



**OPEN FOOD**  
NETWORK **UK**

Instagram Marketing Masterclass  
19<sup>th</sup> August 2020

## Why Instagram?

Instagram has a higher engagement rate than any other social platform  
Instagram generates four-times more interactions than Facebook

# Instagram objectives: set some SMART goals

**Specific**

Make it as clear and simple as you can.

**Measurable**

Ensure you can measure and demonstrate your success.

**Attainable**

Be realistic with your goals to maintain motivation.

**Relevant**

It must contribute to your wider business goals.

**Time-Bound**

Give your goal a target date or timeframe for completion.



# Instagram audit: your profile

## **First, make sure you have a business profile**

Step 1: Go to your page and tap the  in the top right corner

Step 2: Tap 'settings' then 'account'

Step 3: Tap 'switch to professional account' at the bottom

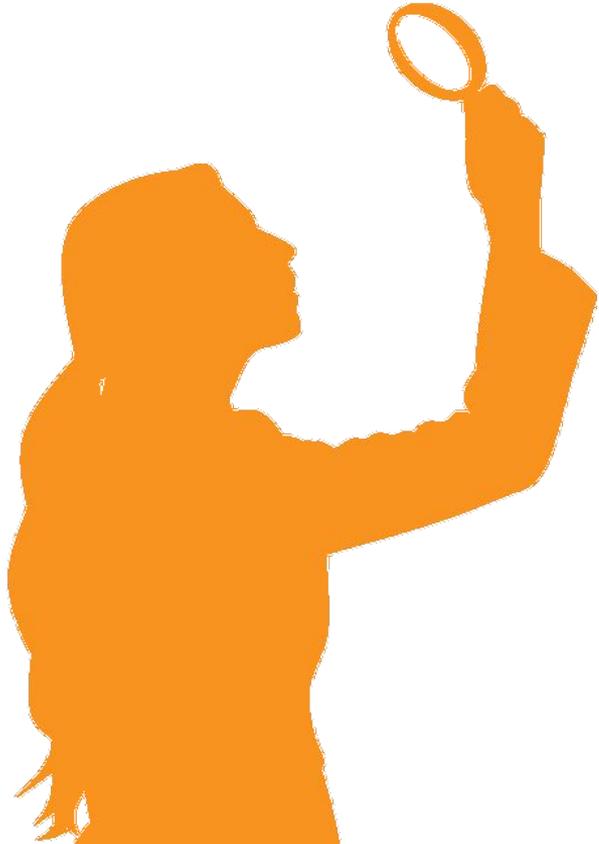
Step 4: Choose 'business' then follow the instructions to link to facebook and add any extra info you like.



This gives you access to [Instagram Insights](#)



# Instagram audit: your profile



1. Review and improve your profile page
2. Optimise your name and username for search
3. Craft an effective bio
4. Include a call to action
5. Try [Linktree](#) for additional actions

# Instagram audit: what is/isn't working

Question everything!

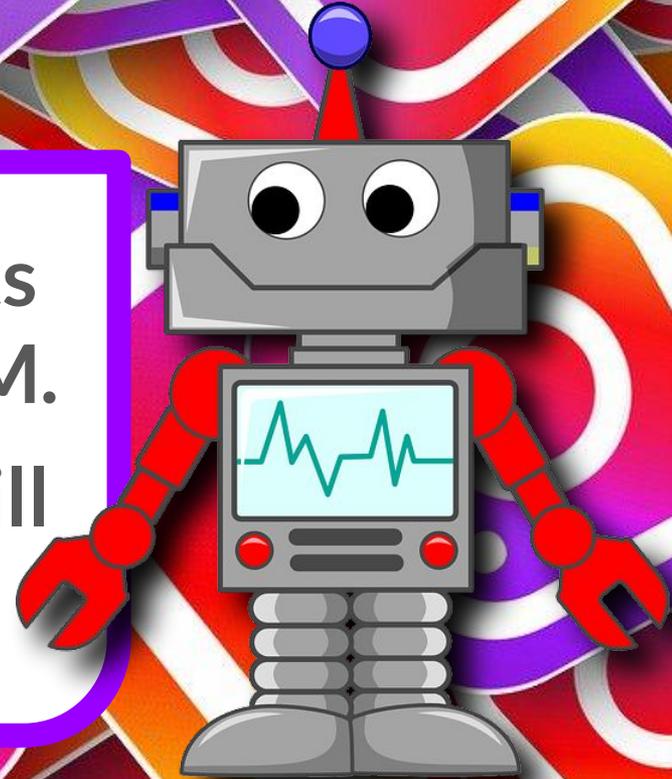
Use Instagram Insights to measure & learn:

- Impressions (views)
- Reach (uniques)
- Engagement
- Audience info
- Best timings

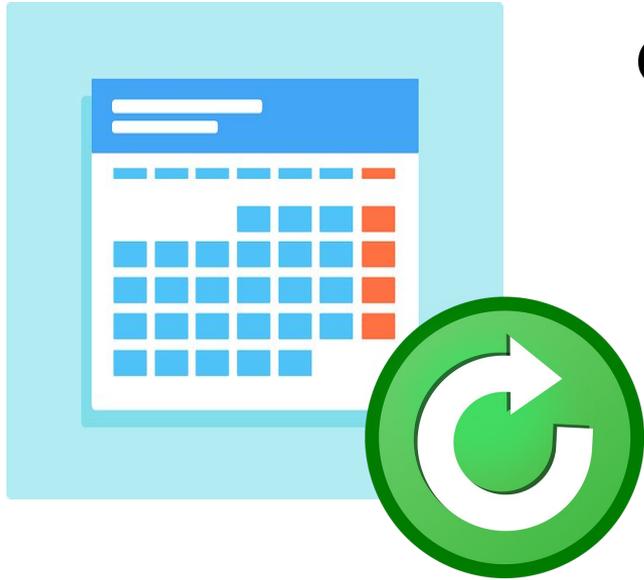


## Understand the algorithm

Instagram controls what posts users see with an **ALGORITHM**.  
Only 20% of your audience will be shown your content



# Consistency is the key to getting results



## Create a consistent posting schedule

- 2-3 times per week
- Spend 30 minutes prior to post building attention through community activity
- The algorithm monitors interest and time spent on a post.

**Maintain consistency in look and appeal**

Consistency is the key to getting results



Master  
Your  
Messaging

# Top content tips:

Be transparent

Be relevant

Remember the three E's

GIVE VALUE: be audience-centered

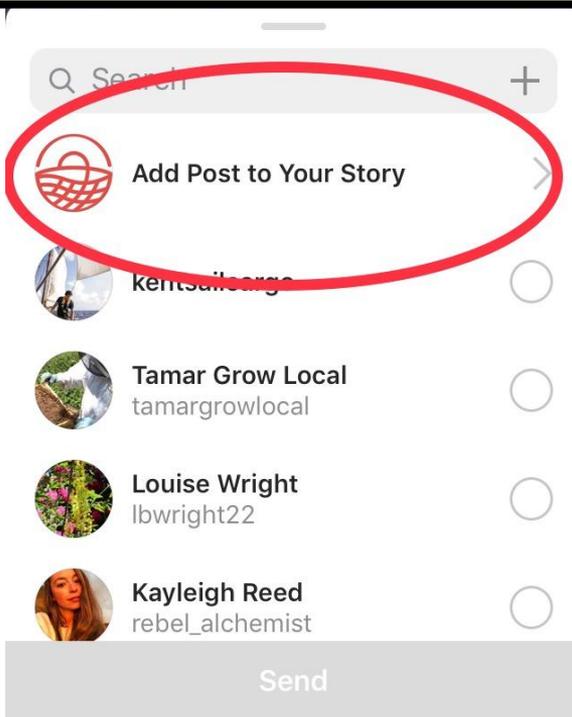
Keep notes

# Use stories to draw attention to feed posts



View Insights

Promote



# Instagram stories tips

62% of Instagram users say they were more interested in a business after seeing it in Stories

Stay active with stories and **post 3 x per day**

Use Insights to improve what you are doing

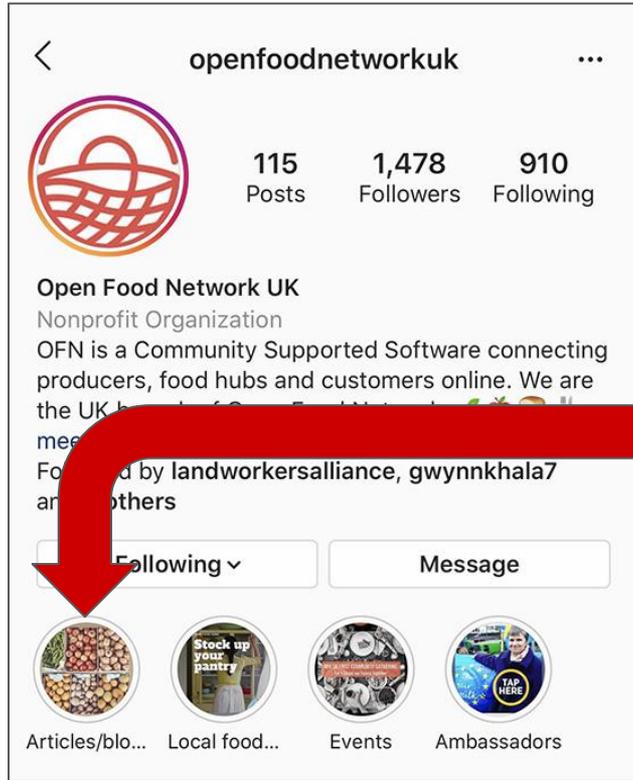
Use subtitles - write a caption for each post

Use polls and questions for engagement

Connect Instagram with Facebook and share stories across both



# Instagram stories tips



Use Highlights

You can save your best stories in themed highlights which display here.



# GROWTH

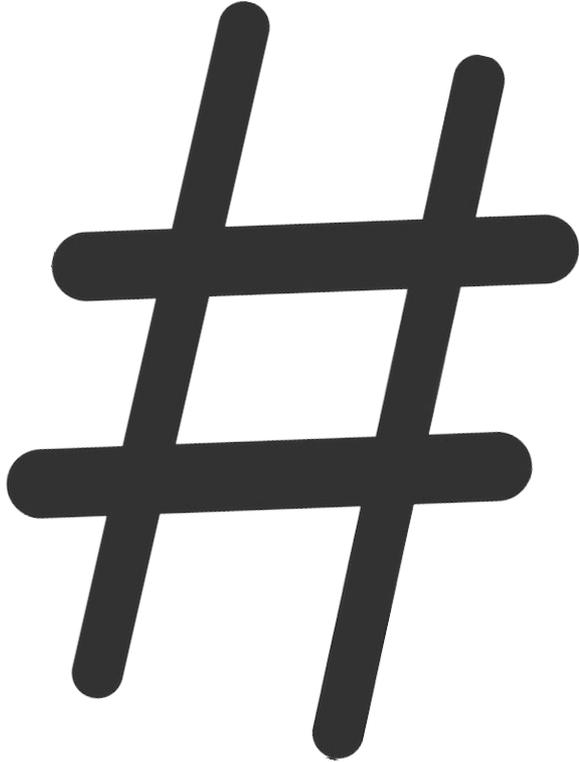


## Growth tips

- FOLLOW AND ENGAGE
- Respond to everything
- Find a squad
- Partnerships
- User generated content
- OUTREACH



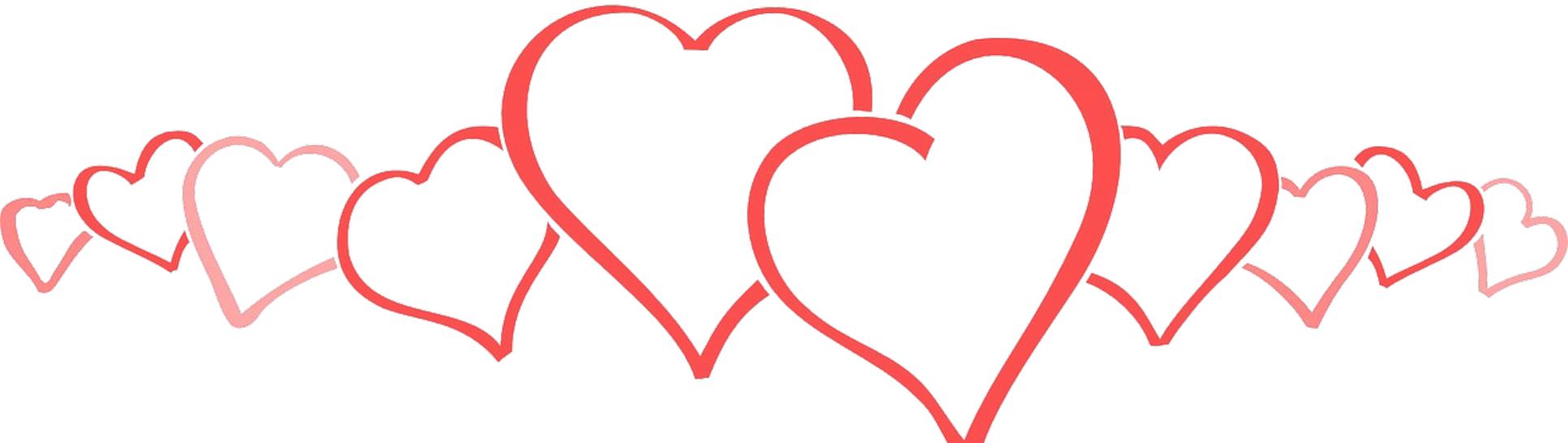
# Hashtag strategy



- Your feed and stories are searchable with hashtags
- **11 is the magic number**
- Keep a list of relevant hashtags in your phone notes - to save you time
- Create your own branded hashtag and put it in your bio

Measure and respond

**Find out what your customers LOVE... And do more of it.**





Please join the [OFN Marketing Hub Facebook](#) where you can access webinars and useful marketing content designed specifically for food enterprises like you. Also, further resources to support your marketing efforts can also be found [here](#). We are developing this offering and more will be available in the coming months.



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These slides were created by [Kayleigh Reed](#). If you have any questions on any of the sections, please contact Kayleigh by emailing [kay@openfoodnetwork.org.uk](mailto:kay@openfoodnetwork.org.uk)

All feedback - good or bad - is super welcome. Thank you!