

## Startup Marketing 101 | Week 3

# Killing it on Instagram

Instagram is platform with huge potential for brands, but one that's commonly misunderstood. Using this worksheet, let's figure out a solid Instagram strategy that you'll be able to use to grow your following, build awareness and help your customers move through the funnel.

### 1. Goals for Instagram

Thinking back to the last workshop, what are your goals for Instagram? Maybe you haven't launched yet and you are looking to build a big following of your target audience to launch your product to. Or you want to connect with your customers to stay top-of-mind and encourage them to repeat their purchase or recommend you to a friend.

*Eg. For Institute of Code, we're trying to build awareness among our target audience, build trust with potential students interested in the course and stay top-of-mind to remind them how much our courses would benefit them.*

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### 2. What you are trying to communicate via Instagram

Think about the top perceptions and brand values you are trying to communicate.. it is that your product is cool? That it gets incredible results? Are you trying to build social proof that other people love your product?

*Eg. For Institute of Code, we're trying to communicate what the experience of learning with us will be like, share social proof of people who have done the course and loved it, trying to communicate the quality and value of the product, the long term benefits for our students, and that it's accessible to a wide range of people. We're also trying to highlight our passion for living a life that inspires you.*

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### 3. Content Ideas

What could you post about? Try to come up with at least a dozen different content ideas for your business.

*Eg. For Institute of Code – photos of students coding, photos of the experience & villa, photos of our activities around Bali, photos of videos of our staff with links to their stories, photos of our students and links to testimonials or student stories, curated photos of beautiful locations with aspirational captions, Instagram stories showcasing snippets of lessons.*

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### 4. Visual Style

What will your feed look like? Try to find examples of styles that you love and write them here. Describe what makes it look beautiful and curated (ie light and airy with lots of floral, all the text-quotes are white & pink using a particular font, etc.)

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## 5. Niche Hashtags

List some of the niche hashtags that are relevant to your audience / content.

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## 6. Collaborations

What ideas do you have for potential collaborations? Venues or other products that are complimentary to yours? Other brands or entrepreneurs that would give you a shoutout? Micro-Influencers that you could potentially work with?

*Eg. At IOC we re-share our students content and encourage them to tag us in their photos on retreat, we work with influencers in a variety of ways, we tag all the venues that we post about (ie the bars, restaurants etc) who often re-share our photos, and we co-host competitions and scholarships.*

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**Well done!**