LESSON Transcript

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Today we're going to **TAKE PEOPLE FROM INSTAGRAM INTO THE TOP OF YOUR SALES FUNNEL**. We are attracting them into the space.

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And we're going to use brand identity hashtags. We're going to mine followers. I will talk a bit about consistency and frequency and using content that people love.

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if you don't do what I'm doing with you today, you will not grow your audience, and people will unfollow.

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That is guaranteed. You do not get to grow Instagram.

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Sadly for you all, You have to engage this platform with effort.

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Particularly, iTs about PAYING IT FORWARD

BRAND IDENTITY. Here I want to introduce you to a style GUIDE

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Because as you will see if you visited mine, it gets a bit messy at times, and some of you are probably thinking about asking me about those profiles that look beautiful.

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That looks like it's a grid that's being designed. I'm going to show you how to do that. However, the caveat is If you are to sit on that grid of making your content look beautiful, and when people first visit your platform, it looks beautiful, but it's tough to do because The algorithm rewardS Real-time in the present content. So I will show you next lesson how to schedule your content to make it easier for you.

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But if something pops up, crops up, something you want to share, or a post you've just found value you want to offer, it doesn't fit into your grid. How can you Lose that moment to add value to your audience and bring something to your page?

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I sit on the fence about making a beautiful grid, but I will share it with you because some people believe it's an Instagram BEST practice.

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But I've explained to you how I do it, try And keep with kind of a look and feel, but it doesn't always.

The IMPORTANT THING THOUGH IS CONSISTENCY. In terms of how often you post.

We're going to talk more about that. You cannot leap in and out of Instagram.

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People want to connect with you regularly. Your content needs to be regular and works with the rest of your marketing channels.

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I've explained to you how important using that link in your bio is to market across your channels. There you can share a YouTube video or a blog link.

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Whatever it is, consider Your Instagram is part of a marketing ecosystem. It works with the rest of what you do. We've discussed the highlights that make your profile look really lovely.

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It should work in with your brand identity the fonts you use. We've discussed fonts in the little fancy text. Use it sensibly.

00:03:12 Those fonts are often illegible.

00:03:15 And then you irritate people because now they can't read and they went and get very important that it sits well with your brands.

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That it's not too creative. If your brand is serious because they'll be in congruence with the viewer, they'll have a vision of you in their mind as a business or an individual, and the two dumfound, and you don't want to disconnect. You've got FILTERS on your phone. Remember, Instagram is a phone app

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You are prompted when you choose your photo shoot platform to use a FILTER.

00:03:51 Try and be consistent with whichever filter you choose.

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If you use the filter that filters have names, make a mental note of the philtre you are using and try to use the filter consistently so your images on all different colour schemes background. So, for example, a nostalgic post, then a bright one, etc. Try and be consistent.

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If any of you are using Canva, Use the canvas style guide. Canva is fan Flippin tastic for Instagram content because we've said it is a phone app.

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But if you use the CANVA PHONE APP, in addition to your desktop, you can download the content you've created on your laptop On the phone app For you to share on Instagram.

00:04:44 But we're also going to show you how to Do that on Your PC, and then the style guide makes it much easier for you to be consistent and share beautiful content.

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I have got a CANVA CONTENT CREATION COURSE with templates in it and click straight through to Canva on the template and either that just add your logo captions, and I've got lots and lots of tips in that course on hard to create. Great content.

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Here's an example of a **GRID PLAN.**

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In these notes, you'll get all these links so you can click through some of the examples I'm showing.

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So this Is, for example, A very minimalist,

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This is now where you're seeing it all fit together; she's used the fancy text generator for the name: very minimalist logo, minimalist copy, minimalist.

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Using products as highlights and being a single palette. This is, instead, a beautiful one to take note of.

00:06:12 Now where this becomes really difficult when you're doing one of these, so think ahead.

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It is when you have a different colour or suddenly want to say to people. For example, all turquoise is now in colour. It's going to miss this whole thing up, so Think carefully about Following a grid style; what I recommend you do rather than focus On the LOOK AND FEEL.

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Is focus on the MARKETING OBJECTIVE.

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for example, this comes directly out of my content calendar. Every post should have a marketing objective. I've given you a grid of nine posts, so you'll see it. Draw a grid like this

And in each one, you write an idea, l put a line across, you might do Three, then three that look similar.

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Then three look similar so that you've got some kind of design in your grid. And the reason we're doing this is to make it all part of the objective of inviting people to follow you when they land on your grid.

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They're going to see your bio. They're going to look at your grid, and you want them to think all this looks interesting. I'm going to follow For a bit and see if I like it here.