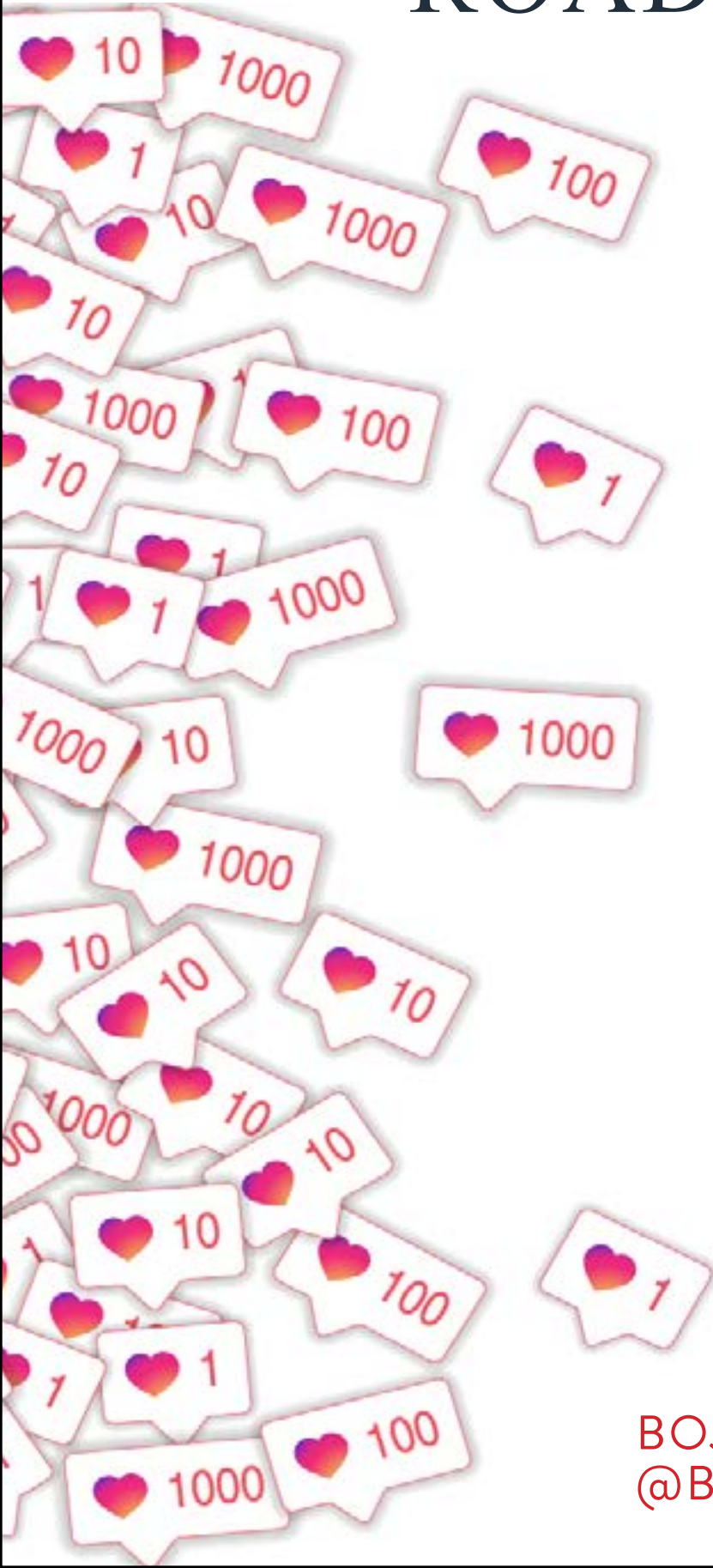


INSTAGRAM ROADMAP



10 SIMPE STEPS TO
BUILDING
A WINNING
INSTAGRAM
PLAN

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1. DEFINE YOUR UNIQUE SELLING POINT

Instagram is very competitive, especially if your business has a lot of competition. The key to get noticed is by offering a Unique Selling Point (UPS). Take for example a family portrait photography business. Super competitive with people charging \$99 for a hundred of digital photos, but if you specialize in fine art prints, then you are offering something more unique.

on your preferred platforms, increase brand awareness and grow loyal followers so you can sell your products or services. We will give you the plan, you just need to follow it.

1. CHOOSE YOUR AVATAR

Yea, I don't mean the Jake Sully type of thing. What I mean is that you need to define who your ideal client is. And be very specific. Men, 35-45 years old, 100K income is not enough. You have to dig deeper. Think woman 25-35 years old with above average income interested in exercise, with 2 kids and a high demanding job, has no time to go to the gym and due to the lack of exercise she's dealing with weight issues. Going deep with help you define your target audience.

3. CHECK OUT THE COMPETITION

Who is doing what, find out what they are doing right and what you can do better as it related to business, the aesthetics of their feed, what they post, how often they post, who is following them, what type of posts get more engagement.

4. CREATE YOUR INSTAGRAM PAGE

This is where the fun starts. Connect your Instagram page with Facebook and switch it to a business account - you'll have more tools and metrics to help you grow. Create a kick-ass and effective bio - one that has a clear message and a GOOD profile photo. A selfie will not cut it. Invest in yourself and find a good pro-photographer to do it for you (Hey, I can help you :) bojanovichdigital.com/personal-branding.)

5. DESIGN A CONSISTENT EYE-CATCHING FEED

While you can do it yourself. I would suggest you find a pro to do it for you. The investment will pay by itself.



6. CREATE A CONTENT PLAN

Basically, you need to plan what to post, how often to post, and when to post. Be extra careful to the quality of your graphics, photos, and video, they all must have a very consistent look. Include daily stories to grab attention and use Instagram highlights.

7. UP YOUR COPYWRITING SKILLS

A confused mind says no. Be clear and use easy to understand language in your post captions. Your post should tell a story with a catchy beginning, engaging content, and a call to action at the end. Hire a copywriter if you must.

8. PROMOTE YOUR PAGE & GET NEW FOLLOWERS

Once you complete all of the above steps and have 15-20 high-quality, engaging posts, you can start using hashtagging, geotagging, massliking, massfollowing, auto-messaging, ads, and giveaways to grow your audience. You can book a consultation with us for a page audit, guide you and help you choose the best methods for your page.

9. OFFER GREAT CUSTOMER SERVICE

Interact with your followers, reply to comments fast! greet new followers. The more interaction you have the more followers you'll get.

10. INVEST SOME TIME EXPLORING

Many people just stop interacting once they get a decent amount of followers. It is important to explore what others are doing to be relevant, and get inspiration and ideas to improve your content. Follow some experts to get updates and tips. And don't forget to keep up, Instagram, and most Social Media platforms for that matter, change their algorithms all the time.

**IF YOU ARE STRUGGLING WITH INSTAGRAM. BOOK A CONSULTATION TO HELP YOU OUT.
EMAIL US AT INFO@CHRISBOJANOVICH.COM**