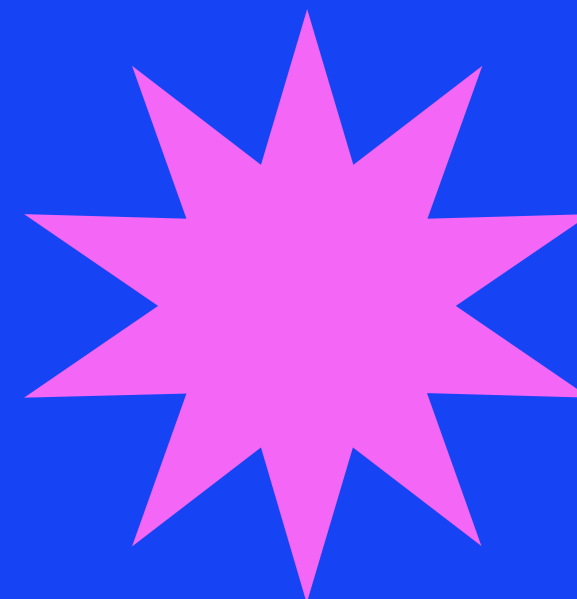
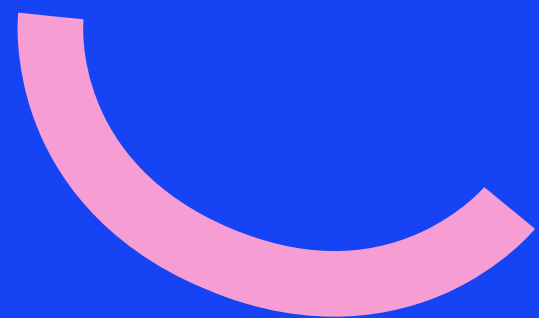


5 Reasons Your Business Should be on Instagram

with Ellie Howkins



Hello, I'm Ellie!

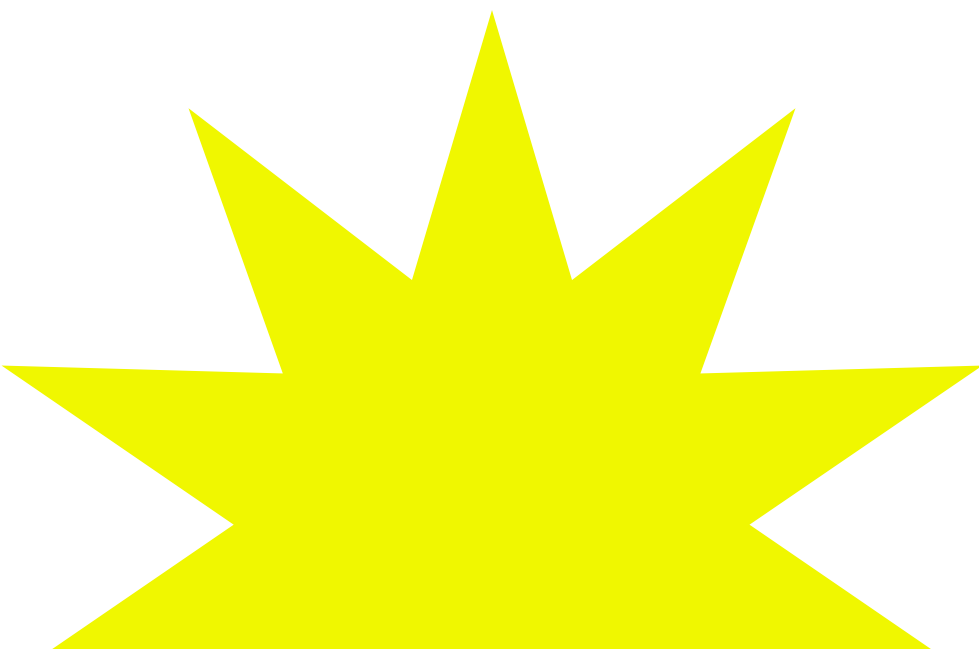
Let's get you feeling great about using IG for business!

At the end of this session you should:

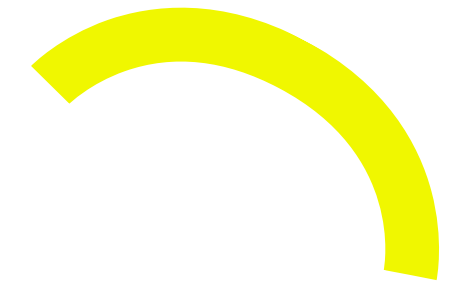
- Feel confident about using the platform
- Know how to build a community of engaged followers
- Convert them into customers!



WARNING: A lot of info incoming!



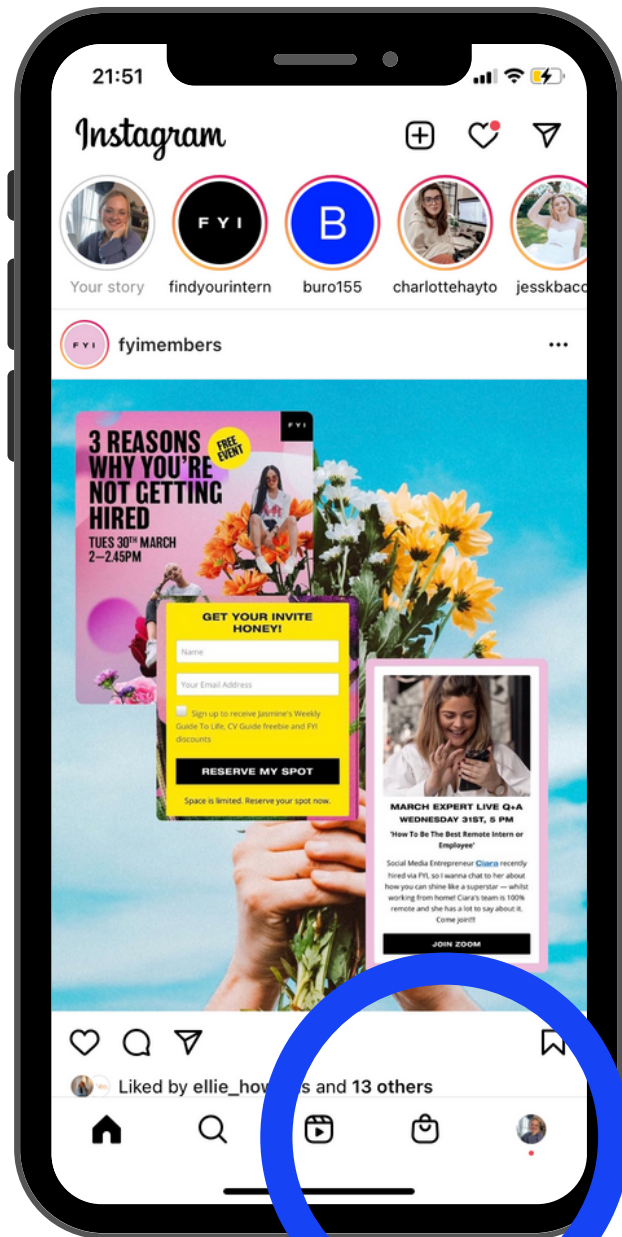
The biggest obstacles of Instagram...



- **Knowing what to post**
- **Knowing how to grow their following**
- **Inconsistency**
- **Not showing up/ wanting to show their face**
- **Getting overwhelmed and giving up**
- **Not having the time**
- **Not knowing how to use all the features**



Let's talk organic...



You've probably noticed the new shopping page where people can make in-app purchases. This can be a great feature for businesses that have established trust with their followers.

But today, we're talking about organic content creation...

**Trust-building + Discoverability =
effect IG strategy for small businesses**

5 Reasons why your business should have Instagram

1

Builds customer trust

Trust is the foundation for businesses of any size!

What makes people trust a business?

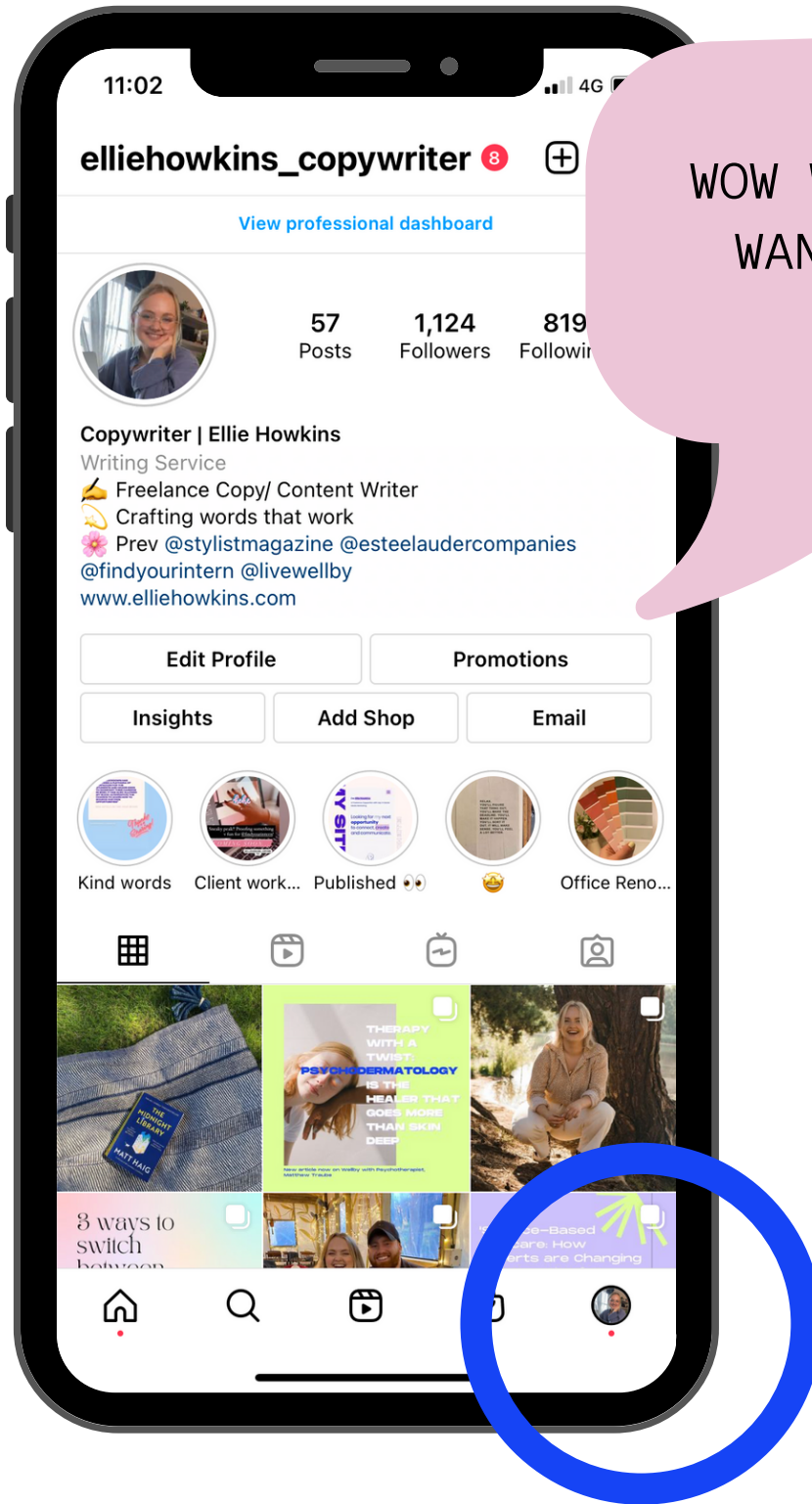
- A good website
- A legitimate business address
- An active social media platform



29% of people say brands that are active on social media are more “human”, meaning they appear more approachable and helpful by having real conversations with customers online - TrustPilot



9/10 people saying they buy from companies they follow on social networks - Sprout Social



WOW WHAT A GREAT BUSINESS, I WANT TO FOLLOW THEM & BUY SOMETHING FROM THEM!

Username/ Handle

elliehowkins_copywriter 8

[View professional dashboard](#)

Picture



57 Posts **1,124** Followers **819** Following

Display Name

Copywriter | Ellie Howkins

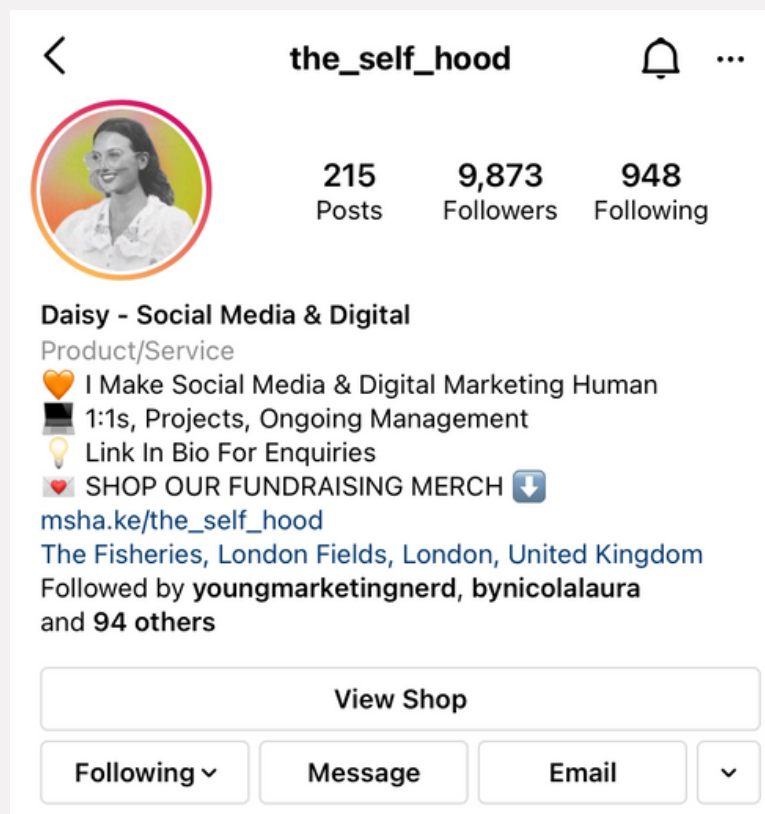
Bio

Writing Service
👉 Freelance Copy/ Content Writer
👉 Crafting words that work
🌸 Prev @stylistmagazine @esteelaudercompanies
@findyourintern @livewellby
www.elliehowkins.com

Link



Some great profile examples...



the_self_hood

215 Posts 9,873 Followers 948 Following

Daisy - Social Media & Digital
Product/Service

- ♥ I Make Social Media & Digital Marketing Human
- 🗓 1:1s, Projects, Ongoing Management
- 💡 Link In Bio For Enquiries
- 🛒 SHOP OUR FUNDRAISING MERCH

msha.ke/the_self_hood
The Fisheries, London Fields, London, United Kingdom
Followed by [youngmarketingnerd](#), [bynicolalaura](#) and 94 others

View Shop

Following Message Email



signalstudio_bordon

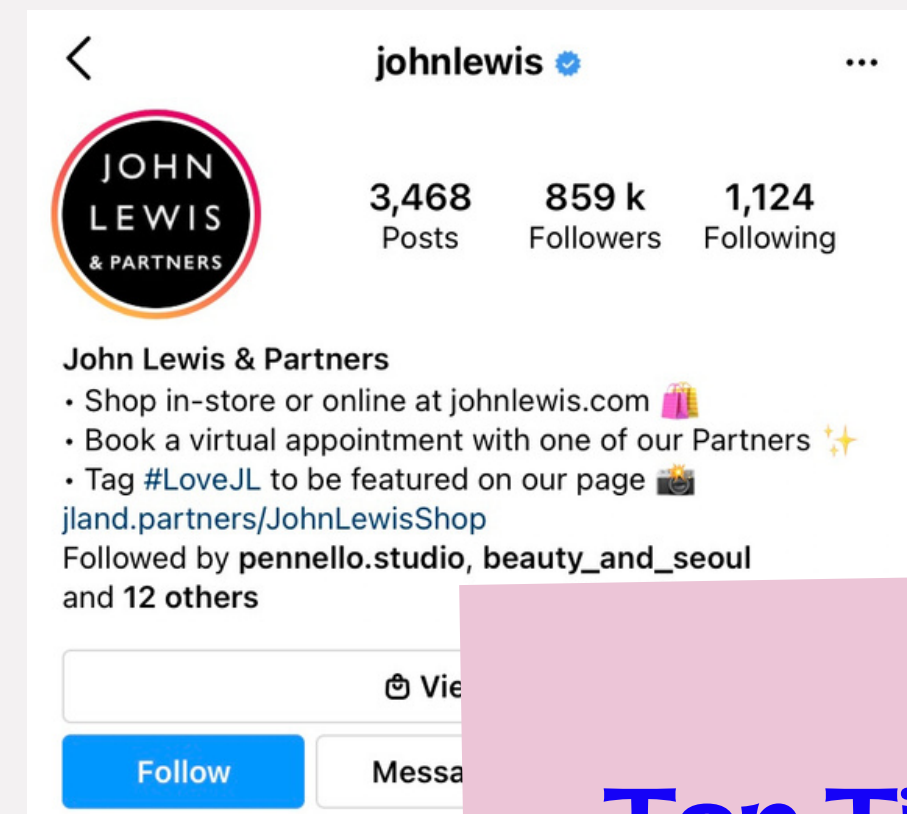
34 Posts 243 Followers 119 Following

SiGNAL Studio

- 🌟 Exhibiting local artists & creators @theshedwb
- 🍷 Prosecco bar
- 🗨 DM for exhibition space
- 📍 Bordon | Hampshire

Grow your biz @signal_bordon
Followed by [lisa_smartpa](#), [acornscoffeecake](#) and 3 others

Following Message



johnlewis

3,468 Posts 859 k Followers 1,124 Following

John Lewis & Partners

- Shop in-store or online at johnlewis.com
- Book a virtual appointment with one of our Partners
- Tag #LoveJL to be featured on our page

jland.partners/JohnLewisShop
Followed by [pennello.studio](#), [beauty_and_seoul](#) and 12 others

Follow Message

Top Tips

- Outline your services
- Include your niche
- Use emojis.
- Include a CTA for your link



2

You already have everything you need...

The BEST content should...

- Provide value
- Generate engagement
- Make use of content features
- Doesn't feel too selly

How to do it...

- What content will your customers find valuable?
- Helpful tips, memes, things you need to know
- Posts, Reels Stories (to start with)
- Use the 80/20 rule



A great service-based example

Find Your Intern Content Pillars:

Sell



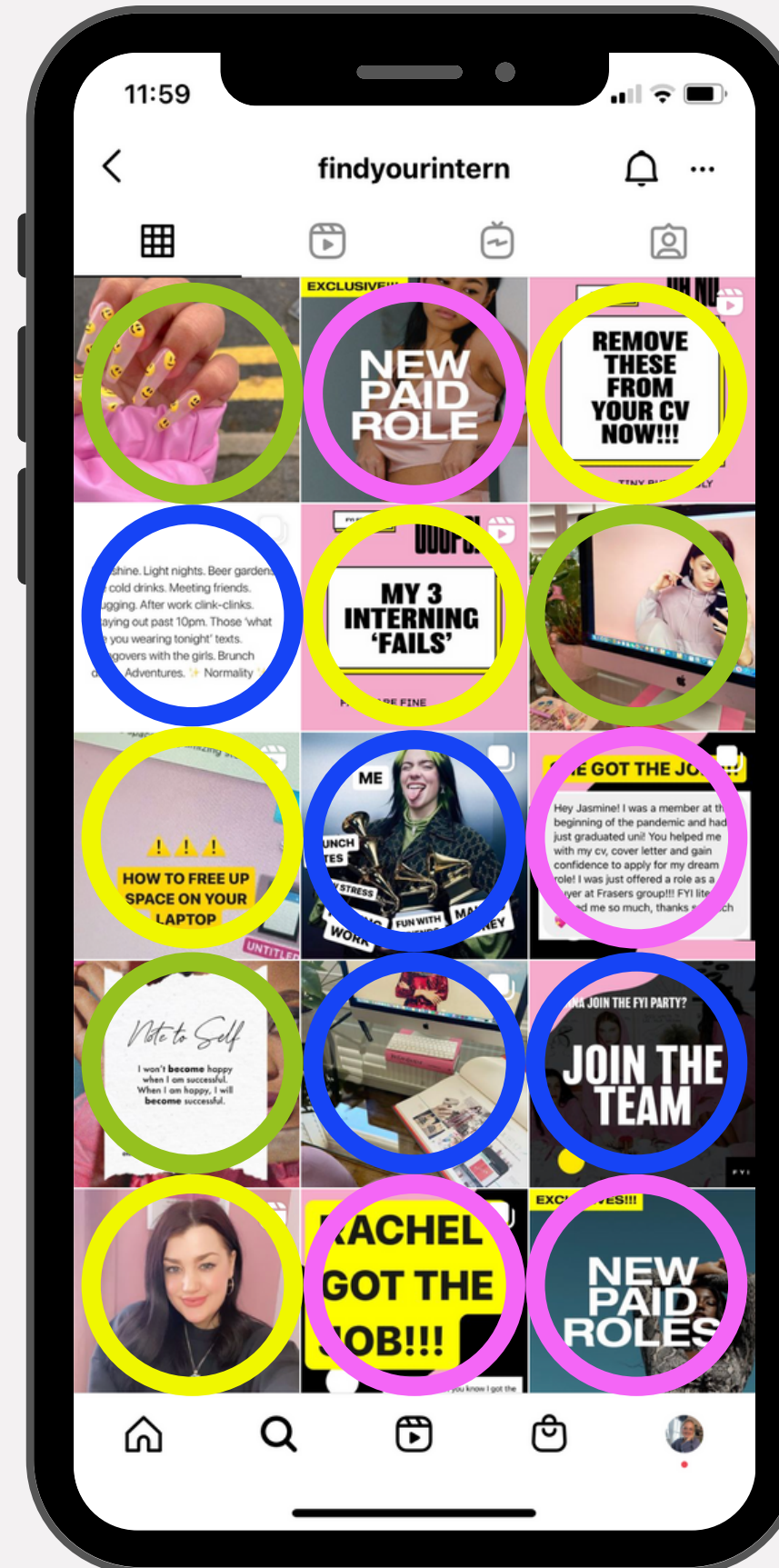
Education



Entertainment



Inspiration



When it comes to
time-effective content
creation, it's all about...

Repurposing!



WHAT HAVE I ALREADY CREATED
THAT COULD PROVIDE VALUE TO
MY FOLLOWERS?



Repurpose:

- **Blog posts**
- **Talks**
- **Website copy**
- **A challenge**
- **Expertise**

Examples from this talk:

- An infographic about how you feel about IG
- A Reel talking about people's biggest obstacles
- A photo of us in this room
- A carousel on how to create the best bio
- A relatable meme about content mind blank

Here's a bunch of content ideas!

BTS (Behind the Scenes)

- Your process
- How your business started
- A day in the life
- What's your favorite part of your business?
- 5 facts about you
- What makes your business unique?

Educational

- 5 ways to grow/ develop/ practice
- 3 things you didn't know about...
- Books or podcast recommendations

Updates

- Projects
- What's going on with your business?
- Changes in your industry

Social Proof

- Client testimonials
- Products shots
- Before/ afters

The Sell

- Your products/ services
- The benefits
- Why choose you?

Top Tips

- Create graphics in Canva or just stick to photos!
- Show your face as much as possible
- 1080 x 1350 ideal dimensions but always square-centre important bits
- Link your IG & FB to double up on posting

3 Improves discoverability



90% of people on Instagram follow a business and 84% of people want to discover new products or services on Instagram

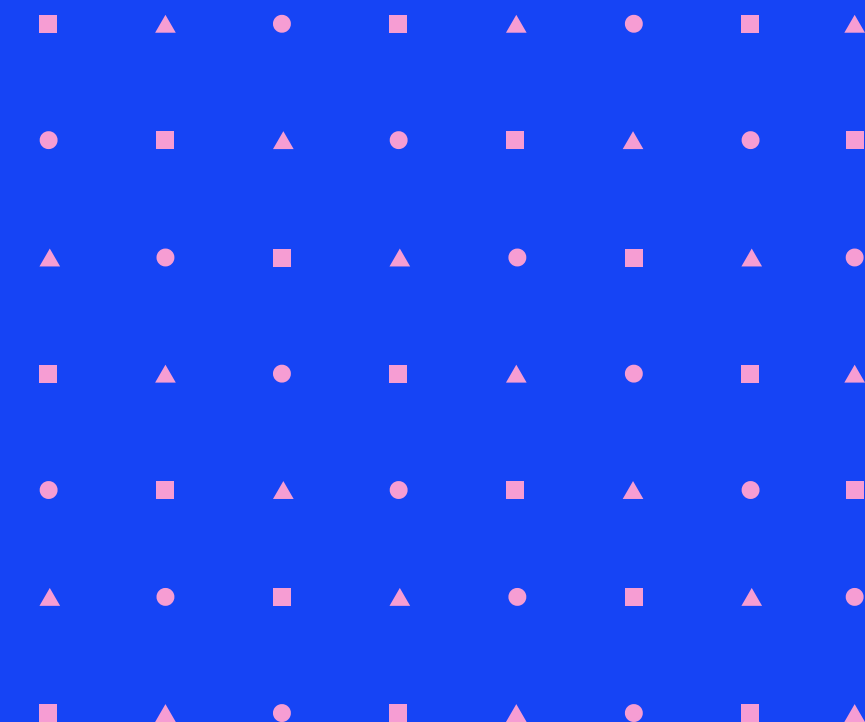
WTF is the algorithm?!

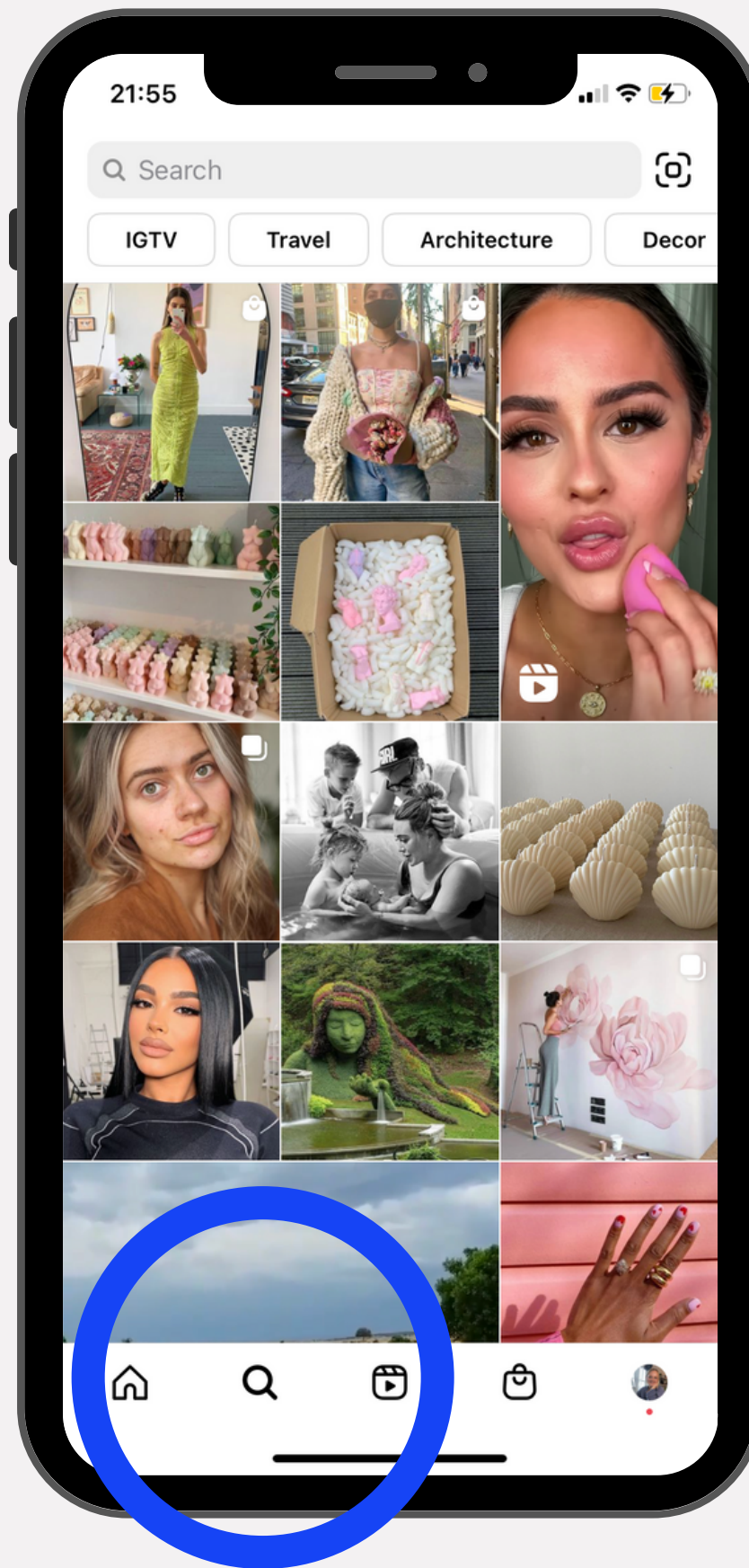
The IG algorithm works by showing your content to a small portion of your followers and seeing how they react. Positive reaction = further reach. **Remember, IG wants users to stay on the platform!**



It's better to have a smaller more engaged audience than a bigger one!

#1 rule: Make sure your followers all want to be there.





Hashtags

Image relevant
#Founder

Niche
#SmallBusinessSupport

Branded
#BusinessInBordon #SiGNAL

Topics your clients would search for
#MarketingTips #HampshireSmallBusiness

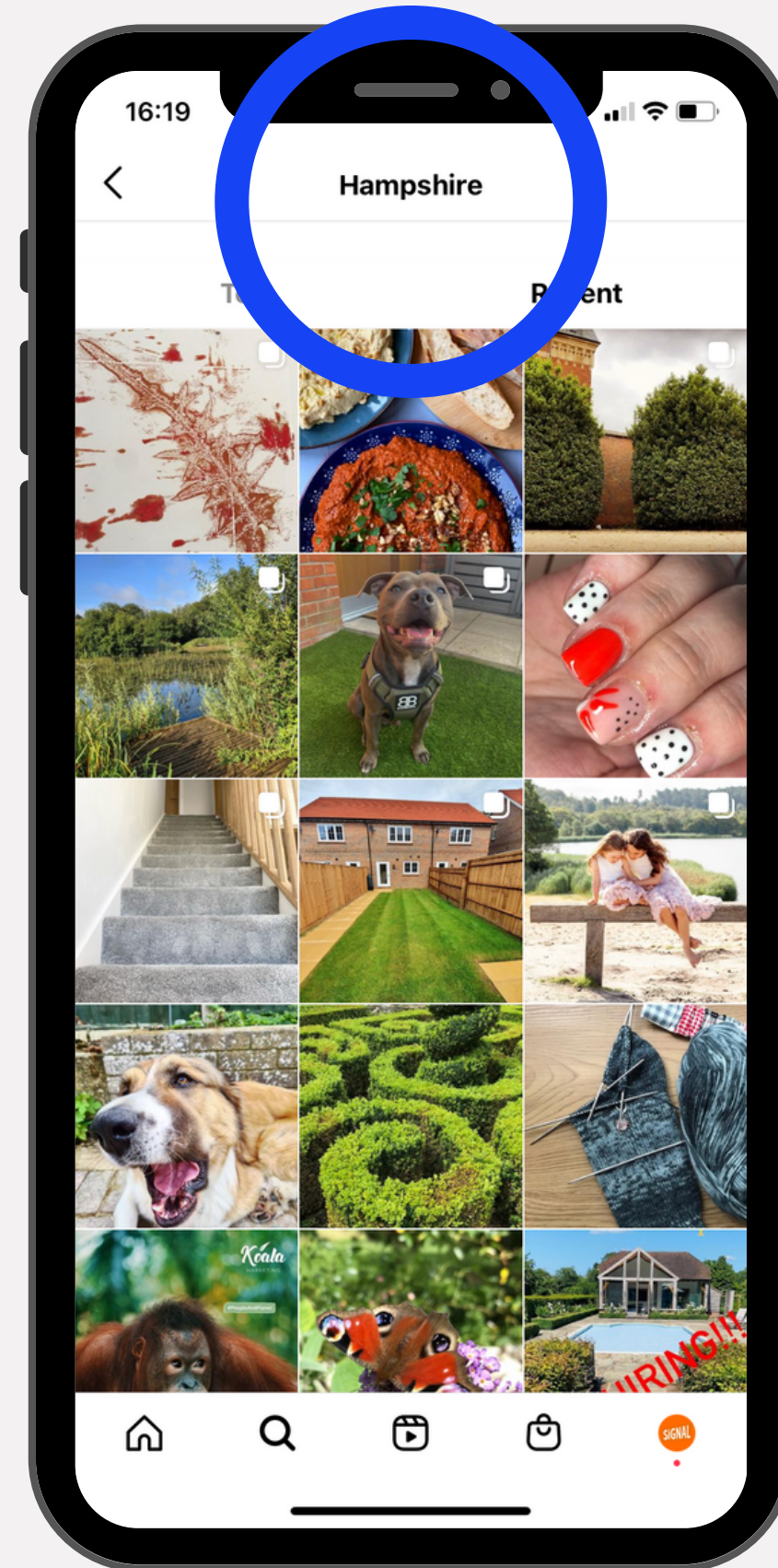
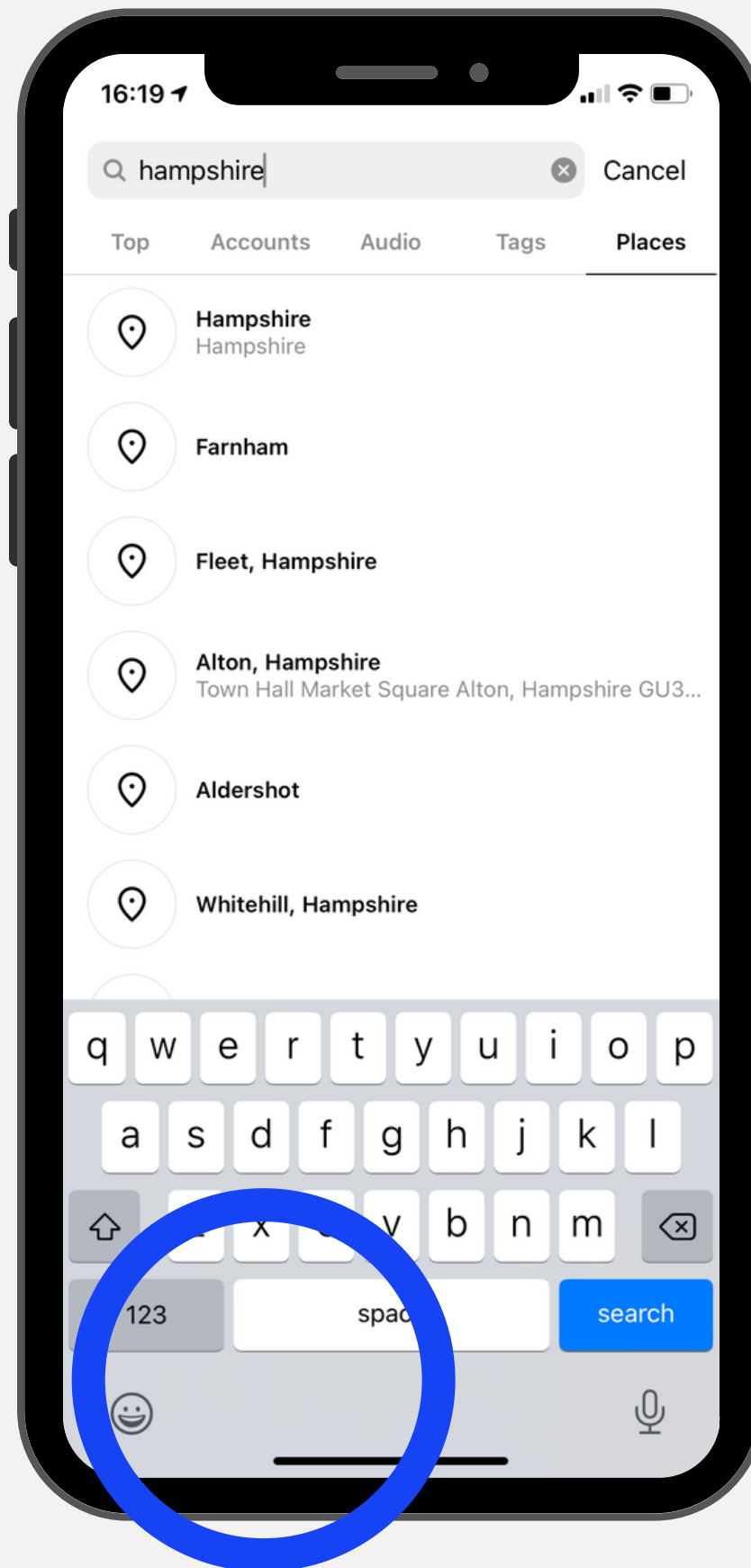
Industry-Relevant
#SmallBusinessSunday #SMEUK

Location
#Bordon #Hampshire

Content
#bts #5tips

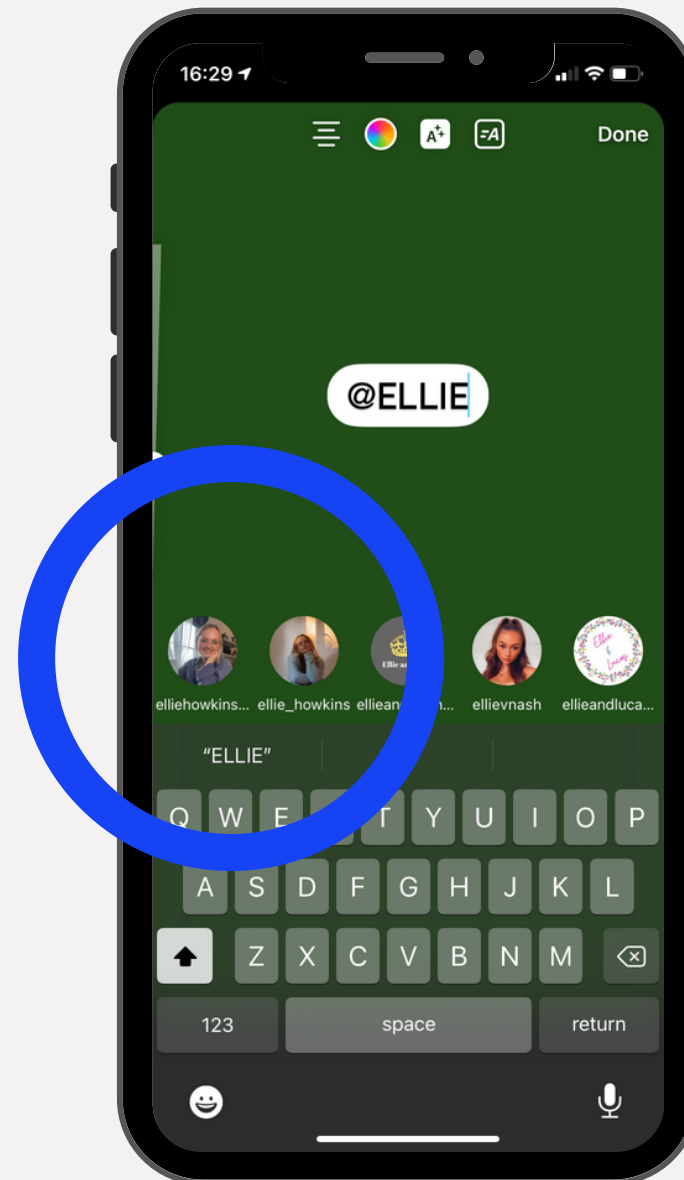
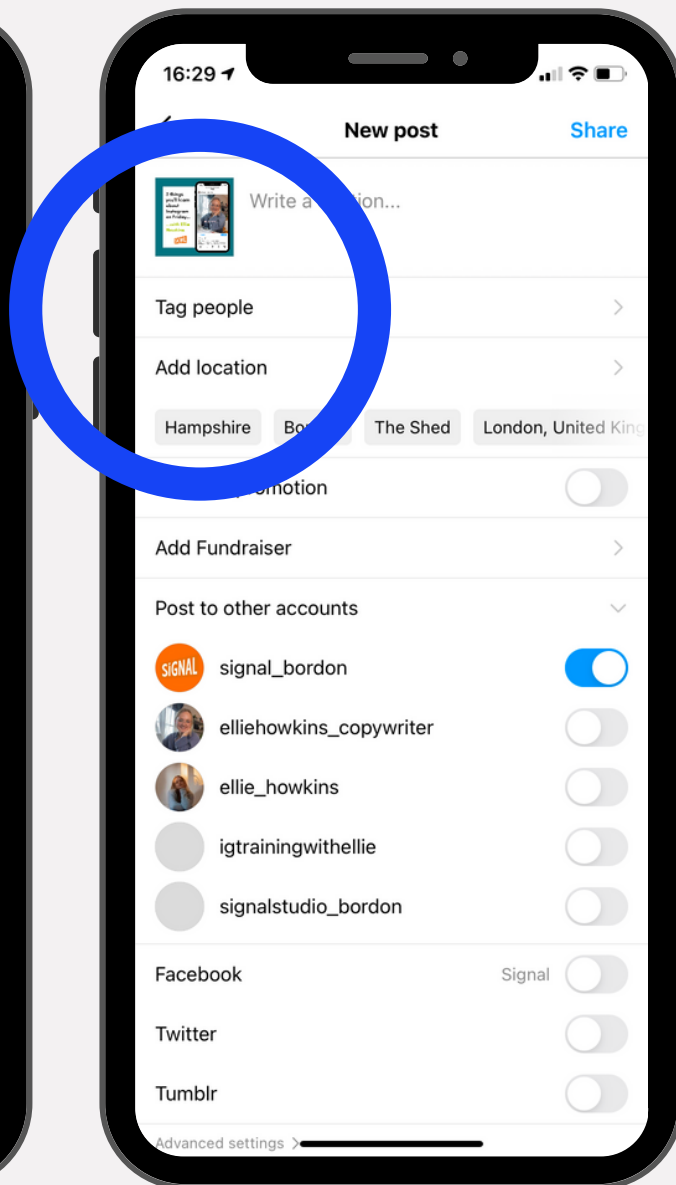
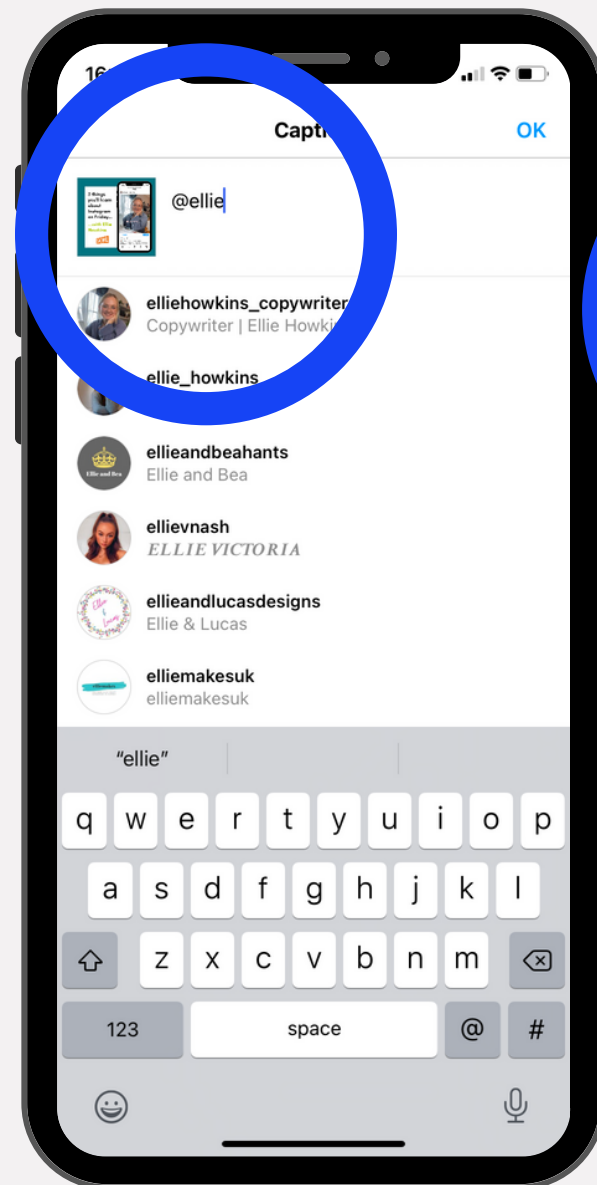
Location Tags

According to a study, posts with a tagged location result in 79% higher engagement than posts without a tagged location



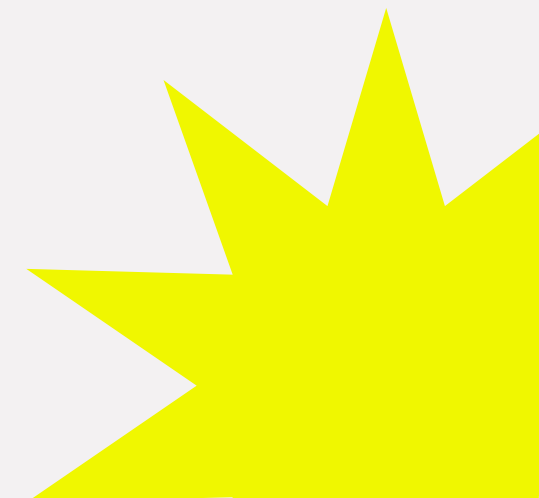
• IG loves posts with a location tag because it helps them build a more interconnected ecosystem of content.

Tag people...

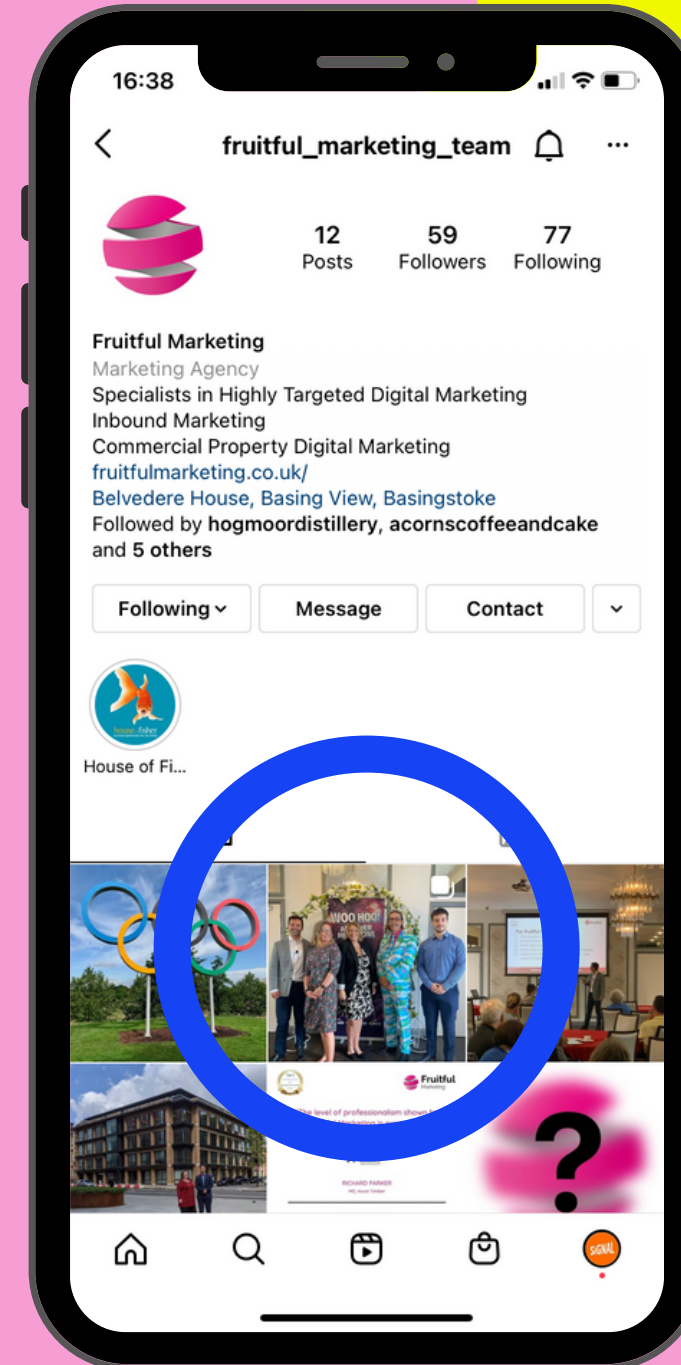
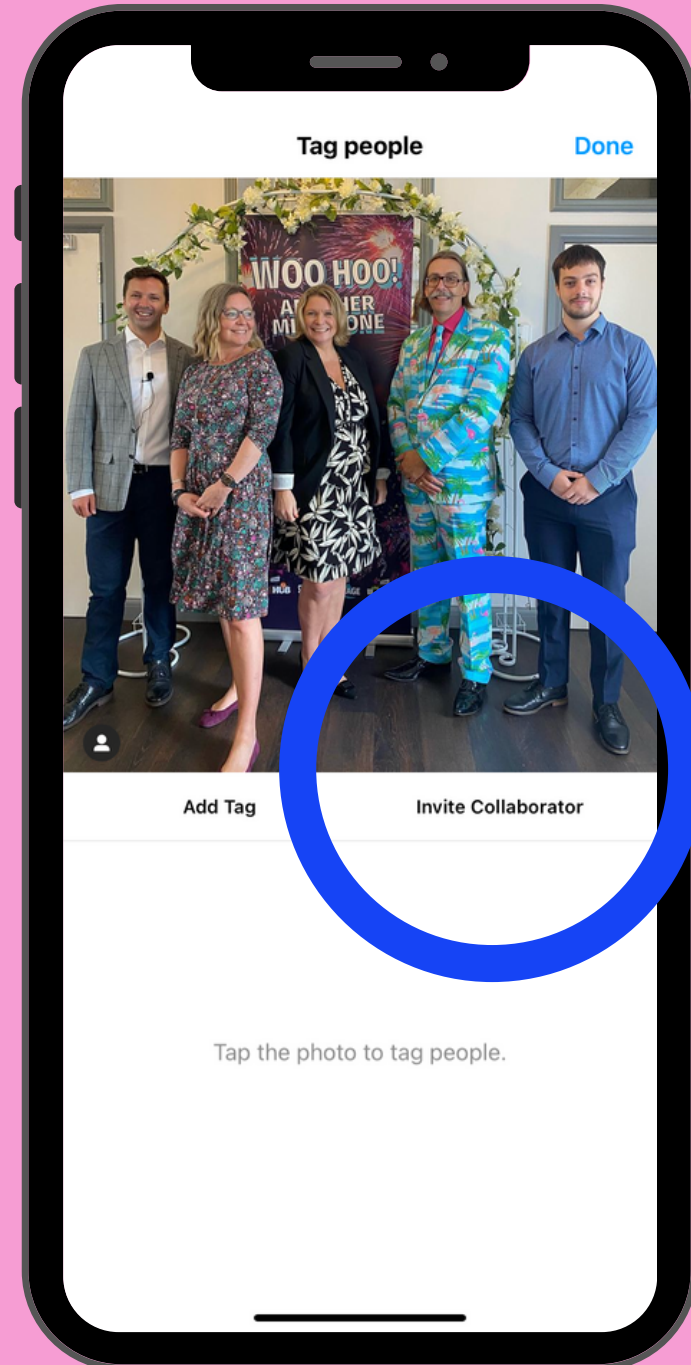


In posts...

And in stories!



NEW feature: Collaboration!



Top Tips

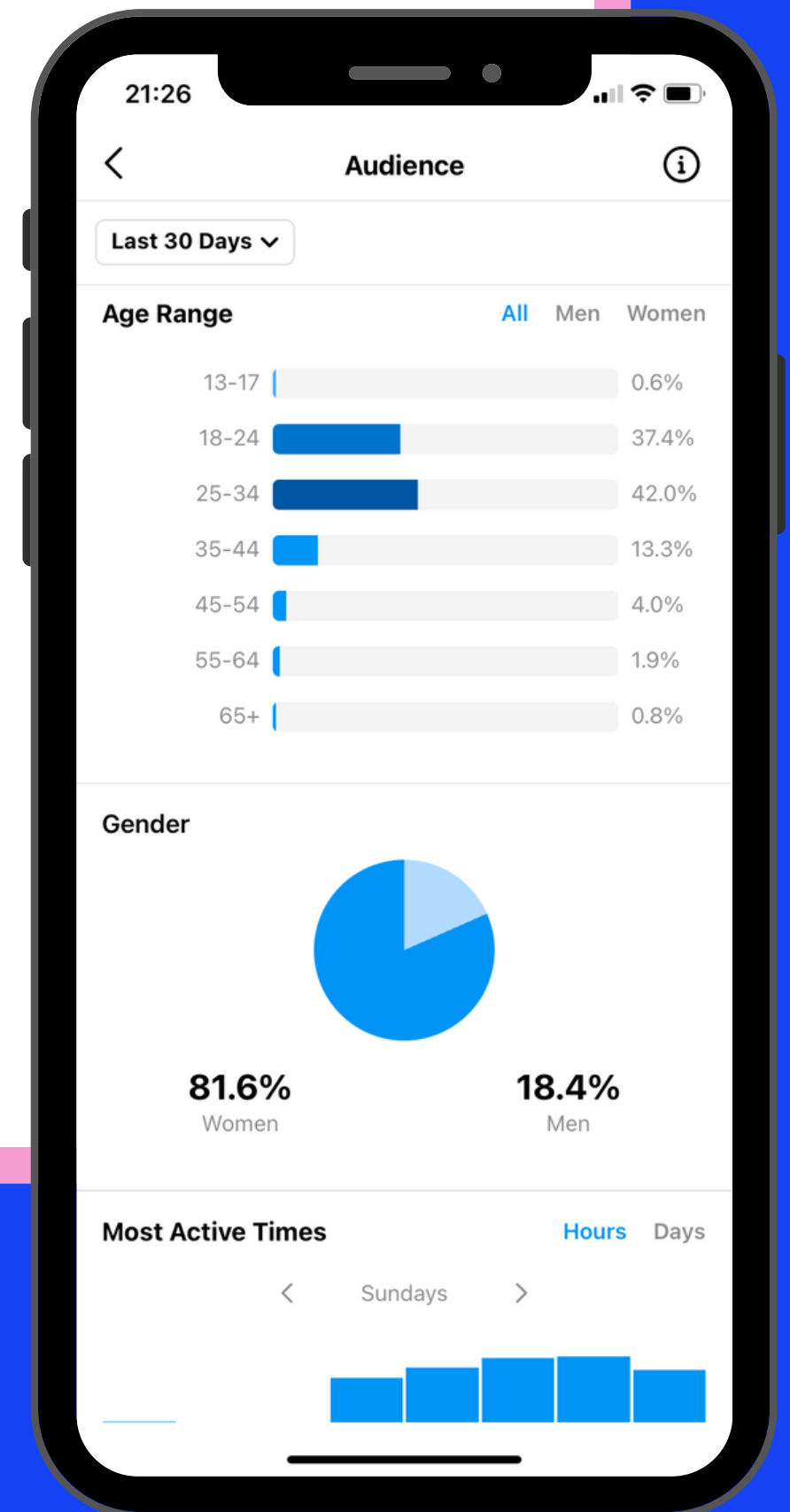
- Think about potential collaboration content ideas to get yourself seen by a new audience
- DON'T ignore your following – reply to comments & DMs to build an engaged community!

4

Actionable insights

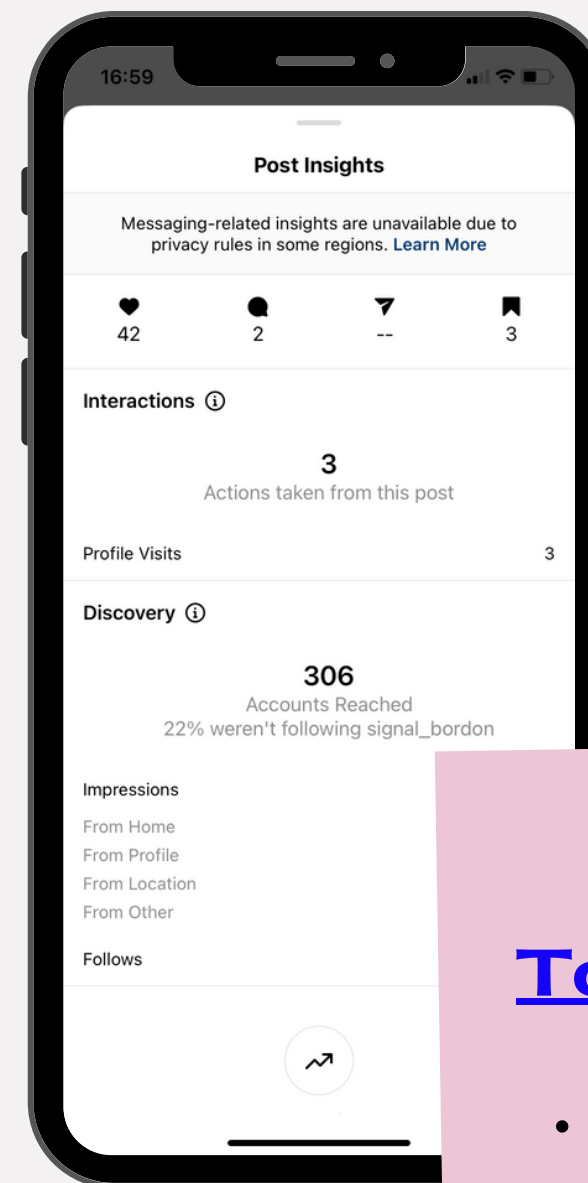
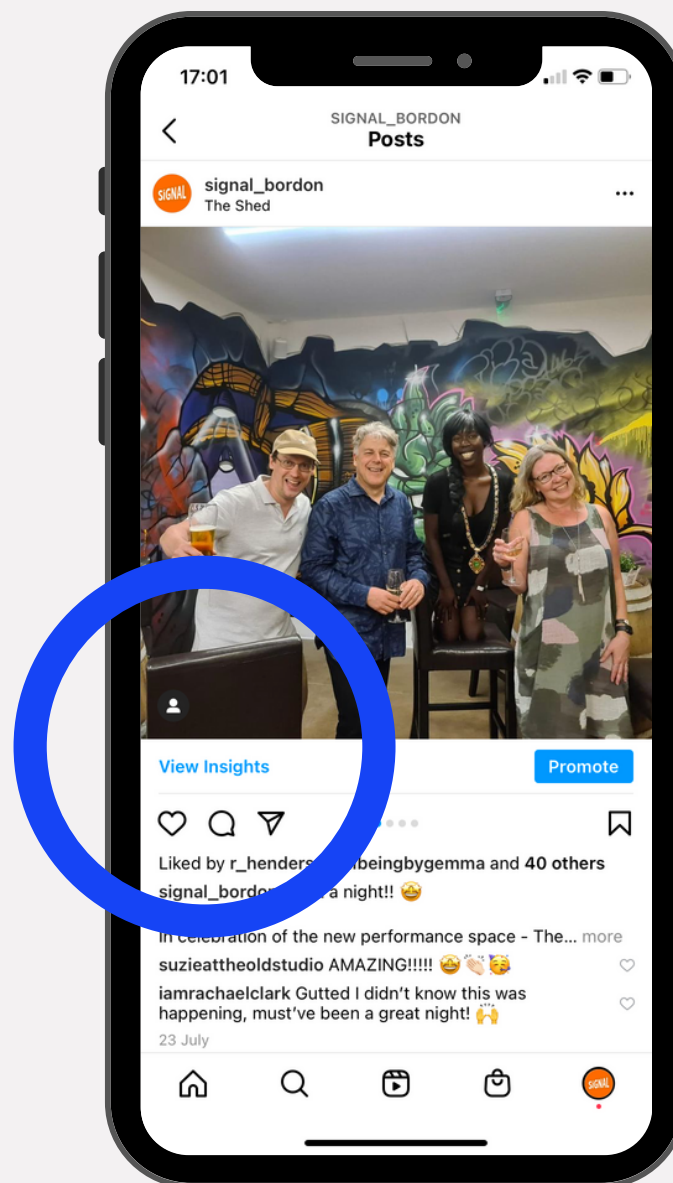
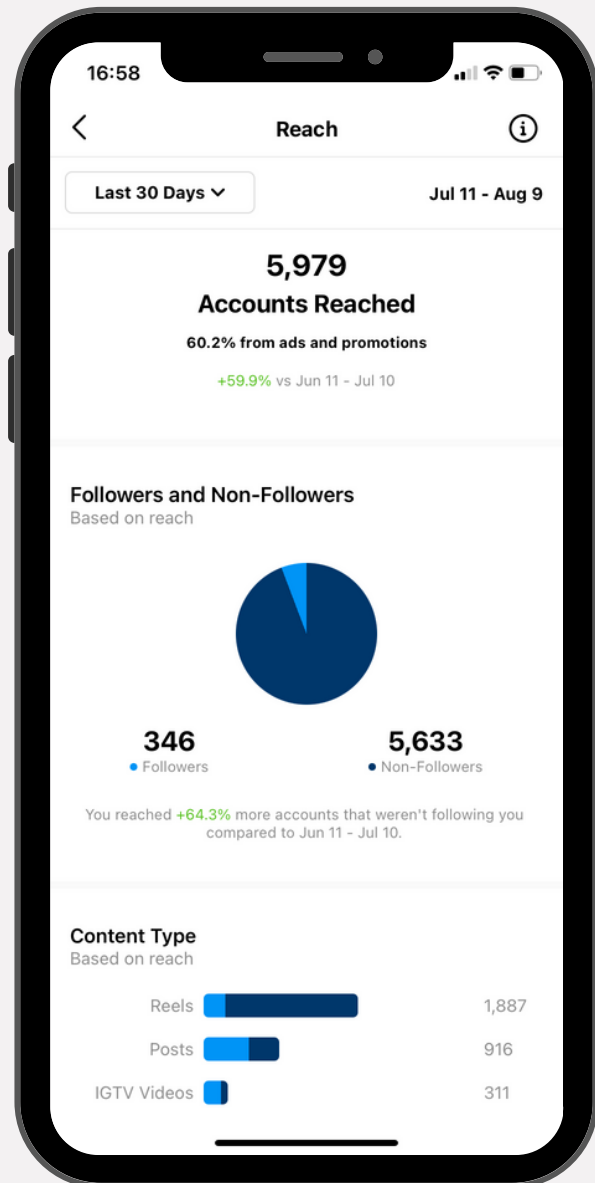
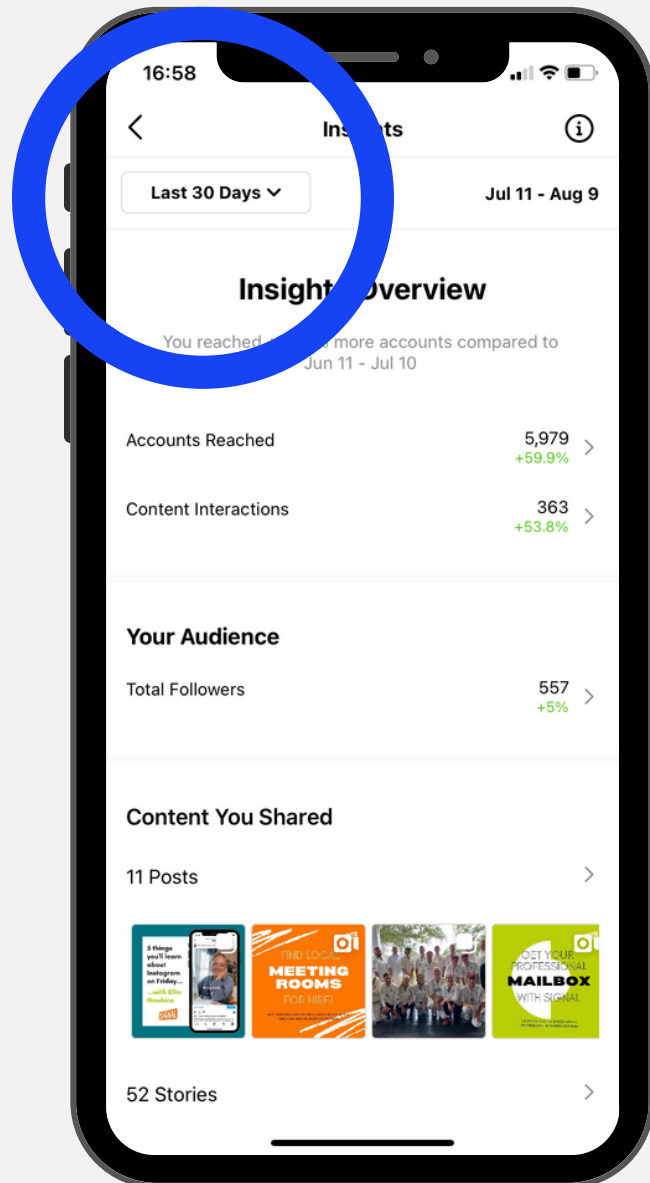
Important to note: Instagram insights are only available to Business or Creator accounts (but it's easy to swap!)

Find out what's working... and what isn't



Account Insights

Post Insights

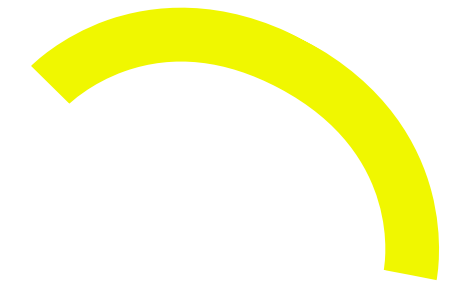


Top Tips

- Regularly check in with your insights to make sure what you're posting is working
- Engage with your followers before & after you post so they click on your profile & discover your latest post

5

What's the drawback?



- Don't know what to post?
 - Go back to the content ideas slide
- Don't know how to grow?
 - Post valuable content
 - Make use of hashtags
 - Consider collaboration
- Inconsistent?
 - Try batch creating content on Canva & schedule using apps like Buffer or Later
- Not showing up?
 - Studies showed that accounts got a 38% boost in engagement when they regularly showed their face.
- Don't have the time?
 - Hire a Social Media Managers or make IG a necessary part of your marketing strategy
- Feeling overwhelmed...
 - Here are your action points...



Your action points



1 - Nail your profile

- Great pic
- Clear display name
- Bio that shows what you do
- CTA for your website link!

2 - Post some great content

- Provide value
- Show yourself as an expert
- Try and show your face
- REPURPOSE

3 - Get discovered

- Use your hashtags!
- Consider collaboration



The final obstacle?

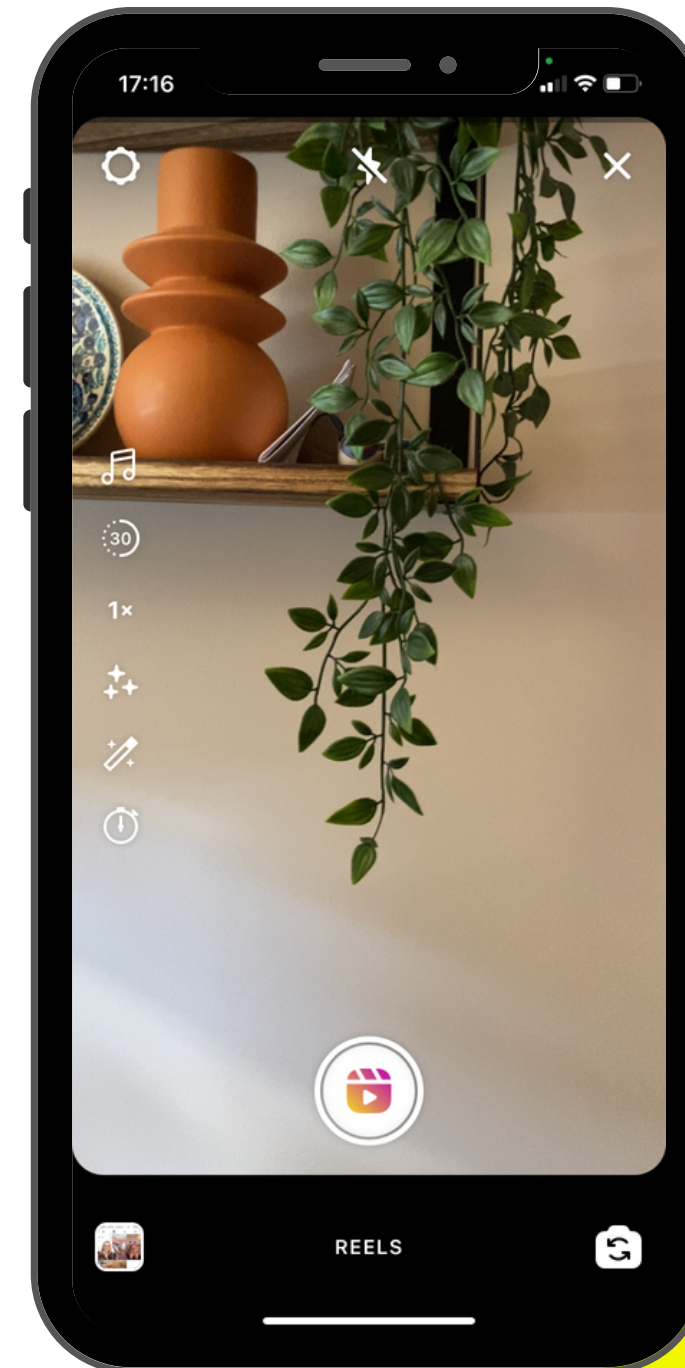
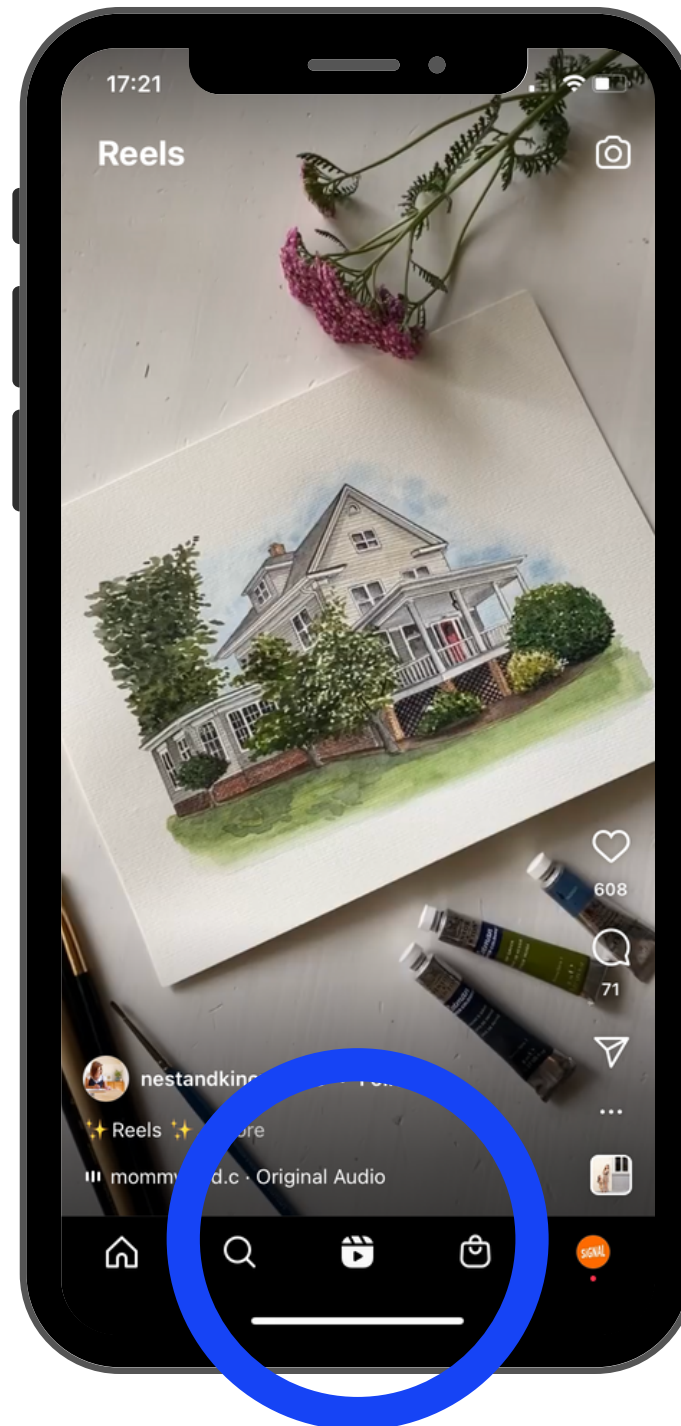
- Let's talk about Reels...



What are Reels?

Short, snackable, portrait-orientated videos, often made up of multiple clips featuring music and on-screen captions.

Head of Instagram said that video is a trend that IG will be "leaning into"



Reels top tips!

Centre captions
as Reels can also
appear in-feed in
square format

Put border behind
your text for
better readability

Always save your
reels to camera
roll and to drafts

Include a CTA to
the caption!

Don't overload
them with info

Repurpose
existing content



Let's get gramming!

Any Qs? Stick around for the Q&A!

You can find me:

[@elliehowkins_copywriter](#) on Instagram

Or email elliehowkins@icloud.com

