

# INSTAGRAM

# MARKETING

*with Intention*



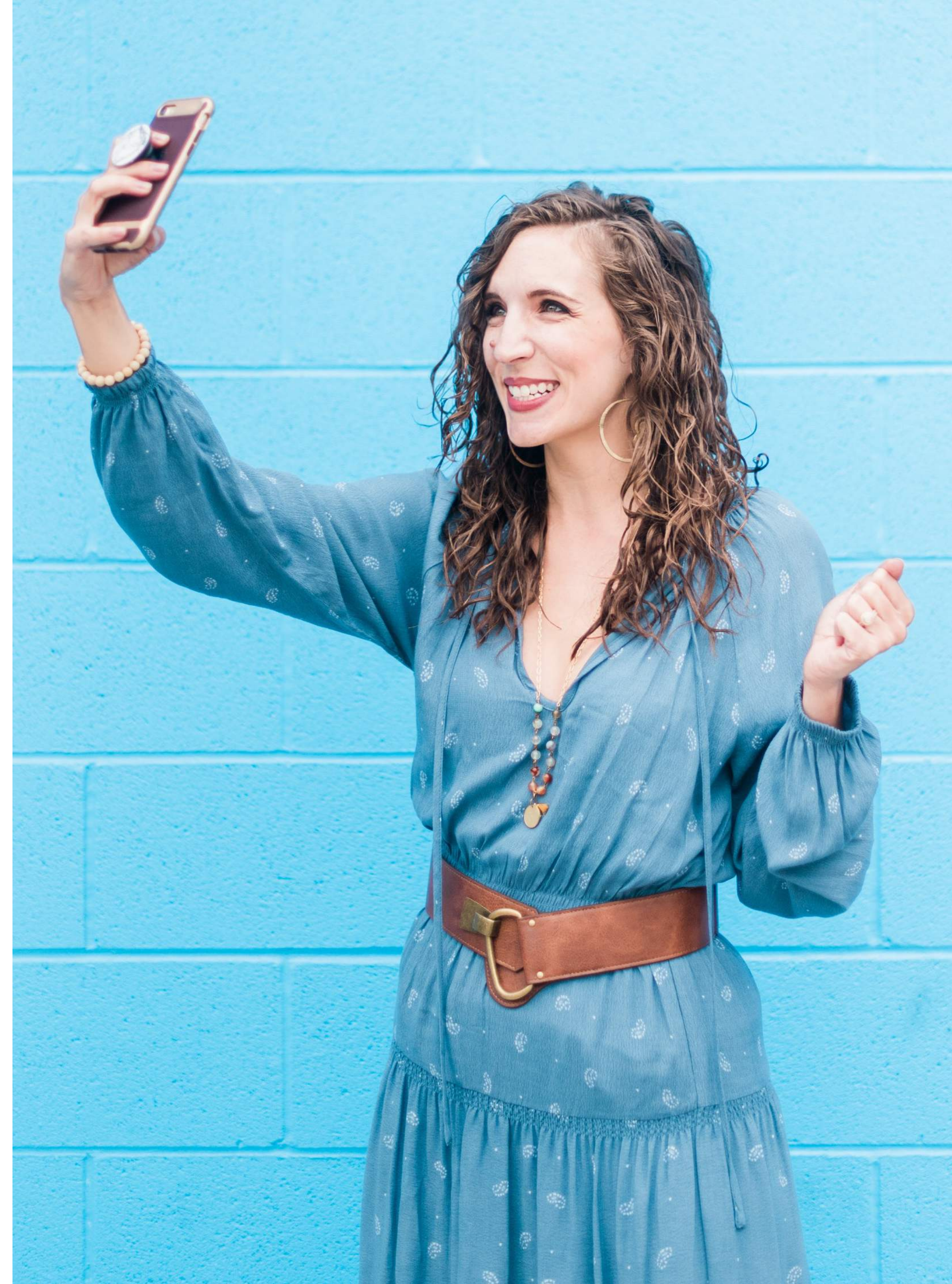


# OH, HEY!

## I'm Quinn Tempest.

- Digital Marketing Strategist
- Graphic Designer
- Speaker
- Color-loving urbanista in Phoenix

 @quinn.tempest





**1 THE IMPACT OF INSTAGRAM**

**2 INSTAGRAM WITH INTENTION**

**3 6-STEP STRATEGIC FRAMEWORK**

**4 LET'S GET PERSONAL**

1

**THE IMPACT**

**OF INSTAGRAM**



**1**

**billion**



total number of  
users

**500**

**million**



daily active  
users

**500**

**million**



daily Story  
users



**MORE THAN**

**A PLATFORM**





# urban DICTIONARY

TOP DEFINITION



## do it for the gram

**Do it for the gram** means you do things in your life so you can take pictures and **show off** on instagram for example you buy **jordans** or other expensive things just to post on Instagram look for likes

*Man Im **finna** hit the mall and take pictures for **the gram yall** know I do it for the gram*

by **Seezy Dinero** April 09, 2016





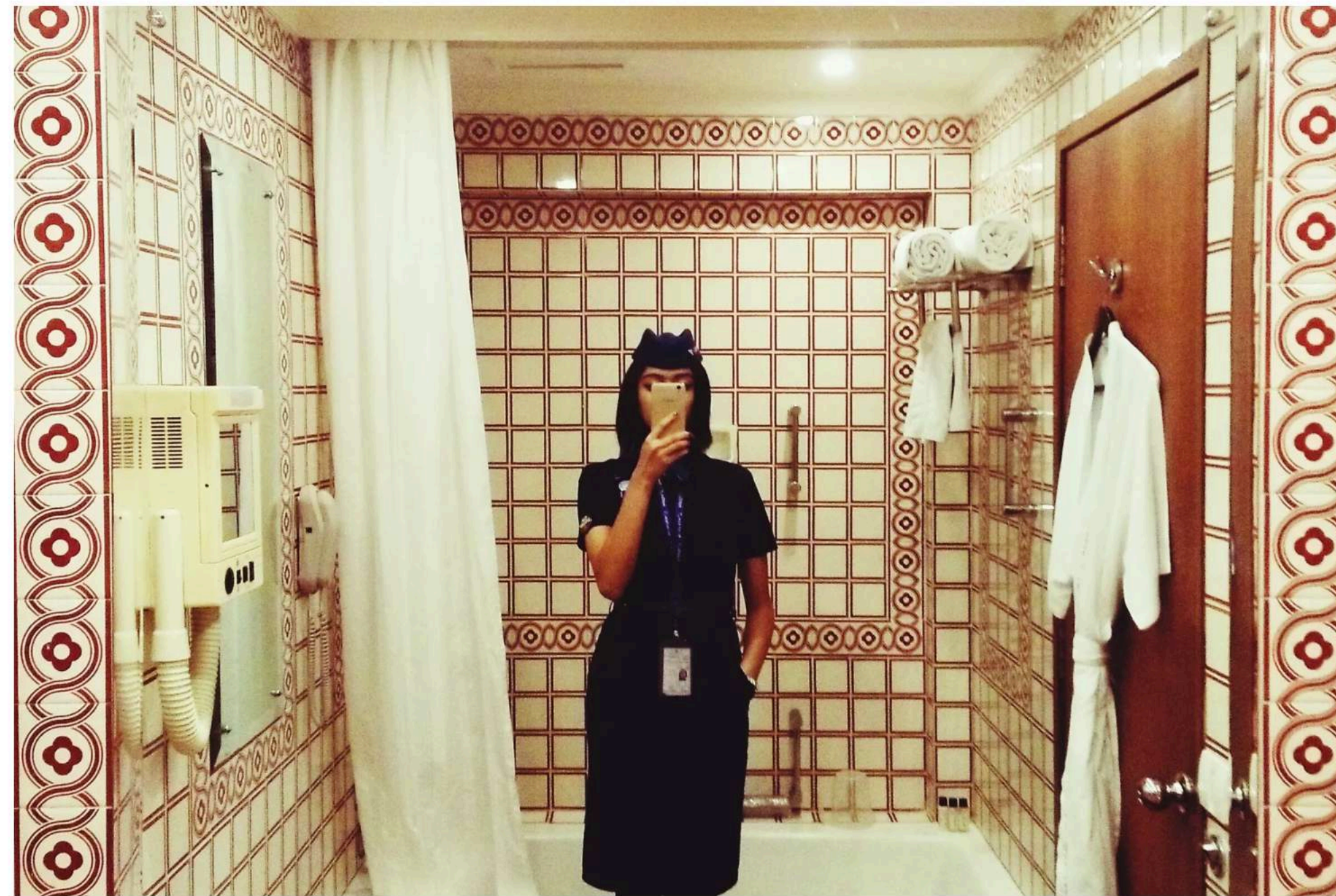
# Vox

## Why are fancy bathrooms all over Instagram?

Hotels and restaurants are hoping you'll take a selfie in one of their novelty bathrooms.

By Chavie Lieber | @ChavieLieber | Chavie.Lieber@Vox.com | Jan 3, 2019, 8:00am EST

f SHARE



Bathrooms today are Instagram's favorite selfie location. — Serena Sarah Chhetri/EyeEm/Getty Images





CULTURE DESK

# THE MUSEUMS OF IN

By Sophie Haigney September 16, 2018



@quinn.tempest

video



lavatoryphx  
LavatoryPhx



**theegghouse** • Follow  
Shanghai, China

theegghouse Friday mood → Pulling through! PC: @jwh\_banieman

#theegghouse #egghousenyc #egghouseshanghai #egghousenewyork #egghouse #ellistheegg #instalationart #exhibition #popup #experienceart #experience #eggart #eggartist #loveegg #photooftheday #ins #instaegg #instagram #instagood #instalike #instamood #instaart #instalikes #instadaily

View all 12 comments

rainakat Please come to San Francisco! We're a big spot for these type of museums and I want to go so

Liked by erinsummer\_ and 1,093 others

DECEMBER 21, 2018

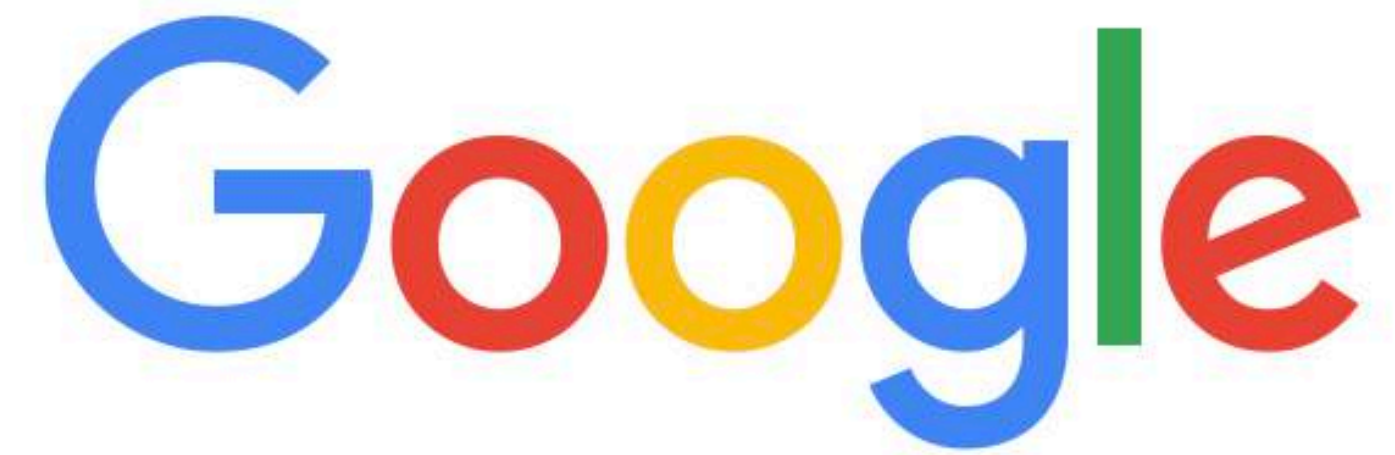
Add a comment...


uribe Love it Prima 😍

a Yes, all the colors!

@jess9ouribe thanks cousin! 😂 lol





how instagram has changed 

how instagram has changed

how instagram has changed **the world**

how instagram has changed **marketing**

how instagram has changed **photography**

how instagram has changed **travel**

how instagram has changed **the way we eat**

how instagram has changed **fashion**

how instagram has changed **the food we eat**

how has instagram changed **over time**

how has instagram changed **the way we communicate**

Google Search

I'm Feeling



*Report inappropriate predictions*

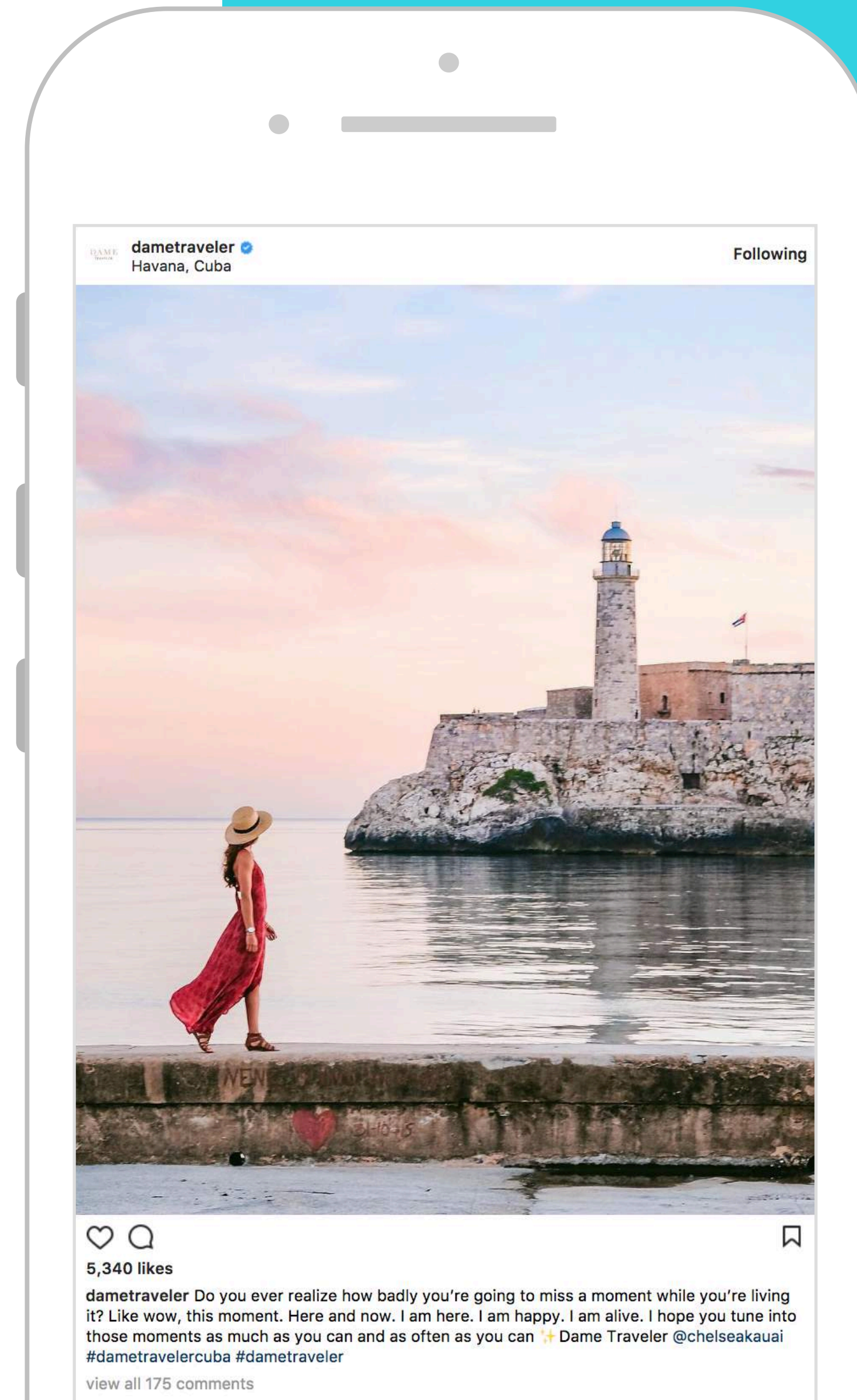


PEOPLE LIKE

INSTAGRAM

*"It is so simple as to be almost serene."*

- Robinson Meyer, The Atlantic





**THE DARK SIDE**

**OF INSTAGRAM**





# 1. MENTAL HEALTH



Instagram ranked worst for young people's mental health

**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE



## 2. ADDICTION



*"Attention is a resource;  
a person has only so  
much of it."*

Matthew Crawford,  
Institute for Advanced Studies in Culture



**INSTAGRAM**



**REALITY**



**3. UNREALITY**



2

**INSTAGRAM**

*with Intention*



**THE POSSIBILITIES**

**OF INSTAGRAM**





**THE CULTURAL**

**GATEKEEPERS**

**ARE GONE**





# WHAT PEOPLE WANT...

EXPERIENCES

COMMUNITY

AUTHENTICITY

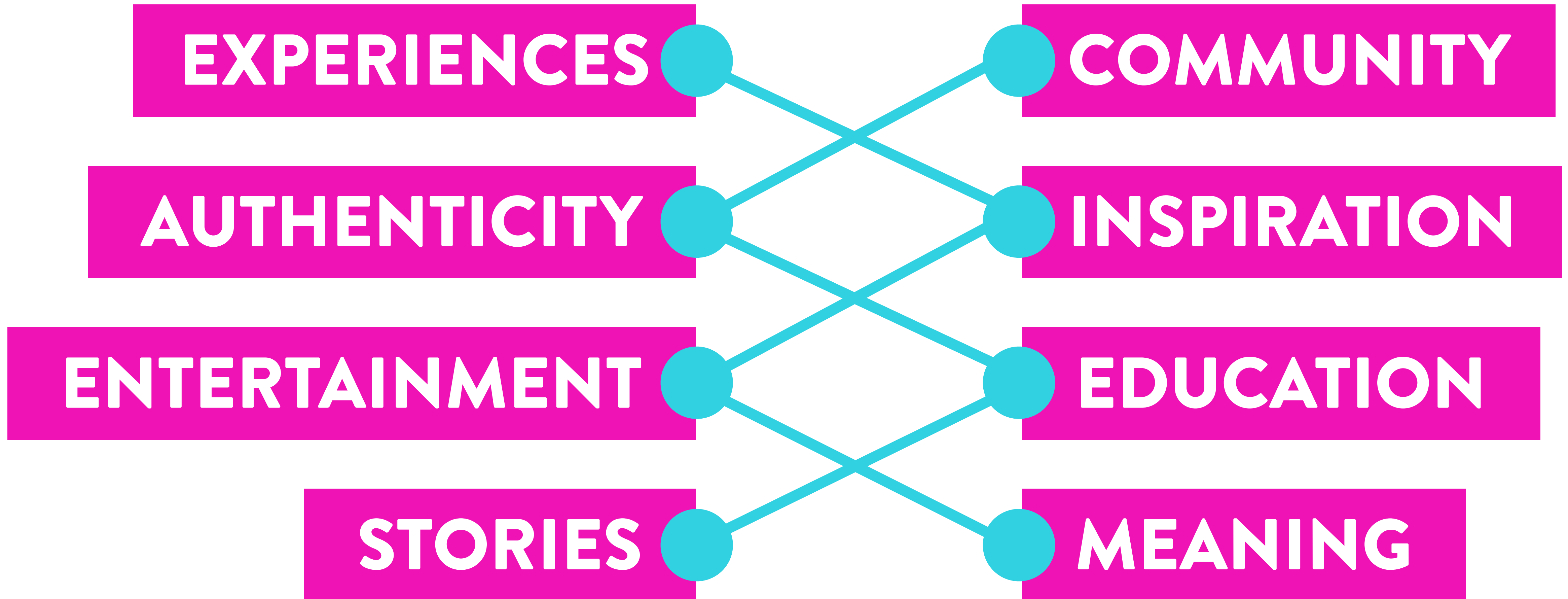
INSPIRATION

ENTERTAINMENT

EDUCATION

STORIES

MEANING





# INSTAGRAM WITH INTENTION IS...

An **interactive experience** of your brand  
that is **creatively presented**  
and **strategically planned** in order to  
**build a relationship** with your audience.



3

**6-STEP STRATEGIC**

**FRAMEWORK**







# YOUR INSTA ETHOS

WHAT DOES  
YOUR AUDIENCE  
CARE ABOUT?

WHAT DOES  
YOUR BRAND  
STAND FOR?

WHAT MAKES  
YOU  
UNIQUE?





INSPIRE

MATTER

We reinterpret textile heritage into prints that tell stories of where and why they are made.



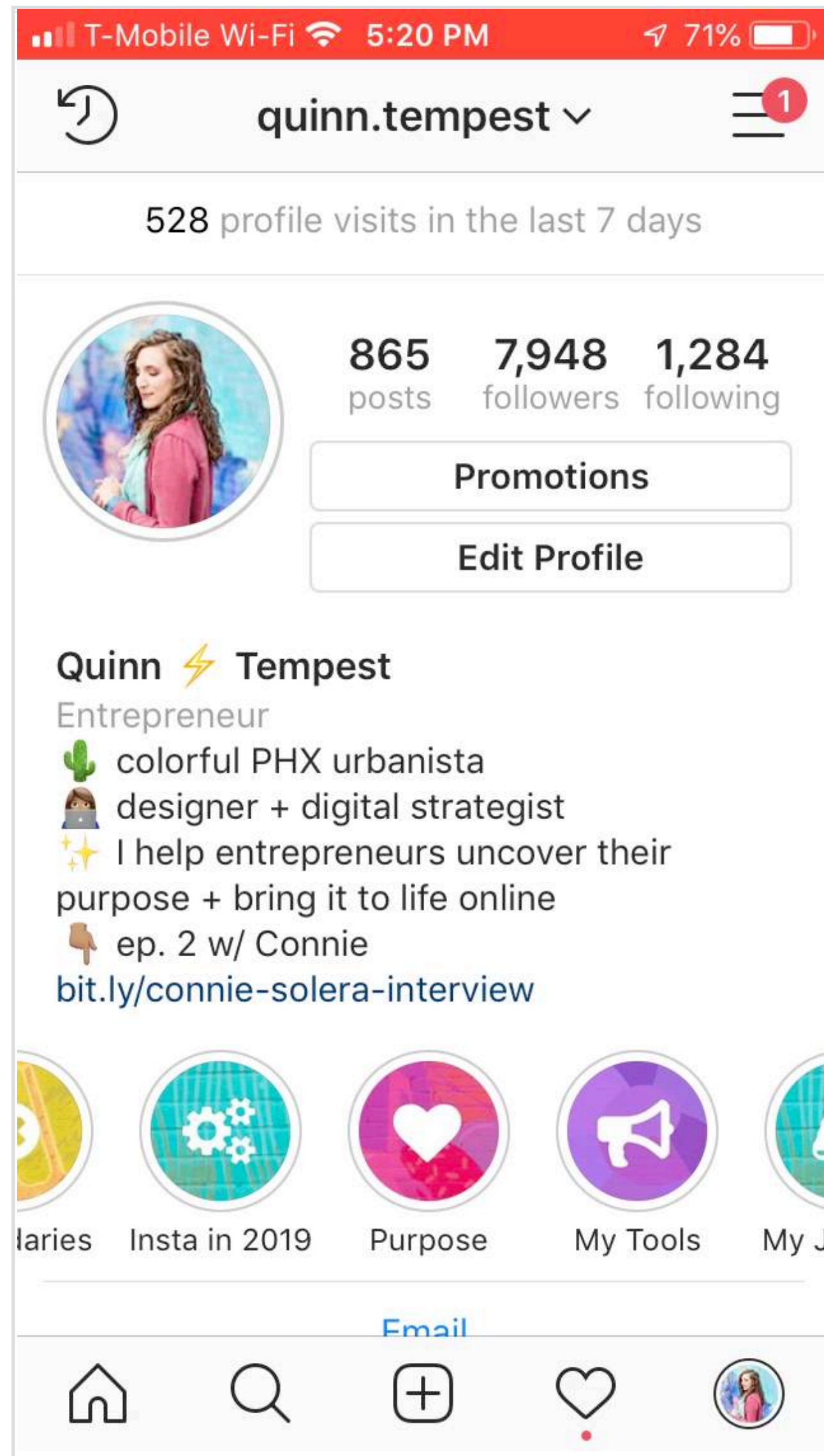


# EDUCATE

@quinn.tempest

Quinn Tempest

I help small biz owners and entrepreneurs bring their unique purpose to life online.

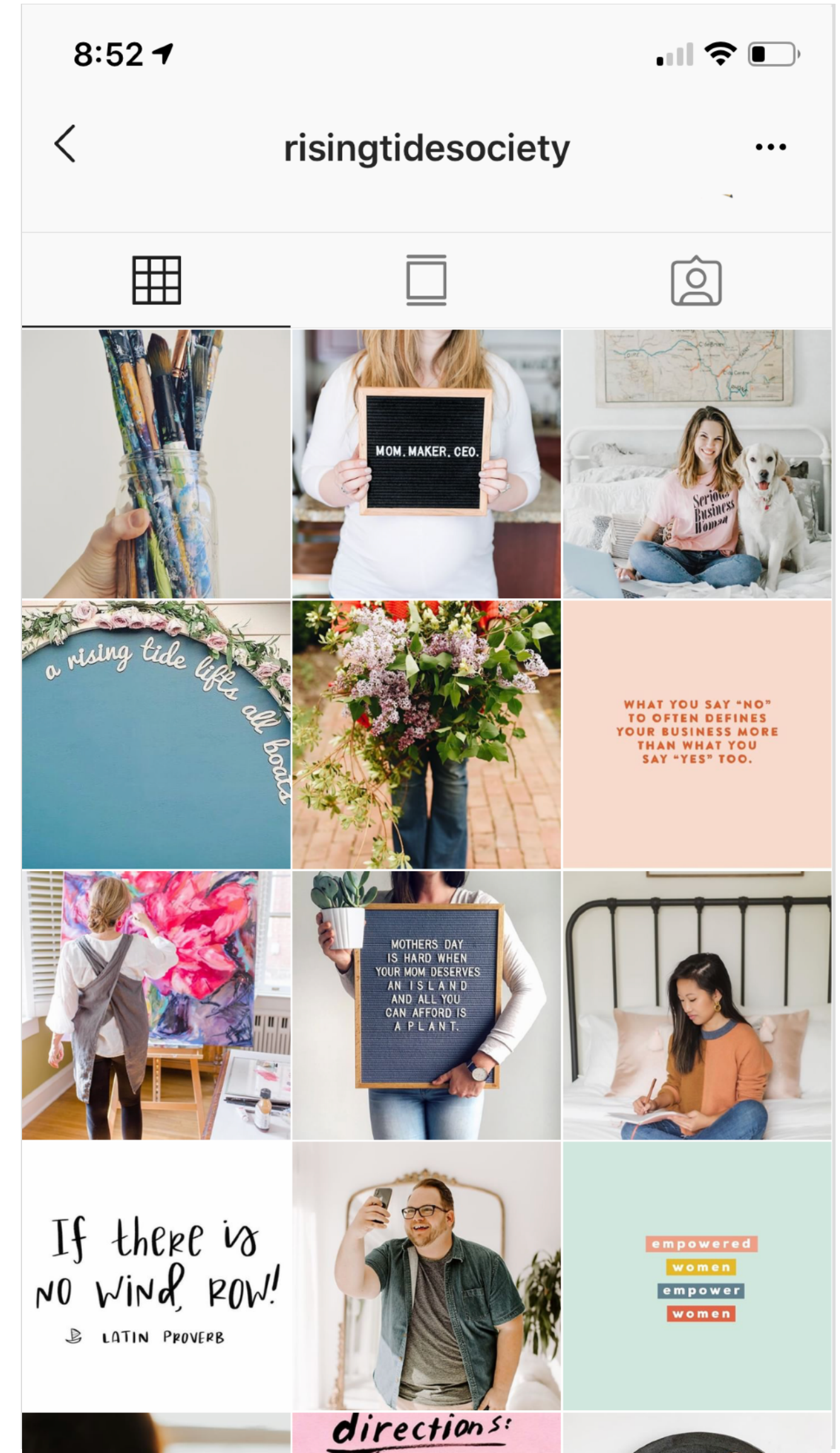


Source: Google





# CONNECT



The #communityovercompetition mvmt—a network of 75K creativepreneurs with 430+ global monthly meetups.





# WHAT IS YOUR PRIMARY GOAL?

**BRAND AWARENESS**

**PRODUCT SALES**

**THOUGHT LEADERSHIP**

**LEAD GENERATION**

**INFLUENCE**

**RECRUITMENT**

**INCREASED LOYALTY**

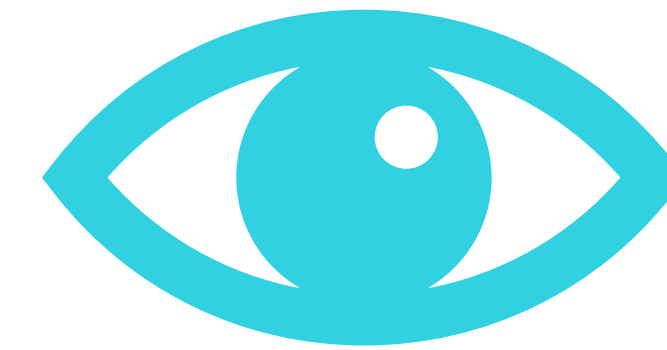
**BUILD COMMUNITY**







# MAKE AN IMPRESSION



***Two-thirds of profile visits to businesses come from people who aren't following that business***

**67%**



# CREATE A VISUAL STRATEGY

- ***Color palette***
- ***Look / feel / vibe***
- ***Editing style / filters***
- ***Depth and white space***
- ***Grid placement***



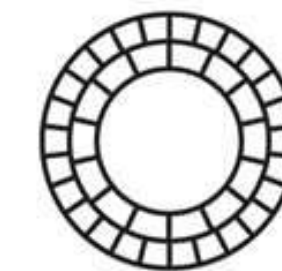
snapseed



A COLOR STORY



*Afterlight*

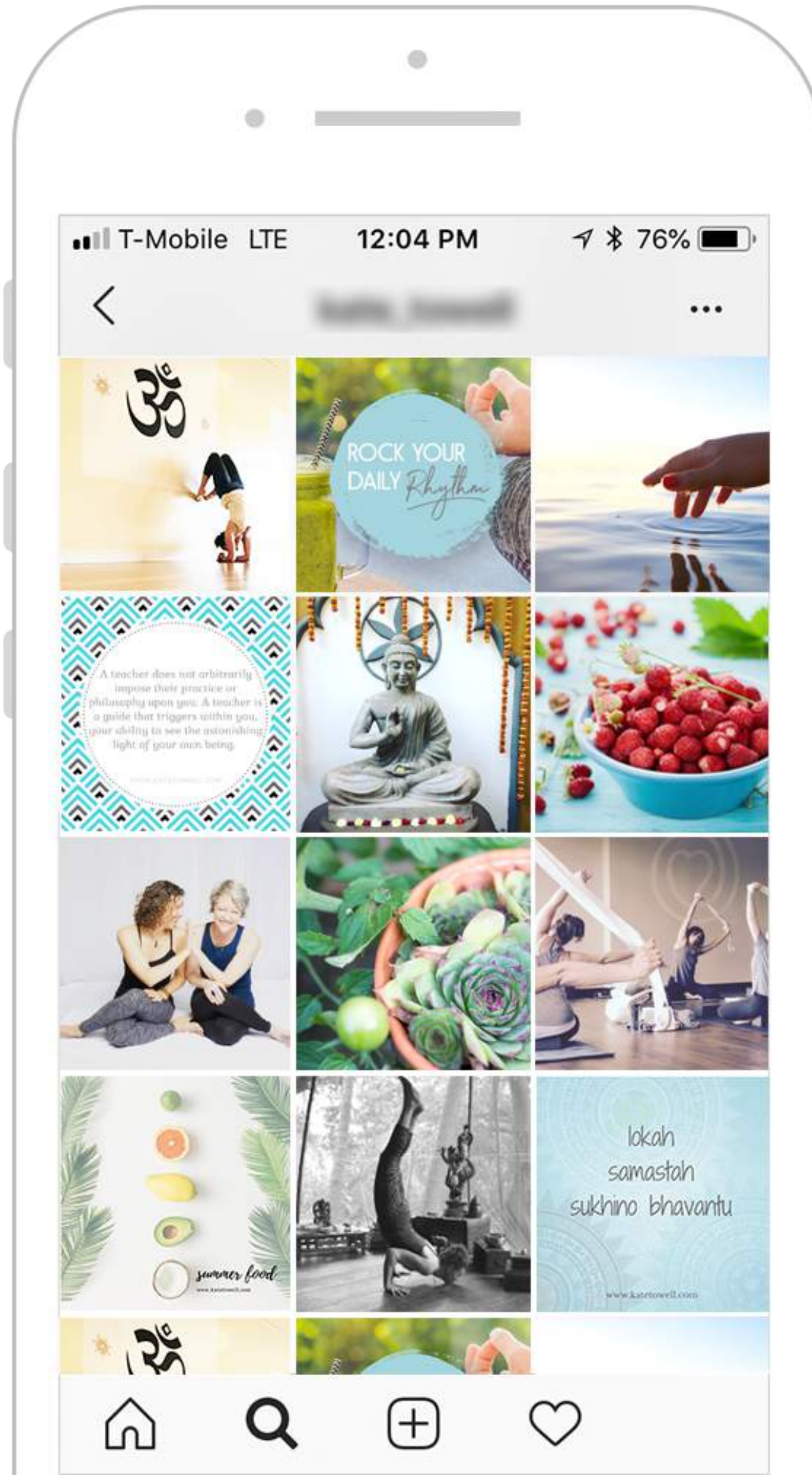
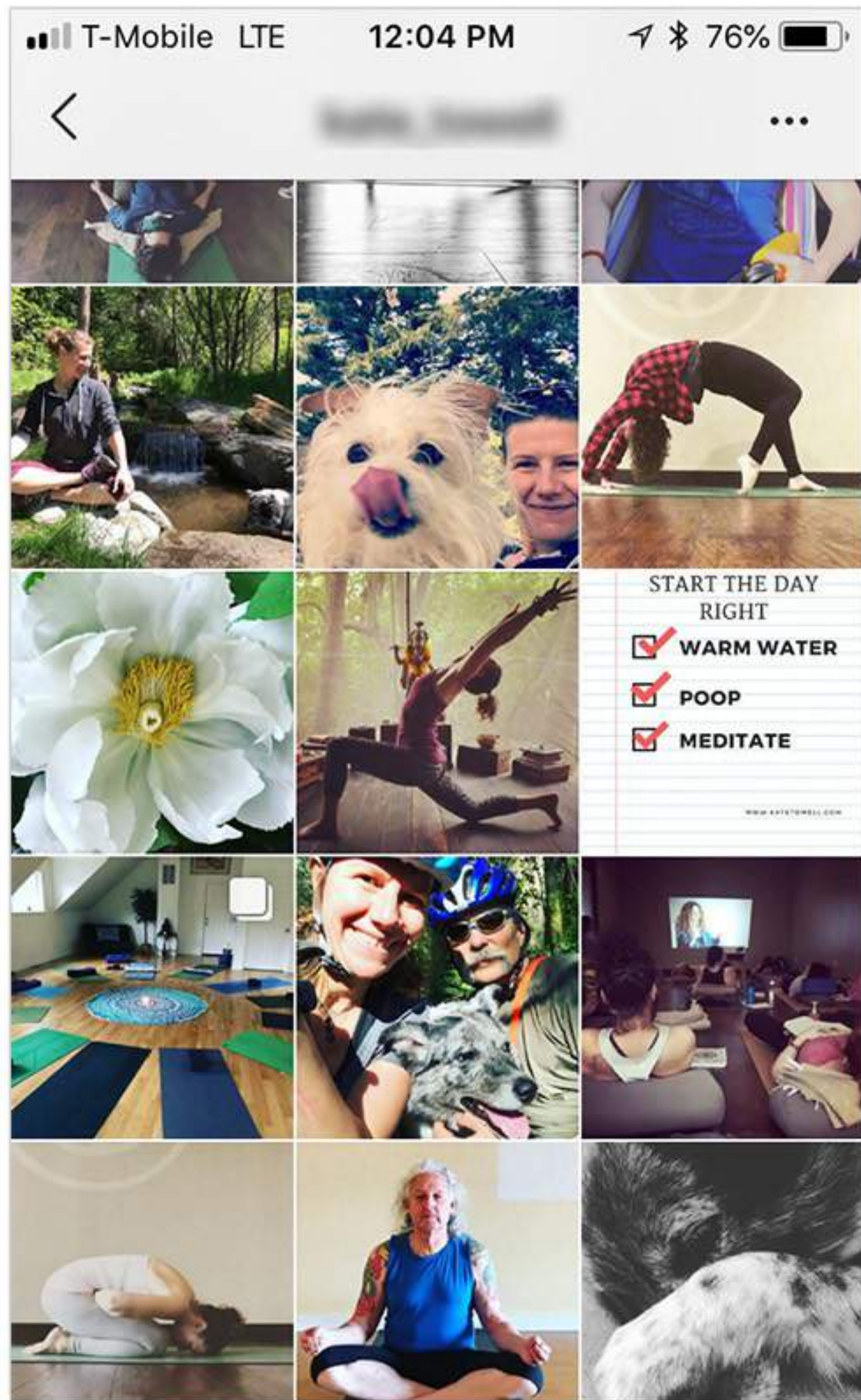


VSCO



# GRID MAKEOVER

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so, tell us...

**WHAT SHOULD**

**WE POST?**





# COMMON CONTENT TOPICS

"Day in the life"

Behind-the-scenes

Giveaways / contests

Team profiles

Event recaps / capture

User-generated content

How to's + lessons

Blog repurposing

Company announcements

Lifestyle photos

Product or  
service highlights

Customer feedback

Takeovers



**FEED**

**vs.**

**STORIES**

**Timeless**

**Evergreen**

**Curated for  
discovery**

**In-the-moment**

**Authentic**

**Highly engaging**







# DEDICATED TOOLS

- *Hashtag libraries*
- *Visual grid planner*
- *Media library*
- *Filters / labels to tag content*
- *Team collaboration*
- *Curation tools*
- *Analytics*

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PLANOLY









# CREATE HASHTAG SETS

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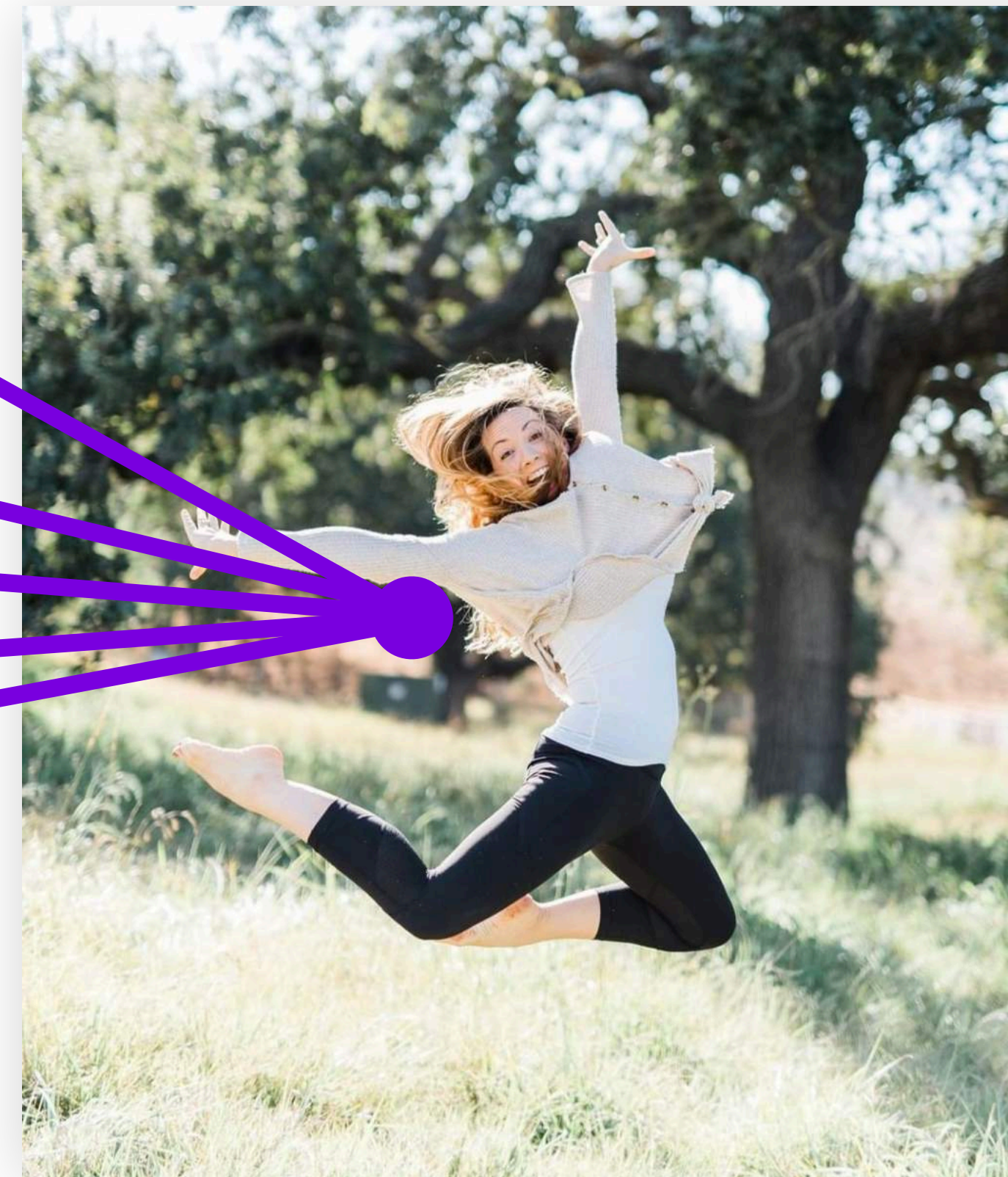
**Wellness**

**Movement**

**Local Community**

**Mindfulness**

**Empowerment**



valleywellnesscollect • Following ...

#centralcoastmama  
#santaynezvalley #pasorobles  
#sanluisobispo #visitsyv #syvalley  
#syvibes #805living #805fitness  
#805strong #805life #rawcalifornia  
#centralcoastliving  
#lospadresnationalforest #solvang  
#solvangcalifornia #iamwellandgood  
#wellnessblog #consciousculture  
#intentionalliving #boldbraveyou  
#wellnesswarriors #mindbodygram  
#happymindhappylife  
#wellnesslifestyle #mindfulliving  
#healthyeah

11w

+

♥ 🗨️ ↗️ 📌

Liked by annasugarmanyoga and 157 others

FEBRUARY 5

Add a comment... Post



# DON'T BE GENERIC

~~*#entrepreneur*~~

*#womanpreneur*

(NICHE)

*#wearethecreativeeconomy*

(COMMUNITY)

*#bschool*

(BRANDED)







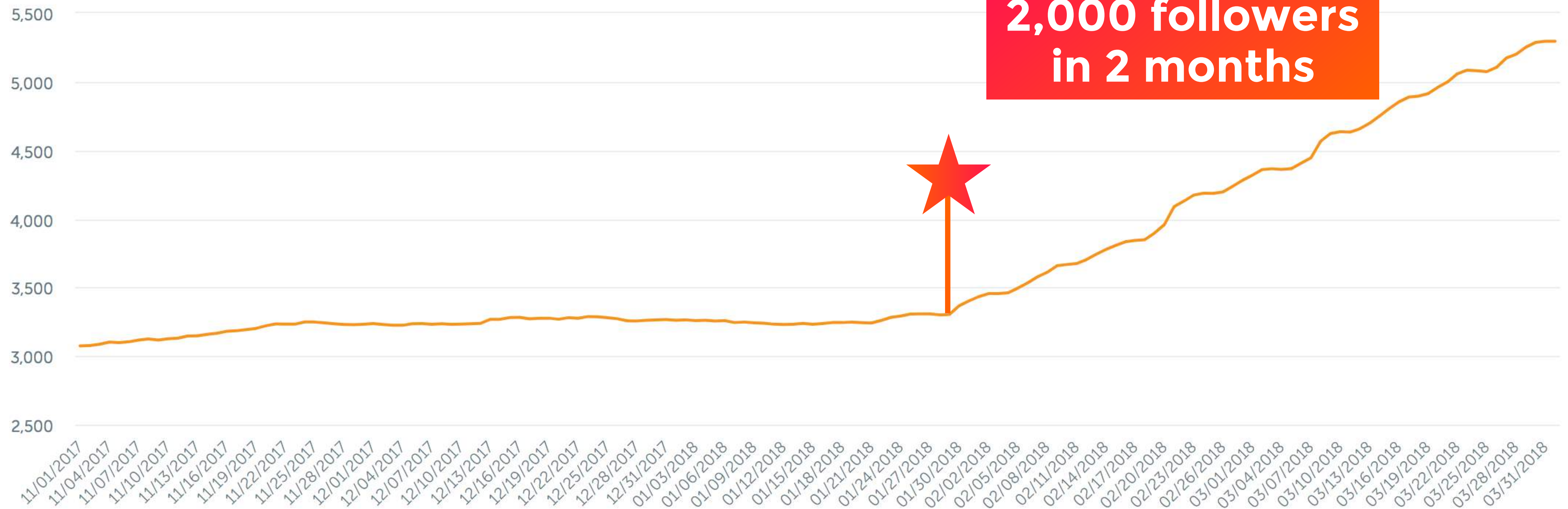
LET YOUR STORIES

BE DISCOVERED



# FOLLOWER GROWTH

Follower growth 







**ENGAGEMENT IS**

**THE CURRENCY**

**OF INSTAGRAM**

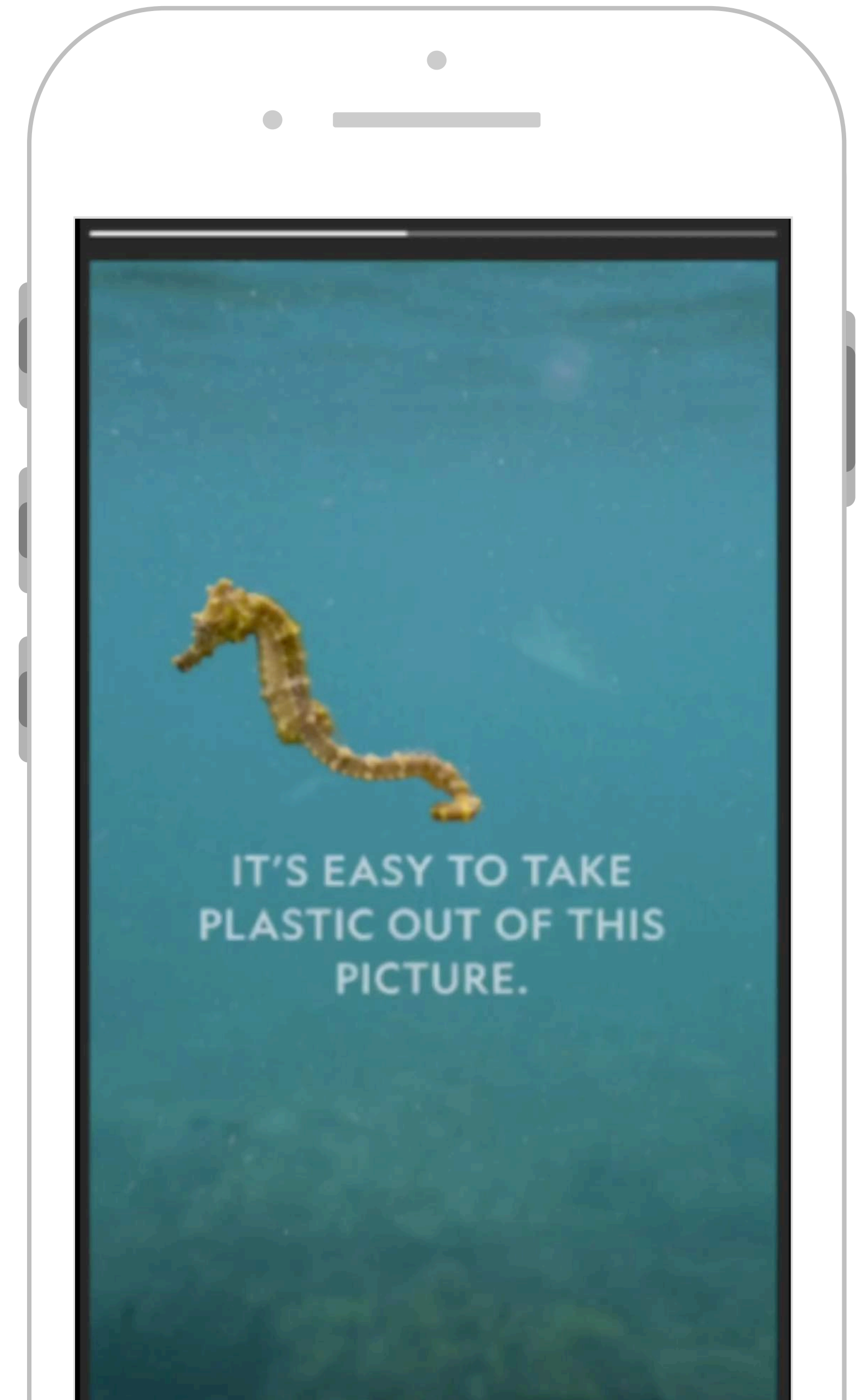






# INTEGRATE

*Implement strategies that help you nurture the relationships you've built **OFF** the platform*





# CONTENT BRIDGES...

WEBINARS

FREE TRAININGS

GIVEAWAYS

E-BOOKS + GUIDES

PREMIUM CONTENT

CHECKLISTS

CHECKLISTS + TOOLS

DISCOUNTS

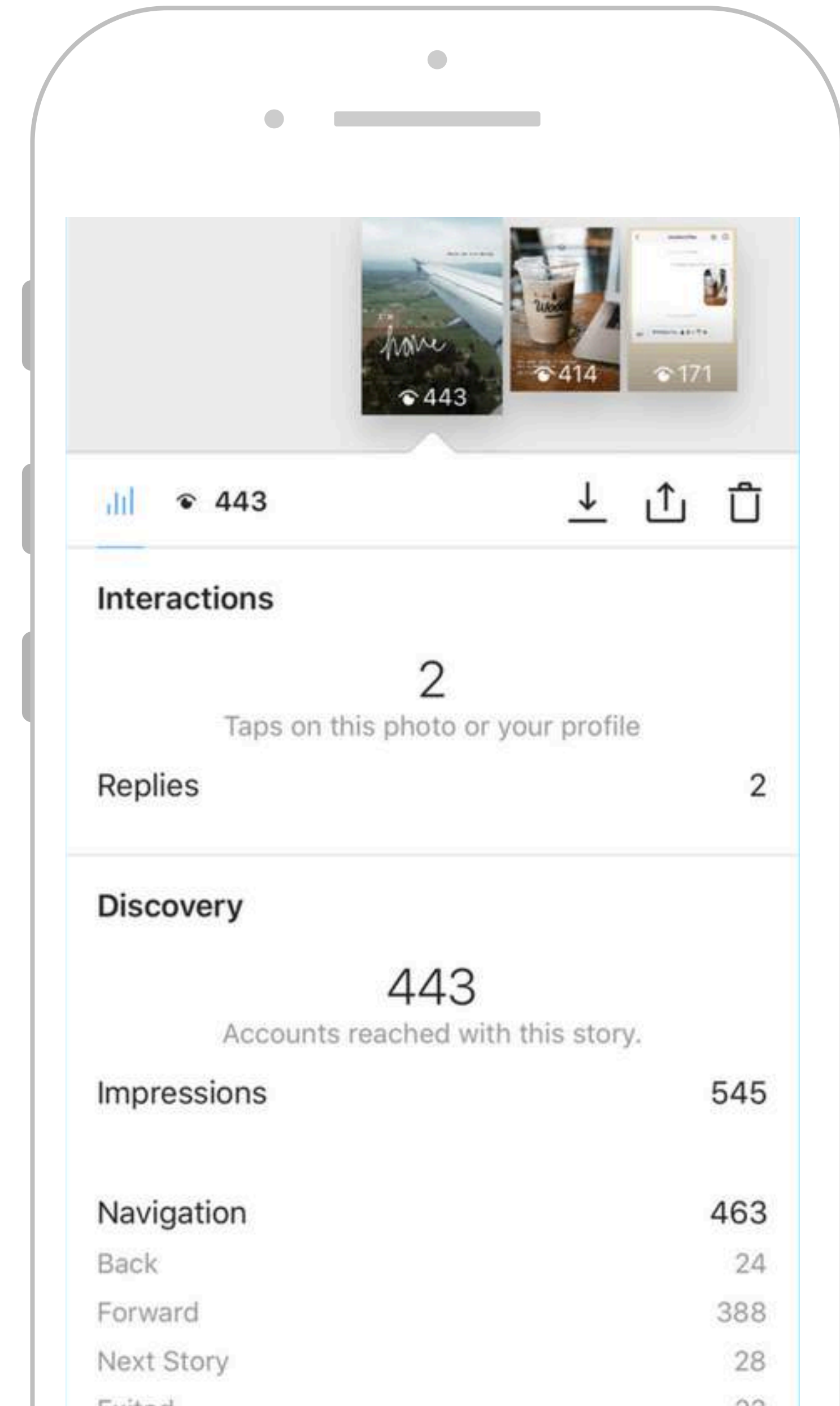




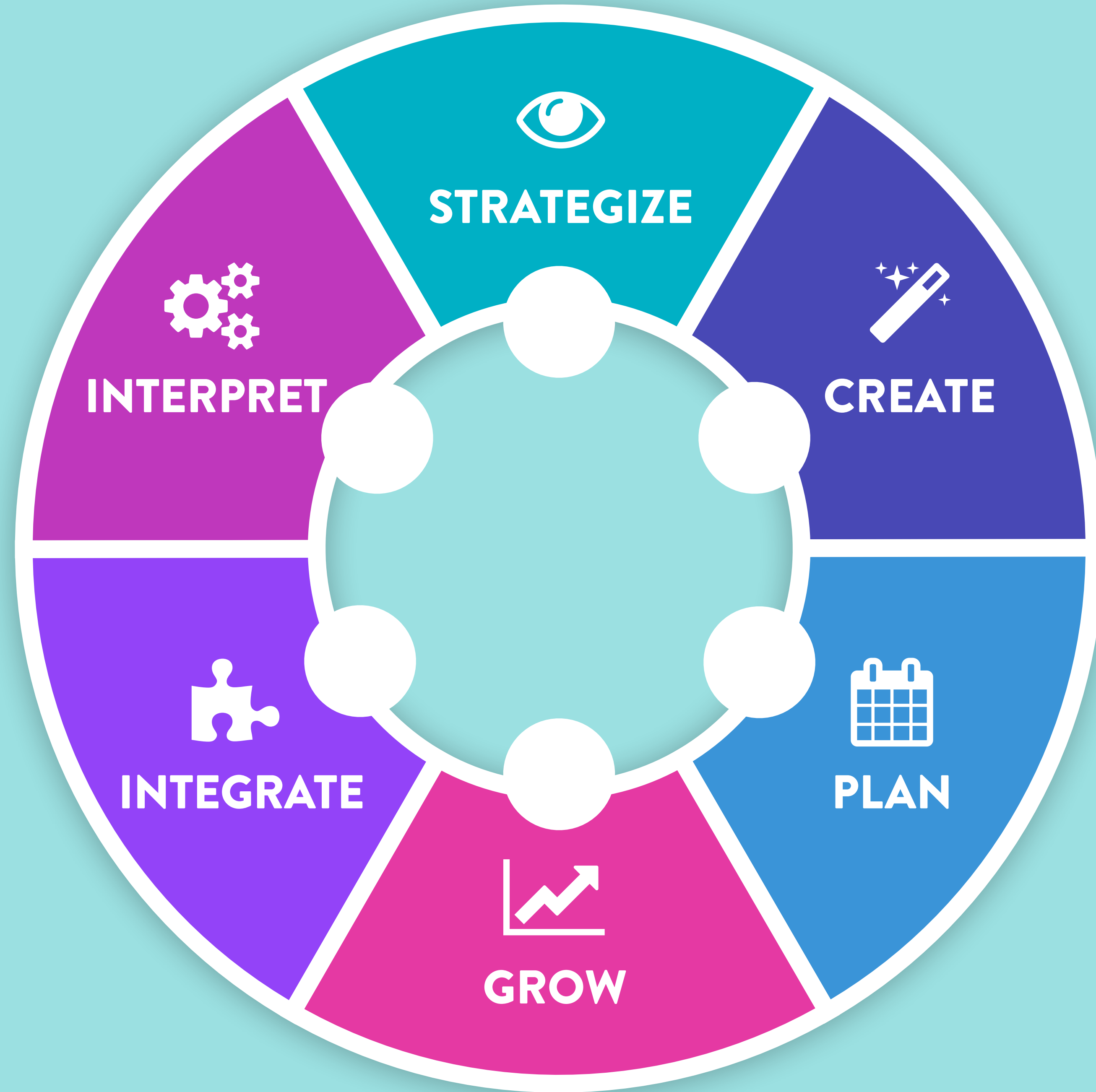


# INTERPRET

*Dive into your analytics to show your ROI and tweak your strategy*









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*with Intention*



# DOWNLOAD THE SLIDES

[bit.ly/insta-mckinley](https://bit.ly/insta-mckinley)

 @quinn.tempest

 [hello@quinntempest.com](mailto:hello@quinntempest.com)

