

Literally everything you need to know about creating an IG strategy, from start to finish.

INTRODUCTION TO MASTERING SOCIAL MEDIA

Businesses go onto social media because that's where the people are.

People follow businesses to see behind the scenes, to get promotions, and to see other customers before making their purchasing decision.

It's your job to make sure that whenever anyone finds your page, they are the person or people you were targeting, they like what they see, and they respond to what they see. To effectively do this, you must remember that social media is, first and foremost, a social network. A friends circle.

"Be a part of the friends circle, not a business that's trying to sell to their friends."

-Slavy

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#Engagement

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#questions

Write down your answers, know them cold,
and aim to constantly improve them.

#FACTS

- Who is your existing demographic?
- What are you selling? (Reduce to 1 line)

#BRAND

- What are your brand colors? (Reduce to 3)
- What is your brand message? (Reduce to 2)

#GOALS

- What brand or individual do you most wish to look like?
- What affiliates do you wish to work with?

#FINANCE

- What can you spend to improve your IG?
- What can you spend on overall marketing?

#WHY

- When you know who your existing demographic is, you can determine if you are on track, or need to figure out why you're attracting the wrong ones.
- When you know your product / service in one sentence or less, you are able to push it with focus – thereby not confusing potential customers.
- When you know your brand inside and out, you can create effective content.
- When you know your goals, you can aim for them.
- When you know your financials, you know what you'll be able to pull off, and what you can set a goal for.

#WHY

The purpose of answering and memorizing the answers, is to ensure an end result on Instagram (and other platforms) that is enticing to your desired customer in its:

- Consistency
- Purpose
- Knowledge
- Aesthetic Beauty

which you will be able to achieve – once you answer the questions, know the answers by heart, and then implement with clarity.

#aesthetic

aes·thet·ic

/es'THedik/

noun

a set of principles underlying and guiding the work of a particular artist or artistic movement.

#COLORS

Name your brand's colors and stick to them like glue. Intend to create content that reinforces them over and over and over, relentlessly.

#DESIGN

Name the design style that you want your brand to be associated with. Got it named? Now never let go.

#MESSAGE

In every caption, and for the purpose of every post, consider what your brand message is, and if it's being well represented.

#PHOTOS

No matter what your service or product is, a quality photographer can make it look good / interesting / worth paying attention to.

#VIDEOS

Immerse your followers in what you're doing, even if it seems boring to you. It's why they're following you, to see it all

#KNOWING

Demonstrate your knowledge in your field with graphics and tips.
This will build confidence in followers and new customers.

#frequency

Finding the balance between genuinely valuable content + pleasing the algorithm.

HOW OFTEN SHOULD I POST?

Once a day.

If you are a business that is trying to create a sustainable social media / Instagram presence that brings in real customers, your feed needs to remain genuinely valuable, not spammy, and consistent (without bursts of posts and then silence for months at a time).

PATTERNS – YAY OR NAY?

Yes.

Patterns don't always mean an unoriginal grid that repeats itself non-stop.

Patterns can mean repeating / rotating topics, visuals, or templates. As long as the pattern remains true, it will elicit the invaluable "brand recognition" in your followers.

#hashtags

"Do I use them? How do I choose? Do I use the same ones? How often do I change them? Help!"

– actual quote from a new #lilac client

UNDERSTANDING HASHTAGS

Hashtags help posts get seen by the right audiences. They tell Instagram what your post is about and who might enjoy them. After years of research and practice, we developed a strategy that works with the algorithm and your goals to be effective. Before you begin, beware of our rules to make it all work:

Rule #1:

Renew your hashtags every month (except for 4 proprietary ones).

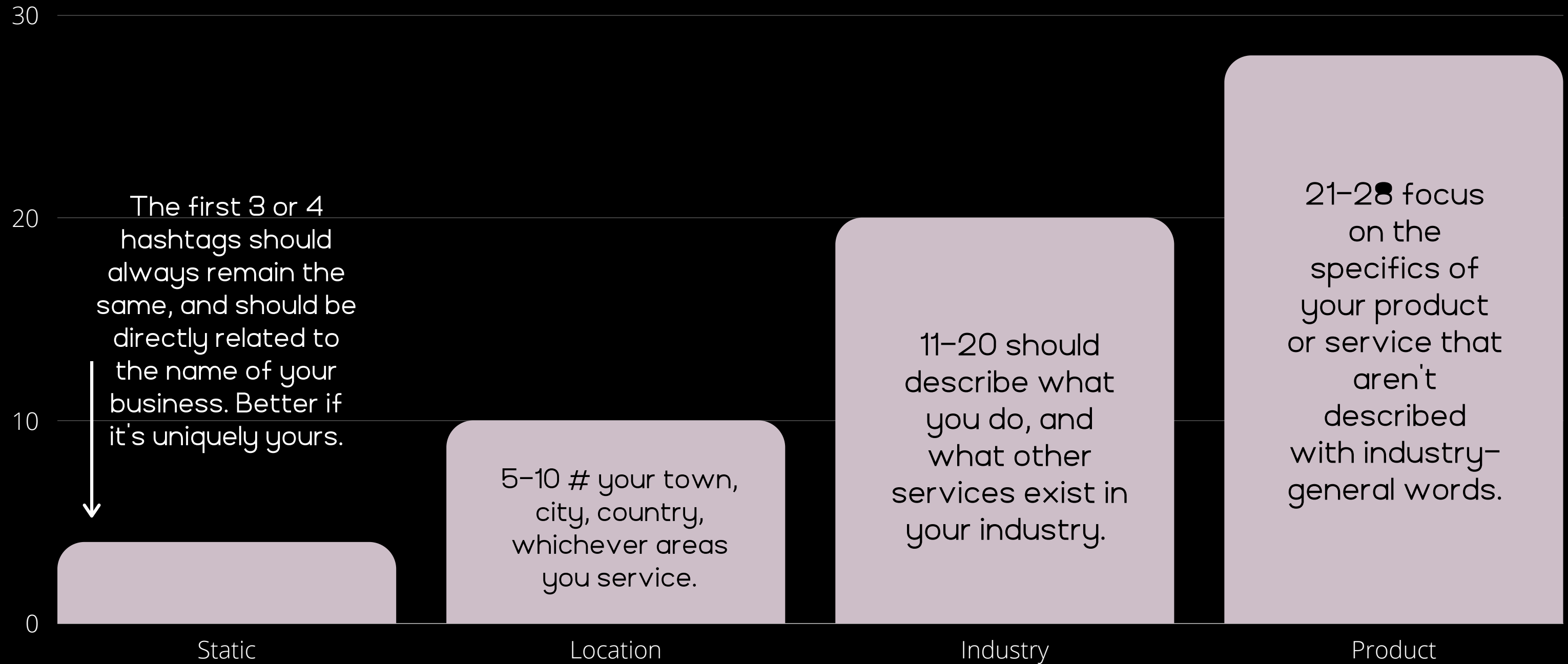
Rule #2:

Only use up to 26 hashtags (though 30 are allowed), so you can add holiday or unpredicted hashtags as needed.

Rule #3:

Don't use hashtags with more than 1M posts to them.

HASHTAGS



#engagement

Rules of engagement.

ENGAGEMENT

Engagement is the one area that you can really see powerful results by being consistent and sincere – and for only 20 minutes a day.

Organic engagement is important. It makes the page look more legitimate, it makes customers trust the page when they're responded to, and it makes people interested more immediately than PPC, which they've come to not trust.

If you attempt the paid routes, know that PPC and Influencer marketing will be your most expensive avenues – but both are effective, when handled professionally.

ENGAGEMENT

Organic Engagement

- 20 minutes per day. This is a must.
- Do not follow for engagement.
- Like and comment based on hashtags, and the followers of your competitors.
- Be authentic in comments.

Paid Engagement Options

Influencer marketing -

PPC -

Feature accounts -

Never ever ever robots / bought -
followers

#implement

Get started already!

START WITH THE FIRST STEP

Go through the questions and answer them. Know yourself the way you want people to know you / your brand.

Take each step by itself. Remember, a journey of a thousand begins with one.

BRAINSTORM, BRAINSTORM, AND BRAINSTORM AGAIN

Don't start posting with the first idea that comes to you.

Make sure your entire plan is written out, and prepped.

WATCH YOUR INSIGHTS. TAKE ACTION.

Instagram offers insights.

Use them.

You'll gain understanding of which content is performing best, what times of the day are best for your audience, and infinitely more.

TO DO LIST

DAILY REMINDERS:

- Engage for 20 minutes
- Post between 9am–5:30pm
(wherever you are)
- Post to Instastories
- Watch Instastories

WEEKLY / MONTHLY:

- Monthly new hashtags
- Create reels when you're ready
- Write on your blog
- Review your brand's answers and
make sure they're still true

IMPLEMENT

implement |

#lilac

#resources

Sites and sources for help and tools.

TOOLS & TIPS

RESOURCES

SCHEDULING:

- [Sendible.com](https://sendible.com)
- [Buffer.com](https://buffer.com)
- [Planoly.com](https://planoly.com)

WRITING / WEBSITE:

CONTENT CREATION:

- [HashtagLilac.com](https://hashtaglilac.com)
- [Canva.com](https://canva.com)
- [FreePik.com](https://freepik.com)

- [HashtagLilac.com](https://hashtaglilac.com), [Ohkie.com](https://ohkie.com), [Reddit \(r/HireAWriter\)](https://reddit.com/r/HireAWriter)

Finally, I Wish You The Best

I believe educational information should be more easily accessible.

So I made this for you.

I wish you nothing but the best on your journey. I hope you found this guide helpful.

#COMMUNICATE:

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