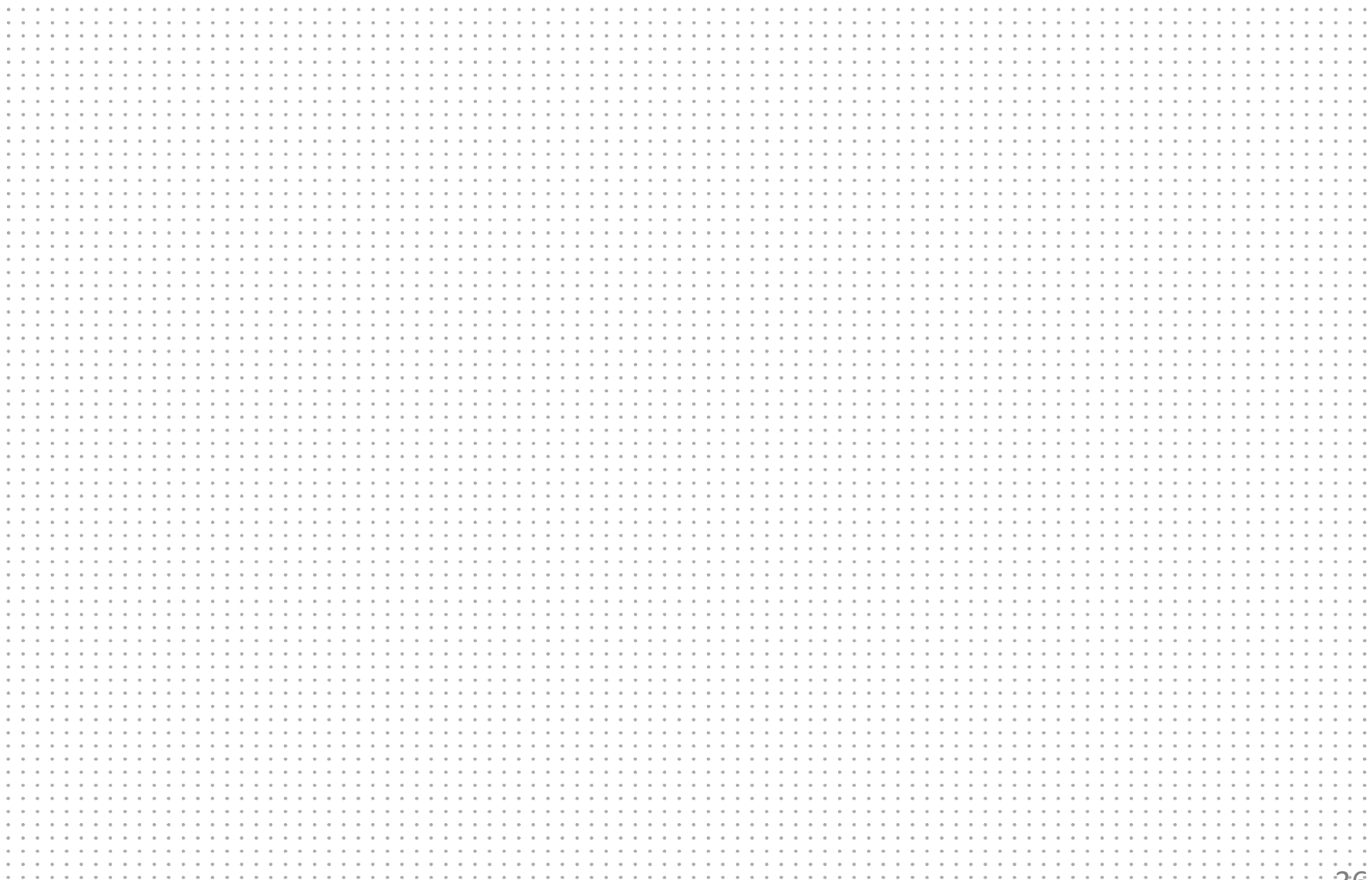


Building Business On Instagram



5 Key Principles...

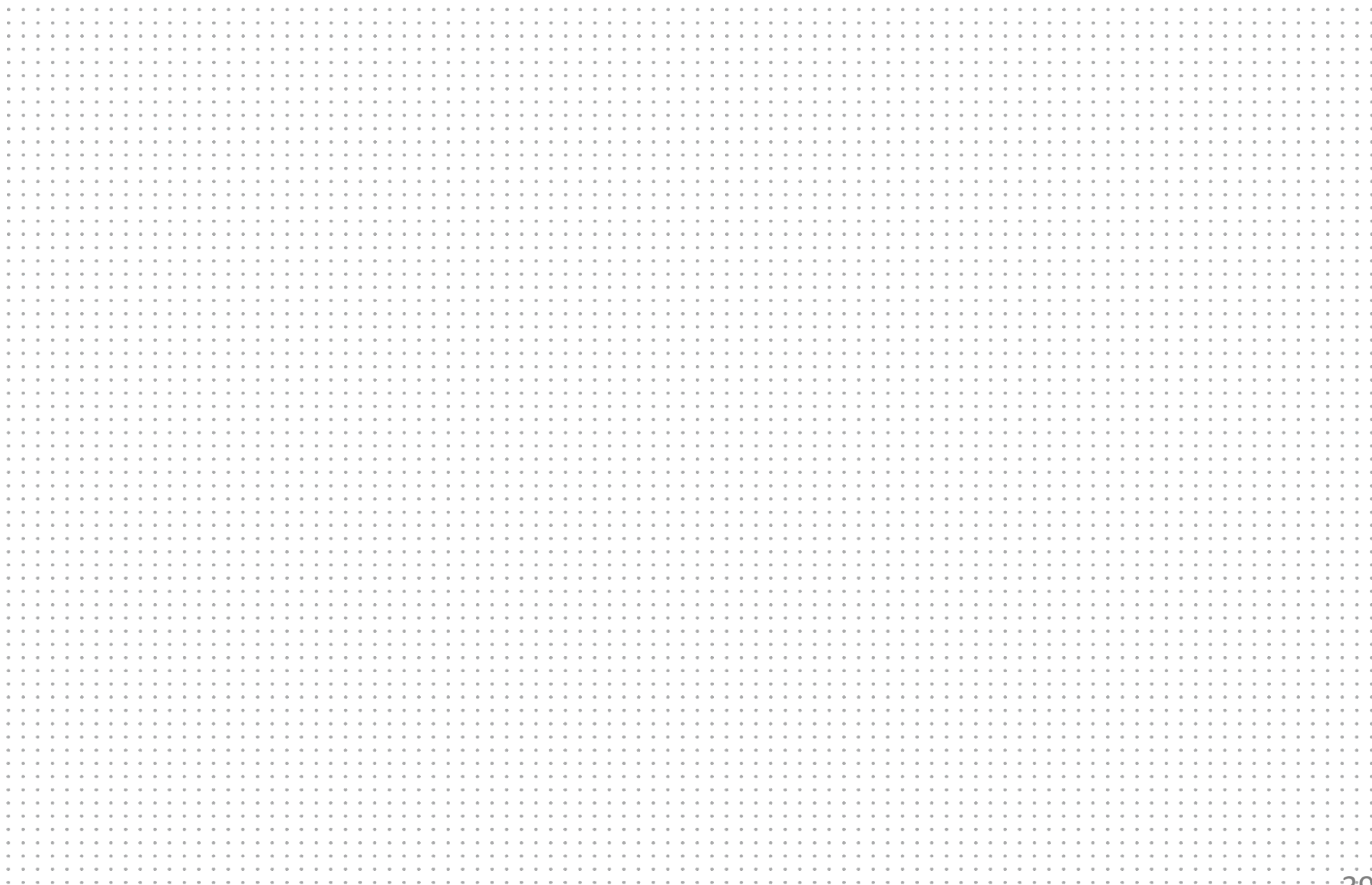


2. Assume Your Position...





A large rectangular area filled with a grid of small, light gray dots, serving as a workspace for notes or a diagram.



13 Content Angles

01

NEW GADGETS

Automatic toilet seats, chalkboard paint.

02

CHARITY INVOLVEMENTS

Giving blood, local sports teams, share SPCA posts.

03

AWARDS

Master Plumbers, Electricians, Client of the Quarter, networking groups, apprentice becomes qualified.

04

FUNNIES

Jobsite fails (not your business).

05

QUIZZES

Which tank fills up first, maths questions, riddles.

06

NEWS/INFORMATION

Housing prices, changes to the industry.

07

BLOGS/TIPS

How to save on water, plant caring tips, renovation tips.

13 Content Angles

08

TESTIMONIALS

Screenshotted emails, video testimonials, written with a picture.

09

RELEVANT HOLIDAYS

Easter, Christmas, Halloween, Australia Day, Waitangi Day.

10

RECENT WORK/BEHIND THE SCENES

Latest complex installation, meet the team - team member profiles.

11

ENGAGEMENT QUESTIONS

"Do you wake up or open your eyes first?" "Toilet paper under or over?"

12

MOTIVATIONAL POSTS

"If you think you can or can't your right", "You don't have to be great to start, but you have to start to be great".

13

TRENDING HOLIDAY POSTS

National Beer Day, National Sibling Day, National Tradesman Day.

Direct Message Templates

Hey *NAME*,

Just saw your profile pop up. Thought I'd give you a follow since we operate in similar markets.

Hope business is going well for you guys.

**Cheers,
(Your Name)**

Follow

Hey *NAME*

How's business going?

I'd be keen to catch up to see if we could help each other out on the business front.

Would you be open to that?

Have a great day,

(Your Name).

Reach Out

Hey *NAME*,

We're just looking for some new referral partners to pass some referrals to.

Is this something you'd like to talk about?

Cheers,

(Your Name)

Reach Out

***NAME*, did you see my message above? 😊**

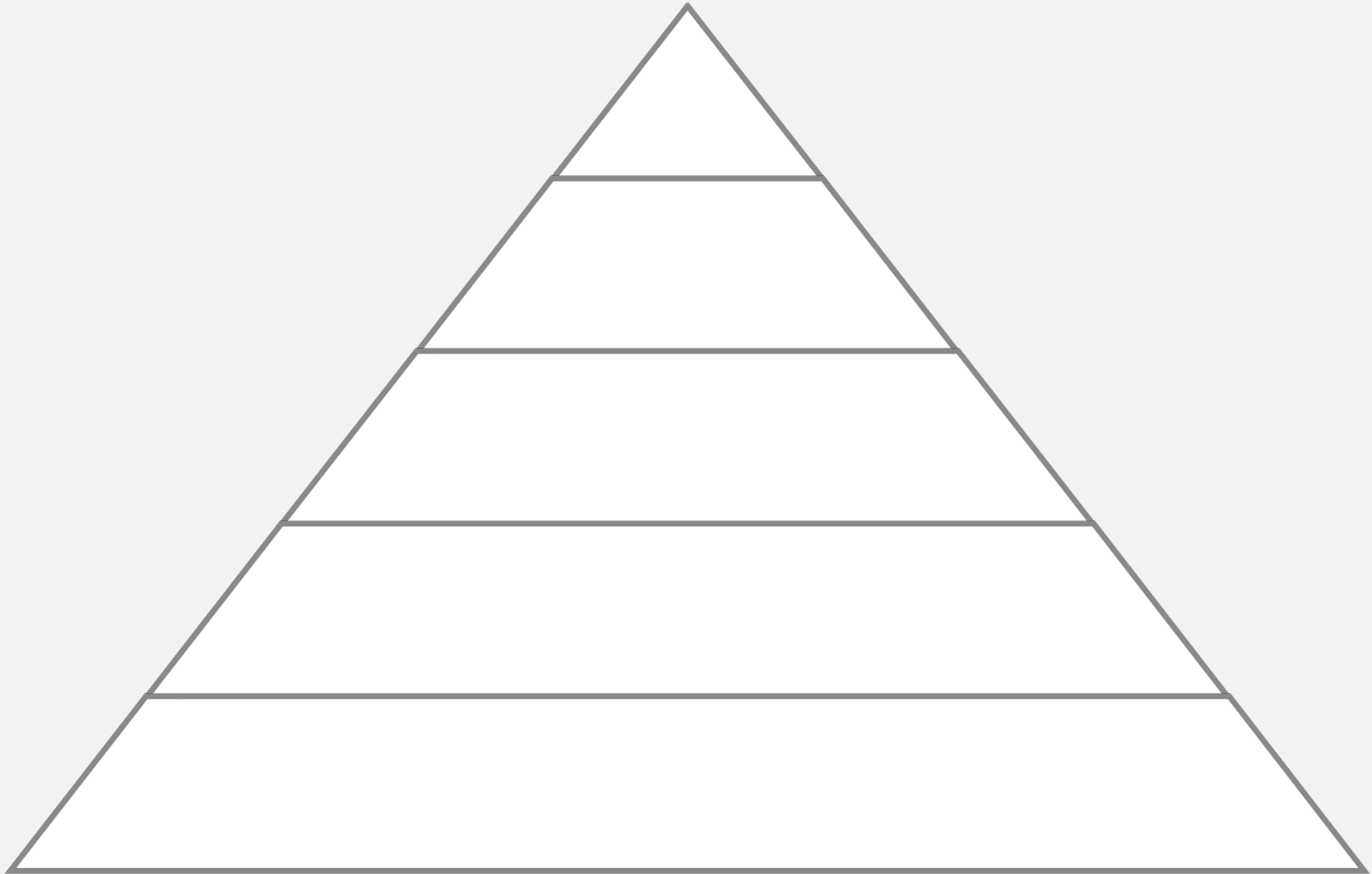
I'm sure you're busy so if I don't hear back from you this will be the last time I reach out.

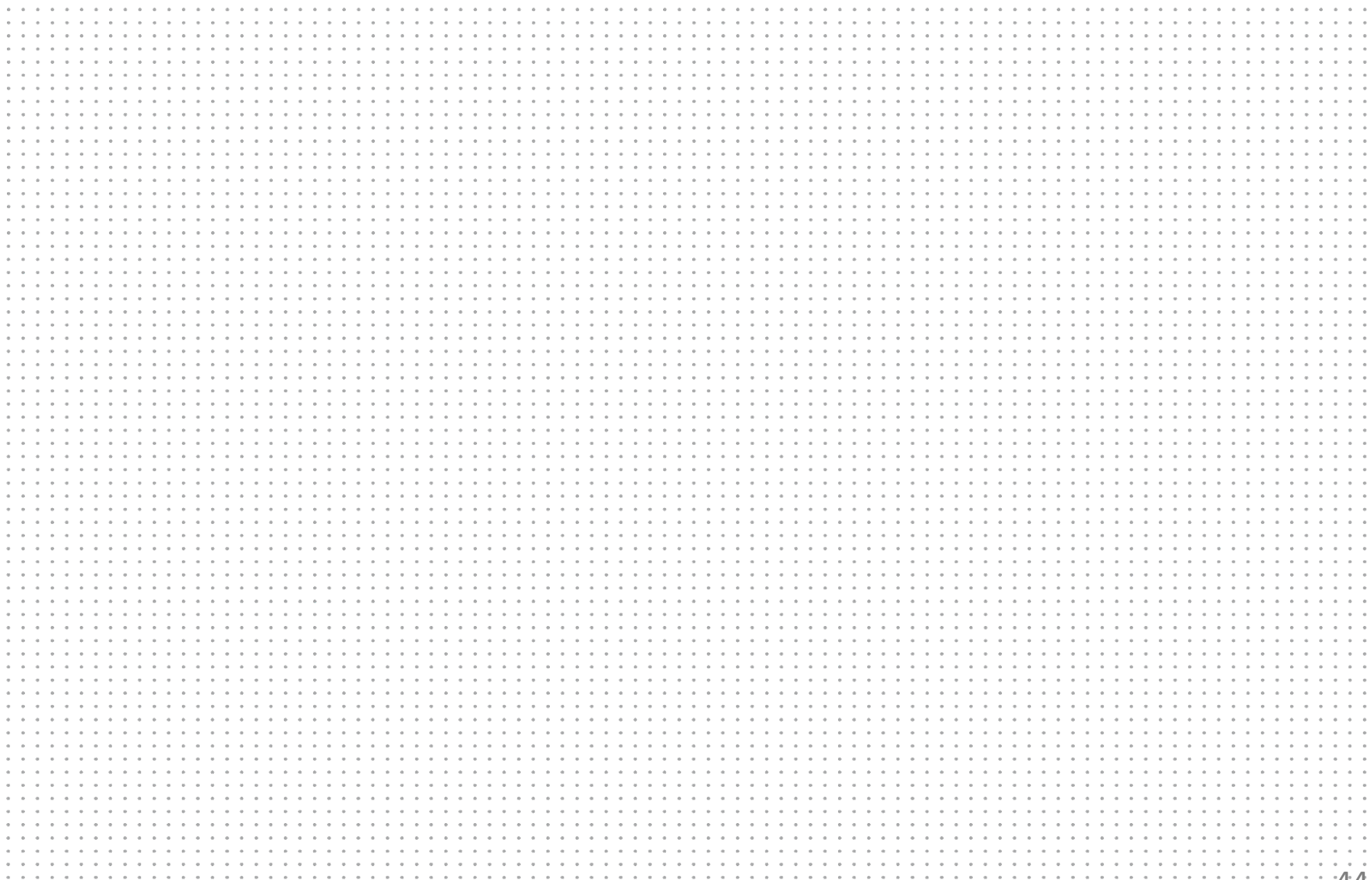
Have a great day,

(Your Name)

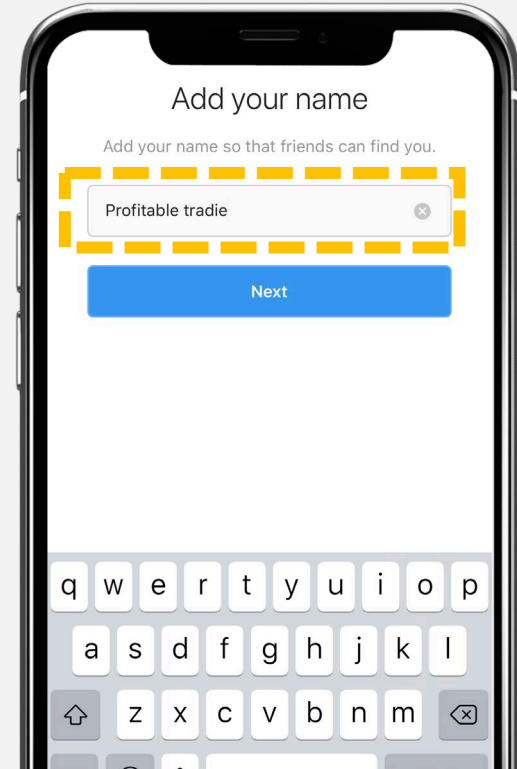
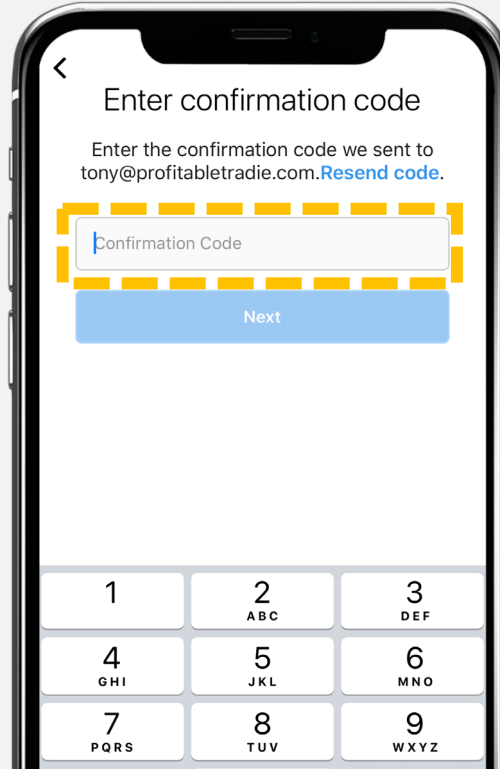
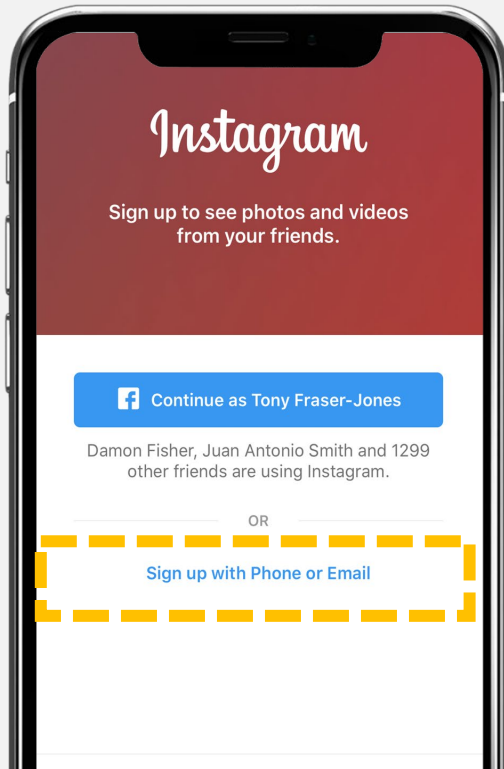
Follow Up

The Instagram Builder





Creating Your Instagram Profile



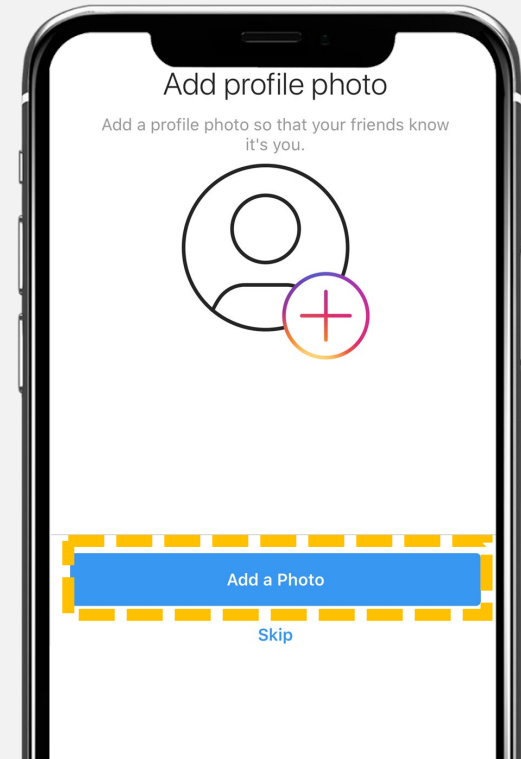
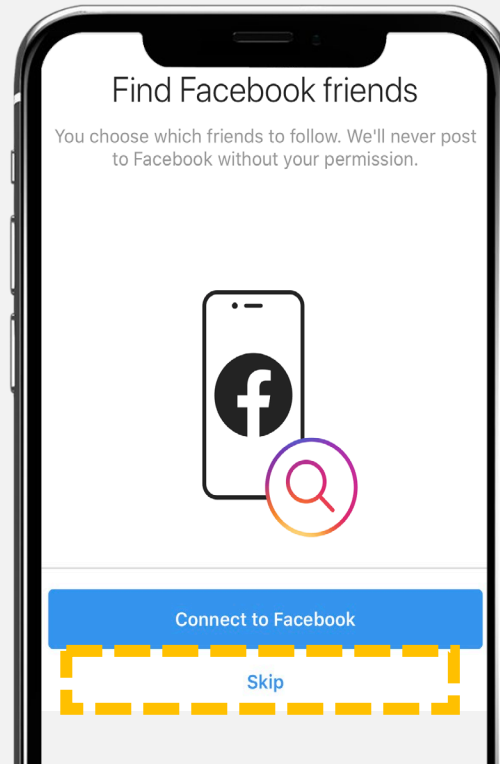
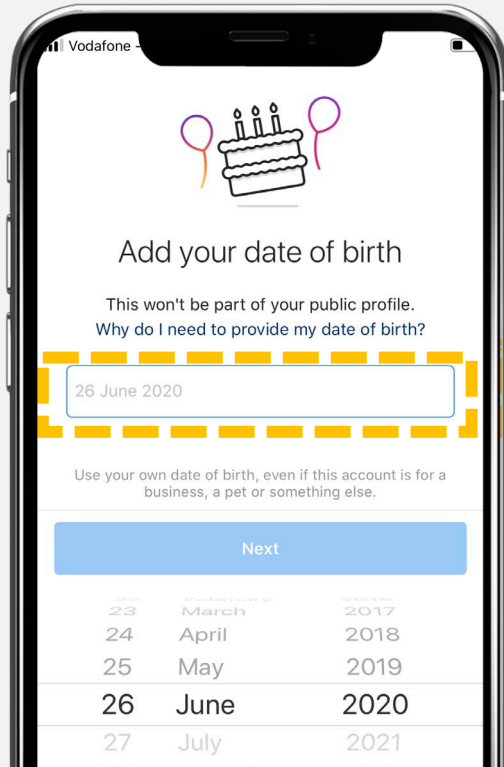
Notes

1. Sign up: Use work phone or email

2. Enter confirmation code: It'll be sent to your phone or email.

3. Enter business name:

Creating Your Instagram Profile



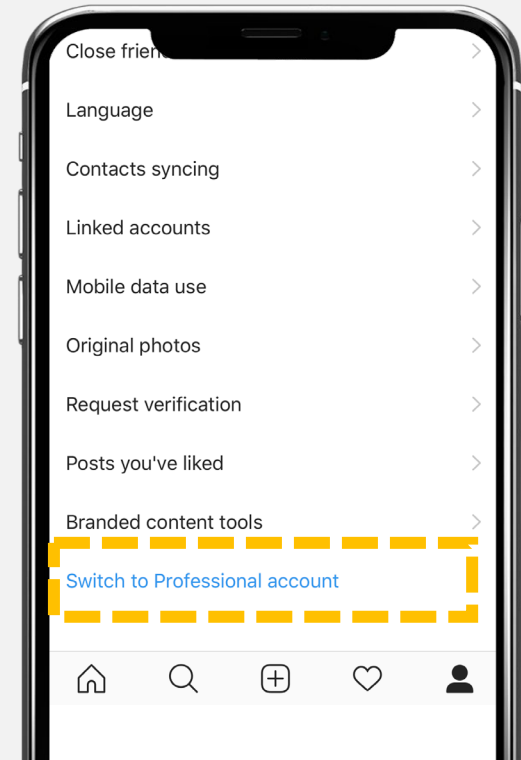
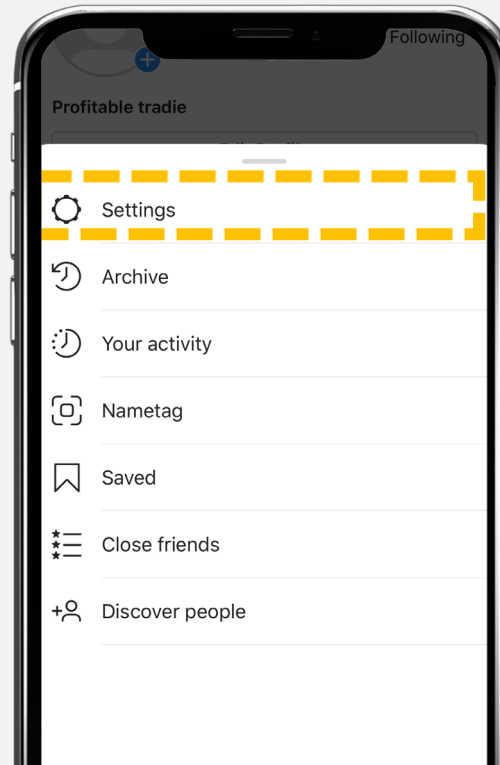
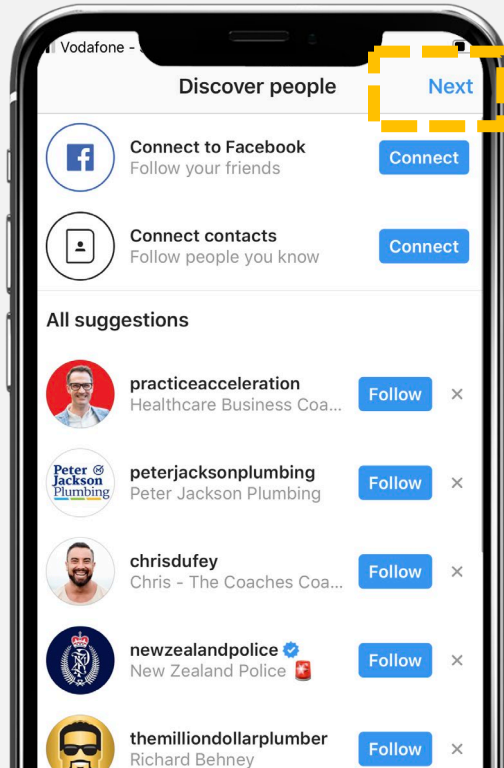
Notes

4. Enter Date of Birth:

5. Skip find friends and contacts:

6. Add profile photo: Use logo or personal portrait photo.

Creating Your Instagram Profile



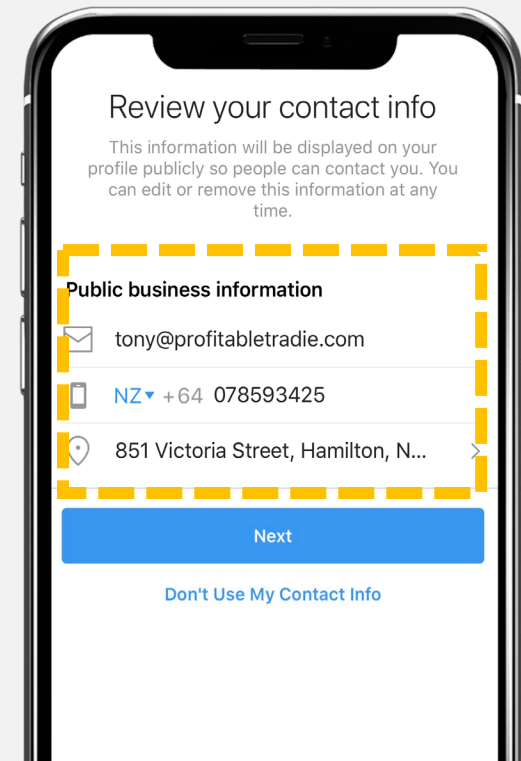
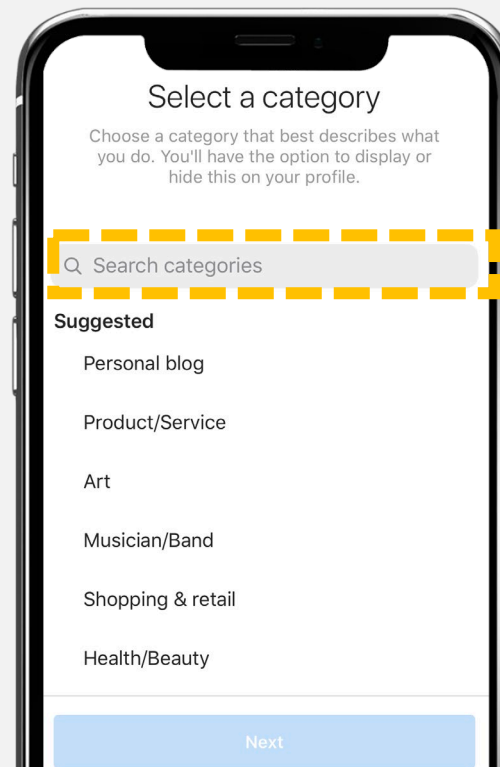
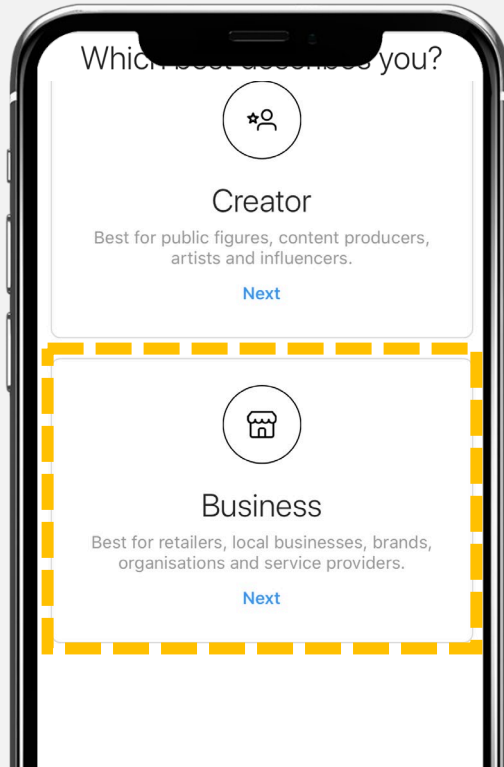
Notes

7. Skip following people:
This will be done once content is posted.

8. Turn into business account: Click 3 horizontal lines in top right corner

9. Switch to professional account:

Creating Your Instagram Profile



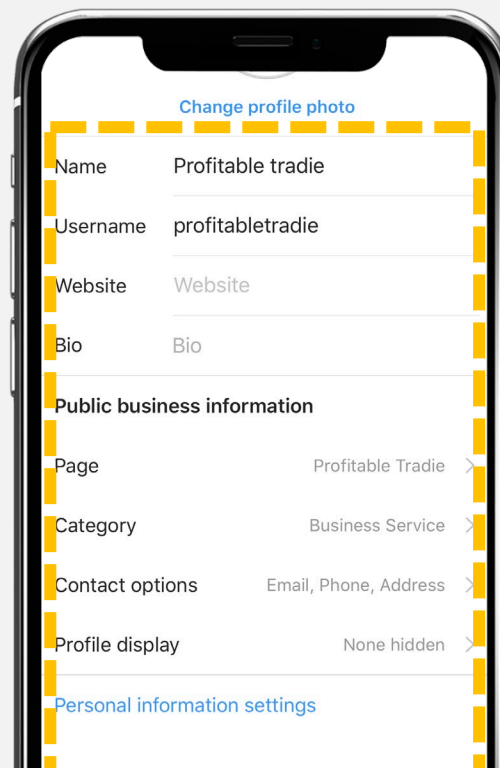
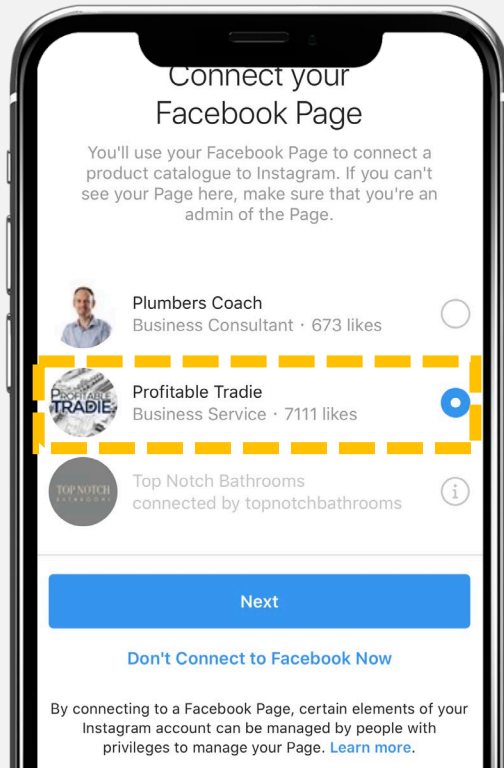
Notes

10. Choose business: Not creator

11. Search & add category: E.g. Painting, Landscaping business, etc.

12. Review contact info: This is how customers can contact you.

Creating Your Instagram Profile



Notes

13. Connect business page: Important for branding and cross platform posting.

14. Update: Website, bio & privacy settings

