

Welcome to Content Strategy

Module 2

We will be discussing...

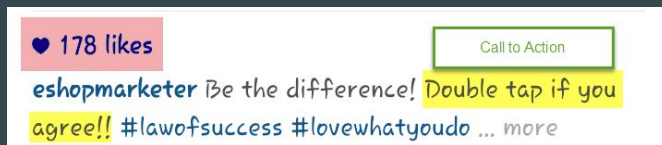
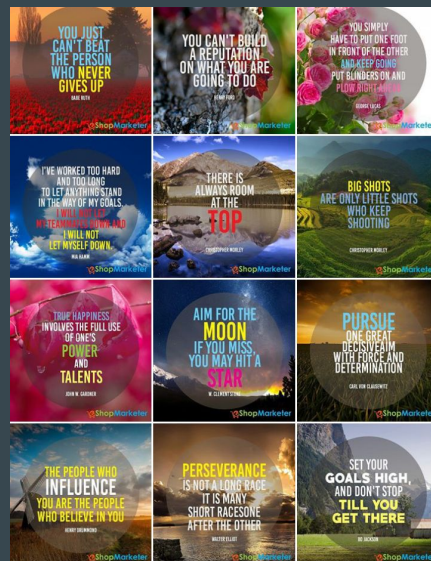
- Your content strategy for getting started
- Apps that will help you create content for your Instagram account
- Developing a consistent posting strategy
- Tools to help you schedule your Instagram posts

Content Strategy for Getting Started on Instagram

To start with, you will want to create 10 professional images with a consistent theme

We recommend including a Call to Action (CTA) in your post text like:

- Tag a friend who..
- Follow us for..
- Double tap if you...



Creating Content for Your Instagram Account

Instagram images should be 510 x 510 pixels

You can use images of your products, workshop, nature, yourself, etc. We recommend using high quality images with good lighting.

There are a bunch of places online that you can get images for cheap and even FREE:

- [FreeImages.com](https://www.freeimages.com)
- [BigFoto.com](https://www.bigfoto.com)
- [Pixabay.com](https://www.pixabay.com)
- [Dreamstime.com](https://www.dreamstime.com)

Creating Content (cont.)

We recommend including your logo or watermark on your images. There are a ton of cheap and even free Apps to help you like:

- Photofy
- Instaquote
- PicLab
- Phonto

There are a ton of services you can use to assist you with adding your watermark.

What are Hashtags and How do I use Them?

Instagram is organized by Hashtags (the # symbol is referred to as a hashtag), this is one way you can find posts related to your products and people to follow.

```
#dowhatyoulove  
#dreamcatcher #empowerothers #entrepreneur  
#thinkandgrowrich #advice #EtsySellers #EtsyUSA  
#favehandmade #girlbosses #handcrafts  
#handmadejewelry #handmadeloves  
#helloimhandmade #homebusiness #momblogger  
#shopsmall #etsysale #handmade #shopetsy  
#smallshop #igseller #instashop #shophandmade  
#etsian #suppothandmade #mompreneur #girlboss
```

You can also use [TagsForLikes.com](https://tagsforlikes.com) to find popular hashtags that are specific to your niche to get your posts in front of your target audience.



Developing a Consistent Posting Strategy

The goal of a consistent posting strategy is to post the right content at the right time for your audience. When you are starting, you won't have the analytical data you need to be accurate with your post times, we will discuss this further shortly. You should consider these items about your target customer:

- What free time would my customer likely have?
- What hours would my customer likely work? Avoid posting during work schedules
- What would my customer be interested in?

When you are getting started, we recommend posting as frequently as possible so you can gauge the best timeframes for your niche. You should post a mixture of items for sale, helpful content and engaging posts. This will build a rapport with your customers and give them value from following you.

Example

Say you were selling stuffed animals, you would likely target parents. Their free time, in most cases, is in the afternoon and later at night. Most work day or afternoon jobs, so I would avoid posting during the times they may be unavailable. Parents are interested in advice to help with parenting, teething, finding good day care or creating healthy habits. You would want to have a strong mix of helpful content with your posts.

Special note: Everything that can be tested, should be tested! I would definitely test posting around lunch times to see if you can reach your target audience on breaks or naptime.

Finding the Best Times to Post

You may be asking, how can I possibly know when is the right time to post to my audience?

Services like Websta.me give you analytical data about your audience over time. This will aide you in gathering the best timeframes to reach your target audience. You will need approximately 30 days to generate data that is useful enough to show you what times work best. There is an introductory video available for Websta.me in Module 5: Analytics.

Keep in mind the more you post, the more you can grow.

Tools to Help You Automate Your Posts

There are a ton of services to assist you in automating your social media process. These reduce the amount of time you need to spend on daily tasks to make managing your social accounts easier.

- Latergram
- ViralTag
- Hootsuite
- Buffer
- And many, many more!

The key to choosing the best tool for you, is making sure it will fit all of your business needs. Not all tools are compatible with all social media sites. I would recommend finding a tool that has the features you need for your business.

**This concludes Module 2! Join us in the
next video for Growth Hacks!**