REDMATCHSTICK
Igniting Small Business Marketing

INSTAGRAM REFRESHER SHORT COURSE

Marketing Made Simple as A, B, C

Attract – Build - Convert

RedMatchstick.com
Created by Suze Bouwer – Marketing Enabler, Coach & Content Creator

"To learn and not to do is really not to learn.
To know and not to do is really not to know."

-Stephen R. Covey

PLEASE COMPLETE THE COURSE AND IMPLEMENT THE TRAINING TO GET MAX VALUE

www.redmatchstick.com
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About Suze Bouwer

Suze Bouwer, Marketing Enabler, Implementation Coach, and Content Creator, helps Start-Ups, Online Shop Owners, Coaches, and Real Estate Agents establish online marketing platforms.

Her ***MARKETING MADE SIMPLE as A B C*** program shows how to ATTRACT * BUILD* CONVERT an audience and GROW BUSINESS.

Services include Do-it-FOR-you or DO-it-WITH-You Strategies, Local, Email, Social Media and Content Marketing.

Suzette is a woman with integrity who delivers value beyond her clients' expectations. ~~-~~She relies on her life experiences~~,~~ and emotional and professional maturity, walking the talk, testing, tweaking, and leveraging her knowledge within her own three businesses to ~~support and motivate small business owners uniquely~~support and motivate small business owners uniquely.

~~Hard work, commitment, passion and belief in a bigger purpose have brought Suzette to where she is today. Suzette was raised by her Mom, who was widowed at a young age. She was a highly respected lady farmer and played a significant role in instilling the values and resilience Suzette needed to push onward and upward.~~

~~This is her story -~~ Suzette currently coaches small business owners and managers to do marketing through practical implementation and developing essential skills to succeed.~~-~~ Suzette facilitates workshops that provide a safe place for like-minded entrepreneurs to overcome procrastination, tech fears, feelings of inadequacy, and a lack of digital marketing know-how.

Six years ago, after completing 25 years in corporate marketing in the hospitality industry across Southern Africa and due to a spinal injury, Suzette had to take back control of her lifestyle.~~–~~ With a reputation as a respected industry professional, she was surrounded by up-and-coming young millennials.~~-~~ To avoid becoming extinct, she had to learn modern marketing, a.k.a digital marketing.

Suzette originally planned to be a teacher until she discovered Psychology at the University of Cape Town.~~–~~ A philanthropic employer later sent her to study Marketing part-time at WITS Business School, launching her career in hotels, which began during the pen and letter era; moving on to Telex, a Remington typewriter, then came Fax and IBM Selectric and on to email and P.C. In 2013, a move to Social Media and Smartphones seemed a natural next step.

Suzette dived eagerly onto the internet, going 'Back to School' at age 54.~~-~~ The oldest person in the "Class of 2013", she battled online and studied in isolation.~~-~~ Looking for more support, she opted for an expensive ~~US~~ U.S. mentor.~~-~~ A time marked by struggles with time zones, cultural disparity, communication barriers and relevance.

Her pursuit of new skills delivered many of the challenges she is helping clients handle today – not enough time, wasted money, unethical mentors, procrastination, tech barriers, info overwhelm from too many opinions and options; leaving her with feelings of being 'too stupid' or facing the reality of having reached her sell-by-date.

Too far down the road to give up, Suzette continued studying and had to learn how to extract and apply what mattered. She went on to build a diverse digital marketing knowledge base.~~-~~ Suzette not only learnt marketing but also, by trial and error, the technical expertise needed to work smart and gets the job done.

Despite a plan to create a digital marketing consultancy, Suzette realised that her long way round 'adventure' revealed an alternative, shorter, more enjoyable route.~~-~~ She realised she loved showing friends what she was

learning.~~-~~ As more and more people learned about her new competencies and the selfless sharing of her knowledge, her marketing coaching passion was also ignited.

~~You are very welcome to our Comm done for choosing to upgrade your skills!~~

P.S. LETS BE CLEAR this is NOT a 'Get Rich Quick Solution'.~~-~~ It's like eating an elephant ~~...~~  One small but ~~persistent~~ persistent bite at a time gets the job done!~~-~~ ~~DO THE WORK, and you will reap your rewards!~~

Please **DO NOT SHARE** this worksheet with anyone who has not paid RedMatchstick for the Training.~~-~~ You will pass on incomplete information that may adversely affect the recipient. Additional ~~information~~ coaching is required to activate this worksheet.~~-~~ You will also be robbing Suze Bouwer & Redmatchstick, with whom you have entered into a business arrangement.~~ You will also pass on incomplete advice that may adversely affect the recipient.~~

You are very welcome to our Community.
Well Done for Choosing to upgrade your skills!

INSTAGRAM REFRESHER WORKSHEET

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INSTAGRAM REFRESHER - WHAT YOU WILL LEARN

How to Get Your Ideal Customer to Know – Like – Trust You with INSTAGRAM
Attract your Ideal Audience and Nurture to Build Trust until they are ready to Convert!

#1. Profile Health Check to Enable Optimal Performance

- ✓ Mobile Device View
- ✓ SETTINGS - navigate to Hamburger
- ✓ Under the Hood of the Settings Gear
- ✓ Switch to Professional Account
- ✓ Saved Replies & FAQs Automation
- ✓ Privacy & Security
- ✓ Account Centre Helps Efficiency
- ✓ Discover People to Build Your Community
- ✓ Professional Dashboard to Monitor Performance
- ✓ Edit Profile Details to Attract Followers
- ✓ Highlights to Enhance your Profile

#2. Attract your Ideal Audience

- ✓ Brand Identity helps you Stand Out
- ✓ Hashtags to Help People Find You
- ✓ Intentionally Mine Followers
- ✓ Consistency & Frequency of Content

#3. Engage with Content People Love

- ✓ Stories
- ✓ Reels
- ✓ Contests
- ✓ Carousels

#4. Ways to Retain & Convert Followers

- ✓ Best Practices
- ✓ Scheduling
- ✓ Desktop Access
- ✓ More Posts Types
- ✓ Content Ideas

~~#1. Attract & Increase Awareness~~

~~Settings & Security~~

~~Brand Identity~~

~~Content that Enables Awareness~~

~~New Follower Strategy~~

~~Follow < Like < Comment < DM~~

~~#2. Build your Community~~

~~Your Values~~

~~Add Value~~

~~Content Marketing~~

~~Stunning Visuals~~

~~The Good, the Bad, The Ugly = Authenticity~~

~~Start and continue conversations~~

~~Engage~~

~~#3 Convert to Build Your List & Nurture~~

~~Links~~

~~Offers~~

~~Facebook Group~~

~~Build List~~

~~Email Marketing~~

FOR NEWBIES ONLY~~:~~ ~~Start Here~~

Start Here if you aren't already on Instagram!

INSTALL Free INSTAGRAM APP from your App store

<Login with Facebook

<Create an account with Username & Password

< Login to Facebook on your ~~PC~~P.C. < Settings

< Connect Instagram to your Facebook Page

IF YOU NEED IT, FOLLOW THE STEPS IN OUR 1st BONUS ON HOW TO DOWNLOAD THE APP ON ANDROID

~~Part 1 of 4: INSTAGRAM BASICS FOR BUSINESS~~

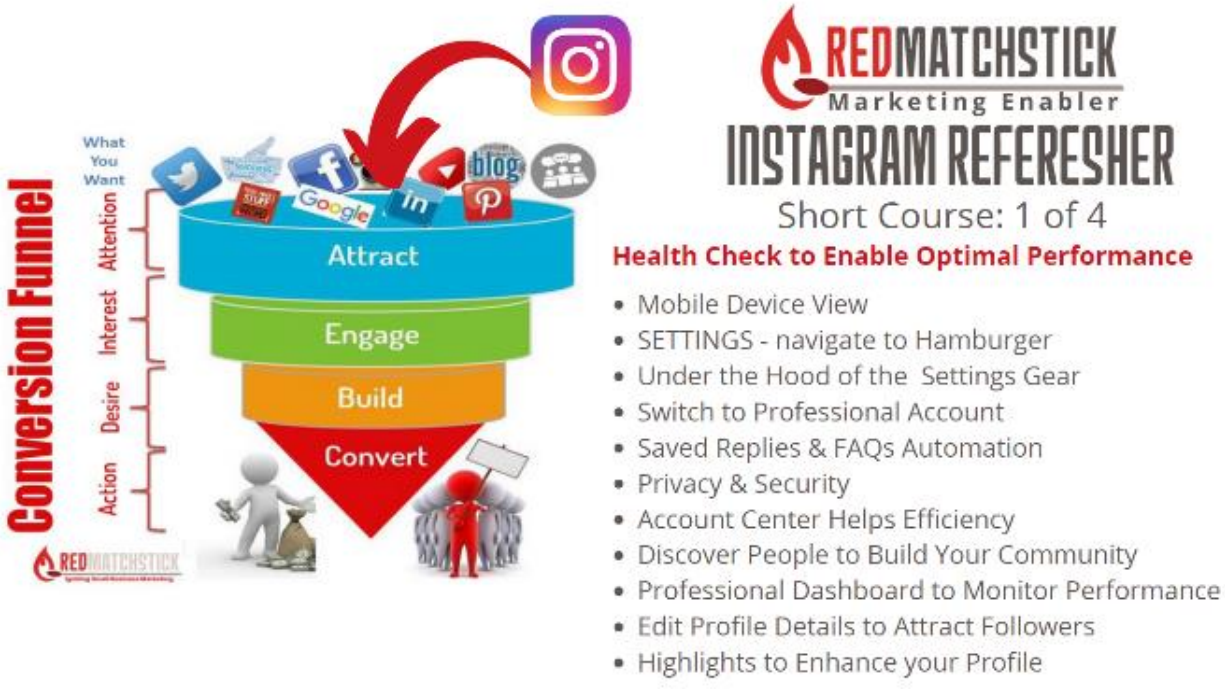
WHY INSTAGRAM?

- Instagram is the 2nd most-downloaded app in the world.- (TikTok beat Instagram in 2021)
- I.G. is the 4th most-used social platform after- Facebook, YouTube & WhatsApp.
- +/- 18.3% of all the people on Earth use Instagram.
- 23.4% of all people aged 13 and above worldwide use Instagram.
- The number of active Instagram users in Southern Africa: is 7.0 million.
- 25 to 34-year-old are the largest of Instagram's advertising audience.
- 462.8 million users aged 25 to 34 (31.6% of Instagram's total ad audience)
- 232.3 million users aged 35 to 44 (15.8% of Instagram's total ad audience)
- 112.1 million users aged 45 to 54 (7.8% of Instagram's total ad audience)
- 53.9 million users aged 55 to 64 (3.7% of Instagram's total ad audience)
- 48.1% of Instagram's global users are female.
- 51.9% of Instagram's global users are male.
- 58% of users say they're more interested in a brand after seeing it in a Story.
- Business accounts post an average of 1.6 times a day.
- ~~Average~~ Average engagement rate per post is 0.98% (Facebook's Average ~~engagement~~Engagement is around 0.064%).

SOURCE: RIVAL IQ

MODULE 1 OF 4: INSTAGRAM PROFILE HEALTH CHECK

~~BASICS FOR BUSINESS~~





Under The Hood Of Your Instagram Profile

STUDY TIP:

Watch the Video or Check the Time Stamps on the Transcript (whichever you prefer) and work through the lists below, TICKING EACH as you go to ensure your settings are up to date!
Do this EVERY three months or so to ensure your Profile is in optimal health and you are taking advantage of any new features Meta introduces to the platform.

Instagram Business Settings

Lesson 1.1

- ✓ SETTINGS - navigate to Hamburger
- ✓ < Settings Gear
- ✓ Switch to Professional Account

Lesson 1.2

- ✓ Saved Replies & FAQs Automation

Lesson 1.3.

- ✓ Privacy < Accounts You Follow & Followers
- ✓ Security < **PASSWORD**

Lesson 1.4

- ✓ Account Centre for SHARING between Accounts and with Facebook
- ✓ Discover People

Lesson 1.5

Professional Dashboard
Insights into Your Audience, their Engagement and Best Time to Post

Lesson 1.6. SETUP INSTAGRAM BIO



Personal ID
a.k.a. Username

- ✓ Up to 30 characters
- ✓ This is your UNIQUE name on Instagram.
- ✓ You cannot have the same username as another user on Instagram.
- ✓ Only letters, numbers, periods, and underscores.
- ✓ No symbols or other punctuation marks as a part of your username.
- ✓ Choose a username that represents your Brand and is recognisable.

Profile Name
a.k.a Alias

- ✓ 100 characters max.
- ✓ It does not have to be Unique but should be interesting.

Profile Image
a.k.a Thumbnail

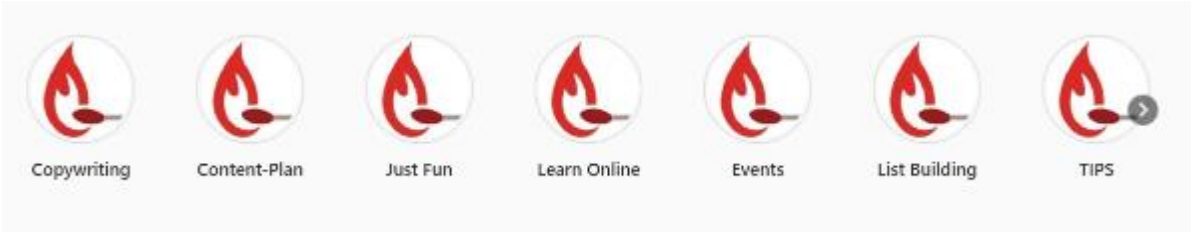
- ✓ One of the most important parts of your Instagram profile.
- ✓ Headshot or Logomark (the logo, minus any words)
- ✓ 160 x 160 px. Display is 110 x 110 px
- ✓ Clear High Res
- ✓ Pop of Colour to stand out
- ✓ Crop
- ✓ Brand ID

Pronouns

- ✓ She/Her, He/Him, They/Them (41 options)
- ✓ You can add up to four pronouns to your ~~profile~~ Profile to help others refer to you.
- ✓ Pronouns that you add will be displayed on your ~~profile~~Profile
- ✓ Tap or next to **Show to followers only** to turn this setting on or off.
- ✓ Examples if this is important to you

Description	✓ Up to 150 characters. ✓ Only the Top THREE lines are displayed ✓ Hide Business Category unless it's essential ✓ Brand slogan or tagline ✓ Outline who you are ✓ What you do #s ✓ Brand # ✓ Add a CTA to Your Instagram Bio ✓ Emoji/symbols https://lingojam.com/FancyTextGenerator
Profile Link	✓ Instagram does not allow adding links to posts. ✓ One link in your ~~profile~~Profile ✓ Update that URL frequently to point to your latest blog content, YouTube video, product, offer, Link to a Lead Magnet, Landing Page or Blog.
Professional Dashboard	Check: ✓ Your audience fits your Buyer Personas ✓ Which Content is Engaging most ✓ Best Time to Post o There isn't a universal best time to post on Instagram. (Thursdays) o Test 5 to 6 pm on weekdays and 8 pm o Mondays test a 6 pm sweet spot. o Consult your Insights to post when your audience is online. o Meta Business Suite Scheduling gives you prompts too

Lesson 1.7. Highlights



- ✓ Marketing and display tool
- ✓ Brand the buttons
- ✓ The right design can drive more views to your Highlights and is an early impression of your Brand.
- ✓ They are visual signposts for the ~~content~~ Content they contain.
- ✓ Branded & Descriptive covers will encourage more taps and more views for your ~~content~~Content!
- ✓ Update top-converting highlights regularly.
- ✓ Create "Covers" (png. images) for each of your Highlights and transfer them to your phone.
- ✓ Add a Story first.
- ✓ Add a Highlight < Edit Highlight < Select Branded Icon from mobile Gallery.

NOTE: If you have not already created STORIES, Return to Module 1.7. after you complete Module 3: CONTENT PEOPLE LOVE

MODULE 2 of 4:~~1 OF 2:~~ ATTRACT YOUR IDEAL AUDIENCE~~& BUILD YOUR AUDIENCE~~



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Marketing Enabler

INSTAGRAM REFERESHER

Short Course: 2 of 4

ATTRACT YOUR IDEAL AUDIENCE TO GROW YOUR PROFILE

1. Brand Identity
2. Hashtags
3. Mine Followers
4. Consistency & Frequency
5. Content that People Love



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INSTAGRAM REFERESHER

Short Course: 2 of 4

Attract your Ideal Audience

1. Brand Identity helps you Stand Out
2. Hashtags to help People Find You
3. Intentionally Mine Followers
4. Consistency & Frequency of Content

Lesson 2.1.- Brand Identity

- ✓ The Way your Brand Looks & Feels, speaks Volumes
- ✓ Ensure consistency. **Use Bonus 2. To Create a Brand BluePrint**
- ✓ Across all marketing channels
- ✓ Colour palette
- ✓ Highlights (edit thumbnail)

- ✓ Fonts
- ✓ Filters
- ✓ Canva Style Guide

LEARN MORE ABOUT OUR CANVA CONTENT CREATION COURSE

Grid Plan Composition

ATTRACT Ignite Awareness – Hashtags	BUILD & SERVE Inspirational Post	ATTRACT Ignite Awareness – Stories
BUILD & BOND What Inspires You	ATTRACT Ignite Awareness - Location	BUILD & EDUCATE Answer FAQ
ATTRACT Ignite Awareness - Reels	BUILD & SERVE Help them visualise your product in their life	ATTRACT Invigorate Engagement - Ask

Our MONTHLY CONTENT CALENDAR helps you post with Daily Marketing Objectives … CHECK IT OUT HERE!

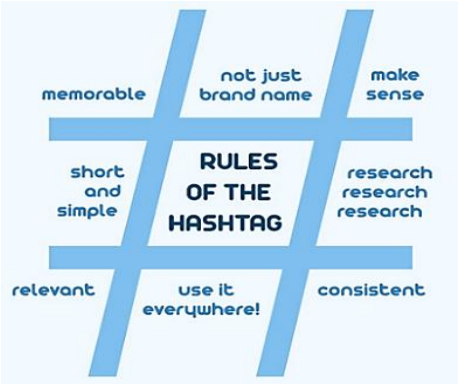
My Favourite Layouts & Image Styles

https://www.instagram.com/wellnesswoman.health/	Wellness
https://www.instagram.com/lance_realestate/	Real Estate
https://www.instagram.com/minimaliststyle/	Minimalist, palette
https://www.instagram.com/mrslindseyroman/	Authenticity
https://www.instagram.com/prettyambitious_com/	Businesswoman
https://www.instagram.com/howtoplanit_coach/	Coach

https://www.instagram.com/abstinence_spirits/	Beverage
https://www.instagram.com/cerebralmist/	Checkerboard
https://www.instagram.com/fourseasons/	Luxury Hotel
https://www.instagram.com/divinityla/	Bracelets
https://www.instagram.com/macro_delight/	Quality, consist
https://www.instagram.com/acanelaexpeditions/	Travel
https://www.instagram.com/katabudapest_tourguide/	Tour Guide
https://www.instagram.com/unbirthday.co/	Baking

Lesson 2.2.~~-~~ Hashtags (#)

- The Hashtag is used to highlight keywords or search topics.
- A hashtag is a Tool, not copywriting.
- A HASHTAG is an easy way to CATEGORISE your posts into topics.
- They help you reach a target audience, and they help your target audience find and join conversations on a particular topic.
- Only include it in your Captions when it fits in naturally.
- Separate the list of Hashtags from your Post Copywriting.



- ✓ Short – Simple – Memorable
- ✓ More than Brand name
- ✓ Relevant & Makes Sense
- ✓ Consistency everywhere
- ✓ Capitalise the first letter of each word.

✓

1. Posts with at least one Hashtag get an average of 12.6% more ~~engagement~~Engagement.

2. 11 to 13+ hashtags get the highest ~~engagement~~ Engagement on Instagram, according to *Quicksprout.*
3. Research what influencers in your industry are hashtagging
4. Test # suggestions.
5. Create a Brand Hashtag.
6. Give users an easy way to submit ~~content~~Content.
7. Give your Brand a unique voice and social angle.
8. Use a **BROAD HASHTAG** close to the interests of your target audience, ~~8.~~ and then narrow it down to smaller audiences.

BONUS 3: How Many Per Network?

Facebook:	- Hashtags are found to be detrimental to the reach of Facebook posts. - Test them. Don't use more than x2 per post, and keep an eye on ~~engagement~~Engagement. - Use x1 branded Hashtag to group campaign posts (ref Contests).
Instagram:	- Hashtags are super popular on Instagram. - Widely used for research about topics, inspiration, location and to research competitors. - Up to 30 MAX per post. - Try 11-13+
LinkedIn:	- Encouraged by the platform to use them. - Use a few relevant #s per post. - Expect them to become more popular.
Twitter:	- This is where #s were invented to group topics together. - Use only relevant #s. - Don't hijack. - Tweets with hashtags perform better. - 1 - 2 per Tweet

~~*Find Hashtags*~~ Error! Hyperlink reference not valid.

Create a # Cheat Sheet:

Find Hashtags http://best-hashtags.com/

Track #s you use to shortlist those that get the best results.
Find your hashtags under each of these headings,
Then mix up popular, trending, quirky and new.

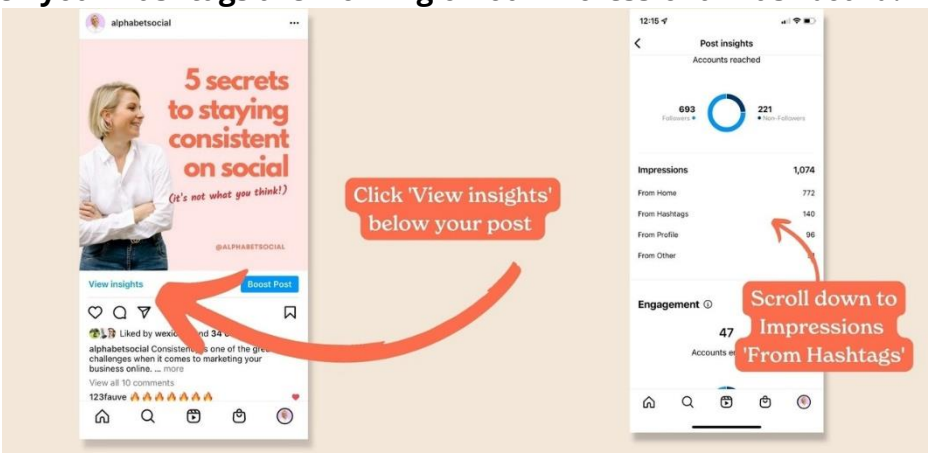
TYPE OF #	YOUR BRAND	YOUR NICHE	INTERESTS	TRENDING	POST TOPICS
BROAD	Business Name Slogan	Ideal Customer Industry	Social Sport Travel	Days of the Week Days of the Year	
SPECIFIC	Campaign Contest	Challenges	SERVICES	Current Buzz	Change up with every post

BONUS 4: # Starter Kit
Plus More DAYS OF THE WEEK #s in our Monthly Content Plan

#beautiful	put your best foot forward
#bestoftheday	for the most noteworthy images on the platform
#cute	to elicit "ahs"
#dogstagram	~~include~~ man's best friend in an Instagram post
#fashion	for celebrities, luxury brands, clothes, makeup, & aspirational images
#fitness	your exercise sessions
#foodporn	for mouth-watering food posts
#fun	for when you're having fun
#happy	for light-hearted content that brings us joy
#igers	for content that encompasses the Instagram community
#instadaily	perfect for Instagrammers who post every day.
#instafood	for colourful, unique, and sumptuous dish!
#instagram_sa	increase local awareness
#instagood	for excellent photos/ videos, just too good not to share.
	Add repost

#instamood	about the vibe or emotion a photo or video elicits
#life	the essence of your life.
#love	for~~evoke~~ good feelings, ~~with~~ pics of friends, family, vacations, beautiful scenery.
#me	selfie hashtag
#motivation	for get up and go before work content
#nofilter	for when you don't need a filter
#ootd	for showing off new clothing and styles
#photooftheday	a sure-fire way to attract more followers and repeat visitors.
#photography	~~———~~stunning and artistic images
#repost	'~~———~~allows' ~~users to~~ shar~~inge content~~ from others, with credit back to the original user.
#style	for beautifully edited photos of outfits, vacations, luxury products
#summer	for fun vacations, fruity drinks, and time by the pool.
#tbt	for nostalgic posts
#travel	~~———~~where you are travelling

Review how well your Hashtags are working on our Professional Dashboard:



Lesson 2.
3.~~-~~ Mine New Followers

1. Prospect ~~Visit y~~Your Newsfeed; Stories & Reels: 6.4.2.1.

= PAYING IT FORWARD! Try this daily or as often as you can!

- 6 Likes
- 4 Comments
- 2 Follows
- 1 ~~DM~~ DIRECT MESSAGE. *Thank, and inform about what you do and ask for a lead!*

Try SAVED REPLIES! (Refer back to Module 1.2)

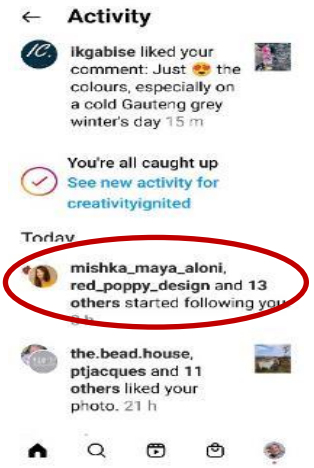
2. New Accounts to Follow

Via Your Engaged Users, Follow the Steps 1 – 6 **(Watch the lesson video)**

1 See who has engaged

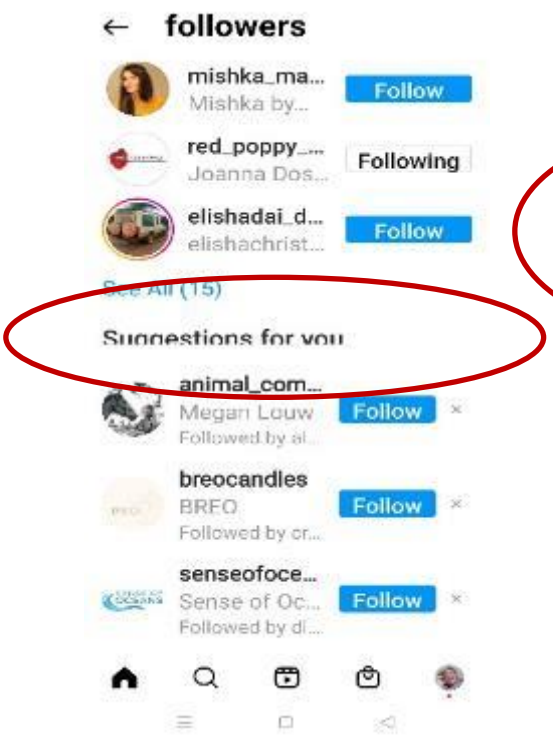


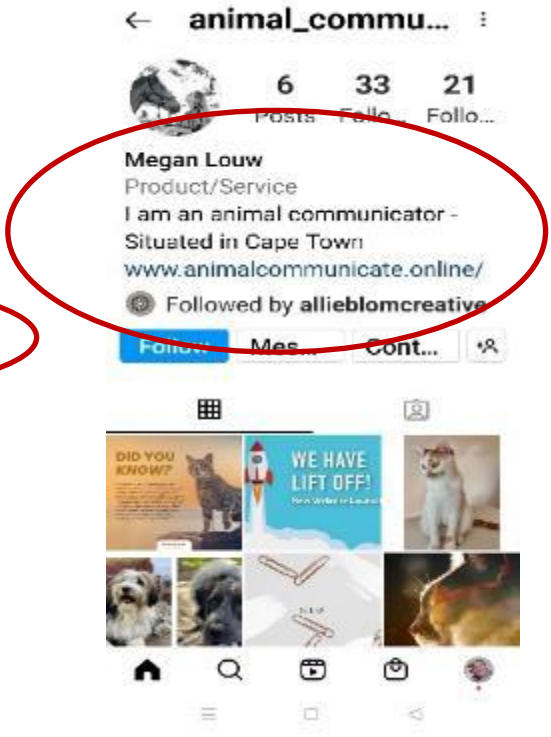
2 List of Engaged Users



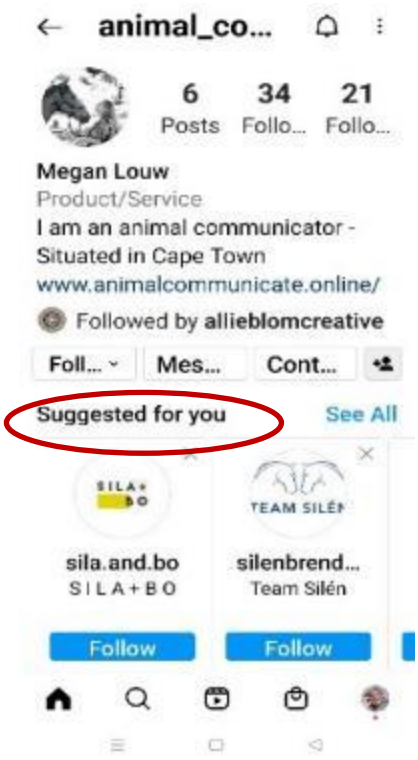
3 Review Suggestions

4 Check them out



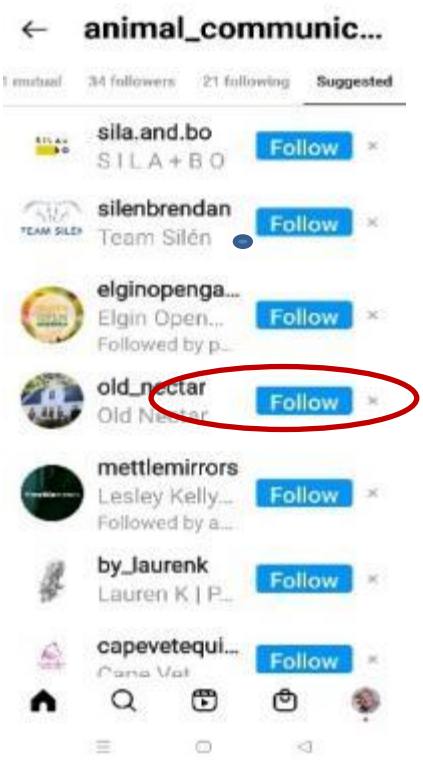


5 Visit their Suggestions



6 Rinse & Repeat

Try To Add x 2 new Follows/day



3. Niche Hashtags

Search Niches, Influencers, Interests .... < Like < Comment

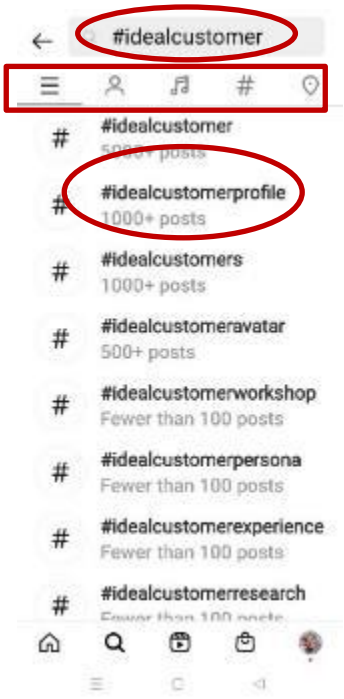
1. Search



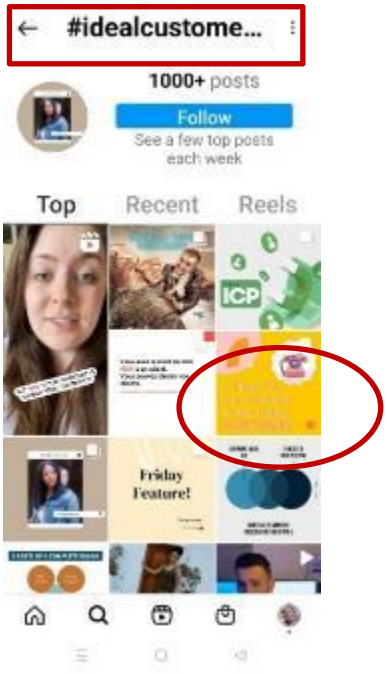
2 Type in a Search term or



3. Search Results & Find #s

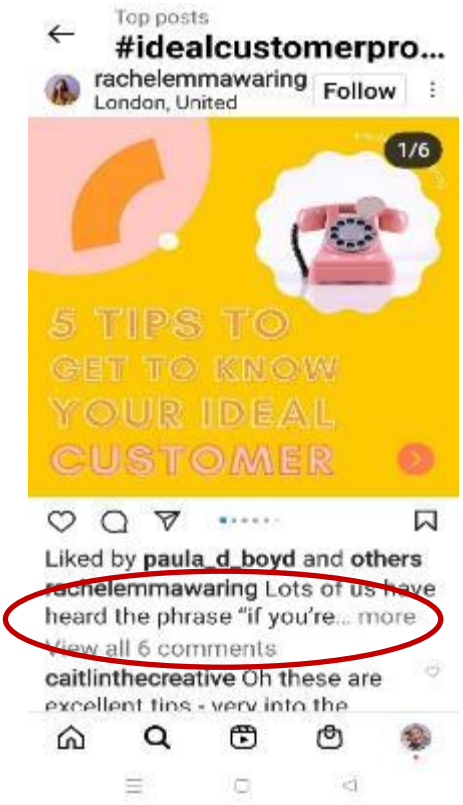


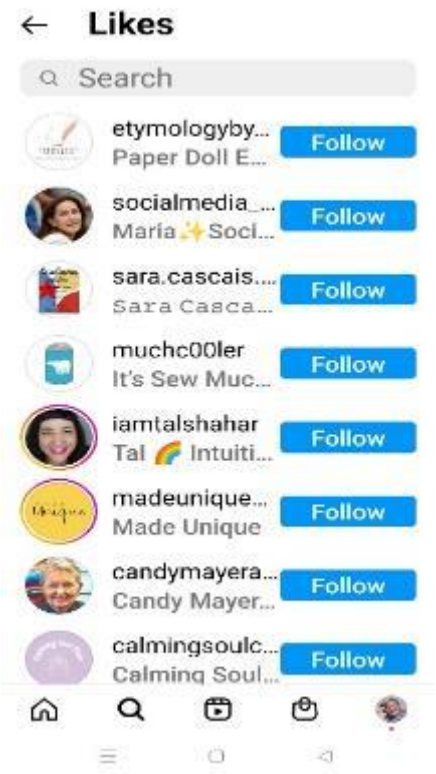
4. See who posts about that topic



5. View the Post Engagement

6. Follow your Ideal Customers





4. Competitors or Same Niche Providers

Next level down: Check THEIR engaged users.
Same process as above

Lesson 2.4.- Consistency vs Frequency

- The more often you post on Instagram, the more Likes and Followers you gain.
- Posting **more than seven times per week** gets more LIKES and grows a following faster than accounts that post less than seven posts per week.

✓ ***NOTE!***

You risk losing followers when you run out of content ideas and stop posting consistently.

Use a Content Plan

MODULE 3 O~~0~~F 4: ENGAGE WITH ~~ING~~ CONTENT THAT PEOPLE LOVE!

Attract & Build with Content People Love because Higher Engagement = Increased Reach & Awareness





Lesson 3.1. Instagram Stories

- Ephemeral ~~content~~ Content that vanishes after 24 hours
- Fun random highlights from your life
- Help increase brand awareness

- Grow your Instagram account bypassing people's feeds.
- Anyone can see your Biz Profile Story whether they're following you or not

- If you're a Private Account, no one can see your stories except your followers.

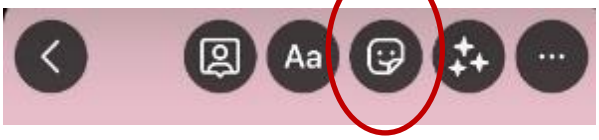
  Share a Post < Paper Airplane < Add to Story

  - Or
    - + < Story < **Gallery**

  The maximum length of an Instagram **Video** Story is 15 seconds
- The maximum length for a **Photo** story is 7 seconds.
- Instagram allows adding an unlimited number of stories in a row.
- 'Save' to Highlights.
- Track popularity and effectiveness on your Professional Dashboard.

NOTE: For INSTAGRAM STORIES Swipe-Up Links, your Profile must be Verified or have 10,000 followers to use them!

Stickers



Search or use the quick reference list below to add a suitable Sticker:



Location: A great way to get more local exposure for Local Marketing.
Tag an address or physical location in your story. Draw attention to your business's physical location.
@Mention: Shout-out to other brands, fans or reposting user-generated ~~content~~Content.
Add Yours: Broken telephone
Question: Ask me anything ...
or What should I listen to?
GIF: Cute
Music: Add your favourite background tune
Poll or Slider: Ask an opinion

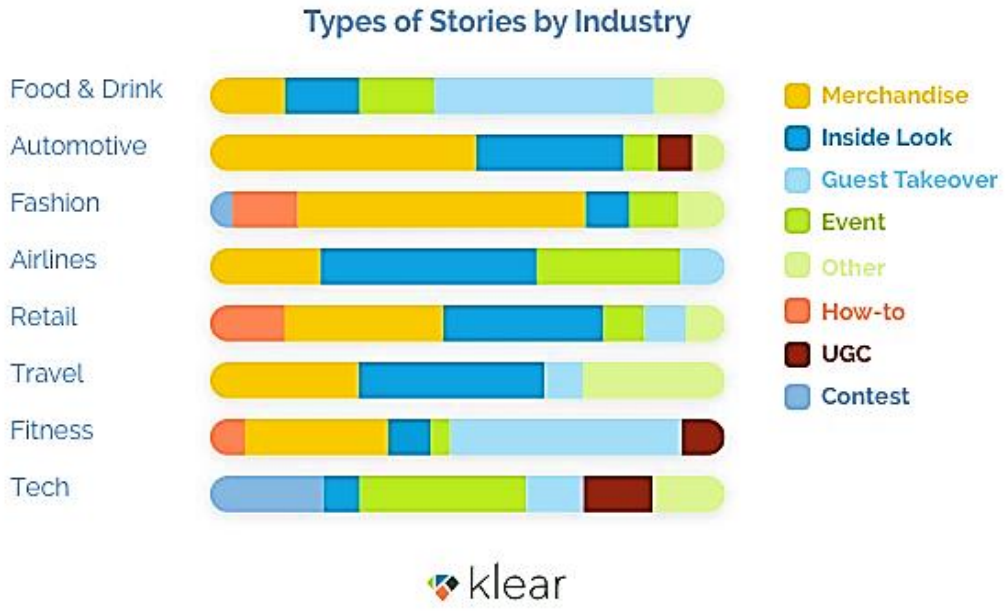
Hashtag: When users Tap on #, they can explore other media shared with the same Hashtag.
Link:!!!!- Call to Action
Avatar: 😊



Donation:
Covid:
Time:
Countdown: Best for Promoting a time-sensitive campaign and generating interest in a product launch.
Followers can then subscribe to your countdown event, which will send them a reminder when the time is up, and your countdown is complete!
Temperature
Camera
Images
Emojis

Shopping Stickers: For promoting products.- Tag your products with shopping stickers,
a free way to promote shopping on stories, and showcase product details without
coming across as too sales-y.

Content Ideas For Stories



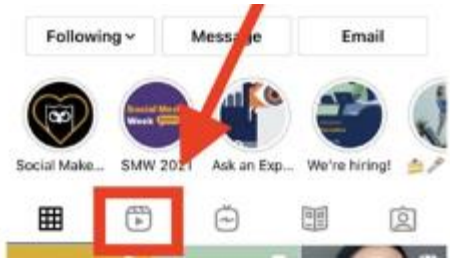
Lesson 3.2. Instagram Reels

- Record and edit 15-second multi-clip videos with audio, effects, and new creative tools.
- Tiktok copycat
- Don't disappear after 24 hours.
- You can also choose to post it to your feed
- Use tools to prepare for your recording.
- Posting a 30-sec clip as a reel rather than a video can lead to more views and ~~engagement~~Engagement.
- Be discovered by the vast, diverse Instagram community on Explore.

At the BOTTOM OF YOUR SCREEN, click Reels to View



At the TOP OF YOUR GRID, click Reels to view your own shared ~~content~~ Content AND DRAFTS





Audio

- Tap audio to Search for a song from the MUSIC LIBRARY.
- Add it to your video.
- You can add your favourite part only.
- Or use your own ORIGINAL AUDIO by simply recording a reel with it.
- With a public account, the ORIGINAL AUDIO will be attributed to you.
- Users can create reels with your audio by selecting *"Use Audio"* from your reel.

NOTE: *Most business account categories have a restricted music library due to copyright terms and conditions, but "**Entrepreneur**" categories have full access.*

Tip to increase views: Use Trending Music, i.e. music from reels with mega Engagement!

Speed

Speed up or slow down part of the video or audio you selected.
Stay on a beat or make slow-motion videos.

Special Effects and Alignment

Helpful in aligning the video clips you added.

Timer

Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown before recording begins for the amount of time you selected.

Use the Demo in the Lesson Video: Pause, do the steps < pause, do etc., through all the steps, try all the tools.

Lesson 3.3. Contests

A contest, giveaway, or challenge is to build more awareness for the Brand and Grow a more significant following or increase Engagement that creates Leads.



Follow these Simple Steps to Create Your Next Campaign!

Why

Be clear on your Contest Objective. Engagement or Follower Growth?

Who

Get clear on your TARGET AUDIENCE.

Use our **BONUS 5: Template to Define your Ideal Customer**

DOWNLOAD HERE

Where

The Ideal Customer exercise will determine where your target audience hangs out … go there!

You might consider using your website or Facebook as your Primary Platform to show all the details and easily collect entries.

You would then use the Link to the Facebook Post or your Website Page in your Instagram Bio and Stories.

When

Set a Timeline to launch, promote, draw, announce, and follow up.

What

Visit your Insights to get a good idea of what type of Content they engage with, so you know what you need to create to Attract their Attention.

Create a series of posts in different formats following a recognisable theme.

How

✓ ***Type of Contest***

Share their Content is User Generated Content. Get them to share using your product/service or visiting your business.

- ✓ Engage
- ✓ Tag

✓ ***How to Enter***

Decide what they need to do. Our favourite types of contests are:

- Post a photo or a video to Instagram with a specific hashtag
- Caption this post
- Like or Comment on a post
- Liking a photo/video
- Guess how many? e.g. sweets in the jar.
- Follows
- Using a specific hashtag
- Tagging friends.

✓ ***Winner Decision***

Transparency and Fairness are essential to avoid kickback!

Options are Vote, Random or Jury.

It really depends on how many entries you expect.

Many? Use OPT-IN FORM automation or Tools to collect entries

, e.g. https://simpliers.com/en/giveaway/instagram

Few? A searchable Hashtag. Collect entries manually and enter them into a Random Selector. I love this WHEEL OF NAMES and record the screen while I enter the data and spin for transparency and to build anticipation!

✓ ***The Prize***

Choose a "Prize" that's both valuable and relevant to your business/brand. Gift cards, free services, coupons, giveaways, and product goodie bags are good options.

✓ ***Contest Guidelines***

CHECK INSTAGRAM CONTEST RULES

Terms & Conditions for users to view should be added in a post and a content link in your Bio.

Points to include:

- The name and contact details of the promoting Brand
- The dates of the Contest
- The rules of who can enter (such as age and employee restrictions)
- Explain how people enter
- Explain how a winner is chosen.
- The date and way winners will be announced
- The date and way the winner will be informed
- The period during which the winner must respond and claim their prize
- The specific of the prize (including the number of prizes, description of prizes, and any caveats)
- The details of how the prize will be delivered
- Acknowledge that the promotion isn't sponsored, endorsed, administered by, or associated with Instagram or any other social media used throughout the Contest.

✓ ***Promote***

Promote your Contest across your entire messaging ecosystem, including social media, email, blog, website home page etc.

Consider putting budget towards Ads to explode Reach!

✓ ***Measure, Rinse & Repeat***

Always review your Contest and make notes to do a better job next time.

Did you achieve your marketing objective?

Did the Contest run smoothly?

Did the Contest attract the RIGHT audience?

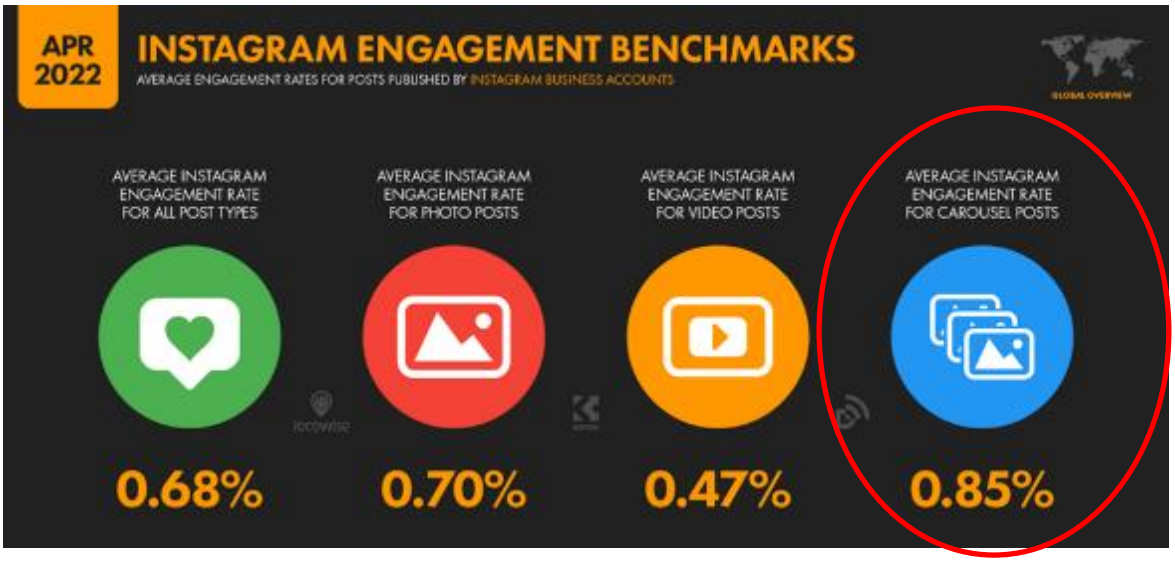
Lesson 3.4. Carousels

Carousels have higher Engagement than any other Instagram post type.

Varying your content types is a great way to make the Instagram algorithm work for you. You're missing out on a powerful feature if you're not sharing Instagram Carousels.

An Instagram carousel is a feed post with up to 10 photos or videos that can be viewed by swiping left.

Icons are used in the design to encourage users to spend time on the post, thus signalling to the algorithm that they value the ~~content~~Content.



BONUS 7: Edit this Template HERE on Canva
Check out this post HERE!



The margins and icons have all been DONE FOR YOU. Just add colours, text, elements and branding.

You download them as one Image and crop them into Instagram posts on your P.C.

Upload them in consecutive order as a multiple-image post.

Carousel Tips

- ✓ The headline must clearly indicate "What's in it for Them".
- ✓ Use The First Image as an attention-grabbing thumb stopper.
- ✓ Encourage People to Swipe through using direction indicators and add a simple line in your caption with a call-to-action to SWIPE.

- ✓ Every slide must stand alone as a post.
- ✓ Tell a story – each slide can be treated as a chapter
- ✓ Stay consistent with the design, fonts, colour branding etc.
- ✓ Less is more.
- ✓ Add Alt text and description to images for vision-impaired users.

Carousel Content Ideas

- New Product Features
- Product Uses
- Photo Album of an Event
- Before and After Reveals
- Brand Storytelling
- Customer Reviews

It's easiest to create and come across professional using Canva.

Sign up to Try for FREE Canva

LEARN MORE about my Content Creation Made Simple Course with Canva!

MODULE 4 O~~0~~F 4: WAYS TO RETAIN & CONVERT FOLLOWERS~~BUILD & NURTURE TRUST~~

Use Instagram to Get Your Ideal Audience to KNOW – LIKE – TRUST You so that they go on to Engage, Click and Buy!

Instagram Best Practices

Instagram's algorithm rewards ENGAGEMENT more than follower count and displays ~~content~~ Content that is similar to posts Users ENGAGED with in the past.





Variety Is The Spice Of Life

Publish various **posts** to your feed: you can post Images, GIFs, Videos, **Boomerangs (app)**, Quizzes on your Story, How-To's, and User-Generated Content.

Watch the BONUS 8 Content Marketing Video

First Impression Counts

- ✓ Instagram only shows the First Three Lines of a caption and hides the rest behind a "more" button. Tease and entice FIRST!
- ✓ Start with crucial details and calls-to-action – LINK IN BIO
- ✓ Leave hashtags and @mentions for the end.

TRY THIS HANDY LIST FROM HUBSPOT!
Catchy Captions 52 EXAMPLES https://blog.hubspot.com/marketing/instagram-captions

Talk With, Not At

Start Conversations. Ask Questions. Reply to Comments

Serve Rather Than Sell

- ✓ Focus on Transformation
- ✓ Educate, Enrich, or Entertain (3 E's) your target audience.
- ✓ 80 % of your posts are Social. Limit Selling & Promotion to 20%

You And Your Customers Are On A Journey



Add strategic Call-To-Actions to click your link in Bio. Explain what is in it for them.

Congruence And Focus

- ✓ Focus your posts on ONE BIG IDEA – that could be "You!"
- ✓ Be Clear and communicate your message with Text AND Visual.
- ✓ Humans do not naturally read hashtags. Separate them from the caption.

Pay It Forward

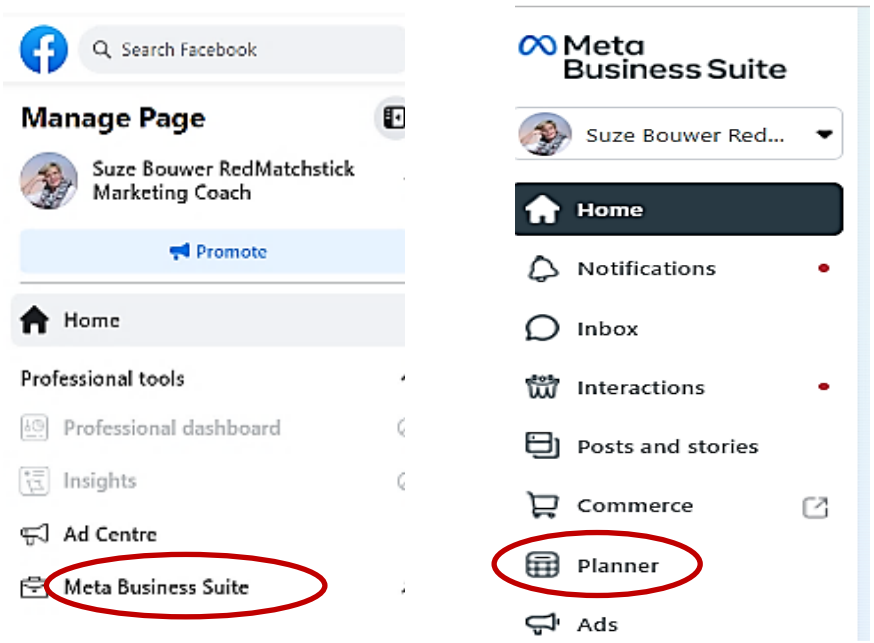
EXPLORE other profiles, engage with their posts, & build a relationship with them.

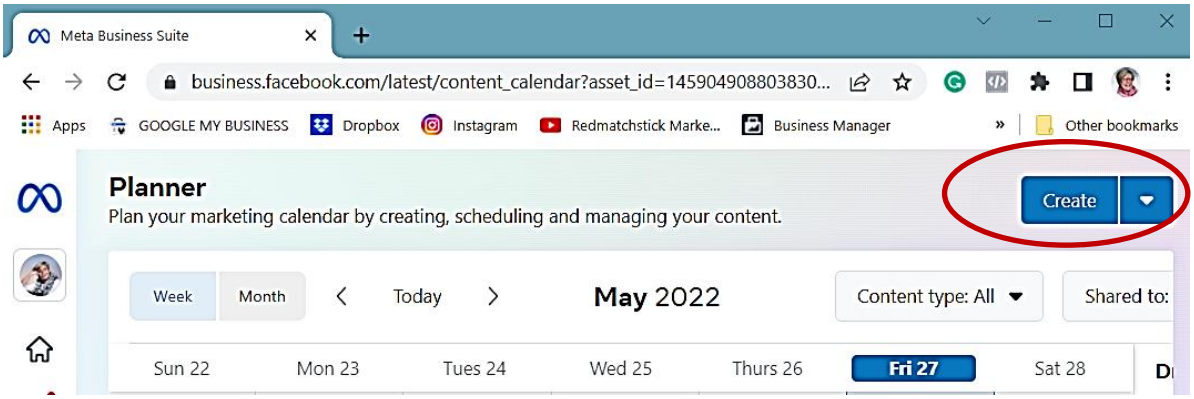
Use The Complete Toolbox

- ✓ Stories & Stickers
- ✓ Reels
- ✓ Location for Local Marketing
- ✓ Links
- ✓ Messaging
- ✓ Ads

Lesson 4.2. Best Time

- ✓ ***Scheduling: Meta Business Suite Planner***





OTHER FREE SCHEDULERS:

https://buffer.com/

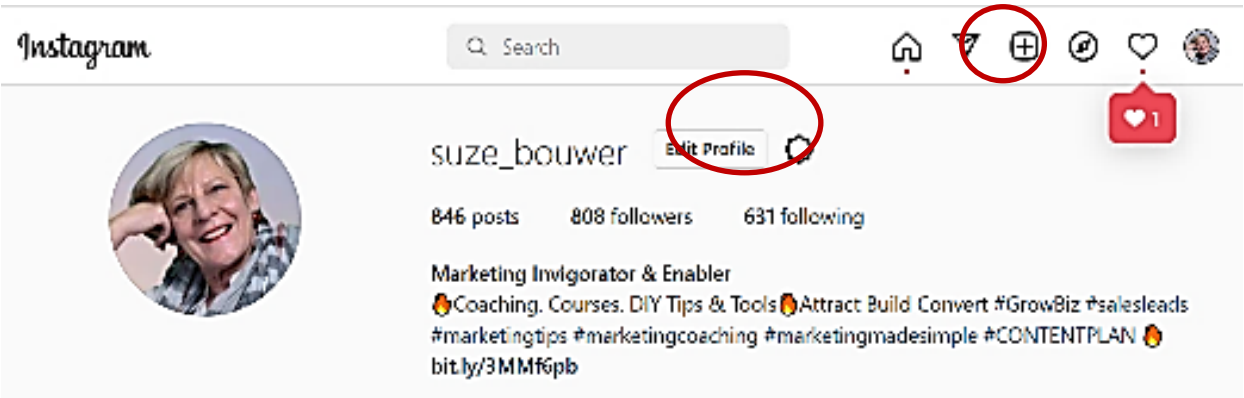
https://www.combin.com/

https://later.com/

Lesson 4.3. DESKTOP POSTING & UPDATING IS MORE EFFICIENT

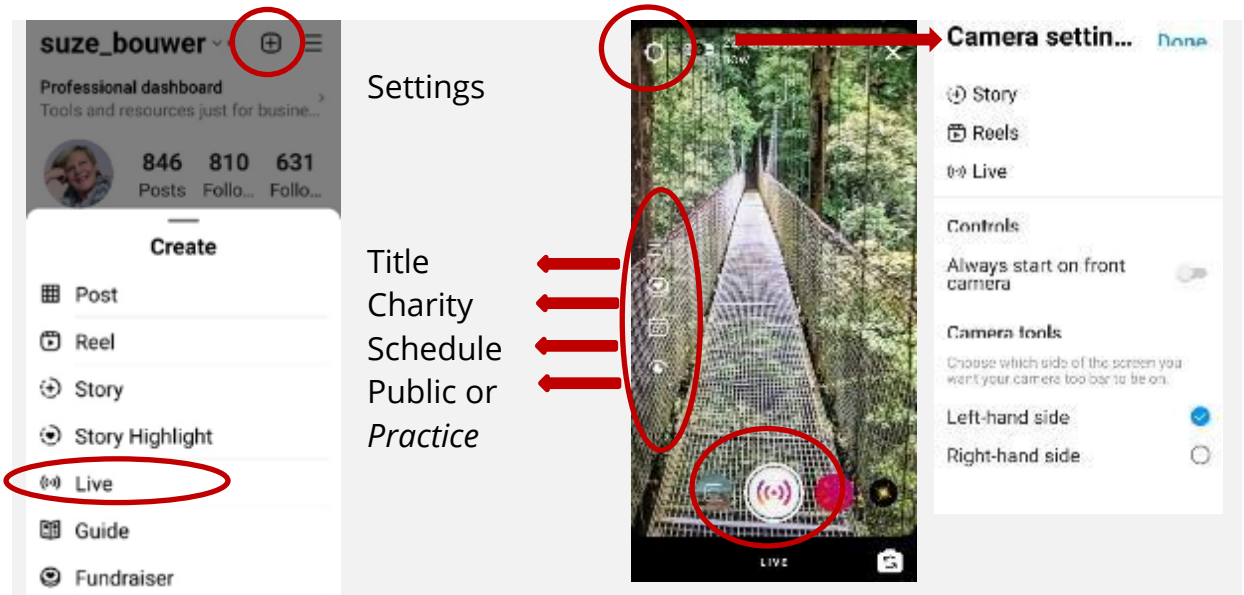
Add Posts

Edit Profile & Bio Link



Lesson 4.4. More Instagram Post Options

LIVE



- Like Stories, it disappears after 24 hours
- Gets 1st position in Stories at the top of users' feeds.

- Followers will receive a message alerting (if they haven't turned off notifications)

  CHECKLIST FOR BEST RESULTS

  - Is the background distracting?
  - Is your audio clear?
  - Is your camera steady?
  - Is your video well lit?
  - Are you adding value?
- Add a Question or Poll Sticker

Single Image

Multiple Image – up to 10 photos (Carousel)

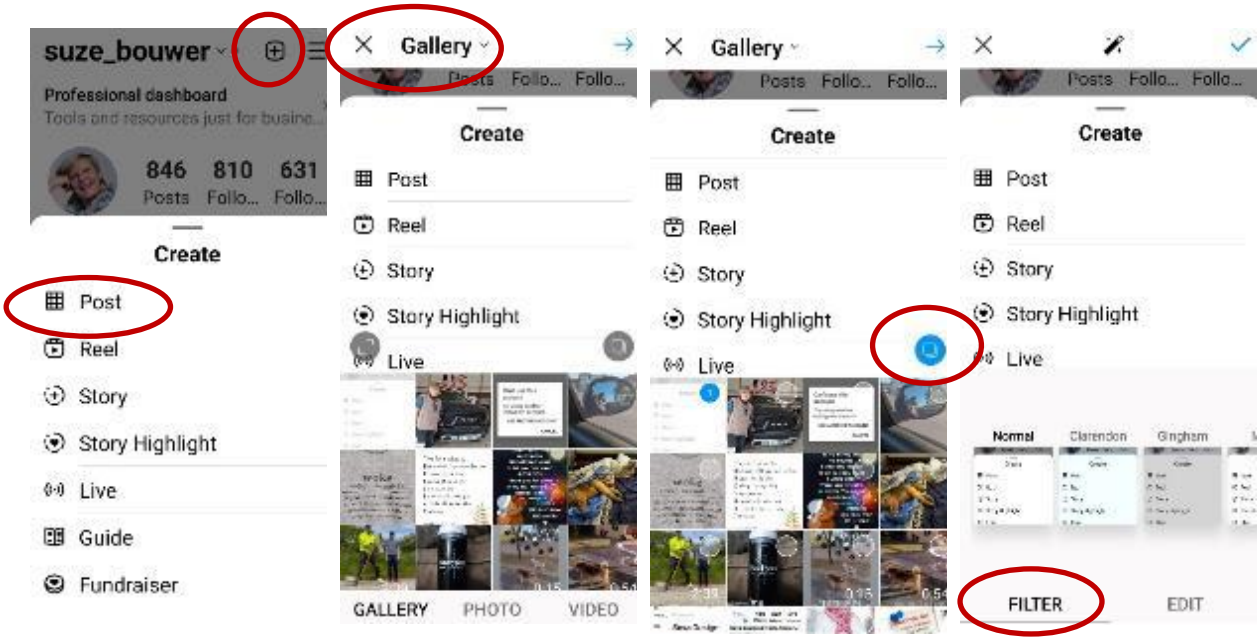
Video Clip & IGTV

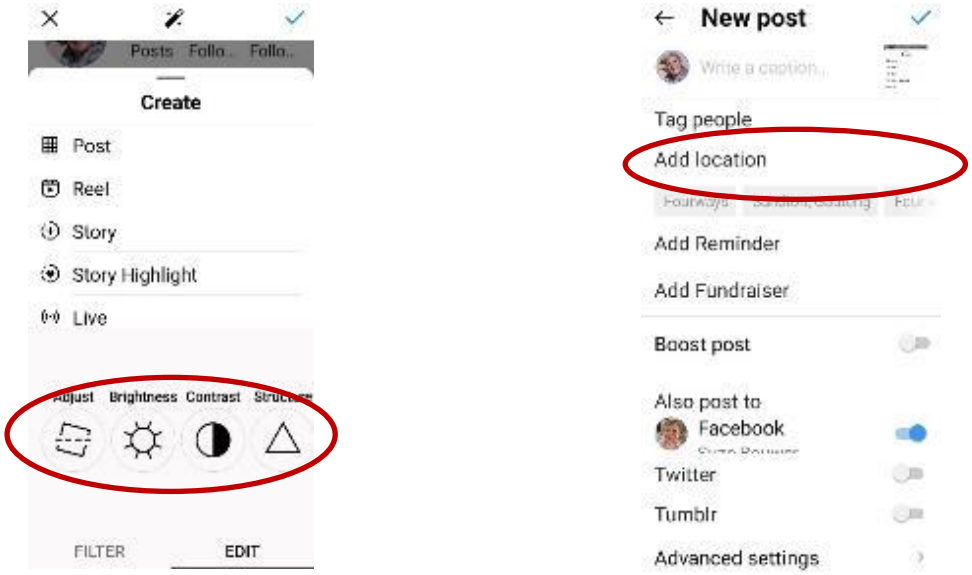
- Video – max 60 secs
- IGTV is ideal for longer edited videos – think YouTube.
- IGTV 10 – 60 minutes

Animation

Thumb Stopping content to grab their attention with 'movement' of elements, text, shapes etc.

Posting





Module 4.5: CONTENT IDEAS

Discuss your latest BLOG posts

Why the need to read it; what gems you've shared.~~-~~ Share a Link in Bio

Quotes and Inspiration

Create your own ~~content~~Content!~~-~~ Quote Influencers they Follow.~~-~~ Quote Yourself

News, updates, and announcements

Explain and react to a recent industry announcement

Share Industry Stats & Data - Make a post from a screenshot and add your view

How-to tutorials

Steps using Carousels or Video

Promote time-limited sales

Limiters urge Action!

Offer exclusive giveaways or give out discount coupons

Behind-the-scenes peeks at your morning routine, daily dog walk, or other mundane details can be more attractive to others than you'd think, leading to questions, conversations, and ~~engagement~~Engagement.

Show how you prepare/make things

- Musicians show how their music is recorded in their studio
- Sports teams share training sessions with fans
- Fashion experts demonstrate how to put together the perfect outfit
- Business Consultants share hacks.
- Coaches in a session with the back of the client directed to the user
- Real Estate specialists prepare a showhouse
- Event Organisers setting up venues

Announce a product launch.

Countdown to events or launches

Host a Q&A with your audience – Ask me Anything Stories Sticker or Live

Recommend your favourite tools, music, activity, food etc

Talk into Niche interests

Review a product or service that's relevant to your audience

Offer a tip or "Hack" on overcoming a common pain point for your audience.

If you have any questions or comments, please email suze@redmatchstick.com.

Thank you for joining our Instagram Refresher.

FOLLOW US!

JOIN OUR FACEBOOK GROUP: KeepItSimpleSuze

Earnings Disclaimer

The information contained in this worksheet is for education purposes only. This information is designed to help you understand the specific information covered. It is not an attempt to render tax, legal, or business advice. How to use the information is entirely up to you. While every effort has been made to accurately represent the information along with my opinions and insights, any claims made or examples given, although believed to be accurate, should not be relied upon when deciding whether or not to purchase.

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Results generated in the examples we quote come from a combination of:

1) Targeting a Viable Niche,
2) The Right Content in the Right Place at the Right Time,
3) Intimate Knowledge of your Niche,
4) Compelling Call to Action,
5) A genuinely Unique Selling Proposition,
6) Implementation of applicable parts of the information provided,
7) Repeated Trial and Effort.

Any Follow-up Bonus offers, Guarantees or Refunds are subject to PROOF that you have done the work by providing completed worksheets, real examples by way of screenshots, reports of your own marketing on platforms, collateral or communications submitted by email to info@redmatchstick.com.

If you are unwilling or unable to perform all of the above, do not purchase or trial any product, advice or services on this site.

Even if you perform all of the above, it is no guarantee of results of any kind.

Every business or marketing venture involves some degree of risk. Your success and/or failure will depend entirely on your background, dedication, desire and motivation, and other known and unknown factors beyond your control. As with any business endeavour, there is an inherent risk of loss of capital, and there is no guarantee that you will earn any money.

It's up to you to decide what level of risk is appropriate for you.

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Sources & References

My 'Knowledge Transfer' coaching programs, cheat sheets, and other downloads are a combination of my own experience, self-paced learning and mentoring by online marketing Gurus, including Click and Grow Business, A Real Change with Sandi Krakowski, Nathan Latka, Jeff Walker, Ryan Levesque and James Wedmore.
My gratitude goes to my mentors, teachers, and clients, who have taken me on my own unique journey and given me this opportunity to help those struggling with getting their business out there like I used to.

Information has also been sourced from:

https://blog.hubspot.com/marketing/instagram
https://later.com/blog/instagram-stories-stickers/
https://www.business2community.com/instagram/9-brilliant-instagram-feed-ideas-can-make-profile-standout-02012113
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