



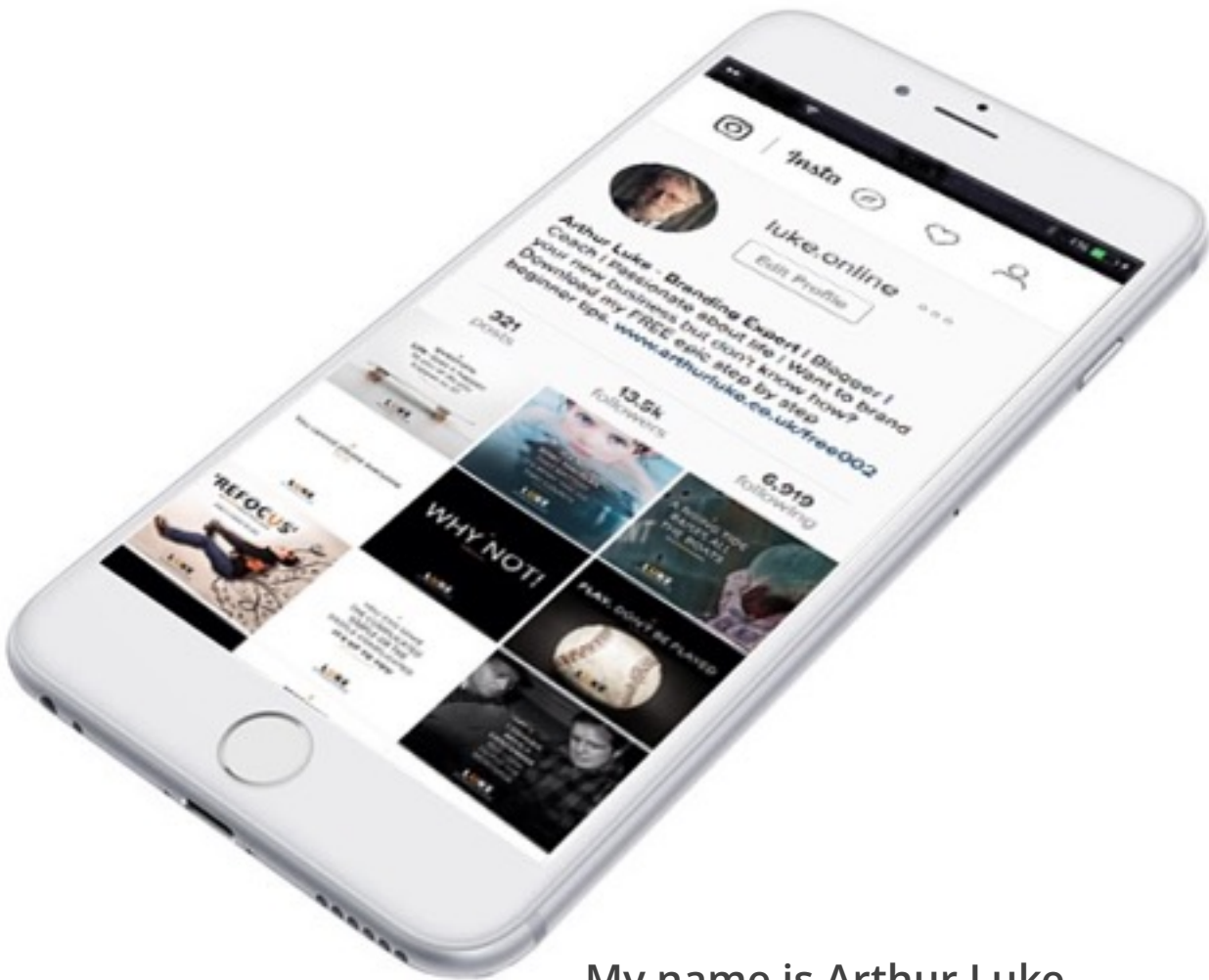
MAKE YOUR BRAND IRRESISTIBLE ON INSTAGRAM

*Epic **starter** tips*



LUKE

INSTAGRAM | @LUKE.ONLINE



My name is Arthur Luke –
previously creative director of the
world’s biggest branding agency.
I’m a branding expert, coach,
blogger and lifelong entrepreneur.

For over 35 years I have been
helping some of the world’s biggest
brands and smallest startups, as
well as my own, to find success.



Visual storytelling



With over 400 million active users Instagram is, without doubt, a powerful visual storytelling, brand-building platform.

Use it correctly and you can access a highly-targeted and engaged audience, eager to help you spread your brand story.

Instagram is all about visual storytelling and, as such, is perfect for building and spreading your brand story.



Where to start

Building your brand on Instagram IS NOT about chasing the numbers.

Building a brand on Instagram is about spreading your brand story in such a way as to nurture a loyal (and yes - growing) brand following.

First of all, whether you're building a personal brand or a business brand, whether you're an absolute beginner or you've been Instagramming for years - the most important thing to remember is:

'Your audience is NOT everyone'.



Some quick stats



- ★ Recent surveys have suggested that Instagram delivers 58x more engagement than Facebook and (hard to ignore) 120x more engagement per follower than Twitter.
- ★ *80% of Instagram users are outside the US.
- ★ *Over 60% of users log in daily, making it the second most engaged network after Facebook.
- ★ *30% of internet users are now on Instagram.

**According to Brandwatch*



For me the priority is not 'how many followers I have', it's about attracting followers who are interested in what I have to say.

Followers who I believe can benefit from my knowledge and my experience.

Chasing followers just for the sake of the 'numbers' is nothing more than an ego massage.

The goal is to build 'your' brand, increase exposure and credibility and eventually turning those loyal followers into customers.



Here are 8 powerful ways to start building your brand on Instagram - right now!

1 Know your audience

If you don't know your audience how can you expect to connect, inform, inspire and sell to them?

*90 percent of Instagram users are younger than 35.

*53% of 18-29 year old Internet users have an Instagram account.

32% of US teens list Instagram as their most important social network; more than any other social network.

- Do your research. Who is your real core audience?
- Are they on Instagram?
- What inspires them?
- Who are they following?

The most successful Instagram accounts know exactly who their audience is; they know where to find them and they focus on producing amazing content that resonates with them.





Pro tip: Define your niche and stick to it.

For example: if you want to appeal to fitness enthusiasts decide what type of sports they do, as well as what age and gender they are.

Research which hashtags people with those interests follow. Find out who the main influencers in that niche are and look at what they are doing right, as well as who is following them.

2 Develop your brand style

Build a consistent and recognisable brand style for your Instagram page. This does not mean all your posts should look the same - that would be boring and as social media consumers we get bored very quickly.

Who in their right mind would want to look at a never ending stream of business quotes on your page - done in the same colour, on the same background, produced in the same way, using tired old quotes we've all heard a million times before?

Crazy - right?

This is exactly what lots of Instagram business pages look like.





If you find your posts dull and uninspiring so will everyone else. So; be creative, be imaginative and put some real thought into what you are producing.

Pro tip: Always add your logo and Instagram name to every post you do. The priority as I have already said is to increase exposure for your brand.

*Create two versions: one for use on light images and one for use on dark images.

Example:

LUKE
INSTAGRAM | @LUKE.ONLINE

LUKE
INSTAGRAM | @LUKE.ONLINE



3 Inspire, don't sell

Everywhere we turn someone is trying to sell us something. Few are trying to inspire us.

Brands that inspire us don't need to sell to us. We willingly follow.

Don't simply do what everyone else does. Instagram is full of mediocre accounts re-posting other peoples quotes. People don't follow the followers, so make sure your content is different, unique, interesting and worth sharing by others.

Example:





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Use the right #hashtags

Hashtags are the basic search engine of Instagram. It's how you reach your audience and how they find you. It's how you tune into what is trending in your niche.

Hashtags and which ones you use are a critical ingredient in building your Instagram brand, so research them first and select them carefully.

Instagram allows up to 30 hashtags per post and in the beginning I would suggest using your full quota on each post.

Example: one of my hashtag sets looks like this:

#successtips #motivation #inspiringquotes #followyourdreams
#workfromhomemoms #changeyourlifestyle
#learnfromthebest #mentors #youngentrepreneurs
#branding101 #youngentrepreneur #wannahelpigd13
#wannahelpigd14 #loving #lukeonline #entrepreneurquotes
#mentoring #followyourdream #personalgrowth #solopreneur
#worklifebalance #startuplife #smallbusinesses
#successmindset #businesswomen #makesbrandsense

They consist of a mixture of popular (and not so popular) hashtags targeted at my particular niche.



Pro tip: Paste your hashtag list into a comment rather than adding them to the end of your post caption. Include your hashtag for your own brand to your list. Mine is: *#lukeonline*

Useful tools: There are plenty of online tools (*free and premium*) to help you put together the right hashtags for your niche, such as: Websta, Iconosquare, tagsforlikes and Tagfire.

5 Think visually, create quality

Instagram is a visual platform. The only way to stand out from the crowd is to produce consistent, high quality, inspiring content.

There is so much mediocre, regurgitated content on Instagram that it really does not take a lot of effort to rise above it, but creating truly inspiring content takes time and effort.

Remember people only spend a couple of minutes at most scrolling through Instagram, so your content must capture their attention.

For me a great post consists of two things: beautiful imagery and/or text, together with a thought provoking caption.





Pro tip: Choose images or write text that create emotion. Avoid just repeating the same old stuff as everyone else and, finally, believe in what you're posting.

6 Craft an inspiring and compelling bio

Don't neglect your Instagram bio!

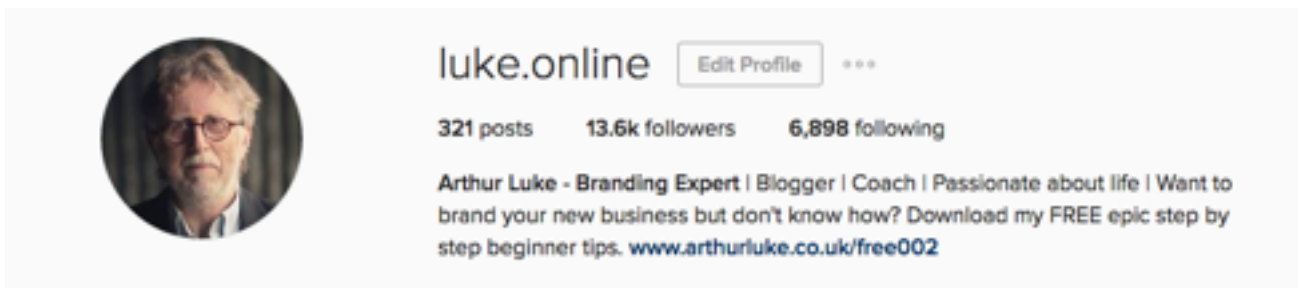
Creating a powerful bio for your Instagram page is one of the most important elements in building your brand on Instagram.



Instagram limits you to 150 characters plus one url link. Use it wisely.

Pro tip: Keep it short and to the point. Don't waffle; every character is valuable. Describe exactly what you do and why.

Example:



Pro tip: Keep the link in your bio understandable.

For example if it goes to your website make it obvious www.yourname.com. Mine is arthurluke.co.uk/free because I want followers to go to my free ebook download or to promote a masterclass I might be doing etc.

Always keep your url link clean and understandable. Don't use bitly style links where it is not clear to the user where the link is going to take them. If your url is just too long then use an online tool like 'Smart Url' to convert it to something shorter and more memorable.





7 Be consistent

Do not underestimate the power of posting consistently. If you decide to post every day, then post **'everyday'**, not twice on Monday, nothing on Tuesday, three times Thursday and nothing over the weekend.

For me twice a day works best. Decide what's best for you and stick to it religiously.

Pro tip: Remember, nobody likes to be spammed. Too many posts and you will soon become invisible not visible.

8 Post at the right time

Timing is everything. Post when your followers are looking, not when they are asleep or at work. Post when no-one is looking and all that effort creating a beautiful image and caption is wasted.

With tools like Iconosquare and Social Blade you can find out when most of your followers and target audience are online. Iconosquare analyses your follower's activities and reports back with the best time to schedule your posts.



Pro tip: Remember not all your target audience will be on the same timezone as you. Make sure you post on different timezones to maximise your reach.

Here are 6 simple, powerful action steps you can take right now!

1. Choose the right type of account

- Fan page
- Business page
- Personal brand page

2. Don't dilute your brand by sharing other peoples content on your page, especially in the beginning. Build **your** brand, not someone else's*

*Unless: (a) it compliments your brand style, (b) it would be of benefit to your followers, (c) its fits your niche.

3. Have a 'call to action'

Encourage your followers to take an action.

This may be, for example, asking them to download your ebook, signup to your blog, enter a competition, or share



your post with a friend. These are all useful calls to action which illicit a response from your audience and increase engagement.

4. Sync your Instagram account to Facebook

Make sure your Instagram account is secure. I strongly recommend linking your Instagram account to your Facebook account, if you have not already done so. The benefit of this is that if your account ever gets hacked you can sign in via your Facebook. Better safe than sorry!

Pro tip: To increase security don't use your normal email address for your login email. Setup a special one just for that purpose.

5. Follower the competitors followers

One of the best ways to find and attract new followers within your niche is by looking at who is following both the influencers within your niche and/or your competitors.

Then follow their most engaged followers and engage with them (hope that makes sense). These people have already



shown interest in products/subjects and services similar to yours.

Pro tip: To make this process easier you could use one of several online tools such a 'CrowdFire'. CrowdFire helps you to manage your followers and unfollowers.

6. Start building your email list NOW!

Start building a following today, even if you don't have a product or service to sell yet. You will, and when that time comes you'll already have a loyal and interested following to convert into customers.

Your email list is valuable because it is made up of people who have taken the time to signup and that means they are interested in you and what you have to offer.

Pro tip: Use the url link in your bio as a 'call to action'. Use a memorable and easy to remember url that takes users to a unique landing page on your website where they can signup to your list.





I hope you found this Ebook useful. I have intentionally avoided going into any great depth as, at this stage, you have enough to be getting on with.

Now take it to the next step

'Power Brand' your Instagram

mini masterclass (coming soon).

Wherever your journey leads you from here, I wish you the very best of luck.

Arthur