

StartUp FASHION®

MASTER INSTAGRAM

Video Transcript

Why Instagram? What does a good strategy look like?

Paula: Questions to consider: Have you ever wondered how many times you should post on Instagram or what hashtag should you use? Do you know what is needed to create consistency on Instagram? What does a good strategy look like? How do you build community or tell a story?

I want to answer all of these questions.

Why should we use Instagram?

- Instagram has 48 more times engagement per follower than Facebook and one hundred times engagement per follower than Twitter.
- Instagram has 100% of follower rates (All of your followers will see your pictures. This is something that doesn't happen on Facebook because it's filtering information you will see).
- Nearly 400 million users of Instagram right now. The amount of people you can reach is impressive.
- Instagram uses _____. People ask "where did you buy those shoes?" So this kind of comments are the ones you want to see in the account.
- Really fun! It's a great way to communicate with your audience and do market research.

Before a lot of people were thinking about "oh I have so many followers and so many commenting, but this is not getting any money."

Nicole: I think that's the big one I hear from designers, it's like "Yes, I know I need to be on Instagram, and I know I need to be posting, but how is this translating into profits for my business because there's no direct answer." It's easy to feel discouraged and you could be wasting your time. I'm really interested to see what you have to say.

Paula: I always say it is more amount than science. You really need to think in advance about what you want to get and create the path for people to join you. For me, that's what's so exciting about this. You'll see. It's something that really makes you think about your business and also gives you focus. You really have to face who you are and who you want to reach. I think it's really interesting. So that's going to be the first part of the presentation. I just want to share with you an exercise that I think is great to build your strategy and how to start thinking about what makes you different and convey what you do. In this noisy World we are living, if we don't

make a statement about our differences it's going to be really difficult to come out and reach the people you want to.

Quote from Sally Hogshead from book, "How To Fascinate"

"Today better isn't better, different is better."

Sally focuses on how other people see you and how to make the best out of your differences so people will see what the best of you is. She has a test in the book to guide you through questions and seven ways to fascinate.

What does an Instagram Strategy look like?

- Clear written goals –
 - must align with your business objectives
 - sell more, etc... goals you want to achieve
- Style guide based on your brand's personality and message.
 - This is something big brands do. I was talking to a marketing manager and she said for her it's really important for her company when they land success they have the same experience as the brand. It's something you can achieve by knowing who you are, your values, and what the message you want to translate is and having that in everything you do. It's really important to know. What kind of style and colors?
 - I wanted to share a couple of Instagram accounts – how can you go from one color pallet to another color pallet? That could be an answer on how to create that consistency or how to know what to post about.
 - Nicole: When I visit an impressive Instagram I notice they pick a filter and stick with it, they choose a border and use it for everything, sometimes it's all black and white, and there are no color pictures. Is that part of what you mean when you talk about a style guide? Figuring out a style guide and keeping that consistency throughout your Instagram?
 - Paula: Yes
 - Even if you haven't been doing this, start now. Keep colors consistent to create your color guide. If your colors are deep red, white, etc... the trick is to use good lighting. Clear pictures work best. People are going to see all of the pictures and their screen is very tiny so you want something beautiful and alive. Try to give a style to everything you do. I have a blog post on how to create consistency listed in the presentation.
 - Who do you want to reach?
 - Avoid being general
 - Think of your ideal client (they love your product – analyze what they like)
 - Use hash tags to market to them.
 - Should you use lots of hash tags?
 - Use hash tags because this is how people who don't follow you will find you. Try to find the best that works for you.

The best way to not look desperate is to put a couple in the picture and the rest in the comments so they disappear when people start commenting.

- You must post hashtags after you post picture so they will appear in the correct order.
- Use hashtags to build followers. When you know you are using a hashtag on pictures and see what others are doing to get people to comment on their pictures for ideas. I call that the 30 minutes of love.
- When you click on new designers and comment on their photos, they like my Instagram back. Just using hashtags alone doesn't work as well as making sure you comment on others to gain more followers.
- Go and leave a comment on something you like and tell them.
- It's the happy platform. (Compared to Twitter where it's a place for venting. Because Instagram is curated and includes pictures, most of the time it's positive. Quotes, inspiration, encouragement are all very happy. What better place to connect with your customers on a platform where they're not venting and are happy and exciting.)
- When you know what you want to post about
- Community post and engagement
 - Contests
- How do I tell a story?
 - It's not about you, but about your clients. It's about how you want to make them feel.
- How do you find inspiration?
 - Be true to your brand
 - If you want to be naïve pictures must be naïve, if sexy then pictures must express it, etc...
 - Examples listed in presentation
 - Different angles of the same picture – brings consistency
 - Share experiences
 - Build your business around Instagram
 - Picture of a girl from the top with her high heels. It's an inspirational picture and what is the dream for your clients.
 - Use hash tags with photos
 - Inspire action
 - Start a movement
 - Movement that started called un-followers. Instead of taking a selfie, they took a picture of their back. It was different and they got a lot of great and cool pictures.
 - #Happygirl #Happybag inspired clients to take pictures of their handbags
 - Nicole: What do you do when you don't have this community there yet? Maybe you have 50 or 200 followers, but they're not necessarily customers. How do you start?

- Family and friends
 - Send pictures of something you just made and share it online
 - Create a contest
 - Entertain and have fun
 - Ask people to send pictures
- Know your audience
 - Learn what people love about your brand and how you can capture that
 - Example: Rebecca Minkoff asked what kind of handbag do you want me to create for you? They put up several pictures and asked which one people liked best.
 - Market research
 - Build community and let your community know you are there for them. Engage in them with 30 minutes of love every day.
 - If we as smaller brands focus on that we don't have a big audience yet, we will never have more followers. Check out what some of the other big brands are doing and try to duplicate that. Try a contest, etc... sometimes when you start out you should try a contest offline through email because they are not used to engaging with you.
- How to create a storytelling road map?
 - Themes that support your brand – talk about how you are different and what supports your differences in your product
 - Important dates for your brand
 - Your personality must show through
 - Inspire with questions and answers people ask a lot. Explain answers. (How to return a product etc...)
 - With all this you can create a posting calendar. Think in advance about when you would like a contest etc...
- How do you measure success?
 - How do you track your performance indicators?
 - Must be defined by your business goals
 - If one of your business goals is brand awareness, you can track the traffic to your Instagram to your website.
 - If you create an event, you can track how many people click to your shop
 - How many people use promotional codes you create?
 - Lead generation – how many people
 - Market research – how many people answer your questions and what did they say?

A lot of people are just doing what other brands are doing and attract the same people. What makes you different?

Three pictures in the presentation

“We make killer clothes that don't kill the environment” with a like to buy link to shop

“Ethical life is brand inspired by culture and connection....” Join our journey.

“Vintage made modern...”

You only have a couple of seconds to tell the people who land on your profile, who you are, what you're offering, and if they want to follow you or not. It's really important to be clear, creative, and use key words for your industry. That is going to make you stand out.

Exercise

<http://sisiandco.com/standoutbio/>

- Highlight what makes you different.
- Think about who you are with five basic concepts to your brand
- How is your brand personality? (Fun, sustainable, happy, colorful, bright, sexy?)
- What are your brands values? (Creativity, amazing technique, what makes you wake up in the morning?)
- How do you change your client's World? What makes you unique?
- Be clear, creative, and use keywords of industry.

Enter email through link above for more information to create your Standard Bio and to join Paula's email list. Take a screen shot and post it on Twitter with hashtag information for feedback.

Questions

- **What are some Instagram's as reference that we can look at that are successful and why?**
 - Negative Underwear – they understand who customer is, tapping into a mood, and knows who customer is. (Sexy and is woman who doesn't care she can see who bra is through her t-shirt). They use hashtags for events and nail it every time. They aren't afraid to be edgy, they just post edgy things. Show but don't tell.
 - Alala – active wear brand. They know who their audience is and tell a story. They know their customers work out and care about their health. Their feed talks about other things besides their active wear. They make assumptions and post about them. (City woman, luxury active wear – cares about what she looks like and wants to wear well-made workout clothes when going to the gym).
 - Rebecca Minkoff – really knows her business
 - Frank Body Frank_Body – They gave personality to their product through comments and pictures. Huge followers and ask them to generate content often.
- **What about collaborating with other designers and to promote and support each other? For example, teaming up and collaborating on marketing on Insta to help spread the love?**
 - Contest that are on a loop – collaborate so people have to go through three or four accounts
 - Follow your competitors and be nice to them
 - If you see something you really like and comment that you love it
 - Engage and promote

- Find other brands that are complimentary to yours – handbags for your blazers – think about something you could come together and share. Example: Do a competition with them, pick out five of your favorite books and work on it together between two companies, and now you've got a contest and cross promotion, etc... Levo League does a great job with this and empowers women going into the business field.
- Sometimes people just want to go to your office and visit – can give away something free like an experience