



The Ultimate *Social Media* **MARKETING BLUEPRINT**

The Complete Guide to Mastering Instagram presented by:

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ABOUT ME

Hi! I'm Kate, and I've recently ventured into the realm of digital marketing, dedicating only a few months thus far to this field. While I might be considered quite modest compared to the broader field of digital marketers, I managed to generate \$1000 within my initial six weeks. But, the best part is that I achieved this with a daily commitment of only 1 to 2 hours, unlike the 7 to 8 hours that I put in at my other job. While there are many courses to take in the digital marketing field, there aren't many all inclusive guides, especially at an affordable price, that give people an idea on what the industry is about, where/how to start, and what steps to take. Hence, this guide was born!

Forbes had forecasted a surge in the digital marketing realm for 2023, and I believe this is just the beginning of its growth. As a busy mom of four, a teacher, a doula, and a wife, I find this journey particularly fulfilling. I'm glad I get to share it with you and help you find the work/life balance you've been dreaming of.

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01

BRANDING
YOURSELF

01

WHAT IS YOUR WHY?

Let's talk about this

Your “*Why*” is one of the most important aspects of your journey and what the majority of your content should be centered around.

Once you find your why, there is no stopping you because that is your fuel and motivation to keep going. You are all here for a reason.

There could be a couple of reasons why you started this journey, maybe you are just plain burned out from the 9-5 grind, a stay-at-home mom that wants to provide financial support, but also wants/needs to be home with the babies, or simply times are challenging and financially expensive, so you are ready to make changes to live financially free.

Whichever it is, you are here for a reason and that is what drove you to this journey in the first place.

WHAT IS YOUR WHY?

SECTION
01

My advice...

My biggest advice is to think about your why and your story everyday when you wake up.

This is your secret weapon, so use it everyday to keep you motivated and to inspire you during this journey.

Your “Why” is what will drive the “right audience” to your content and to the products you are promoting.

The more you can utilize your “Why” and inspire/relate to others the more you will find your reason and succeed.

I say this every day to myself, “find your why and do not look back!”

WHAT IS YOUR NICHE?

How to Choose

On top of your “Why”, your niche is also one of the most important aspects of your journey and your content.

Your niche needs to be something you are passionate about and needs to be aligned with the right “target audience” for your content.

Your niche can vary, but once you find 1 niche you need to stick with that as this is part of your branding and is what will draw in your audience.

WHAT IS YOUR NICHE?

Top Engaging Niches

Finance & Wealth

Fitness & Wellness

Online Education

Personal Development

Relationships & Dating

Passive Income

WHAT IS YOUR NICHE?

Broad

This can be hard to really draw in a target audience since this is not specific and can also confuse the algorithm.

EX: Health niche

Narrow

This is where you narrow it down to one specific genre or target audience.

EX: Healthy eating for families

02

THE POWER
OF SOCIAL
MEDIA

02

THE POWER OF SOCIAL MEDIA

Social media is one of the most effective low-cost promotional tools that a small business owner can take advantage of. Social media allows you to:



Grow
Brand
Awareness

Connect
With
Customers

Reach New
Potential
Buyers

Each platform has its own strengths and weaknesses. Before you create and launch your marketing strategy, consider what types of promotions you plan to create and which platform would be the best match.

Use the list on the next page as your reference guide to determine which platform would be the most beneficial for your business.

SOCIAL MEDIA REFERENCE GUIDE

① Instagram

Best platform to share - short 3-8 second reels, visually appealing content, behind the scenes content, giveaways

Best platform (& TT) to reach younger audiences, other content creators, and influencers

Stories provides gives you a chance to interact with your followers, show sneak peaks and behind the scenes looks, and interact with your followers

② Facebook

Best platform to share - photo collections & product listings to make it easier for your followers to purchases your products

Best platform to reach a broad and varied audience

FB Live is a great way to connect with your audience in real time and share behind the scenes content

SOCIAL MEDIA REFERENCE GUIDE

3 TikTok

Best platform to share - longer 10 sec - 10 min videos, visually appealing, creative content, behind the scenes content, giveaways

Best platform (& IG) to reach younger audiences, other content creators, and influencers; Users on TT are highly engaged

TT's algorithm is designed to promote videos that are engaging and interesting, so higher-quality content will get more engagement and be seen by a large number of people

4 Pinterest

Best platform to share - photo collections & product pins that are visually appealing and attention grabbing

Best platform to reach highly engaged women

Create Idea Pins to promote your products with longer, more engaging content; they are also discoverable on the Explore Page, which means more people will see them



TIP

Start with 1 platform, master it, then add another.

03

INSTAGRAM
BASICS

03

Setting Up Your Profile

1

Type of profile

I recommend using a creator account rather than a personal account. This allows you to have access to your insights.

2

Username

Make sure to choose a name that is related to your niche, not too long, and is easy to remember.

3

Profile Picture

I recommend using a headshot with a plain background that is not too colorful. You can even use Canva to create a plain background for your image.

Setting Up Your Profile

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03

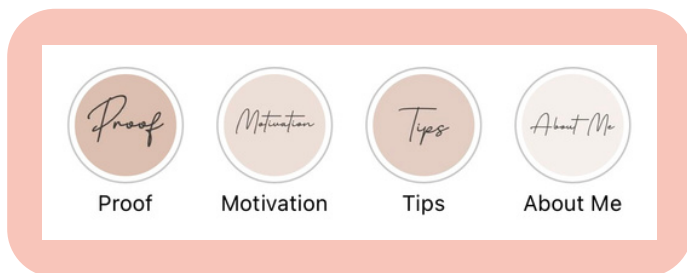
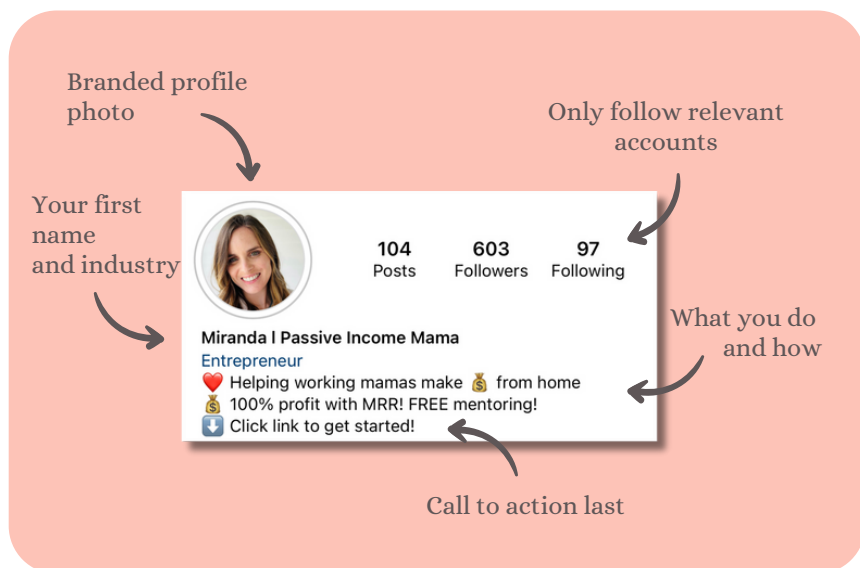
4 Bio

Your bio should include who you are, what services or products you are offering, and a call to action at the bottom of your bio (See example on next page)

5 Link in Bio

When including a link in your bio, stick with just one link. If you have a Link Tree, Stan Store, or other similar platform, you can include multiple links on that page.

Optimizing Your Bio



HIGHLIGHTS

These are important to show a brief snapshot of who you are, your products, and other branding content

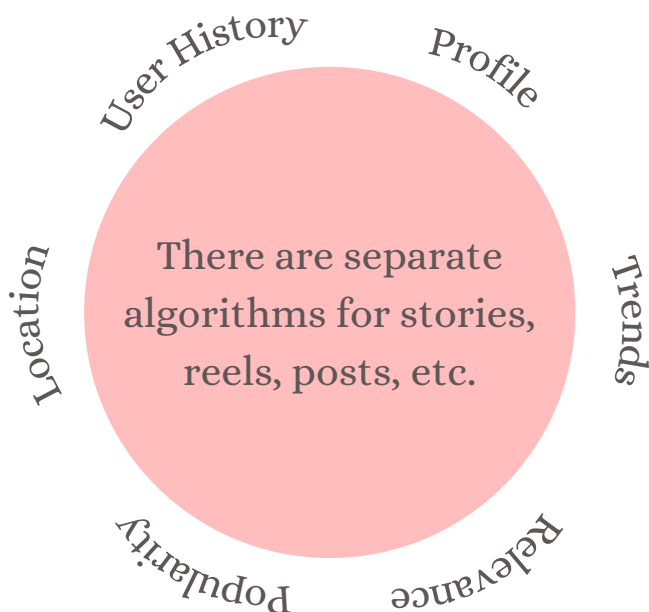
04

UNDERSTANDING
THE ALGORITHM

04

Understanding The Algorithm

What factors make up the algorithm?



Understanding The Algorithm

How to use the algorithm

Instagram uses factors about users and cross references with information about the actual content on the platform.

THE RIGHT CONTENT GETS PLACED
IN FRONT OF THE RIGHT USER

So what do you need to do?



Create content that is relevant with
your niche implementing the
Instagram SEO
(Keep reading to learn about SEO)

Understanding The Algorithm

How does the algorithm rank
your feed & stories?



Information about the post (likes, shares, comments) signals popularity and the algorithm will give popular content priority



The more users interact with specific accounts, the more similar accounts will be placed in front of a user. (You see more of what you like)



The algorithm also watches how you interact with content (are people searching for you by name, do you message back to DMs)



The more you build relationships with your followers, the more Instagram will push your content to the top of the list

Understanding The Algorithm

What is the takeaway from
understanding how the algorithm
works?

SHOW UP & ENGAGE!



05



UNDERSTANDING
YOUR
ANALYTICS

05

Understanding Your Insights

What are insights and why should you care?

Instagram insights are analytics regarding your content and followers. It is very valuable for those with a business because it can help you determine what content your audience likes, doesn't like, and other important information important for growth.

HELPFUL TIP

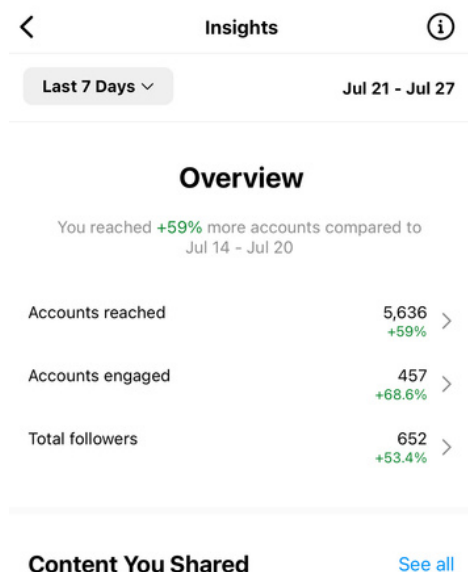
Make sure you use a "creator" account type so you have access to insights. You can change your account type in your settings.



Understanding Your Insights

Content Interactions

This is the total interactions for reels, posts, stories and lives.



You can access insights on all of your posts, reels, & stories and determine which content performed better. AKA had the most engagement.

You will want to create more content similar to what performs well, and expand on ideas in high engagement posts.

Understanding Your Insights

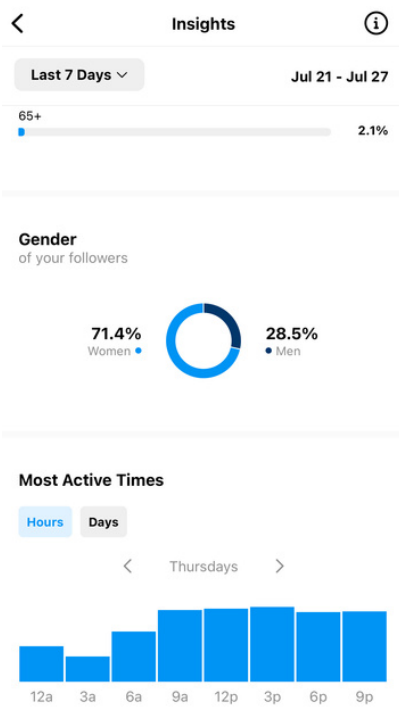
Follower Watch Times



One very helpful tool is under the "Total Followers" section of content interactions.

Scroll to the bottom of this page and you can find "Most Active Times".

This is helpful to see what times your followers are most active and you can post your content accordingly.



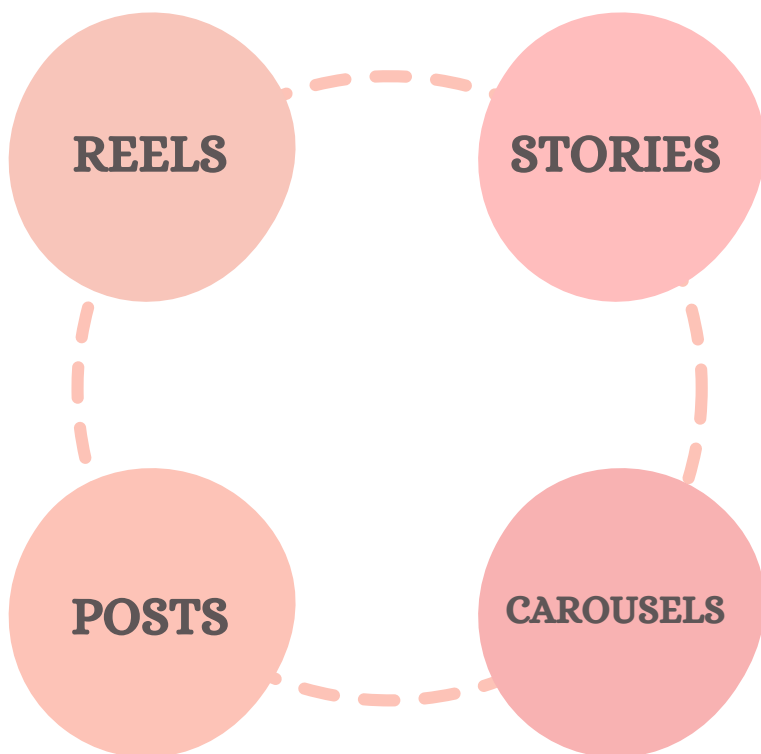
06

C O N T E N T
S T R A T E G Y

06

FORMS OF CONTENT

There are 4 types:



FORMS OF CONTENT

SECTION
06

Posts

- A simple photo
 - Can be used to promote a product advertisement or an introductory announcement
 - Was incredibly popular several years ago, but reels are the star of the show now
-

FORMS OF CONTENT

SECTION
06

Reels

- Most popular type of content
 - Can be short or long form (Anywhere from 3 seconds to 1.5 minutes)
 - Add trending sounds to go along with your videos to boost engagement
-

FORMS OF CONTENT

SECTION
06

Carousels

- A series of photos that can be assembled into a single post and easily swiped and read
- Great for educational content
- Can read content at your own pace

FORMS OF CONTENT

Stories

- Snapshots you can create and post throughout the day
 - Primarily targets followers
 - Showcase your personality
 - Try out - behind the scenes, shots of your work, your process, your workspace, your everyday life
 - Experiment with - polls, questions, countdowns, & other stickers
-

FORMS OF CONTENT

Short form versus long form reels

Since reels are now the most popular form of content, you will want to master not only short form but also long form reels.

Short
form



3-10 seconds



Great for
trending audio

Long
form



30-90 seconds



Great for sharing
your why and
education

Content Strategy

SECTION
06

Why do you need a strategy?

Content is ESSENTIAL to your entire journey as the content is your main source of promoting what you are selling/promoting.

With the “right” content you will see much success because you are attracting the “right audience” and drawing in individuals to what you are selling/promoting.

TIP

Do NOT try to
constantly promote
your products!

What is Content Strategy?

A content strategy is a content marketing strategy that focuses on creating content that is relevant and informative for a long period of time.

This type of content is not tied to current events or trends, so it can continue to attract and engage readers even after it is published.

By creating content, you can attract and engage followers for a long period of time.

This can help you to build a loyal audience and improve your conversions.

Most Important Thing To Know Before Creating Your Strategy

Know who your target audience is and what their interests are.

- What kind of content would they find most valuable?
 - What are their pain points and challenges?
 - What solutions to their pain points would resonate with them the most?
-

3 Pillars of Content

EDUCATE

Provide tips and solutions to problems. By bringing fun hacks/tips/suggestions to a problem, it engages followers in the long run.

Educational reels do well as long-form content.

EVOKE EMOTION

This is your “Why” and your story! Bring the emotional aspect into your content because this is how you can relate to others going through the same situation and this is the very way you draw in your “ideal audience.”

ENTERTAIN

This is the fun part! This is the content where you can show your sense of humor and really just let loose and be yourself.

This is also where original trending sounds can be helpful for gaining views.

ABC Content Strategy

3 Types of Content

ATTRACT

This content is designed to attract new followers and get them interested in your brand. It solves a pain point, answers a question or provides value that will entice new followers.

It should be inviting, engaging, and enjoyable to consume.

BUILD

The purpose of this content is to help build relationships, foster engagement, and share information.

Designed to educate, grow, and develop your audience. Think about how you would connect with a friend. Gain the like, know, and trust of your followers here.

CONVERT

This content is designed to persuade the viewer to take a specific action, such as making a purchase or subscribing to an email list. It's typically used in conjunction with build content.

Give a clear & concise message to your target audience. Tell them exactly what you want them to do.

ABC Content Strategy

Use these examples to help build out your own, unique content strategy on attached worksheet at the end of this section.

	ATTRACT	BUILD	CONVERT
PAIN POINT 1	• Answer common questions • Tutorials • Tips & tricks • Free information	• Your story • Opinions • Behind the scenes • Lives • High value information	• Results • Testimonials • Product highlights • Sales & promotions • Stop excuses
PAIN POINT 2			
PAIN POINT 3			

VIRAL REEL RECIPE

Fail safe formula:

TEXT ON SCREEN

Stop the Scroll
Headline

All text needs
to be legible

VALUE

Provide value in
every post to
keep audience
engaged.

Follow content
strategy to help
you do this.

CTA

Every post
should have a
call to action.

Switch up your
CTAs for better
engagement.

CAPTION

Teaser at
beginning of
caption

Include key
words related
to your niche

HASHTAGS

Include 3-7
relevant
hashtags to
your niche and
content

TRENDING SOUNDS

Look for the up
arrow next to a
sound to
indicate it is
trending



Worksheet

Instructions

SECTION

06

Review the 3 pillars and 3 types of content on the ABC Content Strategy pages above.

Fill out the Ideal Audience Worksheet to determine who you will be talking to directly.

Create the 3 main pain points of your ideal audience that you want to focus on based on your answers from the Ideal Audience Worksheet.

On the ABC Content Strategy Worksheet start filling each box in with ideas that correspond to the type of content and pain point for that box. Come up with at least 3 ideas for each box.

Example - If Pain Point 1 is “I don’t have enough money to pay my bills”, 1 idea under Attract - Pain Point 1 could be tutorials on different ways to make money online.

Use a different pillar each time you create a post for each box. Example - If you make a reel for Attract - Pain Point 1 that falls under the “Educate” pillar. The next time you create a post for Attract - Pain Point 1, it should fall under the “Evoke Emotion” pillar.

Determine how long you will use this content strategy. It can be used for up to 3 months.

Rotate through the chart and fill in gaps with trending content, product launches, etc. when needed.

Analyze your insights at least every 2 weeks if not more to see what is and is not working.

Analyze at the end of your content strategy period to help plan for your next content strategy period.

Ideal Audience

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06

1 What are my ideal audience's demographics? (age, gender, location, income, education level, relationship status etc.)

2 Do they have kids? How many & what ages?

3 What are their interests and hobbies?

4 What do they not like? (places, things, hobbies, etc.)

Ideal Audience

SECTION
06

5 What are their values and beliefs?

6 Where do they hang out online and in real life? (social media platforms, websites, events they attend, etc.)

7 What motivates them?

8 What are their pain points and challenges?

Ideal Audience

SECTION
06

9 What are their goals and aspirations?

10 What are their biggest fears and concerns?

11 What are their objections and excuses?



My ideal audience is _____
who are _____
and _____.

Examples

1. My ideal audience is women aged 25-45 who are struggling to lose weight and want to feel confident and healthy.
2. My ideal audience is small businesses who are looking to increase sales and improve their customer service.

ABC Evergreen Content Strategy

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06

Use this worksheet in combination with your Ideal Audience Worksheet to help build out your own, unique content strategy.

	ATTRACT	BUILD	CONVERT
PAIN POINT 1			
PAIN POINT 2			
PAIN POINT 3			

07

S E O

07

SEO

Search Engine Optimization

This is the process of optimizing your IG content to appear in search results.

People now use social media as a search engine.

You want to make sure your content appears at the top of the search.

HOW?

Use keywords in searchable content and text areas including:

 Your name on your bio Hashtags Alt Text (Captions) Reels topic Caption keywords Location tag

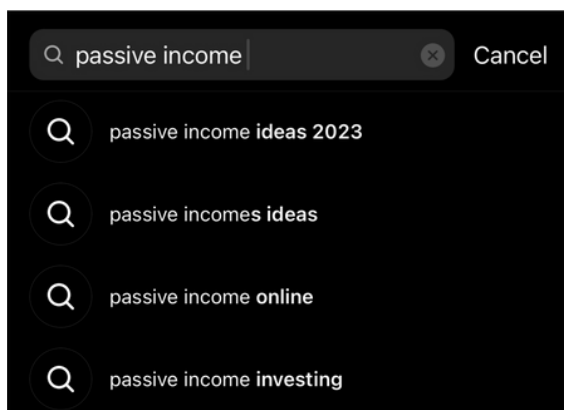
SEO

Search Engine Optimization

Type in the search bar on Instagram any topic related to your niche.

Several results will appear, which are the most popular searches related to your topic.

Use these results as keywords in your next post!



08

H A S H T A G S

08

HASHTAGS

What are they?

Hashtags are text added to a caption that helps delineate how content should be categorized.

How do I use them?

Make sure to only include hashtags that are relevant to your niche and the content you are posting. Irrelevant hashtags confuse the algorithm.

T
I
P

How many?

It doesn't matter!
However, most would agree
somewhere between 3-7
hashtags is plenty!

09

C O N T E N T
D E S I G N

09

CONTENT DESIGN

SECTION
09

Why aesthetic matters

When you are creating content, there are some key design aspects you will want to remember:

- Pick your brand colors and fonts and stick with them!
 - Never use so many words on screen that it covers up your face or is not easily read
 - If you are speaking to the camera, you need to include captions (using the caption sticker)
 - Use high quality video, natural lighting, a quiet back ground, and speak directly into the camera
 - Create a unique, but cohesive look & feel
-

PHOTO TAKING TIPS

SECTION
09

How to take engaging social media photos

Focus on lighting

Always use natural light when possible by posing your items on a surface near a window or posing yourself facing a window so the light reflects off of your face.

Forget about the grid

Most followers will not see your grid, they only see your content on their feeds, so don't stress about making it pretty.

Edit your photos

There are multiple photo apps you can use to create the perfect photo like Lightroom. There are even presets you can buy to instantly brighten, adjust, and improve your photos.

10

ORGANIZING
YOUR
CONTENT

10

USE THE RIGHT TOOLS

SECTION
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Create the perfect combo for you.

Brainstorm content themes and all of your content ideas on a paper calendar or post-it notes. You can move post-it notes around and put them in an order that makes sense for your content strategy.

Once you have all of your ideas laid out, transfer them to a digital planner or spreadsheet. You can track your reels, onscreen text, captions, hashtags, posting times, & any other notes.

POSTING SCHEDULE

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Create a consistent & sustainable schedule

When creating a schedule it's important to prioritize consistency.

Platforms like when you are consistent, so they know when to expect your content to be posted.

Along with engagement, this will help push your content out to a larger audience.

Posting times can gradually change over time.

Once you have a following, visit your insights page - Audience tab and scroll to the Followers section.

This will break down by day and time when your followers are most active on IG.

This is when you should be posting.

The more engagement you get from your followers, the more your post will be pushed to non-followers.

STREAMLINE YOUR PROCESS

Leave room for the unexpected

The level of detail you include on your content calendar depends on your own preference.

If you don't have a lot of time, create a general plan on a monthly calendar that includes new product releases, sales, recurring series posts, holidays, etc.

All of this can be planned by the month.

For individual reels, carousels, or posts, it is best to wait to plan the details the week prior so the content is relevant.

Planning ahead will help make consistency easier over time.

Trends, new ideas, and unexpected posts are bound to happen, so it's best to leave some open spots on the calendar for when this stuff pops up.

11

G R O W I N G
Y O U R
F O L L O W I N G

11

GROWING YOUR FOLLOWING

SECTION
11

Connect with your audience

Growing your following and engagement is very essential when it comes to driving traffic to your page.

REMEMBER

The number of followers
you have does not equate
to your sales

GROWING YOUR FOLLOWING

Provide quality content

Provide many different types of content and make sure you are branding yourself along the way.

Utilize your “brand colours” as much as you can in your content

Use high resolution videos in 4K

Clean your camera lens

Avoid background noise

Use natural light as much as possible

REMEMBER

Do not push sales!

GROWING YOUR FOLLOWING

Engage with others

This is VERY important because the more you can like/comment on other user's posts that are within your niche, the more your name is seen.

When others see you are commenting, then they will follow you and whoever you engage with and interact with, most likely will pay you back and comment/like your posts as well.

Be sure to engage with your customers/clients as well.

Always respond to comments to boost your engagement.



GROWING YOUR FOLLOWING

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Rule of 10's

10 minutes engaging with your
followers (commenting, liking, DMs)



10 minutes engaging with
your stories



10 minutes engaging with
others in your niche

GROWING YOUR FOLLOWING

SECTION
11

Collaborate

- The Instagram algorithm LOVES this because it shows Instagram that you are engaging and providing valuable content within your niche.
- Collaborate on live streams, reels, and posts.



GROWING YOUR FOLLOWING

SECTION
11

Go LIVE

This is where your followers can really get to know YOU and how you are a REAL person.

Someone likes to see the normal, raw and real person so they feel more trusting and want to follow your journey.

Lives are also great for encouraging engagement and answering questions.



SPREAD THE WORD

Feedback

- Request reviews from happy customers/clients & share them to your stories.
- Encourage them to give reviews by doing giveaways, coupon codes, or even just sharing their post so they get more eyes on their account.
- This increases the like, know, & trust for your followers.

Never Have I Ever

- Bought followers
 - Bought engagement
 - Followed & unfollowed accounts just to gain followers
-

12

B O N U S
C O N T E N T

12

25 ATTENTION GRABBING HOOKS

1. You need this if you're a _____
 2. The easiest way to _____
 3. Doing this changed my business
 4. How I _____ as a _____
 5. Too many people are making this mistake
 6. Ready to level up your _____
 7. Simply _____ with this hack
 8. Quit _____ to get out of _____
 9. My favorite _____ as a _____
 10. Struggling with _____. Try this
 11. I've got a secret...
 12. POV (show what you're experiencing as a result of your product
 13. Did you know that...
 14. Quick reminder!
 15. Hear me out...
 16. If you want _____
 17. How to _____ for FREE!
 18. True or False ____
 19. Calling all _____!
 20. X reason why _____
 21. The best thing I've ever done
 22. Biggest mistakes you're making with _____
 23. Why _____ isn't working
 24. Most common mistakes with _____
 25. I started _____ and ended up _____
-

CONTENT IDEAS

SECTION
12

Behind the scenes	Introduce yourself	Share your why	Quick tip
"Did you know" post	Testimonial	Product promotion	Storytelling
Fun fact	Teach a 3 step solution	Advice to your past self	Stop doing this, start doing that
A common question you get asked	What you love about your product	Success story	Mindset shift
Sneak peak of a product	Create a Q&A	Manage time tip	Reintroduce yourself
Welcome new followers	3 things you did wrong	Collaborate on a reel	Go LIVE!

10 CALL TO ACTIONS

1. Read caption for more
2. Share with other _ _ _
3. Like if you agree
4. Save this for later
5. DM me with any questions
6. Respond with (emoji) to learn more
7. Screen shot for later
8. Follow me on my journey
9. Give me a follow if you want to learn more
10. Tag a friend who needs to hear this



HOW TO MARKET ON FACEBOOK

Top Tips

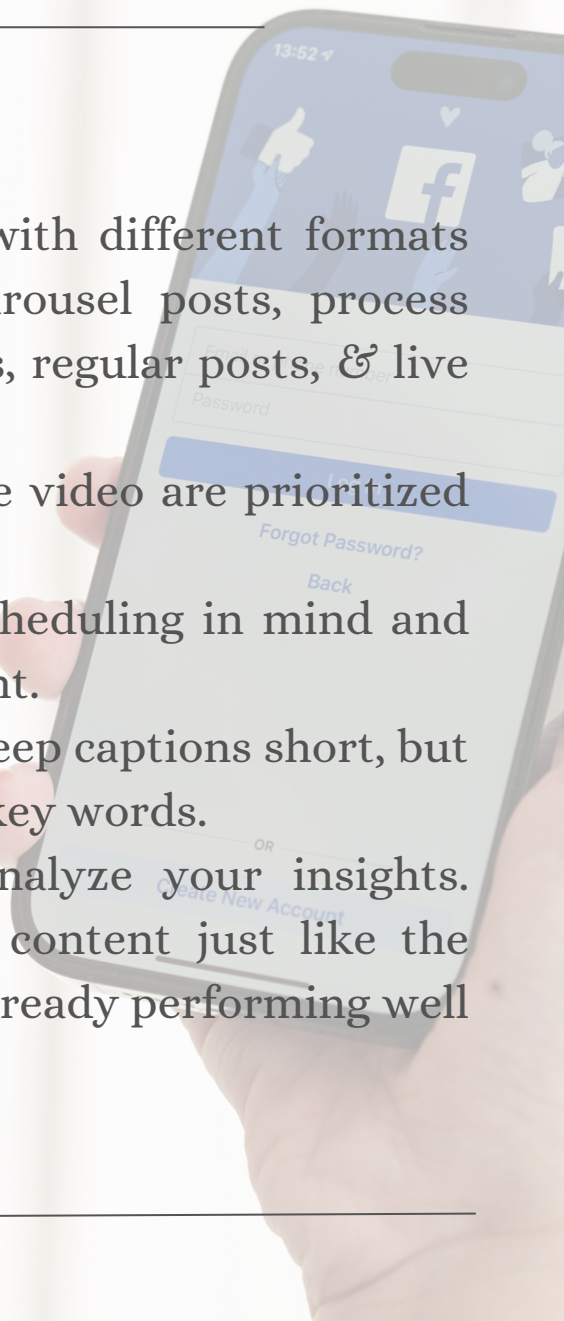
- Setup a FB business page or business account. Do not use your personal account.
 - Highlight your products on FB. Followers can click through to your shop. Include lots of detail that keeps it from feeling overly promotional, a strong call to action, and strong SEO.
 - Vary your content. Use the rule of thirds:
 - 1/3 of content is promotion of new items & announcements
 - 1/3 of content is topics that relate to you business
 - 1/3 of content is nurturing your audience
-

HOW TO MARKET ON FACEBOOK

SECTION
12

Top Tips

- Experiment with different formats like reels, carousel posts, process photo albums, regular posts, & live video.
- Reels and live video are prioritized on FB.
- Keep your scheduling in mind and stay consistent.
- Be concise. Keep captions short, but packed with key words.
- Track and analyze your insights. Create more content just like the type that is already performing well on your page.



13



C O N C L U S I O N

13

CONCLUSION

Mentoring doesn't stop here!

I sincerely hope you found this guide helpful and that it will give you the tools to succeed in social media marketing!

If you would like even more training on digital marketing or digital products please reach out to me on Instagram [@contentmarketingmom](#) with any questions you have.
