Modern Instagram Marketing

MINDMAP

10 Key Reasons Most Marketers Fail on IG

Reason #1   One time big time paid marketing campaign
Reason #2   Promoting direct conversion links (ie., sales page / squeeze page)
Reason #3   Unreasonable suspicion of influencers
Reason #4   Choosing to be anti-social (ie., no outreach / no engagement with content fans/community)
Reason #5   Relying on sub-standard photos or videos
Reason #6   Build it and they will come Content "strategy"
Reason #7   Failure to repost others' niche-specific content
Reason #8   Failing to call IG feed viewers to action
Reason #9   Using no hashtags or using the wrong ones
Reason #10   Posting off-niche content

Fundamentals for NOT failing on Instagram

The right mindset

The right amount of time

Consistency

Properly document your efforts

Measure success based on where you in the development process

FAIL QUICKLY (identify and implement tactcis and try them out – pick the winners and move on)

Stay Focused on CONVERSIONS

THE SECRET TO INSTAGRAM SUCCESS: **PERSONA**

People on IG don't follow hashtag poachers

People on IG don't follow marketers because they have nothing else better to do

People follow PERSONAS
* Emotional connection
* Aspiration to be these people
* Emotional investment in their success

Create a NICHE-specific PERSONA that can attract a REAL following

INSTAGRAM PERSONAL BUILDING: OVERVIEW

How to Build a Solid IG Brand Persona in 6 Key Steps

Step 1:   Find your competitors on IG and Reverse Engineer them

Step 2:   Curate topnotch content and mix in your reverse engineered content

Step 3:   Adopt a Content-first sales funnel

Step 4:   Use Facebook's Ad Retargeting System to Pull IG users deeper into your funnel

Step 5:   Pay and interact with niche-specific IG influencers

Step 6:   Continuously optimize all parts of your funnel

STEP #1

Find your competitors on IG and Reverse Engineer them

List out all your competitors

Search for them on IG

Take note of:
- their IG profile
- their content strategy
- their hashtags

Reverse Engineer their success
- common hashtags
- most social content
- Replicate their sales funnel strategy

Connect the dots
- Figure out winning content themes
- Figure out most niche-popular hashtags

STEP #2

Curate topnotch content and mix in your reverse engineered content

Create a better version of your competitors' top materials

How to improve 'the best' existing niche content on IG

- update
- higher production quality
- more details
- better hashtags
- better series

- better influencer distribution network
- call to action
- profile link COA addresses content / integrates with content

STEP #3

Adopt a Content-first sales funnel

IG and social media marketing success turns on CONTENT MARKETING

Why? Raw traffic doesn't convert at a high enough ROI

Content marketing is more compatible with ad buys or free traffic

KLT process

It's all about building trust

Multi-page strategy

Walk the visitor to the TRUST stage
(can be quick)
(greater control over messaging / pace of messaging)

STEP #4

Use Facebook's Ad Retargeting System to Pull IG users deeper into your funnel

Use an episodic profile link

Episodes change based on your marketing campaign's content

Retarget visitors if they click DEEPER into your site or they went to a PRODUCT or ORDER page

Retargeting works! Reminds people to come back

Use content to draw truly interested people

STEP #5

Pay and interact with niche-specific IG influencers

How influence works

Beware of FAKE influencers

Real influence means real engagement

Real influence means actual conversions

4 Key signs of FAKE influence

Start with a LOW and SLOW buy

Focus on accounts that truly deliver results

STEP #6

Continously optimize all parts of your funnel

Random optimization is usually a waste of time

What is Elemental Optimization?
Split each item in your funnel into ELEMENTS
Optimize one element at a time
Maximize performance for each element before moving on to the next

How to optimize?
Start with Version 1 of funnel item's element
Run traffic test
Create different versions of element
Run traffic test
Pick winning version
Create different versions of element
Run traffic test
Check for improved conversions
Pick winning version
Create different versions of element
Run traffic test
Check for improved conversions
Keep repeating until element cannot be optimized further
Move on to next element to optimize
After Funnel item is fully optimized move to next funnel item

Key Elements to keep in mind:

Profile url (changes)
Photos
Tags
Description
Posting time

What to look for?

Increased click through
Increased dwell time
Deep clicks
Better conversion rates

Keep these Best Practices in Mind

Document your efforts

Focus on numbers

Start with Influencers using a SLOW and LOW strategy (ie., little pay – stick with the ones that produce the best results)

Optimize using an elemental approach
(Elements: picture/video + description + hashtag)