The Montana Small Business Development Center presents:

INTRO TO INSTAGRAM
Intro To Instagram
If nobody knows you exist your business will fail!

ARE YOU INVISIBLE?
Will This Be You?
How Important is Marketing to Small Business?
8 Out of 10 Businesses Fail Because of These Five Reasons | You Can Beat the Odds

1. Not really in touch with customers through deep dialogue.
2. No real differentiation in the market (Lack of true value proposition)
3. Failure to communicate value proposition in a clear, concise, and compelling fashion
4. Leadership breakdown at the top (otherwise known as founder dysfunction)
5. Inability to nail a profitable business model with proven revenue streams.

Do you recognize any trends at all in these five reasons?

*Every one of these five reasons can fit into the areas of brand story, brand position, and brand journey.*
Why Don’t More Business Owners Focus on Marketing?
...Not Enough Money
...Don’t Know What Works
...Too Many Options
The BIG One

TIME!
Our Mission:

Provide **High Quality** digital marketing training and solutions to small business owners.
Who are we?

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So much noise...
Let’s keep it Simple!!

“Complexity is the Enemy of Execution”
MY Big Promise to You…

By the end of this workshop you will understand Instagram and How to you use it to grow your business.
I want you to walk away with a simple step-by-step plan for your business.
Sound Good?
Before we begin. Quick story...
95% of People Do Instagram Wrong
What is your goal with Instagram?

It's All About Relationships
Don’t propose on the first date!
Build the relationship.
Instagram

• Business to Consumer

• TOP 10 INDUSTRIES: Travel and Hospitality, Fashion, Health and Wellness, Arts and Crafts, Food and Beverage, Ecommerce, Beauty, Photography, Auto, Event Planning

• TARGET AGE: 18 – 45
Why Instagram?

• Reach Followers
• High Engagement
• 96% of marketers use Facebook only 36% of marketers use Instagram
• Average sale $65
Step 1
Understand Mobile!

Instagram is a mobile site
FACT: Worldwide, more people own a cell phone than a toothbrush.

Everything on Instagram has to be actionable from a phone!
Step 2
Your Bio

1. Have a “Business” Profile
2. 4 Lines or less in your bio
3. Include a link!
4. Include contact information
Step 3
It's all about the look!

1. Visual, visual, visual
2. Make images similar
3. Stop the scroll
4. Captions matter
Step 4
Build a Following

1. Hashtags
2. Share
3. Be Authentic, be real!
4. Vary content – use stories polls and questions
5. Engage
6. Be consistent
Step 5
Connect

1. Respond to comments
2. DM people
3. Answer DM’s
4. Follow Up
What’s Your Followup?

Its **NOT** just social media. You have to have a plan!

- Email
- Texts
- Phone Call
- FB Messenger
- Coffee
- Video Conference
- Proposal
- Invite to Come in
- **Website**

![Diagram](image.png)

- Buy a Drink
- Get a Phone Number
- Go on Dates
- Close the Deal
- Propose
- Get Married!!
Think you don’t have time?

Think again.
You don’t have time NOT to.

• Don’t get left behind
• Stay relevant
• Meet people where they are
Quick Recap

1. Mobile
2. Get Your Bio Right
3. Look Good!
4. Build A Following
5. Connect
Questions?