

ONE WEEK TO More Success on Instagram

in down-to-earth ways
(NO  hacks)

Say "hi" to someone new!

HAVE FUN WITH IT!

Consider your target audience, but don't just think business. Instagram is a great place to connect with both your target audience and people and brands who also inspire you personally.

All of this activity is helping to build and grow your brand, interaction by interaction.

Use all media types.

POSTS, IGTV, LIVES, STORIES, REELS, GUIDES

Instagram wants to favor users that are keeping others on their app for longer. If you utilize all media types on Instagram, you'll be more in their favor. Think of yourself as an Instagram promoter first and foremost (when you're on Instagram at least!), and **give your brand a better microphone amongst the crowd!** There are great ways to cross-use content across all of these mediums, too.

Repost and engage with any mentions.

ACKNOWLEDGE AND THANK

Any mentions are great content to repost and share in your stories, instantly. Repurpose them, too. You can gather them up for an end-of-month collage share of mentions, share on your blog, etc.

Don't just rely on mentions.

ESPECIALLY IF YOU'RE AN ESTABLISHED BRAND

Look for other mentions of your brand via hashtags, places (if you're a brick-and-mortar, and tags—even misspelled ones. So, so many go unnoticed because they aren't direct mentions or tags. Don't let them slip by!

Be you.

FORGET TRADITIONAL MARKETING

If there's anything that's unique about the creative/entrepreneur world, it's how real, quick, and down-to-earth it is. You have the power to use the most powerful tools at our fingertips today, and use them well. You have the ability to adapt, too. So be yourself! **Don't be afraid! It's how you're going to truly connect with the community you're meant to build.**

**AND ALWAYS, ALWAYS
CHECK YOUR ANALYTICS!**

FOR MORE DETAIL, VISIT BRITTBREWER.COM/BUSINESS