



take
control
of your
grid

20/20
MARKETING SOLUTIONS

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find your purpose

What is the purpose of posting on Instagram? Is it to drive business to your website? Is it just brand awareness? Knowing your purpose will help you create content and will ensure Instagram is an income producing activity- not a time suck!

know your people

Be clear with who you are speaking to. Chances are your Instagram audience is going to be drastically different from any of your other audiences!

visual identity

- Identify your brand colours and use those in different graphics
- Create a few templates in Canva that you can use to add variety to your grid
- Aim for cohesion- not perfection. Having the perfect grid was a must have of 2018. Now you have some grace to get creative, as long as you are maintaining cohesion.

plan your squares

There are several ways to plan your content. Batching your content on your most creative days will save you hours of staring at a blank screen just knowing it is time to post!

some favourite ways to plan

- PLANOLY
- PREVIEW
- TRELLO
- HOOTSUITE





P.S. Hi I'm Tori.

must haves



Use your hashtags, all 30 of them! Be smart, use ones that aren't too broad and will attract useless traffic.



Add the location for your photo. It helps people find you!



Pick a filter and stick with it. This helps you achieve consistency and cohesion on your feed!



Good quality images. Phone cameras are amazing, just ensure it is not grainy or poorly lit.



Engage with others. Your not going to grow through hashtags alone. Get active

let's talk stories

Instagram stories are just as important as what you are posting in your feed! They are a fantastic opportunity for personal branding. Since they disappear after 24 hours- you can be a bit more casual!

You should aim for engagement in your stories. Invite conversation. Use the poll feature. Use the question feature. Stories are a fantastic way to build relationships with your audience!

focus on engagement

- Like and comment on other posts.
- Interact with your community.
- Respond to every comment.
- Invite DMs in your stories

content themes

Developing content themes will be your biggest ally. Especially when you feel stuck or feel like you've said it all. Pick 3-4 themes that work for your business. Here are some example themes:

- Education
- Inspiration
- Behind the Scenes
- Reality
- Innovation
- Customer Appreciation
- Customer Experience
- What We Do
- History
- Future
- You and Your Team
- Connect
- Build
- Repair
- Understand

If you're feeling overwhelmed with these themes, let's have a chat and figure out what will work in your business!

final tips

Write your bio in the notes section of your phone so you can have spaces to keep it organised.

Don't be afraid of emojis.

Keep rotating your hashtags.

Find your own unique hashtag and use it. Encourage your audience to use it too.

Build up a hashtag bank. Store it on your phone in notes or in the program you are using to schedule.

Develop content themes to keep your feed consistent and help you build content