LESSON Transcript

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VARIETY IS THE SPICE OF LIFE. You'd simply have to use a variety of these different things I've shown. And anything else you might find

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Instagram will constantly Create new ways to share content and there I urge you TO JOIN MY KISS GROUP 'cause when I discover new things like that I share it in.

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There so you will be Quick to get an alert of new ways to do things and what might not be working and what is not work.

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And my content planner tells you how to do that every single day of the month I give You a tip To try a new kind of content,

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FIRST IMPRESSIONS COUNT. That bio is critical, as is the first lines Of your caption,

I've got a client who can't understand why she can't get conversion. She's getting her images right, but then when people click through to the caption, it's all hashtags and she hasn't had any conversation. There's no text, there's no caption.

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It's all fits together. Something has to tell the story of what's in the picture and the picture has to reiterate the story in the caption. Remember the ecosystem of the meteaverse

in Facebook people see your caption first.

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Then the image in Instagram they see the image, then the caption.

So in both instances they work together and tell a story together.

Learn to write incredible teasers.

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Start with your crucial details and your call to action, i.e., link in bio. If you want people to take the action, tell them the link is in the bio that they can click there.

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If you want people to take action from a story, put the link right there so they can click right from the the actual story and they don't have to go.

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Back to your profile.

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Leave HASHTAGS and @Mentions for the end they are not naturally Part of the reading experience the caps.

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The @MENTIONS when you tag another business or another person who's got an Instagram profile or account You are simply alerting them to the fact that you posted something of interest to them to attract their attention It's not part of the reading.

The same with their HASHTAGS. A good way to include your Hashtags in the story is To finish your caption and put a full stop

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How people do that? Few lines with a full stop. So you full stop, enter full stop into full stop enter. That is a determined effort to remove the hashtag from the actual caption.

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Another way to try your hashtags is to actually test putting your hashtag at the end into the post, or put your hashtags as the first comment.

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It's a very interesting way to test engagement and to test what the algorithm thinks.

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Then your content is TALKING WITH YOUR AUDIENCE not You are starting conversation. You are asking questions.

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And most of All you are replying, even if people are just giving you an emoji reply, reply back with an image or reply back with the word. There's nothing ruder than somebody trying to start a conversation with you and you ignoring them.

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Engaging back is absolutely critical, and that's how you go to The next level Of building trust and you build long-term engagement.

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Once you've engaged with somebody in comments The chances are very, very low that they will unfollow because you've already reached out serve rather than sell. It's about transformation.

It's about adding value through EDUCATING, ENRICHING AND ENTERTAINING. Those are my famous three E's of what content Is about on social media and it's a balance.

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It's also the 80/20 PRINCIPLE 80% of the time you are educating, enriching and entertaining and only 20% of the Time, are you Actually selling or promoting because you want people to get in there, and once they're in there and they're engaging, they are likely To see those Promotional posts because once they've engaged the algorithm knows they want to seeYour content.

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Here's a fabulous.FUNNEL Image that I use in my coaching to help people come up With content that matches where your customer is on their customer journey, so any customer journey starts with awareness.

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Your job is to get their interest, help them make a decision.

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Help them test your product. Buy your product become A customer and then hopefully a return customer with loyalty and in order to talk into each of those. This is what you need to do.

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So this is your CUSTOMERS JOURNEY and this is the kind of content you're designing for awareness. You have to BE WHERE THEY ARE.

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To get their interest you have to be RELEVANT TO WHAT INTERESTS THEM.

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DECISION: BE PROVEN here. You start cheering case studies testimonials. You are in their face about any compliments you get happy customers because why it helps them make a decision.

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LIMITERS ARE HELPFUL. They help people make a decision more in a minute.

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CUSTOMER SERVICE BE ATTENTIVE. Once somebody is adopted, that's where autoresponders your messaging I've helped you create. They've clicked on your call to action. They've actually sent you a message. They now starting to take the next step with you be attentive response and then of course with loyalty.

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The biggest issue of All that many of us tend to lose sight of, is be consistent.

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And remember, those are your most valuable audience. They have your HIGHER CUSTOMER LIFETIME VALUE because they are buying over and over, always STRATEGIC CALL TO ACTIONS at every step. What must they do next? Where should they go next?

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Is it to your website? Is it to Read the text on your post read more.

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Why do we have that in posts? Because that is a prompt. That's a call to action to people who at your caption, use emojis to point down To show them.

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What to expect next? Explain what's in it for them.

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People are always in a rush, always in a Hurry, you have to tell them what to do.

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CONGRUENCE AND FOCUS. This is what we tend to make mistakes with is we confuse with too many ideas in one post. Try and get more focused on a single idea, so in your visual and copy as I said, talk to each other. Talk with each other and together communicate a message.

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For example, an image quotes quote only in the image a quote image, and so you just post that you Put the quote as copy in your text and then add what it means for you. How did this show up for you? How did this help you? How should it help them add value to the post and let the caption and the image talk to each other?

HASHTAGS IS A DISCOVERABILITY. Tool, it comes at the end, as do at mentions.

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PAY IT FORWARD as I've said to you, go and actively look for an audience. Look for followers, find followers and engage With it , It will come back to you.

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Think about how you want to show Up and the perception you want your audience to have about the way you show up, and you'll get More of that back.

THE TOOLS THAT INSTAGRAM SUPPLIES you are designed to help you do better on the platform you.

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Think about it logically. Instagram wants you To stay onInstagram they don't want you to abandon Instagram for another platform

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So they are constantly reinventing, copying, tweaking, whatever other platform tools that are working to make Instagram a better place.

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You've got stories and stickers. Use those stickers guys, particularly that link sticker reels as we know are great. Add your location in your post. The location Sticker in your stories. If your location is relevant.

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Make sure you optimise links at every opportunity in Instagram because it's not as easy as Facebook. For example, you put a link in your Facebook post and the link comes straight up so they can touch the link much harder. Think intentionally.

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Your messaging is a place for conversation and of course ads.

WE HAVEN'T DONE ANY ADS HERE. META IS A BUSINESS.

00:09:27 So it cannot all be for free once you start advertising your behaviour on your account starts changing. I can promise you that because now they are seeing you starting to invest in the tools.

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And you do not Need big budgets to advertise on Facebook and Instagram?