2024 - GUIDE

FACELESS INSTAGRAM AESTHETIC MASTERY

Creating the perfect Facelss Instagram aesthetic involves a combination of visual elements, content planning, and audience engagement.

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MEET D



DIGITALLY D

Marketing & Instagram Expert

D has over 6 years in the freelance and digital marketing world working for BIG TIME podcasters, course creators, and celebrities. She has made **over $9 million in sales** online, mainly through Instagram, for her clientele and now she is sharing those secrets with you!



WHAT I PROMISE IN THIS COURSE

By the end of this workbook, you will understand how to create a Faceless Instagram with an aesthetic that draws in your ideal customer and sales!

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INTRODUCTION

Many large Instagram coaching accounts will tell you that Instagram aesthetics do not matter. But, when it comes to creating a Faceless Instagram Account, aesthetics are everything. Aesthetics set the tone and voice of your brand, and they act as a magnet for your customer.

Before you choose a color, font, or even an Instagram Handle you need to define your brand. Who are you trying to reach and why? What problem do you solve for this person?



DEFINE YOUR BRAND IDENTITY

Use the space below to define your brand's personality, values, and mission statement.

Personality:

Value:

Mission Statement:

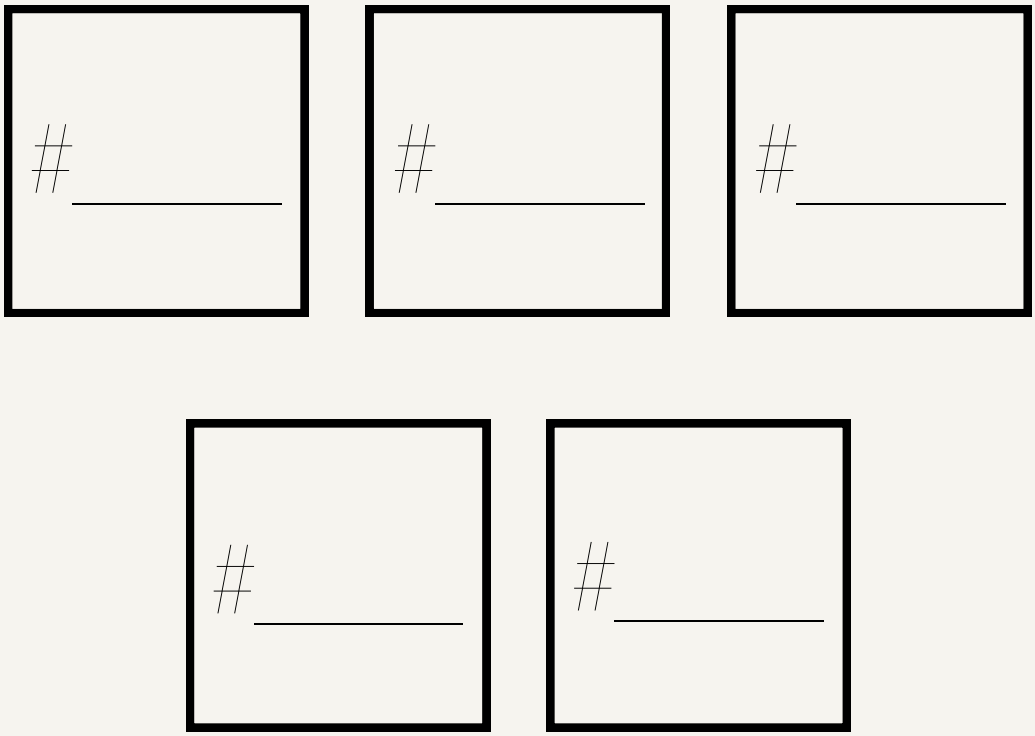
With all of the above in mind, what will your Instagram handle be?

Instagram Handle Ideas

CHOOSE YOUR COLOR PALETTE

Choose a cohesive color palette that represents your brand. You can use Pinterest to get ideas and even copy the hex codes.

Most brands have 3 - 5 colors.



TYPOGRAPHY

Typography is another word for font! Select fonts that match your brand's personality. You will need to select a script font, a header front, subtitle font, and a body font.

Script Font: _____
Header Font: _____
Subtitle Font: _____
Body Font: _____

VISUAL ELEMENTS

Identify key visual elements (logos, symbols, etc.) to use consistently and to inspire your brand aesthetics.

They can be textures, photos, or videos.







PHOTO EDITING AND FILTERS

EDITING TOOLS

There are a millions different and inexpensive ways to edit your photos and videos to match your brand Aesthetics.

- Lightroom
- Canva
- Adobe
- Your Phone
- VSCO
- CapCut

FILTER SELECTION

Choose filters that align with your brand's aesthetic! Right now, low exposure videos are very in and make your font really pop.

CONSISTENCY

Develop guidelines for consistent photo editing across posts. This is make your brand's presence that much more powerful.



CONTENT PLANNING 101

CONTENT CALENDAR

Create a monthly content calendar with planned posts. The most you post the faster you will grow! I usually post 2-3x a day!

THEME DAYS AND WEEKS

You can plan your content fast and easy with a schedule. Plan out themed days and weeks that would be of interest to your ideal customer. I post daily 1 tip, 1 story, 1 trend.

Some do themes like Motivational Monday, Tip Tuesday, etc. You can do it both ways but because I am posting so frequently I stick to the above.

GRID LAYOUT

Grid layout is not something I spend too much time focusing on. If you are consistently using your brand kit, your Instagram grid should be beautiful.



CAPTIONS AND HASHTAGS

CAPTION STYLE

Define your caption style (casual, informative, witty). It's always best practice to speak to your audience as if you were speaking to 1 single person. Use "we" instead of "you". Because you are creating a faceless Instagram account, you have to find other ways to connect with your potential buyer.

HASHTAG STRATEGY

Research and implement relevant hashtags. Best practice is to you 7 - 15 hashtags per post. Don't copy and past the same hashtags for every post. Make sure each hashtag is relevant.

You can do the research yourself to find the best hashtags that fit your brand/niche or you can ask ChatGPT to find them for you!

ENGAGEMENT TACTICS

Encourage user engagement through questions and calls-to-action in your captions, stories, and by commenting on your ideal customer's posts.

You want to get them into your DMs and build relationships! This is vital in order for you to grow and sell on Instagram because you are a Faceless account.

STORY HIGHLIGHTS

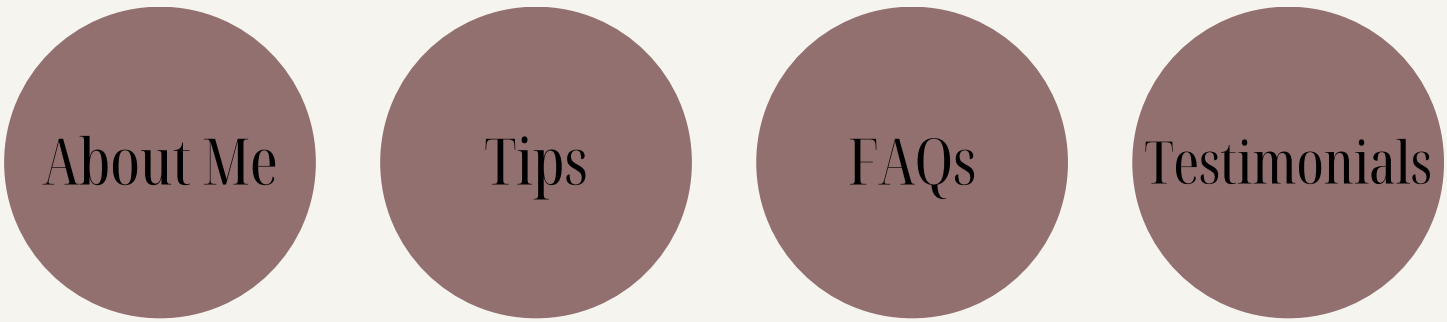
HIGHLIGHT CATEGORIES

Identify highlight categories that showcase your brand. I recommend always having the following highlight categories as well:

About Me
Tips
FAQs
Testimonials

COVER DESIGN

Design custom covers for each highlight category. Make sure you are using your branding kit so that your brand stays constant.



PUT IT ALL TOGETHER

01 DEFINE YOUR BRAND IDENTITY AND HANDLE NAME

02 SELECT YOUR EDITING TOOLS, FILTERS, ETC.

03 PLAN YOUR CONTENT OUT

04 PREPARE YOUR CAPTIONS AND HASHTAGS

05 CREATE YOUR STORY HIGHLIGHTS



YOUR BRAND NAME HERE

JOIN FACELESS DIGITAL MARKETING

Get even more support and see faster growth by joining the Faceless Digital Marketing Program!

JOIN NOW

WHAT'S INCLUDED

- over 80 lessons and tutorials on how to set up a thriving business
- a community of over 14,000 women who are already selling digital products to cheer you on and support you
- step by step tutorials on how to sell your digital product(s)
- social media support
- additional affiliate sales support

JOIN NOW

