

GIVEAWAYS

LET'S DRAMATICALLY INCREASE ENGAGEMENT ON YOUR PROFILE

List giveaway partners / collaborators. Does it make sense for your brand to collaborate with them?

What is their target audience? What are their offerings? Are they selling competing or complementary offerings to yours?

How can people enter the giveaway? What do they need to do?

What is the timeline for the giveaway? How will you choose and announce the winner?

What is the prize? Who pays for / offers the prize? Is it valuable enough given the entry rules of the giveaway?

Anything to increase chances of winning?

What is your goal when it comes to a giveaway? Do you want more exposure, followers, or sales?

How will you define a successful giveaway?

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INSTAGRAM STORIES

LET'S LEVERAGE EPHEMERAL STORIES

Where does your content get more engagement -- in traditional feed or Stories?

Does it make sense to use specific hashtags in your Stories to increase reach?

Does it make sense to use specific geotag locations in your Stories to increase reach?

Does it make sense to tag other users in your Stories to increase reach?

How can you promote your traditional content within Stories?

Do you pay attention to your branding and positioning when creating content for Stories?

Do you bring any value to your followers with your Stories? How strategic are you with this type of content?

How can your traditional feed and Stories content complement each other?

ADVERTISING

LET'S GIVE YOUR CONTENT AN ADDITIONAL PUSH

What's your overall budget?

What percentage of it do you want to spend on Instagram (provided you start seeing results)? Do the math to get to the dollar amount.

What is the average price of your products? What percentage of it are willing to spend on lead acquisition?

What is a fair price per lead? Be realistic. Adjust this price as you gain more experience.

Assuming your estimates are correct, how many leads will you be getting from Instagram monthly?

Are you satisfied with this number? If not, can you increase the budget or decrease the cost per lead?

Who will you target? Be as specific as possible. What type of content do they prefer?

RESULTS

LET'S TALK ABOUT THE RESULTS

What tactics were the most effective in your marketing mix?

Which strategies did you find the easiest to implement? Were they effective?

Which strategies did you find the most difficult to implement? Were they effective? What was the reason you've struggled with these strategies? How can you make them easier to implement in your Instagram presence?

Did you discover anything new about your audience? Did you uncover any new relevant needs, wants, aspirations, interests, etc?

How can you continue encourage conversation with them?

What else would you like to find out about them? How can you do that?

How can you make your instagram presence even more engaging, holistic, and wholesome?

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