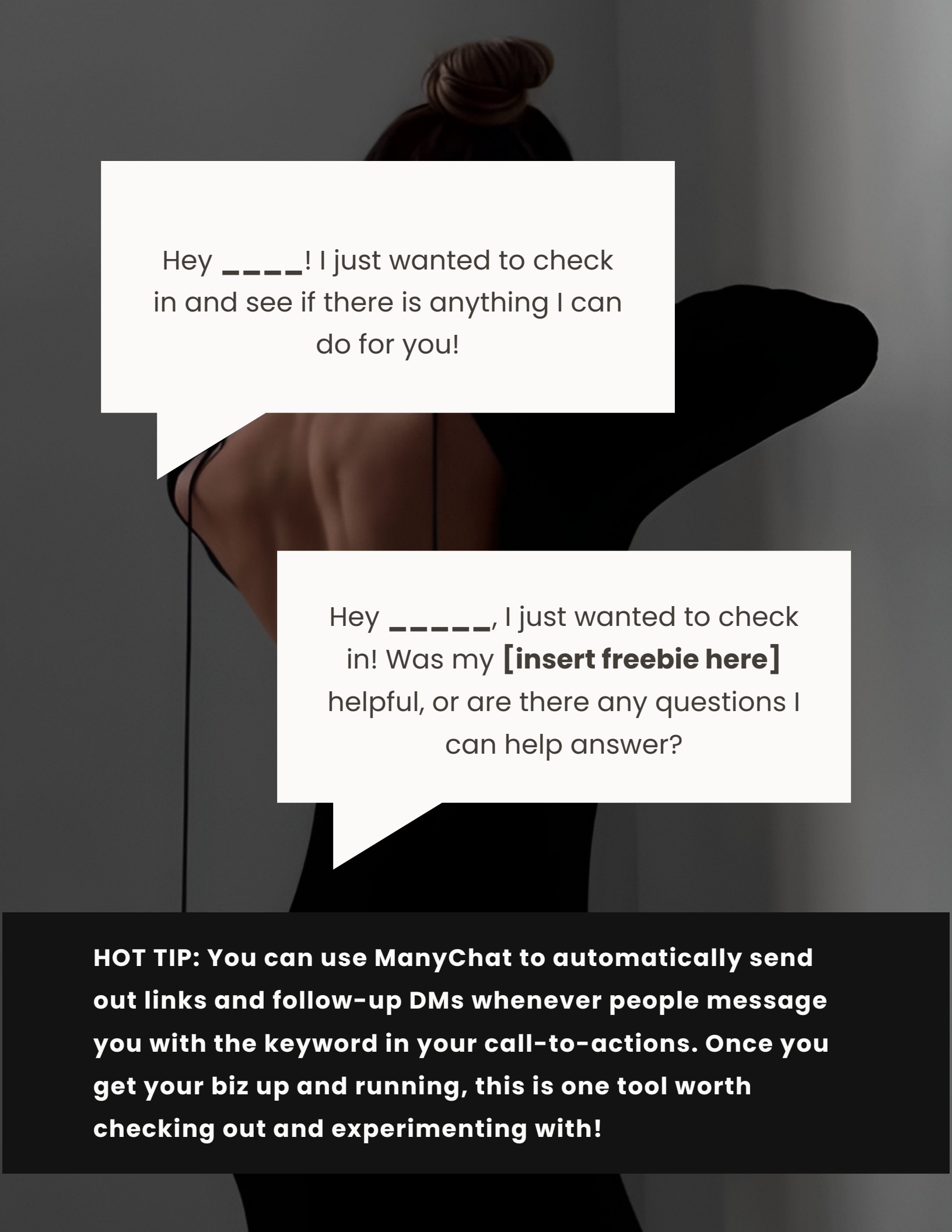


SERVE DON'T SELL!

DMs are one of the best ways to sell to your followers and fans. But you need to make sure the DM's you send are designed to SERVE and not just sell. Remember that these are real human beings you are talking to, not just a means to an end!

To help you brainstorm some ideas, here are some sample DMs you might want to incorporate into your follow-up strategy:

Hey ____, I'm so glad you're here!
I'd love to know more about you
and help in any way I can. Did
anything from my **[insert freebie
here]** resonate with you?



Hey _____! I just wanted to check in and see if there is anything I can do for you!

Hey _____, I just wanted to check in! Was my **[insert freebie here]** helpful, or are there any questions I can help answer?

HOT TIP: You can use ManyChat to automatically send out links and follow-up DMs whenever people message you with the keyword in your call-to-actions. Once you get your biz up and running, this is one tool worth checking out and experimenting with!

NEXT



STEPS

TURNING FOLLOWERS INTO SUPERFANS

4 PAGES
CHECKLIST

LET'S
DO IT

What you will learn

You'll learn how to set meaningful goals that align with your passion and define your own version of success in the digital landscape.

FOLLOWERS TO SUPERFANS

To really get ahead on Instagram, you need to turn your now nurtured followers into *superfans*. Although engagement *is* a big part of this – true superfandom isn't something simply engagement alone can achieve.

Next, we need to focus on strengthen these relationships even further – this is important as to ensure our audience doesn't just follow us, but build real, valuable relationships with us. Becoming true advocates, who will talk about us both off and online, suggest us to friends, and take an action (such as taking our suggestions, signing up for our email list, or buying from us) later on. Here's how to do it:

1) BE SOLUTION BASED

The first thing to keep in mind when trying to turn an audience member from someone who is interested in what you do, to someone who is an absolute fan of yours, can be being solution-based.

When making content and reaching out, always remember to keep the solution to their struggles and pain points in mind. if they think that investing in your brand is one way to solve a problem, they are far more likely to desire your products or services!



2) ASSERT AUTHORITY

Another way to simulate desire in what you provide – is to assert your authority in your niche. This could be through showing what experience you already have in the industry before, sharing your relevant qualifications, or letting people know how long you've been in the industry or niche. When you have authority – you garner trust!

3) SHARE TESTIMONIALS

If you use your social media to sell a product or service, sharing client testimonials is a great way of asserting your authority, skills, and expertise. It shows social proof that you can be trusted, and that you have worked with people in the past who have loved your work. Ask previous customers for their feedback after you help them. Most of them will be more than happy to provide this for you!

4) SHARE RESULTS

Similar to the previous point, you can also share the results that your followers have achieved by listening to your advice, or even your own results throughout your journey in your industry. Ideas could be: your weight loss journey, your journey through motherhood, your journey of acceptance, your journey into self-employment etc.

5) SHARE FREEBIES

By providing free tools (valuable content, advice, guides, services), it's far more likely your audience will take an action and be influenced by you in the future.



INSPIRATION

Why You're
NOT GROWING!

INSPIRATION

GO THROUGH THIS CHECKLIST AND ASK YOURSELF THESE QUESTIONS. CHECK OFF ONLY THOSE THAT YOU ARE CONFIDENT THAT YOU TICK **REGULARLY** AND WELL! FOR POST-RELATED QUESTIONS, LOOK AT YOUR MOST RECENT NINE POSTS TO HELP YOU ANSWER. DUPLICATE THE TICK IN THE FIRST BOX AND DRAG IF USING ON CANVA. GET RID OF THIS TICK AND PRINT IF YOU WANT TO PRINT OFF AND DO THE CHECKLIST MANUALLY!

THE CHECKLISTS

CONTENT CHECKLIST

- IS YOUR CONTENT HIGH QUALITY? ☐
- IS IT EASY TO UNDERSTAND? ☐
- DO YOU USE A VARIETY OF CONTENT TYPES ☐
- DOES YOUR CONTENT STICK TO YOUR NICHE? ☐

VALUE CHECKLIST

- IS THIS WHAT MY AUDIENCE WANT, NEED AND EXPECT FROM MY PAGE ☐
- IS THIS CONTROVERSIAL EDUCATIONAL, ENTERTAINING, MOTIVATIONAL, INSTRUCTIONAL OR INSPIRATIONAL ☐
- WILL MY AUDIENCE TAKE SOMETHING FROM THIS ☐
- WOULD I SHARE THIS IF IT WAS ON MY FEED? ☐

CONSISTENCY CHECKLIST

HAVE I SET MYSELF A SCHEDULE?

☐

IS THIS SCHEDULE ACHIEVABLE FOR ME?

☐

DO I POST AT LEAST 3 TIMES A WEEK?

☐

DO I SHOW MY FACE REGULARLY?

ENGAGEMENT CHECKLIST

DO I ENGAGE WITH MY EXISTING AUDIENCE REGULARLY ENOUGH?

☐

DO I REACH OUT TO NEW ACCOUNTS?

☐

DO THE COMMENTS I LEAVE CONTAIN REAL VALUE?

☐

AM I LEAVING CONVERSATION STARTING DMS?

☐

AM I ENGAGING REGULARLY WITH HASHTAGS MY IDEAL AUDIENCE ARE USING

☐

AM I LEAVING COMMENTS ON THE TOP ACCOUNTS OF MY NICHE?

☐

INSPIRATION

Analyze your
INSIGHTS

INSPIRATION

INSTAGRAM INSIGHTS WORKSHEET

LOOK AT YOUR INSIGHTS FOR YOUR LATEST 9 POSTS, AND FILL IN THE CHART:

IF THESE AREN'T THE METRICS YOU WANT TO TRACK, JUST
DOUBLE TAP AND CHANGE THEM!

[illegible]

INSPIRATION

The **CONCLUSION**

INSPIRATION

[illegible]

Enjoy the process

[illegible]

Enjoy the process

[illegible]

Enjoy the process

CHECKLIST

Name: **Date:**

[illegible]

CHECKLIST

Name: **Date:**

[illegible]

CHECKLIST

Name: **Date:**

[illegible]

Thank you
FOR READING

**CONGRATULATIONS ON COMPLETING THIS JOURNEY
TOWARDS BECOMING AN INSTAGRAM POWERHOUSE!**



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