



INSTAGRAM MARKETING

Social Media

webinar series



Thank You to Our Partners



Hi! I'm Lisa Perry
(and Brian and I are toasting this series!)



perryproductions
digital marketing agency

Lisa Perry
SOCIAL
online learning



And these are the PerryPros!!!



Kayla
Abby
Avalin

Lisa Perry
SOCIAL



Wednesdays (12pm – 1pm)

Click on dates to register

[March 25 – Facebook Marketing](#)

[April 1 – LinkedIn Marketing](#)

[April 8 – Video Marketing](#)

[April 15 – Content Marketing](#)

[April 22 – Email Marketing](#)

[April 29 – Instagram Marketing](#)



Resources – 2020 Webinar Library

Webinar Replays

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How Can You Connect with me?

Facebook Group: facebook.com/groups/socialmediasuccesswithlisa



The screenshot displays the Facebook group interface for "Social Media Success with Lisa Perry". The group is public and is being viewed as "Lisa Perry Social". The cover photo features a smiling woman with blonde hair and the text "Social Media Success WITH Lisa Perry". The left sidebar contains navigation options: About, Discussion, Members, Videos, Photos, and Watch Party. Below these are search and shortcut sections. The main content area shows a "Write Post" section with options for Photo/Video, Live Video, and More. Below this is a "NEW ACTIVITY" section with a post from "Lisa Perry Social" updated the description, dated March 18 at 1:45 PM. The post text reads: "Welcome to the Social Media Success with Lisa Perry! This group was created by Lisa Perry Social to give business owners and professionals a place to learn more about social media marketing and connect with others on the topic." It also includes "GROUP RULES" and a "Seen by 11" indicator. The right sidebar shows the group is created by "Lisa Perry Social" with 112 likes, 101 members, and a description: "Welcome to the Social Media Success with Lisa Perry! This group ... See More". The group type is "Social Learning" and the location is "United States".



Instagram Poll

- How often do you use Instagram?
 - Hardly use it all
 - Post a couple of times a month
 - Avid user – post all the time

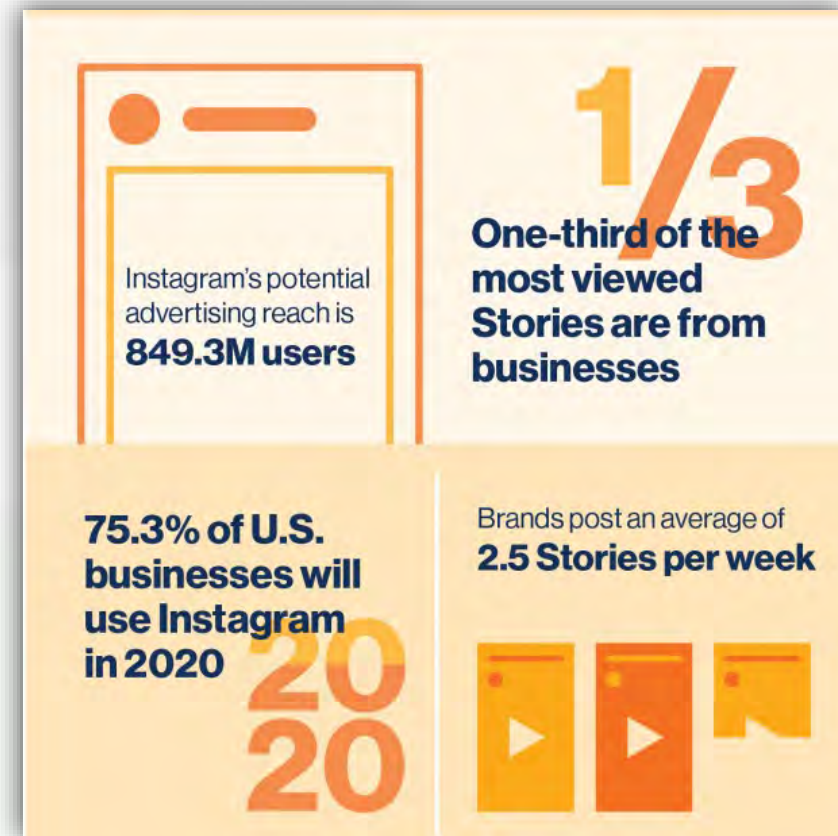
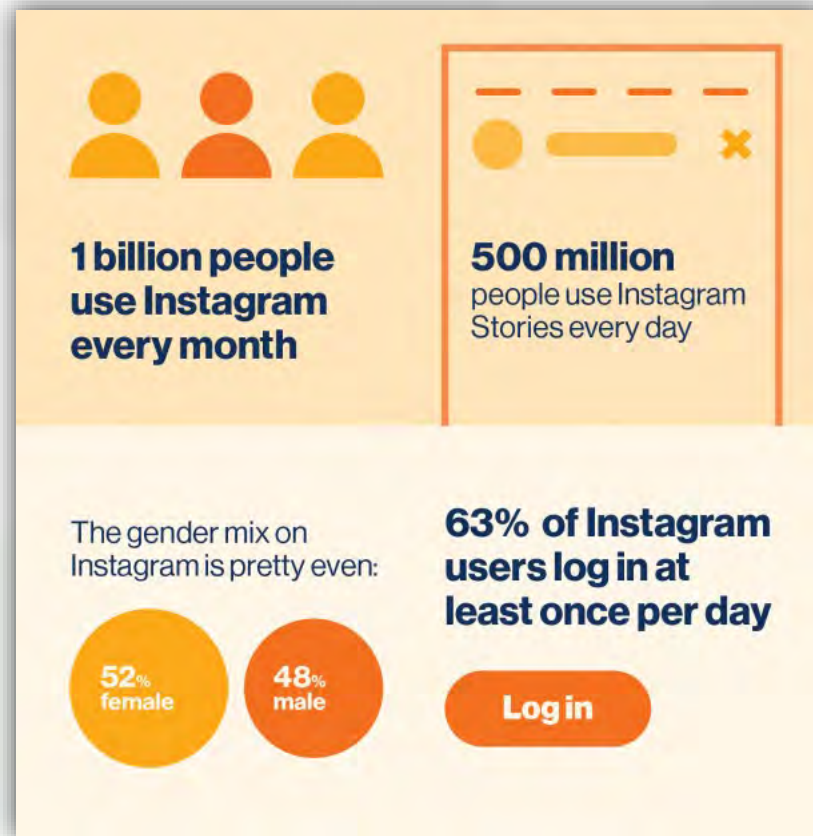


Agenda

- Business vs. Personal Account
- Instagram Topics
- Content Ideas
- Must-Have Tool
- Quick Replies
- Engagement Stickers

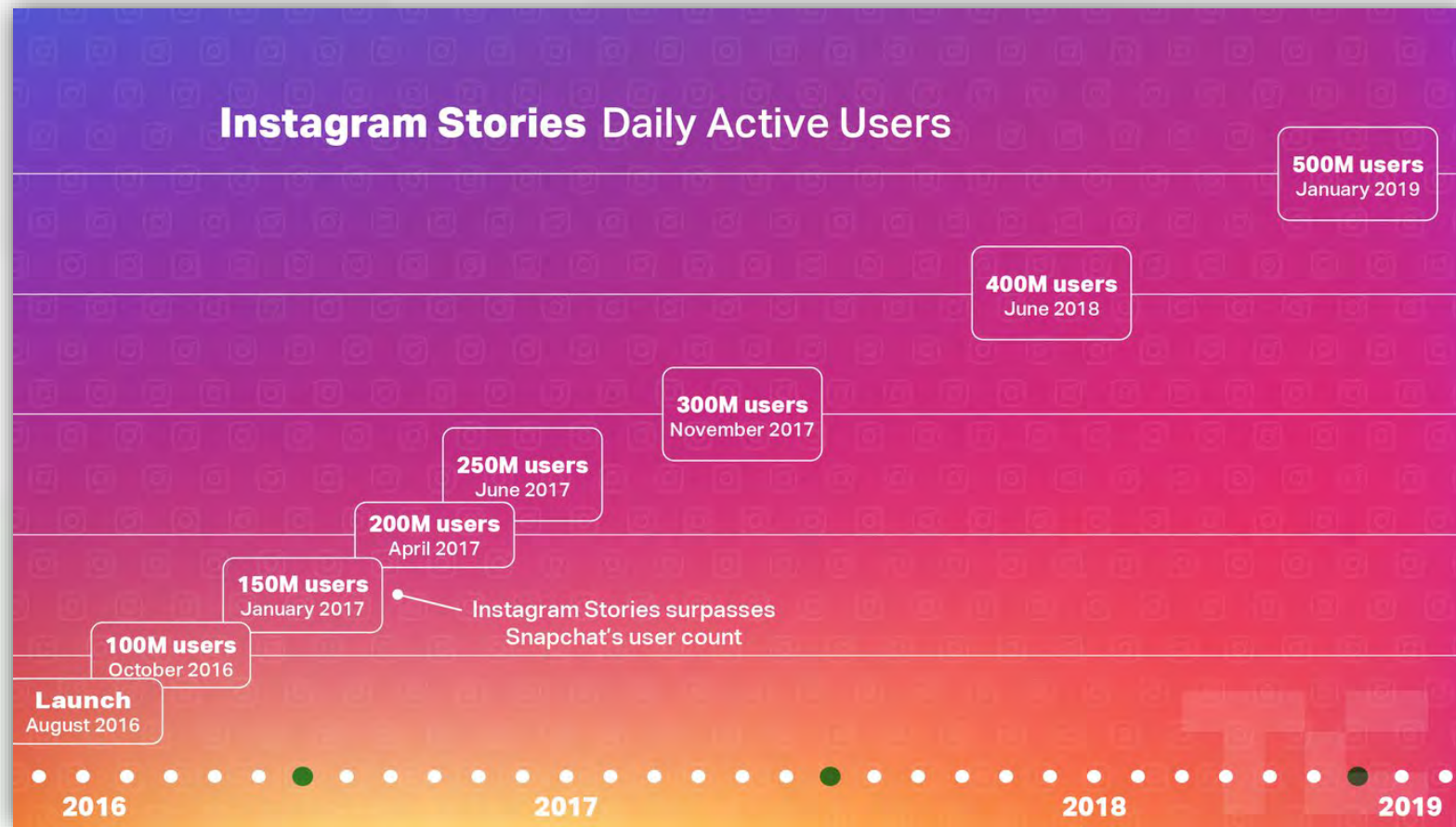


Instagram Statistics



blog.hootsuite.com/instagram-statistics

Instagram Stories Growth



zello.one/instagram-story-500m-users-daily



Business vs. Personal Account

Personal Account

- Clickable link in bio
- Private Setting
- Higher Organic Reach (but no analytics)

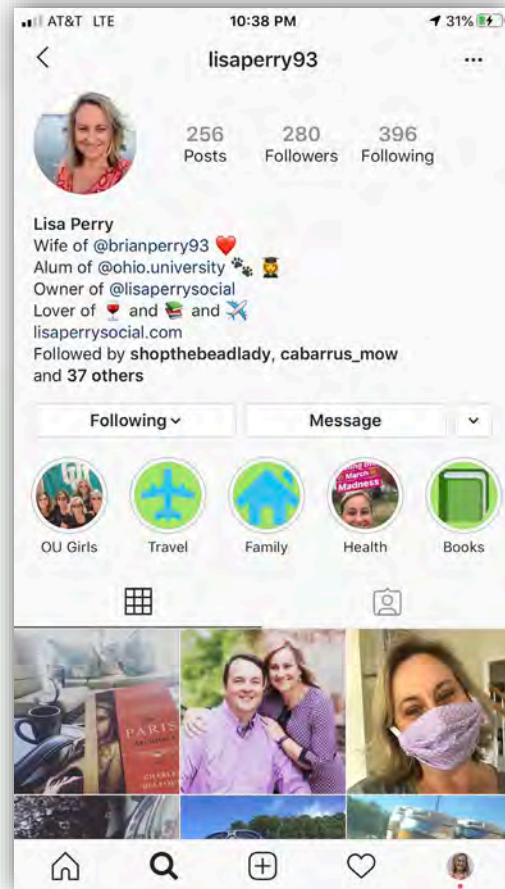
Business Account

- Clickable link in bio
- Contact Button
- Follower Analytics
- Ad Capabilities
- Connect to Your Business Facebook Account
- Include Address and Location

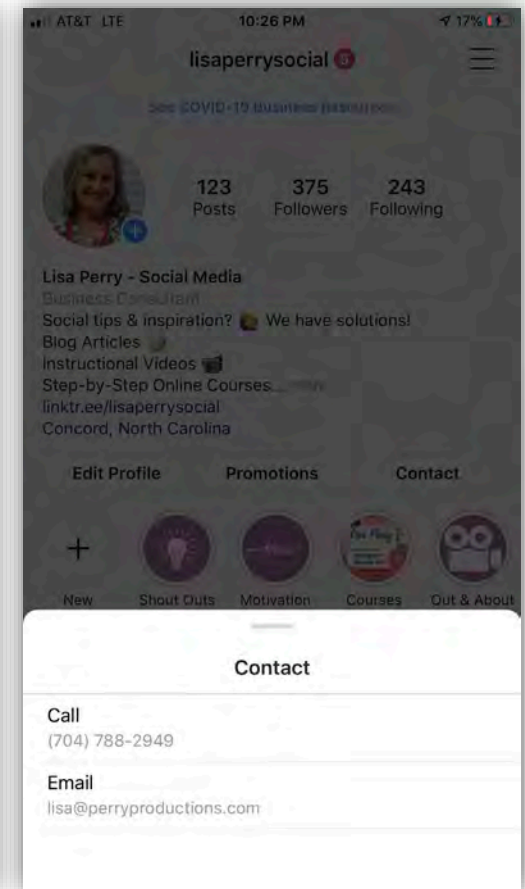
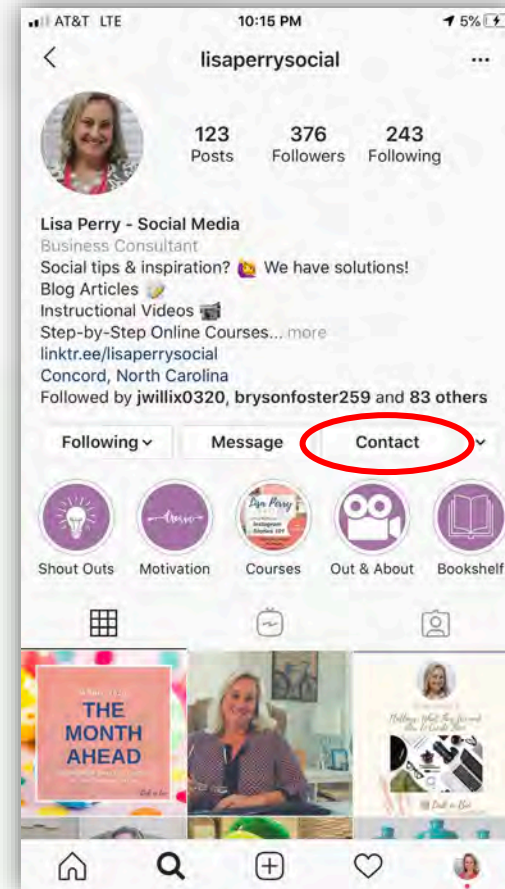


Business vs. Personal Account

Personal Account

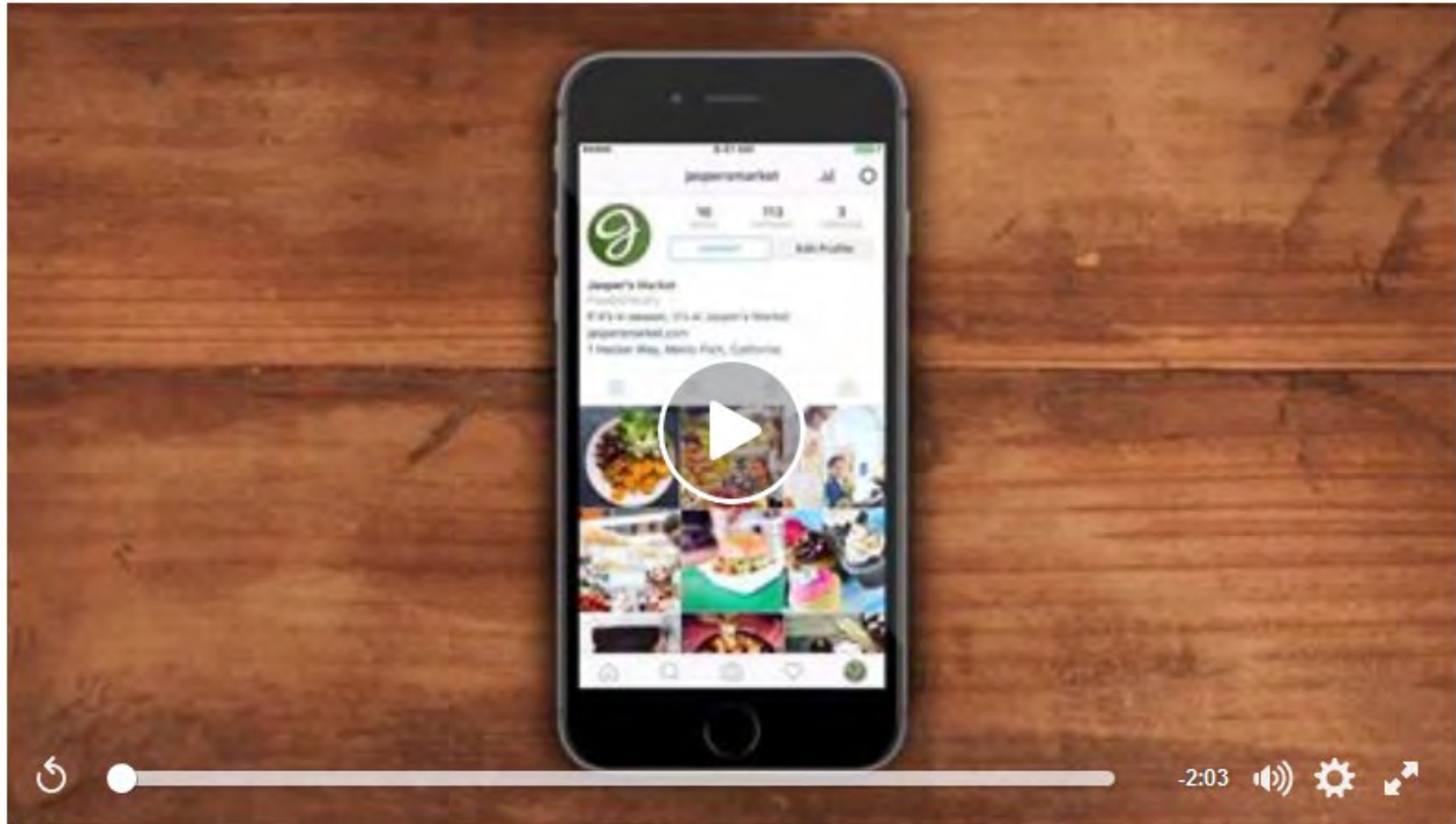


Business Account



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Create a Business Profile



<https://www.facebook.com/business/e/getting-started-with-instagram-for-business#video1>

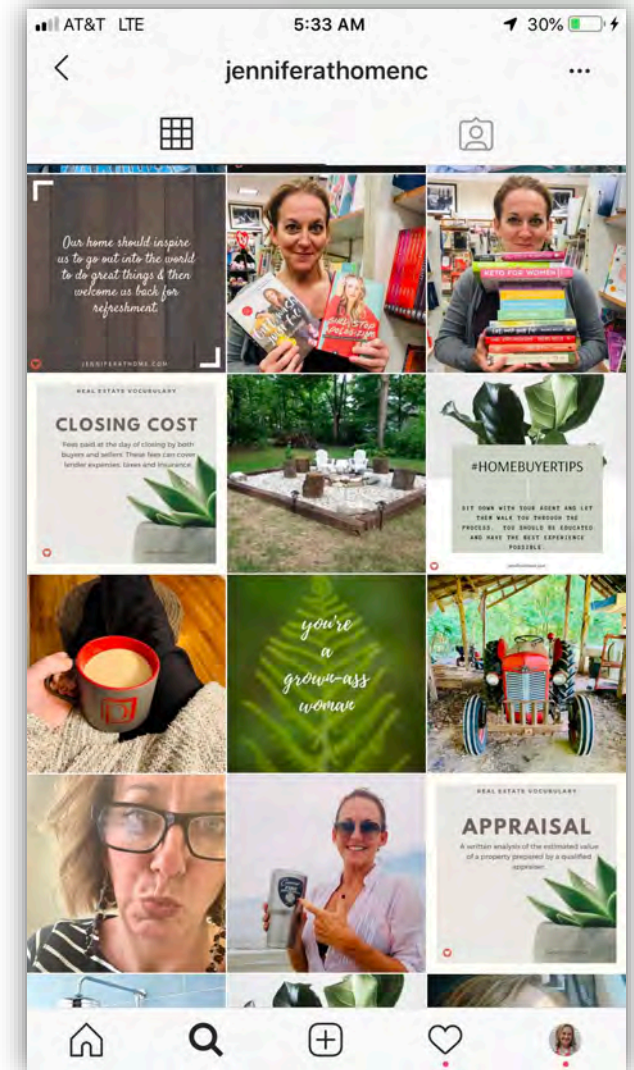
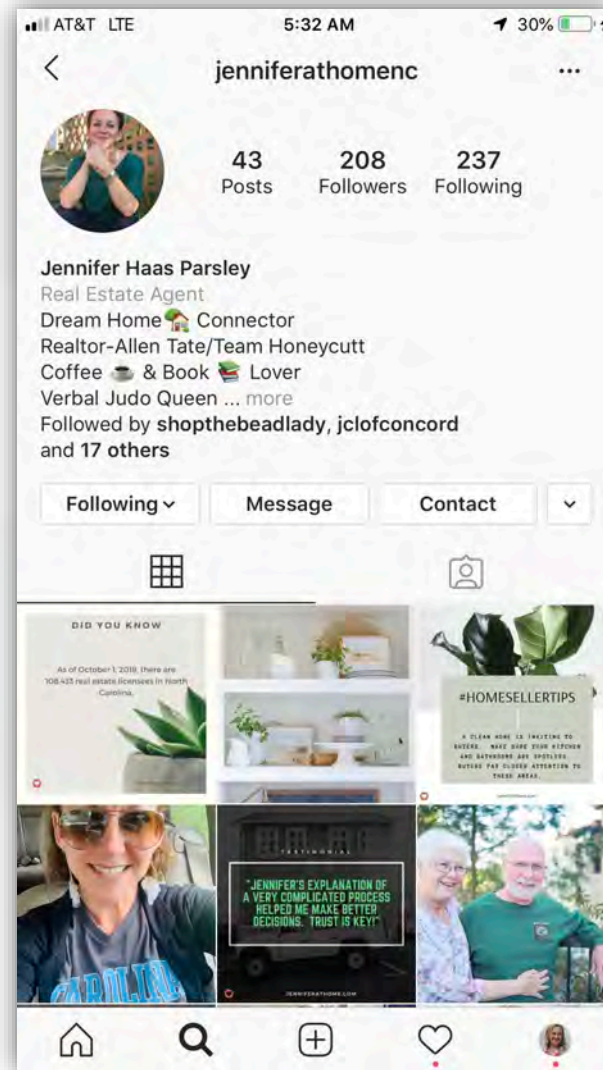
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Instagram Topics

[@jenniferathomenc](https://www.instagram.com/jenniferathomenc)

Jennifer Parsley

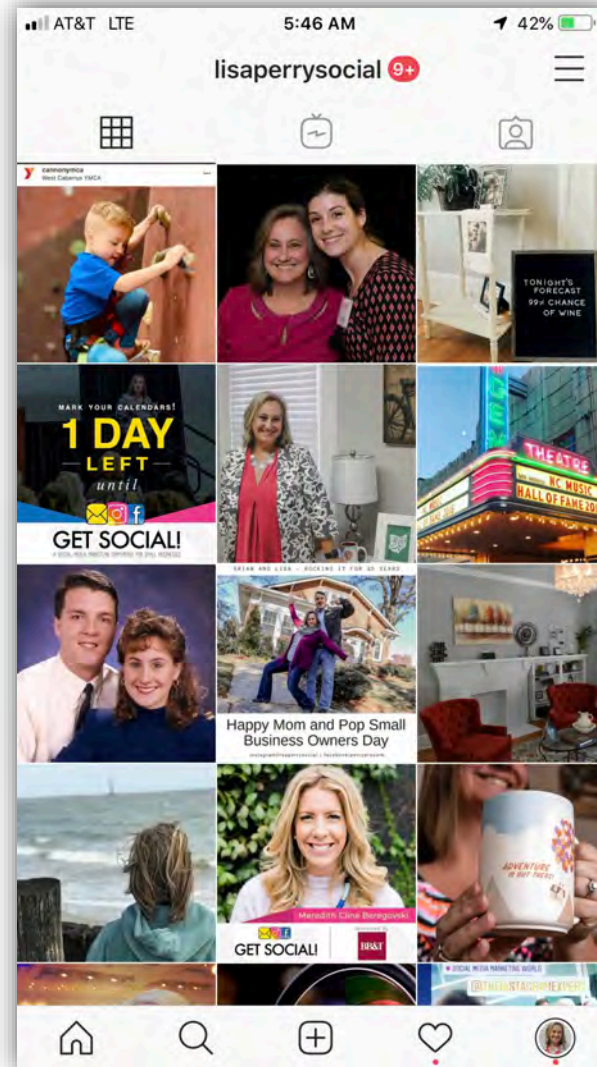
- Did You Know
- Home Seller Tips
- Testimonials
- Real Estate Vocab
- Personality
- Home Quotes
- Home Inspiration



Instagram Topics

- Lighten it up
- Show behind the scenes
- Give VALUE

[@lisaperrysocial](https://www.instagram.com/lisaperrysocial)



Content Ideas

Share an Experience



Content Ideas

Tell a Story - Humans of New York



Content Ideas

Tie Pop Culture to Business

How does your company embrace the Maverick mentality?

<https://www.daysoftheyear.com>



DAYS OF YEAR

13th May will be...
Top Gun Day

Quick Facts

Dates
Every [May 13th](#)

Hashtags
[#TopGunDay](#)

Tagged as
[Hobbies & Activities](#)

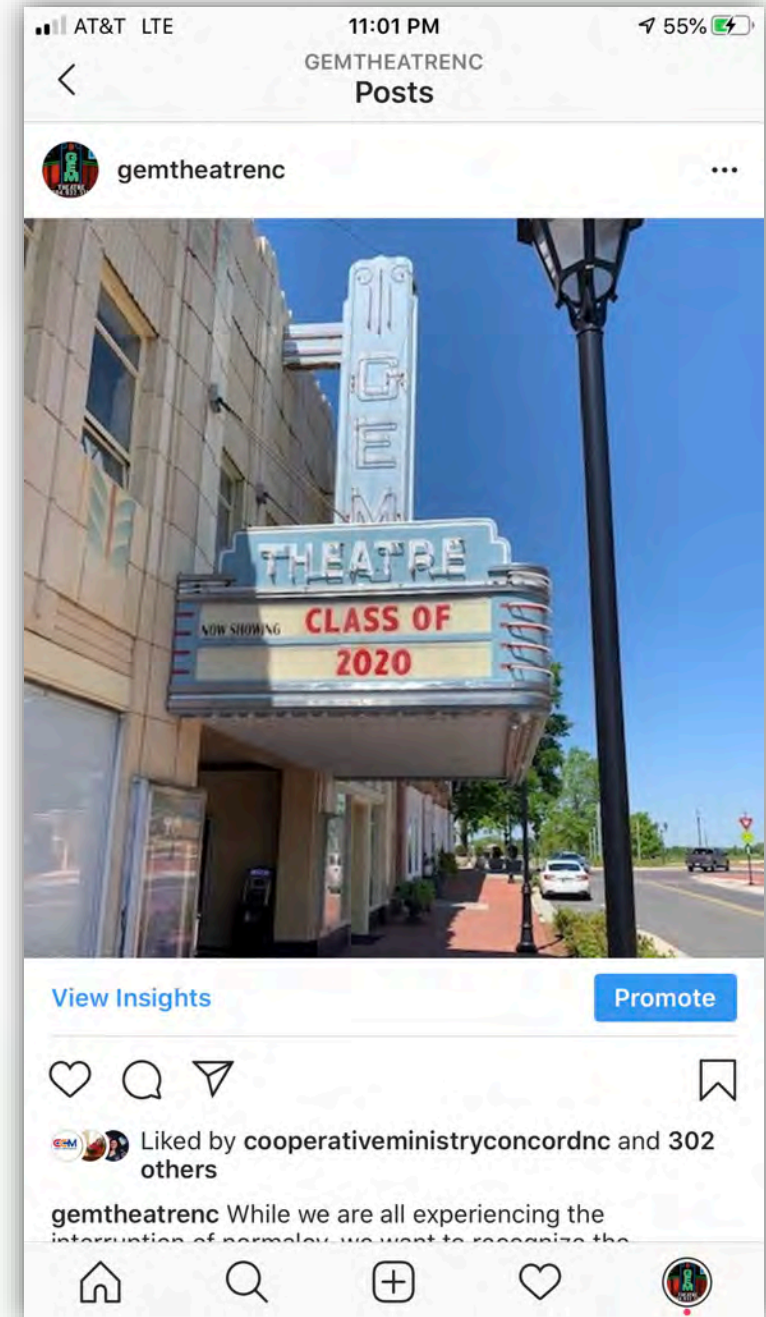
In 1986 the movie Top Gun came roaring into theatres like an F-14 Tomcat. It got a missile lock on the box office and shot down just over \$356 million, making it the 11th highest grossing movie of Tom Cruise's career. The movie centers on Maverick, a hot shot pilot, who is sent to the US Navy's Fighter Weapons school.

The actual school was formed in 1969 by Chief of Naval Operations Admiral Thomas Hinnman Moorer, at the recommendation of Captain Frank Ault. During Operation Rolling Thunder, the United States lost nearly 1,000 aircraft over North Vietnamese skies. The USAF and Navy both sought the causes, but came to two divergent conclusions. The Air Force believed that the fault was mechanical: that MIG pilots caught American pilots in a rear blind spot. The Navy decided that the failure was in training. The Air Force



Content Ideas

- **Focus on Seasonal Content** - more important to be on trend on Instagram - vague content (all things Mom and Grads)
- **User-Generated Content (GEM)**



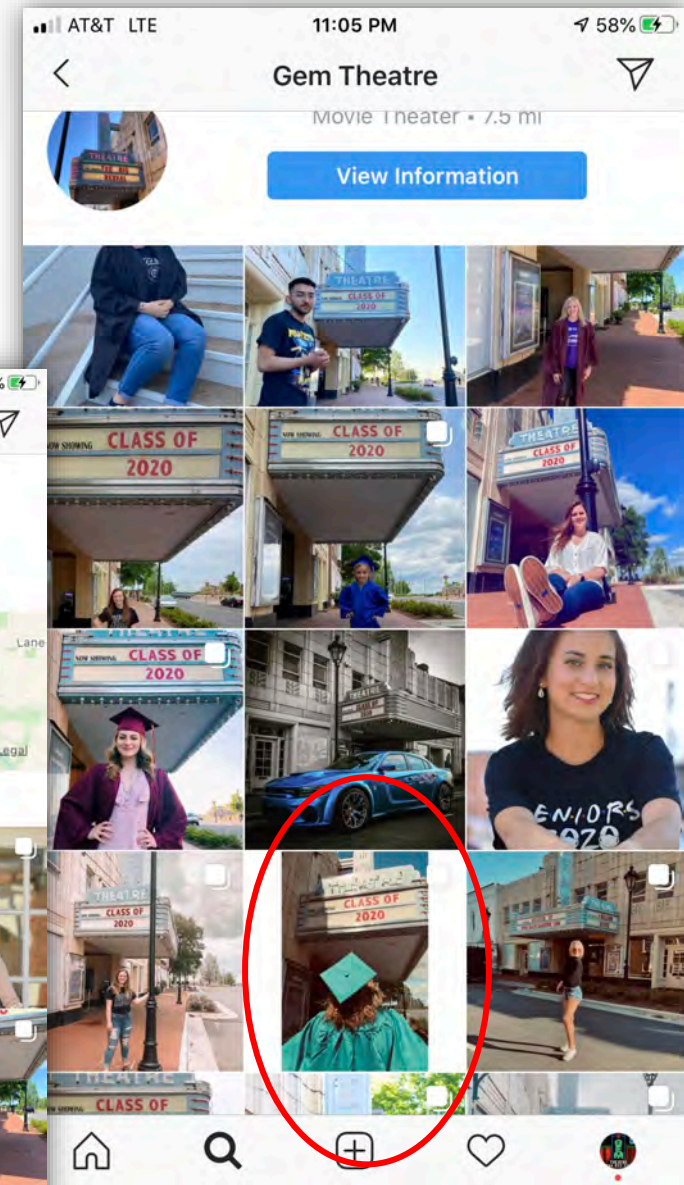
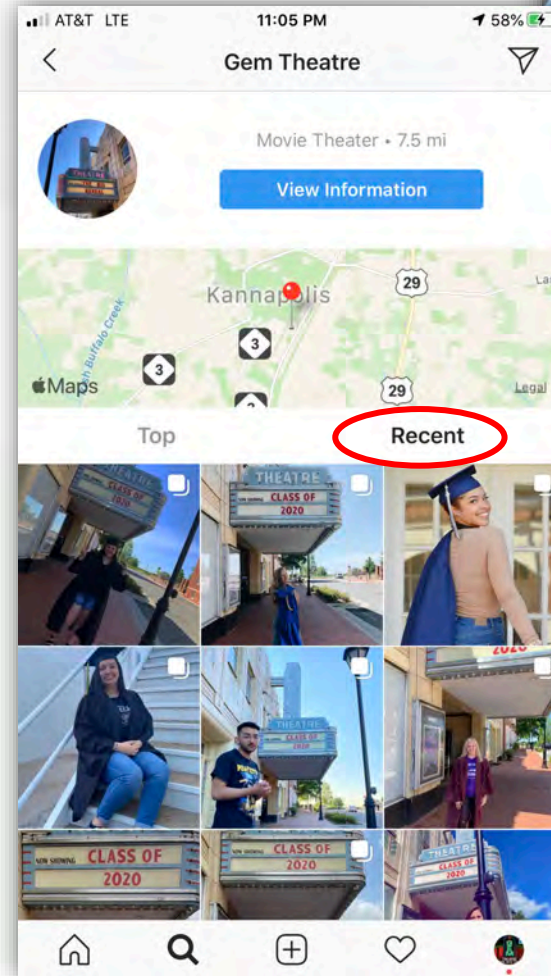
Content Ideas

- @forever_emmag took photos and used the Gem Theatre location tag in her post



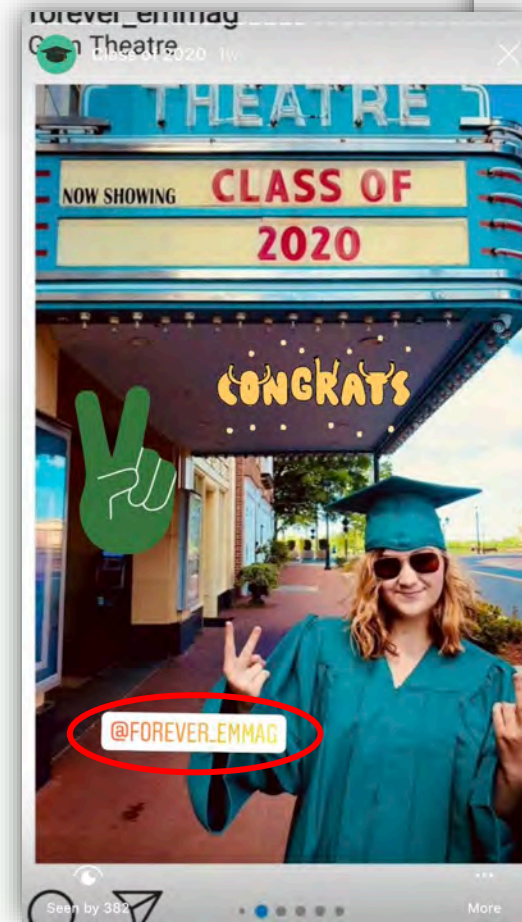
Content Ideas

- Because the Gem Theatre checks for user-generated content all the time, they searched the location tag for recent mentions and found @forever_emmag's great photo



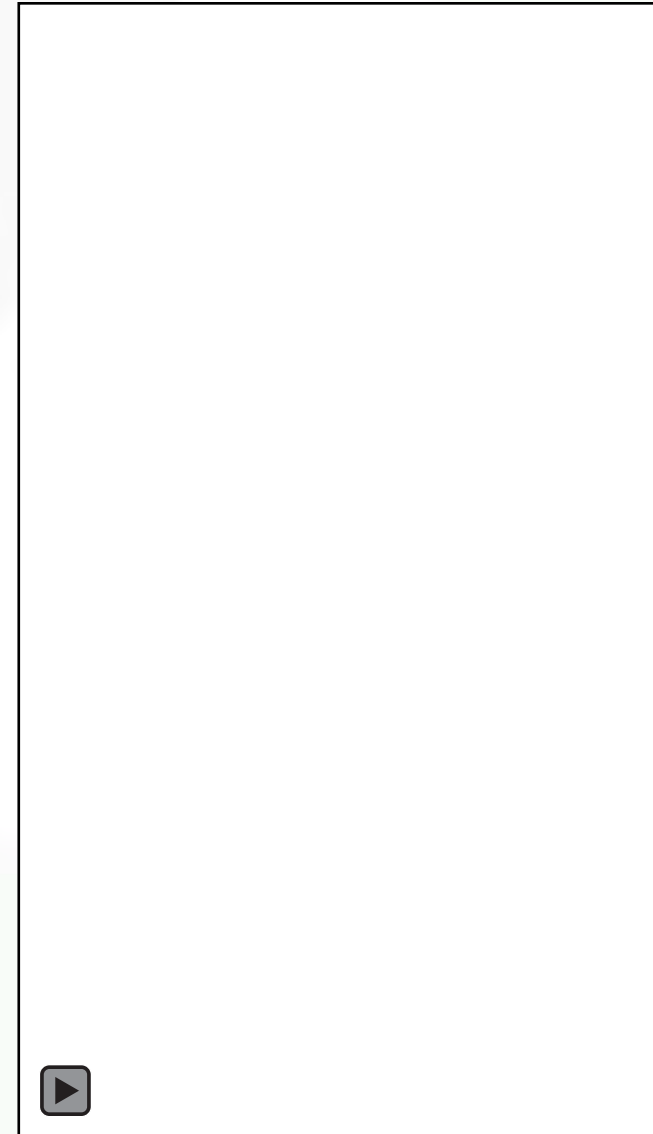
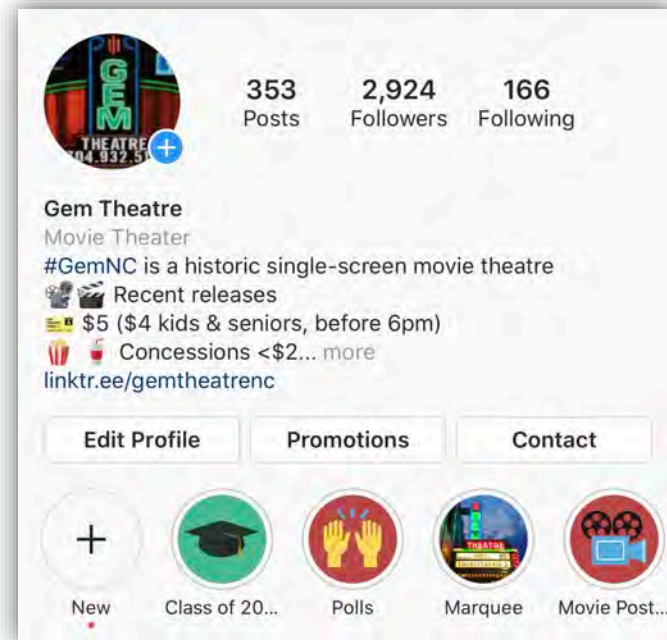
Content Ideas

- The Gem Theatre shares the Instagram Feed image to it's Facebook story, mentions @forever_emmag in the story and adds some fun gifs to the image
- @forever_emmag then reshared the post on her story



Content Ideas

- Grad posts have been so popular, the Gem created a Class of 2020 Highlight to archive them all



Content Ideas

- How many new people do you think the Gem Theatre has reached with this one strategy while they have been closed?
- Over on Facebook, the original post has had 459 shares and reached over 51,000 people
- Remarkable!

The screenshot shows a Facebook post from Gem Theatre, published by Abby Cagle on April 17 at 3:55 PM. The post text reads: "While we are all experiencing the interruption of normalcy, we want to recognize the #ClassOf2020! 🎓🎓🎓🎓 This year's seniors are facing the uncertainty of senior perks and activities including graduation as they navigate finishing their studies virtually from home. The next time you're passing by the Gem, stop for a quick photo of your senior in front of our Class of 2020 marquee! It will be up through the end of April." The image shows the exterior of the Gem Theatre with a marquee that says "CLASS OF 2020".

Performance for Your Post

51,031 People Reached		
3,322 Reactions, Comments & Shares		
1,813 Like	477 On Post	1,336 On Shares
665 Love	232 On Post	433 On Shares
3 Haha	0 On Post	3 On Shares
4 Wow	1 On Post	3 On Shares
5 Sad	1 On Post	4 On Shares
375 Comments	117 On Post	258 On Shares
459 Shares	459 On Post	0 On Shares
3,567 Post Clicks		
455 Photo Views	0 Link Clicks	3,112 Other Clicks

NEGATIVE FEEDBACK

10 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

51,031 People Reached	6,889 Engagements	459 Shares
------------------------------	--------------------------	-------------------

703 Reactions, 84 Comments, 459 Shares



Must Have Tool: Planoly

- Allows you to schedule posts and plan your feed

The screenshot shows the Planoly interface for the user @lisaperrysocial. The top navigation bar includes PLAN, DRAFTS, DISCOVER, ANALYZE, COMMENTS, and SHOPLINK. Below this is a toolbar with icons for STORIES, MULTI, ADD TO GRID, FILTER, and HASHTAG. The main content area is divided into UNSCHEDULED, SCHEDULED, and ALL sections. The SCHEDULED section displays a grid of social media posts, including a quote by E.K. Lewis, a photo of a woman, and a post titled 'Use a Filter'. The right side of the interface features a calendar for NOVEMBER 2019, with a grid view showing scheduled posts for each day. The posts are scheduled for various times throughout the month, such as 8:00 am on Thursday, 9:45 am on Monday, and 11:45 am on Friday. The interface also includes a sidebar with icons for REPORT, SCHEDULE, COMMENTS, and LIKES.

PLANOLY | @lisaperrysocial > PLAN DRAFTS DISCOVER ANALYZE COMMENTS SHOPLINK

STORIES MULTI ADD TO GRID FILTER HASHTAG

UNCHEDULED SCHEDULED ALL

last chance web

You are never too old to set another goal or to dream a new dream.
- E.K. Lewis

YOUR MANDUN? YES, YOU ARE WAY TOO OLD FOR THAT.

Use a Filter

22 7

14 0

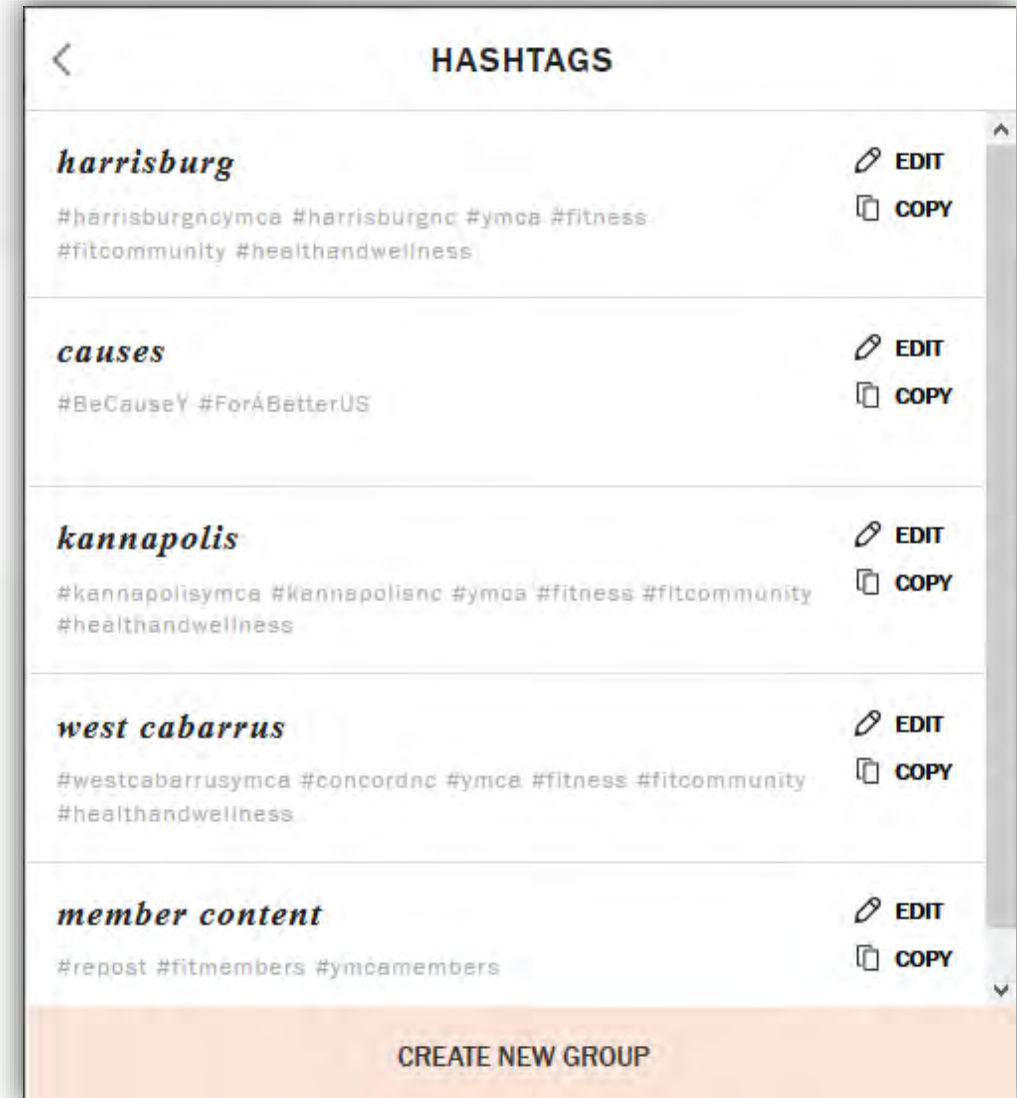
GRID < > NOVEMBER 2019 MONTH WEEK REPORT SCHEDULE COMMENTS LIKES

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
				8:00 am 7:00 pm	8:00 am 6:15 pm	11:45 am
3	4	5	6	7	8	9
	9:45 am 8:00 pm	9:45 am	10:30 am	9:01 am 5:01 pm	9:30 am	
10	11	12	13	14	15	16
	7:15 am 1:00 pm					
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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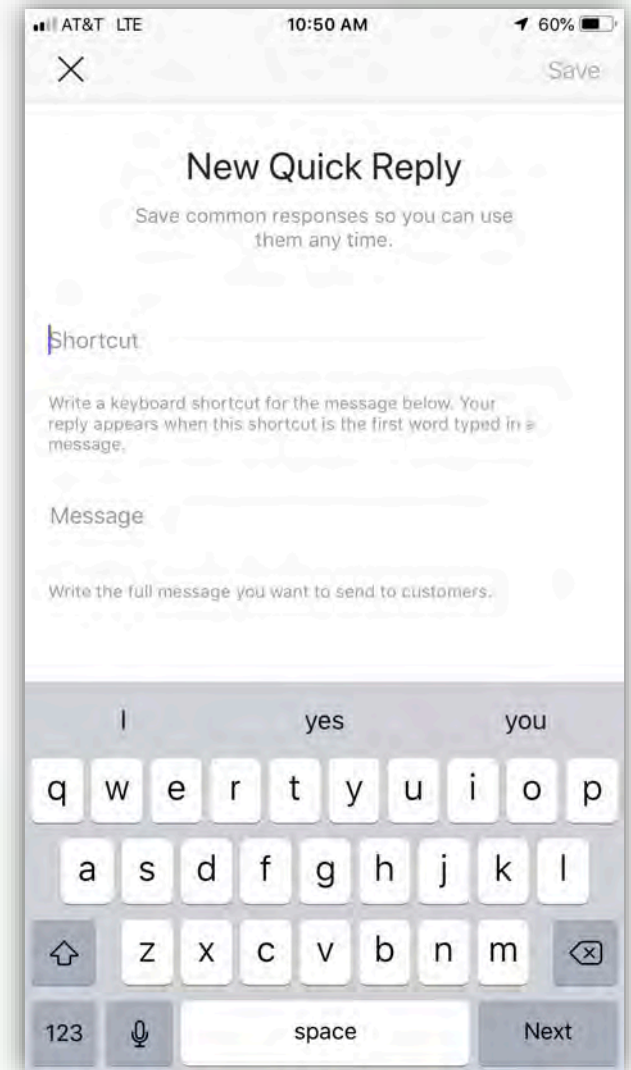
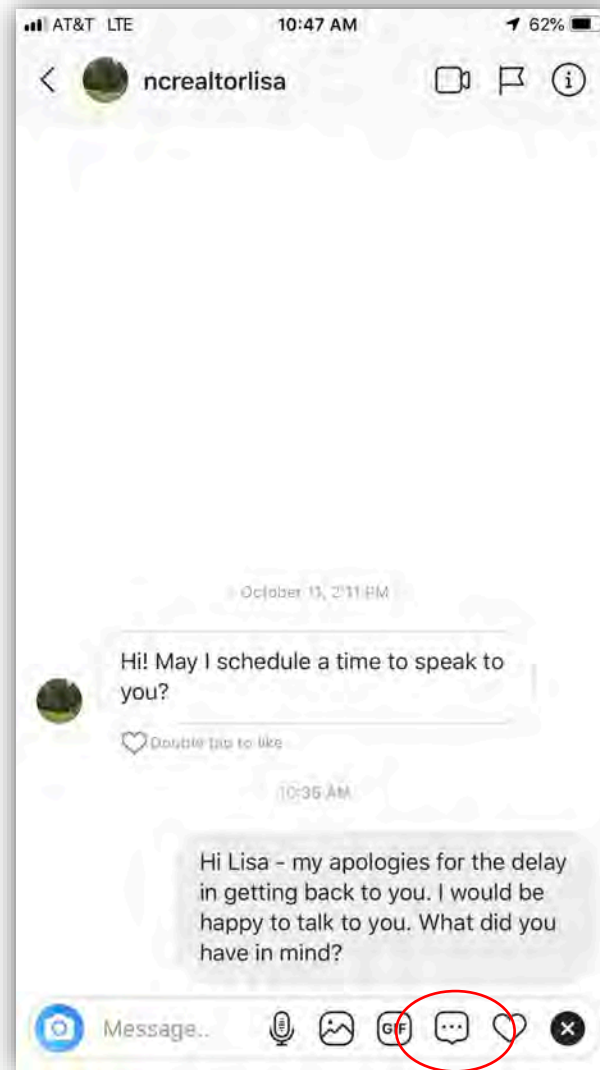
Must Have Tool: Planoly

- **Hashtag Groups** – a great way to store your most used hashtags (and not have to type them over and over again)



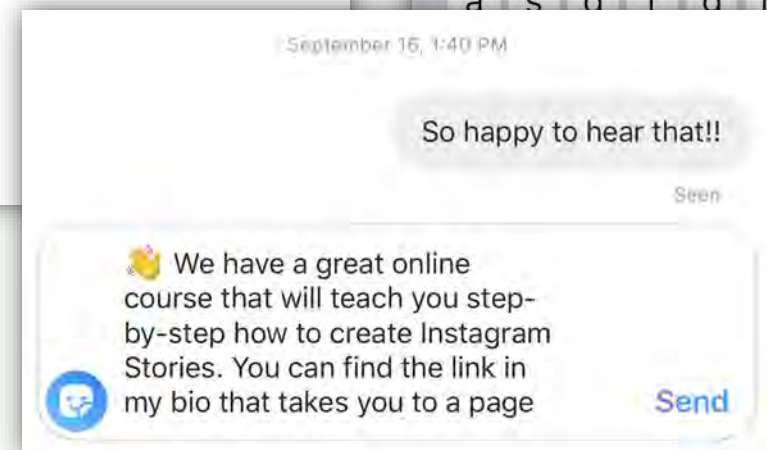
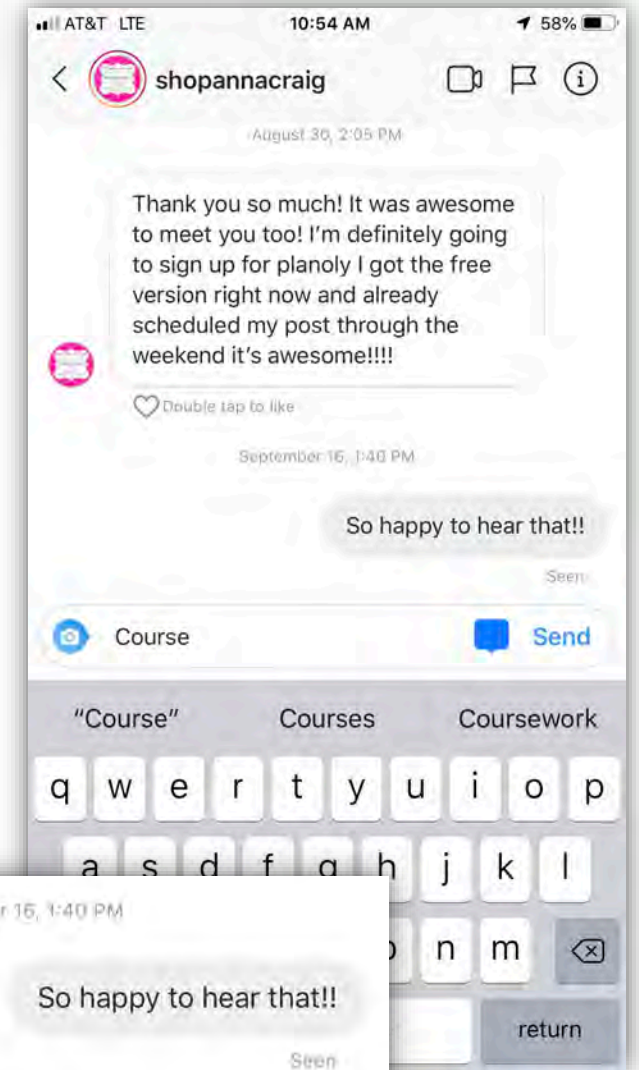
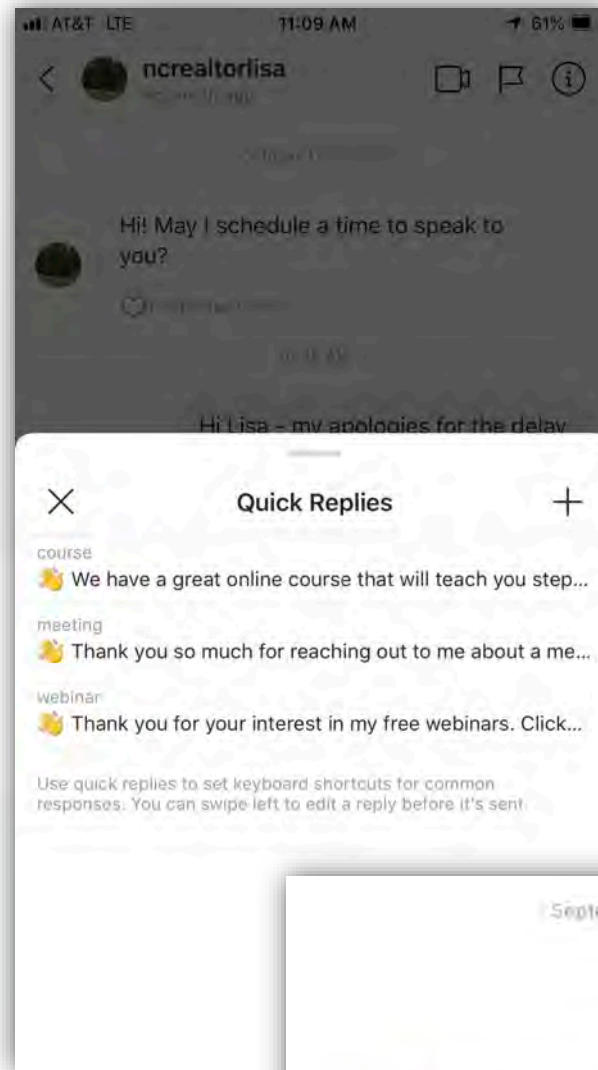
Quick Replies

- Saves time!
- Set up automated responses to frequently asked questions in your Direct Messages
- Type in a shortcut word to trigger the quick reply



Quick Replies

I walk you through how to set up your Quick Replies in my blog article: **Quick Replies Make Direct Messaging in Instagram a Snap!**



lisaperrysocial.com/blog/quick-replies

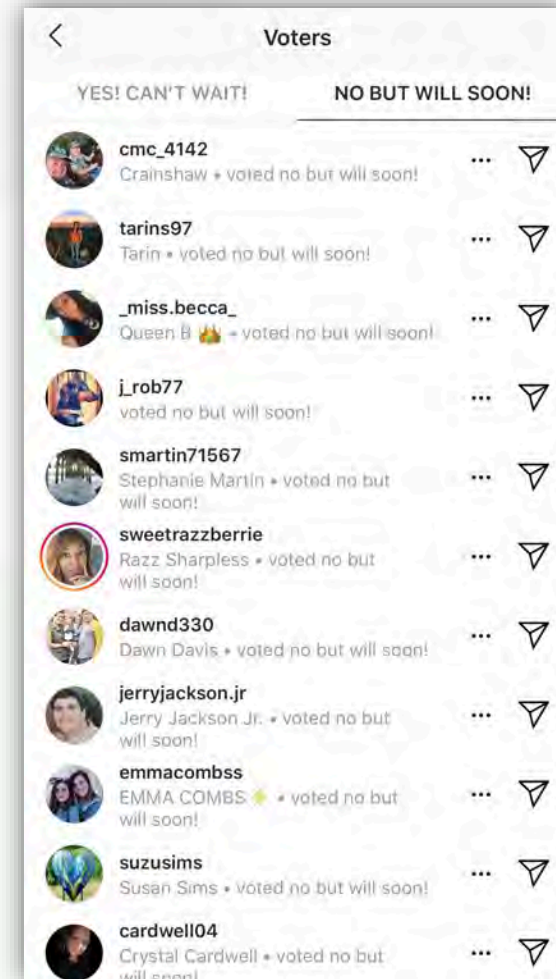
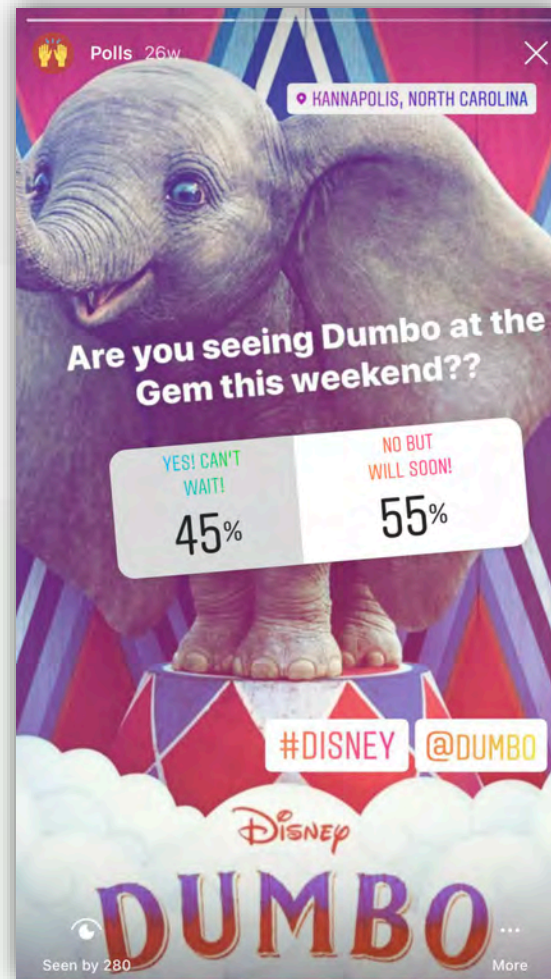
Engagement Stickers

- Engagement stickers are only available in Stories



Engagement Stickers

- Polls



Engagement Stickers

- Questions



Dive in and Have Fun!

Instagram is about nurturing relationships and having one on one connections.

Use the tools to start conversations.

Don't be afraid to add it to your marketing plan!



Social Media Kickstart Online Course

We don't have to say goodbye!!!!

Social Media Kickstart begins in 13 days!!!



Social Media Kickstart Online Course

- **Week 1:** Module 1 – Planning
- **Week 2:** Module 2 – Branding & Content
- **Week 3:** Catch up week
- **Week 4:** Module 3 – Facebook
- **Week 5:** Module 4 – Instagram
- **Week 6:** Catch up week
- **Week 7:** Module 5 – Email Marketing
- **Week 8:** Module 6 – Website & Analytics



Social Media Kickstart Online Course

- **Week 1: Module 1 – Planning**
 - **Lesson 1:** Defining Your Ideal Customer Persona (15 minute Video + 1 Worksheet)
 - **Lesson 2:** Performing SWOT and Competitor Analyses (10 Minute Video + 2 Worksheets)
 - **Lesson 3:** Crafting Your Marketing Strategy (15 Minute Video + 1 Worksheet)
 - **Lesson 4:** Outlining Your Customer Journey (10 Minute Video + 1 Worksheet)
- 40 minutes of video + 3 hours of worksheets (less than 4 hours per week)
- ***This is FOR YOU if you are finally wanting to be accountable for getting this roadmap done for your business. It will give you DIRECTION!***



Social Media Kickstart Online Course

- **What is the Value of Module 1?**

Normally, it would take our agency about 20 hours to get to know your company and create these 5 documents for you.

At \$85/hour that would be \$1,700. And that is just for Module 1!!

This course takes everything I know about putting together a digital marketing plan but making it approachable and understandable for someone whose first language is NOT marketing!



Social Media Kickstart Online Course

8-Week Social Media Kickstart Course

Over a period of 8 weeks, from May 19 to July 7, you will develop and implement an effective social media marketing strategy, including a year's worth of content planning, for your business or organization.

\$1,279 Value

Digital Marketing Assets Worksheet

Before you get started with each module, this worksheet will help you get organized! Track down all the assets you'll need to make the most of your marketing plan and have them ready to roll.

\$125 Value

Private Facebook Group with LIVE Q&As

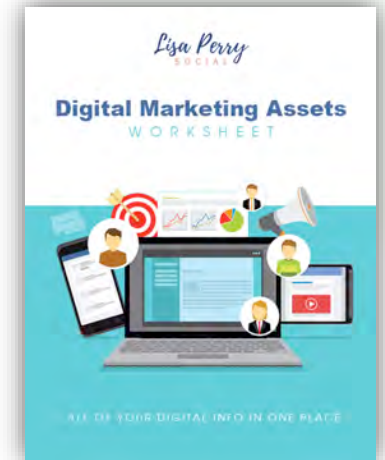
You can't put a price on a private community! Join your fellow students in this exclusive Facebook group, and be on the lookout for my weekly LIVE Q&As sessions about the course.

Priceless

Getting Started with Google My Business

How much do you know about Google My Business? If the answer is not much or nothing at all, then you CANNOT miss this incredible guide to getting started and making sure your business shows up in searches!

\$350 Value



lisaperrysocial.com/social-kickstart

Social Media Kickstart Online Course

Sign Up for VIP Access and Receive Additional Bonuses!

When you enroll with VIP Access, you'll receive an additional \$1,225 worth of bonus content to help you develop and implement an effective marketing strategy. There are **only 50 VIP spots available** for this course, so don't wait! Enroll now and save \$75 with coupon code **CHAMBERVIP**.

Claim Your Spot Today!

Pre-Course Facebook and Instagram Audits

Before the course begins, my team and I will personally audit your Facebook and Instagram profiles. That way, you'll know what to look out for when you go through each module.

\$300 Value

Post-Course Marketing Plan Audit and 30-Minute Consultation with Lisa

After the course ends, send in your marketing plan! I'll personally audit your new strategy and join you for a 30-minute consultation to provide one-on-one feedback, brainstorm ideas, and more.

\$350 Value

Instagram Stories 101 Course for FREE

As a VIP Access student, you'll receive complete access to my Instagram Stories 101 course for FREE. Once you've planned your Instagram strategy, get to work on Stories with this step-by-step education!

\$575 Value



lisaperrysocial.com/social-kickstart



GET STARTED TODAY

Choose The Social Media Kickstart Plan That's Right For You

Independent Study

\$397

- ✓ 8-week Social Media Kickstart course
- ✓ Digital Marketing Assets Worksheet
- ✓ Private FB Group w/ LIVE Q&A Sessions
- ✓ Getting Started with Google My Business Mini-Course

or 3 monthly payments of \$147

**PROMO CODE: CHAMBER
(\$50 OFF)**

VIP Access

\$597

- ✓ 8-week Social Media Kickstart course
- ✓ All of the Independent Study Bonuses, Plus...
- ✓ Pre-Course Facebook and Instagram Page Audits (\$300 value)
- ✓ Post-Course Marketing Plan Audit & a 30-minute consultation with Lisa (\$350 value)
- ✓ Instagram Stories 101 Course (\$575 value) for FREE
- ✓ Only 50 VIP Spots Available

or 3 monthly payments of \$212

**PROMO CODE: CHAMBERVIP
(\$75 OFF)**



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Guarantee/Refund Policy



- We back Social Media Kickstart with a **Money Back Guarantee** that entitles you to a **100% refund within the first 14 days** if you decide this course is not for you. Here's all you have to do: simply turn in your completed worksheets from the available modules within the 14-day window and tell us what didn't work.
- Why? We know that if you do the work, you'll get results. If you do the work and don't get value, then we'll happily refund your investment.



lisaperrysocial.com/social-kickstart

Questions

What type of set up are the classes? Is it just a workbook? An instructor?

Each module is made up of a series of videos created by me. I walk you through the content, teaching you how to create and implement everything on your own within each module.

There are also supplemental documents, such as worksheets and other assignments, for you to download that help you develop your own content after watching the videos.



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Questions

Is this for beginners?

I would say novice/intermediate. This is really for anyone who has been tasked with doing social media, email, or even website updates for their company and just needs a focused plan, additional training on Facebook and Instagram, and an overall strategy for all of it.

You will come out of this course with much more focus, a true marketing strategy, AND have the tools to do your social media more efficiently.



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Questions

How much time will this take?

Part of the goal of this course is to hold you accountable. That is why we are dripping the content one module per week, so you will have time to complete the lessons. It is also why we have built in 2 catch up weeks, so you have ample time to finish things. But remember, you have access for life! So if you don't finish, you can always go back. However, I encourage you to commit to getting this done once and for all.



lisaperrysocial.com/social-kickstart

Get Started Today!



Social Media Kickstart (VIP) - payment plan

This immersive, 8-week course features 6 modules of step-by-step, video-based education to help YOU get started with your very own social media marketing.

~~3 monthly payments of \$212.00~~

Subtotal: 3 monthly payments of \$212.00 USD

Discount: \$75.00 USD off once ✕

Due Now: \$137.00 USD

Logout

lisa@perryproductions.com

Card number

MM / YY

Complete my purchase

lisaperrysocial.com/social-kickstart



THANK YOU!



Questions?



Thank You for Attending!

- You took the time to be here today
- Now, TAKE ACTION TODAY and use something you learned to make your marketing better for the rest of the year

Website

www.lisaperrysocial.com

Facebook and Instagram

[@LisaPerrySocialMedia](https://www.facebook.com/LisaPerrySocialMedia)

Email

lisa@perryproductions.com

LinkedIn

[@lisaannperry](https://www.linkedin.com/company/lisaannperry)

