



Instagram

Playbook

OPTIMIZING YOUR SALES REVENUE

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THROUGH SOCIAL MEDIA

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# Table of Contents

**THE CONSUMER JOURNEY** **PAGE 03**

---

**AWARENESS** **PAGE 04**

---

**CONSIDERATION** **PAGE 05**

---

**PURCHASE** **PAGE 06**

---

**RETENTION** **PAGE 07**

---

**ADVOCACY** **PAGE 08**

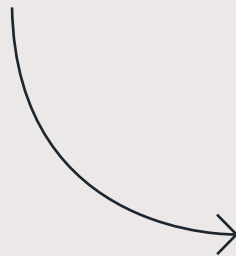
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**INSTAGRAM SHOPPING QUICK GUIDE** **PAGE 09**

---

**SOCIAL MEDIA CONTENT CALENDAR** **PAGE 11**

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## THE CONSUMER JOURNEY BEGINS ON THE 'GRAM

Instagram is no longer just a photo-sharing platform; it's a well-developed sales machine that supports how businesses grow revenue. In terms of ROI and cost, Instagram marketing returns the best results. It's effective and less time-consuming than other online marketing channels.

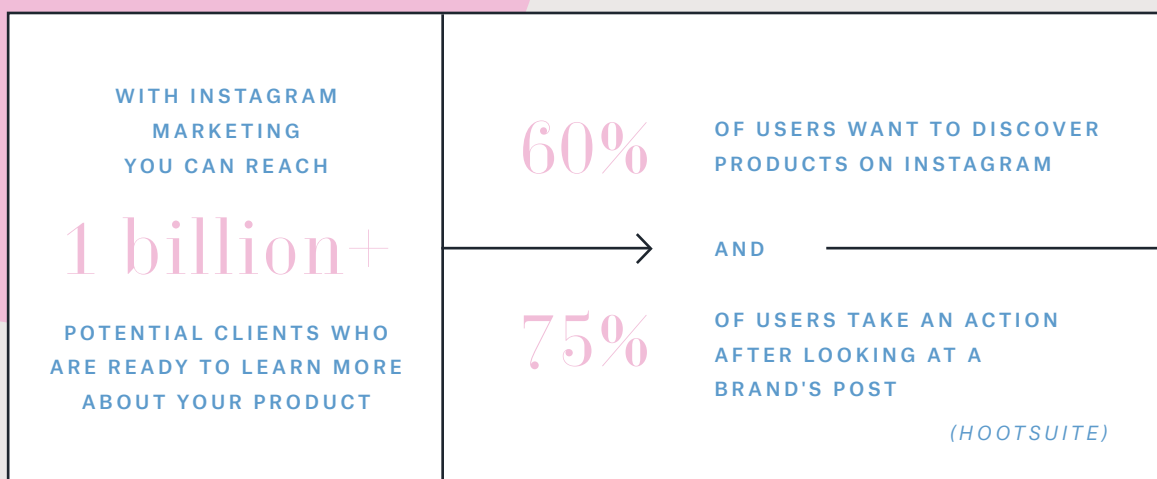
### Marketing with Instagram can:

- increase in-store foot traffic
- encourage in-store purchases
- monitor your reputation
- maintain strong relationships
- ensure customer retention
- offer insights into the customer experience

In order to stand out from your competitors on the platform, you need to take care of your buyers first, which starts with improving their customer journey. The customer journey can be described as a sales funnel. What does that mean? Simply put, it's the different phases of the buying process that a company leads consumers through.

## THE CONSUMER FUNNEL

Awareness → Consideration → Purchase → Retention → Advocacy



## AWARENESS

### Strategically sharing your brand.

The best way to trigger consumer awareness — the moment you catch the consumer's attention — is through *shareable content* and *proactive engagement*.

Before you start this process, it's important to make sure your Instagram bio is optimized. That means including a keyword in your "name," making it clear what you do/who you do it for, including credentials where possible, and making a direct call-to-action to move followers into the next stage of your sales funnel.

### Implementing the Strategy

- **Shareable Content:** Source and generate the right content for your audience by leveraging a content calendar and apps to help plan and schedule. Make sure to consider:
  - Stories
  - Grid posts
  - Searchability (tagging and geo-locations)
  - Brand partnerships
- **Proactive Engagement:** Comment on other accounts' posts, interact with their stories and send DMs daily.

84%

OF U.S. ONLINE SHOPPERS REVIEW AT LEAST ONE  
SOCIAL MEDIA SITE BEFORE MAKING A PURCHASE  
(PEW RESEARCH CENTER)



### Leveraging Instagram Stories

Ephemeral content is on the rise these days, and *Instagram Stories* have 400 million active users. Since these posts disappear within 24 hours, followers are more enticed to watch them in a timely manner. With a great number of active users, Stories allows brands to cut through the noise and deliver the brand message to their target audiences.

Don't neglect your Story highlights! Your Story highlights can serve as a "mini website," moving your ideal client/customer (IC) closer to the point of purchase. So think about the order of your Highlights and how they take your IC from know, to like, to trust, to "I want to work with him/her!"

## AWARENESS (CONTINUED)

### Implementing the Strategy

- Choose a theme
- Aim to post 3-5 stories a day
- Engage with your audience through gaming features
- Show product in use
- Feature product unboxing
- Share behind-the-scenes content



### CONSIDERATION

#### Problem solving for the consumer.

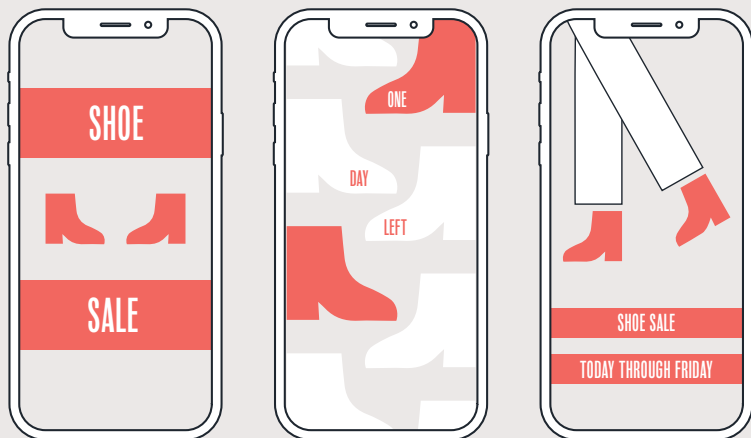
Once your potential customers know about your product, they will begin analyzing whether it meets their needs, wants, and budget. This is where you'll want to think about *service over selling* and look at your Insights to learn about your customer.

#### Implementing the Strategy

For brands, it's important to not only show off your product from different angles, but also to explain what makes it better than other options available on the web. People are interested in *pricing, product demo and problem-solving* when considering a product.

- **Shoppable Posts & Stories:** utilize these to display product pricing, or at the very least mention your pricing in your captions.
- **Story Content:** Demo product in your stories. *Step in front of the camera, sacrifice product and engage the product in real-use situations.*

SHOWING UP CONSISTENTLY  
IS THE FASTEST WAY  
TO BUILD TRUST WITH  
YOUR AUDIENCE



## PURCHASE

### Converting the customer.

*Customers value their time.* According to [Forrester](#), 66% of people believe that valuing their time is the most important thing a company can do to provide them with a good online customer experience. Take care of your customers, and they will never forget you.

*Budget matters, too.* 58% of buyers want to know prices. Although the total price isn't the main factor affecting the decision-making process, people always want value for the money they spend.

### Implementing the Strategy

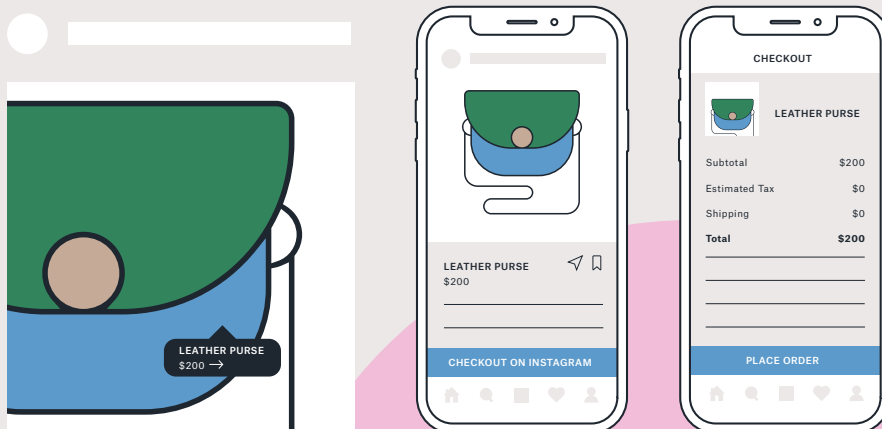
Make sure your purchase process/client onboarding process is set up properly and provides an easy, enjoyable experience. This means that from the very beginning they will feel great about investing their money in you. Bottom line...make the navigation easier!

- Shoppable posts, stories, and swipe-up features allow your customer to easily understand pricing and navigate the checkout process.
- Use targeted ads and sponsored posts to “aim” virtual product at your consumer.

### Shoppable Posting

An *Instagram Shop* gives people a virtual storefront to explore new products from businesses they follow. It also allows easy access to pricing and product details. Enhance brand visibility, encourage community engagement, support SEO, effectively convert new customers, and create brand loyalty by *implementing swipe up links to stories* and adding *shopping tags* to your story and grid posts.

For a guide on setting up your Instagram Shop, scroll to page 9.



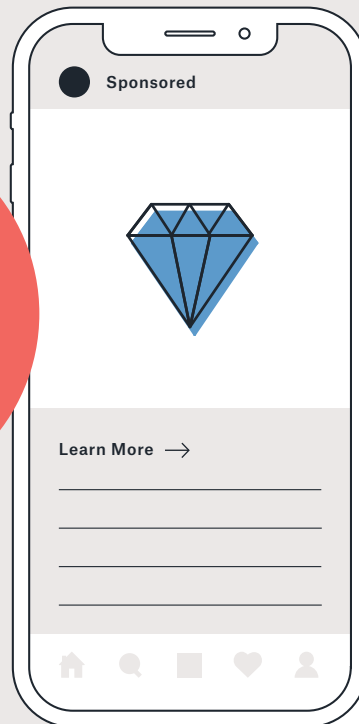
## PURCHASE (CONTINUED)

### Targeted Content + Paid Media

Instagram advertising offers the advantage of *detailed analytics and insights* into audiences by preferences, behaviors, tastes and interests. Once the target audience is defined, brands can create messaging or copy geared toward this *hyper-targeted audience*. This allows users to feel as though their Instagram experience and ads are being tailored to them.

DID YOU KNOW?

THE ENGAGEMENT  
RATE ON INSTAGRAM  
IS HIGHER THAN  
THAT OF ANY  
OTHER SOCIAL MEDIA  
PLATFORM



## RETENTION

### Livestreaming content.

*Consumer behavior has shifted.* Today, more than ever, we are poised to understand the true value of human connection. Smiles, simple greetings and small gestures of thoughtfulness and gratitude can all be experienced at a safe distance, and that is the reality to which we are excited to return. This also includes how people interact with brands and retailers and experience their favorite events. Some consumers will be excited to return to regular event programming and experiences while others will prefer to do so from the comfort of their home, which is why we must pivot and host our experiences both physically and digitally.

*Engagement and urgency.* Livestreaming can be a hugely beneficial tool for building a stronger connection between your brand and potential customers, allowing you to gain valuable feedback and insight — straight from the people that matter most!



## RETENTION (CONTINUED)

### Implementing the Strategy

- Go “live” on Instagram
- Utilize IGTV

### IGTV vs. Livestreaming

By 2021, mobile video will account for 78% of total mobile data traffic. *IGTV* is Instagram’s way of disrupting the traditional TV model and updating it for a modern, mobile experience. Anyone on Instagram can create their own IGTV channel, where they can share long-form videos with their followers. IGTV should be thought of like YouTube, not Netflix.

Going “live” on Instagram is essentially Facetiming with all your followers at once. Followers will get a notification that you’re going “live” so that they know to tune in. You have the option to upload your livestream to IGTV once it’s finished, otherwise it disappears once you end the stream.

### Implementing the Strategy

Great content to share by going “live” or on your IGTV includes: DIY, tutorials, classes or workshops, fitness programming, shopping/styling new product, Q&As, webinars, mini TED Talks, celebrity takeovers and behind-the-scenes tours or footage.

For a full breakdown on *Livestreaming*, check out [our guide](#).

## ADVOCACY

### User-generated content.

No matter how hard you try to list the benefits of your product, customers crave authenticity. Thus, potential buyers seek out social proof: 71% of consumers will check UGC reviews before deciding to buy a product. Sharing UGC photos means customers have bought a product and they’re satisfied enough with the purchase to recommend the brand to their friends. UGC posts get 28% higher engagement in comparison with branded publications.

### Implementing the Strategy

- Offer discounts and perks for sharing UGC
- Engage with UGC posts by liking and commenting
- Share the best posts and tag authors
- Encourage reposting and tagging by resharing accounts that repost or tag your brand



# Instagram Shopping

## Quick Guide

**Instagram Shopping** is a platform for brands to drive conversion straight from their Instagram posts via in-app purchases. This quick guide provides the basics of how to set up your business's IG shop, create shoppable posts and more.

### WHY HAVE AN IG SHOP?

An Instagram Shop gives people a visual storefront to explore new products from businesses they follow. Once you create a Shop, you can link your product to the image, allowing users to click right back to your website for check out, or through utilizing the **Instagram Checkout** feature.

### SETTING UP YOUR IG SHOP

#### 1. Make sure your brand's Instagram account is eligible for shopping features.

- Your business must be located in a supported market and sell physical goods. Services are not a supported feature.
- Does your business comply with Instagram's commerce policies?
- You must have a business account. Set up your account here.
- Is your account connected to a Facebook page? Connect here.

You can choose to display or hide your business category and contact information on your profile. After setting up, go to your profile and tap **Edit Profile**. Go to **Public Business Information** > **Profile Display** > then choose **hide or display**. Tap **Done**.

2. **Connect your Instagram Business Profile to a Facebook catalog.** To use Instagram Shopping, you will need to upload your products in a catalog and connect it to your Instagram account. This can be created and managed on Catalog Manager or Business Manager on Facebook, or through your Point of Sale platform.

3. **Submit your account for review from Shopping in Settings.** Go to your profile's settings, tap **Business** > **Instagram Shopping**. Follow the steps and submit your account for review. The process usually takes a few days, but can take longer. If you've been approved, you will receive notifications from Instagram to complete set-up in **Settings** > **Shopping**.



## SETTING UP YOUR IG SHOP (CONTINUED)

4. **Add product tags and stickers to your posts and stories.** You can tag products in both new and existing posts from your Instagram business account — up to 5 products per single-image post or video post, or 20 products per multi-image post. After editing your photo and adding a caption:

- Tap the products in the photo that you want to tag. For videos, a tray will appear where you can select up to five products you want to tag.
- Enter the names of the products you want to tag, then select them as they appear in the search box.
- Tap **Done > Share**.

**To add product stickers in your stories:** For stories, 1 product sticker can be added per story. You can use the sticker with swipe-up, highlights, and videos.

- Upload a photo or video to your story and elect the product sticker from the sticker tray.
- Select the product from your catalog that you want to feature.
- Move the product sticker where you would like it to appear on your story.  
***Note:** To edit your product name, change it in your product catalog before adding the sticker. Text color of the product sticker can be changed by tapping the sticker.*
- Share your story.

REMEMBER:

**Maintenance is key!** Keep your catalog and IG Shop up to date on inventory and product to allow for seamless purchasing.

FOR MORE RETAILING TOOLS, VISIT THE [WS RETAILER PORTAL](#)

FOR FEEDBACK AND QUESTIONS, PLEASE CONTACT [RETAILINCUBATION@WSDEVELOPMENT.COM](mailto:RETAILINCUBATION@WSDEVELOPMENT.COM)

# Social Media Content Calendar

NOTES                      SUN                      MON                      TUES                      WED                      THURS                      FRI                      SAT

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REMINDERS

POSTS  
STORIES  
ADS


Use this calendar to plan your social media strategy each week.