

Building a Killer Content Strategy for Your Business!

Part One: Understanding Your Target Audience on Instagram



Whitney Runyon Media Co.

www.whitrnyon.com

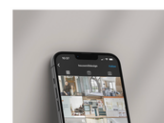
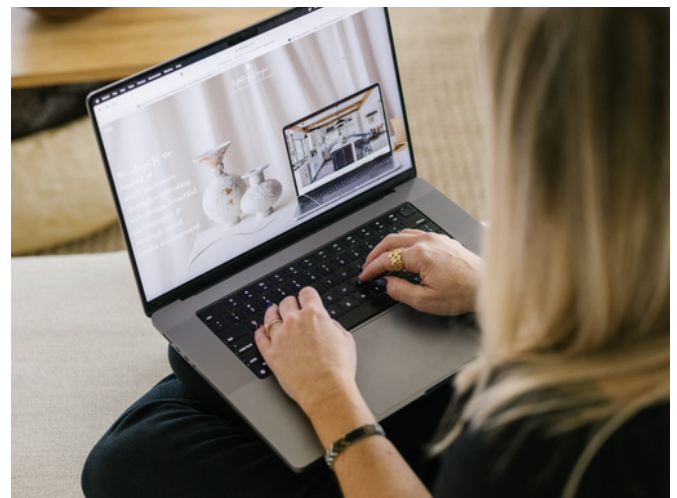
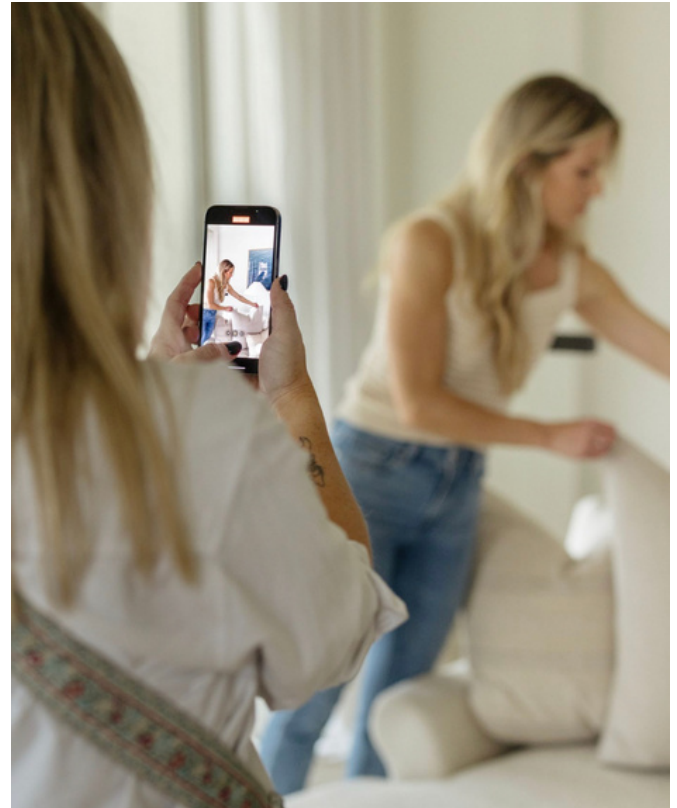
Customer insight is the first step towards growing your business!



In the enthralling world of social media marketing, comprehending the needs of your target audience is imperative to the success of your small business. Instagram, a prominent platform boasting over a billion monthly active users, offers massive potential to reach new audiences and maintain a loyal brand following. This guide will provide small business owners with the necessary information to demystify the process of understanding their target audience on Instagram.

Define your business goals.

Before embarking on your Instagram marketing journey, determine your business goals clearly. These could include raising brand awareness, increasing product sales, or nurturing a community around your brand. By outlining your objectives, you can subsequently tailor your content and promotional strategies to suit your target audience. Take a few minutes to write out your business goals in a blank word doc.



The Power of Social Media

These days your social media footprint can act like a reference on your old resume. When people hear about your business, many times they will "check out" your social platforms to decide whether or not you are legitimate. What you see, the way it looks, and how often you post will speak volumes to potential new clients.

We want to help you create a social media and online presence that has a beautiful look, high quality media, and a consistent presence. This content platform will show the world that not only do you take your job seriously, but that



Analyze Your Existing Customers

Dive deep into your current customer base to understand their demographics, preferences, and behavior. By collecting data on age, gender, location, and interests, you can quickly discern patterns that will shape your Instagram marketing strategy. The more specific you can be about your current customers, the easier it will be to pinpoint your target audience on Instagram.



Do you know your ICA (Ideal Client Avatar) ?

An ideal client avatar is a detailed and fictional representation of the ideal customer or client that a business is trying to attract. This avatar is created by gathering data and insights about the target audience's demographics, psychographics, behavior patterns, and pain points. It helps businesses to understand their customers' needs, desires, and challenges better and develop marketing strategies that are tailored to their specific needs. An ideal client avatar can include information such as age, gender, income, occupation, interests, values, goals, and purchasing habits.



Study Your Competitors

Conducting a competitive analysis allows you to glean valuable insights into other brands within your niche. Flash an eye on their followers, hashtags, content style, and engagement levels to uncover the strategies employed by your competitors. By recognizing their strengths and weaknesses, you can forge an edge in curating content that resonates with your target audience.

Utilize Instagram Insights

Real stats from a
current client



Having a business account on Instagram opens up a goldmine of analytics known as Instagram Insights. This comprehensive feature offers data on follower demographics, post-performance, and profile visits, among others. Regularly assess these data to fine-tune your content and target audience strategy.



Engage with Your Audience

Finally, genuinely connect with your Instagram followers through comments, direct messages, and stories. Ask questions, solicit feedback, and encourage interaction to build meaningful relationships. By actively engaging with your audience, you will glean valuable insights into their needs, preferences, and pain points, allowing you to create relevant and impactful content.





WHITNEY RUNYON MEDIA CO.

An unswerving understanding of your target audience on Instagram is crucial to the prosperity of your small business. By following the steps outlined in this guide, you can ensure your marketing efforts are tailored to attract and resonate with your ideal customers. Success on Instagram is undoubtedly achievable—just don't forget to stay agile and adapt as your business and audience evolve.

@whitneyrunyonmediaco
whitney@whitrnyon.com
www.whitrnyon.com