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Presented by  
Jenn Herman



# Jenn Herman

- World's forefront blogger on Instagram marketing
- Top 10 Social Media Blog 2014, 2015, 2016
- Social media consultant for businesses from entrepreneur to global organizations
- Featured in Inc., Yahoo Finance, Fox News, CBS Radio LA, Social Media Examiner, and more!
- Author of "Instagram for Business for Dummies", "The Ultimate Beginner's Guide to Instagram" and "Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy"



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# Why Good Posts Matter



Better engagement

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# Why Good Posts Matter



@chobani

Better brand awareness



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# Why Good Posts Matter



Better conversions

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# Why Good Posts Matter

Better community



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# *Why Good Posts Matter*

## The Instagram Algorithm

- The more your audience engages with your content, the more of your content they will see
- The more popular your content (with followers and non-followers), the more chances you have to rank in searches
  - Use your hashtags to appeal to non-followers

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# Good Photos

- Stand out in the feed
- Connect emotionally
- Tell a story



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# Good Photos



- Have good lighting
- Have good alignment
- Aren't cluttered
- Use color

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# Good Videos

- Good lighting
- Good audio
- A good cover image



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# Good Videos

- Are entertaining
- Are informational
- Keep the viewer's attention



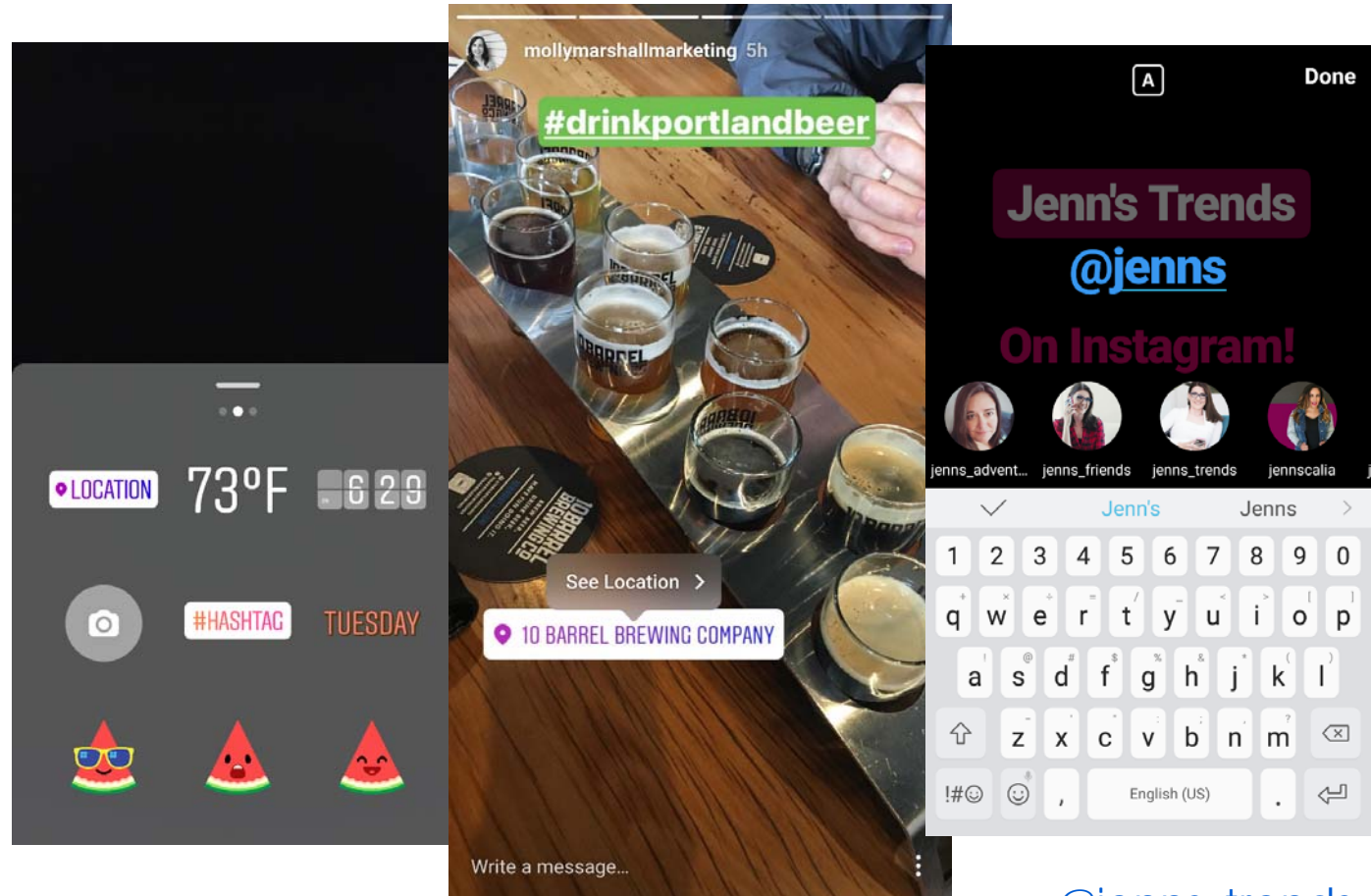
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# All the Tags

- Hashtags
- Location tags
- User tags



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# Videos

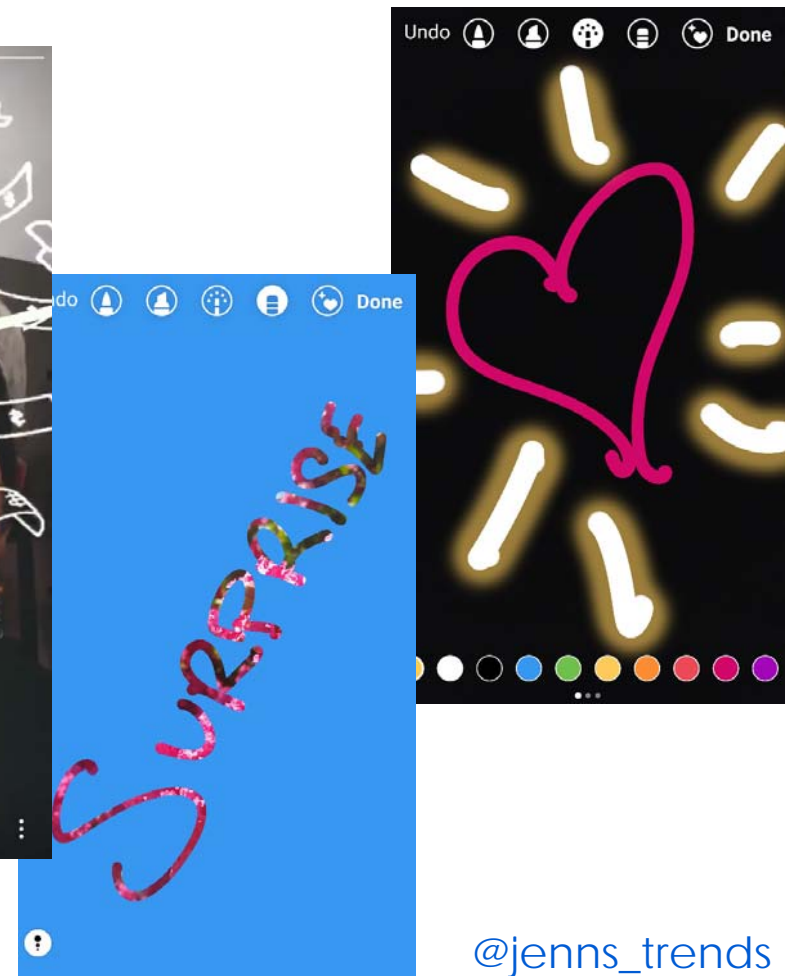
- 15 second videos
- Boomerang videos
- Superzoom videos



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# Fun Filters & Things

- Face filters
- Doodle and draw



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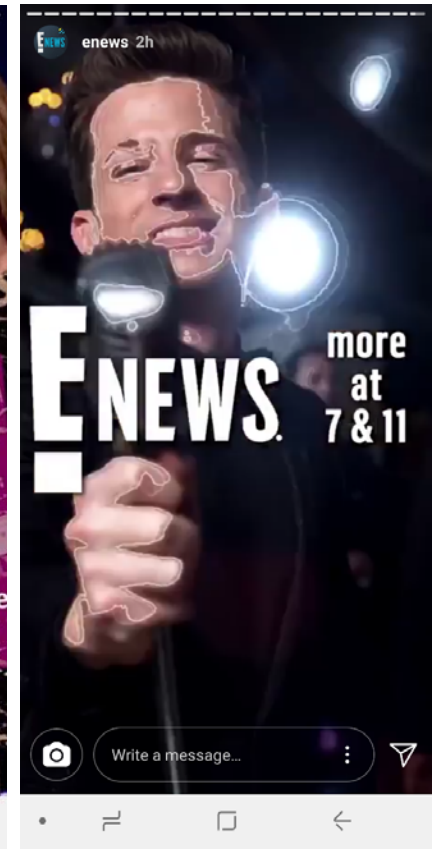
# Clickable Links

- Business profiles
- Over 10k followers
- Any URL



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# Case Study: E! News



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# Good Captions

- Be descriptive
- Be entertaining, educational, informative, or valuable
- Not too short, not too long
  - 1-3 short paragraphs
- Take the photo/video “story” that much further



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# *A Good Instagram Post*

- Drives engagement
- Builds your audience
- Generates conversions

# Thank You!

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