



INSTAGRAM



INSTAGRAM

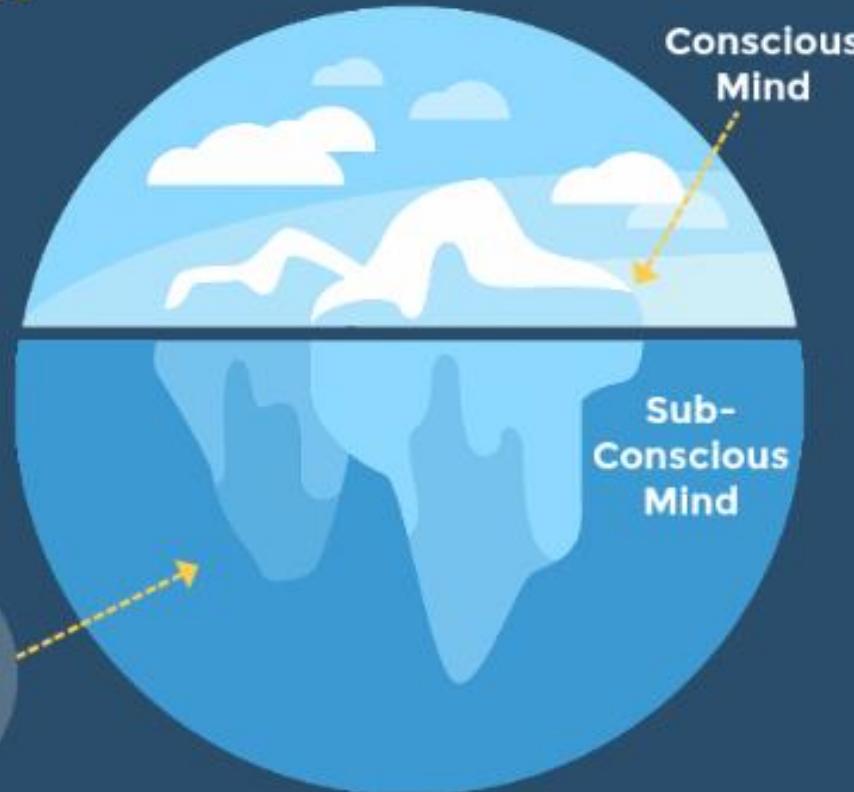


- ▶ Elements
- ▶ Best Of Examples
- ▶ Growth & Engagement
- ▶ Analytics
- ▶ Management
- ▶ Secret Weapons

Sub-conscious vs Conscious

Our Subconscious Mind...

Is way more powerful when it comes to information processing. Subconsciousness is able to process 20,000 bits of information simultaneously, while consciousness can deal only with 7 ± 2 bits of information at the same time.



Infographic Made With Visme

Subliminal Vs Direct Marketing



Google



Social Media Vs Google

INSTAGRAM



INSTAGRAM



- How Old?
- Photo Posts!?
- Video Posts?
- Add Links To Posts!?
- What's a Story?
- What's a Highlight!?
- What's a Reel?
- What's Happening NOW
- Maximum number of Hashtags?
- Length Of Video Posts?
- Length Of Video Stories?
- Length Of Videos on IGTV?
- Livestream?
- Tag Posts!?
- Tag Products?

INSTAGRAM



- How Old – Under 35 years
- Photo Posts!? – YES!
- Video Posts? – YES!
- Add Links To Posts!? – NO!
- What's A Story? – 24 Hours Teaser
- What's A Highlight!? – Stories on Profile
- What's a Reel? – Short 15second videos
- What's Happening NOW
- LOTS of Hashtags – Defines you
- Length Of Video Posts? - 1 min
- Length Of Video Stories? – 15 secs
- Length Of Videos on IGTV? – 1min to ...
- Livestream? - Yes
- Tag Posts!? – Yes
- Tag Products? – Yes, to Facebook Shops

INSTAGRAM



KNOCK ON WOOD

775 posts 1,605 followers 584 following

Knock On Wood

We are proud to offer the best quality furniture in the Peterborough area. Weekly new arrivals of new stylish furniture & home decor. #ptbfurniture knockonwoodandmore.com

Followed by [Brydgeraven9](#), [chemengfamilytravel](#), [geneticaophthalmics](#) + 167 more

Sale On Now Sofas Dining Sets Best Leather Area Rugs Home Office Bedroom S...

POSTS IGTV TAGGED

I recently began updating our home with furniture and decor. I cannot say enough good things about their staff, decor knowledge and the wonderful Canadian made furniture. I would highly recommend this furniture store for all of your home furnishing needs."

Imine Crowe

KNOCK ON WOOD
PETERBOROUGH, ONTARIO, CANADA

INSTAGRAM



 knockonwoodptbo

775 posts 1,605 followers 584 following

Knock On Wood
We are proud to offer the best quality furniture in the Peterborough area. Weekly new arrivals of new stylish furniture & home decor. #ptbofurniture
knockonwoodandmore.com

Followed by [lloydgraham69](#), [chemungfamilydentist](#), [peterboroughphysio](#) + 117 more


Sale On Now


Sofas


Dining Sets


Best Leather


Area Rugs


Home Office


Bedroom S...

POSTS  TAGGED







INSTAGRAM



Instagram

dibernardoandco

Follow

92 posts 1,035 followers 564 following

Mike DiBernardo, CPA
Holistic Approach
CPA Firm
Business Consulting
Tax Planning
San Pedro, CA
Call or email for a FREE initial consultation
dibernardocpa.com

Memes Quotes #Facts BTS

POSTS TAGGED

The screenshot shows the Instagram profile for 'dibernardoandco'. The profile picture is a circular logo for 'DiBERNARDO & COMPANY'. The bio includes the name 'Mike DiBernardo, CPA' and categories like 'Holistic Approach', 'CPA Firm', 'Business Consulting', and 'Tax Planning', along with a location 'San Pedro, CA'. It also encourages users to call or email for a free initial consultation and provides the website 'dibernardocpa.com'. Below the bio are four circular icons labeled 'Memes', 'Quotes', '#Facts', and 'BTS'. The main feed displays several posts: one with a man at a desk, another showing a car's interior, a third with a man smiling behind a coffee machine, and others featuring text overlays like 'EASY RENT WRITEOFF', 'An Accounting Firm Planning for Your Success', and 'OUR HOLISTIC APPROACH'.

How many Business Instagram Accounts can One Email Manage?



- a) 1
- b) 4
- c) 30
- d) 60

QUIZ!!

How many Business Instagram Accounts can One Email Manage?



|



Bell HD + in Twitter N 5:22

knockonwoodp... • + = 1

[View Professional Resources](#)

 775 Posts 1,604 Followers 584 Following

Knock On Wood
We are proud to offer the best quality furniture in the Peterborough area. Weekly new arrivals of new stylish furniture & home d... [more](#)
knockonwoodandmore.com/
440 George St North, Peterborough, Ontario K9H 3R5

[Edit Profile](#) [Promotions](#)

[Insights](#) [Add Shop](#) [Contact](#)

 Sale On Now.  Sofas  Dining Sets  Best Leather

 Your Posts

 1 Your Account

Logo & Story

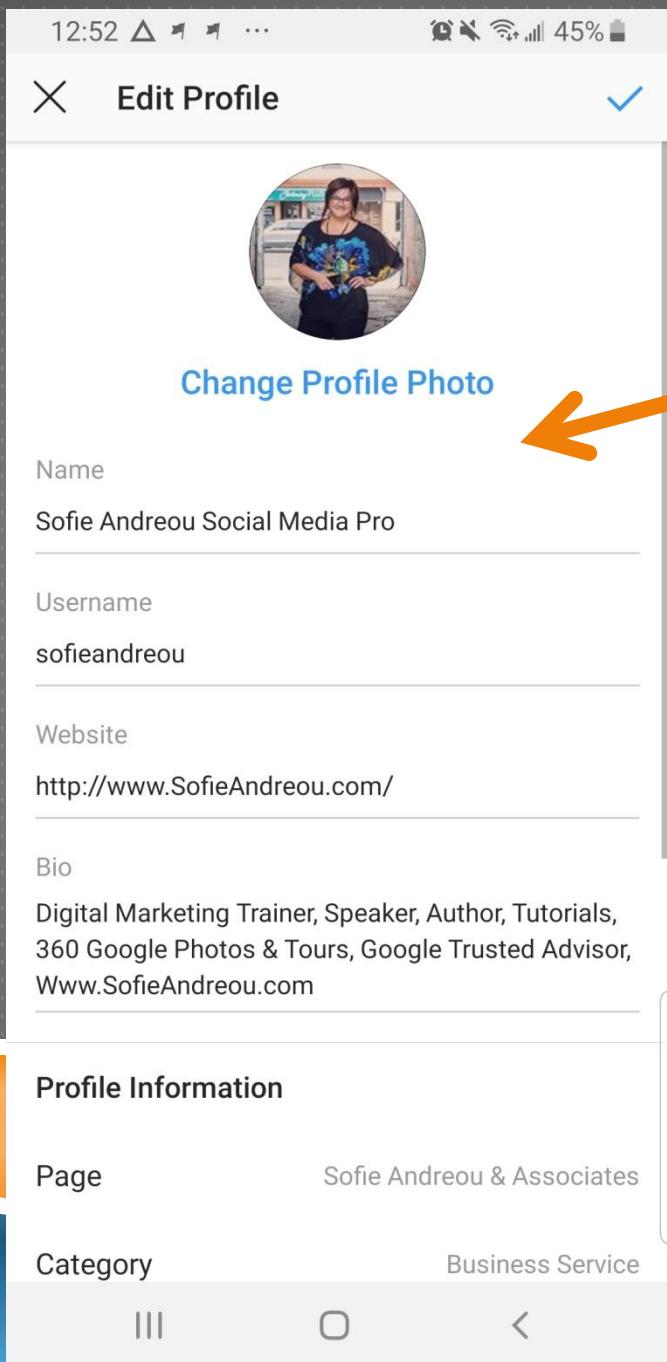
BIO
CTA Links

Insights, Add Shop,
Contact
Highlights
IGTV &

Your Posts

Your Account



12:52 △ 45% 

Edit Profile


[Change Profile Photo](#)

Name
Sofie Andreou Social Media Pro

Username
sofieandreou

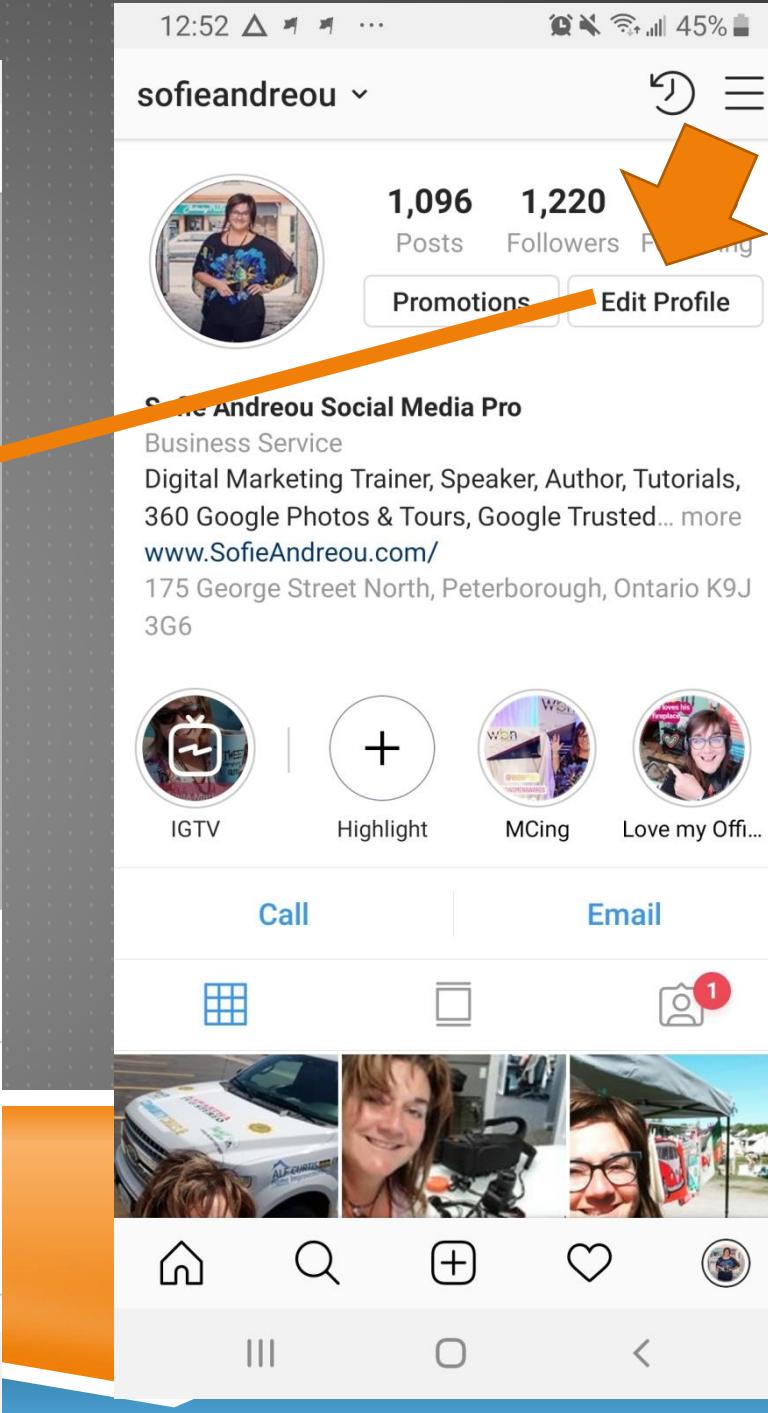
Website
<http://www.SofieAndreou.com/>

Bio
Digital Marketing Trainer, Speaker, Author, Tutorials, 360 Google Photos & Tours, Google Trusted Advisor, [Www.SofieAndreou.com](http://www.SofieAndreou.com)

Profile Information

Page
Sofie Andreou & Associates

Category
Business Service

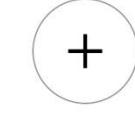
12:52 △ 45% 

sofieandreou 

1,096 Posts 1,220 Followers Following

[Promotions](#) [Edit Profile](#)

Sofie Andreou Social Media Pro
Business Service
Digital Marketing Trainer, Speaker, Author, Tutorials, 360 Google Photos & Tours, Google Trusted... more
www.SofieAndreou.com/
175 George Street North, Peterborough, Ontario K9J 3G6

 |  |  | 

[Call](#) [Email](#)

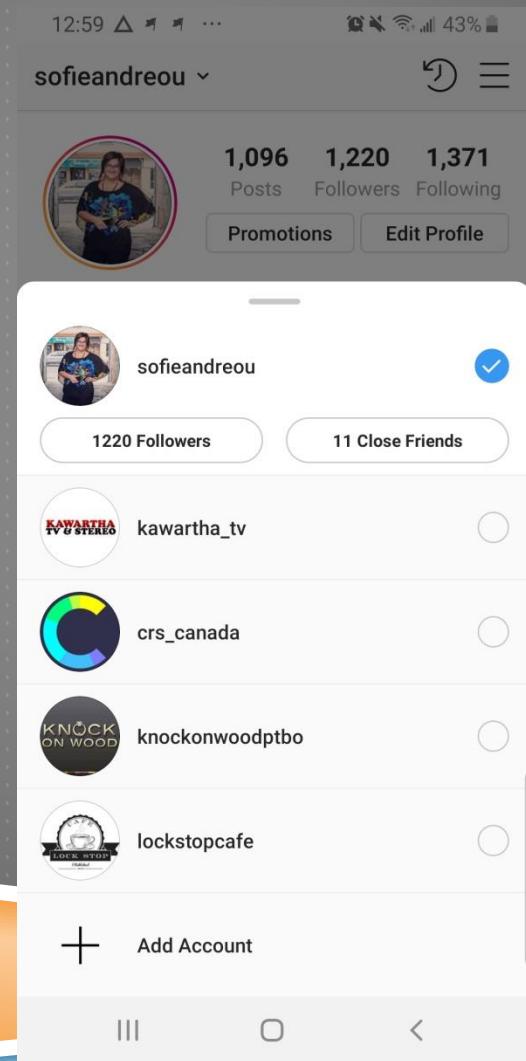
  

How many Business Instagram Accounts can you have on the Instagram App on your cell?

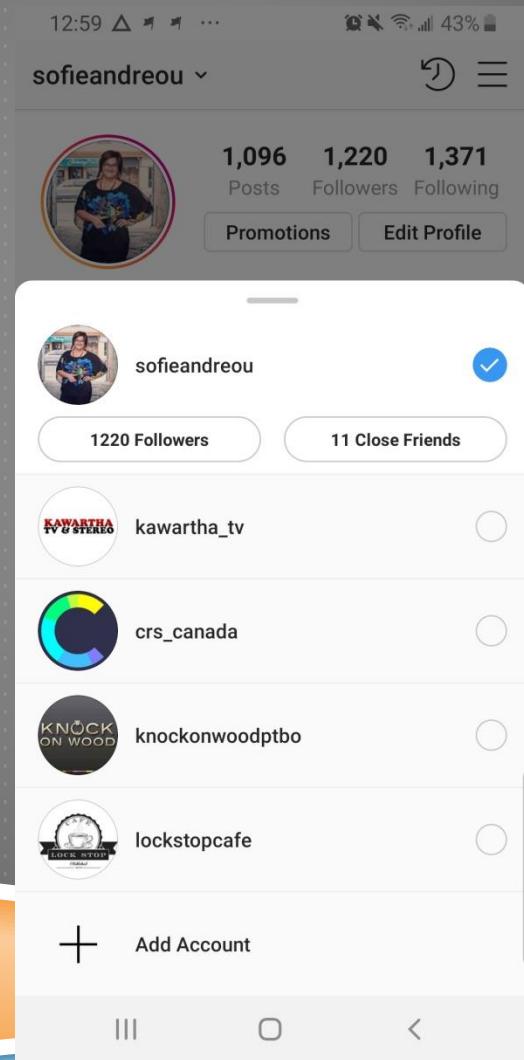
1. 1
2. 4
3. 30
4. 60



QUIZ!!

How many Business Instagram Accounts can you have on the Instagram App on your cell?

4





12:59 △ 43% sofieandreou

1,096 Posts 1,220 Followers 1,371 Following

Promotions Edit Profile

sofieandreou ✓

KAWAP TV & ST ✓

Knockonwoodptbo ✓

lockstopcafe ✓

+ Add Account

Can't Add Account

You already have the maximum number of accounts active.

OK

andreou ✓

vers

11 Close Friends

martha_tv ✓

canada ✓

konwoodptbo ✓

stopcafe ✓

Account



Bell HD ● ● ● ● ● in Twitter 5:22

knockonwoodptbo... v • + = 1



775 Posts 1,604 Followers 584 Following

Knock On Wood

We are proud to offer the best quality furniture in the Peterborough area. Weekly new arrivals of new stylish furniture & home d... [more](#)
knockonwoodandmore.com/
440 George St North, Peterborough, Ontario K9H 3R5

Edit Profile

Promotions

Insights

Add Shop

Contact



Sale On Now.



Sofas



Dining Sets



Best Leather



Settings

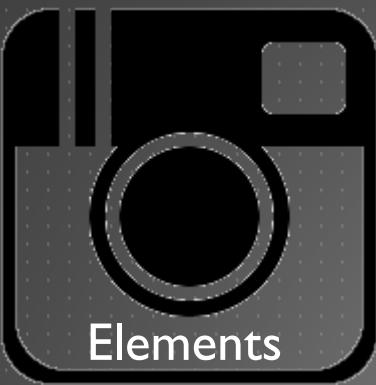
- Archive
 - Insights
 - Your Activity
 - QR Code
 - Saved
 - Close Friends
 - Discover People
- 
- 

Settings

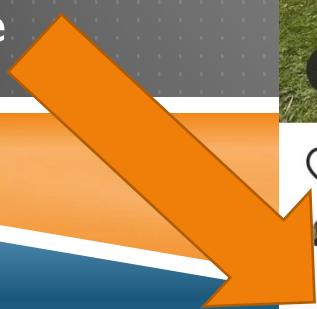
12:48

47%





Home



Stories



12:48

47%



Instagram



Your Story



gracefitbyhope



central_smith



teamvanrahan



maris



Liked by I mckee and 19 others

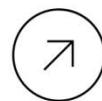


sofieandreou 33s



FOLLOWING

YOU



Promotions

Recent activity from your promotions.

New

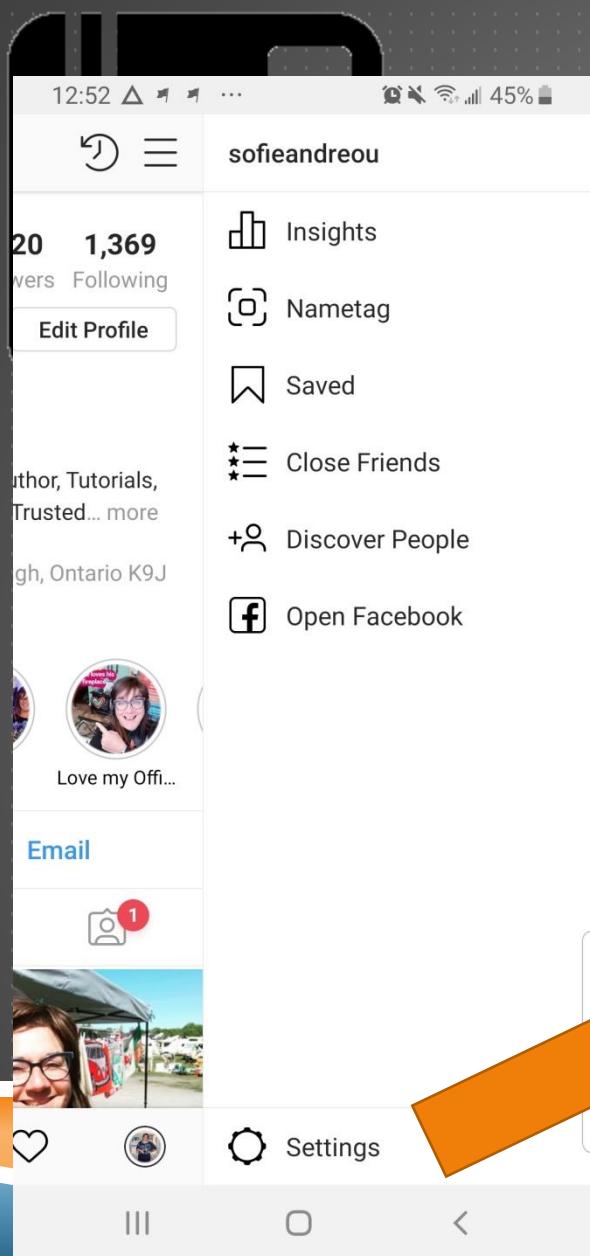
**paygesparadise, sultanmonii and 24 others** liked your post. 1h**emmascottdesign** started following you. 2h**Follow**You have an unread message from **kawarthanow**. 2h

Today

**torontonianus** started following you. 3h**Follow****bettyhp89, sultanmonii and 8 others** liked your post. 5hYou have an unread message from **kawarthanow**. 6h

Notifications





The image contains two screenshots of Instagram settings screens. The top screenshot is titled "Allow Comments From" and lists five options: "Everyone" (selected, indicated by a blue checkmark), "People You Follow and Your Followers" (1855 People), "People You Follow" (1370 People), "Your Followers" (1220 People), and "Everyone" again. The bottom screenshot is titled "Comments" and includes sections for "Controls" (allowing comments from "Everyone" and blocking comments from "0 People"), a note about blocked users not being notified or having their comments visible, and "Filters" (with "Hide Offensive Comments" set to "On" and "Automatically hide comments that may be offensive from your posts" enabled). Another large orange arrow points upwards from the bottom of the screen towards the top left corner.



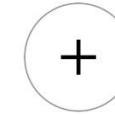
How to Post & Elements

12:43 △ 48%

sofieandreou 1

 1,096 Posts 1,220 Followers 1,369 Following  

Sofie Andreou Social Media Pro
Business Service
Digital Marketing Trainer, Speaker, Author, Tutorials,
360 Google Photos & Tours, Google Trusted... more
www.SofieAndreou.com/
175 George Street North, Peterborough, Ontario K9J
3G6

 |   

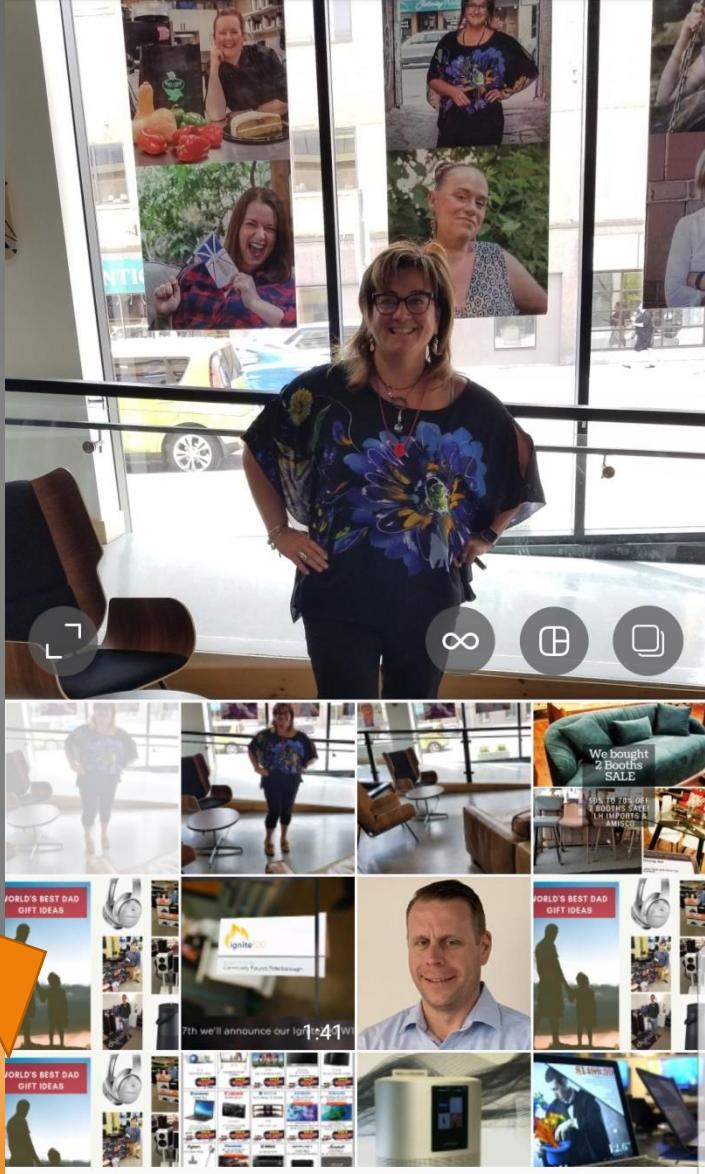
Call **Email**



X **Gallery** Next



GALLERY **PHOTO** **VIDEO**

QUIZ!!

QUIZ:

Can You Post To Instagram From Your Laptop!?

Yes or No

How to Post & Elements

YES!



/knockonwoodptbo/

Instagram



knockonwoodptbo

Message

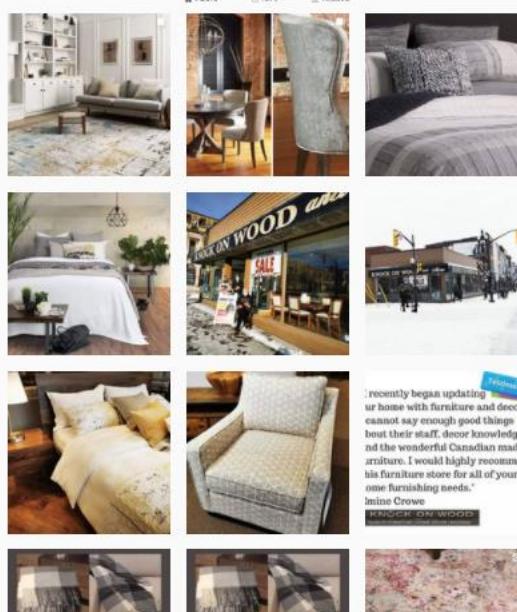
775 posts · 1,604 followers · 584 following

Knock On Wood

We are proud to offer the best quality furniture in the Peterborough area. Weekly new arrivals of new stylish furniture & home decor. #ptbofurniture
knockonwoodandmore.com

Followed by: +187 more

Sale On Now! Sofas Dining Sets Best Leather Area Rugs Home Office Bedroom S...



New tab

Ctrl+T

New window

Ctrl+N

New incognito window

Ctrl+Shift+N

History

▶

Downloads

Ctrl+J

Bookmarks

▶

Zoom

-

33%

+

[]

Print...

Ctrl+P

Cast...

Ctrl+F

Find...

Ctrl+F

Open in Instagram

More tools

▶

Edit

[]

Paste

Settings

▶

Help

▶

Exit

Save page as...

Ctrl+S

Create shortcut...

Clear browsing data...

Ctrl+Shift+Del

Extensions

Task manager

Shift+Esc

Developer tools

Ctrl+Shift+I

New CSS angle visualization tools
Better visualize and edit CSS angle in the Styles pane.

Emulate unsupported



YES!

&

Refresh

!

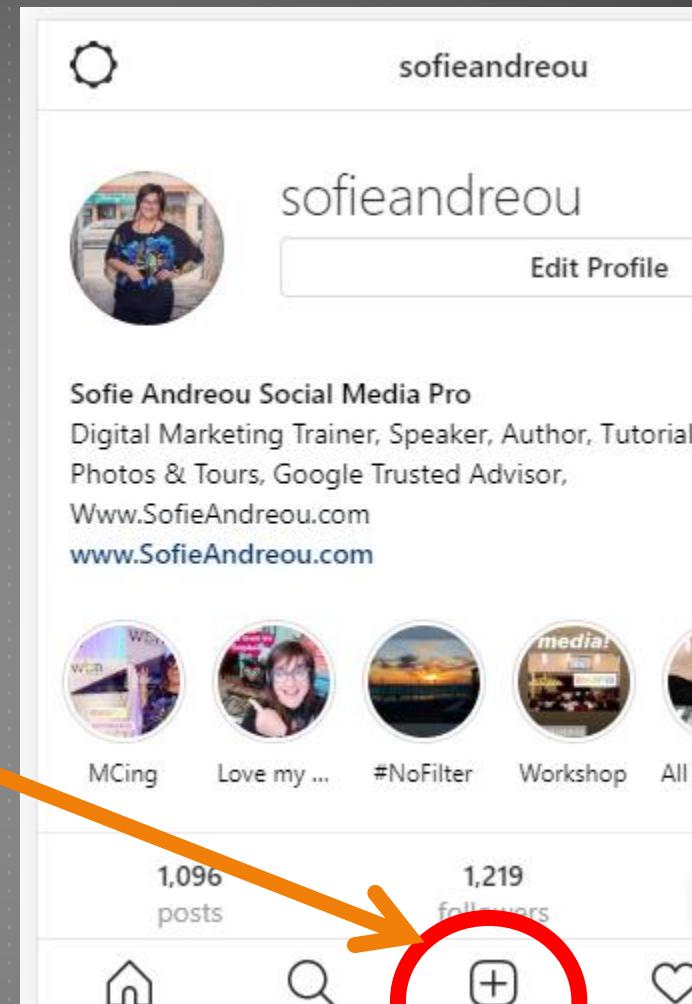
How to
Post &
Elements

A screenshot of the Chrome DevTools Elements tab. At the top, there are several icons: a magnifying glass, a mobile device (circled in red and highlighted by an orange arrow), a trash can (red circle with 'x' 1), a warning triangle (yellow circle with '1'), a gear, three vertical dots, and an 'X'. Below the toolbar, the title bar shows the file path: 'I Don't Like TVDE.html'. The main pane displays the DOM structure: 'body' is the root element, followed by 'oot.js-focus-visible.sDN5V'. At the bottom of the pane are tabs for 'Styles', 'Computed', and 'Layout', along with a '»' button.



How to
Post &
Elements

YES!
Refresh



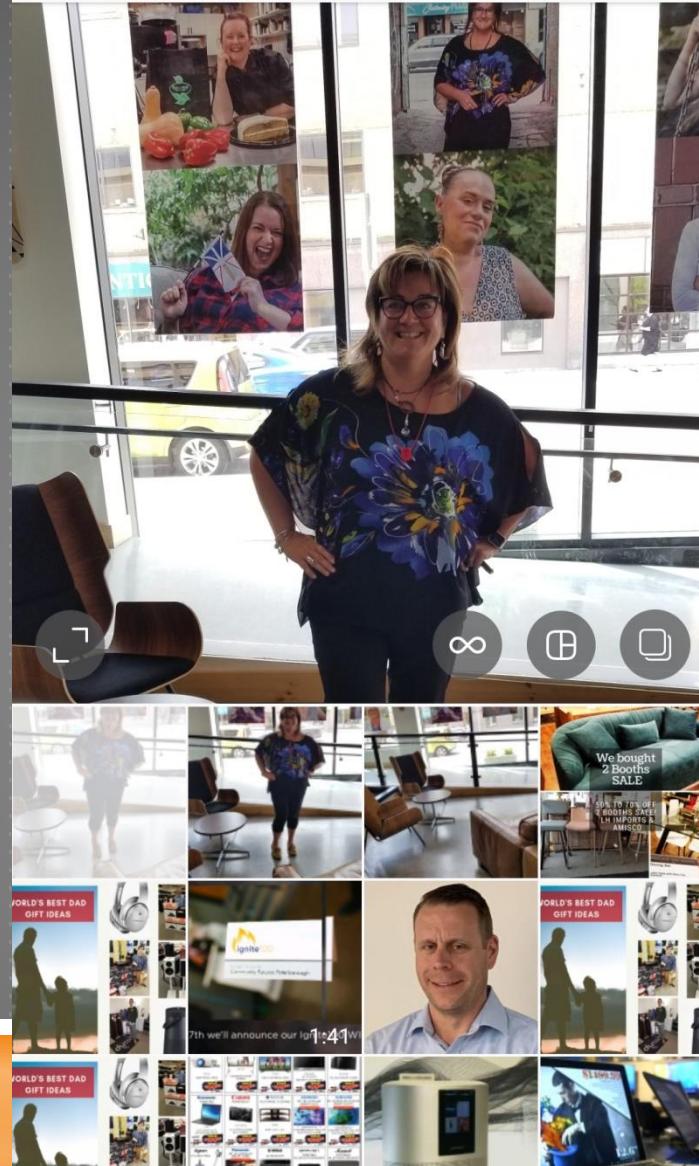


How to Post & Elements

X

Gallery

Next



GALLERY

PHOTO

VIDEO





How to Create Stories & Elements

12:43 48%

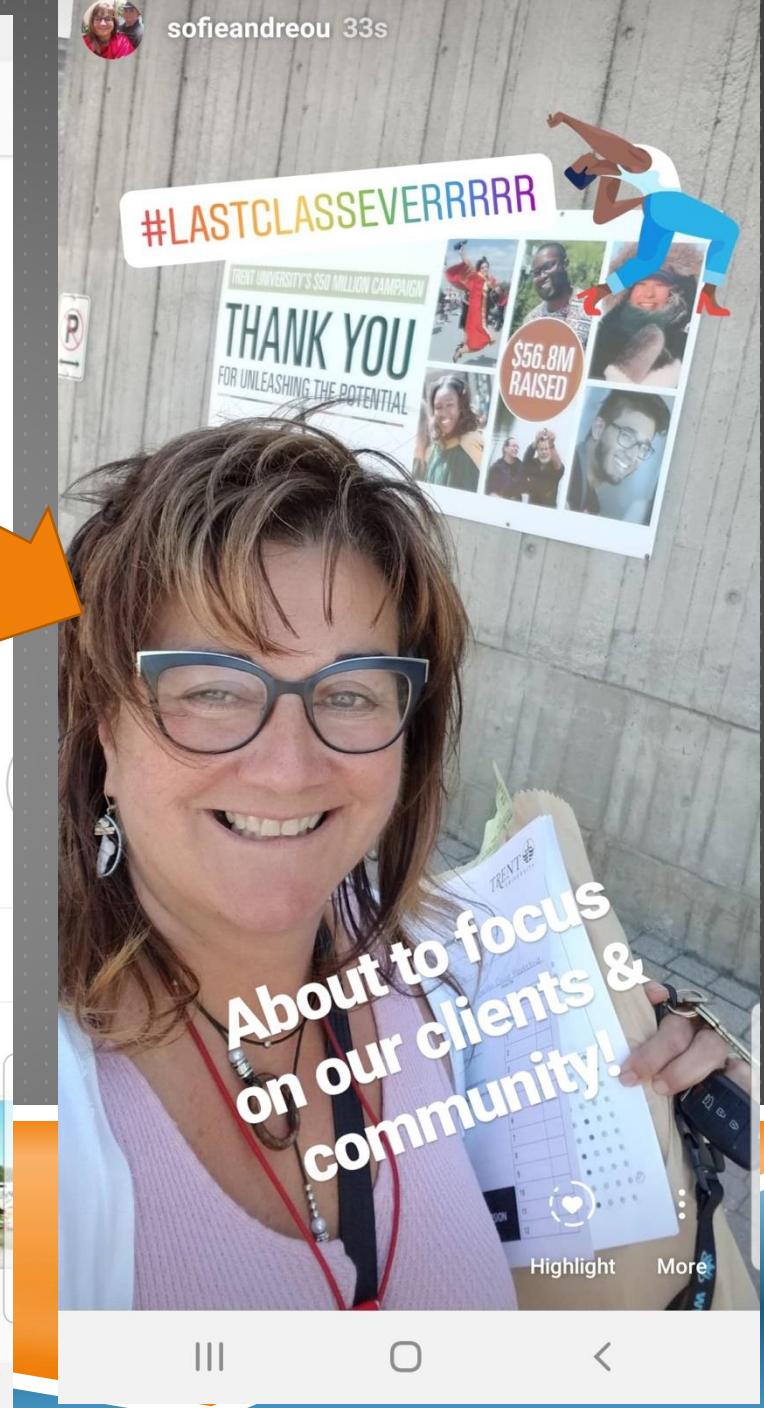
sofieandreou 1

 1,096 Posts 1,220 Followers 1,369 Following

Sofie Andreou Social Media Business Service Digital Marketing Trainer, Speaker, Author 360 Google Photos & Tours, Google Trusted www.SofieAndreou.com/ 175 George Street North, Peterborough, Ontario K9J 3G6

| MCing Love my Offi...
IGTV Highlight

Call Email



QUIZ!!



QUIZ:

Can Instagram Accounts Be Private!?

Yes or No

QUIZ!!



QUIZ:

Can Instagram Accounts Be Private!?

Yes

INSTAGRAM



Instagram

dibernardoandco

Follow

92 posts 1,035 followers 564 following

Mike DiBernardo, CPA
Holistic Approach
CPA Firm
Business Consulting
Tax Planning
San Pedro, CA
Call or email for a FREE initial consultation
dibernardocpa.com

Memes Quotes #Facts BTS

POSTS TAGGED

The image shows a screenshot of an Instagram profile for the account "dibernardoandco". The profile picture is a circular logo for "DiBERNARDO & COMPANY". The bio includes the name "Mike DiBernardo, CPA" and categories like "Holistic Approach", "CPA Firm", "Business Consulting", "Tax Planning", and location "San Pedro, CA". It also encourages users to call or email for a free initial consultation and provides the website "dibernardocpa.com". Below the bio are four circular icons labeled "Memes", "Quotes", "#Facts", and "BTS". The main feed displays several posts: one with a man at a desk, another showing a car's steering wheel and dashboard, a third of a man smiling behind a coffee machine, and others featuring text overlays like "EASY RENT WRITEOFF", "An Accounting Firm Planning for Your Success", and "OUR HOLISTIC APPROACH".

INSTAGRAM

Instagram

Search

Keep Calm and Party Like Its April 16
@thecoolcpa

5 WEALTH BUILDING APPS

Like Us On Facebook
@DIBERNARDOANDCO

For valuable wealth management and financial asset tips!

Great for entrepreneurs, small business owners, real estate professionals, lawyers and attorneys.

INSTAGRAM

Instagram

Search



MINT.COM



THE FIRST ONE IS MINT.COM, THIS IS GREAT FOR PERSONAL BUDGETING AND PERSONAL FINANCES, I USE IT MYSELF.

dibernardoandco • Follow
San Pedro, California

View replies (1)



dreampixanimation

5w 1 like Reply

View replies (1)



sciarkbait Killing it 🔥🔥

4w Reply



sirrobertcunningham Good list!
Thank you 🙏

3w Reply



sirrobertcunningham Good list!
Thank you 🙏

3w Reply



97 views

APRIL 17

Add a comment...

Post

DiBernardo & Company.



ALRIGHT GUYS SO I HAVE 5 WEALTH BUILDING
TOOLS, APPS, AND WEBSITES YOU CAN USE.



dibernardoandco • Follow
San Pedro, California

View replies (1)



dreampixanimation

5w 1 like Reply

View replies (1)



sciarkbait Killing it 🔥🔥

4w Reply



sirrobertcunningham Good list!
Thank you 🙏

3w Reply



sirrobertcunningham Good list!
Thank you 🙏

3w Reply



97 views

APRIL 17

Add a comment...

Post

INSTAGRAM



The image shows a screenshot of an Instagram feed. At the top, there's a header with the Instagram logo and the word "Instagram". Below it is a post from a user named "Memes" (Follow 2w). The post features a large, bold, white text graphic on a black background that reads "CRUNCHING numbers IS MY CARDIO". At the bottom of the post, there's a hashtag "#wednesdayworkouts". To the left of the main post, there are two smaller preview images: one showing a man at a desk with the text "EAS REN WRITE" overlaid, and another showing a dark blue background with the text "An Accounting Firm Planning for Your Success".

INSTAGRAM



Instagram

Memes • Follow 11w

DiBERNARDO & COMPANY

WA WA

Memes

Quote

EASY RENT WRITEOFF

An Accounting Firm
Planning for Your Success

On a scale from Marie Kondo to Fyre Festival,
how organized is the
document name of the client PBC's
they send you?
@the cool pa

A screenshot of an Instagram feed. At the top, it says "Instagram". Below that is a profile picture for "DiBERNARDO & COMPANY" with the handle "@dibernardoandcompany". To the right of the profile picture, it says "Memes • Follow 11w". There are three small circular icons below the profile picture: one with "WA WA", one labeled "Memes", and one labeled "Quote". Below these are two posts. The first post is a meme featuring a man sitting at a desk with a laptop, overlaid with the text "EASY RENT WRITEOFF". The second post is a dark rectangular image with the text "An Accounting Firm Planning for Your Success". On the right side of the screen, there is a large, semi-transparent image of a smiling man's face.

INSTAGRAM



Instagram

Memes • Follow 1w

DiBERNARDO & COMPANY

HA HA

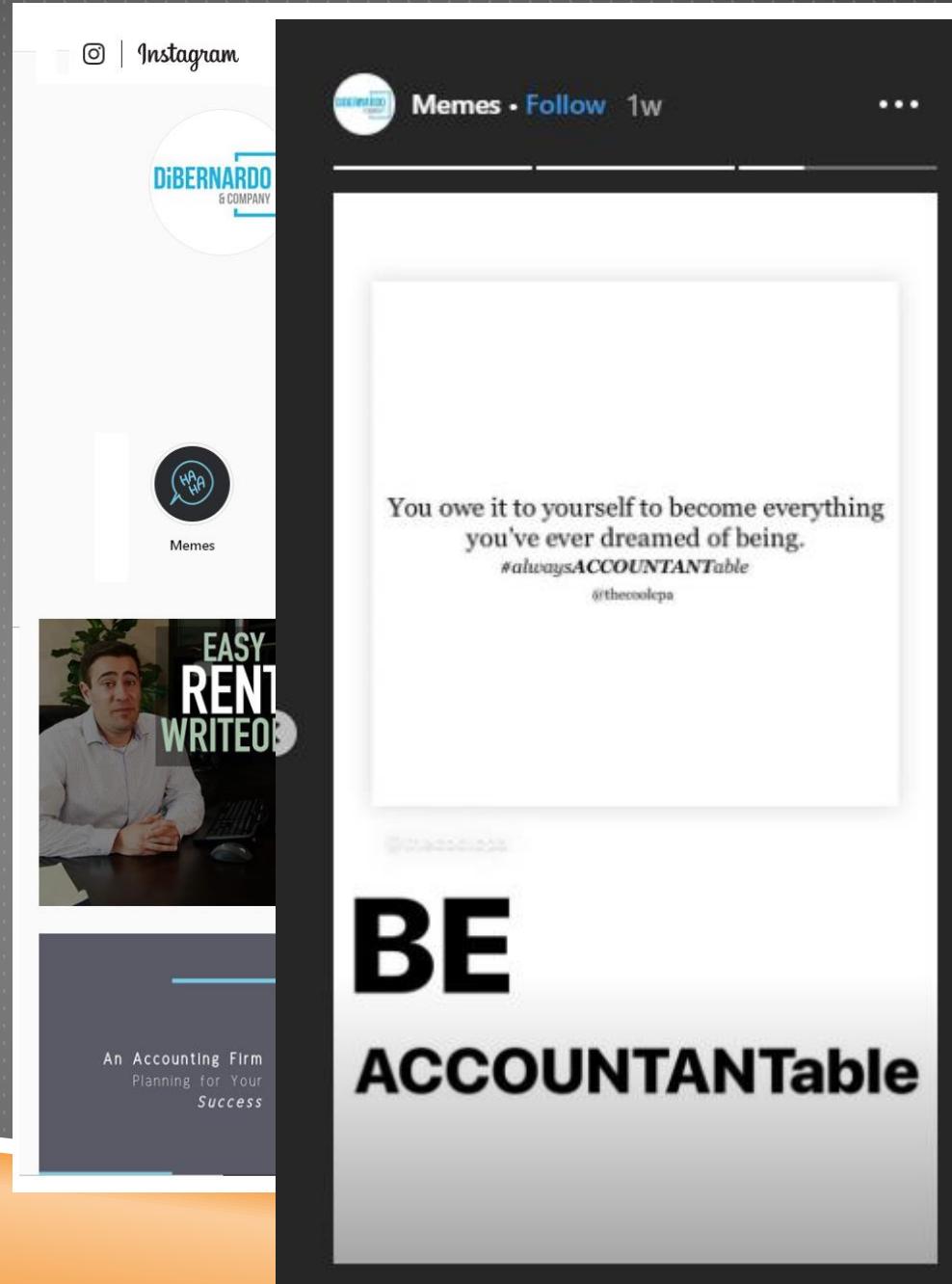
Memes

EASY
RENT
WRITEOFF

An Accounting Firm
Planning for Your
Success

You owe it to yourself to become everything
you've ever dreamed of being.
#alwaysACCOUNTANTable
@thecoolcpa

BE
ACCOUNTANTable



INSTAGRAM



Instagram

DiBERNARDO & COMPANY

Memes Quotes

EASY RENT WRITEOFF

An Accounting Firm Planning for Your Success

How can we make it easier?

Type something

"The hardest thing in the world to understand is the income tax."

- Albert Einstein

@finmogram

The image shows a composite of three Instagram screenshots. The first screenshot displays the DiBERNARDO & COMPANY profile page with a bio, a 'Memes' post, and a 'Quotes' post. The second screenshot shows a 'Quotes' post by DiBERNARDO & COMPANY, which includes a poll asking how they can make things easier, a text input field, and a quote by Albert Einstein. The third screenshot shows a 'Memes' post featuring a man at a desk with the text 'EASY RENT WRITEOFF' overlaid. Below these are two smaller, partially visible posts: one for an accounting firm and another showing a close-up of a hand.

INSTAGRAM



Instagram

DiBERNARDO & COMPANY

Memes Quotes

EASY RENT WRITEOFF

An Accounting Firm Planning for Your Success

#Facts • Follow 10w

do you?!

YES NO IDEA WHAT THAT IS

billionairesacademy

BLUE CHIP STOCKS — WHAT IS IT?

BLUE CHIP STOCKS ARE THE STOCK OF LARGE, WELL ESTABLISHED, RELIABLE AND PROFITABLE COMPANIES THAT TYPICALLY HAVE A LARGE MARKET SHARE OF THEIR INDUSTRY.

BLUE CHIP STOCKS GENERALLY PAY INCREASING DIVIDENDS AND ARE CONSIDERED TO BE STABLE AND RELIABLE INVESTMENTS.

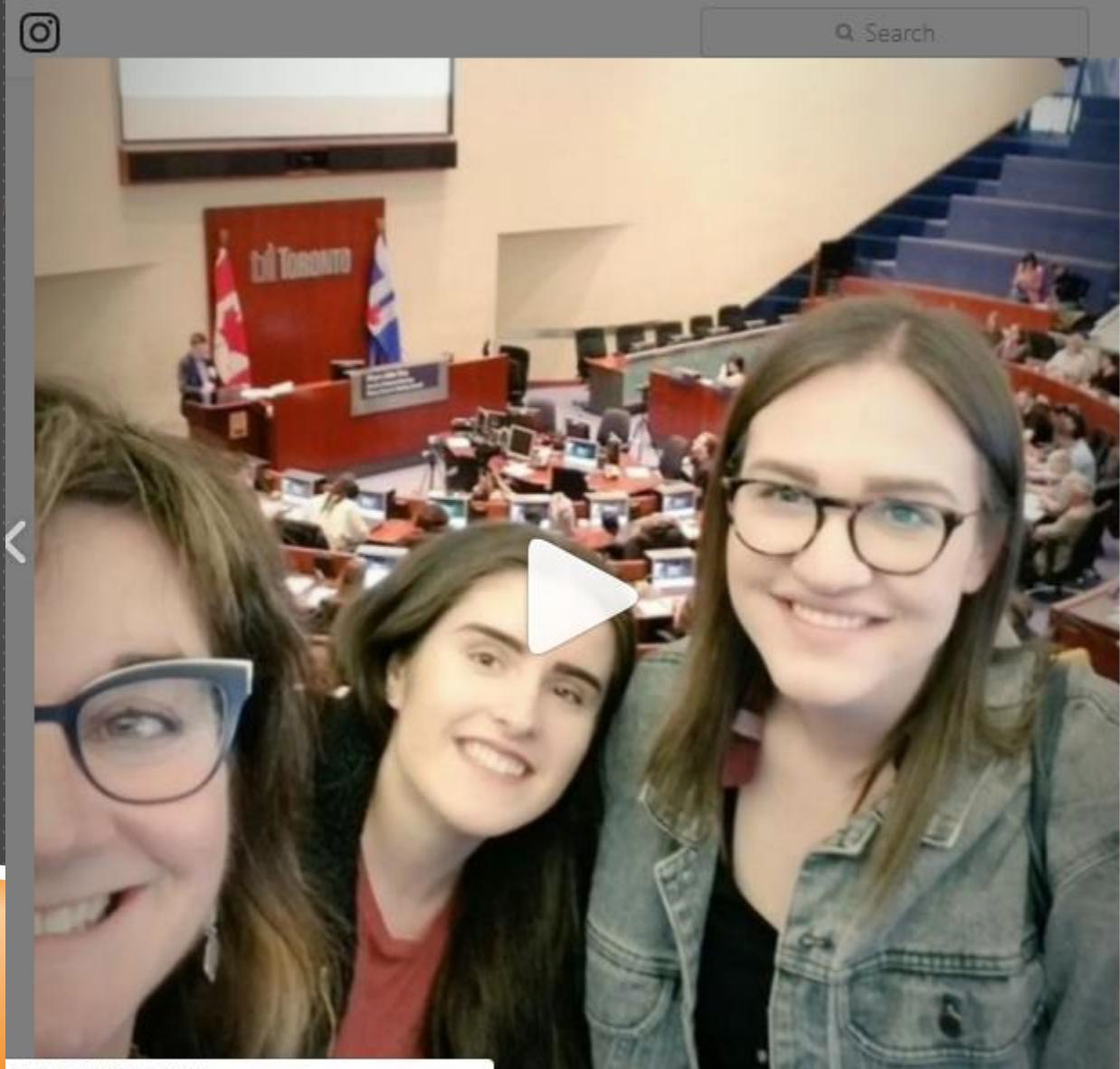
EXAMPLES INCLUDE AT&T, COCA-COLA, GENERAL MOTORS, IBM.

BILLIONAIRE'S ACADEMY

billionairesacademy Do you invest in any blue chip stocks?

useful information!

INSTAGRAM



Search

sofieandreou
Toronto City Hall

sofieandreou Highlights from today's #dmsf19 summit @digital_mainst. Wonderful to have met so many professionals also focused on #digitaltransformation. Thank you for all hour support @digital_mainst. Proud to be coaching our @downtownPtbo #DmsSquadPtbo and to be a #DigitalMainStreetVendor!

1w

115 views

MAY 10

IGTV



Instagram Search Edit Profile

sofieandreou 1,076 posts 1,218 followers 1,366 following

Sofie Andreou Social Media Pro
Digital Marketing Trainer, Speaker, Author, Tutorials, 360 Google Photos & Tours, Google Trusted Advisor,
www.SofieAndreou.com

MCina Love #NoFi... Work... All Ha... Endo... Winte...

• POSTS • IGTV • SAVED • TAGGED

Upload

Videos

9:59 Insurance advice. 7:38 ms to buy insurance. (not fun.)

What's a Digital Marketing Solution?

#SofieMarketing Tips Turning "Boring" into an Exciting Digital Solution

2:17 Peterborough MULTIMEDIA CHANNEL Workshop

Target Market in Ptbo?

4:45 Helping You Get Found Online

1:24 SEPT 20TH

Sept 20th Workshop Signup Reminder

2:05 HAVING AN EVENT? DON'T MAKE THEM

2:35

0:23

A screenshot of an Instagram profile for Sofie Andreou (@sofieandreou). The profile picture shows two people smiling. Below the bio are six circular filter options: MCina, Love, #NoFi..., Work..., All Ha..., and Endo... (partially visible), followed by Winter... (partially visible). Below the filters are four tabs: • POSTS • IGTV • SAVED • TAGGED. The IGTV tab is selected. The main area displays a grid of 15 video thumbnails. Each thumbnail includes the video duration (e.g., 9:59, 7:38, 2:17, etc.), a caption, and a small preview image. The captions include topics like digital marketing, insurance advice, workshop tips, and event planning.

QUIZ!!

QUIZ:

Do you add a Video to IGTV from your Cell or
your Laptop!?

Yes or No



QUIZ!!

QUIZ:

Do you add a Video to IGTV from your Cell or
your Laptop!?

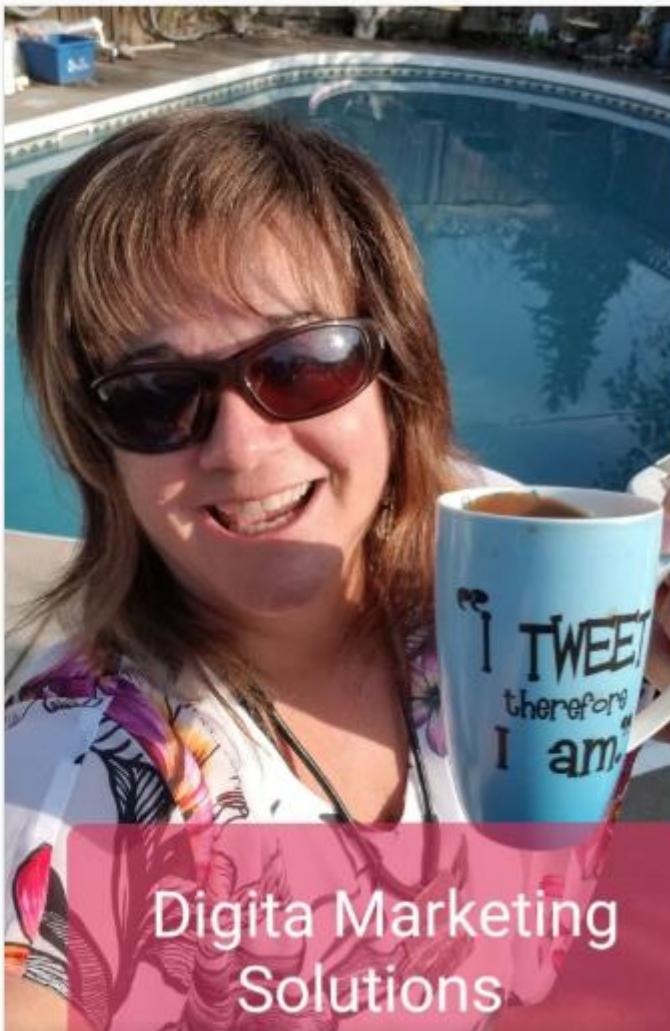
Yes to both!



INSTAGRAM

Instagram

Search



sofieandreou

...



marissapucci Contests are always a great way to get the community engaged in your business! Not only will you be promoting your business but you will also be getting people to engage with your brand! Word of mouth epidemic has really branched through to now the evolution of digital marketing and social media platforms establish a great opportunity for engagement and the application of the T.E.A.M. Approach 😊 Measure the amount of engagement after the contest with your set goals and pursue to improve future contests to



64 views



INSTAGRAM SETUP CHECK LIST

- ✓ Which of your Purposes does Instagram work for!?
- ✓ Ensure you have a Instagram Business Account
- ✓ Identify your Local Strategic Hashtags
- ✓ Identify your industry Hashtag
- ✓ State your Instagram's Measures of Success
- ✓ Check your branding i.e. choose a Logo & do not change it.
- ✓ Identify and follow your Community Partners' Handles
- ✓ Identify and follow your Clients' Handles
- ✓ Fill In your Bio
- ✓ Set Your Notification Threshold (Ideally, goes to customer support)
- ✓ Create your Instagram Schedule

INSTAGRAM COORDINATOR - CHECK LIST

- ✓ Understand your Instagram Purpose
- ✓ Check your notifications & act accordingly
- ✓ Check and act on your Schedule
 - ✓ Select an Authentic Photo or Video to compliment the text
 - ✓ Tag the Appropriate Community Giants
 - ✓ Tag the Appropriate Clients
 - ✓ Tag Appropriate Team Members
 - ✓ Use your keywords & industry and local hashtags
- ✓ Create Monthly Reach, Engagement & Action Reports

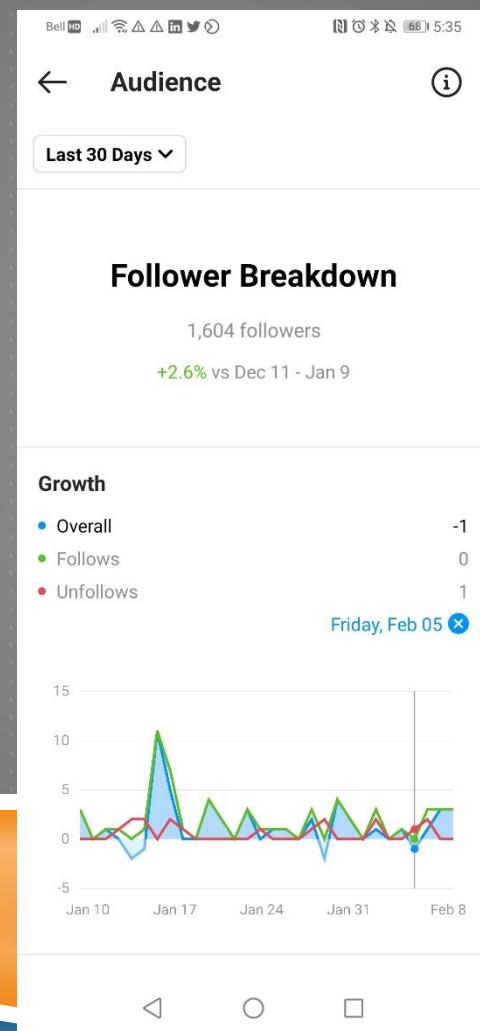
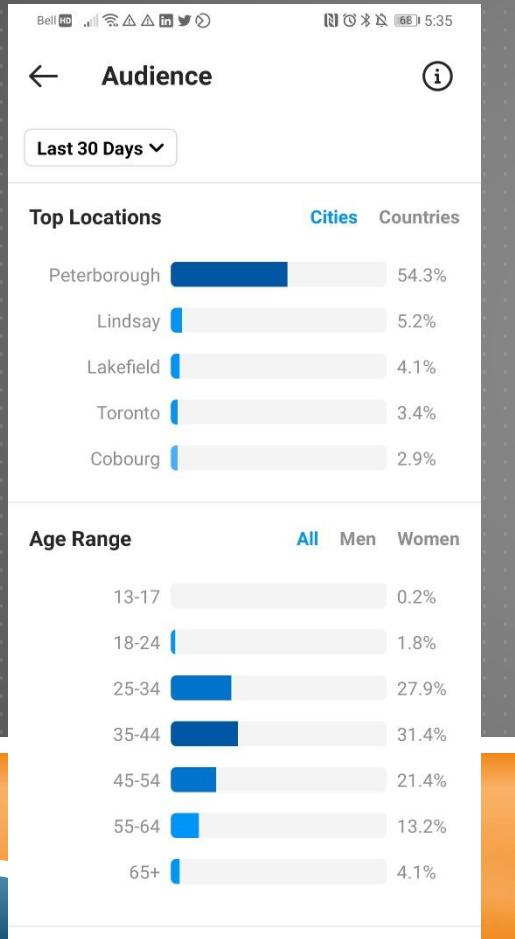
5MIN INSTAGRAM - STAFF AS YOUR SECRET WEAPON - CHECK LIST

- ✓ Check your personal notifications & respond accordingly
- ✓ Take the Post & Create a Story or Reel to EXTEND the Reach.
- ✓ Check Client or “Source” Accounts for posts
 - ✓ Comment, Like or Share as a Story
- ✓ Post Your Own Community Involvement When Appropriate
 - ✓ Tag Your Company’s Handle
 - ✓ Tag The Community Partners’ Handle
- ✓ Use your Local Hashtags
- ✓ If you’re at an event, know your host’s handles & hashtag
- ✓ Pick One or Two Visual Hobbies to Post

Instagram Analytics

Only Available on Business Accounts

Instagram Analytics Only Available on Business Accounts



QUIZ!!

How many photos can you
add to a Posts or Videos?

10

QUIZ!!

How many photos can you
add to a Posts or Videos?

????

WHY ADD A VIDEO TO YOUR POSTS?

- ▶ Avoid getting LOST amongst all the noise
- ▶ Get seen
- ▶ Create Engagement
- ▶ Improve your reach

ELEMENTS OF GOOD INSTAGRAM POST VIDEO?

- ▶ 1 minutes or less minutes
- ▶ Shares experiences
- ▶ Shares the unexpected

WHO TO FOLLOW?

WHO TO FOLLOW?

- ▶ Those handles you would like to Mention
- ▶ Those handles you would like to Tag on Photos
- ▶ Anyone who's Posts you would like to see on your Home Feed

INSTAGRAM HOW TO GROW YOUR FOLLOWERS



WHY GROW YOUR FOLLOWERS?

- ▶ Gain new clients
- ▶ Share client experiences
 - ▶ 3rd party experiences are trusted 89% more than your say so!
- ▶ Be top of mind



Find your Local Giants



Find your Local Giants

- Best Giants are those who would LOVE to share your content to their followers. Example Local Media, Politicians, Online Event Sites, Community Leaders, Partners, Local Celebrities, Local Entertainers, Local Educators, and Local Sports Teams.
- Mention your giants appropriately hoping they'd retweet you.
- Make it a part of your Sponsor's role to Retweet the Tweets you Mention then in.
- Find them by:
 - See who other's in your position follow
 - Search your local giants' websites for their Twitter Handles

HOW TO GROW YOUR FOLLOWERS?

- ▶ Tagging people who CARE about your Posts
- ▶ Tagging GIANTS who will Share Your Posts a Stories
- ▶ Give them photos they'll want more of
- ▶ Monthly Give-away contests
 - ▶ Ask for Followers & Tags to enter into a monthly draw.
- ▶ Physically display or announce your Instagram Handle
 - ▶ Flyers, Banners, Power Points, Booths, Ads

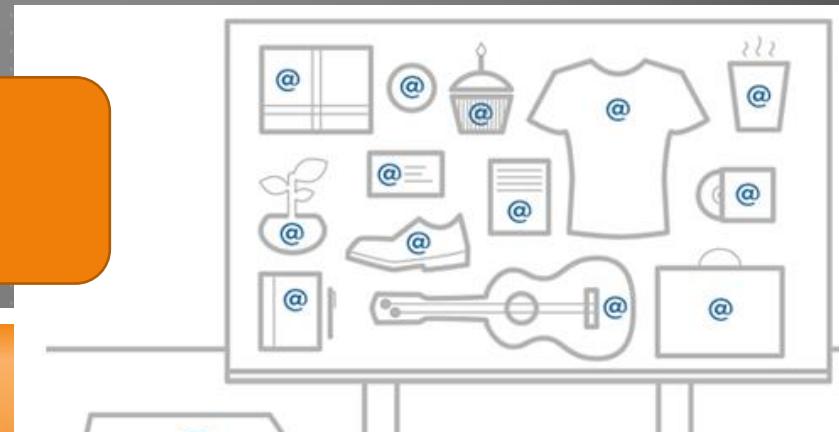
Grow your followers

Add Your Handle to Your Marketing Materials

Take Instagram offline. – Make it easy for people to FIND you.

There are many ways to promote your Instagram Handle @username offline: business cards, signage, advertising, delivery vehicles, product packaging and store fronts. Anywhere your customers interact with your brand is an opportunity to encourage them to follow you on Twitter.

@SofieAndreou



Grow your followers

Instagram and events

It's easy to use Instagram to build a strong association between your business and relevant events.

- **Before**

Identify a hashtag for the event or at the very least, let everyone know your Handle. Promote it to start the conversation and let people know how they can participate. Livestream to build buzz!

- **During**

Post compelling content from the event or include strong calls to actions.

- **After**

Share Posts of positive feedback or continue the conversation and buzz with the hashtag if you had one. Ask people to share their experience with the event and your brand.

MANAGE INSTAGRAM





MANAGE INSTAGRAM - HOOTSUITE

Apps

SofieAndreou x Sofie Andreou M.Eng (LinkedIn) x KawarthaTV (Twitter) x Kawartha TV & Stereo (Facebook Pages) x New Tab x Knock on Wood (Facebook Pages) x More...

Streams

SofieAndreou x Sofie Andreou M.Eng (LinkedIn) x Kawartha TV & Stereo (Facebook Pages) x Knock on Wood (Facebook Pages) x Community Futures Peterborough (LinkedIn Companies) x ThatsAWrapCa (Twitter) x More...

New Post Upgrade my plan

My Posts kawartha_tv

Kawartha TV & Stereo @kawartha_tv • 7 hours ago
Our Anniversary great savings!
Here are some more of our great sales.
#Sale
#Electronics
#eBikes
#PTBO

My Posts sofieandreou

Sofie Andreou Social Media Pro @sofieandreou • 3 days ago
Caught in action @kawartha_tv with @1015thewolf & @1005freshradio.. They'll be back at @kawartha_tv Saturday at 10am to 11am!



My Posts knockonwoodptbo

Knock On Wood @knockonwoodptbo • 2 days ago
Part of our "We bought two Booths Sale!" This part of the @lhimports booth to 70% off!



Social selling: ow.ly/qLSU50rI30W What it is, why you should care, and how to do it right

Write a comment...

Write a comment...

Sofie Andreou & Associates • 2 days ago

Happy Easter

Creative Kwe • 5 days ago

Creative Kwe is all about coming to YOU!
Offering customized experiences for team building,
and creative workshops
Peterborough Chamber of Commerce
Sofie Andreou & Associates

/hootsuite.com/dashboard#

Peterborough Chamber of Commerce • 40 mins ago

Happy 6 Month Chamber of Commerce! @DeafBlindON; #SpringFling @CascadesSD; #InspireTheFuture #ProActAccountsReceivable @Cuddles_4Cancer; @Cudlles4Cancer #StrengtheningBusiness #StrengtheningCommunity

MANAGE INSTAGRAM - HOOTSUITE

Apps

SofieAndreou x Sofie Andreou M.Eng (LinkedIn) x KawarthaTV (Twitter) x Kawartha TV & Stereo (Facebook Pages) x New Tab x Knock on Wood (Facebook Pages) x More... Feedback

New Post: 21%

TRANSFORM Feedback

RESET DEFAULT

Custom

INSTAGRAM

Square

Landscape

LOCK RESOLUTION

3872 w x 2581 h

IMAGE RESIZED
Your image exceeds the maximum size of 10 megapixels and has therefore been resized to 3872x2581 pixels.

OK

Cancel Save

The screenshot shows the Hootsuite interface for managing Instagram posts. A modal dialog box is centered over the image preview, displaying a warning message: "IMAGE RESIZED Your image exceeds the maximum size of 10 megapixels and has therefore been resized to 3872x2581 pixels." Below the message is an "OK" button. The background shows a grid-based image editor with a photo of a room containing bookshelves and a sofa. On the left sidebar, there are sections for "TRANSFORM" (with "RESET DEFAULT" and "Custom" options), "INSTAGRAM" (with "Square" and "Landscape" options), and "LOCK RESOLUTION" (set to 3872 w x 2581 h). At the bottom right of the editor are "Cancel" and "Save" buttons. The overall interface is dark-themed.

Sofie Andreou & Associates 2 days ago Happy Easter

Creative Kwe 5 days ago Creative Kwe is all about coming to YOU! Offering customized experiences for team building, and creative workshops Peterborough Chamber of Commerce Sofie Andreou & Associates

/hootsuite.com/dashboard#

Creative Kwe
5 days ago

Creative Kwe is all about coming to YOU!
Offering customized experiences for team building,
and creative workshops
Peterborough Chamber of Commerce
Sofie Andreou & Associates

Happy 6 Month Chamber
@DeafBlindON; #Spring
@CascadesSD; #InspireT
#ProActAccountsReceiv
@Cuddles_4Cancer; @Ca

#StrengtheningBusiness
#StrengtheningCommuni

MANAGE INSTAGRAM - HOOTSUITE

Apps

SofieAndreou x Sofie Andreou

[+ Add Stream](#)[social media List Sofie](#)Social Media Today @so...
just nowSocial media is huge in China,
platform - some interesting W...
[socialmediatoday.com/news/1...](#)[+ Add Stream](#)Social Media Today @so...
30 mins agoFor our latest Q and A, we spo...
contributor @dgingiss about h...
[#smm socialmediatoday.com/...](#)[+ Add Stream](#)Hootsuite @hootsuite
1 hour agoSocial selling: ow.ly/qLSU50rI3
you should care, and how to d...

@SofieAndreou



New Post:

Post to: knockonwoodptbo Knock on Wood + 1

T Text 2071 1871 151

Summer Guests! Let us help you show them you care with new luxurious comfortable quality bedding!

#SummerGuests
#Ptbo
#Bedding

Media Open Media Library

2087955-qMUXcaSX.jpeg
Via PhotoEditorSDK
228kb

Edit Image Edit image details

+ Add another image...

Your facebook image will go to:

Feedback

Instagram Business

knockonwoodptbo

AutoSchedule Off

June 2019

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

8 20 AM

GMT-04 America/Toronto

Done

Tue, Jun 18 at 8:20AM

Schedule (3)

MANAGE INSTAGRAM - HOOTSUITE

SofieAndreou x Sofie Andreou M.Eng (LinkedIn) x KawarthaTV (Twitter) x Kawartha TV & Stereo (Facebook Pages) x New Tab x Knock on Wood (Facebook Pages) x More...  

New Post:   

TRANSFORM           

RESET DEFAULT      

INSTAGRAM      

LOCK RESOLUTION  







Sofie Andreou & Associates
2 days ago

Happy Easter



5 days ago
Creative Kwe is all about coming to YOU!
Offering customized experiences for team building,
and creative workshops
Peterborough Chamber of Commerce
Sofie Andreou & Associates
#DeafBlindON; #Spring
@CascadesSD; #InspireT
#ProActAccountsReceivable
@Cuddles_4Cancer; @Ca

@StrengtheningBusiness
#StrengtheningCommunity

MANAGE INSTAGRAM - HOOTSUITE

Apps

SofieAndrea



social

Social
justSocial media
platform - s
socialmediaSocial
30 mFor our late
contributor
#smm socialHoots
1 hrSocial selling
you should

in



/hoc



p

New Post:

Post to

knockonwoodptbo

Text

Summer Guests!? We can help you make your summer guest feel extra special with new luxurious bedding!

Media

IMG_6500.JPG

Via Upload

3mb

Edit Image

+ Add another image...

Location

Feedback

Instagram Business

knockonwoodptbo

knockonwoodptbo Summer Guests!? We can help you make your summer guest feel extra special with new luxurious bedding!

JUST NOW

⚠️ Image resolution falls outside of Instagram's preferred range 150x150 and 1920x1080. The image may be scaled by Instagram.

Schedule for later

Post Now

QUIZ!!

Can you upload or post a video
from Hootsuite to Instagram?

- a) Yes
- b) No

QUIZ!!

Can you upload or post a video
from Hootsuite to Instagram?

Yes

WHY USE INSTAGRAM FOR AN EVENT?

- ▶ It's free!
- ▶ It's easy!
- ▶ Instagram is About the NOW.
- ▶ You'll experience 80% of your Growth during an event.
- ▶ Spreads awareness of your event effectively.

HOW TO USE INSTAGRAM AT AN EVENT

► Building Up to the Event

- If your event is annual, and that's all you do, use your handle. If it's a recurring event and just one of many things you do, create a handle for this event.
- Mention Those who CARE & might retweet your tweets
- Share photos or videos of past events
- Share photos or videos of what to expect at this event
- Post Contests for free passes to your event
- Post Contests for VIP treatment at your event
- Listen and quote retweet those live from your event
- Event Details

HOW TO USE INSTAGRAM DURING & AFTER AN EVENT

- ▶ During the event
 - ▶ Invite Giants to your event & encourage them to live stream
 - ▶ Have someone live posting from your event as you!
 - ▶ Listen and regram those live from your event
 - ▶ Give away free things during your event
 - ▶ Display live GramWall of those mentioning your handle and event's hashtag during the event
 - ▶ Clearly identify what your handle or hashtag is during your event
- ▶ After the Event
 - ▶ Throw Back Thursdays
 - ▶ Support your Community

INSTAGRAM – YOUR SECRET WEAPON



SMARTPHONE



WHY USE SMART PHONE?

- ▶ It's real time.
- ▶ It's easy!
- ▶ It's authentic
- ▶ You won't forget to later
- ▶ There are APPs to help you.

INSTAGRAM GROWING YOUR REACH



INSTAGRAM SIMPLE CONTESTS



WHY HOLD CONTESTS ON INSTAGRAM?

- ▶ Gain New Clients
- ▶ Thank Existing Clients
- ▶ Top of mind
- ▶ Gain New Followers
- ▶ Exposure for an event or product

HOW TO HOLD A CONTEST ON INSTAGRAM?

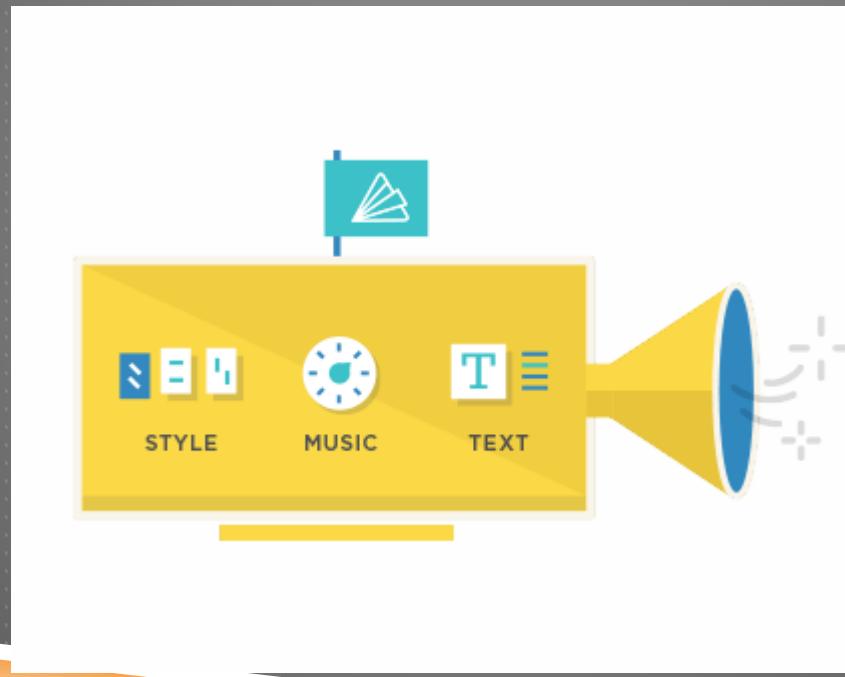
- ▶ Don't spam
- ▶ State the rules clearly
- ▶ Keep it simple
- ▶ Post who won
- ▶ Say “Please follow us & tag a friend to be entered to win....” Use a fun visual of the Prize..

APPS

Unfold
Quik

DESK TOP

Canva
Animoto



Digital & Social Media Marketing

Thank you