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# Instagram CONTENT STRATEGY CHECKLIST

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# CONTENT STRATEGY CHECKLIST

Hey Sis! I'm so thrilled that you've decided to step out in faith and launch the brand God has called you to steward!

If you want to reap the benefits Instagram has to offer, a critical area you should put some focus on is your Content Strategy.

But how do you determine the type of content you need to publish on the platform? And what are the right ways of publishing that kind of content?

This checklist will guide you on answering those questions and to help you to build out your own content plan for your brand.

≡ *Let's* ≡  
**START**

**Your business goals:** You need to determine what your overall business goals are. What exactly do you want to achieve? At the end of the day, your content should help to turn the needle in your business.

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The point of leveraging Instagram is that it can help you to accomplish your overall business goals.

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**Social media goals:** Your social media goals are smaller chunks of your overall SMART goals, that are specifically aimed at accumulating a good return on your investment.

So make a list of your social media goals and what you want to achieve from the platform. Is it more followers? Is it more clients? Do you want more traffic going to your website? Etc.

**After determining your goals and business direction, you can map out an overall action plan. For example: if you want to build your email list, you may need to offer freebies to your audience in exchange for their emails.**



**Your Ideal Client:** Once you have your business and social media goals in mind, the next step is figuring out whom you are trying to target on Instagram. Think about their personalities, frustrations, demographics and how your business can be the solution to their problems.

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While still developing your ideal client's portfolio also take in account your sales funnel or as some would say, *the buyer's journey*.

The buyer's journey includes the **Attraction** (*getting their attention*), **Consideration** (*maximising your credibility to help influence their decision*) and **Decision** (*closing the sale*) stages.

Your content must guide your buyer along these three stages until you convince them to buy from you.

**Always create a mixture of content which shows your experience in your niche and that your clients are receiving value from working with you.**





**Competitor Analysis:** This will tie into the next point of your strategy which is your competitor analysis.

Who are the leaders? How are they leveraging Instagram? How does their audience respond? What type of content are they putting out? Do you see any which you could possibly collaborate with?

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**This is also where you will observe their strengths and weaknesses.**

**By learning from your competitor's momentum and authority, you will better be able to inform the intensity of your brand's digital strategy.**





# 5

**Resources and budget:** You should always take into account the resources available to you and your budget for social media. So here are some things to consider:

- Your mobile device: high-end device or low?
- Access to editing software for creating content
- Your streamlining process: how will you keep track of your leads and content performance?
- Organization: how will you organize your content?

**Your budget should include:**

- Social media promotions
- Outsourcing: content creator, social media manager, etc.
- Planning/scheduling apps: to help automate your posts and save time

**Tips on leveraging your stories next!**



# LEVERAGING INSTAGRAM FEATURES: **STORIES**



Instagram stories are one of the most important features to **connect** with your current audience and warm them up to not just the idea of buying from you, but also getting to know you as a person.



**Instagram stories are perfect for:** establishing your authority, selling your services and getting personal with your community.

**Why? Because usually the persons who take the time to watch your stories, have already developed some form of interest in you or your services.**



## LEVERAGING INSTAGRAM FEATURES:

# STORIES

When you leverage your stories, you will also be exposed to a wide array of additional features, such as: **links, stickers and gifs** that helps your audience enjoy an intimate experience. There are many tricks to generating leads through your stories, but as a coach/ service provider, it's important to note that the story feature is a good fit for the **consideration stage** of the buyer's journey.

**This is the place to rave about your services and how much it has helped your clients. Don't be afraid to also show behind-the-scenes clips of you working.**



Sell, sell, sell! And leverage the link features for CTAs, for persons who want instant access to what you just got them excited about.





# STORIES ARE PERFECT FOR

**Establishing your  
credibility**

**Being relatable  
and 'human' to  
your audience**

**Selling your  
services**

**Getting close  
with your  
prospective  
clients**

**RD**





At the end of the day, I know this can all feel overwhelming. Between running your business, managing your family and your 9-5, taking the time to double down on your marketing can sometimes feel like a drag.

You don't have to struggle through figuring this all out on your own. Not only does that take so much time away, it also causes added stress and tension that you seriously do not need in your life.

I'm ready to support you through content management and do all the heavy lifting for you.

[Tap here to book a Connection Call](#)







**HAPPY  
MARKETING!**

