

THE 30-DAY INSTAGRAM CHALLENGE

Created by...

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Why Take This Challenge?

Instagram can be an impressively powerful marketing tool when you get it right. Best of all, it's completely free to use and enables you to build a valuable and engaged audience. This is especially true for lifestyle focused businesses, from fashion, beauty and homeware brands, to life coaches, bridal boutiques and personal trainers, there's a huge audience out there on Instagram just waiting for you...

Getting to Grips With Instagram...

Instagram can seem confusing before you get your head around what you really need to be doing. The most common thing that businesses and freelancers find is that they are posting daily, but their interaction and followers aren't going up. This ultimately means that your Instagram strategy isn't converting - no sales, no website traffic and no enquires means you need to have a rethink. This challenge will take you through everything you need to know to nail Instagram marketing. It will also provide you with a daily structure to follow for 30 days. At the end of the 30 days, you can measure your success.



Understanding Instagram's Algorithms...

Instagram's algorithms play a huge role in your success on the platform. While they might seem invisible, they are constantly monitoring your every move, collecting data on your profile, your pictures and your actions, to determine how important your account is. Play things right, and you can get more eyes on your posts, more interaction and an impressively engaged audience that converts.

Everything you do on the platform counts towards how well your profile ranks, from the captions you write, to the number of stories you interact with. With this 30-day challenge, I can teach you how to boost your profile day by day, to help you increase your interaction and build your valuable audience.

The next few steps are vital to proving to the Instagram algorithms that your account and posts are super important, but they are also important to build relationships with your audience and provide them with the content that they crave.

Read on to discover how to create killer content, including captions and images, and how to work towards increased engagement, more valuable followers and an audience that will help you take your business to the next level...

Creating the Content that your Audience Craves...

Do you feel like most days you're just posting on Instagram for the sake of it, rather than posting with meaning? We've all been guilty of this at one point or another, but this is exactly where you could be going wrong!

When you're posting daily, it can be difficult to come up with content of meaning, but it's better to post nothing at all, than something that won't mean anything to your audience. When creating your content, ask yourself what does your audience really want, why are they following you in the first place, and what can you give them or show them that they don't already know?

When creating your content, follow this four step approach - post three images that aren't selling to your audience, followed by one that is. The first three images should get your audience engaged, and then when you've got them right there, you can introduce a post geared towards creating a reaction, whether that's a mailing list signup, a purchase or an event signup.

Make your account real too - share who you are, the behind the scene shots, the ups and the downs. Give your audience something to relate to...

Writing Killer Captions...

It can be all too easy to post an image and write a three word caption, in hope that the image speaks for itself. Think about what response this is going to create? Probably the sound of silence...

What you want is to receive valuable responses - comments from people genuinely interested in your post, users tagging other users they know would love your post, new and highly relevant followers. What you don't want is lots of likes, no interaction, and no actions taken.

Action: take a moment to look back at your last five posts. Look at how many comments you received, how many people followed you off the back of the post, how many website clicks it generated - you can do all of this by clicking 'insights' on your individual posts. Make a note of this and compare at the end of your 30 day challenge.

Write long captions, ask questions, share personal details that your audience might be interested in, offer them value. Do this and you'll start to generate more actions per post, making your content worth while. Just spending an extra ten minutes a day can make all the difference. Review your audience, ask yourself what they might find helpful or interesting, and spend five minutes crafting your perfect caption...



Beating the Algorithms...

When it comes to beating the Instagram algorithms, every move you make counts and it all adds up. Consistency is key here, there are various tasks you should carry out daily, to show Instagram that you're an active and valuable user. These tasks also help you make stronger connections with your audience, so it's a win win.

Everyday you should:

- Spend 15 minutes watching Instagram stories. You don't have to actively sit and watch them, just click on the first one and let it run through for 15 minutes. You can get on with something else while you do this, but it will boost your profile further if you take the time to comment/react to a few stories too
- Spend 10 minutes going through your home page feed and like/comment on a few photos. Ask questions and enter into conversations
- Respond to every comment on your posts and encourage more comments by asking questions. Instagram will boost posts that it sees to be popular, and the more conversation each post generates, the more popular it looks
- Write long captions and aim to post once per day (of value/meaning though!), the longer users spend on your post, the more valuable Instagram will deem it to be.

Starting your 30-Day Challenge

The 30-Day Challenge enables you to get focused on your strategy to build a valuable audience on Instagram. After 30 days you will be well on your way to transforming your success on Instagram, and you will be able to measure your results by analysing the increase in interaction, followers, website traffic and sales.

Here are the tasks that you will carry out daily throughout the challenge:

1. Post one image per day. The post must be of meaning, feature a long caption, and encourage a response from the user
2. Run through 15 minutes of Instagram stories, responding to a few as you go
3. Spend 10 minutes on your home page feed, adding comments, asking questions and liking photos
4. Reply to every comment that is published on your posts, start conversations.

I'm here to tell you that this doesn't have to look different every single day either! You can cycle through a weekly plan. Use the word book on the next page to create a week long plan, and stick to it for the next 30 days...

Using the Workbook...

The workbook is here to make running your Instagram account successfully simple. When you don't know what you should be doing, or what you should be posting, you end up stabbing in the dark, or going all out for three days, followed by radio silence for two weeks. Use the workbook to plan the next 30-days to take your Instagram to the next level. Just plan one week, and rotate round for the next 30 days. Here's how to fill in your strategy...

Post focus: here's where you can make note of whether you're publishing a story telling post, or a selling post. Remember to follow the rule of three story telling posts, followed by one sales post. You can also make note here of the type of reaction you want to generate, whether it's comments, conversation, follows or sales.

At what time: use the insights on your account to determine the best time to post, this will differ daily, so make note of it and stick to that time to generate the best possible results.

Additional tasks: make a note of the extra tasks you're going to do each day here, and set a time to do these so that you stick to them. This could be watching and replying to stories, commenting on posts on your home page feed, replying to comments on your on posts, or interacting with new accounts by searching hashtags and commenting on other posts.



THE 30-DAY CHALLENGE WORKBOOK

Monday

Post focus:

At what time:

Additional tasks:

Tuesday

Post focus:

At what time:

Additional tasks:

Wednesday

Post focus:

At what time:

Additional tasks:

Thursday

Post focus:

At what time:

Additional tasks:

THE 30-DAY CHALLENGE WORKBOOK

Friday

Post focus:

At what time:

Additional tasks:

Saturday

Post focus:

At what time:

Additional tasks:

Sunday

Post focus:

At what time:

Additional tasks:

FOLLOWING UP

During your 30-day challenge, if you need additional support, post in the LMH Facebook group, or contact me directly. At the end of the challenge, you can measure your results and continue to grow your account...

Facebook group:

www.facebook.com/groups/lifestylemarketinghub/

Additional resources: www.hub.emmedia.uk

Support: eilidh@emmedia.uk

