Instagram Masterclass with Isla Brook

THE BUSINESS MOTHERS

Collective

GLOBAL NETWORK

Instagram Masterclass

hosted

by Isla Brook

Set your Intention

- What is the one thing you would like to get out of today's workshop?

What is your no.1 Social media platform that you use to promote your business?

What is your secondary Social media platform that you use to promote your business?

Top 10 reasons for using Instagram

More people are using Instagram.
Any size of business can thrive.
Businesses can make money directly from Instagram.
Stories make your business relatable.
You can partner with influencers.
Hashtags can increase your visibility.
You can effectively engage with customers.
Mobility is king.
You can collaborate with other businesses
It offers many ways to be creative.

The Key Areas of Your Instagram Account

Your Instagram profile

The photo to use
Product or brands should use your logo
Personal or Influencers should use a personal image

Your bio

What could you write at the top where your name is to describe your page better? Think about what you could write in your bio or change to make it simple for someone to understand exactly what you do and offer.

Make it fun and creative use emojis

You have limited space so keep it short and sharp

Ensure it tells people exactly what you do

Your personal hashtag

What is a personal hashtag you can start using on each of your posts? And also get your customers to use when they tag you in a photo? Make it fun and memorable. You can even create giveaways and competitions with this also.

Website link

Make sure you link to your website or latest blog, discount code etc. Ensure that the link is always active depending on what you are promoting. What could you be linking to?

Engagement

Commenting on other pages posts (Do's and Don'ts).

How to engage with other accounts and those engaging with you.

Using hashtags to find interesting posts to comment on.

Personal hashtag bank – Research and create 4 sets of 30 hashtags (store in the notes section of your phone for easy access)

5 Ways To Find What's Trending

Look at what Influencers are doing
See what's trending
Be specific
Use unbranded but relevant hashtags

Make sure your hashtag is relevant to your message

Creating content to share

Positioning yourself as a thought leader by sharing relevant images with your own caption.

Using video to build trust - IGTV, Instagram stories.

Branding, images, quotes, photos and graphics.

Tagging
How to gain followers and who to connect with
Connecting with relevant people.

DM's and how to use effectively.

How to draw attention to your page and your brand in an authentic way to build trust.

Brand Reps

Influencer Marketing

Isla Brook

Executive Assistant Academy

Isla is a Business Consultant and proud mum of two daughters, with over 10 years' professional experience working with some of the world's fastest growing Inc500 businesses, Online entrepreneurs and Corporate businesses in Australia, USA and around the world. She is CEO and Founder of Isla Brook Consulting and The Executive Assistant Academy. Isla has experience in running projects, managing and leading worldwide global teams, training professional and personal development workshops, managing projects at an Executive level. She consults by implementing her Strategic Blueprint for Success which includes tools that help businesses save time and money and build strong foundations and systems so that the CEO can focus as the visionary.

She is very passionate about empowering and giving others the tools and resources to do what she has done, she helps other CEO's recruit and train Executive Assistants and also gives others opportunities to work virtually and become Executive Virtual Assistants through her Executive Assistant Academy.

You can checkout her Instagram here:

Instagram:
Isla Brook: https://www.instagram.com/islabrook/
Mamas Support Mamas: https://www.instagram.com/mamas_support_mamas/
Executive Assistant Academy: https://www.instagram.com/executive-assistantacademy/