

MY SOCIAL BOUTIQUE



KICKSTART YOUR INSTAGRAM

THE STRATEGY WORKBOOK FOR NEW
INSTAGRAM ACCOUNTS

YOUR INSTAGRAM STRATEGY

Let's start with your 60 Days (and beyond) Instagram strategy. This workbook gives you an overview of how to craft a strategy for new Instagram accounts that works.

How to craft a Strategy for your first 60 Days on Instagram

Your first weeks on Instagram are special, because you normally don't have any experience or data you can pour from. You don't know exactly how your audience looks like, you don't know how they will react to content pieces and what exactly they want to see from you.

That's why your strategy will change a lot in the first days and months. And that's totally okay. In fact, it's necessary. What we want to do in your (first) 60 days is gain as much data and insights as possible. Your strategy will refine over time and with every day you will learn what works and what doesn't. It's a process that can be super valuable if you are ready to jump into it!

A word of caution: This also means that at first your engagement on many posts will be bad. Some days you will gain a lot of followers, and others not so much. And all of this is normal, too. Over time you will see which content works, which designs you audience loves and which not so much. Your strategy will refine the more experience you gain. Nothing of this happens overnight. So be patient, try things out and - most importantly - have fun!

The Building Blocks of a Successful Instagram Strategy

There are 3 essential building blocks of a solid strategy for new Instagram accounts. Those make up the foundation for everything you do to grow, get more followers and create better content.

YOUR AUDIENCE

YOUR CONTENT
STRATEGY

YOUR ENGAGEMENT
STRATEGY

Block 1: Get to know your audience

Let's start with your tribe – the people behind the number on your profile, your followers, those who like, share, and comment on your posts. They are your audience. They define if your content and essentially if your Instagram adventure works.

To craft a solid Instagram strategy, you need to know who these people are. Why they are following you. What they want to see from you. How you can make them hit the follow button, engage with your content and become a loyal part of your Instagram community.

Your first 60 days on Instagram are essential to get to know your audience. Here is how we do it:

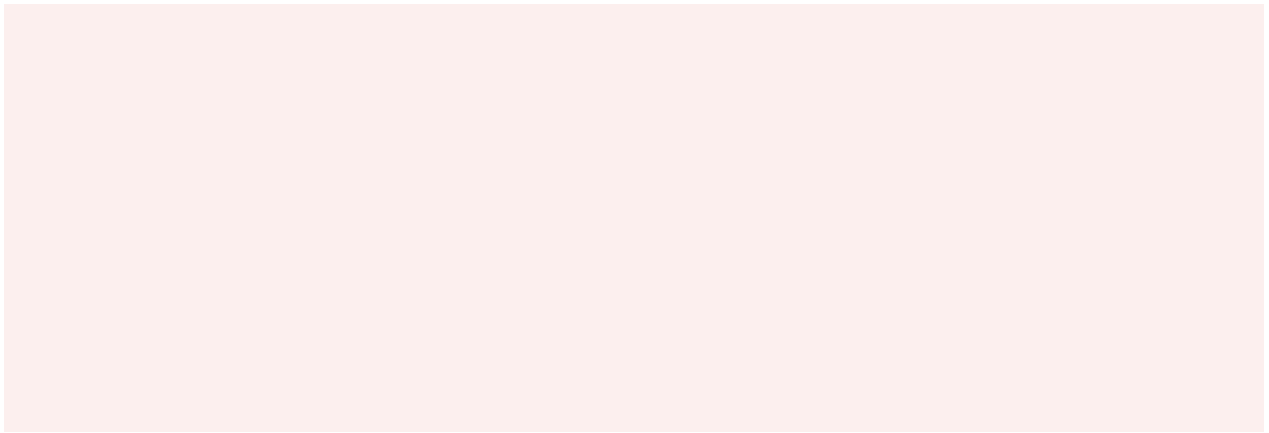
1. **Check out the worksheet on the next pages.** It shows you seven different categories in which you want to learn as much about your audience as possible.
2. **Fill it out now** – try to dive into the person you would like to follow you. Is she like you? Where is she different? How do you want her to be?
3. **Don't think of your audience like a big grey bulk of people** – try to think of one person, often called an "avatar" or a "persona".
4. Once you have started posting and interacting with your audience, **come back and add what you have learned.** Over time you will create a solid framework for understanding exactly what your audience wants.

YOUR AUDIENCE – THE WORKSHEET

Fill out the following boxes picturing your audience avatar – a persona which stands for your entire community. She has the personality traits, wishes and goals that characterize your audience.

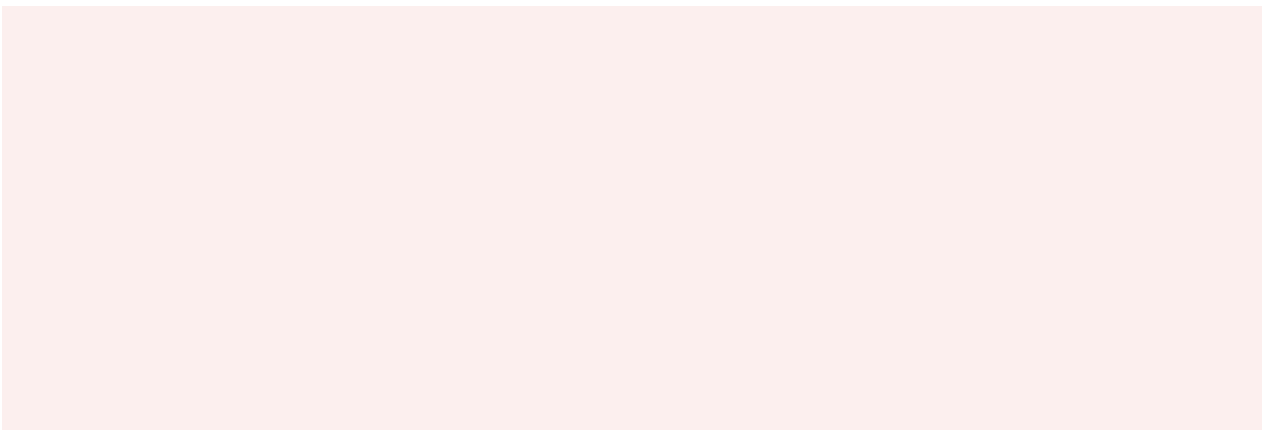
PERSONALITY

What is your ideal audience persona like? What's her personality type? How does she use Instagram? What makes her tick, personally?



IDENTITY

Add some demographic facts to your audience persona. How old is she? Where does she live? What's her job?



LIKES & DISLIKES

What does she like? And what does she dislike?

PERSONAL VALUES

What does your persona care about? What are values and beliefs important to her?

PROBLEMS & GOALS

Which problems does she have related to your topic? And what is her ideal solution to them? How can you help her overcome those problems and reach her goals with your Instagram account?

Block 2: Define your initial Content Strategy

Knowing your audience is the first important step. Now that you have a basic understanding who your followers are (or who you envision them to be for starters), you are ready to bake this knowledge into a solid content strategy for your first weeks and months.

Together with your audience persona you will be able to turn your audience's likes, fears, problems and goals into content pieces.

This block is about the general steps to craft your first content strategy for your account setup and initial growth.

Your content strategy is all about which types of content you will post and how this content will help you reach your goals.

For every strategy, you need to know your **goal** before you start. Then you can think of **actions** to take to reach this goal. And in the end, you will have numbers and analytics to **measure** if your strategy was effective and has help you reach your goals.

The goals for a new Instagram account will be to grow your audience base, learn about this audience and try out which content pieces work and **which don't**. But that's just a general goal. You might have a very specific goal for your first 60 days in your mind – like getting your first 500 followers or reaching a specific number of clicks to your website or podcast.

Write it down here so you don't forget this goal and can measure your growth in the end:

After 60 days on Instagram I want to...

Your first 60 days should focus on bringing value to your audience and telling your story. This will show new followers that it is worth following you and you are a true expert in your topic. It will make them feel welcome and understood by adding relatable content and give them something to share or come back to.

Depending on your individual goals, your content strategy consists of one or more of the following building blocks:

STORYTELLING

Create an emotional connection to draw people in

EDUCATIONAL CONTENT

Prove your expert status and keep your followers around

VIRAL CONTENT

Use relatable content to make people share

* These content strategy blocks are not just for Instagram starters but can (and should!) be used throughout your growth.

Storytelling

Nothing sticks better with people than stories. It's how our brain works. Especially in the beginning, you want to tell your own story to create an emotional connection with your audience. Why are you starting this Instagram account? What's your personal goal? What's the story behind? People love personality.

Apart from that, storytelling can also work great in other content types – and of course, in Instagram stories or reels. Video content is the perfect outlet for storytelling.

Educational Content

Stories draw people in, capture their attention and create a meaningful connection. But we also want them to stick around. That's where value-packed, educational content comes in.

Show your followers that you really know your stuff – that you are the expert in your niche and that it's worth following you.

Share-worthy and relatable Content

In the end, the cherry on top is if people not only show interest and give you a follow but if they also share your content and become your ambassadors.

You can reach this goal with viral-potential content that is relatable and shows your audience that you are the one who understands their problems, hopes and fears. This is where you work a lot with what you have learned about your audience in the first block.

If you do it right, you can create content that pushes these buttons and empowers your content strategy to reach your goals.

But before you are ready to create content, we want to make sure you have a strategy in place that gets the attention of our potential audience – and that's where your engagement strategy comes in.

Block 3: Make people notice – Your Engagement Strategy

In an ideal Instagram land, your audience is just waiting for your content – and because your strategy is so well laid out and your content is so good, they immediately become aware, follow and share. And so it goes...

But wait – unfortunately this is not a fairy tale. The reality of your Instagram adventure is that you are competing with the content of 500 million active users every day. Odds are that nobody is waiting for your content in Instagram land. And nobody will take notice if you don't show people that there is something they absolutely need to see.

That's harsh, I know, but it's the truth, especially for new accounts who don't have an established community yet.

Luckily, your content strategy and everything you know about your audience will already help people discover your content. If you create meaningful content that speaks to the hopes and problems of your audience, the first important step is done.

To kickstart your growth (that's what you are here for, right?), we will use the power of social media and add an **engagement** component to your overall strategy. Instead of just posting and waiting and wishing, we will let people actively know your content exists and is ready to be discovered.

7 Ideas for creating buzz for your new Instagram account

After your posting is done, you are not done with your Instagram growth. To make people actually take notice of your new Instagram account we will use the following ideas to craft an engagement strategy.

You don't have to use all of them – make sure you are creating a strategy that works for you and your time budget. If you don't have the time to spend hours every day on your Instagram growth, start with one of them.

As always: Try out what works for you! The ideal strategy of someone else might not be ideal for you. Remember that your first 60 days are here to try out what suits you best.

Comment on important hashtags in your niche with meaningful comments (more than 10 words)

Engage on 10 of your ideal followers content (like, comments, share to your stories, write a DM etc.)

Follow 10 of your ideal community member's profiles

Shoutout a thought leader in your niche in your story or share a post of them with your thoughts on it

Take part in a community activity of a big account in your niche (e.g. where you can introduce yourself)

Engage with stories of 10 accounts you follow in your niche (answer to polls, share your thoughts via DM, etc.)

Repost 5 posts from relevant hashtags in your story - don't forget to mention the account you reposted

In the end, it's about being present in your niche. If you look at it from the outside – would you say people have the chance to get to know you when they are active in your bubble? Are you present where many of your ideal

followers hang out (in hashtags, on posts of thought leaders and big influencers in your niche)?

That's what your engagement strategy is all about.

If you see the first loyal followers come back to your posts and engage with your content frequently, show your appreciation. If you like their content, stick around, follow them and regularly interact with their content. This is the best and easiest way to start building your own community.

Reminder: Don't forget that Instagram is a social network. The algorithm will honour those users who are not just putting out content, hoping for the best, but who are an active member of the community and actively engage with other people's content.

And because consistency is so important, especially in the beginning, I've put together the following sheet for you.

It's a sweet reminder not to forget your engagement strategy between posting relevant content.

Example:

I commit to Engage on 10 relevant hashtags in my niche for 1/2 hour per day

I commit to Take part in community activities from big accounts in my niche for 1 hour per week

KICKSTART YOUR INSTAGRAM

For the next 60 days I commit to using the following engagement tactics:

for hour(s)
per day / week

for hour(s)
per day / week

for hour(s)
per day / week

for hour(s)
per day / week

for hour(s)
per day / week

for hour(s)
per day / week

Put your Strategy into Action

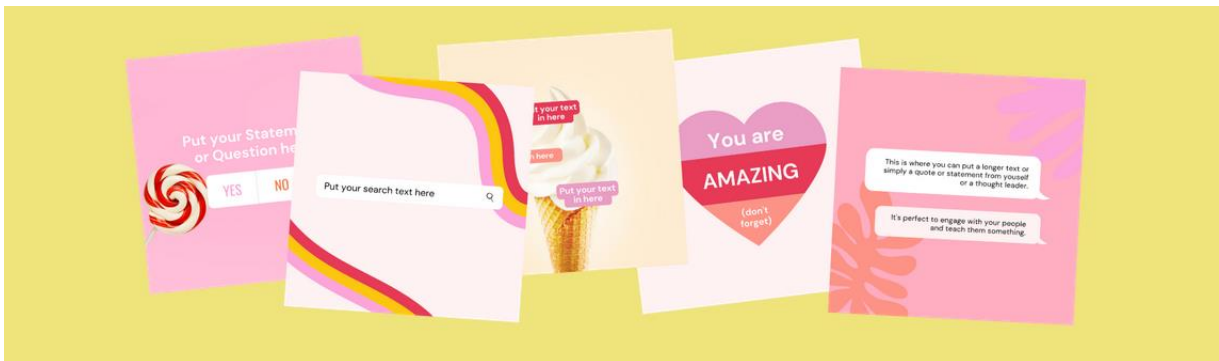
And now? You have the building blocks of a successful Instagram strategy and can put it into action! Remember that you will need some time and experience to find out what works for you and your account. Don't get discouraged if not everything runs smoothly from the start. See your first 60 days as the time to try things out and lay a solid foundation for constant Instagram growth.

Here are some suggestions for your next steps:

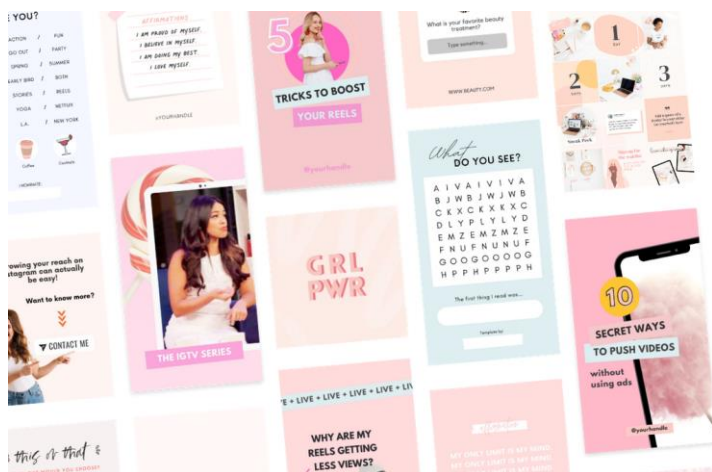
- Use your audience persona to come up with content ideas – with a focus on their likes, problems, wishes and goals
- Create a posting routine and a content calendar with your content strategy in mind – don't forget to define which formats (posts, stories, reels etc.) you want to use (*Tip: Check back with your audience persona to find out which formats your audience could like*)
- Use the templates from the Kickstart Kit to create content for the 3 different content types – storytelling, educational and relatable content
- Define an engagement strategy and try it out
- Regularly check your insights and analytics to find out what works and what doesn't

More Resources, Tips & Products for your new Instagram Account

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