



2024 INSTAGRAM

TREND REPORT



LEARN WHICH CONTENT TO
CREATE ON INSTAGRAM FOR 2024

*What's working next year on social media
and how to create visually strong content
that sets your brand apart.*

YOUR 2024 ROADMAP

01

QUALITY BEFORE QUANTITY

Why you should be thinking twice before posting and making more isn't always better

02

SHAREABLE CONTENT

Get your content the engagement and reach it deserves

03

EDUTAINMENT

Education alone doesn't cut it anymore. Edutaining content is what it's all about!

04+

VISUAL TRENDS

Content design is more important than ever in 2024. Learn how to set your content apart, visually.

OH HI,

YOUR CANVA DESIGNER

I AM JULIE.

GET MY HOT-OFF-THE-PRESS INSIGHTS INTO
WHAT'S WORKING ON SOCIALS IN 2024.



Four years ago I started designing social media templates. I've seen all the trends come and go and have built a successful six-figure digital business off Instagram.

This year, I noticed that things are changing again. Our own metrics took a dip, so I decided to analyze 500+ posts from different niches to find out which type of (visual) content works on Instagram in 2024.

2024 WILL BE YOUR BEST YEAR ON SOCIAL MEDIA!

With this guide, you'll create content that's irresistible for your audience - and will bring you more reach, engagement and sales.

You can find all matching designs in the 2024 Instagram Trend packs in the [Template Membership library](#).

Ready? Let's get started!

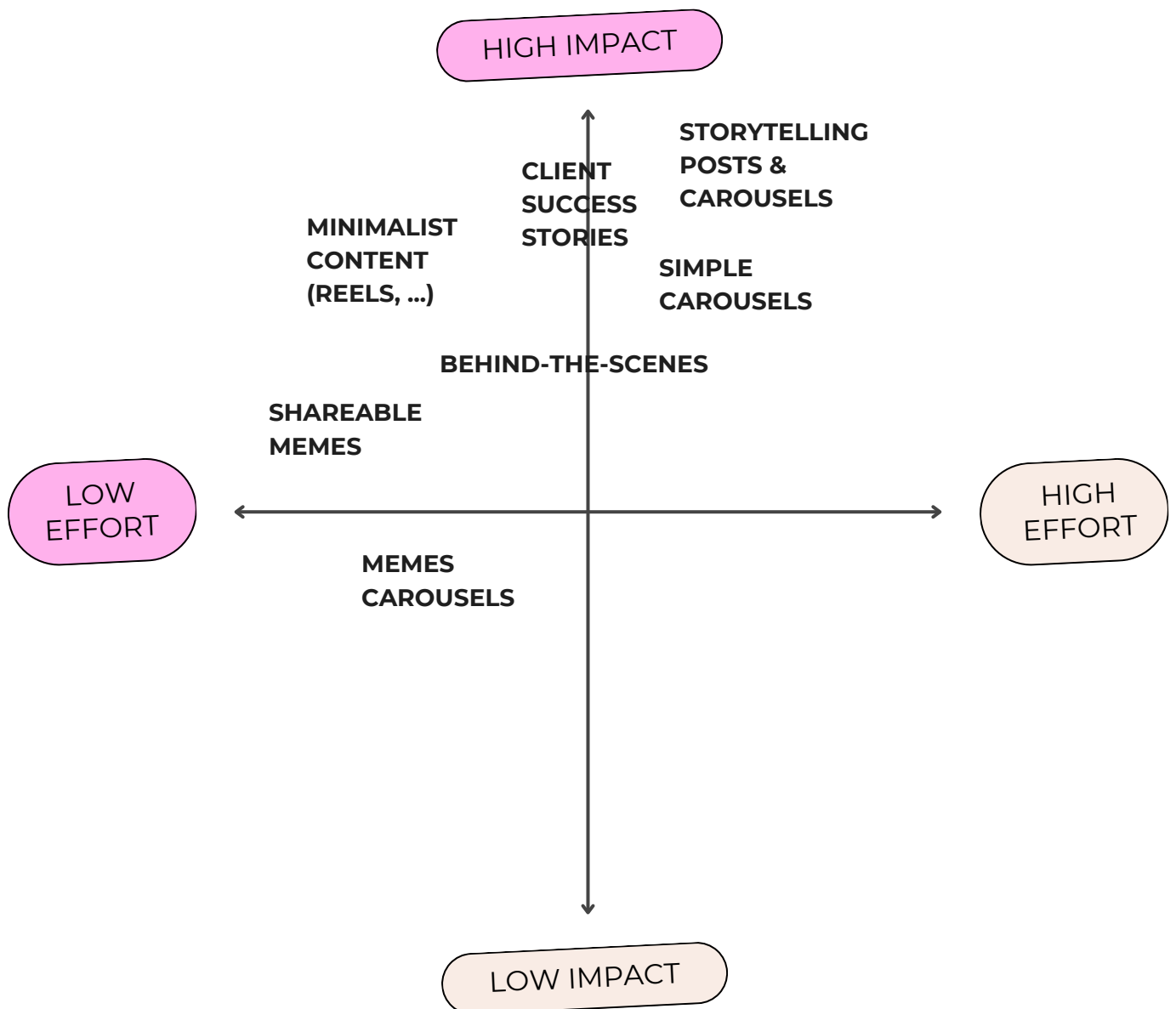


01

QUALITY OVER QUANTITY

In 2024, posting 5 times a week will not be necessary - if your content is on point. We start spending more time per post, to create more high-quality pieces, but spend less time on socials overall by focusing on high-impact content.

Use the matrix below to prioritize your content and start creating less content, but better!

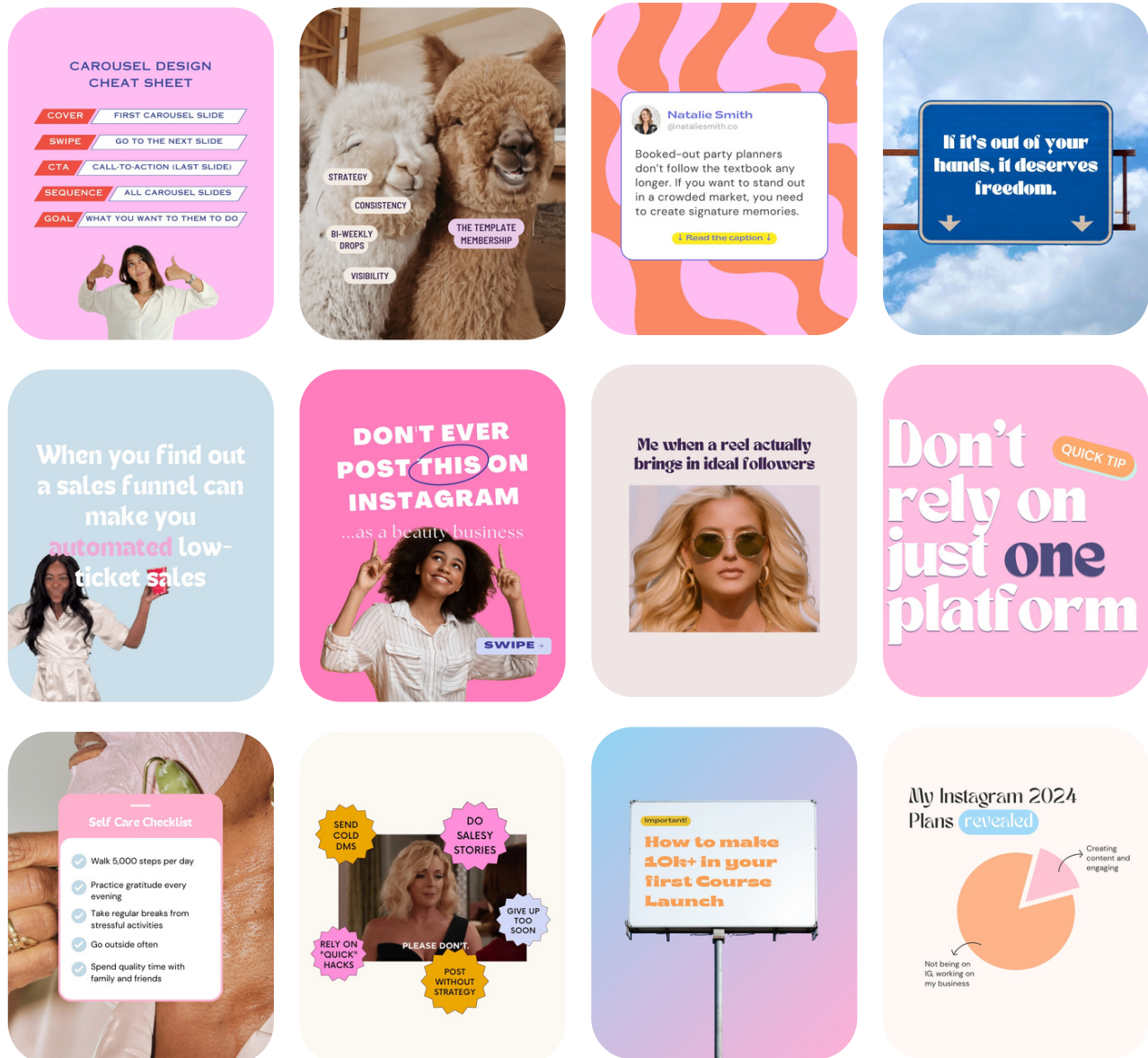


SHAREABLE CONTENT

Getting your content shared to other people's stories and DMs should be one of your key priorities in 2024.

Shareable posts are typically: Relatable, thought-provoking, trending, inspirational, new, highly useful, entertaining.

TEMPLATES THAT WORK FOR SHAREABLE CONTENT:

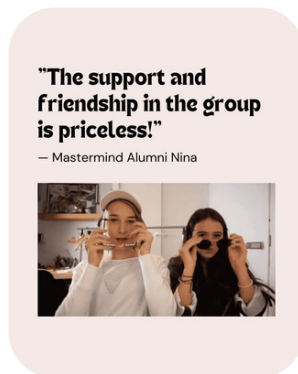
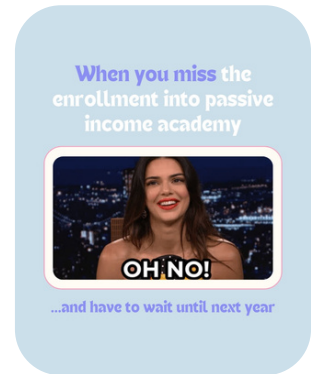


Boring educational carousels are out in 2024. I'm sure you know the 5 best hacks to reach your audience's goal - but next year's winning content will be about combining your expertise with entertainment.

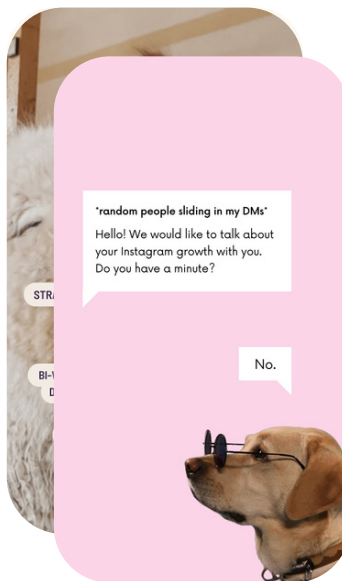
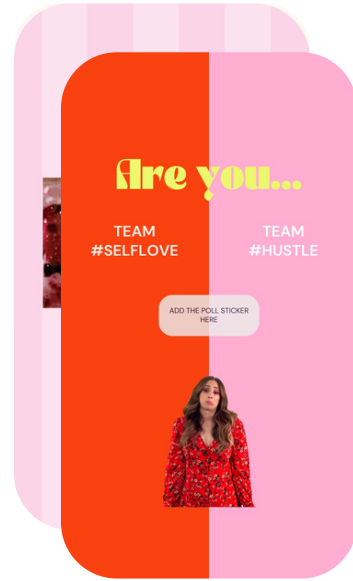
Education × Entertainment

- Your expertise
- Tips and tricks
- Secrets and insights
- Metrics and numbers
- Your personal story
- Behind-the-scenes
- Relatable (client) stories
- Entertaining GIFs and memes

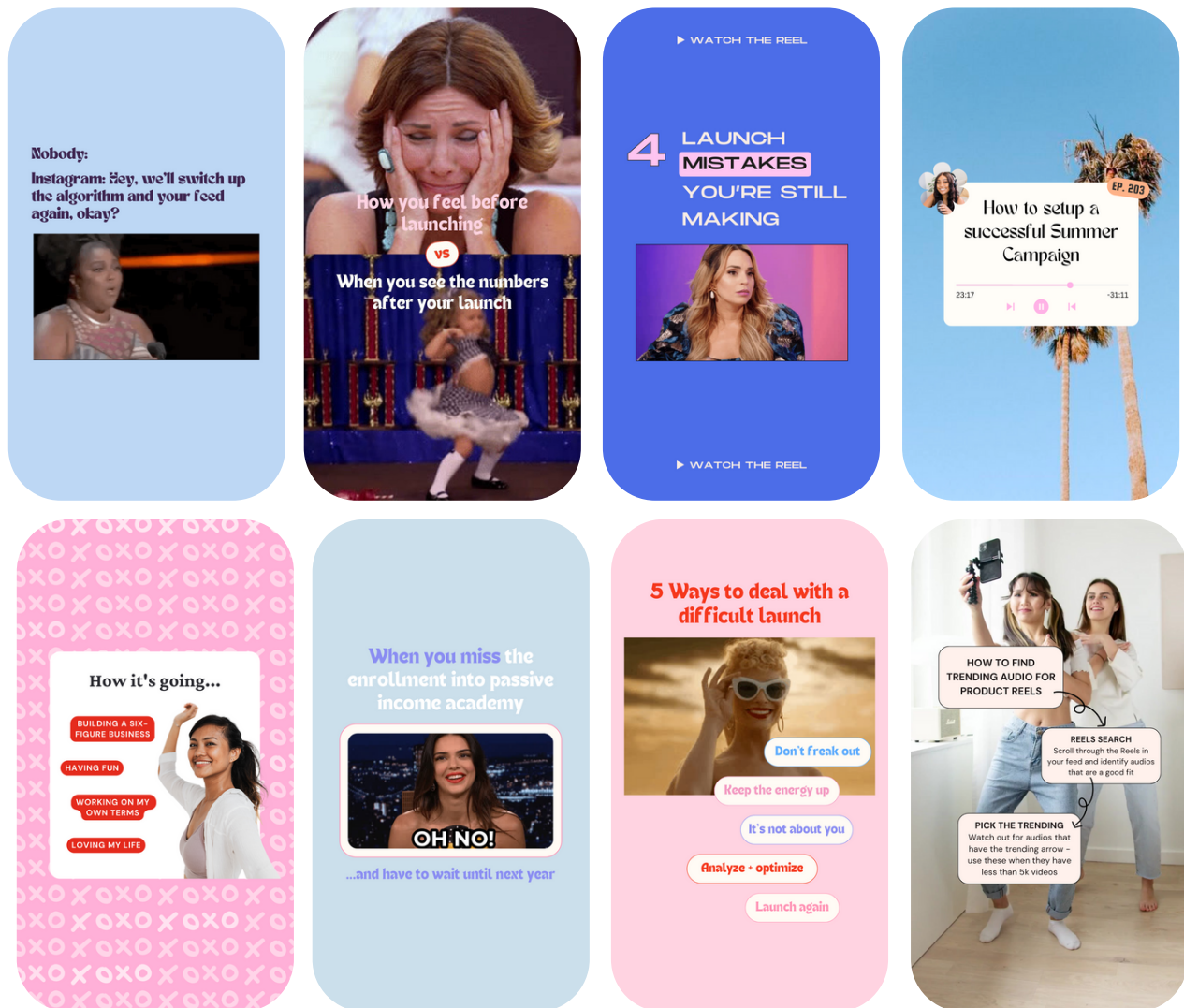
TEMPLATES THAT WORK FOR EDUTAINMENT CONTENT:



STORY TEMPLATES THAT WORK FOR EDUTAINMENT CONTENT:



REELS TEMPLATES THAT WORK FOR EDUTAINMENT CONTENT:

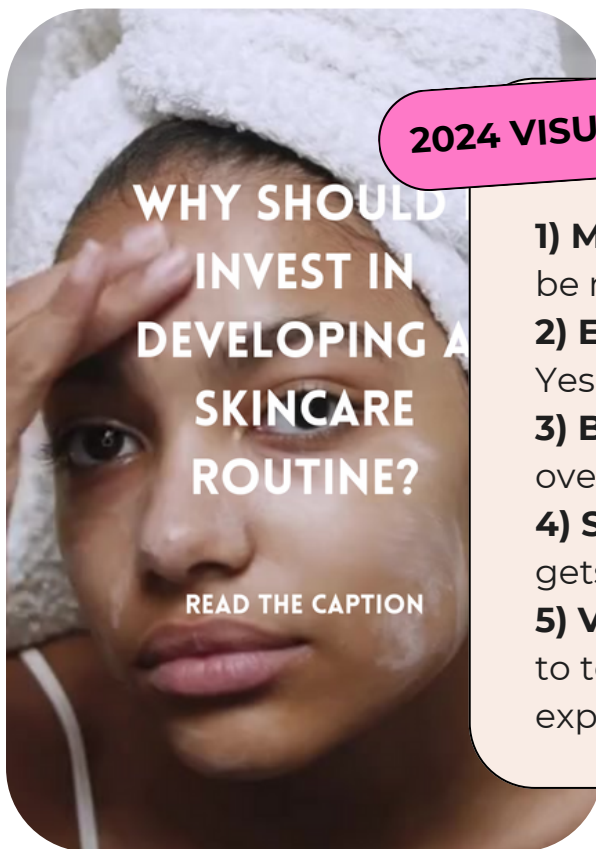


2024 VISUAL TRENDS

After analyzing over 500 social media content pieces from industry leaders, major brands and top marketers, one thing stood out: Over 90% of the content was highly branded and standing out visually.

No free Canva template vibes, but designer-worthy graphics, strong visual brands and beautiful content design.

The learning? Investing into designer-made templates is a must on Instagram in 2024!



2024 VISUAL INSTAGRAM TRENDS:

- 1) Minimalism:** Especially Reels tend to be more simplistic.
- 2) Entertaining and relatable memes:** Yes, they are not going anywhere!
- 3) Bold colors and shapes:** Beige is over, it's time to go bold.
- 4) Simple carousels:** Carousel design gets simpler, but not less effective.
- 5) Visual storytelling:** Use your designs to tell an entertaining story around your expertise

See which templates have the highest trend potential in 2024 →

2024 VISUAL TRENDS

MINIMALISM

15 SIMPLE
WAYS TO
10x
COMMENTS

WITHOUT
PUTTING YOUR
ACCOUNT AT
RISK!

READ THE CAPTION ↓

STEAL MY PROCESS

CLIENT
STRATEGY
BOARD

READ THE CAPTION

Natalie Smith
@nataliesmith.co

Booked-out party planners
don't follow the textbook any
longer. If you want to stand out
in a crowded market, you need
to create signature memories.

Read the caption ↓

If it's out of your
hands, it deserves
freedom.

WHY WE DECIDED
TO START A PODCAST TOGETHER

... AND HOW IT'S CALLED!



FREE WORKSHOP!

HOW TO

CREATE

LAUNCH

MOMENTUM

Link sticker goes here

ALEXANDRA ARI
@alexaricoach

HERE IS HOW MUCH
WATER YOU SHOULD
BE DRINKING
according to the experts

READ IT ON THE BLOG

place link sticker here

2
BEING A BUSINESS
OWNER IS A LOT ABOUT
GETTING CREATIVE +
SOLVING PROBLEMS.

Being open to new ideas and
thinking outside the box can lead to
innovative solutions and
unexpected opportunities.

Don't miss chances because you
can't think them through!

@YOURHANDLEGOSHESHERE

WHY SHOULD I
INVEST IN
DEVELOPING A
SKINCARE
ROUTINE?

READ THE CAPTION

VANESSA LOUISE MILLER
@vanessalouise

Girl, there is always something
to be worried about if you
choose to. I chose to be happy
and not worry too much about
what happens next. Best
decision ever.

Natalie Smith
@nataliesmith.co

Booked-out party planners
don't follow the textbook any
longer. If you want to stand out
in a crowded market, you need
to create signature memories.

Read the caption ↓

How do I grow on Instagram?

2024 VISUAL TRENDS

GIFS & MEMES

WANT MORE TIPS TO MAKE YOUR BUSINESS PROFITABLE?

READ THE BLOG @ THE LINK IN BIO!



Me waiting in anticipation before my biggest launch of the year



SEND COLD DMS

DO SALESY STORIES

RELY ON 'QUICK' HACKS

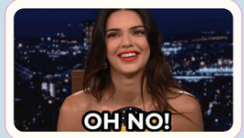
PLEASE DON'T

GIVE UP TOO SOON

POST WITHOUT STRATEGY



When you miss the enrollment into passive income academy



...and have to wait until next year

When I read my clients' happy DMs



How you feel before launching

VS

When you see the numbers after your launch



Are you...

TEAM #SELFOVE

TEAM #HUSTLE

ADD THE POLL STICKER HERE



Me when a reel actually brings in ideal followers



"random people sliding in my DMs" Hello! We would like to talk about your Instagram growth with you. Do you have a minute?

No.



THE TEMPLATE MEMBERSHIP

STRATEGY

CONSISTENCY

BI-WEEKLY DROPS

VISIBILITY



When you find out a sales funnel can make you automated low-ticket sales



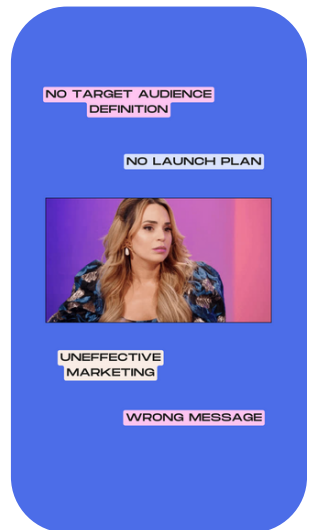
NO TARGET AUDIENCE DEFINITION

NO LAUNCH PLAN



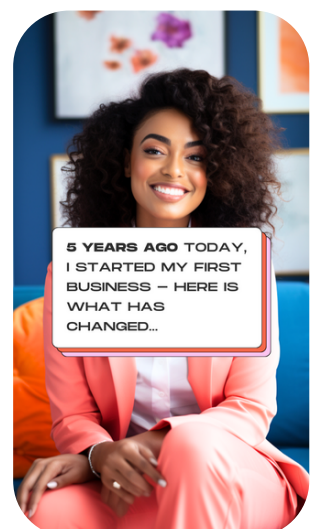
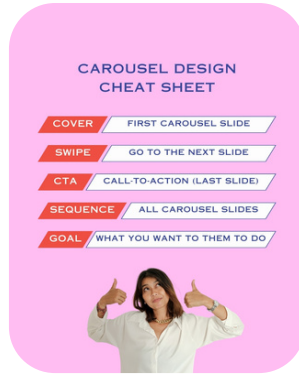
UNEFFECTIVE MARKETING

WRONG MESSAGE



2024 VISUAL TRENDS

VISUAL STORYTELLING



2024 VISUAL TRENDS

SIMPLE CAROUSELS

READY FOR BUSINESS SUCCESS?

JOIN THE WAITLIST FOR **BEYOU** - THE GROUP PROGRAM FOR AMBITIOUS FEMALE ENTREPRENEURS!

1 BEING A BUSINESS OWNER IS A LOT ABOUT GETTING CREATIVE + SOLVING PROBLEMS. Being open to new ideas and thinking outside the box can lead to innovative solutions and unexpected opportunities. Don't miss chances because you can't think them through!

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@YOURHANDLEGOESHERE

Important!

How to make 10k+ in your first Course Launch

5 WAYS TO MAKE YOUR BUSINESS PROFITABLE

1 INCREASE REVENUE

- Upsell a premium service (more personalized, better support) to existing coaching clients
- Develop a mini digital product as an order bump
- Increase your 1:1 or group program prices with the next launch
- Start a referral program

MAKE BETTER PLANS

- Set realistic goals and create a long-term strategy for your business
- Keep track of industry trends and emerging technologies
- Continually evaluate your business model

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WANT MORE TIPS TO MAKE YOUR BUSINESS PROFITABLE?

LEAD THE BLOG @ THE LINK IN BIO!

15 SIMPLE WAYS TO 10x COMMENTS

WITHOUT PUTTING YOUR ACCOUNT AT RISK!

READ THE CAPTION ↓

1) Comment on other accounts

2) Write a clear Call-to-Action

3) Post comment screenshots in your stories

GET MORE IDEAS →

WHAT'S YOUR FAVORITE TIP?

LET ME KNOW IN THE COMMENTS ↓

2024 VISUAL TRENDS

SIMPLE CAROUSELS

How to craft a simple content strategy

SWIPE RIGHT



Let's make this clear:

You don't have to have the perfect IG strategy to start!

WHAT YOU NEED IS...

Strategy 3

Posts & Stories

3 posts & 3 stories per week
1 educational carousel
1 trust-building, engaging or relatable post
1 post/carousel to bring in Sales or new leads
Don't plan stories - just post behind-the-scenes of your work
Measure success every other week

MORE THE VIDEO TYPE? SWIPE FOR A REELS STRATEGY

Strategy 1

Posts & Stories

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1 educational carousel
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Don't plan stories - just post behind-the-scenes of your work
Measure success every other week

MORE THE VIDEO TYPE? SWIPE FOR A REELS STRATEGY

Access 33 Simple Strategies in my free workbook!

COMMENT 'STRATEGY'

DON'T EVER POST THIS ON INSTAGRAM
...as a beauty business

SWIPE →

DESIGN TRICKS FOR INSTAGRAM

- Enhance readability with whitespace
- Stick to a maximum of 2-3 fonts
- Choose imagery that resonates with your audience
- Pick a cohesive color scheme
- Arrange your content in a logical order

SAVE FOR LATER

Don't rely on just one platform

QUICK TIP

Healthy Content Checklist

- ✓ YOU HAVE A CONTENT PLAN
- ✓ YOUR MESSAGING IS CLEAR
- ✓ YOU HAVE CONTENT PILLARS DEFINED
- ✓ YOU POST A MIX OF CONTENT FORMATS
- ✓ YOUR CONTENT IS BRANDED
- ✓ YOU EVALUATE YOUR ANALYTICS

When you find out a sales funnel can make you **automated low-ticket sales**

YOUR NEXT STEPS

→ 1) ACCESS ALL DESIGNS FROM THE REPORT IN THE [2024 TREND REPORT PACKS](#) (IN THE LIBRARY)

→ 2) ADD YOUR BRANDING TO THE TEMPLATES

How to Make [Canva Templates](#) look like your Brand



[Read my blog post how to make templates 100% yours](#)

→ 3) MAKE A SIMPLE CONTENT PLAN FOR FEBRUARY 2024

The 5-Step Effortless [Content Planning Workflow](#)

Plan 30 Days of Social Media Content in less than 48 Hours!



[Learn how we plan our content with this 5-Step System](#)

DOWNLOAD THE 2024 TREND TEMPLATES

[GO TO THE LIBRARY](#)

