

@askemmasocial

Instagram Masterclass

Understand HOW to:

- Use Instagram features
- Find your ideal clients and engage with them
- Make successful, genuine connections for your business using your social media profile

Hello!

Q Who is @askemmasocial

Emma



Logan

I'm Emma, a Social Media Manager and I love to help mums in business with their social media channels and engagement so they can shut their laptop at the weekend to spend quality time with their family.

I work from my home in Widnes, Cheshire with my sidekick Logan for company!

I currently support busy mums and female entrepreneurs with their Instagram social media accounts for their businesses which includes things like; content creation and graphics, scheduling, email marketing management and most importantly engagement!

Perhaps your current Instagram marketing strategy isn't working as well as you'd like?

Maybe you don't even have one (yet...) - that's ok!

In this class, I'm going to give you my step by step guide that you can easily follow to help you find your ideal clients, nurture genuine relationships with them and turn them into fans who ultimately want to buy from you.



Right, let's
get started!

Are you
ready?

Building the Foundations

ATTRACT

INTERACT

PREPARE YOUR
PROFILE

KNOW YOUR IDEAL CLIENT

Before you even start your marketing on Instagram there are a few MUST-DO's that you need to box off so that you're giving your business or organisation the best chance of turning your audience into warm leads and paying clients.

I've broken this down into a pyramid to show you how this works.

We'll start at the bottom and work our way up to the top, so by the end of this class you'll have everything in place and feel confident to start marketing your business or organisation on Instagram!

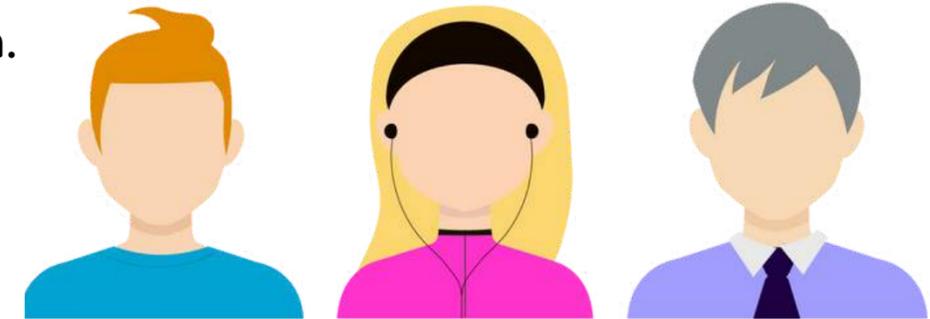
Always know WHO you are looking for

Know your ideal client

It's time to get a little more tactical in WHO you are following and engaging with.

The end goal is that you want to be seen by your ideal client.

So you need to either -



Be visible to them by building a relationship with them directly for the algorithm to form a 'connection' between you both, which can happen by either you both liking or commenting on each others posts, and getting to know them in the DM's.

Or -

you need to be hanging out in the places that they are going to be hanging out in too and engaging with people in their audience.

By doing that, they can see your comments and relate to you or what you are commenting about so they go and take a sneaky look at your profile to find out what you're about!!

But before you do any of that, you absolutely need to know who you are looking for.

Who is your ideal client?

If you've not already got an ideal client profile in mind, the exercise on the next page will help you to narrow this down a little..

Step 1: Know who your ideal client is

Before you start your marketing you need to lay the foundations. You wouldn't build a house on water, so let's look at the basics first:



Who is your
Ideal Client?

Here are some suggestions to think about
when you're working this out:

- What age range do they fit into? (16-24, 25-35 e.t.c)
- Do they need to be based locally to attend classes?
- What do they like/dislike?
- Who are THEY following on Instagram?
- What are they struggling with? What's their pain points?
- How can your product/service make their life easier?

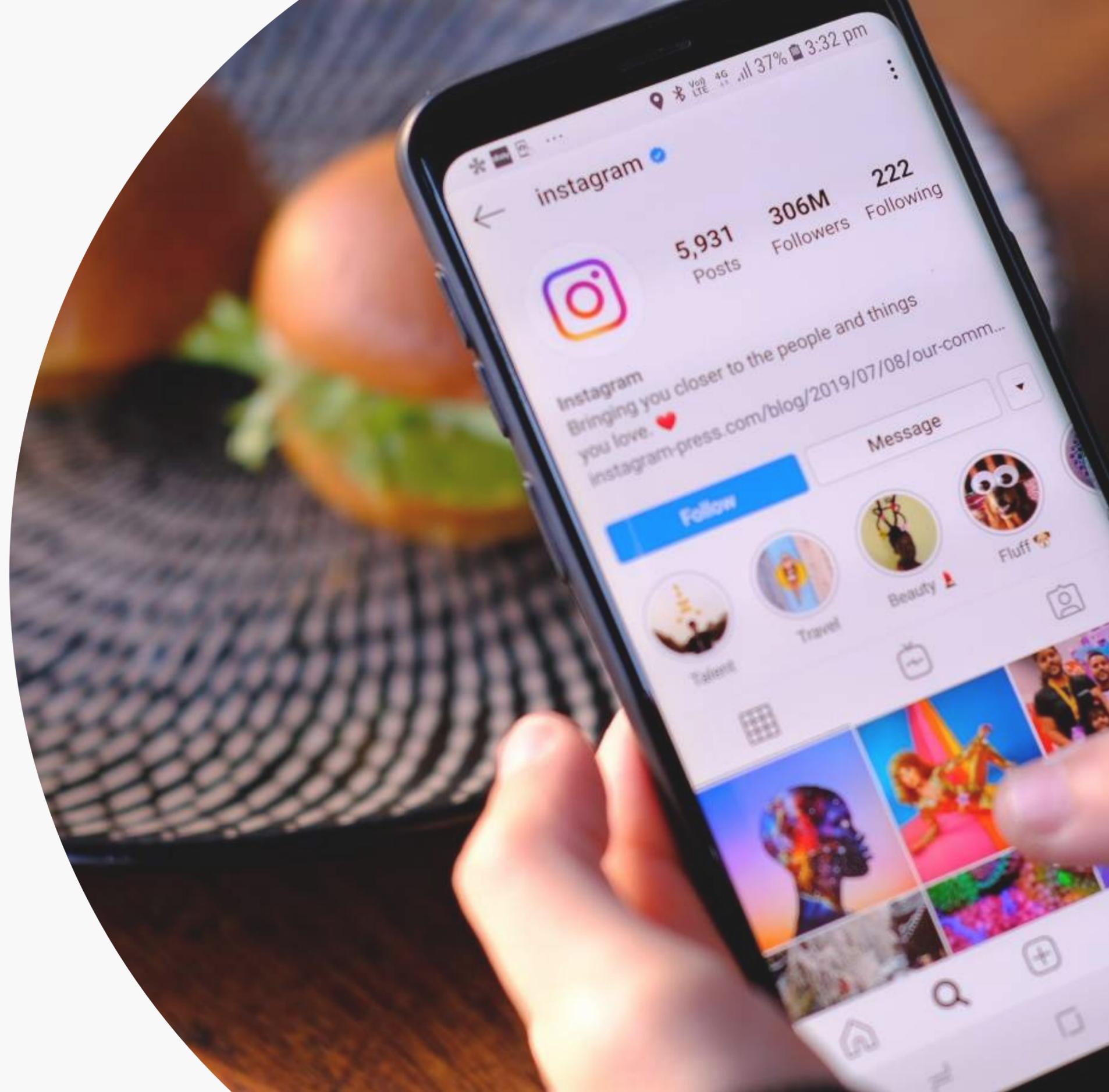
You can print this page if
you'd like to jot ideas down



Step 1 Completed. Now you know who you are looking for, it's time to move up to the next level and prepare your own profile so that when you start marketing on Instagram your profile is on fire and ready to attract your ideal client.

Preparing Your Profile

This next step will help you to ensure your own profile has the 'wow' factor so that once you've started posting content and engaging with your ideal clients, when they visit your profile they will want to know more.



Step 2: Preparing your Profile for Success

Boost your Bio

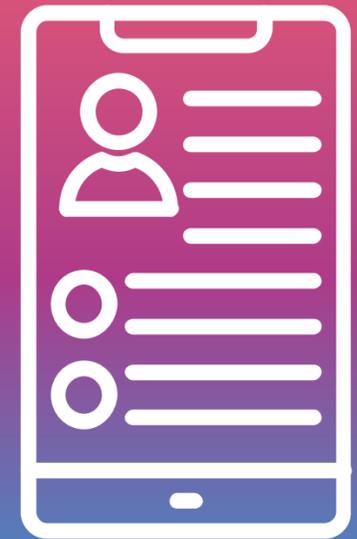
This is the first part of your profile that new potential clients will see about you so this is super important!

If you're a service based business/ you are the face of your brand, make sure your profile pic is of YOU, not your logo. People buy people! They want to see who they will be working with. Ideally have your brand colours in your profile pic too so that on Stories if they see yours pop up, they'll make that brand connection too.

If your name is not clear from your username, pop at least your first name in your bio so when you connect with people they know who they are talking to. Make it easy for your customers to connect with you.

Put what service you offer in the name box on your bio so when people are searching for your business type, you appear higher up in the list of names that come up. e.g
Gymnastics / Swimming / Football Coach / Yoga Instructor

Then tell people WHO you help and HOW e.g I take care of social media and engagement for mums in business, so they can spend more time with family.





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Edit Profile

155 posts 1,768 followers 1,833 following

Emma | Social Media Manager

Engagement Specialist Taking care of social media & engagement for mums in business so they can spend more time with family

START HERE

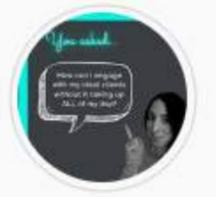
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"How To" V...



Testimonials



My Packag...



My VA Jour...



Q&A



Week 1

POSTS

GUIDES

REELS

VIDEOS

SAVED

TAGGED



Step 2: Preparing your Profile for Success



Refrain from using hashtags in your bio. They are clickable so if someone clicks a hashtag it will take them to the Instagram pool of everyone else who uses that hashtag, e.g your competitors and they will be taken away from your profile. If you get them on your bio, you want them to stick with you, not be taken elsewhere.



Location is important if you are a locally based business and only offering local services - so if you only operate in a certain town make sure this is added so when people search for the name of your town your profile will appear in the search results



ALWAYS have a call to action before the link on your bio. Don't just put your website link/Linktree with no instructions. Tell your audience how to connect with you. E.g Book a call with me here / Sale now on! Check out my website here

Use Stories

If you're not already using Stories then now is the time to start.

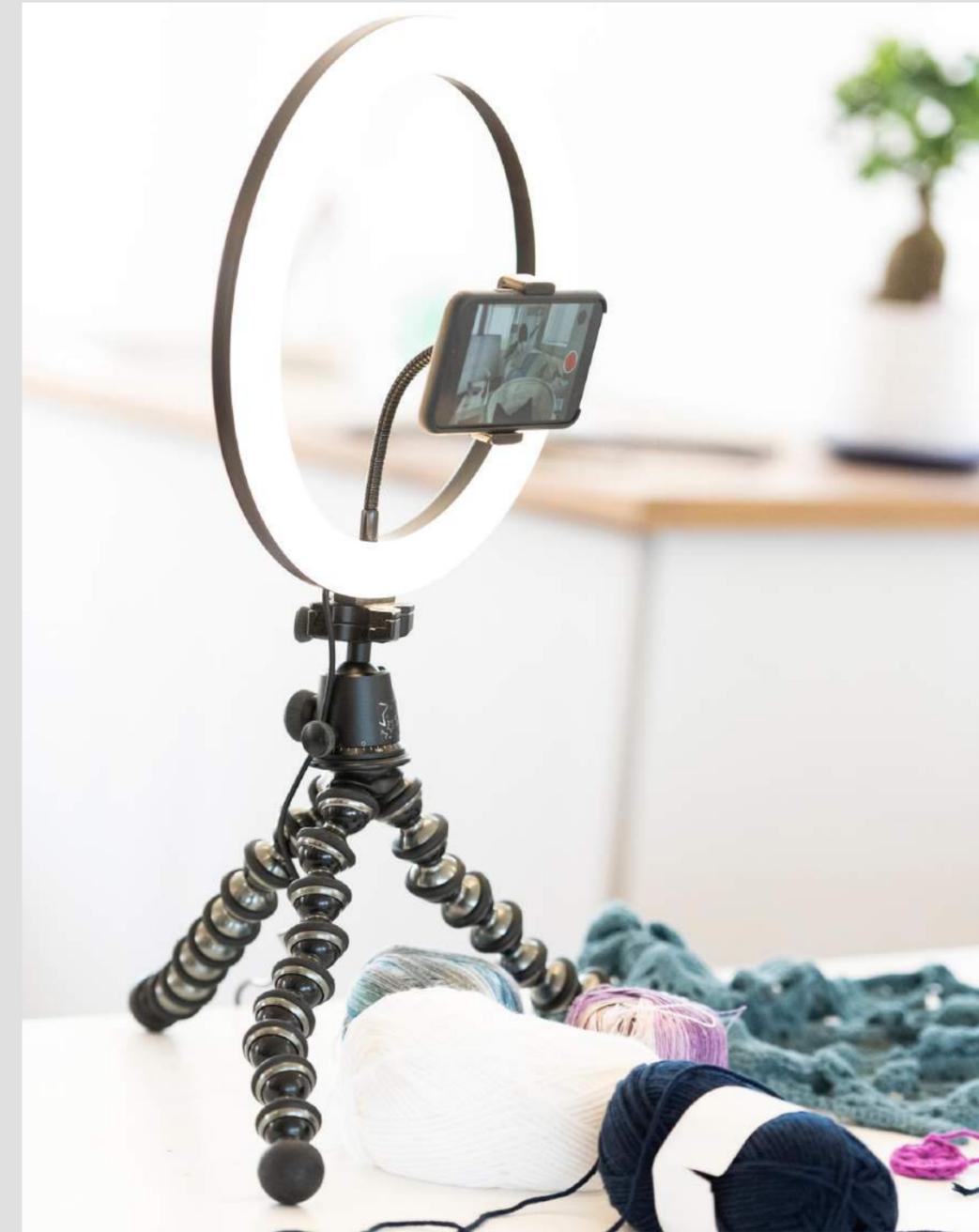
I know it's scary putting your face on camera (I've been there - fellow introvert here!) but to ease you into Stories you can just post text and images to begin with, and use GIF stickers on your stories to make them stand out a bit more.

Add polls & questions to your Stories using the sticker option, and this will allow you to do market research with your engaged audience. Ask them what they would like you to talk about, give them a few options and reply in the DMs from people who have voted in your polls or commented on your Stories so they can get to know you better!

Start by doing piece-to-camera short videos (they only have to be 15 seconds!) and you can record this on your phone first and practice as many times as you want before uploading to your Story.

And if it's longer than 3 minutes upload it as an IG Video instead (auto captions can be added in your Instagram account settings) or you can use the Caption feature in your Stories.

When you are feeling REALLY brave (this took me 6 months!) then go Live. The Instagram Algorithm really favours video content so by doing this you will be pushed to the top of your followers news feed, which means you are more likely to be seen by your ideal clients and have a prime spot for them to engage with you.



Use Highlights and Guides

A good way to start would be by sharing Reviews / Testimonials that you've had for your business on your Stories.



Once you've posted these to your Stories you can then save these as Highlights so they appear on the Highlights section of your profile forever (unless you delete them) on your profile meaning that any new potential clients that are visiting your profile can see all your Reviews in one click!

Some other ideas for Highlights could be things like - Your Services, Your Background, Your Hobbies, Your 'How To Videos', Behind the Scenes, Meet the team, Podcast e.t.c

You can also use the new feature Guides to showcase your products - maybe you have a Top 5 hot sellers/services or recommendations from your clients, or another one might be equipment or clothing you recommend for certain sports and where they can buy that from e.t.c

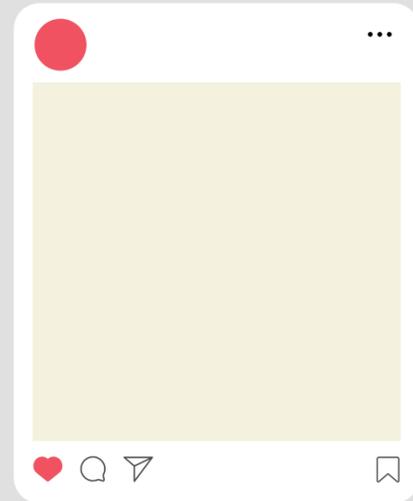
You can add your brand colours to your Highlight Covers too! Increasing brand recognition with your ideal clients and making your profile look more visually appealing as it all flows together.





Step 2 Completed. Okay so that was a lot of info BUT now your profile is all primed and ready to go, and you know who your ideal client is you can move up to the next level and start interacting.

Engagement = Interacting



Creating grid posts and commenting on others



Creating Reels and commenting on others to reach new people



Watching and interacting with people's Stories. Sending reactions, or messaging directly in response to their Story post



Going live and connecting directly with your audience, collab with others to reach wider audience

Interacting

Okay so I'm going to break this step down into 2 parts.

(1) Interacting with your current audience. The people who are already following you.

(2) Interacting with new potential ideal clients. The people who are not currently following you.

Statistically both of these types of interactions are important for your engagement rate and to improve your Reach which is controlled by the Instagram Algorithm, but the most important thing I want you to remember is:

It is so much more beneficial to your business to have a smaller engaged community of followers on Instagram, rather than a high number of followers who don't engage with your content.

Please don't forget about your current audience and go into 'chasing followers mode' because the aim of your strategy is to turn your current audience into fans of you and your business so they like, comment, share and save your content.

And secondly, to explore and find new clients that would fit perfectly into your community of followers so that you can build loyalty, trust and make sales to your new potential ideal clients in a genuine and authentic way without it feeling 'salesy'.

There are no rules as to how much time you should spend per day, or per week on interacting.

What matters is that you make the time to do your engagement consistently. Block it out in your calendar in a time block that works for you.

Remembering that the more consistent you are, and the more you put into it, the more you'll get out of it for your engagement and the Algorithm will reward you for this.

Interacting With Your Current Followers

So how do I do this? Note: This is just what works for me, by all means adapt this method to fit your working week:

Post to your Stories (I TRY to do this at least once a day)

Notice I said try.

Like many of you, it's not possible for me to be on my Stories all the time. Sometimes I'm snowed under with client work. Other times I may just be having one of those days where I just don't feel like showing up. We all have them.

So on the days where you physically can't show up, spend just a few moments sharing your audience's content and tag them in the posts to your Stories.

By doing this you are supporting your followers by sharing their content and exposing it to your audience - giving them more reach. The person you've tagged gets a DM to say they've been tagged in your Story and usually they will re-share that same post to THEIR Story to say thanks (The DM prompts them to do this)

So what happens is that YOUR POST, OF THEIR POST, GET'S REPOSTED TO THEIR STORY which means you are also then getting more reach with their audience too.

This is starting to sound a bit like a Friends episode, but you get the picture!



Interacting With Your Current Followers

'In a world of algorithms,
hashtags and followers,
always know the
true importance
of human connection'

Engage for 15 mins - 30 mins per day on your existing follower accounts that you want to build 'a connection' with. A.K.A Your ideal client.

Go on their profile. Make the effort to read the caption on the post.

Imagine you are being introduced to this person for the first time as one of your potential clients, they've started a conversation with you by what's being written in the caption. Take the time to write a meaningful response. The same goes for when they leave a comment on your post too.

Leave a comment that shows you've read and understood their caption and post, be yourself, you don't need to be formal on social media. Write as you speak.

If possible think about how you can end your comment in a question back to the original poster.

Open up in your conversations on Instagram the same way you would if you were face-to-face.

Interacting With New Potential Clients

This is your outbound engagement strategy.

It's what all the steps we have covered have been leading up to, because this is where you are going to grow your audience and start to nurture new clients to join your community.

This is something a lot of people shy away from. They feel too shy. Not confident. Or just literally don't know what to say. I used to feel like this too.

However, because you've now spent the time, focusing on your ideal client and boosting your own profile to get it to a level that makes you feel confident with how your 'shop window' looks! You can now really hone in on engaging with those dream clients with confidence.

Safe in the knowledge that when they visit your profile they are going to be impressed. It makes that choice to Follow 100% easier because A - Your profile contains all the information they need to know about you, and B - Your profile is aimed towards them. It speaks to them.



Interacting With New Potential Clients

So how do you find these perfect clients?

Start by thinking about what hashtags they will be using on their posts. For example, if you have a club or organisation based in Manchester and your ideal client is parents of children search for #manchesterparents #summerholidayideas #whatsonmanchester e.t.c

Pick 3-5 hashtags that will be used by your ideal client.

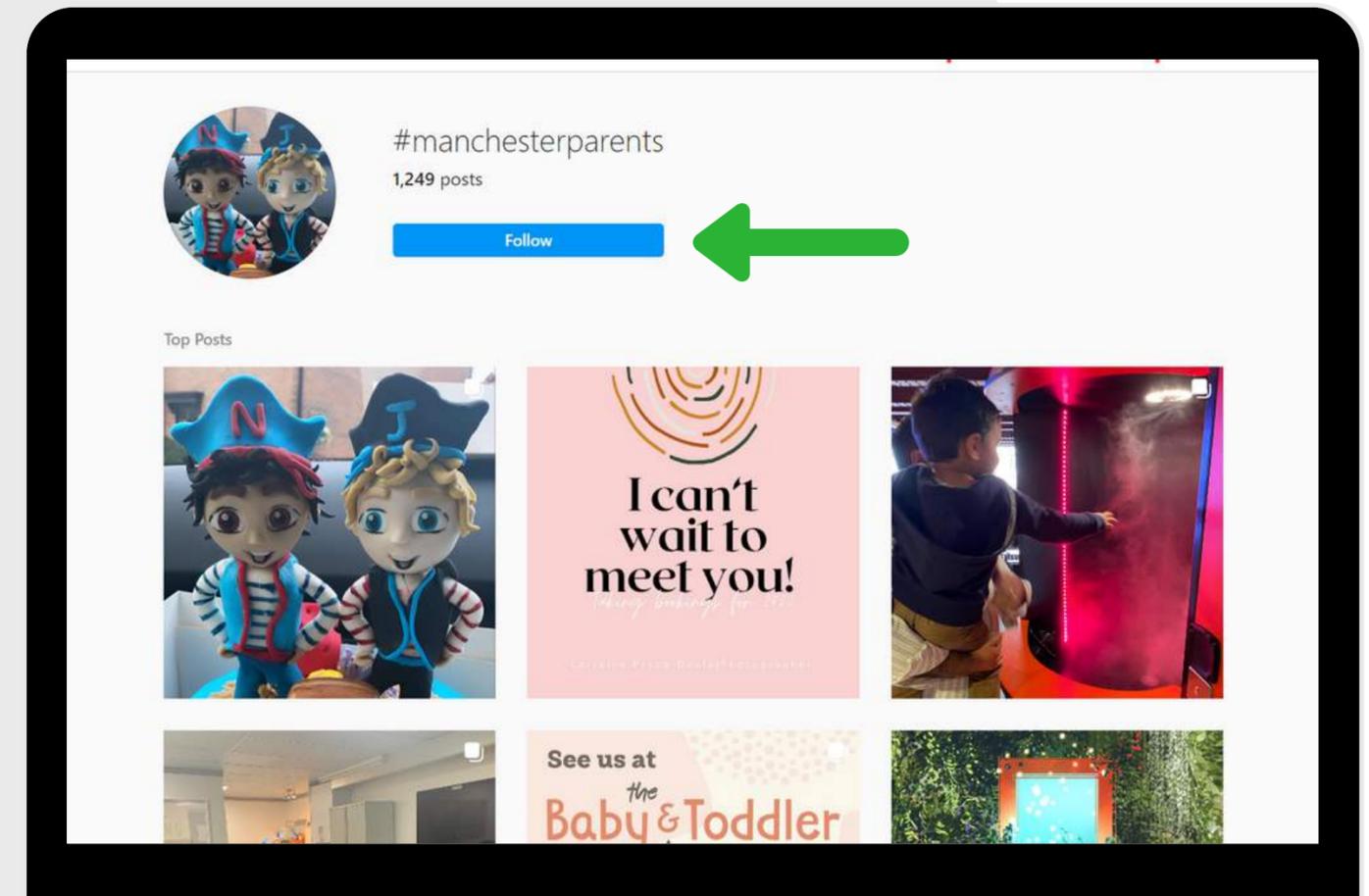
Then follow that hashtag. Search for the hashtag in the Instagram search box.

By doing this, when your ideal clients post using this hashtag their grid posts will start to automatically be pulled through to your News Feed and you can start to find more of the people who you want to work with.

Then, once you start following and engaging with your ideal clients:

Set up a tracker sheet on a spreadsheet to track the progress of your engagement activity with them.

Keep building a relationship with them over time. Start by getting to know them and try to understand what they are struggling with and if you can help them. If you follow an account that isn't engaging back after say 4 weeks, it's time to move on to the next client. Just repeat this process every month.





Step 3 - Sorted! Youve started to engage, so how do you keep your ideal clients coming back for more, and make your profile work for you so that more and more new ideal clients are drawn to your business?

The next step has all the answers - Attract!

Attract

This is all about how to use hashtags to attract your ideal client before you engage with them.

It's how they find you.

On each grid post that you upload to your profile you can add up to 30 hashtags. The more hashtags you use, the more opportunities you will have to connect with your ideal client.

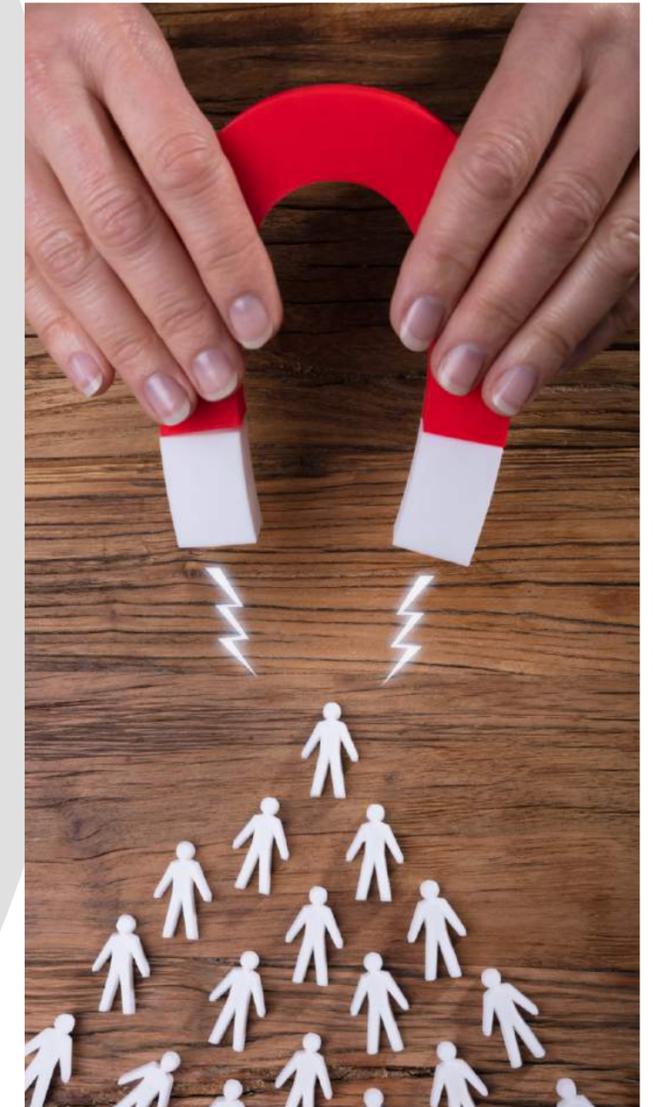
So for me, why would you not use all 30 hashtags?

I would recommend using a mixture of low, medium and high searched for hashtags of the keywords that your ideal client will be searching for on Instagram. For example if you're a health coach, you'll see that the when you search for #health there are over a millions posts containing that hashtag.

So yes, this is a highly searched for hashtag, which means a lot of people are searching for this key word HOWEVER because it has so many posts in that category, you are unlikely to be found at the top of the Explore page because each time someone posts with that hashtag you will be pushed further down the list.

By using a mixture of high, medium and low (e.g very niche hashtags that are not often searched for) you can spread your post to reach a wider audience of people. You are more likely to find your ideal clients this way too!

Then using Insights on each of your individual grid posts you can see how many people found your post by searching for your hashtag. This way you can see which hashtags are working for you and continue to use the ones that are attracting your ideal clients.





That's it! You're all ready to go and engage and find those ideal clients to bring them into your community and show them what you're all about.

I'd love to hear how you get on with using this Guide. Please drop me a DM or an email with any questions you may have or for a bit of advice or support. My DM's are always open.

P.S If you'd like to work with me I offer a range of Social Media Management and Engagement monthly packages starting from £289 per month



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CLICK HERE TO
GET STARTED

