INSTAGRAM SUCCESS

FOR GARDEN DESIGNERS, BLOGGERS, NURSERIES, AND LANDSCAPERS

1. Get viewers to 'Know, Like and Trust you'. Provide value.

2. Why Instagram instead of any of the other social platforms? Visual, searchable, youthful, mobile

3. Figure out what do you want to do? - Sell more plants? Benefits of your service? Amuse people?

4. Define your target audience. Be very detailed.

5. Solve their Problems – Fine Gardening Services or Emergency Tree Care

6. Account profile – Be very specific. Indicate location. Link to your website. Be fun.

7. Post Ideas (and Call to Action):

   - Snackable micro-stories
   - Run a contest
   - Share a tutorial / DIY
   - Top 5 things for that
   - Illustrate a transformation
   - Share trends and events
   - Staff picks
   - Featured Images - Key takeaways from blog posts

8. Post/Image Types – appeal to our target audience

   Direct image – New products/services
   - Point of view – put yourself/ customer into scene
   - Flatlay images – Detail, Interest
   - Quotes – Emotion, Empower, Encourage
   - Carousel – Multiple photos tell a story
   - Repost – Thank customers for reviews / testimonials; Provide recognition, validation
   - Landscapes – majestic and inspirational.
   - Selfies - Introduces you to your audience

9. Take a better photo with cropping and focus features. Phone quality fine. Retouch with apps OK.

10. Craft compelling captions to tell the story – Think micro-blog, elicit emotions and engagement

11. Using Hashtags – Resarch tags for usage volume <500,000

    - Use about 10/story, 30/post; spelling and emojis count, #useplaintext or #UseCamelCase

12. Instagram Stories -9:16 ratio. Use with text, hashtags, locations, emojis and drawings.

    - Link several images and 15 sec videos together to create a narrative.
    - Save stories to Highlights – a good place to keep a FAQ

13. IGTV - Video is king; Tell longer stories, Exclusive Content

14. Editorial calendar – Plan 7-9 categories, Find 3-4 topics/category = 1 month of posts

15. Use Apps and develop your workflow – These always change. See my freebie (QR code:)

16. Engagement = Likes + Comments per post, Sprinkle like fairy dust; Comment, Reply, Direct Message

17. In App Analytics – Audience, Reach, Followers - Define your goals

18. Lather, Rinse, Repeat – Keep posting